



U.S. OLYMPIC & PARALYMPIC MUSEUM

RTA ADVISORY BOARD MEETING

AUGUST 16, 2022



overview

- Opened late July 2020 amid global pandemic
- First, and for a long time, the only Museum to open during Covid
- At a time when museums were closing and laying off employees, the USOPM opened
- It became clear that our attendance and revenue forecast didn't match our expense pro forma
- Leadership change created a focus on sustainability



past 12 months

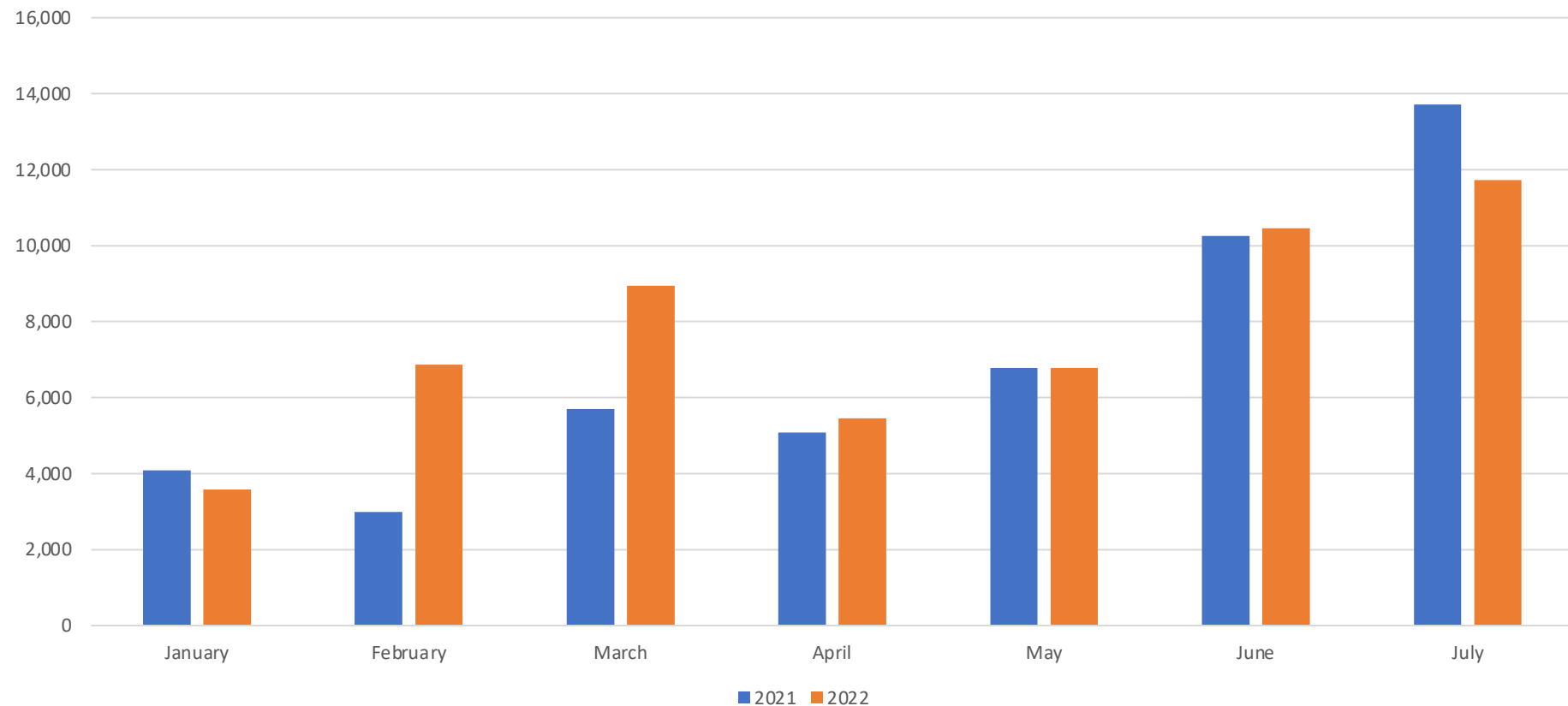
- 58% of Museum visitors were from out of state, 42% residents (Avg 68% out of state during summer)
- In 2021 the senior team met and developed a plan approach to sustainability
 - Launched vigorous fundraising campaign with the COS community
 - Focused on business development initiatives and partnerships
 - Leaned into 3rd party special events hosted in the Museum
 - Focused on cost reductions and operating efficiencies
 - Paid off technology lease debt and reduced overall debt
 - Achieved stabilized budget, sustainability, and profitability



attendance

2021-2022 Comparison

- 10% ahead of pace compared to 2021
- January and July only down months (no Summer Olympics) which impacted July
- Hall of Fame Induction and Festival drew thousands to the downtown area
- August trending towards similar summer attendance





hall of fame induction & festival

- Hosted very successful Hall of Fame Induction & Festival
- A total of 55 Hall of Famers were in attendance
- Will continue to focus on improving in the future and build this event for the COS community
- Majority of events that were hosted throughout the community that drew thousands of visitors for the HOF Festival
 - Weidner Field
 - ENT Center at UCCS
 - Parade Downtown
 - Induction and dinner was outside the Museum





accolades & awards

- 2020 Grand Award - International Association for Universal Design
- 2020 Best New Attraction – USA Today
- 2021 & 2022 Traveler’s Choice Award - TripAdvisor
- 2021 Award of Excellence – AIA Colorado
- 2021 Platinum Award, Immersive & Experiential – Muse Awards
- 2021 A+Awards – Architizer
- 2022 Merit Award – AISC (American Institute of Steel Construction)
- Recognition(s)
 - New York Times
 - Architectural Digest
 - Smithsonian Magazine





Q&A