



NEW YORK STATE
OLYMPIC REGIONAL
DEVELOPMENT AUTHORITY

IMPACTING COMMUNITIES THROUGH WORLD CLASS SPORT EXPERIENCES



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BACK COVER BOARD MEMBERS & COMMITTEES



On behalf of the Olympic Regional Development Authority's (Olympic Authority) Board of Directors, I want to thank the Olympic Authority's staff and all our partners who not only make our work possible but also magnify our success. This year has been a powerful reflection of our mission: to preserve the Olympic legacy, support regional economic vitality, and foster lifelong engagement in sport and recreation.

We are extraordinarily fortunate to have the support of the Adirondack and Catskill communities where our facilities are located, the United States Olympic and Paralympic Committee, scores of volunteers who show up for event after event regardless of the weather, regional youth who practice and compete on our rinks and on our slopes, and a dedicated staff that make thousands of visitors welcome year-round. The results far exceed the sum of all their contributions.

As you'll read in this annual report, the Olympic Authority continues to expand its operations and reach, and thanks to New York State Governor Kathy Hochul and Legislature, we continue to make smart investments in our venues that have laid the groundwork for a future that balances performance with preservation. We've undertaken capital improvements that enhance athlete safety, guest experience, and environmental stewardship—positioning our region as a global model for sport excellence.

Our goal is to continuously improve our operations and the range of recreational and competitive opportunities available to our guests. But keeping our facilities in top shape is only part of our formula for success. Our location in the magnificent, constitutionally protected Adirondack and Catskill Parks, in small, welcoming towns makes for an unforgettable experience, whether you are an Olympic athlete or a hockey parent. This annual report celebrates OUR collective success. Thank you for your continued support and commitment.

Together, we are not only building world class experiences—but lasting inspiration.

Joe Martens

Olympic Authority Board Chair



FROM THE PRESIDENT & CEO

Dear Friends and Supporters,

I am pleased to share with you the Annual Report for the Olympic Regional Development Authority (Olympic Authority). As President and CEO, I am proud to reflect on a year defined by growth, innovation, and meaningful progress in fulfilling our mission.

The Olympic Authority is dedicated to creating lasting economic and social benefits in the Adirondacks and Catskills by operating year-round venues that provide recreational and athletic development opportunities for people of all ages and abilities. We achieve this through a focus on continuous improvement, environmental stewardship, fiscal responsibility, and the delivery of world-class programs and experiences.

This past year, we celebrated significant milestones—including a record number of season passes sold and the highest visitation numbers across our venues to date. These accomplishments reflect the strong connection we've built with our communities and the increasing demand for the unique experiences we provide.

We continue to honor and celebrate our Olympic heritage and serve as proud stewards of the Olympic movement. It is a privilege to maintain and operate venues that have hosted the world's best athletes and continue to inspire future generations to reach their highest potential.

We are deeply grateful for the ongoing support of New York State. Its investment in the Olympic Authority and belief in the work we do is essential to our success and allows us to make a meaningful impact in the regions we serve.

None of this would be possible without the dedication, talent, and hard work of our exceptional staff. Their commitment brings our mission to life and transforms our venues into places where world-class experiences are made possible every single day. I extend my deepest gratitude and appreciation to every member of the Olympic Authority team—your efforts continue to inspire and elevate everything we do.

As we look ahead, we remain committed to building on this momentum—enhancing our venues, strengthening our communities, and continuing to deliver excellence in every season.

Ashley Walden
Olympic Authority President & CEO



MILESTONES & EVENT HIGHLIGHTS

2024

APRIL

- Celebrated the total eclipse at venues across the Adirondacks

MAY

- Construction began on North Creek Ski Bowl lodge and Hudson Chair Lift replacement
- Expansion began on the Belleayre Discovery and Overlook Lodges and new beginner area at the summit

JUNE

- International Luge Federation and International Bobsled & Skeleton Federation Congresses
- 67th Annual Lake Placid Figure Skating Championships
- Celebrated Olympic Day with a “Let’s Move” campaign

AUGUST

- Events celebrating the Paris Summer Olympics
- USA Hockey Women’s National Festival and Under 18 Development Camp

SEPTEMBER

- Inaugural UCI Mountain Bike World Series

OCTOBER

- Fall festivals at Belleayre, Gore, and Whiteface Mountains
- Launched the Olympic Region Student Art-In-Sport Program

NOVEMBER

- Alpine and Nordic trails open for skiing and riding

DECEMBER

- Lake Placid officially named as alternative site for Milano Cortina 2026 sliding sports, if Italy’s track construction was not completed in time
- Second annual Adirondack Winter Invitational hockey tournament
- Debut of miracle entertainment with comedian Jim Breuer at the Lake Placid Conference Center
- Unveiled student-created flag mural at Mt Van Hoevenberg

2025

JANUARY

- Belleayre celebrates its 75th anniversary
- Ceremony was held for first phase of the North Creek Ski Bowl project
- Hosted International Ski and Snowboard Federation (FIS) Freestyle Aerials World Cup

FEBRUARY

- 45th Anniversary of the 1980 Olympic Winter Games
- First ever Women’s Ski Jumping World Cup in the U.S.

MARCH

- Hosted U.S. Ski and Snowboard Hall of Fame Induction Ceremony
- IBSF Bobsled and Skeleton World Championships
- First Adirondack Winter Pride Weekend and second annual Pride Ski Weekend at Belleayre
- Gallery exhibition & student Art-In-Sport awards event

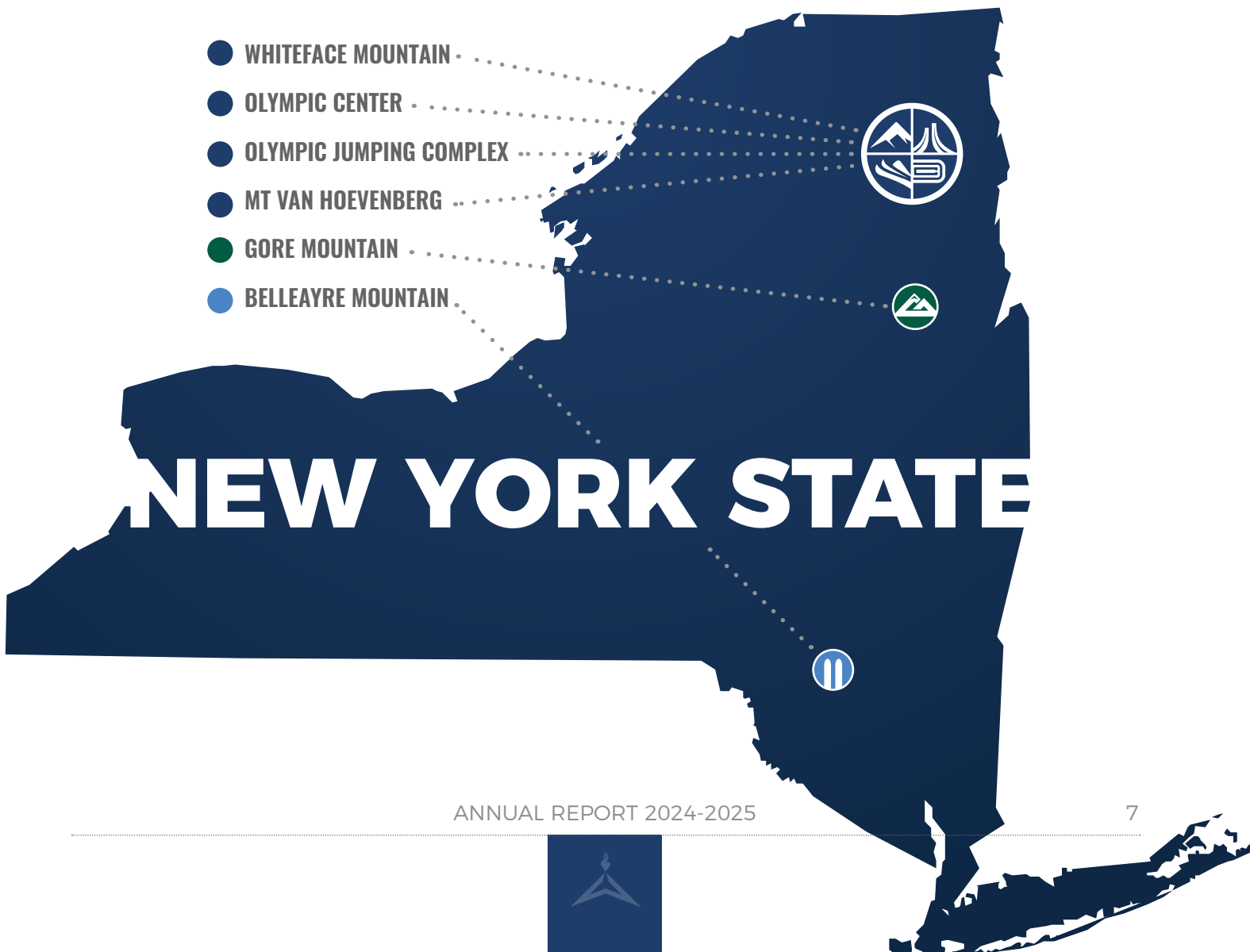


The Olympic Authority creates economic and social benefit in the Adirondacks and Catskills by operating year-round venues that provide recreational and athletic development opportunities, achieved through a commitment to continuous improvement and emphasis on environmental stewardship, fiscal responsibility, and the delivery of world-class programs and experiences to persons of all ages and abilities.

Combined with the support of New York State and local communities, the organization's dedication to that purpose drives innovative projects that transform the Olympic Authority venues and elevate the organization to a global leadership position in sustainable sport, recreation, and tourism. Today, the flame burns brighter than ever.

The enduring impact of winter sport in communities in the Adirondack and Catskill Mountains is now augmented by an array of four-season recreation opportunities for people of all ages and abilities. The Olympic Authority provides training and athlete development opportunities for all levels as well as a range of community programming for youth, adults, and adaptive sports that maximizes potential across the state and around the world.

By sustaining this legacy, the Olympic Authority continues to create a positive economic impact and promote health and wellness through sport and recreation across the state.



ACHIEVING THE EXTRAORDINARY

More than a million visitors experience a wide array of events and activities at Olympic Authority venues each year. With a broad range of experience and expertise, our people work diligently to make this happen.

Working in collaboration with local organizations and other agencies from around the state, we produce results together that are greater than the sum of the separate parts. From Belleayre to North Creek to Wilmington and Lake Placid, our staff and volunteers work closely with our communities to achieve the uncommon every day.

From World Cup competitions in numerous sports to mountains of moments that skiers and riders relish every day at our alpine and Nordic ski venues to the unique events, such as the Miracle on Ice Fantasy Camp or the always popular autumn festivals, our people – behind the scenes – are creators of extraordinary experiences.



IT TAKES A TEAM

Roles include seasonal, part-time, and full-time staff across the three mountains and legacy venues, including the Lake Placid Olympic Museum and Veterans' Memorial Highway.

- Administration
 - Environmental Planning & Construction
 - Finance & Procurement
 - Food & Beverage Management
 - Guest Services
 - Human Resources
- Legal
 - Lift Technicians
 - Marketing & Communications
 - Medical
 - Mountain & Venue Operations
 - Retail Management
- Risk Management
 - Sales & Sponsorship
 - Snowmaking
 - Sport Program Management
 - Technology
 - Ticketing

SNAPSHOTS OF OUR TEAM

Staff of the Olympic Authority are experts in their field and the heart and soul of the organization.



WE ARE THE OLYMPIC AUTHORITY
VIDEO SERIES





OLYMPIC CENTER

In the heart of downtown Lake Placid is the Olympic Center, a revitalized sport venue and conference center serving up inspiring experiences for all ages.

Home to the 1980 Herb Brooks Arena, 1932 Jack Shea Arena, USA rink, James C. Sheffield Speed Skating Oval, and Lake Placid Olympic Museum, the Olympic Center is a sports complex hosting diverse events and activities year-round as well as a major draw for area visitors.

The Lake Placid Olympic Museum awaits just inside the Olympic Center's spacious Miracle Plaza. Featuring interactive displays and learning exhibits, athlete stories, and important artifacts, the museum leads visitors to discover the rich history of the region.

Adjacent to the museum is the Miracle Moments retail store, providing a unique opportunity for visitors to take home their own slice of history. On the mezzanine level is an expansive new dining space. Roamers Café & Bar offers a casual menu with panoramic views of all the Olympic Venues, the Village, and the Adirondack High Peaks.

Inside the Olympic Center's Main Street entrance, close to the village's downtown shops and restaurants, is the Lake Placid Conference Center, which hosts seminars and conventions of all sizes with a full 90,000 square feet of flexible meeting space.

Whether watching a hockey tournament or figure skating competition, or attending a conference, visitors find their Olympic Center experiences as comfortable and convenient as they are unforgettable.



The Olympic Center is home to the Lake Placid Olympic Museum, North America's second largest Winter Olympic artifact collection.







OLYMPIC JUMPING COMPLEX

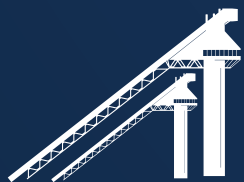
This year, the Olympic Jumping Complex in Lake Placid became the site of the first-ever women’s Ski Jumping World Cup held in the United States.

The ski jumping towers are iconic features of the local landscape, and Lake Placid has held competitions here for more than a century. Through the years, the jumps have been modernized and renovated to meet the sport world’s highest standards.

Today, it’s the only ski jumping facility in North America certified for year-round training and competition, making it a vitally important center for competition and athlete development.

Directly outside the Intervales Lodge, guests can ride the Skyride Gondola to the launch area, where they can see ski jumpers taking flight up close. From the top of the gondola, visitors can ascend the jump tower’s glass elevator to panoramic vistas of the High Peaks and Olympic Village. An additional thrill is the Sky Flyer Zipline that emulates the jumper’s flight path and perspective.

The Olympic Jumping Complex has always underscored Lake Placid’s leadership in the world of winter sports, and today it remains a valuable asset that will serve the state and community far into the future.



Pinpoint precision lighting offers night-time jumping while preserving the natural Adirondack night sky beyond the venue.







MT VAN HOEVENBERG

With its one-of-a-kind Olympic history, Mt Van Hoevenberg features a diverse array of sport and recreation. It's a year-round well-spring of adventure for all ages and abilities.

At its center is the beautifully designed new Mountain Pass Lodge. Out one side of the Lodge are 55km of cross-country ski trails and a biathlon stadium, all equipped with the world's most powerful snowmaking system dedicated to a Nordic venue. These and other single-track trails also provide mountain biking opportunities for recreational riders and elite athletes as the venue is now an annual host of the International Cycling Union's Mountain Bike World Series.

On the other side of the Lodge is the track for bobsled, luge, and skeleton. A superb venue that hosts World Cup events regularly and this year hosted the International Bobsled and Skeleton Federation's World Championships for the 12th time.

Inside is a host of amenities for everyone, including: the 81-18 Café, Henry's Tavern, souvenir and outdoor gear shops, indoor climbing walls, lounge and deck areas for both relaxing and spectating events, with all spaces designed to serve athletes, recreational enthusiasts, and tourists alike. The lodge is also home to an indoor gym and sprint track as well as the only indoor bobsled and skeleton refrigerated push track in the U.S., making it a year-round hub for athletes and a rare opportunity for visitors to experience the thrill of sliding sports.

Paved roller ski trails, mountain biking, trail running, hiking on the Mt Van Hoevenberg East Trail, and the Cliffside Coaster (North America's longest mountain ride) are some of the many additional activities that make Mt Van Hoevenberg a venue for everyone all year round.

Mt Van Hoevenberg in Lake Placid is home to the first bobsled track ever constructed in North America.







WHITEFACE

For more than a century, these iconic slopes have provided visitors memorable experiences. Through the decades, careful stewardship has preserved this extraordinary legacy for generations to come. Whiteface offers the Olympic Region a strikingly beautiful natural resource and a magnet for visitors from around the globe.

On one side of the mountain is the Veterans' Memorial Highway, which makes the summit the only Adirondack High Peak accessible to all. On the other side is a world-class ski destination with the greatest vertical drop east of the Rockies, offering miles of varied terrain for all levels, from wide open beginner trails to intermediate groomers to steeps with spectacular views.

Recent development projects include ongoing improvements to snowmaking systems creating consistently better, more reliable conditions, all while boosting the venue's environmental sustainability. At the Bear Den Learning Center, a new patio provides spaces for coming together, dining, and watching friends and family learn to ski and ride. With beginner trails, easy to manage lifts, and experienced instructors to help novices learn fast, the Bear Den will help everyone get the most from their experience.

Home to the thrills, beauty, and the freedom inherent in alpine winter sports, Whiteface provides first-rate experiences year-round while leading the way in the stewardship of our environment.



From the summit of Whiteface, you can see the Adirondacks, Vermont, and even parts of Canada on a clear day.





BELLEAYRE

Set in the Catskills just two and a half hours from Manhattan, Belleayre is a family-friendly mountain with something for everyone. Across its 64 trails, one can find terrain and lifts for all levels of ability – long cruisers, bumps, glades, parks, steeps, and outstanding beginner trails. Among its recent upgrades is a new learning area with a magic carpet on a gentle slope at the summit that gives beginners a spectacular mountain top experience.

Three lodges positioned from base to summit provide comfortable spaces to relax and unwind. Plus, the mountain's eight lifts include the Catskill Thunder Gondola, the only gondola in the Catskills.

Another major factor in Belleayre's increasing popularity is the continued upgrades in the efficiency and effectiveness of its snowmaking systems. Now, with expanded snowmaking coverage, an advanced, powerful new system brings

better, more reliable conditions and a longer season. Started this year, improvements and expansions of Belleayre's lodges are anticipated to boost the guest experience, too.

As much as skiers and snowboarders thrive here in winter, the mountain's off-snow summer activities offer an abundance of family-friendly fun, too. Belleayre's full-service beach makes for a prime picnicking spot while also offering swimming, boating, kayaking, and stand-up paddleboarding. Plus, there are gondola rides, disc golf, four-season festivals, hiking trails, and fun events throughout the summer in this beautiful, natural setting.

Belleayre Mountain and its thoughtful enhancements are making an important impact on healthy recreation alternatives for a diverse population.



Belleayre Mountain had the first chair lift in New York State, a Roebling single chair, approximately 3,000 feet long.





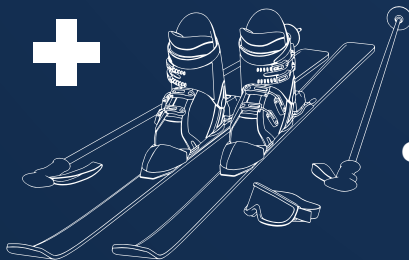


A monument to the Adirondacks’ natural beauty, Gore is the largest ski area in New York State. Spanning four peaks, it’s an expansive mountain with 108 trails, 14 lifts, 2,537 vertical feet, and a wide diversity of terrain. Gore’s long, contiguous trails offer uninterrupted, flowing skiing and riding with glades, terrain parks, and expert only terrain that provide uniquely classic alpine ski experiences. Gore also makes learning fun and easily accessible, too, with two conveyor loading quad chairlifts and two conveyor surface lifts.

With ongoing upgrades to Gore’s snowmaking system, skiers and riders are finding conditions reliable throughout a consistently longer season. Powered by the largest solar array of any ski resort in the U.S., Gore is prioritizing environmental sustainability of its operations as crews turn sunlight into snow.

Already among the Northeast’s pre-eminent ski and snowboard resorts, Gore Mountain is poised to deliver even higher-level guest experiences with key upgrades to lifts and recent advances to its snowmaking infrastructure and lodges. Upgrades and additions at the North Creek Ski Bowl are elevating this historic location’s appeal. The Ski Bowl’s enduring traditions in alpine skiing and snowboarding are served by two lifts, including the new Hudson Quad Chair. In addition, the guest experience will be further enhanced by a new four-season lodge and summer rail and zipline attraction.

This transformation of the Ski Bowl is part of Gore’s long-term vision to reshape the ski area into a year-round travel destination, further fortifying the regional economy.



Gore Mountain is home to one of the first commercial ski areas and ski patrols in the U.S.







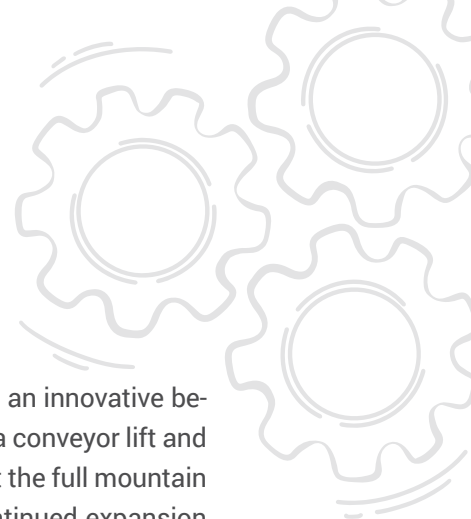
KICKING OFF NEW YORK STATE'S SKI SEASON

The Olympic Authority's three alpine mountains – Belleayre, Gore, and Whiteface – kicked off the 2024-2025 season in New York State, all opening for skiing and snowboarding on Saturday, November 16, after providing a passholder appreciation event the day prior. Off-season upgrades help the three venues prepare for the season with advanced snowmaking systems, including upgrades on race trails that allow crews to open terrain faster and earlier while providing consistent conditions throughout the season.

These three mountains boost NY's tourism industry, create jobs, drive economic growth, and enhance the quality of life for the state's residents.



MAINTENANCE AND UPGRADES



BELLEAYRE

Elevating the learning experience for novice skiers and riders, Belleayre created an innovative beginner area on the summit, near the top of the Catskill Thunder Gondola, where a conveyor lift and snowmaking was installed on a gentle trail. The new area ensures beginners get the full mountain experience and great views, while also providing a longer learning season. Continued expansion and improvement of snowmaking systems – including this year alone 30,000 feet of new pipe and 20 new fan snowguns – has Belleayre delivering optimal experiences. The mountain’s expansive snowmaking coverage and more advanced, more powerful systems are boosting visits with better conditions despite warmer winters.

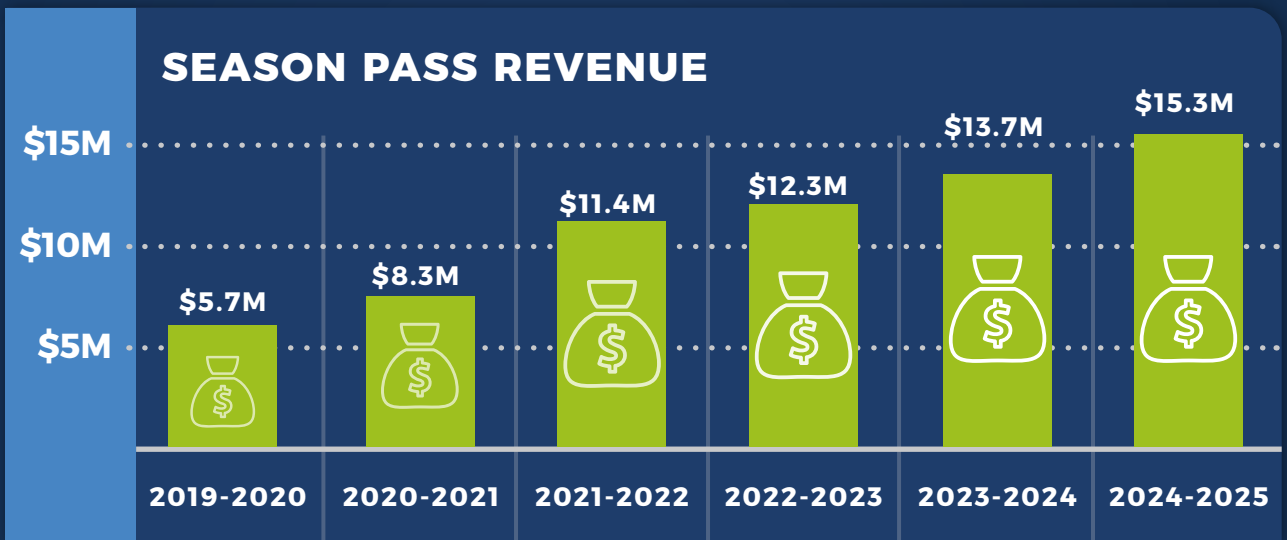
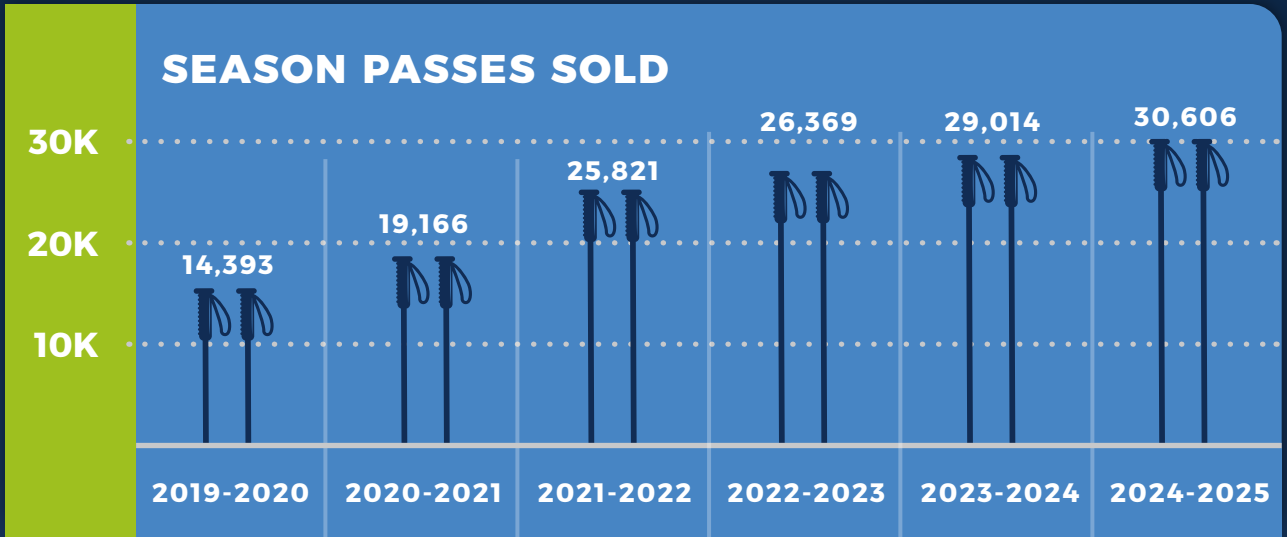
GORE AND NORTH CREEK SKI BOWL

With the intention to become a premiere year-round travel destination, Gore’s improvements are wide-ranging. Construction of a new 18,300 square-foot lodge will provide a greatly elevated experience for every visitor at the North Creek Ski Bowl. Also at the Ski Bowl, the old Hudson Chairlift was replaced with a new detachable quad, boosting its capacity. And the Northwoods Gondola cabins have all been upgraded with 8-passenger cabins that accommodate modern skis and snowboards and ensure greater guest comfort. Crews also now have a new PistenBully 600 Snow Cat with a winch, an addition that helps crews deliver spectacular grooming even on the steepest terrain. These advances move Gore’s position solidly to becoming a successful hub for all-season recreation, strengthening the region’s economy.

WHITEFACE

Building on its long legacy of excellence, Whiteface crews created several key enhancements this year. The Bear Den Learning Center’s new heated patio provides expanded space for dining, gathering, and watching family and friends learn to ski. Snowmaking infrastructure upgrades, including new piping and high efficiency snow guns, were installed on some of the most popular trails, such as Mackenzie, Wilderness, and Upper Parkway. Maintenance on Pumphouse 1 will also facilitate improved snowmaking operations throughout the ski season. In a couple other upgrades visitors don’t see, a new haul rope was installed on the Cloudsplitter Gondola ensuring continued reliable operations, while the addition of a new PistenBully 600 Snow Cat contributes to crews being able to further improve trail conditions. These improvements reinforce Whiteface’s status as a top destination for skiers and snowboarders of all abilities.





The combination of enhanced experiences for skiers and riders, paired with effective marketing and communication strategies, consistently boost season pass sales each year.

The value of a season pass continues to rise as improvements in snowmaking technology provide more consistent and reliable snow conditions, while also minimizing environmental impact through sustainable practices. Upgrades to facilities, flexible renewal rates, payment plans, and exclusive perks for pass holders contribute to increasingly high levels of customer loyalty.

1,083,350

Total Visits | 2023-2024

1,183,371

Total Visits | 2024-2025



OPERATIONAL REVENUE **\$69,773,669**

..... \$63,723,442 | 2023-2024

ACTIVITIES & ATTRACTIONS

↑ UP 36.8%
MT VAN HOEVENBERG

Admissions to activities and attractions increased by \$19,020 this fiscal year, by percentage, the greatest increase of all venues.

↑ UP 26.4%
OLYMPIC CENTER

Olympic Center Admissions revenue increased \$24,432 in 2024-2025.



GROUP LESSONS

↑ UP 36%
GORE MOUNTAIN

Beginner skiers and riders at Gore Mountain increasingly purchased group skiing and riding lessons during 2024-2025 with associated revenue growing to \$538,255. At the three alpine venues overall, the increase totaled 12.0%.

PRIVATE LESSONS

↑ UP 33.3%
GORE MOUNTAIN

Beginner skiers and riders at Gore Mountain increasingly sought out private lessons this winter season, boosting associated revenue to \$435,096. Private lesson sales at Belleayre also increased by 14.0% for total revenue of \$873,900.

RETAIL REVENUE

↑ UP 18.4%
WHITEFACE MOUNTAIN

For the second consecutive year, retail sales across venues increased markedly. The greatest gains were made at Whiteface with total retail revenue for the year reaching \$1,252,677. The other strongest performers were the Olympic Center (up 14.4%) and the Olympic Jumping Complex (up 14.3%) with a total increase across venues of 13.0%.



MOVING FORWARD TOGETHER WITH SYNERGY

The regions in which the Olympic Authority operates are places that provide opportunities day after day through all four seasons to see, do, experience, and positively impact lives. These venues collaborate with local businesses, schools, community groups, state agencies, and national and international sports organizations to create opportunities for everyone.

With the remarkable histories of these regions, people and organizations working together collectively achieve far more than the sum of our individual efforts. From caring for exceptional places for sport, recreation, events, athlete development, education, and tourism to the enormous economic impacts within the communities and across the state, the outcomes benefit us all.



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Belleayre Mountain, in the heart of the Catskill Park, has become the heartbeat of that very same region. Our partnership with Belleayre yields economic growth for the county while also fostering a deeper connection to our natural beauty, embracing diverse communities, and creating memorable experiences for all visitors.

Lisa Berger, Director, Ulster County Tourism and Office for Film



Lake Placid is extremely fortunate to have the investment that the State of New York has put into the Olympic facilities and their operations. With world class venues, and the cooperation of all entities involved, we will prosper for many decades to come.

Art Devlin, Lake Placid Mayor

In 2024, the Adirondacks hosted a record number of overnight visitors. ORDA has been an invaluable partner in accomplishing our shared goal of enhancing the lives of our region's residents through tourism.

Dan Kelleher, President & CEO of Regional Office of Sustainable Tourism (Roost)



Barkeater Trails Alliance was excited to have the Olympic Authority bring the UCI World Cup to the region in 2024, creating a celebration of the sport of mountain biking and showcasing our Adirondack bike trails. A high point of the festivities for the community and spectators alike was the BETA Community Bike Jam, a partnership between the Olympic Authority, ROOST, and BETA to bring the excitement of the races to downtown Lake Placid.

Glenn Glover, Executive Director of Barkeater Trails Alliance (BETA)

The Olympic Authority is creating amazing experiences for guests. Our strong collaboration makes it easier to spread the word by working with us year-round on everything from press events and familiarization tours to consumer marketing efforts, generating even more awareness about the world-class sporting experiences that await visitors at all of New York's Olympic Legacy Sites.

Ross Levi, Executive Director / Vice President, NYS Division of Tourism – I Love NY



For as long as we have tracked such things, the unique elements of the Adirondacks have beckoned people from literally everywhere. No organization understands this better than ORDA. That is why they are one of the foundational elements of our region's place-based economy and why we look for every opportunity to collaborate, partner and build on their remarkable work.

Jim Siplon, President and CEO, EDC Warren County

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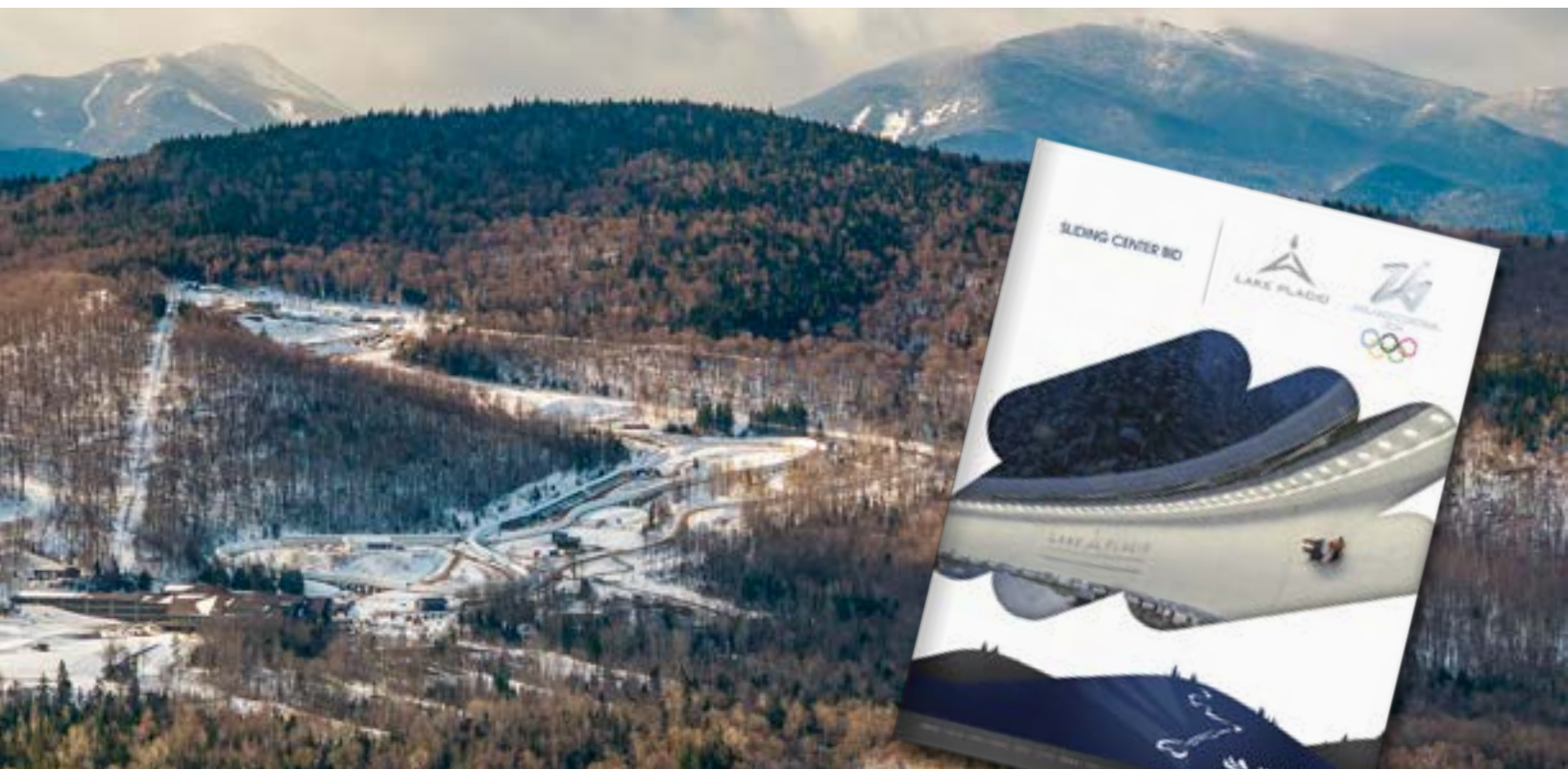
LAKE PLACID CHOSEN AS “PLAN B” SITE

In early 2024, faced with complications in the construction of a new sliding track, the Milano Cortina 2026 Olympic Organizing Committee sought proposals for alternative locations to potentially host Italy’s bobsleigh, skeleton, and luge events.

The Olympic Authority created a proposal for consideration that was submitted by the U.S. Olympic and Paralympic Committee. The enduring commitment to manage and maintain what is one of the world’s best facilities for training and competition make Mt Van Hoevenberg an ideal site to host these sports in 2026 and are testament to both the legacy and the future of international winter sport in Lake Placid.

In December 2024, the Olympic Authority was notified the proposal had been chosen as the preferred alternative, and Mt Van Hoevenberg became known around the world as Plan B. The Milano Cortina 2026 Olympic Organizing Committee fully supported the decision identifying Lake Placid as the Plan B alternative should the Italian track not be complete or ultimately not meet homologation standards.

Throughout the winter sliding season, media from across the country and around the world, reported on the considerable potential for these sliding sport events to be staged in Lake Placid. At the same time, the Olympic Authority began to engage community and regional stakeholders in dialogue to forge a more detailed plan.



IBSF WORLD CHAMPIONSHIPS

This year, the pinnacle of sliding sports excellence came to Mt Van Hoevenberg March 3–16 at the International Bobsled and Skeleton Federation’s (IBSF) World Championships. This was the 12th time in its history Mt Van Hoevenberg hosted the event with the most recent being 2012.

Three hundred athletes from 38 nations – the most in IBSF World Championship history – came to navigate the world’s most technically challenging track for a 10-day sliding competition. For spectators, this event offered a unique festival atmosphere, complete with many bonus opportunities for entertainment, learning, and cultural experiences.

This event represents the highest level of competition in these sports in the world. The men’s skeleton races produced a new track record.

[Competitive results and medals.](#)



FIRST SKI JUMPING WOMEN'S WORLD CUP

In a historical milestone, the Olympic Authority hosted an International Ski and Snowboard Federation (FIS) Ski Jumping World Cup that included both men and women's competitions, marking the first ever women's World Cup in the United States.

Held at the Olympic Jumping Complex in Lake Placid, the Olympic Authority, U.S. Ski & Snowboard, and USA Ski Jumping all collaborated to bring equitable pay to women athletes in ski jumping, an initiative that underscored these groups' commitment to recognize the achievements of all athletes, regardless of gender.





UCI MOUNTAIN BIKE WORLD SERIES

Fresh from the Summer Olympic Games in Paris, the best mountain bike racers in the world converged on Mt Van Hoevenberg, September 2024, for the newest North American stop in the biggest of all mountain biking events. The WHOOP UCI Mountain Bike World Series is the ultimate worldwide, multi-discipline racing series sanctioned by the International Cycling Union (UCI) and is broadcast live around the world.

The abundant and impressive improvements at Mt Van Hoevenberg are realizing the vision in creating a multi-season, recreation, tourism, and competition venue. It was just the previous year that UCI, working with Warner Bros. Discovery Sports (WBD Sports), selected Mt Van Hoevenberg as the only U.S. location to host this global World Cup mountain bike competition. In addition to the massive and well-appointed Mountain Pass Lodge, a major difference maker in securing this elite competition was the sophisticated technology network with media pedestals, connection points, and a dedicated power and fiber network installed across the venue's trails and throughout the lodge, allowing outside crews to easily set up cameras and broadcast the event live to viewers around the world.



E V E N T S

SUMMER-FALL 2024

- Star Spangled Ski Jump
- Spartan Trail Race
- UCI Mountain Bike World Series
- USA Nordic National Championships
Flaming Leaves Festival

WINTER 2024-2025

- Adirondack Winter Invitational
- International Luge Federation (FIL) Continental Cup
- FIS World Cup Freestyle Aerials
- International Bobsled and Skeleton Federation (IBSF)
North American Cup
- Empire State Winter Games
- FIS World Cup Ski Jumping
- FIS Nordic Junior World Ski Championships
- IBSF Bobsled & Skeleton World Championships
- ECAC Men's Hockey Championship
- U.S. Ski and Snowboard SuperTour Nordic Skiing Finals

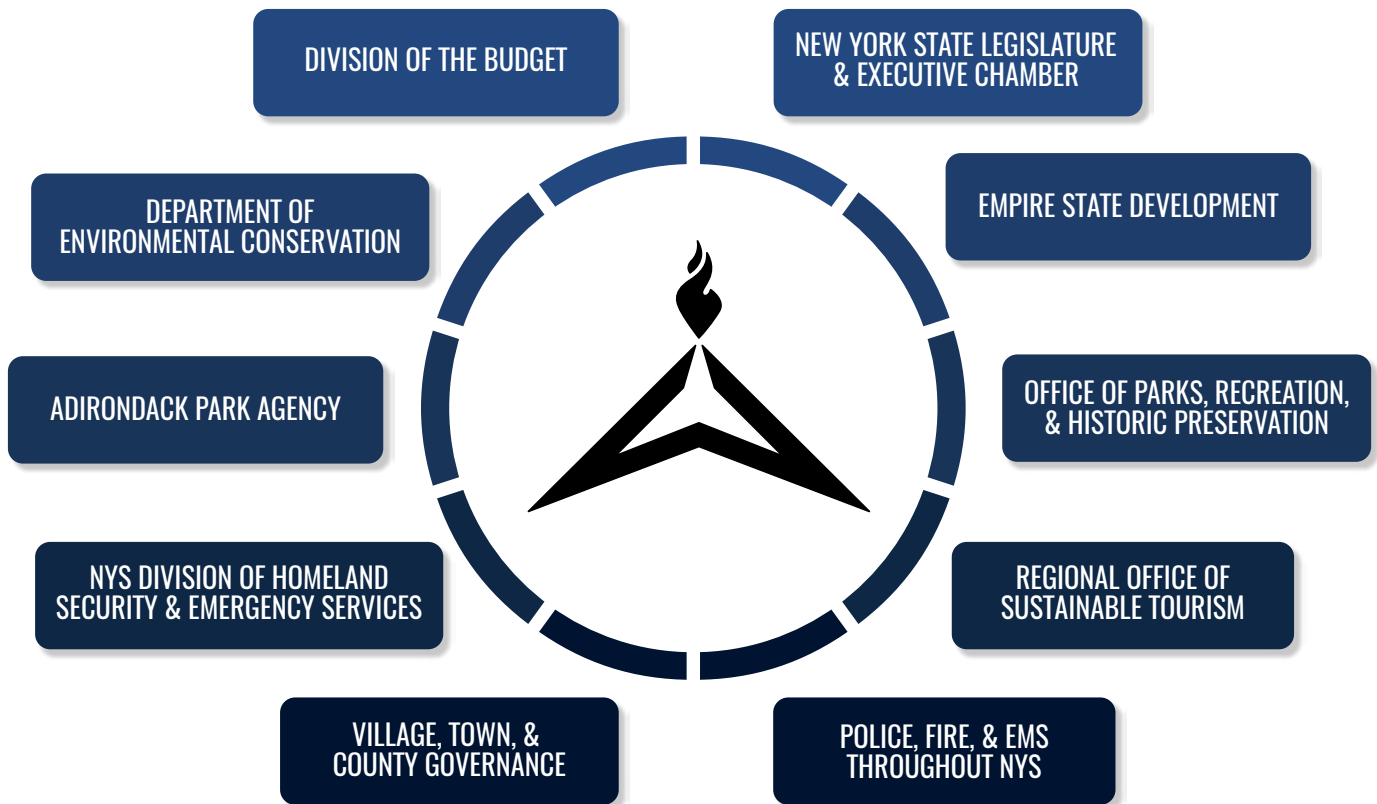




AFFILIATE AGENCIES

The work of the Olympic Authority is inherently complex. Achieving our mission, mandate, and successes with programming, events, and activities, the Olympic Authority depends not only on the synergies created by collaborative efforts with local businesses and other regional organizations but also on the assistance of other government agencies around New York State.

Working as a team with these organizations and others, many extraordinary events and opportunities become a reality:





In collaboration with schools and clubs, the Olympic Authority sport and recreation programming brings people and communities together in pursuit of competition and dreams.

The opportunity to recreate and compete together is deeply rooted in our mission and history. With exceptional venues, opportunities abound across all our sports to elevate our individual and collective human potential.

All of them connect our citizenry and create positive impacts that ripple through everyone involved at every age and every level of ability. The opportunities are year-round, and the benefits last a lifetime.

From Lake Placid and the entire Olympic Region to North Creek to Highmount, community programs foster positive experiences and community connections. Scan the QR code to learn more about all of the community initiatives from this year.



COMMUNITY INITIATIVE HIGHLIGHTS

INCLUSIVE SKATING



SNOWSPORT PROGRAMS FOR YOUTH TO 50+



JOBS & CAREER TRAINING



COMMUNITY SPEEDSKATING



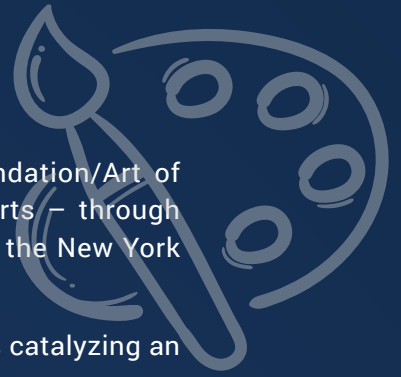
SCHOOL FIELD TRIPS



VIRTUAL FIELD TRIPS



STUDENT ART PROGRAMMING



An alliance between the Olympic Authority and the Al Oerter Foundation/Art of the Olympians (AOF/AOTO) inspires interest in the arts – and sports – through programs that positively engage youth and supportive adults within the New York State Olympic Region.

Three collaborative events were created this year, and their success is catalyzing an even brighter future for art in sport education:

- “Moving History Forward” spanned five countries and included a March gallery exhibit at the Olympic Center featuring works by world famous artist LeRoy Neiman and nine AOF artists.
- “Olympism: A New Century of Winter Art-in-Sports,” involved 525 students from Essex, Clinton, and Franklin counties over seven weeks and brought in Art of the Olympian instructors into 32 art classes.
- The above program culminated in a medal awards event attended by 400-plus students, parents, and school/home supporters.

This student engagement was made possible in part through support from New York State District 115 Assembly member Billy Jones, the Region 5 New York State Art Teachers Association, the LeRoy Neiman and Janet Byrne Neiman Foundation, and sponsors, such as Stewart’s Shops.



- **525** STUDENT PARTICIPANTS
- **8** SCHOOLS
- **32** PIECES OF STUDENT ART
- **6** OLYMPIC ARTISTS
- **30** AOTO PIECES ON DISPLAY
- **3** GALLERY/EXHIBITIONS
- **5** ORGANIZATIONS INVOLVED



TOTAL ECLIPSE OVER THE ADIRONDACKS

On April 8, 2024, the Adirondacks experienced a total solar eclipse. This phenomenon, occurring approximately once every 400 years in the same location, captivated thousands of residents and visitors who gathered to witness the spectacle. Whiteface Mountain, the James C. Sheffield Speed Skating Oval, the Olympic Jumping Complex, and Gore Mountain hosted public viewing parties.

Several New York television stations including CBS New York, NEWS10 Albany, and Spectrum News provided live coverage.



SUSTAINABILITY

The Olympic Authority is driven by a deep passion for winter sports and a strong commitment to environmental preservation. Rooted in the Adirondack and Catskill communities, we strive to integrate sustainability into every aspect of our operations across six year-round venues. We believe that environmental responsibility and operational excellence go hand-in-hand—and our team of over 1,500 employees shares this belief.



KEY ACHIEVEMENTS INCLUDE:

- Energy Efficiency & Clean Technologies
- Fleet & Facility Transitions
- Waste Reduction & Local Sourcing
- Lighting & Dark Sky Preservation
- Natural Resource Stewardship & Visitor Education

Through these efforts, we are not only preserving winter and protecting the environment but also creating economic and social benefits in the regions we serve. By combining operational excellence with environmental stewardship, the Olympic Authority continues to lead as a quality-of-life organization—benefiting our communities, our state, and the planet.

For more details on our sustainability initiatives, scan the QR code:



45TH ANNIVERSARY

In celebration of the 45th Anniversary of the 1980 Winter Olympic Games in Lake Placid, the Olympic Authority team organized an array of engaging activities, events, and commemorations, all held in recognition of the spirit of the Games and the remarkable history that shaped the region and its legacy. Showcasing the appreciation of the region's Olympic history builds support for the collaborative efforts often essential to programming and events.

A few of the events through which residents, families, and visitors experienced the Village's rich winter sports culture:

- A flag mural created by more than 300 area youth and now installed at the sliding track finish deck at Mt Van Hoevenberg.
- Free community skating events at the historic James C. Sheffield Speed Skating Oval.
- Special learning opportunities at the Lake Placid Olympic Museum to hold the 1980 Olympic torch and discover the history of the torch relay.



BELLEAYRE'S 75TH ANNIVERSARY

Named by Ski Magazine this year as “the best place to learn to ski in the East,” Belleayre Mountain offers a full range of terrain for all abilities, including the highest skiable peak in the Catskills.

Newburgh resident Maltby Shipp and his son were the first to hike up and ski down Belleayre in 1929, but it was another 20 years before construction began on New York State’s first rope tow and chairlift. With a base lodge, parking lot, and access road, Belleayre first opened in the winter of 1950.

Trails and amenities were refined in each succeeding decade, and its popularity rose. Today, Belleayre stands as a model for the ski industry. The mountain’s annual visitor numbers have grown from 70,000 in 1995 to over 225,000 skiers and snowboarders today, making it an impactful driver of the regional economy, creating innumerable positive impacts on local communities.

The entire Belleayre community – employees, area businesses and residents, and visitors – celebrated 75 years of memories, milestones, and unique Belleayre Mountain magic.



EXPANDING OUR REACH

The communications team manages all media outreach, supports press needs at all events, and issues 75+ press announcements each year. The team also maintains metrics on its reach, tracking article mentions, social media traffic, and net sentiment. During 2024/25, the Olympic Authority:

- **Received over 4,500 editorial mentions (7% increase over 23/24)**
- **Potential reach (total unique individuals) of 15.8 billion (29% increase over 23/24)**





ECONOMIC IMPACT



\$39.2M RECREATION

Attractions, entertainment, and other recreation



\$33.1M LODGING

Hotels, motels, private home rentals, RVs, camping



\$26.9M FOOD & BEVERAGE

Full-service restaurants, fast food, convenience stores



\$20.3M RETAIL

Souvenirs, general merchandise, local retailers



\$14.2M TRANSPORTATION

Gas, parking, ride share, taxi



\$133.8 MILLION

Visitor spending, FY 2022-2023

ECONOMIC IMPACT

The recent modernization of Olympic Authority venues has elevated fields of play to world class standards while also creating exceptional destinations for recreation and tourism in all seasons. As a result, the economic impact of the venues and their events and activities are continuing an upward trajectory into the future.

Economic impact numbers released in the summer of 2023 from a study by Tourism Economics revealed the Olympic Authority's total impact to be \$341.8 million.

[View full details of this economic impact study.](#)



\$156M

2016-17 Economic Impact for NYS



\$273.6M

2019-20 Economic Impact for NYS



\$341.8M

2022-23 Economic Impact for NYS

119% INCREASE OVER 6 YEARS

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