

IDAHO'S 2009 & 2010 WINTER GAMES STRATEGY





2009 World Winter Special Olympics

- ◆ March 2008 test games in Boise & Bogus
- ◆ February 6-13, 2009
 - 3,000 athletes
 - 9,000 additional guest and media
 - 5,000 volunteers
 - 85 countries
- ◆ Budget of \$24,790,000



2009 World Winter Special Olympics

- ◆ “So Get Into It”
- ◆ Healthy Athletes
- ◆ Host Town Program
- ◆ Research Symposium
- ◆ Family Forum
- ◆ Global Youth Summit
- ◆ Legacy



2009 Special Olympic Mission

To provide year-round sports training and athletic competition in a variety of Olympic type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in sharing of gifts skills and friendship with others.



2009 Winter Special Olympics Budget

INCOME

Corporate Sponsorships	\$6.00 m
Federal Funding	\$3.00 m
Foundations	\$5.00 m
In-Kind Gifts	\$6.18 m
Private Contributions	\$2.00 m
Special Events	\$1.61 m
State Funding	\$1.00 m



2009 Winter Special Olympic Budget

EXPENSES

Administration	\$5.36 m
Games & Competition	\$4.22 m
Opening & Closing Ceremony	\$3.90 m
2008 Pre-Game Invitational	\$0.81 m
Publicity/Promotion	\$1.52 m
Venues	\$3.49 m
Legacy	\$1.00 m



2009 Winter Games Events

- ◆ Alpine Skiing
- ◆ Snowboarding
- ◆ X-Country
- ◆ Snowshoe
- ◆ Speed Skating
- ◆ Figure Skating
- ◆ Floor Hockey



Idaho 2010 Strategy

Utilizing the success generated from the ten point strategic plan implemented for the 2002 Winter Games in Salt Lake City which resulted in \$100 million in economic impact to the state of Idaho a similar, but different approach was created in preparation for the 2010 Winter Games in Vancouver



Three Key Elements

- ◆ Establish a 2010 Executive Committee
 - Governor's Executive Order
 - Ten Member Committee Meets Quarterly
- ◆ Have a Dependable Funding Source
 - License Plate Funds
 - State Tourism/Ski Area \$
- ◆ Have a Plan and Stick to the Plan



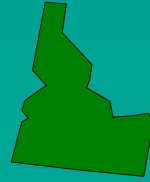
2010 Plan Considerations

- ◆ Six Point
- ◆ Focus on What Worked in 2002
- ◆ Keyed on Partnerships
- ◆ Northern Part of the State Greater Impact
- ◆ Helpful to Our Own Pursuit of an Olympics



2010 Plan

- ◆ Training/Acclimation Sites
- ◆ Events/Exhibitions
- ◆ Attract Western Washington Residents
- ◆ Generate Media Awareness
- ◆ Buy Idaho
- ◆ Travel Information Center(s)



Final Thoughts

- ◆ Create the Plan
- ◆ Work the Plan
- ◆ Have Fun in the Process
- ◆ Don't Focus Only of the Economics
- ◆ Don't Expect VANOC to do it for You
- ◆ Whatever You do, do Something