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U.S. Olympic Committee Athlete Services and Programs



U.S. OLYMPIC
AND PARALYMPIC
TRAINING SITE

U.S. Olympic and Paralympic Training Site Designation Plan

ELITE ATHLETE TRAINING AND WORLD-
CLASS COMPETITION FACILITIES

An outline of the benefits of the U.S. Olympic and Paralympic Training Site
Designation and the necessary criteria for receiving the designation from the U.S.
Olympic Committee

U.S. Olympic and Paralympic Training Site Mission Statement

The mission of the U.S. Olympic and Paralympic Training Sites is to access additional resources, services and facilities for athletes and National Governing Bodies (“NGBs”) while providing an elite athlete training environment which positively impacts performance.

Purpose

Collaborate with the Local Operator and NGBs to provide additional world-class training facilities for athletes, as well as, to expand the capability and capacity of the United States to accommodate elite athlete training environments, host World Class competitions and events and potentially to host Olympic and or Paralympic Trials.

What is an U.S. Olympic or Paralympic Site Designation?

A partnership between NGBs, the Local Operator and the USOC to support and enhance elite training environments and host national and international competitions.

Goals

- 1) Expand the base and network of world-class training facilities for NGBs and athletes in the United States
- 2) Reward NGBs and communities across the nation which have existing world-class Olympic/Paralympic sport facilities and services
- 3) Empower communities and NGBs across the nation to develop world-class Olympic/Paralympic sport facilities and services
- 4) Provide access to additional facilities that include comprehensive athlete services, including sports science and medicine as well as low cost housing and meals
- 5) Expand the U.S. Olympic and Paralympic movement through sport education and outreach by bringing the Olympic movement to the local level
- 6) Provide facilities for education and training opportunities
- 8) Expand the number of World Cups and international competitions in the United States to provide additional opportunities for the US athletes to compete in America

Benefits of a Site Designation

- 1) National Recognition as a part of the U.S. Olympic Movement
- 2) Partnership with the USOC and access to USOC resources and information
- 3) Partnership with NGBs
- 4) Local delivery mechanism for Olympic sponsors
- 5) Open new doors and develop new partnerships in the community with Olympic terminology and marks

- 6) Attract top athletes and coaches
- 7) Attract world-class events to facility
- 8) Common goal for the community to focus on (commitment to America's elite athletes)
- 9) Leverage additional local funding opportunities
- 10) Media exposure

USOC Program Guidelines

In order to receive the U.S. Olympic or Paralympic Training Site Designation, the USOC requires the following:

Three Year Business Plan-The Local Operator must write a three year business plan based on the operating structure and background of the sports facility as well as the community's experience hosting NGB events and programs. The business plan should include mission, vision, executive summary, board member roster, marketing and development plan, goals and objectives as well as financials.

The business plan should include the following program guidelines:

- ◆ Audited/final budgets from the previous 2 years
- ◆ A list of current partner organizations
- ◆ Letters of reference/recommendation from the NGB and local community leaders
- ◆ Training, competition and event schedules
- ◆ Certificate of insurance complying with USOC and NGB requirements

The Three-Year Business Plan should also address and acknowledge the following areas of criteria:

- ◆ **NGB Support** - The NGB must be committed to running high level elite athlete programming in the selected community or must have identified the community as a key prospect for future elite athlete training as well as included in the NGB's High Performance Plan. The NGB must execute the representation described in the contract. .
- ◆ **Local Operator** - The Local Operator must demonstrate its ability to work with NGBs and the community and have competition management experience with NGB events.
- ◆ **Funding** - The Local Operator will hold the fiscal responsibility for the Training Site. The Local Operator must demonstrate ability to access community resources through foundation, government, corporate grants, as well as events and individual donations. Corporate grants can be received from existing USOC sponsors.
- ◆ **Feeder Programs** - The Local Operator must be willing to develop or expand community youth programs. These community programs will help create or build an athlete pipeline in the community. Also, the Local Operator must be willing to host international exchanges for athlete development.
- ◆ **Sponsorship** - The Local Operator cannot solicit or enter into any sponsorship with respect to the Site other than with existing USOC sponsors, as outlined in the contract. During contract negotiations, a list of current USOC sponsors will be provided. The Local Operator will have a limited right to use Olympic- and/or Paralympic-related

marks, as specified in the contract. All uses of Olympic- and/or Paralympic-related marks, images or terminology must be pre-approved by the USOC.

- ◆ **Support Services** - The Training Site is required to have an availability of support services, including medical services, sport science, strength and conditioning, nutrition, and sport psychology, in order to maximize the safety and quality of the programs. (Services required will be based on NGB need). Additionally, the Local Operator must establish access points, preferred providers and fee structure in cooperation with USOC and the NGB, including on site facilities to accommodate services.
- ◆ **Additional Support Services** - It is highly recommended that athletes have access to healthy food options, discount community/entertainment activities, low cost housing, education possibilities, such as in-state tuition grants, and assistance with finding local employment opportunities.
- ◆ **Transportation** - The Local Operator must use its best efforts to ensure accessible, safe and affordable transportation is available to athletes, so that they are able to access the Training Site at a reasonable cost and the program can continue to attract new athletes.
- ◆ **High Level Coaches and Officials Recruitment, Training and Education** - The Local Operator must ensure that the Training Site provide these elements, including but not limited to top coaches who can train elite athletes as well as educate new local coaches.
- ◆ **Reporting Structure** - The Local Operator is required to send quarterly reports and schedules outlining the measurable outcomes to the USOC for review and provide a copy of its Annual Report and financials to the USOC on a mutually agreeable annual basis.
- ◆ **Measurable Outputs/Outcomes** – Please refer to page 6

Role of Each Partner

The USOC will provide:

- a) A staff liaison from the Athlete Services and Programs division to answer questions regarding the USOC and provide USOC information on grants, opportunities and events;
- b) Program review (in collaboration with NGB);
- c) An annual conference for all U.S. Olympic/Paralympic Training Site Managers to discuss best practices and provide additional resources, such as sport performance, marketing, and educational information;
- d) Use of Olympic Mark as outlined in the contract;
- e) Assistance in facilitating USOC sponsor participation;
- f) Acknowledgment on USOC Website with a link to your website/local operator information;
- g) Recognition of U.S. Olympic/Paralympic Training status and Olympic family ties to local government, community leaders via letters of support, phone calls and meetings provided by USOC Representatives.

The Local Operator will provide:

- a) Business plan, funding, feeder programs, support services, transportation, quarterly reports and other requirements set forth in “USOC Program Guidelines” above;
- b) A plan for training activity at the Training Site, in conjunction with USOC;
- c) Facilities of international and world class caliber, including maintenance and upkeep;
- d) Sufficient space and storage, parking, and indoor sport and weight training facilities;
- e) Adequate accessibility for persons with disabilities in compliance with Americans with Disabilities Act;
- f) Office facilities and office equipment sufficient to support NGB personnel and coaches during peak training and competition periods;
- g) At least one full-time executive director, or comparable level executive whose responsibilities will include day-to-day operations of the Training Site;
- h) Ongoing liaison with the relevant parks commissions, sports commissions, educational institutions, and other authorities in order to maximize training and competition opportunities for the NGB and its athletes;
- i) Letter of Understanding (LOU), or similar legal agreement, with the appropriate NGB(s)
- j) Measurable Outcomes noted in USOC Program Guidelines above;
- k) Insurance in accordance with the contract.

The NGB will provide in agreement with the Local Operator:

- a) Signed representation that the Training Site is operating to the satisfaction of the NGB;
- b) Annual review of the Training Site;
- c) Inclusion of the Training Site in its High Performance Plan;
- d) Coordination of shared use of office space, and equipment that the NGB designates as necessary for training;
- e) A liaison to the Training Site to arrange for scheduling changes, coordination of events, and other activities requiring mutual cooperation with the Local Operator;
- f) Cooperation with the Local Operator in its efforts to raise funds for capital improvements which may be required for the use of the facility;
- g) Commitment to running high level elite athlete programming in the selected community.

Recommendations for Success

What has made the existing Training Sites successful?

- ◆ NGB integration/collaboration
- ◆ Community support – financial and other resources (Sports Commission, Convention and Visitor’s Bureau)
- ◆ Athlete Services (education, activities, career services)
- ◆ Low cost housing options
- ◆ Transportation
- ◆ Activities and entertainment options
- ◆ Strength and conditioning facilities
- ◆ Education opportunities and in-state grants
- ◆ Healthy food options

- ◆ Pre-existing elite-level coaches, preferably trained and certified by the NGB
- ◆ Pre-existing sport culture
- ◆ Year-round, sport specific training program focused on long-term athlete development
- ◆ Young athletes feeding into the NGB National Team systems from community
- ◆ International competitions/exchanges
- ◆ Grant writer
- ◆ Internships
- ◆ Strong volunteer base
- ◆ Inclusion of government officials in events/VIP Invites
- ◆ Support Services such as sport science and medicine – local hospital or rehab center
- ◆ Support from the local media
- ◆ Athlete role models
- ◆ Partnership with local sports organizations including community based organizations and Parks and Recreation

Measurable Outputs/Outcomes

If all of the designation criteria are met and a contract is signed, the contract is based on a renewal process, including demonstrating as well as meeting certain performance requirements listed below. The performance requirements shall be included within each quarterly and annual report.

- ◆ Tracking athletes' competitions and results
- ◆ Number of venues utilized for events, programs and outreach if other than main Site
- ◆ Sources of funding for programs/events
- ◆ Number of certifications and educational trainings for local coaches
- ◆ Number of clinics and events hosted
- ◆ Number of community partnerships for sport development and sport performance
- ◆ Number of athletes utilizing facility Senior Elite/Junior/development athletes

Contact Information

Please contact the Athlete Services and Programs division of the U.S. Olympic Committee for more information:

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Marks Usage Examples



5' x 8' Flag



Utah Athletic Foundation
Board of Directors Meeting
April 25, 2007



Sew in Label:
WinCraft Inc.
Made in Canada
100% Polyester

1737704 10 6-3-08
1 PMS 119 Yellow
2 PMS 186 Red
3 PMS 298 Blue
4 PMS 347 Green
5 Black
PICK PROOF

Tagline:
36USGZ20506





U.S. Olympic and Paralympic Training Site Business Plan Checklist

	Mission
	Vision
	Executive Summary
	Board Member Roster
	Marketing Plan
	Development Plan
	Goals and Objectives
	Financials-2 year previous budgets
	List of Current Partner Organizations
	Letters of reference/recommendation from the NGB
	Letters of reference/recommendation from local community leader (s)
	Training, competition and event schedules
	Certificate of insurance complying with USOC and NGB Requirements
	Funding-community resources/grants/events/donations
	Sponsorship
	Support Services (medical/sport science/strength & conditioning/nutrition/sport psychology)
	Additional Services (healthy food options/discount activities/low cost housing/education possibilities/local employment opportunity assistance)
	Transportation
	High level coaching/officials recruitment/training/education
	Reporting structure
	Measurable Outputs/Outcomes:
	<ul style="list-style-type: none"> • Tracking of athletes' competitions and results • Number of venues utilized for NGB events/programs and outreach if other than main site • Sources of funding for NGB programs/events • Number of certifications and educational trainings for local coaches • Number of clinics and events hosted • Number of community partnerships for sport development/sport performance • Number of athletes utilizing facility (Senior Elite/Junior/Development)