

2012-'13
Annual Report

NEW YORK STATE OLYMPIC REGIONAL DEVELOPMENT AUTHORITY



Belleayre / Gore / Whiteface Lake Placid



OLYMPIC REGIONAL
NEW YORK
DEVELOPMENT AUTHORITY

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OLYMPIC CENTER



**OLYMPIC JUMPING
COMPLEX**



**OLYMPIC SPORTS
COMPLEX**



WHITEFACE

GORE 
MOUNTAIN

BELLEAYRE

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■ Historical Background of the Olympic Regional Development Authority

In 1981, the New York Olympic Regional Development Authority (ORDA) formed under legislation enacted by the State of New York to operate, maintain and promote the facilities utilized during the 1980 Olympic Winter Games in the Lake Placid region.

The concept was to combine facilities owned by the State of New York (Whiteface Ski Area in Wilmington and the bobsled, skeleton, luge, cross country and biathlon facilities of the Olympic Sports Complex) with those owned by the Town of North Elba (the Olympic Center, the Olympic Speed Skating Oval and the Olympic Jumping Complex) for efficient and effective management. Gore Mountain Ski Area in North Creek was added in 1984, along with the Lake Placid United States Olympic Training Center in 1990. The 1932 & 1980 Lake Placid Winter Olympic Museum, now the Lake Placid Olympic Museum and located in the Olympic Center, was added in 1994. In April 2012, Governor Andrew Cuomo’s state budget transferred operations of Belleayre Ski Area in Highmount, New York, from the Department of Environmental Conservation (DEC) to ORDA, and in November 2012, the Authority took over Belleayre’s daily operations.

The Authority has hosted over 380 major national and international events and competitions since its inception. The events and competitions have included 14 World Championships and over 84 World Cup competitions in bobsled, skeleton, luge, biathlon, speed skating, ski jumping, freestyle skiing, alpine skiing, snowboarding and the Winter Goodwill Games in 2000. In January of 2005, ORDA hosted the first-ever Geoff Bodine Bobsled Challenge. This event saw ORDA team with NASCAR driver Geoff Bodine, the Bo-Dyn Bobsled Project and other NASCAR drivers in this charity made-for-TV bobsledding event. All proceeds from the Challenge went to the Bo-Dyn Bobsled Project, which built bobsleds for the U.S. Olympic Bobsled Team at no cost to the athletes. In 2010 the project paid off as the world witnessed USA Bobsled pilot Steve Holcomb and crew made history as they took the podium and claimed the gold medal in the 2010 Vancouver Winter Games men’s four-man bobsled event. This was the first time since 1948 the U.S. had won an Olympic gold medal in the four-man event. In February 2009 ORDA hosted the world when the FIL World Luge Championships came to Lake Placid and again in 2009 and 2012 with the FIBT Bobsled and Skeleton World Championships.

The Olympic Regional Development Authority not only hosts winter events but summer ones as well. ORDA hosted the first three annual ESPN Great Outdoor Games during the summers of 2000, 2001 and 2002. During the summer of 2004, ORDA collaborated with the City of Hope and I Love New York among others, to host the inaugural Songs at the Lake music festival. This outdoor festival featured a wide variety of musicians, which ranged from Country to Zydeco. A portion of the ticket sales benefited cancer research, treatment and education at the world-renowned City of Hope, based in Los Angeles, California. In 2011, one of three inaugural qualifying races for the famous Leadville Trail 100 MTB Race in Leadville, Colorado was held at Whiteface Mountain. These races were so popular there are now five qualifying races held throughout the country. This race, known as the Wilmington/ Whiteface 100K, will return in June of 2013. The Olympic Authority and its partners manage all events and competitions with its communications, corporate marketing, engineering, events, finance, marketing, sports development and timing and scoring departments.

Beyond management of events and initiation programs, such as the Sports Development Program, which promotes education and participation in Olympic sports, the Authority has significantly expanded and improved its facilities over the years with assistance from the State of New York and the federal government. ORDA is also a major promoter of tourism in the Adirondack Region of Upstate New York. From figure skating shows at the Olympic Center, to international winter sport competitions, the Authority has enabled Lake Placid to carry on proudly, the tradition of competition and its designation as the “Winter Sports Capital of the World.”

■ Olympic Regional Development Authority Venue Histories

Olympic Center

The Olympic Center includes three ice surfaces: the 1932 Jack Shea Arena, the 1980 Herb Brooks Arena (home of the “Miracle on Ice”), the USA rink (a NHL regulation ice surface) as well as a conference center. The Olympic Center is a world-class, year-round training facility for figure skating and ice hockey. The Olympic Center is also available for recreational skating, conventions and concerts. In 1994, the Lake Placid Olympic Museum opened in the Olympic Center.

Olympic Speed Skating Oval

This outdoor skating oval is one of three refrigerated 400-meter skating ovals in the USA and the site of Eric Heiden’s record five gold medals during the 1980 Lake Placid Olympic Winter Games. It is open during the winter months - December through March - for competitive training, events, and recreational skating.

Olympic Jumping Complex

This complex is home to winter and summer ski jumping and freestyle skiing. The large 120K and normal 90K jumps were home to the 1980 Olympic Games. Three training hills (40K, 15K and 20K) are currently in use for development programs. Ceramic tiles and plastic mats allow athletes jump during non-snow months. The Freestyle Park is America’s foremost water ramp training and competitive facility for freestyle aerialists. Summer aerialists practice moves by landing in an aerated 750,000-gallon pool. During winter months, “kickers” and a steep landing hill are utilized for freestyle training and world-class aerial events.

Olympic Sports Complex

During winter months this complex offers the combined bobsled/skeleton/luge track, completed in January 2000, 50-kilometers of cross country skiing (the 1980 Games course), and a biathlon center. This is a year-round training facility for U.S. and international athletes. The public can take a tour of the complex, experience a bobsled or skeleton ride, or ski the extensive cross country network of groomed and set track trails. During the summer, wheeled bobsled rides are also available on the 1980 Olympic Winter bobsled track, as well as, a cross country mountain biking center, summer biathlon and guided horseback riding on the cross country trails.

Belleayre Mountain

The New York State Forest Preserve declared Belleayre Mountain, located in Highmount, New York, “Forever Wild” in 1885. Construction began in 1949 and began its premier winter season with five trails, an electrically powered rope tow, New York’s first chairlift, With 55 trails, parks and glades, eight lifts, including the new High Speed Quad, Belleayre now stands as a model in the ski industry as one of the original trailblazers of skiing in New York State.

Gore Mountain

Gore Mountain is located in New York’s Southern Adirondack Mountains, a 6.3 million-acre park that is the largest state park in the country and operates during winter and non-winter months. Established in 1964 by the State of New York and now managed by the Olympic Regional Development Authority, Gore is in its 49th year of operation. With 95 trails and 14 lifts, this 2,537 vertical drop is known for its four unique peaks: Gore Mountain, Bear Mountain, Burnt Ridge Mountain and Little Gore Mountain.

Whiteface Ski Area

Whiteface has the greatest vertical east of the Rockies at 3,430-feet. There are 11 lifts and 86 trails ranging from beginner to expert with out-of-bounds skiing and riding. In non-winter months, Whiteface operates as a downhill mountain biking center and hosts a variety of festivals and events. Tourists can enjoy a summer gondola ride to the summit of Little Whiteface or drive the Whiteface Veteran’s Memorial Highway where they can experience the spectacular views from the summit of Whiteface at 4,867-feet. The Cloudsplitter Gondola,

whisks passengers from the base lodge to the summit of Little Whiteface in just 12 minutes and offers passenger rides year-round.

■ Olympic Center

The fiscal year 2012-'13 was a very busy year for the Olympic Center. The highlight of the year was the 2013 Eastern Synchronized Skating Championships, which brought over 2,500 athletes to the region. Other highlights included Stars on Ice, NCAA Division III Men's Ice Hockey Championships, and the 6th Athlete Career Programme (ACP) Forum hosted by the International Olympic Committee (IOC) and the United States Olympic Committee held in the Conference Center at Lake Placid. This was the first time the IOC had held the ACP outside of Lausanne, Switzerland.

Olympic Center Revenue

YEAR	2008-2009	2009-2010	2010-2011	2011-2012 *	2012-2013 *
REVENUE	\$2,561,382	\$2,739,844	\$2,677,488	\$2,527,057	\$2,892,992

* The data from 2011-'12 and 2012-'13 includes the revenue from the new Conference Center at Lake Placid.

Hockey

The 2012-'13 year proved to be busy for hockey. The Olympic Center saw both Can-Am and Canadian Hockey Enterprise programs expand, with USA Hockey and Northwood adding to their programs as well. These organizations, along with the National Sports Academy and the Lake Placid Youth Association, bring approximately 40,000 visitors to our region each year. Lake Placid was also awarded the 2014-'16 ECAC Hockey Championship contract, which returns to our area after a 10 year absence.

Figure Skating

Figure skating in Lake Placid continues to grow, with over 1,000 skaters training and competing in Lake Placid during the summer of 2012. Our synchronized skating camps are gaining national attention and are growing each year. February saw the Olympic Center host the 2013 Eastern Synchronized Skating Championships, which drew 2,500 skaters to the area for four days of training and competition. The Olympic Center will host the North Atlantic Regional Figure Skating Championships in October, which will have over 400 competitors. The Olympic Center continues to bid on major figure skating events which keeps the Lake Placid name very visible in the figure skating world.

Speed Skating

The Speed Skating Oval opened on December 8, 2012, which is earlier than prior years. This winter over 16,500 people public skated on the oval. We continue to paint portions of the track white to help deflect sun rays, which prevents melting, and in turn provides more reliable ice. The Olympic Center is currently bidding on a national long track event for this coming winter.

Olympic Speed Skating Oval Revenue

YEAR	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	91,515	125,564	122,281	126,243	127,737

Conference Center at Lake Placid

Entering into its second full year of operation, the Conference Center at Lake Placid has developed a strong foundation for repeat business. Location, flexibility of meeting space and present-day technology are the core features that are propelling Lake Placid back as an option as a New York State conference site.

Cooperative efforts between ORDA and the Lake Placid Convention and Visitors Bureau (LPCVB) have seen a dramatic rise in inquiries, which have been converted into contracts as far ahead as 2017.

Our corporate bookings have strengthened as well. Sponsor companies of the United States Olympic Committee (USOC) and the International Olympic Committee (IOC) find Lake Placid a beneficial host site for retreats, incentives and seminars. In fact the largest gathering of IOC officials in Lake Placid since the 1980 Olympic Winter Games was held this past November at the Conference Center.

Internally, the Conference Center has added a new avenue by which to promote ORDA's events. The main street visibility afforded ORDA's events department to create a Welcome Center during major athletic competitions. The Conference Center served as easy access for visitors to ask questions, purchase tickets and merchandise as well as provide the competitors a common private space to relax in.

Future conferences include: SUNY IT; NYS Lions MD; CSEA; New York State Financial Aid; New York State School Boards Association; British Petroleum; Verizon Wireless and more.

FACILITY IMPROVEMENTS

The Olympic Center installed new insulated exterior doors to replace some of the original doors. Upgrades are underway to the locker rooms in the 1980 Herb Brooks Arena, and several large capacity electric motors in our refrigeration plant have been replaced.

2012-'13 EVENTS

Festivus Face-off: Clarkson vs. St. Lawrence
 Stars on Ice
 NCAA Division III Men's Ice Hockey Championship
 Eastern Synchronized Skating Championships
 IOC Athlete Career Programme

FUTURE EVENTS

2014 North Atlantic Regional Figure Skating Competition
 2014 ECAC Hockey Championships
 Four Nations Women's Hockey Tournament
 Outdoors Writers Conference

■ Lake Placid Olympic Museum

This year, the Lake Placid Olympic Museum showed an increase in net revenue by 1.48%, with a total visitation count of 25,007. The museum did not host as many groups as it has in past years, and there has been a decline in bus tours in the region. Numbers were also down for the month of May as the museum closed while undergoing a variety of renovations.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$113,879	\$99,314	\$114,676	\$120,243	\$122,045	\$121,214	\$123,002

In May, the museum completed its first phase of renovation, which was the installation of a new carpet in the main gallery. The introductory video area was dismantled and its various parts were recycled for the 1980 U.S. Ice Hockey game viewing area. Two additional walls were removed in the museum to install the new carpet, and staff had to carefully consider the placement of artifacts with the new layout.



In August (one of the busiest months) staff took the opportunity to have visitors fill out surveys – the same survey that had been used last year – which allowed the museum to compare results. The survey was designed to track the amount of time guests spend in the museum, and what we found was that post- renovations and exhibit improvements, the average visitor’s stay increased by 15 minutes – an increase from 30 minutes per visit to 45 minutes.

During the week of May 31-June 6, the Lake Placid Olympic Museum participated in New York State’s first Museum Week. The purpose of Museum Week is to help raise the profile of New York State's unparalleled network of museums, historic sites, and other cultural institutions, and is part of Governor Cuomo's *Path Through History*. During this week- long celebration, now Museum Manager, Alison Haas visited the 6th grade class at Keene Central School and provided students with an overview of a curator’s career. She also taught students how to “read” an object using artifacts from the museum, and they wrote creative stories using the objects that were distributed.

During the London 2012 Summer Olympics, the museum invited young visitors to search for 12 British flags and learn about Great Britain’s history during the Olympic Games through both facts and artifacts. Museum staff discovered that regardless of age, the history search proved to be a big success in engaging the visitors with our exhibits, and within two weeks, we passed out over 300 prizes for finding the correct number of flags.



During the FIBT Bobsled and Skeleton World Cup in November, the museum provided additional signage, labels and artifacts to expand upon the current sliding sports exhibit on display inside the Lamy Lodge.

The museum participated in Lake Placid's Holiday Village Stroll in December by inviting young “medalists” to come to the museum and design their own ornaments inspired by the design of Olympic medals. During the three days, the museum had nearly 100 children visit to make their own “medals” that could be worn around their necks and/or turned into ornaments. In addition to the children that participated, their parents came and were able to see the exhibits in the museum. Participants came from the Albany area, Western New York, New Jersey, New England and Canada. We also saw visitors from our own Lake Placid region, which included many that had never been to the Museum.



Throughout the year, images and research materials were provided to the following: Culture Films on the *History of Skiing*, Mike Burgess for the

book titled, *Long Shot to Glory*, Gary Vanriper for an *Adirondack Kids Series* book and also to the Mirror Lake Inn.

The Museum closed out the year by hiring a new Museum Assistant, Susanna Fout in March. Fout joins Museum Manager Alison Haas, and Ticket Seller Steve Vassar; her duties will include assisting with ticket sales, research inquiries and collections management.

■ Olympic Jumping Complex

The Olympic Jumping Complex features the K90 and K120 meter ski jumps, the K40 and K15 meter training hills, as well as, the freestyle training center. The site is fully equipped with a permanent snowmaking system, an integrated scoring system and a speed meter. The majestic K90 and K120 towers dress the Adirondack skyline as you head into Lake Placid. The 120- meter tower (approximately 26 stories high) is complete with a glass look-out elevator where the public can ascend to the athlete start tower for a scenic lookout of the High Peaks and beyond, as well as, access the outside start gate. Visitors approach the elevator via a chairlift, which rides up the steep landing hill.

Projects and Improvements

Several significant projects were completed using funds from the yearly maintenance budget and from capital funds.

2012-'13 Completed Projects:

- Completion of K18 to include summer plastic and watering system
- Rebuild of summer freestyle single kicker
- Extension of biathlon roller loop
- Completion of freestyle judges tower (including roof)

Visitation

Over 60,000 visitors passed through the Olympic Jumping Complex in 2012-'13. Highlighting the summer activities was the Summer Jumping Series. Ten-thousand people visited the venue throughout eight Wednesdays and eight Saturdays during July and August. The events generated \$90,000 in revenue. Night events on the winter calendar that included two night World Cup aerial events, lead to a significant increase in winter visitation of over 7,000 guests.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$983,335	\$942,664	\$1,060,043	\$881,254	\$835,588	\$906,773	\$943,581

Tubing continued to be popular with the guests. More than 5,600 visitors participated in the activity, generating almost \$50,000 in revenue. In addition, the venue concessions and merchandise sales grossed over \$76,500.00.

Athlete Usage

Nordic

Participation in Nordic jumping was down this year as athletes matured and traveled more extensively to competitions. The Nordic program members from the USA Ski Jumping group and the New York Ski Educational Foundation (NYSEF) continue to develop programs to increase participation.

Freestyle

The freestyle training center logged over 5,000 skier days in the summer of 2012. The U.S. Ski Team continued a freestyle development program in Lake Placid headed by 1998 Olympic champion Eric Bergoust. Freestyle programs generated \$72,000 for the venue last year.

Biathlon

The United States biathlon team and development teams called Lake Placid home throughout the summer and into the fall, utilizing both; the ski jumps roller loop and shooting range as well as the shooting range at the Olympic Sports Complex.

In addition to usage by Nordic jumping, freestyle and biathlon the venue saw increased usage from other sport groups including the United States Luge Association, NYSEF Nordic cross country programs, and U.S. Ski Team Nordic programs.

■ Olympic Sports Complex

The Olympic Sports Complex is comprised of two sections; the sliding tracks and the cross country/biathlon center. The sliding tracks include the combined track (built in 2000 for use by all levels of bobsled, skeleton and luge athletes for training and competition) and the 1932/ 1980 track used exclusively for the summer passenger ride program. The cross country and biathlon center consists of 50 kilometers (32 miles) of trail system, a biathlon range and a public lodge. In addition to a public cross country ski facility and a training facility for biathlon, the trails are leased to a private vendor during the summer months for use as a mountain bike center.

For the purposes of this report, the sliding tracks and the cross country/biathlon center are listed independently.

Sliding Tracks

The combined sliding tracks, once again, set the mark for the longest season in the world with operations that stretched from October 15, 2012 to April 7, 2013. During that time, over 25,000 trips down the track were completed during competition, training and recreation programs.

Projects and Improvements

Projects and improvements in 2012-'13 primarily involved infrastructure improvements to the ammonia plant, water pumps and sled transport fleet.

2012-'13 Completed Projects:

- Base lodge improvements
- Replacement of roof on Lamy Lodge
- Constructed a covered observation deck at Curve 19 enhancing coaching and spectator viewing
- Made required repairs to ammonia plant
- Upgraded the development sled fleet

Visitation

Visitation at the OSC sliding tracks is characterized by two main groups: passenger bobsled riders and general admission guests. Admissions for the 2012-'13 season were down significantly over the previous year due to the hosting of the World Championships in Bobsled and Skeleton in February of 2012. In total, over 36,000 guests toured the venue during the year.

Total ride numbers for the year were over 18,400 riders for both the bobsled and the skeleton ride programs.

Now in year four of self-operation of food and retail services for the public, the gross revenue for the fiscal year was over \$107,000.00. Food generated \$17,000 in sales while merchandise continues to prove popular grossing \$90,000.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$1,327,568	\$1,558,718	\$1,742,593	\$1,883,060	\$1,976,713	\$1,950,334	\$1,917,086

Events

The track hosted the first FIBT World Cup in bobsled and skeleton of the season in November and then hosted and FIL Luge World Cup in February, as well as, several other international events including two America’s Cup Bobsled and Skeleton events and the seventh annual FIBT International Sliding School in bobsled and skeleton. The track also offered paid international training weeks for luge and bobsled and skeleton athletes.

In addition to international competition, the venue also hosted a variety of national championship and selection races in bobsled, skeleton and luge.

Athlete Usage

The total number of athlete trips was 25,625 training, competition, public trips. Luge was again the largest user group with almost 11,000 slides, while bobsled had almost 2,500 trips and skeleton almost 5,000 trips. Athlete usage programs generated over \$58,000 in revenue for the venue.

Lake Placid Development Program

ORDA and specifically the OSC sliding track, continued a partnership with the United States Bobsled and Skeleton Team to fund development programs for bobsled and skeleton in Lake Placid. A portion of the proceeds from the half-mile bobsled ride program (the Lake Placid Bobsled Experience) was allocated to a special fund for use in a Lake Placid based development program. This year, the program employed two full-time staff and two part-time coaches and operated with a budget of \$150,000 to fund sled repair, training, athlete recruitment and to pay the coaching staff. The program coached and screened over 250 athletes during the course of the season.

The purpose of this program was to fill a gap in existing programs that was preventing the U.S. from producing the next generation of bobsled and skeleton athletes. The long-term goal is to produce high-level athletes and to assure continued high-level usage at the track. This year saw the first development athletes in skeleton complete on the World Cup tour.

Cross Country and Biathlon

The cross country and biathlon center consists of 50 kilometers (32 miles) of trail system, a biathlon range and a public lodge. In addition to a public cross country ski facility and a training facility for biathlon and cross country, the trails are leased to a private vendor during the summer months for use as a mountain bike center.

Projects and Improvements

The focus of maintenance and trail repair in 2012-‘13 was on trail improvement through the purchase of an excavator for trail repair, and Pisten Bully 100 for trail grooming. Homologation improvements continued on the trails to allow for the hosting of events, including bridgework and trail repair.

Visitation / Programs

The trail system was open 130 days instead of its normal average of 125 days per season. The venue saw over 23,000 skier visits rebounding from the poor snow year in 2011-‘12. Total visitation accounts for all season pass

and athlete training days, as well as, usage by racing competitors. Daily ticket sales reflect all single and multi-day trail passes sold and account for 8,500 skier visits this year. Total revenue, including the summer biathlon program was \$194,000 with 560 season passes sold.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$225,543	\$264,401	\$255,679	\$295,230	\$363,262	\$214,032	\$335,855

Events

The weather conditions allowed for successful events to be held including, the Lake Placid Loppet, Nor-Am Biathlon, the Saint Lawrence Winter Carnival, the Empire State Games and the NYSEF Harry Eldridge event and several minor events.

Athlete Usage

The venue hosted a diverse group of athletes at many levels throughout the season. NYSEF Nordic fielded elite and recreational athletes from ages six and up. Other local ski teams used Mt. Van Hoevenberg on a regular basis including the Lake Placid High School Nordic team, the Saranac Lake High School Nordic team, and the Paul Smiths College Nordic team. USA Biathlon continues to house a residency program in Lake Placid.

■ Belleayre Ski Area

Belleayre Mountain transitioned from NYSDEC to ORDA management in November of 2012. During the summer prior to the transition, many ORDA staff members visited Belleayre to help the staff join the ORDA team.

Winter Operations

The weather made the start of the season challenging with short windows for snowmaking followed by warm temperatures and rain. We did, however, manage to get good snowmaking weather prior to the big weekends which allowed us to create some fantastic conditions for the big crowds. A 16-inch snowstorm during the start of Christmas week also helped kickoff a great holiday week.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$4,382,152	\$5,975,263	\$5,604,865	\$5,392,668	\$5,601,288	\$3,623,381	\$5,500,107
VISITS	146,560	181,509	154,726	169,163	167,036	87,341	118,359

■ = Operated by Olympic Regional Development Authority/ *Statistics are based on Ski Season not Fiscal Year

Equipment problems in early January challenged the staff. The planetary assembly on the Superchief Lift started running hot and necessitated removing the bull-wheel, transporting it to the maintenance shop and rebuilding it. Our main lift was down for five days including a weekend. We put the word out as soon as we knew the status; we received minimal customer complaints and concerns, and had a decent weekend. The electric drive on the 750 gpm pump stopped working soon after and cut our pumping capacity in half on the upper mountain. A drive that was in storage was found to be compatible and soon the pump was back on line.

Snowsports

Once winter weather arrived at Belleayre this year it jump-started and later sustained a long and successful season. Cooperative weather combined with program price increases led to a very positive year.



Snowmaking improvements

With energy costs rising, over 40 new energy efficient snow guns were added to the Belleayre arsenal. The new additions to the fleet allowed for optimal snow coverage while cutting costs at the same time. In addition to adding snow guns, almost a mile of trenches have been dug to accommodate 3,000 new feet of welded underground steel piping, boosting snowmaking efficiency and increasing snowmaking capacity, along with a replacement of worn out water lines.

New for the 2012-'13 Winter Season

- Prior to the start of the winter season, free WiFi was set-up in the Discovery Lodge, Overlook Lodge, Longhouse Lodge and Sunset Lodge.
- The Tiger Den Drop-Off Center was re-opened for non-skiing children ages six months to six years after being closed for several years.
- A scanning system was installed at all of the lifts giving season pass holders the ability to go directly onto the lifts. Scanning at the lifts took more than 35,000 season pass visits out of the lift ticket lines helping reduce the wait time at ticket windows.
- The Snow Guarantee - Belleayre strives to present an exceptional snow product at all times. If customers found that the snow conditions were not to their satisfaction, they had one hour from the time the lift ticket was issued to take a run and decide on whether they would turn their ticket in and come back another day.
- Two new Piston Bully machines were added to the grooming fleet. For years, Belleayre has been known for its great grooming.

Lodge Improvements

Belleayre implemented upgrades to the current infrastructure:

- New rubber flooring was added to the Discovery Lodge and Overlook Lodge.
- More cafeteria seating was created in the Overlook Lodge by moving the repair shop to the Discovery Lodge.
- More cafeteria space was created in the Discovery Lodge by relocating Red Barn Bar to a new location in the lower lodge and renamed Stone and Copper.
- Cafeteria style seating and tables were replaced in the Stone and Copper Room with new tables and chairs.
- In addition to new seating, the in fireplace was refurbished and restored to working order creating a cozy atmosphere.
- To help alleviate congestion in the cafeterias and to give customers more food choices, two new options were offered to the public.
- The vending machines in the Sunset Lodge were replaced with the Sunset Grill. The Sunset Grill was open seven days a week serving a variety of gourmet hamburgers and chips.
- BBQ Barn was created at the former Red Barn Bar offering customers BBQ food such as pulled pork, ribs, and shredded chicken.

Marketing

Belleayre's marketing department underwent some changes this season. This was a new season, with many new responsibilities and changes in operation. Marketing covers sales and snow reporting and for the first time in years, were able to come up with a marketing plan and put it into action, return to ski shows and begin to host consumer events again along with a host of other responsibilities.

One of the major goals of the marketing department was to rebrand Belleayre. In doing so, the Belleayre logo was revitalized - melding a little bit of new with a little bit of old.

Liftopia was introduced to our customers this season. Previously there was no online mechanism for pre-selling tickets to the public. We hope to continue this relationship in the future as it offers streams of extra revenue, promotional and advertising opportunities.

Brochures were produced in house, printed and distributed for the first time in several years.

For the first time, ad space was sold on the Belleayre website and in the brochure. These new opportunities will help create new revenue streams and sponsorship opportunities, along with new ways for co-op advertising on the web and in the brochure.



Belleayre has also become more active in hosting corporate events and weddings. We hope to push the mountain as a wedding destination but with the music festival happening on Saturday's and some Friday's during the summer months it is difficult to do so.

Group sales revenues declined this season. With previous years of increased budget cuts, the lack of going to ski shows and staffing cutbacks, the sales team has become more of a reservation center for Snowsports programming, pass sales, group bookings, etc. School ski clubs have also always been a very large part of our group sales and due in part to cutbacks at the schools we have lost quite a few visiting school clubs. As a result the group numbers have decreased. Under ORDA management, Belleayre is already booking and attending more shows to help increase the numbers. In the future the sales department will be more active in pursuing new groups by making phone calls, sending out letters & postcards, visiting group events and pre-booking reservations.

Our social media efforts continued this year. There was a big push to increase the "Likes" on Facebook. One initiative was to get our Facebook friends to spread the word and get as many of their friends and family members to "like" our page. The goal was to increase to 7,000 "likes" from 5,000. As an added incentive, if the goal was reached, Belleayre would make every Wednesday a Coke Wednesday with \$30 lift tickets (non-holiday periods). The goal did not quite hit the 7,000 mark, but as a thank you to our friends and with our new partnership with Coca Cola we brought the \$30 Coke Wednesday. At end of the season, the Belleayre Facebook page has over 7,600 likes, which is a 20-percent increase since November 2012. We will continue our social networking efforts into the summer. In the future marketing will explore other avenues of social media, becoming more active users on Facebook, Twitter, and other social networking sites.

Summer

To help Belleayre become a four- season resort destination, Belleayre offers a variety of summer activities including the Belleayre Beach, Red Cross learn-to-swim lessons, Eco Adventures and the Belleayre Music Festival. In addition, the resort will also be marketed as a wedding destination, working in coordination with the Music Festival.

The festival has been offering quality performances for many years bringing people to the mountain. This year is no exception with a lineup of exceptional acts sure to entertain the crowds. Working with



ORDA, efforts are underway to broaden the marketing reach for this popular series. Belleayre will offer an array of other on-mountain activities throughout the summer and fall.

The Belleayre Beach saw nearly 24,000 visitors last season. The beach offers lifeguard supervised swimming, row boat, pedal boat and kayak rentals, picnicking, horseshoe pits, volleyball, basketball, fishing and great relaxation!

The Belleayre Aqua School was in its fifth year of operation offering preschool aquatics, level 1, level II, level III, and level IV swimming developments. The Aqua School is an authorized Red Cross provider, providing the Learn-to-Swim Program for children ages four and above.

To help add to the family fun experience at the Belleayre Beach, an Eco Adventures program was offered to patrons on most Sundays throughout the summer. Both children and adults are invited to explore the variety of eco-adventure programming throughout the summer months. Exploratory hikes, hands-on nature crafts, local legend and lore are just a few of the great opportunities scheduled for all to enjoy, FREE of charge. Learn about solar power, planting trees, and mini-ecosystems, all in the comforts of Belleayre Mountain’s beautiful facility.

Statistical Information

<i>Trail, Parks & Glades</i>	55
<i>Lifts</i>	8
<i>Summit</i>	3,429 ft
<i>Longest Trail</i>	12,024 ft
<i>Snowmaking</i>	96%
<i>Beginner Terrain</i>	22%
<i>Intermediate Terrain</i>	58%
<i>Expert Terrain</i>	20%
<i>Uphill Capacity/hr</i>	10,980
<i>Vertical Drop</i>	1,404 ft
<i>Total Acres</i>	2,193
<i>Skiable Acres</i>	171
<i>Cross Country Trails</i>	9 km



Summary and Goals

The change of management from DEC to ORDA is of course the major news for the year. As with any business merger, acquisition or management change there was uncertainty, and apprehensions, however; Belleayre’s staff continued their professional and proficient behavior, leading to a successful transfer. After Belleayre closed for the winter season the staff was reduced to a number not seen in 15 years. This reduced workforce will be able to handle the normal off season work and maintenance required along with the presently planned projects by employee multitasking and departments sharing staff. At this point most of the remaining staff feel more secure and are more comfortable with the new management.

Summer projects include:

- Preparing and staffing the Belleayre Beach facility for Memorial Day opening.
- Set up in the Overlook area for Summer Concert Series.

- Repair and replace bridge/culvert section at Pine Hill Lake weir damaged by Hurricane Irene.
- Remove Pine Hill pump house submersible pumps for repair.
- Create three zones for upper area snowmaking. This will allow us to increase water pressure to the Summit, and allow for low energy snowmaking.
- Replace plastic water line with steel, from pump house to lower area and add air line to trail 19. This will allow more low energy snowmaking in the lower area.
- Replace main sewer line from Overlook Lodge.
- Rebuild all entrance road signage and main signs at lodges.
- Various other projects regarding, culvert repair and trail maintenance.

Goals for the upcoming ski season:

- Create Tubing Park at existing Discovery teaching area.
- Relocate beginner's teaching area to Running Bear and expanded the teaching area.
- Relocate Smokehouse building to Tomahawk lift base area to be used for food service.
- Construct bathroom building at Tomahawk lift base area.
- Expand kitchen area in Sunset Lodge by removing bathrooms and building new restrooms adjacent to lodge.
- Solve inadequate water supply at Sunset Lodge by storing more water or by installing waterless restrooms.
- Relocate rental area outside of Discovery Lodge to facilitate a much needed guest friendly rental process.
- Use existing rental area for expanded KidsCamp, Tiger Den, and new main First Aid room.

Summary

The 2012-'13 ski season was a transition year. The year began with fairly uncooperative weather which resulted in opening day being pushed to Dec. 1, 2012 with limited terrain available. The first major snowfall of the season occurred the week before Christmas which allowed for additional terrain to be opened. Winter finally arrived in January allowing for great conditions throughout the rest of the year right through March. March brought several snow storms which allowed the mountain to continue to be almost 100-percent open late in the season. With the excellent snow and conditions and Spring/Easter break coming very early this year, Belleayre saw an increase in skier visits and revenue in March as compared to previous years.

The Ski3 pass is a huge success and it is something our guests were hoping for with sales efforts continuing. The increase in overall per cap sales resulted from stricter ticketing policies. Building relationships with local properties is ongoing and the goal is to show that the stronger Belleayre Mountain becomes through tighter controls and efficiency the stronger they will become.

While there were many challenges throughout the season, the Belleayre staff rose to the occasion while still providing a great experience for our customers. We look forward to what the future will bring under ORDA management.

■ Gore Mountain Ski Area

Gore Winter Revenue

On-hill revenue consists of items such as season pass and lift ticket products and snow sports school programs. Yearly on-hill revenues show an average over the last three seasons prior to 2012-2013 was \$7,082,351. The 2012-'13 on-hill revenue of \$8,086,665 represents a 14% increase over this average. In total, Gore had 133,888 skier visits.



Concession Revenue

This year was the best year in Gore’s history for commission revenue received from our concessionaire Centerplate for food and beverage, retail, rentals, and repair services. An ongoing commitment to improve concession facilities, with 2012-’13 projects discussed below, has been instrumental to improving this important revenue source.

Early Season Pass Sales

Another record-breaking number was the quantity of 2013-’14 season passes sold during March 2013. The end of the fiscal year had generated 670 season pass sales, as opposed to only 60 by end of March 2012.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$6,441,723	\$8,103,326	\$8,484,833	\$8,081,744	\$8,171,714	\$7,085,546	8,910,472

2012-’2013 Improvements

Grooming Improvements

Gore purchased a new winch cat, new free groomer, and a new multi-season tractor that maintains tubing lanes during the winter and mows trails in the summer.

Concession Improvements

A complete renovation of the Tannery Pub & Restaurant featured an updated kitchen, reconfigured seating, improved menu options, and silverware and dinnerware replacing disposable plates and utensils. Seating was maximized, and the modernized cooking facilities allowed for an expanded menu. The new layout was designed so Tannery staff could provide a more efficient service to a larger number of people.

The concrete on the sundeck was completely resurfaced with an attractive natural color scheme of patio bricks in three different sizes. The sundeck radiant heat system that melts snow and eliminates ice was replaced. New and newly painted picnic tables were added. New log siding was added to improve the appearance of the Open Pit Grille, enhancing the sundeck experience.

The Retail Shop was attractively remodeled with inviting display windows, new signage, and a customer-friendly layout. New carpeting was added to the Saddle Lodge and some changes were made to the configuration of the concession to improve services there.

Trail Work

Four new crossover trails were added to facilitate easier access to and from Burnt Ridge Mountain. They also provided more efficient access to the gondola, while making the lower portions of popular intermediate trails more interesting to ski. The new routes improved experiences particularly for those skiing the Echo, Twister, Showcase and Arena trails.



Summer Program

This year was Gore's busiest operational year on record. Not only did the ski season offer 140 days, the off-season was aggressively, while still affordably, expanded with all-new activities that included a climbing wall, bungee trampoline, inflatables, indoor miniature golf, and disc golf. An array of events were held that included live entertainment, Centerplate cooking classes, and educational workshops.

Base Area Improvements

The Base Lodge, Hudson River Pump House, and some of the smaller Base Area buildings were painted, and the log siding on the Northwoods Lodge and Open Pit Grille was clear-coated. All other siding was painted or stained to match the historic look of the North Creek Train Station, with colors including "Johnsburg Brown" and "Johnsburg Red," named for their pigment mined on Crane Mountain. The area between the deck and the Northwoods Gondola was filled and re-seeded to provide a safe and even walk to the slopes.



Snowmaking

Enhancements to the snowmaking system optimized the benefits of the 160 new high-efficiency tower guns purchased in 2011. Mounted fan guns were strategically placed, and base area fan gun outlets were configured.

Current Projects

Gore Mountain is working towards the following improvements for 2013-'14:

- Installation of a 150' conveyor lift for the children's area, advantageously located to provide access to numerous beginner options including a secondary conveyor, the Poma Lift, an earthen terrain garden, or Gore's easiest terrain
- Renovations to the Kids Klub interior area, with improved registration and ticketing, a new kitchen, and dedicated lunch and snack area
- Construction of a 108-seat deck off the Tannery Pub & Restaurant, designed to continue the improving the dining experience at Gore while adding to the commission revenues highlighted above
- Construction of "Boreas Glades" on Burnt Ridge Mountain

■ Whiteface Mountain Ski Area

Whiteface Mountain, in Wilmington, N.Y., includes the Whiteface Mountain Veterans' Memorial Highway, is home to the site of the 1980 Olympic Winter Games alpine events, and boasts the greatest vertical drop in the eastern United States. A short hike to the top of the slides (extreme skiing area) provides 3,430' of vertical. Whiteface boasts 11 Lifts and 86 trails with a variety of terrain. Set in the Adirondack Park, Whiteface is the perfect blend of wilderness adventure and family fun.

Whiteface offers a wide variety of competitive and recreational snow sports activities during the winter season for all levels of participants, including alpine ski racing, freestyle skiing and snowboarding competitions, terrain park events, and tree skiing.

Summer activities at the ski center include a scenic Gondola ride to the summit of Little Whiteface Mountain, which travels 8,487' along a vertical rise of 2,432'. The Cloudsplitter Gondola also services mountain biking from the Little Whiteface summit. Other summer activities include disc golf, interpretive hikes, 4x4 tours and festivals.

The Whiteface Mountain Veterans' Memorial Highway is a breathtaking eight-mile drive from the town of Wilmington to the summit of Whiteface Mountain. Work was completed on the Memorial Highway in 1936 and has a rich history. It climbs 3,400' over an average grade of eight percent, and ends just 276 vertical feet below the summit, where you can either walk the final 1/5th of a mile along a mountain trail or take an elevator deep inside the mountain to the summit.

With so much to offer and its rare natural beauty, Whiteface Mountain is truly the centerpiece of the region during both summer and winter.

The Year in review

Spring/Summer

The 2012 spring/summer season on the Whiteface Mountain Veterans' Memorial began as it has the last few years with the fishing derby on May 18. The operational hours were extended from 9:00 a.m. - 4:00 p.m. to 9:00 a.m. - 5:30 p.m. (June 29 – September 3), in an attempt to capture more business in the afternoon, once the gondola closed.

Gondola rides and mountain biking commenced on June 15, weekends only, with daily operations starting on June 29. June 15th was the weekend of the Wilmington Bike Fest. This marked the second running of the Leadville 100k bike race (300+ competitors), 11th running of the Whiteface Mountain uphill bike race, and the 5k downhill. The scenic gondola saw an active summer, with various events, weddings, and a rededication ceremony with the 10th mountain division from Fort Drum.

The Whiteface Mountain bike park operated by High Peaks Cyclery continued operations with events and races scheduled throughout the season. The gondola was used by bikers to access the mountains most challenging terrain while a shuttle bus was used to access the novice trails on the lower mountain. Additional beginner trails were added on the Wolf and Wolf Run. For the first time a shuttle to mid station was offered daily to intermediate bikers. Mountain biking had a slightly below average summer mostly due to the dry conditions.

Other summer operations included disc golf, bear den hike and nature trek. Stagg Brook Falls afternoon hikes were also added. Later activity additions to the summer schedule included the 4x4 expedition rides and the US Airbag. Both proved to be very popular.

Projects and purchases

Little Whiteface lift refurbishment- This project involved the replacement of tower machinery on the lower half of the lift, up to tower 11.

Snowmaking- Hoyts High snowmaking was our signature project for the summer and was accomplished by G.W. Tatro construction. The project consisted of installing snowmaking pipe on the Hoyts High trail that had been previously cut but not consistently opened. Tower guns were relocated to the Wilmington Trail to make more

efficient snowmaking. Automated electric guns were again leased this season with two tower demo guns one with a 30' arm.

Equipment Purchases: This year Whiteface purchased a new 600 Piston Bully winch cat, heavy duty off road dump truck, two army surplus five ton dump trucks, and one new ranger crew cab. A used plow truck with a sander and plow wing was purchased from the Town of Wilmington to maintain our roads and parking lots.

Memorial Highway- Substantial work was done to the Memorial Highway road and shoulders. We repaved the Lake Placid turn and reestablished the shoulder from the Lake Placid to Wilmington turn. Three employees spend the summer doing some repointing of the castle walls and one story of the emergency stairway was replaced inside the elevator tunnel. The DEC installed a new backup generator on the pavement outside the tunnel to the elevator.

Air Bag- Whiteface purchased an inflatable bag that allows for softer landings off of a jump in the winter. In the summer jumpers will be brought up using a scissor lift and allowed to jump into the bag.

Little Whiteface deck- The materials were purchased to rebuild and expand the deck at the top of Little Whiteface. This project will be completed in the summer of 2013.

High Voltage Power: Repairs were made to high voltage lines, some that had suffered storm damage other repairs were upgrades or maintenance. Also, more power points were added to allow for fan gun usage.

Building Maintenance: Roofing continued on the base lodge with two large sections being replaced this season. Some siding repairs and painting were completed on the base lodge too. The mid station roof was replaced and atmosphere recycled rubber flooring was installed throughout the third floor of the base lodge.

Trail Maintenance: Trail projects included brushing and stabilization on ski trails and lift lines. Boreen shoot was widened and flattened to improve this beginner terrain, on lower Boreen machine work and blasting took place to create a safer situation for uphill travel of equipment. Crews also created a finish mound out of dirt for the World Cup mogul event on Wilderness.

Additionally, major projects were undertaken in partnership with our concessionaire Centerplate. Projects included:

Base Camp Market- This project consisted of the complete replacement of the food service area and upgrading the hoods, HVAC, and kitchen equipment. This was a summer long project.

Cloudspin Lounge- The long bar was rebuilt and resurfaced, the center bar was lengthened and refinished, and a new tap system was installed in both. New carpet, stage and paint were added as well. Food service was expanded with a more diverse kitchen serving a pub style menu.

Winter

Opening day was Nov. 17, 2012 and Whiteface offered skiing from the top of the Face Lift to the base; closing day was April 21, 2013 with top to bottom skiing. Whiteface opened a week earlier and closed a week later than anticipated due to great early and late season weather.

Whiteface experienced exceptional skier visits and revenue in both December 2012 & March 2013 (as compared to the prior season) and was on par with prior season results in January & February 2013. The reason for the average numbers is the windy weather during January and February that caused lifts to close during the busy holiday periods.

In comparison to last season nationally, ski areas experienced an 11% increase in business (Kottke National End of '12-'13 Season Survey), Whiteface visits were up over 17% and revenue was 16% higher than last year.

Whiteface snowmaking and grooming crews did a superb job opening new trails and keeping the conditions exceptional throughout much of the year. The mountain received many compliments from guests and pass holders, concerning the excellent skiing we provided.

Whiteface closed on April 21 after 145 days of operation, one of the latest closing dates and longest seasons in many years. The ski season ended with above average snow conditions for this time of year, but very few visitors and uninviting weather.

Operationally, Whiteface Mountain did not have too many lift malfunction related closures. Whiteface will continue to update and replace lift machinery that is causing down time.

The Snowsports School had a successful year with a \$276,709 revenue growth over the 2011-'12 season (please see attached three-year comparison of the Snowsports School). Kids Kampus continues to show growth in programs. The adult school was kept very busy with the added lessons from group sales, and Whiteface Mountain had a very strong March with visitors from Canada.

The mountain did experience a slower than average President's Holiday. There were several contributing factors. The weather proved to be a challenge and many of our customers from New Jersey and New York had a shorter vacation period because of Hurricane Sandy.

On Dec. 23, 2012 there was an electrical fire at the Mountain Operations Building Fire within the mountain's adult locker room, which resulted in a fair amount of damage to the building and loss of belongings. The holiday period was in full swing when this occurred, and it is worth noting that the Snowsports School did not turn one lesson away. Instructors borrowed equipment and rentals so they could teach lessons and not disappoint the Whiteface customers. This was an extremely difficult time for the staff and they did an excellent job providing top notch customer service. All supervisors worked well together to communicate and adjust lessons so it all worked out for our customers and staff.

Below are charts that represent the revenue and visits over the last seven seasons, including the recently completed 2012-'13 season.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$8,052,883	\$10,469,789	\$9,060,532	\$9,367,859	\$10,493,708	\$9,025,507	10,452,111
SKIER VISITS	166,145	214,108	185,586	188,784	209,214	164,952	192,008

Of note, Whiteface purchased and offered access to a new Air Bag (AB) for guests using daily tickets and AB passes; this new feature was introduced during Christmas week 2012 and operated through the end of March 2013. Whiteface sold (795) AB tickets and (30) AB passes during the 2012-'13 season for a total of \$16,550.

Whiteface continued to host a multitude of events in conjunction with various partners including NYSEF (New York Ski Education Foundation), United States Ski Association and the ORDA events department.

Marketing/Guest Services

The marketing department in its usual course of business covers ski shows, group sales, marketing plans, guest service, snow reporting, consumer events, and a host of other responsibilities. Areas of specific notice this year are as follows:

Group Sales numbers have risen 20% as Whiteface continues marketing to UK groups and working diligently with Brokers.

The Online sales with the addition of the Cloudstore have been a great success by capturing pre-paid ticket sales throughout the season coming up just short of the million-dollar mark. Previously, Whiteface did not have a mechanism in place to capture one-day lift ticket sales.

The College Seasons Pass program continues to grow selling well over 1,000 passes this season, it is the largest pass holder group, and it continues to grow steadily, with unlimited opportunities for growth by adding new colleges.

Special consumer events were added to the calendar such as tours, park sessions and character appearances. This season saw the return of Pond Skimming & Apple Butter Open with over 100 participants between the two. In an effort to weather proof spring events, Whiteface added a new event called Whiteface Wipe-Out that brought 35 participants each paying \$15 for this fun adventure obstacle race at the base.

Social Media- Social media efforts continue to show steady growth and interactions on all platforms. Facebook has continued to see steady growth with high quality posts and content. This season saw an increase of 5,000 new "likes." The Twitter page had doubled followers over the past year and continues to be an important outlet for pulling engagement from news media. With a push this season to increase Whitefaces video content on YouTube, the page tripled views to 60,800. The marketing department implemented a video internship program that greatly helped increase the mountains video presence. Flickr views were down from last season; this may need to be addressed by moving the picture of the day to a more prominent location on the website. The Pinterest page has seen continued interaction with a core group of followers.

The increase in content quality has led to a very high interaction rate for Whiteface social media. The Facebook page now consistently has higher interaction rates than several east coast mountains and resorts. The mountain employees receive continued praise on the pages, and everyone was pleased with this year's fantastic season.

Administrative

Aaron Kellett was chosen as the new venue manager, Lauren Garfield the new marketing director, Mike Leblanc became the new operations manager and Joe Shoemaker for group sales. This is a new young team that is very motivated and excited to take the mountain to the next level.

Summer

The prior summer was plagued with rain and two separate flooding events that involved the services of FEMA. This summer was the complete opposite and we ended up with great visitation and increased revenue. Aside from the great weather, the operational hours were extended on the Veterans' Memorial Highway. This was met with great reviews from visitors and helped make it the most successful season for this venue on record.

Winter

Whiteface Mountain always enters the winter not sure of what Mother Nature has in store. Following the trying 2011-'12 skiing and riding season, the mountain's staff was optimistic that this would be a successful season. With the purchase of a new winch and three new efficient fan guns the staff made drastic improvements in snow quality around the mountain. The mountain did experience some inclement weather and wind during the months of January and February and during the key President's Week vacation in February, however, the above average revenue in December and March helped turn this season into a great revenue generating year.



■ Olympic Regional Development Authority Corporate Offices

Located in the Olympic Center in Lake Placid, New York, the following departments work together to promote the ORDA facilities, engage our guests, and efficiently plan and manage successful events that support our venue sustainability efforts

■ Communications

GOALS:

- To interface with the Governor's office and assist in the State's mission of enhancing New York's place in the world of tourism and event hosting;
- To generate press coverage of the ORDA venues and events therein working with print, broadcast, electronic, photo, cyber and social media;
- To satisfy media inquiries into ORDA venues, activities and events;
- To assist above media situations with materials and staff;
- To provide world-class working conditions and services for media at ORDA sporting events;
- Synergize the reach of ORDA, its sponsors and constituents to positively impact all three;

EVENT COVERAGE:

1. June 17-19 – Wilmington/Whiteface Bike Fest and Wilmington Whiteface 100K MTB race, Local and regional press
2. Aug. 4-11 –USA Hockey Junior World Championship Evaluation Camp, Local and regional press, Sports Illustrated, NHL Network, FastHockey.Com, NHL.Com, Sporting News, Washington Times, CBC Television, NBCSports.Com, NBC Universal television
3. Oct. 6-7 – Inaugural Lake Placid Brew Fest, Local and regional media
4. Oct. 6-7 – Annual Flaming Leaves Ski Jump, Local and regional media
5. Nov. 5-11 – FIBT World Cup bobsled and skeleton racing, NBC Universal television, NBC Sports Network television, Associated Press, Reuters News Service, EPA News Service, Toronto Sun, United States Olympic Committee, New York Times, Baltimore Sun
6. Dec. 4 – Annual New York City Media Nite for ski, destination, travel, outdoor and media
7. Dec. 8 – Festivus Face-off, Division I hockey, St. Lawrence University vs. Clarkson University, Albany Times Union, Schenectady Gazette, Troy Record, Watertown Daily Times, Plattsburgh Press Republican, Adirondack Daily Enterprise, WPTZ-Television, radio stations from each participating university
8. Dec. 11-13 Special Olympics Games Training Camp, Local and regional media
9. Dec. 30 – Smuckers’ Stars on Ice. Tape delay national broadcast on NBC television. Local and regional press coverage
10. Dec. 29, New Year’s Master’s Ski Jump. Local and regional press coverage
11. Jan. 14-19 – FIS World Cup Free-Style Skiing. Associated Press, United Press International, Canadian Press, NBC-Television, Japanese News Agencies, Getty Photos, Reuters Photos, Baltimore Sun, TeamUSA.Org, Albany Times Union, Troy Record, Toronto Globe & Mail, Montreal Gazette, LaPresse-Canada, Ballston Journal, Adirondack Daily Enterprise, WPTZ-Television, WCAX-Television, RDS-Canada Television & Radio, NBC Television.
12. Jan. 26 – Lake Placid Loppett. Local and regional press coverage
13. Feb. 3-9 – FIL Luge World Cup. NBC Universal, NBC Sports Network, Associated Press, United Press International, Reuters, German News Agency, Baltimore Sun, TeamUSA.Org, Schenectady Gazette, Toronto Globe & Mail, Amsterdam Recorder, Ottawa Citizen, European Press Agency, Local and regional press
14. Feb. 2-5 – Empire State Winter Games. Local and regional press coverage
15. Feb. 13-17 – Nor/Am Freestyle Skiing. Local and regional press coverage
16. March 4-10 – North American Cup Bobsled and Skeleton Racing. Local and regional press coverage
17. March 15-16 – NCAA Division III Men’s Ice Hockey National Championships. Local and regional press,

FAM TOURS OF ORDA'S OLYMPIC VENUES AND WHITEFACE/LAKE PLACID REGION

This year, ORDA's communications department invited several travel, outdoor, ski, family and adventure journalists to the Lake Placid region to take part in familiarization tours (FAM tours) of ORDA's Olympic venues. The tours were well received and highly successful, resulting stories, articles, feature articles and millions of impressions.

Between April 1, 2012 and March 31, 2013, 58 media (some with family) participated in the FAM tour opportunities and experience Lake Placid and ORDA's Olympic venues. Media ranged from national outlets including the Wall Street Journal, Women's Adventure Magazine, Travel Channel, Weather Channel, Orbitz.Com, Trekaroo.Com and HonestCooking.Com, and NewYorkTraveler.Net to eastern outlets such as AlbanyKids.Com, New Jersey Times, New York One Television, New England Ski Journal, Albany Times Union and Schenectady Gazette.

MEDIA HIGHLIGHTS 2012-2013

- Whiteface/Lake Placid received several accolades throughout the year to include:
 1. *Forbes Travel Guide* listed Lake Placid as one of its "Summer Lake Get-Aways to Book Now."
 2. *Ski Magazine* readers ranked Whiteface/Lake Placid #1 for Off-Hill activities, marking 20 consecutive years the region has received this distinction. In addition to receiving the magazine's highest ranking for Off-Hill activities, Whiteface, Wilmington and Lake Placid also received high marks from the magazine's readers for its scenery (#3), resort dining (#3), après ski (#3), challenging terrain (#7), mountain character (#8), family programs (#11) and overall satisfaction (#11).
 3. *SnowEast Magazine* readers tabbed Whiteface/Lake Placid as the East's Destination Village. The publication's readers also tabbed Whiteface Lake Placid New York State's Favorite Ski Resort and the East's Most Scenic Resort.
- July 3-4 – Wall Street Journal reporter Barry Newman visited Lake Placid to write a feature article on the Lake Placid Bobsled Experience
- Nov. 25-16 – Richard Bangs visits Lake Placid to produce a travel feature through I Love New York for Orbitz.Com
- Dec. 12 – Third Annual New York Media Ski Day at Whiteface. Twenty-two New York State media participated in the FAM tour of Whiteface Mountain
- Jan. 5 –New York One Television reporter Valerie D'Elia visits Lake Placid to produce a family travel piece. The piece was also aired statewide on YNN
- Jan. 16—Second annual New England Media Ski Day at Whiteface
- Jan. 21 – Terkaroo.Com reporter visited Whiteface Mountain to produce an article about Whiteface as a family friendly ski destination
- Feb. 5 – Stephanie Abrams of the Weather Channel does a live broadcast, during "Wake up with AI," from 5:30 – 10 a.m. from the Mt. Van Hoevenberg track to promote the weekend's luge World Cup, Empire State Winter Games and Saranac Lake Winter Carnival
- Feb. 20-22 – HonestCooking.Com president Kalle Bergman visited Lake Placid and Whiteface Mountain for an article about Lake Placid as a fine dining destination and fine dining options at Whiteface Mountain
- March 1-3 Travel Channel visited Lake Placid and the Mt. Van Hoevenberg track to shoot a feature on the Luge Experience for a new series entitled Ride-Idiculous, which will premier in Nov. 2013
- March 15-16 – Seventy-six media attended and covered the NCAA division III men's ice hockey national championships in Lake Placid, a record number of media to cover the event in Lake Placid

■ CORPORATE DEVELOPMENT

The Corporate Development Department is responsible for the solicitation of all corporate sponsor opportunities including organizational, event and program sponsors. Working with international, national and regional corporations, Corporate Development works to create partnerships that provide unique promotional opportunities, raise incremental revenue and provide budget-relieving donations to assist in supporting the Olympic Authority and its venue operations. In addition, Corporate Development is responsible for the coordination and management of the Winter Olympic Challenges and the Gold Medal Games programs.

Sponsorship

The fiscal year 2012-'13 saw continued interest with sponsorship and corporate programs for the Corporate Development Department. We were very fortunate to successfully renew our agreement with Anheuser Busch and sign new three-year contract. Working with our partner in Centerplate we were able to renew and expand our wine sponsor, J. Lohr Vineyards & Wines, continuing the naming rights to the Café & Wine Bar at Whiteface, additional exposure at the Conference Center @ Lake Placid, and adding pouring and exposure at the new Tannery Bar at Gore Mountain. Additionally, we were able to renew several local sponsorship packages and our many local trade agreements.

Corporate Development also concentrated on servicing ORDA's existing sponsors with an emphasis on promotional activation to increase ORDA revenues. The partnership with Coca-Cola provided ORDA the opportunity for an early season promotion of the Snow Sampler product for Gore and Whiteface, which saw distribution through a multitude of distribution outlets (grocery, drug, convenience and box stores) for Coca-Cola. A mid-season Facebook promotion for Gore and Whiteface, as well as a neck ringer promotion for Belleayre that reached numerous outlets in the metro New York area through Walmart, 7-Eleven, Duane Reade Drug Stores and many more outlets. Additionally, Coke marketing funds allowed us to embark on a historic project for the Olympic Center to help beautify and preserve the legacy of the 1980 Games in this complex.

The third Chevy Owners Appreciation Days at Whiteface, Jan. 19-20, 2013, brought close to 2,000 Chevy owners for a day of skiing, an opportunity to take in the World Cup freestyle aerial competition and a look at the new 2013 Chevy models.

Event partnerships were forged, assisting in offsetting the costs to host the event, for the FIBT World Cup in November: BMW through a relationship with the USOC and the United States Bobsled & Skeleton Federation and with USA Luge for the FIL Luge World Cup in February.

Total revenue from sponsorships was \$360,472.80 in cash and \$775,722.00 of value-in-kind.

Local Sponsorship

Another focus for the past year has been sponsorship opportunities with the ORDA venues and programs aimed at local businesses. Revenue from local sponsorships was \$57,900.00 in cash; \$105,140.00 value-in-kind product was generated from these programs/events; \$45,000 in local media trade; \$44,640.00 in local trade value-in-kind; \$15,500.00 of value-in-kind product as part of our local ski shop program.

Corporate Development Programs

The Corporate Development department, through the Winter Olympic Challenge and Gold Medal Games programs, employs a Corporate Programs Representative to sell, oversee, manage and service these events. These programs are designed for corporations, associations, military, clubs, families and other large gatherings looking for an off-site location to host meetings, employee incentive programs, banquets or themed

events on our venues while combining truly unique interactive Olympic activities and tours with their outing. Working within a company's budget and time constraints, we successfully completed forty-two (42) programs, (52 programs in 2011-12, 47 in 2010-11, 49 in 2009-10 and 41 in 2008-09) introducing 1629 (2,070 in 2011-12, 1,969 in 2010-11, 2,623 in 2009-10 and 1,701 in 2008-09) company executives and their staff, families and their guests to the ORDA venues.

These programs grossed \$480,395.63 in revenue (\$319,221.72 in 2011-12, \$374,335.98 in 2010-11, \$233,166.12 in 2009-10 and \$211,327.00 in 2008-09).

Incremental revenue generated for the venues and Centerplate:

Centerplate - \$76,941.17
 Olympic Sports Complex - \$41,513.00
 Olympic Center – \$20,125.67
 Olympic Jumping Complex - \$11,898.50
 Whiteface - \$6,190.00

Vending

This was year number-two (of five) with ORDA's new agreement with Tri-Lakes Vending of Lake Placid. ORDA receives 30¢/unit sold of carbonated and non-carbonated beverages, candy, gum/mints, chips, and cookies, sold at all of the Lake Placid ORDA venues.

YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
REVENUE	\$29,391.20	\$30,252.40	\$24,402.30	\$20,596.45	\$21,384.55	\$17,695.35	\$18,132.05

ATM

This was our second full winter with HARP Cash Technologies, a third party, who maintains and services 12 ATM's throughout the ORDA venues. ORDA receives a cash amount for every ATM transaction on ORDA managed venues. During 2012-2013, we received \$8,757.00 in revenue from ATM transactions.

2012-13 Corporate Development overall contributions to ORDA venues and partner:

Venue	Cash	VIK
Whiteface	\$97,998.79	\$92,790.27
Gore	\$59,605.75	\$65,552.95
Olympic Center	\$76,727.87	\$90,296.93
Olympic Sports Complex	\$74,853.00	\$205,026.07
Olympic Jumping Complex	\$27,705.00	\$9,544.50
Centerplate	\$76,951.17	\$00.00
TOTAL	\$413,841.58	\$463,129.72

THE YEAR AHEAD:

Sponsorship

The focus for the upcoming year is multiple and diverse. Work continues on developing a new sponsorship website. Plans are to concentrate on renewals of ORDA's existing agreements with Chevrolet and J. Lohr Vineyards & Wines as well as our regional partners and our advertising agreements with Northwood School, National Sports Academy, Can-Am and Canadian Hockey Enterprises. Corporate Development will focus on finding a new bank partner as well as search for new partners in the following categories: grocery, flavored milk, coffee, liquor, hardware, paint, and log homes. ORDA looks to further its relationship with the United States

Olympic Committee (USOC), and their leadership, to assist us with their existing partners while offering them some of our assets to assist them in attracting new sponsors.

Local Sponsorship

We will build on our existing local sponsorship opportunities, grow the revenue from these programs and gain involvement from more local businesses assisting in offsetting costs and in many cases allowing the venues to provide prizes for their consumer events.

ORDA will once again offer sponsor packages to our successful Summer Jumping Series to include eight weeks of Soaring Saturdays and Wet 'n Wild Wednesdays and Summer Skating Series to include nine weeks of Freaky Fridays and Saturday Night Ice Shows.

Four (4) year-round integrated packages (\$10,000.00 each) will once again be offered to local companies as well, offering exposure at the venues, tickets, event sponsorship, and advertisements.

Additionally, we look to expand upon our successful efforts with our resort guide, web presence and e-newsletter sponsorship.

Event Sponsorship

In addition to our annual summer events (Summer Jumping Series – Wet 'n Wild Wednesday and Soaring Saturday and Summer Skating Series – Freaky Friday & Saturday Night Ice Show) this year's focus will be on the FIBT World Cup, FIS World Cup Freestyle, and many other ORDA hosted events. We are working closely with the staff at the ECAC to develop packages and solicit corporate support for the ECAC Men's Ice Hockey Championships which will return after 12 years this March.

Corporate, Association, Military, Club, Family & Group Programs

With the 2014 Olympic Winter Games in Sochi, Russia this February there is tremendous opportunity to partner with USOC sponsors on our Corporate Programs: Winter Olympic Challenge and Gold Medal Games. We already have solid interest from BP, Liberty Mutual and Coca-Cola. The close partnership we enjoy with the venues maximizes every guest experience which is subject to venue availability. Corporate Programs staff will continue to solicit other USOC sponsors for these programs.

Our Gold Medal Games program continues to stay steady on a year-round basis from small to mid-size companies, groups and organizations. We will continue our sales efforts in conjunction with the Conference Center at Lake Placid and the local lodging properties on this very successful corporate, association and group interactive clinic and/or hospitality program. Work continues on our "Groups" web pages in conjunction with the Conference Center at Lake Placid, Whiteface, Olympic Sports Complex, Olympic Jumping Complex and Sports Development to market and sell our programs, pricing, menus and packages.

■ Events

The New York State Olympic Regional Development Authority(ORDA) had a busy 2012-'13 events season, hosting several major, local, regional, national and international events.

The season kicked off with the annual Oktoberfest celebration at Whiteface Mountain, the last weekend of September. This annual event is a weekend-long celebration of Bavarian culture, with authentic music, dancing, kid's activities, food and beer.

The following weekend (Columbus holiday weekend) included the annual Flaming Leaves Festival, featuring two ski jumping competitions, in addition to live Blues bands, barbecue, craft vendors and games for both kids and adults. The same weekend, ORDA hosted the inaugural Lake Placid Brew Fest in the 1932 rink at the Olympic Center. Although the event was in just its first year, it attracted 20 micro-brew companies from around the country. Because this event was so well received by not only the micro-brew companies, but also the public and community, ORDA's goal is to make this an annual event.

Less than a year after hosting the 2012 FIBT World Bobsled and Skeleton Championships, the two sports' top sliders returned to Lake Placid in November to kick off the 2012-'13 FIBT Viessmann World Cup season. The event on the Mt. Van Hoevenberg Olympic Sports Complex track drew 200 athletes from 23 nations, who competed in four-man and two-man bobsled, women's bobsled and men and women's skeleton.

December brought the return of Festivus Hockey Faceoff to the famed 1980 Herb Brooks Arena. In its third year, the game pitted ECAC Hockey rivals St. Lawrence University and Clarkson University against one another in a non-league match-up. Although the two north country, New York area schools had played each other just two nights before, the game drew upon the two schools' students, faculty, alumni and collegiate hockey fans and attracted 4,500 fans to the Olympic center.

December also saw the return of the Stars on Ice skating show. The event, which was held in the Olympic center, during the Christmas holiday, was marketed as Kurt Browning's farewell tour and drew thousands of skating fans to the area. The event was also covered by NBC television and aired two weeks later.

January and February were equally busy for ORDA's Olympic venues. In January, the Lake Placid FIS Freestyle World Cup was held at the Olympic Jumping Complex and Whiteface Mountain. Over 150 of the world's best aerial and mogul skiers competed in the three-day event.

The World Cup mogul competitions, for men and women, were held on Thursday, Jan. 17, on the mountain's Wilderness, while the two aerial competitions took place the following Friday and Saturday evenings. Both aerial events were well attended, but Saturday's show included fireworks and live music, both of which helped to attract a record crowd for the event.

The Eastern Synchronized Skating Championships also returned in January and featured over 2,300 competitive skaters. Meanwhile, the weather cooperated this winter and Mt. Van Hoevenberg was able to host the 31st annual Lake Placid Loppett, a 50k and 25k Nordic ski race. The race brought together over 300 cross country skiers from throughout the northeastern United States and Canada.

February was a particularly exciting month with the return of international luge racing for the first time since 2009. The FIL's Viessmann luge World Cup brought athletes from 20 nations to Lake Placid to compete in men and women's singles, doubles and the team relay. The women's singles race and the team relay were the race's showcase events. American Julia Clukey raced to a silver medal in the women's singles event, this was her first career World Cup medal, and the team relay gave spectators the opportunity to view and enjoy the latest addition to the Olympic roster, when team relay is added to the Olympics in February, in Sochi, Russia.

While the luge World Cup was taking place, Lake Placid and ORDA's Olympic venues were also playing host to the 33rd Empire State Winter Games. This event, which is supported by public and private entities through the region, attracted almost 1,000 athletes from the State of New York, competing in 18 winter sport disciplines. It is through the coordination, support and passion of the surrounding communities and their civic leaders that these Games remain alive and continue to flourish.

The NCAA Division III men's ice hockey championships returned to the Herb Brooks Arena in March. There were two returning teams, Oswego State and Norwich, and two teams making their first-ever appearance in the Frozen Four, Wisconsin-Eau Claire and Utica College. More than 8,000 fans watched the three games (two semi-finals and the championship game) as the BlueGold claimed the national crown.

Additional events this year included the New Year's Master Ski Jump, FIS Freestyle NorAm aerials, NorAm Biathlon, FIBT Bobsled and Skeleton Drivers School and Bobsled and Skeleton North American Cup racing.

As we close the 2012-'13 event season, ORDA looks forward to hosting several major events in the coming 2013-'14 event season. They include USA Women's Hockey Four Nations Tournament, World Cup Bobsled and Skeleton, World Cup Freestyle and the return of the ECAC Men's Hockey Championships in March. This three-year agreement will see the return of the Men's Division I College Championships to Lake Placid.

■ Human Resources

For the Fiscal Year 2012-'13, the Human Resources Department, in addition to its normal day to day responsibilities, focused on two major issues: (1) transitioning NYS Department of Environmental Conservation (DEC) staff working at Belleayre to ORDA; and (2) continuing to prepare and implement Health Care Reform.

Belleayre Transfer

The Director of HR, in conjunction with HR staff at Belleayre as well as the ORDA Finance Office, worked diligently to ensure a smooth transition of staff from Belleayre. With the fact that the Belleayre ski area had operated under the auspices of the DEC, ORDA HR interfaced with DEC HR as well as other State Agencies to ensure a smooth transition to ORDA. ORDA HR began meeting with DEC and NYS Civil Service in the spring as well as traveling to Belleayre in the summer and, over time, determined the ideal transfer date to be Nov. 15, 2012. This process including educating Belleayre HR staff regarding ORDA policies and practices as well as learning policies and practices at Belleayre. ORDA HR also spent significant time with the Governor's Office of Employee Relations (GOER) learning statewide best practices with respect to four new bargaining units at Belleayre as well as benefits arising under each of the new contracts. As stated above, staff was successfully transferred to ORDA on Nov. 15, 2012, just prior to the start of the 2012-'13 ski season.

Health Care Reform

The Patient Protection and Affordable Care Act (PPACA), also known as Obamacare or the Affordable Care Act, was signed into law 2010. With it, came several reforms that were to be rolled out over several years impacting both employees and employers. The HR Department has continued to work with its health insurance broker to ensure both compliance and seamless transitions. Some aspects of health care reform that have already been implemented include dependent coverage to age 26, elimination of lifetime caps or maximums, participation in the Early Retiree Reinsurance Program, providing costs of benefits on employees' W-2's, and providing staff with Summaries of Benefits and Coverage (SBC's). There are major reforms scheduled to be implemented in the coming years as ORDA's HR Department continues to work with its broker to ensure timely compliance.

In addition to the above, the HR Department continues to work closely with venues on major issues including, but not limited to, employee discipline, dispute resolution, and employee recognition. Beyond that, we are always exploring avenues to assist in reducing and/or limiting the cost of health insurance without unduly compromising benefit level.

Marketing

ORDA's marketing team works collaboratively with all venues and departments to develop and implement strategies focused on increasing visitation and revenue. Marketing initiatives include: product development, pricing plans, data analysis and research, production of collateral, distribution, management of digital presence, marketing campaigns, advertising, programming, consumer events and sales. Our team strives for customer service excellence and enhancing the guest's overall experience in the Adirondack and Catskill regions. These efforts not only impact ORDA venues but also the surrounding businesses, communities, and New York State.

Strategy / Media Mix

Each venue is unique in its offerings, strategies, and utilization of media. Over the last few years, finding synergies among all ORDA venues has helped to more efficiently and effectively get results. Whiteface Lake Placid is unique from the other two resorts in a sense that there are multiple venues, communities and offerings encompassed in one resort. The Olympic region destination is marketed as a complete experience for visitors outside of the immediate area. Once inside a two-hour radius there are independent marketing efforts that exist for specialized programming. In addition to cross marketing, our staff also works closely with local organizations and businesses to further the reach and develop mutually beneficial programs.

Media Mix: Digital, Television, Radio, Print, Out of Home, Street Teams, Gorilla Marketing

Programs / Sales: Including but limited to – Ski Shows, Group, Broker, College, Online, Ski Clubs

Marketing Events: Included but not limited to – Super Sundays, Coke Wednesdays, Bring a Friend, Flex Days, Bands and Entertainment, Family Fun Days, Festivals, Bag Jump, SX/BX

Highlights from 2012 – 2013

Coke Promotion for Whiteface / Lake Placid, Gore, and Belleayre

Working closely with our corporate marketing offices and Coca Cola we developed significant campaigns in the northeast gaining exposure and driving sales to our venues. On behalf of Whiteface and Gore we promoted four packs of lift tickets at a savings of \$84 if purchased by early December. This promotion was on 130,000 neck ringers plus 5,000 shelf talkers throughout northern New York at various shopping centers including Price Chopper. A social component also complimented this program which resulted in an additional 27,538,379 impressions and 2,008 clicks.

On behalf of Belleayre a campaign was created to target the end of the season and drive southern New Yorkers, Pennsylvania, New Jersey visitors to the Belleayre region. A two for one offering was created on over 185,000 neck ringers and 5,000 supporting shelf talkers. These were picked up by Walmart, Walgreens, Hess, 7-11, Price Choppers, and a few other select locations in the local area. Example of exposure in a Walmart from Westchester area.

/Gore Shelf Talker



WF/Gore Neck Ringer





Overall, we were extremely pleased with the opportunity to partner with Coke on these promotions and look forward to continuing these efforts into next year with slight variations.

Three Mountain Surveys

With absorbing a new operation down in the Catskills and the need to continually understand our customer's experience, we created a three-mountain survey that was executed all season long at Whiteface, Gore, and Belleayre (with the addition of Mt. Van Hoevenberg visitation questions). Information gathered from this survey helps us in identifying interest in three-mountain products, demographic info, customer experience, and areas that we can improve upon. We will use this information to identify future products and to make improvements for 2013-'14.

ORDA, SANY, I LOVE NY partnered for a win-win and WON!

Many skiers and riders, including those from New York, head to other states for long weekends and midweek winter trips. This statewide campaign was created to boost tourism and awareness for New York ski areas, revitalize the winter economy, and keep people skiing in New York. Through great collaborative effort and creative thinking, we created a significant impact for New York with minimal lead-time and miniscule budget. ORDA teamed up with SANY and I Love New York and created:

- Over 100-million impressions through media outlets on behalf of NYS, within the first two weeks
- 15, 278 tickets were requested online
- 28% of those tickets were redeemed on a Thursday at 25 different resorts
- Zip code report showed that interest was generated in 32 states
- 22% of interest came from states other than New York
- **WON THE NYSTVA EXCELLENCE IN TOURISM AWARD**

SKI3 Season Passes

New for 2013-'14 are the SKI3 passes. We are thrilled to bring our three resorts together again on one pass! These passes will enable us to compete with Vermont. Between our three ski resorts we have some of the best skiing on the east coast. Additionally, with these passes we are also cross marketing many other experiences including cross country, the Lake Placid Bobsled Experience, Catskill and Adirondack community businesses, and many others. This one pass will set New York ski opportunities apart from other New England options.



■ Sports Development

The Olympic Regional Development Authority's Sports Development Department promotes education and participation in Winter Olympic Sports year round, providing the most exhilarating Winter Olympic experience possible. Custom programs offer school classes, activity groups, athletic teams and local youth groups the Olympic education field trip of a lifetime. During the summer, the Sports Development Department also runs the Gold Medal Adventure Program - a sport's experience day camp for adventurous kids and their families ages 10 and up. The Sports Development Department conducts guided tours of the Olympic venues, which not only offer historical information of the facilities and sports, but beautiful views of the Adirondacks as well.



Tours are merely icing on the cake however, as the largest attraction of their programs are the interactive sports clinics! Sports clinics are offered in biathlon, bobsled, curling, luge and cross country skiing. Ice skating is also offered on one of the three ice rinks in the Olympic Center, including the famous 1980 Herb Brooks Arena. The Sports Development coaching staff is top-notch, providing quality instruction and insuring safety at all times. Even better, the staff often has members from National Development and World Cup teams training in Lake Placid.

SPORTS DEVELOPMENT HIGHLIGHTS FOR 2012-'13

- Sports Development school/university/camp clinics

- Gold Medal Adventure
- Head Start Learn to Ski Program
- Scholastic Sliding/Sports Challenge for World Cup Bobsled and Skeleton, Freestyle and Luge.
- Gold Medal Games Logistics
- NYC Winterjam
- OC Fitness Center
- The Sports Development Department had continued success with its core program for the 2012/13season. The year round program saw more than 5,000 participants ranging from school, college, camp, and youth groups. The field trips allowed students to take part in different winter sports including luge, bobsled, alpine skiing, curling, biathlon, x-country skiing and skating. Students and campers were also given behind the scenes tours of the Olympic Venues. Sports Development also conducted educational tours for numerous college and university sport management classes.
- Gold Medal Adventure – The Gold Medal Adventure program is a fun-filled program for the entire family looking to experience exciting winter Olympic sports in the “Winter Sports Capital of the World”. A professional and experienced staff guarantees an experience you’ll never forget. The Gold Medal Adventure, for children and adults, offers interactive clinics and demonstrations of select Olympic events and tours the state-of-the-art Lake Placid training and competition facilities.
- Once again the Sports Development Department conducted the Scholastic Sliding Challenge during World Cup Freestyle and World Championships for Bobsled and Skeleton. The program, targeting elementary school children, is a fun and interactive educational program that allows classrooms to adopt a country participating in the World Cup. The schools were provided with online lesson plans and details on how to communicate with athletes. The program included a special trip to see the events in Lake Placid, where the students were able to cheer on their adopted country. Over 600 students participated. US Freestyle Ski team members visited Lake Placid’s 6th grade classes to talk about their sport.
- The Sports Development Department continued to provide logistical assistance for the Corporate Development Department’s Gold Medal Games. Many corporate groups visited Lake Placid to take part in the Gold Medal Games.
- The Sports Development Department organized the Head Start Learn to Ski Program with Kid’s Campus. This year 5 Head Start Programs attended with over 100 children participating in the program.
- The 2013 NYC Winterjam was a huge success. With over 25,000 people attending the event in Central Park, participants were able to participate in numerous outdoor winter activities and sports. Gorgeous weather and cool temps allowed for optimum snowmaking in Central Park to accommodate activities such as cross country skiing, snowshoeing, snowboarding, alpine skiing, sledding and winter camping. ORDA was also able to promote fantastic skiing at Whiteface, Gore and Belleayre.



- Sports Development continued to operate the Fitness Center at the Olympic Center. Throughout the school year National Sports Academy utilized the weight room and work out area for multiple sports including, hockey, skiing and snow sports. During World Cup events international athletes used the facility to meet their training needs. Many improvements were made to make the space available for employees to use as well.



For the 2013/2014 season, ORDA's Sports Development Department will continue to offer exciting programs for children and adults and devote time to ensure successful school and camp programs through out the year.

ORDA Board of Directors

Pat Barrett, Chairman

Pat Barrett was appointed ORDA Chairman by Governor Andrew M. Cuomo March 14, 2011. This is Barrett's second time serving as Chair, as he was appointed December 28, 2006 by Governor Pataki and held that position until June 2007. Mr. Barrett also serves as Chairman and Chief Executive Officer of CARPAT Investments, a private investment company. In addition, he is Chairman of Syracuse Executive Air Service, Inc., an air charter service and fixed base operator, and Bennington Iron Works, Ltd., located in Bennington, Vermont. He is also Chairman of the Board of the Whiteface Club Companies. Formerly, he was Chairman and Chief Executive Officer of Avis, Inc. Earlier in his business career, Barrett was Executive Vice President, Chief Financial Officer, and a Director, of Norton Simon, Inc., a consumer goods conglomerate whose properties included Avis, Hunt-Wesson, Max Factor, Canada Dry, and Somerset Importers. Mr. Barrett serves as a Trustee of Siena College, and as a Trustee Emeritus of Syracuse University. He retired in May, 2009 as Chairman of the Lincoln National Corporation, a financial services company headquartered in Philadelphia, as well as its New York subsidiary, Lincoln Life and Annuity of New York. In addition, he is a member of the Board of Directors of Coyne International Enterprises Corporation, and the Syracuse SkyChiefs Baseball Club, Inc. He also served as the Chairman of the New York State Ad Hoc Committee on the Future of Racing.

Serge Lussi, Vice Chairman, Olympic Regional Development Authority

Serge Lussi is the Chairman of the Board of the Lake Placid Vacation Corporation. Mr. Lussi formerly served as a trustee of the United States Ski Team, as well as, a former Director of the United States Olympic Committee (USOC) where he headed the Committee on Training Centers. He was on the Executive Committee of the Lake Placid Olympic Organizing Committee, where he oversaw the alpine skiing events of the 1980 Lake Placid Winter Olympic Games. He currently lives in Lake Placid with his wife, Caroline. Their family operates the Placid Gold Resort Company.

Joseph F. Kelly, Vice Chairman, Olympic Regional Development Authority

Recently retired from the financial field, Joseph Kelly has had a long and distinguished career with financial services companies such as Janney Montgomery Securities, Prudential Bache Securities, A.G. Becker & Co. and A.G. Edwards & Co. Mr. Kelly served as Chairman of the Federal Agencies Securities Committee of the Public Securities Association, and as a Executive Committee member of the U.S. Primary Dealers Association, and has been listed in "Who's Who in American Finance". As a leader in community service for many years, Mr. Kelly is the Founding Chairman of the Belleayre Conservatory and the Coalition to Save Belleayre Mountain, and was a charter member of both the Belleayre Regional Advocacy Group and the Belleayre Mountain Ski Center Hall of Fame. He has also served as a board member of the Catskill Regional Ski Task Force and the M-Ark Project. Joseph Kelly is a veteran of the United States Army, having served as a First Lieutenant in Korea. He is a graduate of Niagara University, having performed post-graduate work at New York University. He currently resides in Fleischmanns and Rockville Centre with his wife, Dianne, and they have three children and nine cherished grandchildren.

Kenneth Adams, Empire State Development President, CEO and Commissioner

Kenneth Adams was confirmed by the Legislature as Empire State Development (ESD) President & CEO and Commissioner of the New York State Department of Economic Development on April 5, 2011. In these positions, Mr. Adams works to promote economic practices that attract business and create jobs throughout New York State. Mr. Adams came to ESD from The Business Council of New York State, where he served as President and CEO since 2006. He led the organization, representing nearly 2,500 member businesses, chambers of commerce and professional and trade associations, in its mission of creating "economic growth, good jobs and strong communities across New York State." Prior to leading the Business Council, Mr. Adams was President of the

Brooklyn Chamber of Commerce and Director of the MetroTech Business Improvement District in Downtown Brooklyn. He was also the founding Executive Director of New York Cares, New York City's leading volunteer organization, from 1988 to 1994. Mr. Adams is a resident of Brooklyn, New York, where he lives with his wife and two children.

Rose Harvey, Commissioner, New York State Office of Parks, Recreation & Historic Preservation

Rose Harvey was appointed to the New York State Office of Parks, Recreation and Historic Preservation by Governor Andrew M. Cuomo in January of 2011. For 27 years, Ms. Harvey held multiple leadership positions with The Trust for Public Land, beginning as a community organizer and rising to Senior Vice President and Regional Director of the Mid-Atlantic Region and finally as National Director of Urban Programs. Ms. Harvey most recently served as a senior fellow at the Jonathan Rose Companies, and a McCluskey Fellow and Lecturer at the Yale School of Forestry and Environmental Studies. She also serves on the Board of the Geraldine R. Dodge Foundation and the Yale Leadership Advisory Council.

Joe Martens, Commissioner, Department of Environmental Conservation

Joe Martens was appointed as Commissioner to the Department of Environmental Conservation in January of 2011 by Governor Andrew M. Cuomo. Mr. Martens continues on the board after serving as Chairman of the ORDA Board of Directors, having been appointed in July of 2007 by Governor Eliot Spitzer. Until his recent appointment with the DEC, Commissioner Martens had also served as President of the Open Space Institute, a position he had held since 1998. Mr. Martens was previously State Secretary for Energy and Environment under former Governor Mario Cuomo. Martens, who has a second home in Lake Placid, has also worked for the Adirondack Park Agency (APA).

Clifford Donaldson, Jr.

Cliff Donaldson, Jr., former County Manager of Essex County, New York, resigned after 12 years in August of 2008 after being appointed the Commissioner's North Country Region Representative for New York State Department of Labor. Donaldson was appointed to the ORDA Board of Directors by New York State Assembly Speaker Sheldon Silver. From 1981-1994, he served as a member of the Franklin County Legislature representing the Saranac Lake region. In 1984, Assembly Speaker Stanley Fink appointed Donaldson to the position of Director of the Speaker's North Country Regional Office. Donaldson received his bachelor's degree from the College of the Ozarks in Clarksville, Arkansas, and his Master of Education from Arkansas Tech University. He lives in Saranac Lake with his wife Joan and his son Aaron.

Robert Flacke

Robert "Bob" Flacke returned to ORDA in January 2009. Since 1958 he has run the Fort William Henry Corporation. He graduated from the College of the Holy Cross, and went on to join the U.S. Navy, retiring as a captain from the U.S. Naval Reserve in 1988. He was a teacher at Queensbury Junior High School from 1958-1975, at which point he made his move into public service. Mr. Flacke is very involved in local and state government, and was on a committee for the 1980 Winter Olympic Games. From 1979-1983, Flacke was the Chairman of ORDA, and returned once again from 1993-94 as interim CEO. Robert Flacke is a former Commissioner of the NYS Department of Environmental Conservation, as well as, a former Adirondack Park Agency Chairman. Flacke lives in Lake George along with wife Jean, and has four children.

John R. Parete

Elected to the Ulster County Legislature November 9, 2011, John R. Parete has also served as former Democratic Chairman and Elections Commissioner; acting as Chair from 1999-2008 and Commissioner from 2006-2008. Previously, Mr. Parete has also held the Ulster County Auditor and Purchasing Director Positions from 1979-1980

and 1980-1981, respectfully. Parete and his wife Barbara currently reside in Boiceville, New York, where they have successfully owned and operated the Boiceville Inn for 43 years.

Jerry Strack

Jerry Strack was born and raised in Lake Placid. He currently owns and operates Central Garage, a business that he's had for the past 51 years. He has been involved with the Lake Placid Volunteer Fire Department for the past 48 years and is also a current member of the Lions Club. Strack has been involved with local government for years, having served as a Town Councilman for 23 years for the Town of North Elba. Mr. Strack was also on the Lake Placid Bank Board of Directors for many years. Strack still lives in Lake Placid with his wife Judi and runs Central Garage with his children Jay and Missi.

Edwin Weibrecht

Edwin Weibrecht earned a Bachelor of Science degree in Mechanical Engineering from the New Jersey Institute of Technology at Newark College of Engineering in Newark, and has studied toward his MBA. He has been the owner of the Mirror Lake Inn and Mirror Lake Builders of Lake Placid since 1976. He was on the Board of the Lake Placid Olympic Organizing Committee and past President of the Lake Placid Chamber of Commerce. After the 1980 Games, he was the Founding Chair of Governor Carey's Olympic After Use Committee, which was the forerunner of ORDA. Weibrecht has served on the ORDA Board since 1993. He has been and is currently involved with several local and state organizations including Vice-Chairman of the Lake Placid Horse Show, New York Ski Education Foundation Board (NYSEF), Lake Placid Institute Board, North Country Alliance Loan Commission Advisory Board, NYS Attorney General's Philanthropic Benefit Committee and New York State Governor's Tourism Advisory Council. Prior to coming to Lake Placid he held various Operational Management positions with AT&T and MCI. He is married to Lisa Clune-Weibrecht and has five children.

The 2012 -2013 Annual Report Has Been Approved By
The New York State Olympic Regional Development Authority

ORDA Board of Directors:

J Patrick Barrett, Chairman Olympic Regional Development Authority

Signature: J. Patrick Barrett

Serge Lussi, Vice Chairman Olympic Regional Development Authority

Signature: Serge Lussi

Joseph F. Kelly, Vice Chairman Olympic Regional Development Authority

Signature: Joe F Kelly

Kenneth Adams, Empire State Development President, CEO and Commissioner/
ESD Representative Roseanne Murphy

Signature: Roseanne Murphy

Rose Harvey Commissioner NYS Parks, Recreation & Historic Preservation/
NYS PRHP Representative Harold Hagemann

Signature: _____

Joe Martens Commissioner NYS DEC/ NYSDEC Representative Chris Walsh

Signature: Christopher Walsh

Clifford Donaldson Jr., Board of Directors Olympic Regional Development Authority

Signature: Clifford Donaldson Jr. 6/25/2013

Robert Flacke, Board of Directors Olympic Regional Development Authority

Signature: Robert Flacke

Jerry Strack, Board of Directors Olympic Regional Development Authority

Signature: Jerry Strack

John Parete, Board of Directors Olympic Regional Development Authority

Signature: John Parete

Edwin Weibrecht, Board of Directors Olympic Regional Development Authority

Signature: Edwin Weibrecht



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