



# Denver, Colorado USA

## Olympic and Paralympic Winter Games Exploratory Process

January-March 2018





## Our Charge

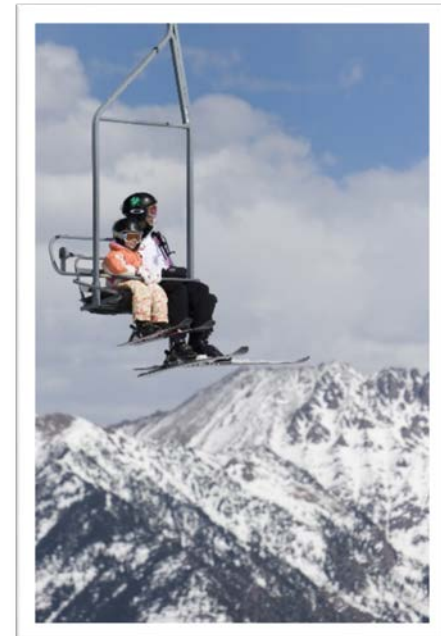
- Denver's Exploratory Committee will, first and foremost, determine **if hosting** a future Olympic and Paralympic Winter Games would be good for metro Denver and Colorado.
- That includes identifying ways for the Games to be **financed privately**, while still meeting all of the requirements of the International Olympic Committee (IOC).
- The Exploratory Committee will also determine **what legacy** an Olympic and Paralympic Winter Games would leave for Denver and Colorado, as well as establish **forums for community input**.





# Process – To Date

- December 2017: Exploratory Committee formed
- Late-Dec. 2017/early-Jan. 2018: Subcommittees formed
  - Community & Civic Engagement
  - Communications
  - Games Operations
  - Finance
  - Legal
- Mid-Jan. 2018: Community & civic engagement commenced





# Why We're Here

- The International Olympic Committee is interested in conducting an Olympic and Paralympic Winter Games in North America in the near future.
- The U.S. Olympic Committee (USOC) is the sole entity that will determine whether to submit a U.S. bid for an Olympic and Paralympic Winter Games.
- If the USOC decides to submit a bid, Denver needs to be prepared and know whether or not we should bid.





# IOC - Bidding for the Games

- A new bid process (Agenda 2020)
- Traditionally, process starts nine years in advance of the Games with a selection seven years in advance of the Games
- Bidding period for 2026\*
  - IOC Dialogue Phase: September 2017 – October 2018
  - March 31, 2018: USOC may select one U.S. city to continue Dialogue Phase
  - IOC Candidate Phase: October 2018 – September 2019
  - IOC Host City Selection: September 2019
- \*Timing for a dual bid (2026 and 2030) could be the same, 2024 (Paris) and 2028 (Los Angeles) were awarded at the same time (2017)



# IOC Changes

- Facing challenges: corruption, doping, cost, referendums
- A new desire for bidding protocols created **AGENDA 2020** – the IOC’s new guidelines now emphasize:
  - Sustainability
  - Cost-efficiency
  - Use existing or temporary infrastructure as pillars to new bids
  - Legacy to the city
  - IOC is negotiating dollars to host in advance of staging Games







# Winter vs. Summer Olympics

Criteria	Summer Games	Winter Games
Nations Participating	207	94
Athletes Participating	11,237	2,850
Events	28 sports & 306 events	7 sports & 102 events
Number of Venues Required	33	16

Source: Wikipedia





# Size Perspective

	National Western Stock Show	Winter Games
Ticketed Spectators	705,574*	596,423**
Event Days	16	17

	Friday Before Labor Day in Denver	Winter Games Closing Ceremony
Ticketed & Spectators	200,000***	60,000

Sources: \*Denver Post 1/21/18, \*\*IOC, Vancouver 2010, 500,000 ticketed spectators and 96,423 accredited stakeholders; \*\*\*VISIT DENVER 70k Mile High Stadium; 45,000 Coors Field; 85,000 Taste of Colorado



# Venues



## Olympic Competition Venue Requirements

- Snow Venues – 3-4 Ski Resorts  
(capacity 6,000-15,000 spectators)
- Ice Venues – 5 Arenas  
(capacities 3,000-20,000 spectators)
- Outdoor Venues – Sliding, Jumping, Nordic  
(capacity 10,000 or more spectators)



## Olympic Non-Competition Venue Requirements

- Athletes Village (5,500 beds)
- Main Media Center  
(800,000 square feet or more)
- Opening/Closing Ceremonies Stadium  
(capacity 40,000 spectators or more)
- Medals Plaza (capacity 10,000 or more)

# Olympic Operations



## Accommodations

- Denver, Colorado and Eagle/Summit County meet the requirements for hotel rooms, quality levels and distances from Olympic centers

## Security

- Denver has hosted numerous National Special Security Events (NSSE) in the past
- Familiarity with security procedures at all levels



# Transportation Requirements



## Olympic Requirements and Standards

- Airports capable of handling 60,000-plus passengers per day
- Systems – Olympic Family, Athletes, Media/Broadcast, Staff
  - Cars, vans, buses
- Olympic Lanes Preferred – priority delivery for Olympic-related vehicles
- Ticketed Spectators – light rail, park & rides with shuttle buses





# Financing

Bid will require extensive/integrated fundraising efforts

- Privately funded model
- Investigating options, such as a Special Purpose Authority, non-profit entity, other
- Negotiations with USOC and IOC on shared revenues and direct financial contributions
- Tiered fundraising strategy: tickets, sponsorship, merchandise







# Historical Financing & Legacy

North American comparisons:

## Vancouver

Total revenues: \$1.884B

Total expenditures: \$1.876B

Legacy: \$8MM

## Salt Lake City

Total revenues: \$1.390B

Total expenditures: \$1.300B

Legacy: \$90MM

Every Olympic Games hosted in the United States since 1960 has generated a surplus against its operating budget and not left the host city with financial debt





## Concerns We Have Heard

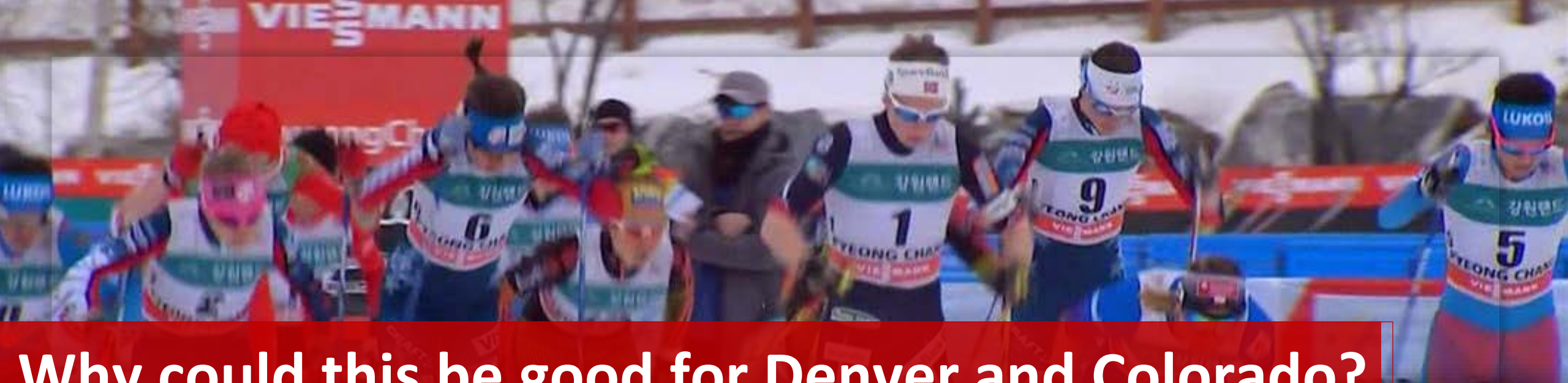
- Cost to put on Games and build facilities
- Added congestion in Denver and the I-70 mountain corridor
- Population growth
- Denver and Colorado have bigger issues to deal with (e.g., affordable housing, education)
- Environmental concerns
- Only for the elite
- Reputation of Olympic cities failing and bailouts





## Why could this be good for Denver and Colorado?

- Agenda 2020: IOC now encouraging bids from cities that incorporate long-term planning needs - sporting, economic, social and environmental
- Winter Games budgets are now more manageable and attainable
- Denver is researching a privately financed Games
- The Olympic Games have been used as a catalyst to address long-term challenges. Denver would explore:
  - Affordable housing in metro Denver and mountain communities
  - I-70 congestion along the mountain corridor



## Why could this be good for Denver and Colorado?

A Winter Olympics could provide:

- An opportunity to showcase our resources and businesses to the world
- A catalyst to look at planning and smart growth for the next 50 years
- Economic stimulus – short-term and long-term
- Inspiration for future generations
- Olympic values that are in alignment with the lifestyle and culture of Denver and Colorado





# Thank You

Learn more: [www.explorethegames.com](http://www.explorethegames.com)

Survey & Online community meetings (2/8 & 2/24): [www.sharingthegold.org](http://www.sharingthegold.org)