



2019-2020 ANNUAL REPORT



OLYMPIC REGIONAL
DEVELOPMENT AUTHORITY



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Cover Photo: Scott Hamilton, 1980 Olympic flag bearer at the Olympic Center's Dream On Gala

Inside Cover: New LED in-track lighting system



LETTER FROM THE PRESIDENT & CEO

This year marked the 40th anniversary of the 1980 Winter Games. Our venues have hosted the Olympics twice, and welcoming people from around the globe for outstanding recreational experiences and events is our expertise. Our stories are deeply rooted in history, but the breadth of what the Olympic Regional Development Authority (ORDA) provides visitors, residents, and athletes is changing. Our year has been focused on improving and modernizing our facilities as we prepare to introduce guests to an expanded scope of activities and seasons. A wide range of projects at all venues are putting us on the path to a new Olympic legacy.

The work at Mt Van Hoevenberg includes a mountain coaster, hiking center, world-class bobsled training facility, three-story lodge, 5K of competitive Nordic trails, and biathlon stadium. The Olympic Jumping Complex's Skyride Gondola and the elevator renovation at the Veteran's Memorial Highway have unveiled new mountain experiences for all ages and abilities. The Discovery Lodge at Belleayre and updated snowmaking technologies for all of our downhill and Nordic skiing venues have strengthened our future and the quality of our sports. ORDA's award-winning safety protocols are quickly evolving as our world changes. We are working smarter, utilizing technology and data, and identifying operational efficiencies. Thank you to our staff and guests for continuing to make our venues the special places they are.

Mike Pratt

ORDA President & CEO



1980 Olympian Beth Heiden



Snowboarder on Whiteface 2010



Nordic Athlete, Lake Placid Loppet, Mt Van Hoevenberg 2018

ABOUT ORDA

Formed in 1981 under the legislation enacted by the State of New York to operate, maintain and promote the facilities utilized during the 1980 Olympic Winter Games, ORDA has continuously operated NY State's Olympic portfolio.

In 1984 Gore Mountain Ski Area, in North Creek was added, as well as the Lake Placid United States Olympic Training Center in Lake Placid in 1990. The State later transferred operations of the Belleayre Ski Resort located in Highmount, from the Department of Environmental Conservation to ORDA in 2012.

ORDA continues to play a pivotal role in both the recreational and competitive sports of skiing, figure skating, biathlon, bobsled, freestyle skiing, luge, skeleton, ski jumping, snowboarding, ice hockey and speed skating.

ORDA has hosted over 500 national and international competitions, 15 World Championships and 110 World Cups. The facilities play a key role in Governor Andrew Cuomo's strategy of promoting tourism as a key economic driver for the Adirondacks and Catskill regions.

DEVELOPMENT AND PROJECTS

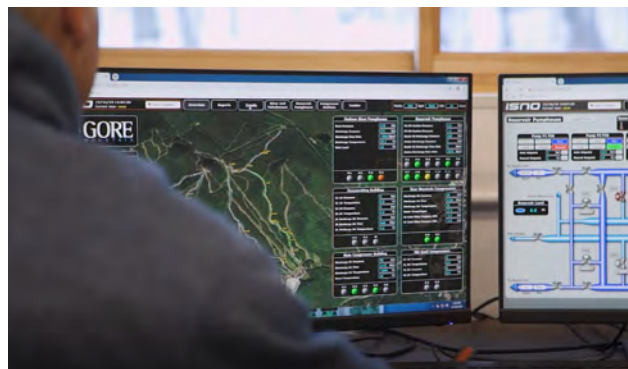
PROJECTS COMPLETED

ORDA executed a comprehensive capital investment plan, utilizing a \$79M New York State budget appropriation. The broad range of venue projects significantly upgraded the guest experience. From lift installations, snowmaking modernizations, year-round attraction updates, and event and training enhancements, ORDA unveiled several new and exciting improvements. Projects were completed on time and were a major factor contributing to the success ORDA and the regional economies experienced.



BELLEAYRE

The new Lightning Quad chairlift in the beginner area was installed with a conveyor entrance, creating an ideal learning experience. The expansion of the **Discovery Lodge** received rave reviews for not only its construction quality, but its modern design. This complete lodge renovation features beautiful panoramic views of the Catskill Mountains.



GORE

Gore completed its implementation of **automated snowmaking technologies** on several key trails that save energy, allow for remote monitoring and system controls, and create labor efficiencies. The resort also developed an FIS-certified freestyle course for hosting elite level competitions, and added enhancements to summer activities.



NEW TECHNOLOGY

New RFID gates at the mountains facilitated efficient lift loading experiences and hassle-free ticketing for guests. Using their SKI3 Cards, all skiers can go directly from their cars to the slopes by loading their ticket access online in advance. The cards can be used year after year, adding customer convenience and reducing waste.



WHITEFACE

The Round House and castle can now be accessed by a **new elevator**. The 2- minute ride takes guests through the bedrock and up to the 4,867' summit for one of the most breathtaking views of the Adirondack Mountains.



OLYMPIC JUMPING COMPLEX

The new **Skyride Gondola** was installed and replaced the 1980 double chair. No longer exposed to the elements, the gondola's enclosed cabins bring guests to the base of the jump towers. A new reconditioned glass elevator brings them to the observation deck and the new LED in-track lighting system is a terrific feature allowing spectators to follow the jumpers.



OLYMPIC CENTER

With its **new speakers, LED lighting and replaced seating at the arena**, games and events are more dramatic and exciting. The reconfigured audio system in the convention center makes multi-media presentations for large conferences even more professional.



USA LUGE

The **expansion is completed** at the USA Luge Training Center. Its longer and more modern start-tracks have made the Lake Placid facility the premier training venue across the Olympic landscape.

VISITATION & REVENUE

A HISTORIC YEAR THAT ENDED TOO SOON

ORDA's revenue was poised to break records at several venues this year, with sales up 11% year over year at the end of February. Unfortunately the abrupt closure of all venues on March 15 due to the Covid-19 crisis truncated the latter part of the season, which includes revenue-producing opportunities including a Canadian vacation week, popular spring events, and a profitable period of lift ticket sales at the mountains. Despite this challenge, revenue still exceeded the prior year at Whiteface, Gore (up 5.5%), and the Olympic Museum, and the organization's sales overall were less than 5% off the 2018/2019 fiscal year.



Little Whiteface observation deck

"We took the Cloudsplitter Gondola to the 3,800ft level on a light snowy day in February. You don't have to be a skier—or ex-skier—to appreciate the stunning views and well-groomed trails. The attendants are helpful, professional, and very friendly. A must trip!"

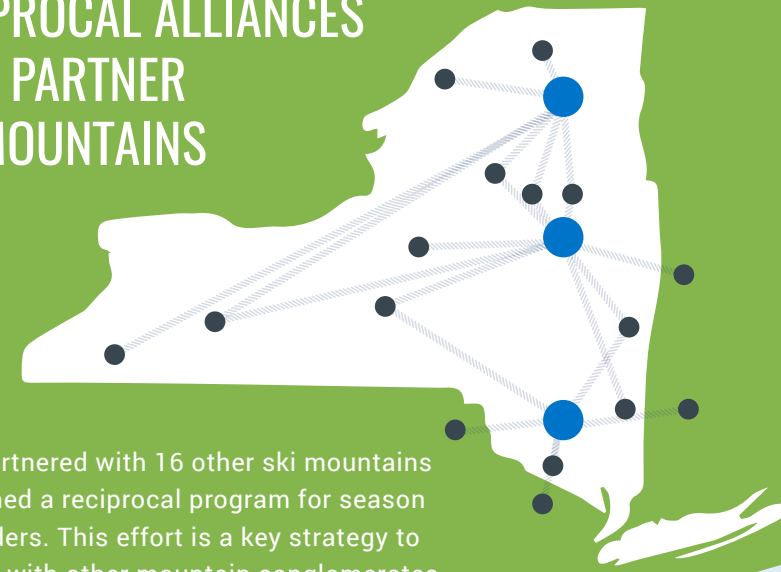
- John, TripAdvisor

the numbers

BELLEAYRE	\$6,814,182
GORE	\$10,562,808
MT VAN HOEVENBERG SPORTS COMPLEX	\$1,954,009
MUSEUM	\$313,233
OLYMPIC CENTER	\$2,684,728
OLYMPIC JUMPING COMPLEX	\$517,183
WHITEFACE	\$12,405,991

*Source: 2019/20 ORDA P&L

RECIPROCAL ALLIANCES WITH PARTNER SKI MOUNTAINS



ORDA partnered with 16 other ski mountains and formed a reciprocal program for season passholders. This effort is a key strategy to compete with other mountain conglomerates and increase passholder value.

Skiers at Belleayre Mountain

summer



visits*

- 211,458 - OLYMPIC CENTER
- 149,613 - WHITEFACE MOUNTAIN
- 26,710 - BELLEAYRE MOUNTAIN
- 23,253 - LAKE PLACID OLYMPIC MUSEUM
- 14,454 - GORE MOUNTAIN
- 1,693 - MT VAN HOEVENBERG*
- 531 - OLYMPIC JUMPING COMPLEX
- OLYMPIC SPORTS COMPLEX**

* Biathlon and Mtn Biking Only ** Closed for Construction

winter



visits*

- 367,605 - OLYMPIC CENTER
- 197,343 - GORE MOUNTAIN
- 184,847 - WHITEFACE MOUNTAIN
- 125,652 - BELLEAYRE MOUNTAIN
- 36,000 - MT VAN HOEVENBERG**
- 17,564 - OLYMPIC SPORTS COMPLEX***
- 16,320 - LAKE PLACID OLYMPIC MUSEUM
- 13,513 - OLYMPIC JUMPING COMPLEX

*Source: ORDA ticketing system & estimates of non-ticketing activities
 ** Cross Country *** Tours and Bobsled Rides

Belleayre Beach

Gore Mountain Zipline



Mt Van Hoevenberg



Olympic Jumping Complex

WHITEFACE VETERAN'S MEMORIAL HIGHWAY



2019

VISITS
104,289

REVENUE
\$1,092,307



2018

82,052

\$714,573



ORDA SUMMER

OPERATIONS & ACTIVITIES

Despite having the Discovery Lodge at Belleayre and two Lake Placid venues closed during the summer months for major construction, the season was a huge success across the ORDA venues and facilities.

Over 224,000 people visited ORDA's venues during the summer and fall months. With over 60,000 guests visiting the three resort Gondolas, the experience of gliding up the mountainsides was more

popular than ever. The historic Veterans' Memorial Highway at Whiteface Mountain was at capacity virtually every weekend welcoming over 104,000 guests.

Mt Van Hoevenberg's summer mountain biking program experienced growth. Guests can now visit the resort and experience a High Peaks adventure on trails that are accessible for all ages.

SUMMER GONDOLA

BELLEAYRE

- 5,983 rides
- \$80,902

GORE

- 12,313 rides
- \$192,921

WHITEFACE

- 41,976 rides
- \$882,648



Whiteface Gondola

FALL FESTIVALS

BELLEAYRE FALL FEST

visitors: 4,118

GORE HARVEST FEST

visitors: 13,500

WHITEFACE OKTOBERFEST

visitors: 6,311



“We bring our grandkids skiing almost every weekend. Awesome lodges and trails for every age group and ski level. We are lucky to be near a world-renowned ski area! Even great in the ‘summer!’”

- Stephanie, TripAdvisor

OPENING DATES

BELLEAYRE
11/29/19

GORE
11/15/19

MT VAN HOEVENBERG XC
11/17/19

WHITEFACE
11/15/19

ORDA WINTER

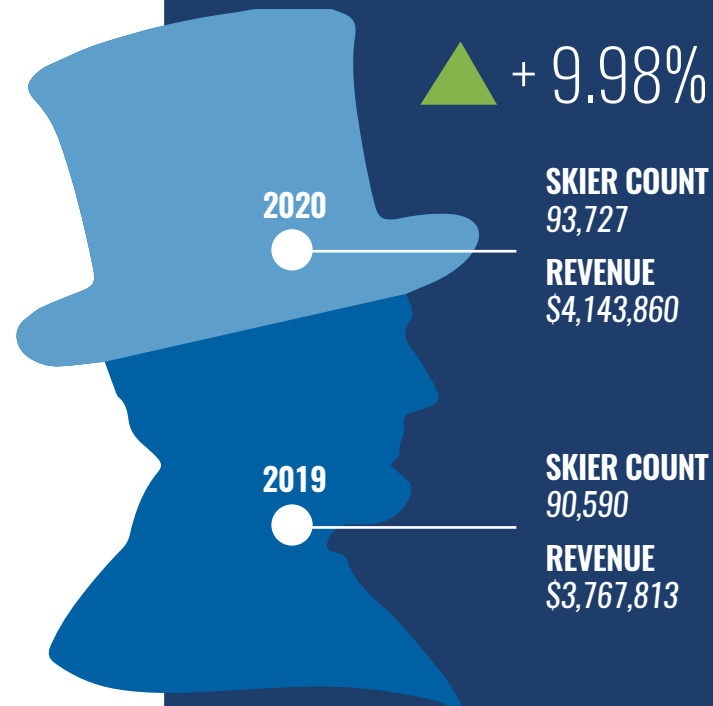
OPERATIONS & ACTIVITIES

The three ORDA alpine ski resorts all experienced a fast start to the season, opening in November and enjoying an early winter season. Record season pass sales were in excess of \$5.6M, with a total of 12,700 season passes sold.

Nordic skiers enjoyed the Ski Bowl at Gore and the Olympic Trails at Mt Van Hoevenberg, and a record number of guests visited the Olympic Speed Skating Oval.

Visitation records were broken during Presidents' Week, as sales eclipsed the \$4M mark for the first time ever. As February ended, the spring season was looking even brighter with pre-booked revenue soaring.

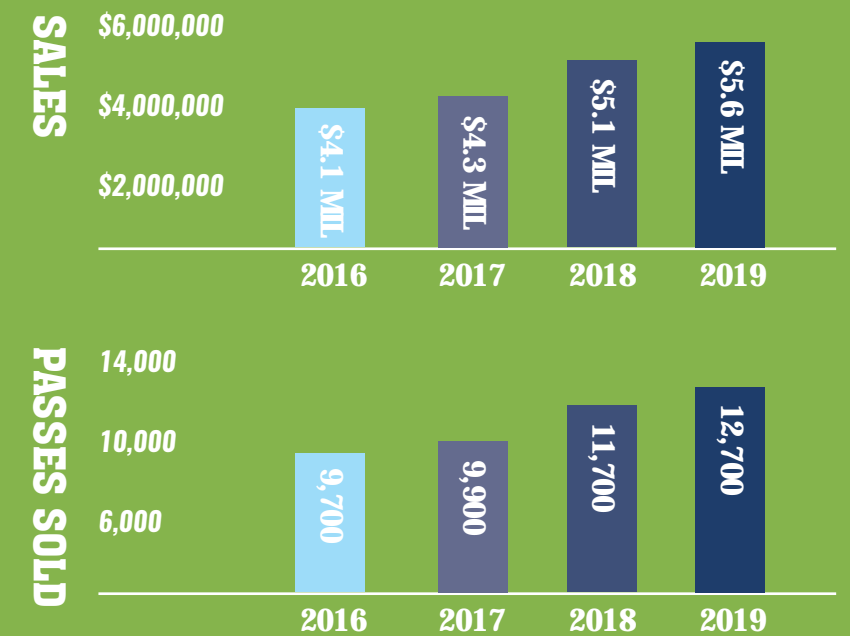
PRESIDENTS' WEEK ALL ORDA SKI AREAS



Belleayre Mountain



SEASON PASSES ALL ORDA SKI AREAS





The Olympic Center in Lake Placid hosted indoor Short Track Speed Skating for the first time in **10** years and brought over **50** athletes from Canada and the US.

EVENTS

REVENUE OF OVER \$1 MILLION

Overall ORDA's 2019-2020 Events season successfully hosted 108 events with 80 competition days, comprised of over 6,500 competitors and 320 nations with a total revenue of over \$1.3M.

The Olympic Sports Complex at Mt. Van Hoevenberg took center stage with a nationally televised FIL Luge World Cup that was viewed live on NBC during the Thanksgiving weekend. Mt. Van Hoevenberg Sliding Track also proved to have their busiest season to date hosting 51 international races, including the largest IBSF event in history: The North American Cup (NAC) Bobsled & Skeleton in November. In addition to the previously scheduled World Cups, the venue

also welcomed an additional IBSF Bobsled World Cup in December. The two Bobsled World Cup Championships were held in back-to-back weeks allowing for a successful and operationally efficient competition that garnered incremental revenue gains. Throughout these two weeks, 160 athletes from 23 nations participated.

When the COVID-19 pandemic impacted the world, ORDA venues canceled the remaining events for the fiscal year. The largest event that was impacted was the ECAC Men's Hockey tournament which brings in the NCAA's most elite hockey conference along with over 5,000 fans.

Despite the shortcomings in March, this extensive event schedule reinforces ORDA's legislative mandate of developing a wide range of national and international athletic training and competitive opportunities that maximize the utilization of the Olympic facilities.



"There's no place like home." Nothing compares to competing at Mt Van Hoevenberg during a World Cup weekend in front of family and friends. The atmosphere in Lake Placid is second to none for competitors from all across the globe!"

- Jayson Terdiman USA Luge, ORDA sponsored athlete and two-time Olympian



LAKE PLACID 2023

FISU
WORLD
UNIVERSITY
GAMES

- ★ 11 DAYS OF ATHLETE COMPETITION
- ★ 2 DAY ACADEMIC CONFERENCE
- ★ 3,000+ PARTICIPANTS, DELEGATES & OFFICIALS
- ★ 60+ NATIONS
- ★ 600 UNIVERSITIES
- ★ 3,000 VOLUNTEERS
- ★ 364 MILLION VIEWERS
- ★ 7,024 HOURS OF TV/DIGITAL COVERAGE
- ★ BIGGER THAN THE 1980 OLYMPICS

Dream On 40TH SKATING GALA

Marking the 40th Anniversary of the 1980 Winter Olympics was a village-wide celebration, beginning with a torchlit Opening Ceremony where over 1,000 people braved the below zero temperatures to kick off the two-week commemoration.

ORDA's main event during the Anniversary was undoubtedly the Dream On Gala. NYS Senator Betty Little, Lake Placid Mayor Craig Randall and North Elba Town Supervisor Jay Rand joined local Olympic heroes and the 1980 US Figure Skating Team for dinner and a show, sponsored by the US Olympic and Paralympic Committee.

1984 Olympic Gold Medalist Scott Hamilton carried the United States Flag into the arena, as he had been the flagbearer for the 1980 Games. The 40th Anniversary Flame was passed from 2018 Olympians Madison Chock and Evan Bates to 1980 Olympic

Silver Medalist Linda Fratianne and then to the rest of her team, with great emotion. Saranac Lake's Northern Lights Ensemble, directed by Helen Demong, mother of 2010 Olympic Gold Medalist, Billy Demong, sang the National Anthem and a haunting choral rendition of Aerosmith's "Dream On."



1980 US Figure Skating Team banner raising ceremony, Olympic Center



Whiteface Groomer

MAKING PURCHASING EASIER FOR OUR GUESTS

ecommerce net sales

- WHITEFACE: \$4,368,209.95
- GORE: \$3,705,850.41
- BELLEAYRE: \$1,941,240.73
- LAKE PLACID: \$243,893.00

REACHING OUT TO OUR GUESTS

email services

- TOTAL EMAILS SENT: 1,782,581
- REVENUE PER CLICK: \$56
- OPEN RATE: 35%
- TOTAL EMAIL MARKETING REVENUE: \$2,261,204

ENGAGING WITH OUR GUESTS

social media followers

- WHITEFACE: 113,900
- GORE: 64,700
- BELLEAYRE: 31,900
- LAKE PLACID: 16,900

ORDA @ WORK

SAFETY, MARKETING & COMMUNITY EFFORTS

During peak season, approximately 1,500 employees work at ORDA's facilities and venues.

ORDA is proud once again to call

this team "family" as they have set the standards for community service, operational excellence and award-winning operational safety. ORDA's desire to create world-class

customer service with a blend of unique and authentic experiences is our goal each and every day.

ORDA Supported LGBTQ+ Pride Month: LED lighting in the Olympic Center displayed pride flag colors, and showed support on the marquee, digital TVs, and social media platforms.



"Make it personal, make it safe, make it home."



BEST OVERALL SAFETY PROGRAM

Gore Mountain, New York

Gore Mountain invested in new lift catch nets, children's vests with safety handles, an interactive safety kiosk, and RFID ticketing. Marketing communications were consistently infused with safety tips and reminders. Employees received expanded CPR and defensive driving training, mandatory ski and board inspections, and a new safety products vending machine dispensed over 1,000 items. Workers compensation claims decreased by 64%.

NSAA SAFETY CHAMPION FOR THE INDUSTRY

Cindy Dady, (ORDA), New York

Cindy Dady, whose motto is, "Make it personal, make it safe, make it home," spearheaded the "Know the Zone" safety campaign across all three ORDA ski venues and personally presents staff safety trainings. She encourages employees to take ownership of guest safety and actively empowers them to take action when presented with a safety issue.

FINALIST IN THE NATIONAL SKI AREAS ASSOCIATION'S BEST GUEST SAFETY CAMPAIGN.

Belleayre, New York

This was the first year where they had campaigns dedicated to guest safety and skiing/snowboarding etiquette. It was a new beginning for the mountain with a vision to become more proactive about safety by engaging our guests on a more personal level.



“We are proud to have partnered with the New York Olympic Region in their successful achievement in becoming LEED-certified by one of the foremost green building groups in the world. ORDA’s sustainability efforts are a testament to their core values and business practices.”

- Anthony Collins
President of Clarkson University



Gore Mountain recently installed six electric car charging stations. ORDA thanks EV drivers for their commitment to sustainability and helping to protect future winters.



Whiteface Mountain Chevy Appreciation Day

ENVIRONMENT

A YEAR OF ACHIEVEMENT

At the core of our values and mission is a keen focus on the responsible and sustainable operations of our entire portfolio. To that end, the 2019/2020 year for ORDA was a watershed moment in which we achieved many of our key goals and received the accolades that come with it.

For the first time ever, a university partnered with our local community and ORDA to achieve a (LEED) Leadership in Energy and Environmental Design certification for the Olympic Region. ORDA has dedicated our resources and commitment to creating highly efficient and cost-effective buildings.

Whiteface Mountain was recognized as a finalist for the Climate Change Impact Award presented by the National Ski Area Association for its commitment to 100% renewable energy and its 9,000-panel 2.6-megawatt solar array.

Additionally, ORDA has replaced older diesel drives on its compressors for snowmaking with variable drives that reduce its carbon footprint.

Gore Mountain’s 5.3-megawatt solar array continues to be the largest dedicated to a ski resort in the United States.

AWARDS & ACHIEVEMENTS

USGBC Local Leader Award – New York Upstate: Most Successful Community Engagement Award - U.S. Green Building Council - In recognition of the community’s efforts toward obtaining a LEED (Leadership in Energy and Environmental Design) Gold for Communities Certification. Partnership with the New York Olympic Region and Clarkson University.

NOMINATED: Climate Change Impact Award by the National Ski Areas Association. Whiteface Mountain has shifted to 100% renewable energy with the installation of a 9,000-panel solar array.



photo: Gold Leed award acceptance

CORPORATE PARTNERSHIPS

THIRD STRAIGHT YEAR OF GROWTH

Sponsorship and advertising, along with budget relieving trade, continued to grow for the third straight year. Over 130 international, regional, and local businesses partnered with ORDA, increasing revenue 5% over the budgeted projection for a total of \$978,844.

A new two-year partnership with Chevrolet will further leverage marketing assets and dovetail

ORDA’s brand with theirs. ORDA’s relationships continue with other major companies such as Anheuser-Busch, Coca-Cola, Essity, StormTech, Under Armour and KOA.

As we continue to evolve our business-to-business development model, new and exciting strategic partnerships are emerging.

“Saratoga Eagle is proud of our long tenured relationship with ORDA. Our two organizations have similar core values, one being our “Will to Win” and the other is “Teamwork”. The combination of those two values working together is how we define success and how ORDA treats their partners. Our partnership can be summed up in two words: Gold Medal!”

- Jeff Vukelic, President Saratoga Eagle Sales & Service

MAJOR PARTNERSHIP ACCOUNTS INCLUDE:

Anheuser-Busch
Chevrolet
Coca-Cola

Essity
Ellis Coffee

J. Lohr Vineyards
& Wines



Newly constructed base lodge at Mt Van Hoevenberg Sports Complex to be completed in the Fall 2020



Renovation of the Olympic Center's main entry



Artist's rendering of the exterior of the Olympic Center's Link Building



Artist's rendering of the interior of the Olympic Center's Link Building cafe

OLYMPIC LEGACY

THE FUTURE IS EVEN BRIGHTER

As we look toward the future, ORDA is poised and well-positioned to respond to the ever-changing economic environment that we now operate in. The Olympic legacy shines bright. The positive momentum that we have created over the past few years is one that we plan to make even better and one that will continue to benefit the regions we serve.

As we continue to modernize and further develop our venues and facilities, we will enhance operational efficiencies and have even more opportunities to grow revenue. The projects that are being completed this summer and fall will deliver greater year-round experiences for our guests to enjoy and give tourists a reason to visit, explore, and stay for a while.

We are optimistic that the future for ORDA and our Olympic legacy is brighter than ever.

“The new attractions will make it a place that has something for everyone to enjoy, driving up revenue for the North Country region and positioning it as a global leader in premier sports.”

- New York State Governor Andrew M. Cuomo
October 4, 2019 Press Release

IN MEMORIAM



Robert Flacke
January 25, 1933 - November 10, 2018

Bob Flacke transformed the Fort William Henry Resort into one of upstate New York's leading tourism businesses. He was an integral part of the ORDA Board for over 15 years and even served as interim President in the 90's. He led both the New York State Department of Environmental Conservation and the Adirondack Park Agency. We will miss Bob and we are very grateful that he shared his wisdom and time with us for so many years.



J. Patrick "Pat" Barrett
February 5, 1937 - September 2, 2019

Board Chairman, Pat Barrett, will also be missed by the entire ORDA organization. He was enshrined into the class of 2019 Lake Placid Hall of Fame and will be forever in our hearts. Governor Cuomo said, "Pat's distinguished career in both public and private sectors, and service in the U.S. Army, made him a remarkable leader." He was appointed by President Ronald Reagan to the President's Board of Advisors on Private Sector Initiatives, also chairing President Reagan's "Vote America" program. Pat was instrumental in developing many of our capital projects and operational initiatives. We thank Pat for all that he has done for ORDA.

BOARD OF DIRECTORS

THE 2019-20 ANNUAL REPORT HAS BEEN APPROVED BY THE NEW YORK STATE OLYMPIC REGIONAL DEVELOPMENT AUTHORITY ORDA BOARD OF DIRECTORS:

Erik Kulleseid
Commissioner of Parks, Recreation
and Historic Preservation
Christopher Pushkarsh, Proxy

Basil Seggos
Commissioner of Department of
Environmental Conservation
Jeffrey Stefanko, Proxy

Eric Gertler
President & CEO of Empire State Development
Stephen Hunt, Proxy

Arthur Lussi - Board Member
Olympic Regional Development Authority

John Parete - Board Member
Olympic Regional Development Authority

Andrew Lack - Board Member
Olympic Regional Development Authority

Jill Broderick - Board Member
Olympic Regional Development Authority

William Beaney - Board Member
Olympic Regional Development Authority

Cliff Donaldson - Board Member
Olympic Regional Development Authority

