



United States
Olympic
& Paralympic
Museum™

usopm overview





overview

- mission & 2022 key milestones
- financials
- programming





mission & key milestones

US OLYMPIC & PARALYMPIC MUSEUM



our mission

Honoring legacies.

Educating generations.

Inspiring greatness.





2022 key milestones

February 5: Downtown Winter Fest Celebration with SportsCorp

February 6 – March 13: Beijing Winter Fest Celebration

February 24: Russia invades Ukraine spiking gas prices

April 22: Beijing Welcome Home Reception

June 24: Hall of Fame Induction Ceremony

June 25 – 27: Hall of Fame Festival

July: CEO search

August – October: Internal restructuring & financial stability





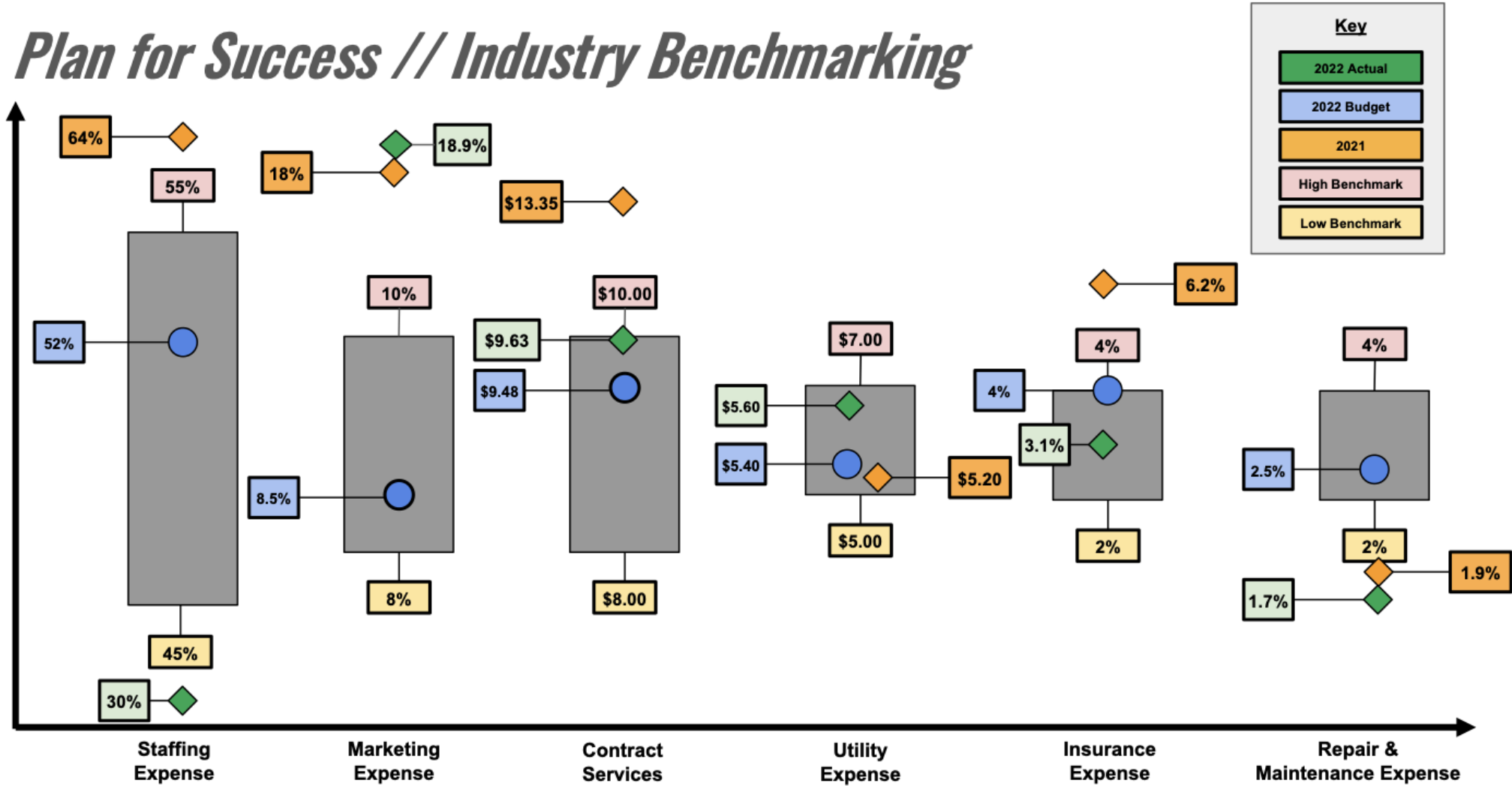
financials





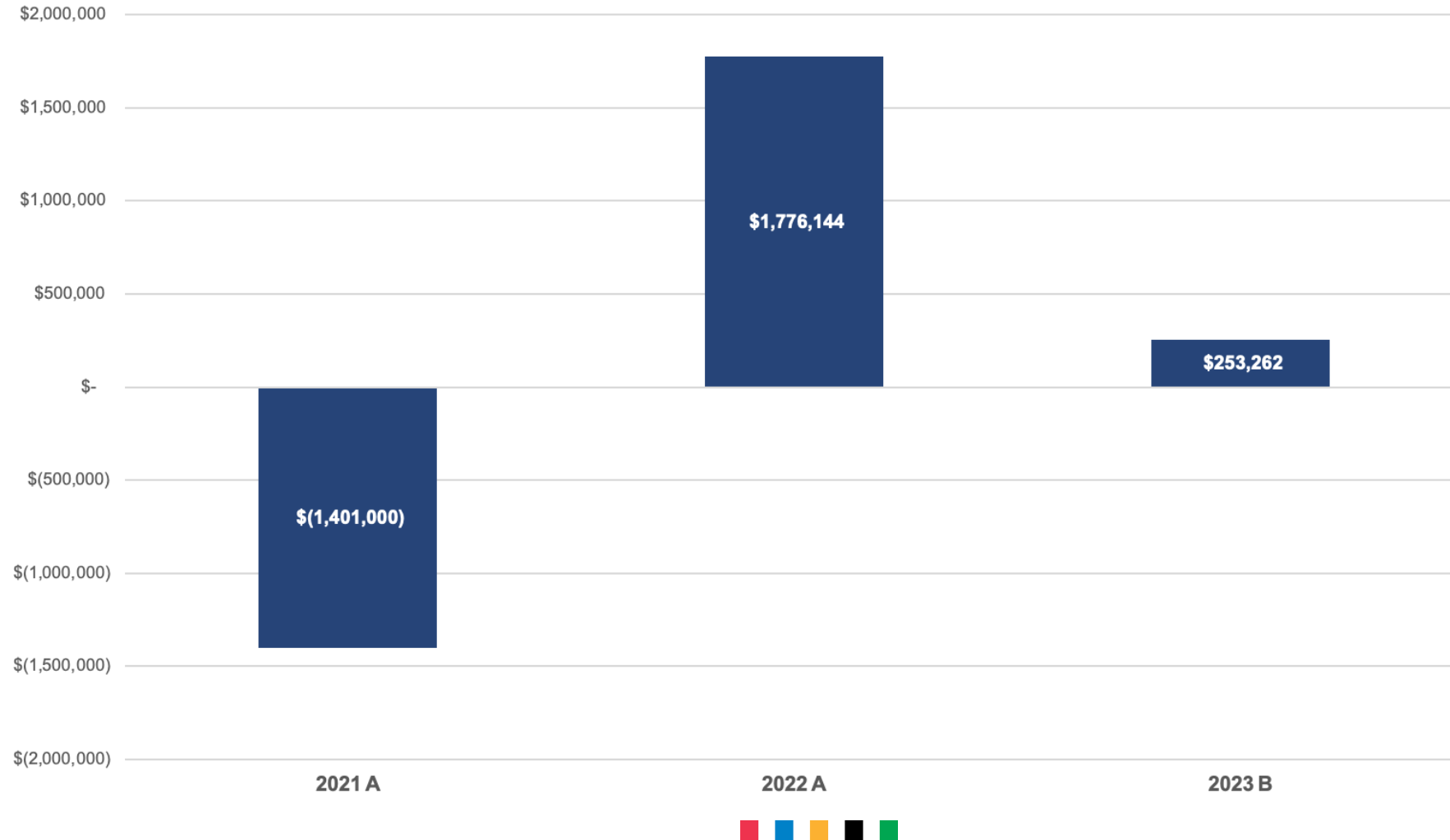
financials

Plan for Success // Industry Benchmarking





financials





financials

- Paid off \$7 million in short-term capital LOC.
- Paid off technology leases.
- Managed operations where revenues covered operating expenses.
- Restructured short-term debt to fixed-rate, long-term debt enhancing cash-flow position.





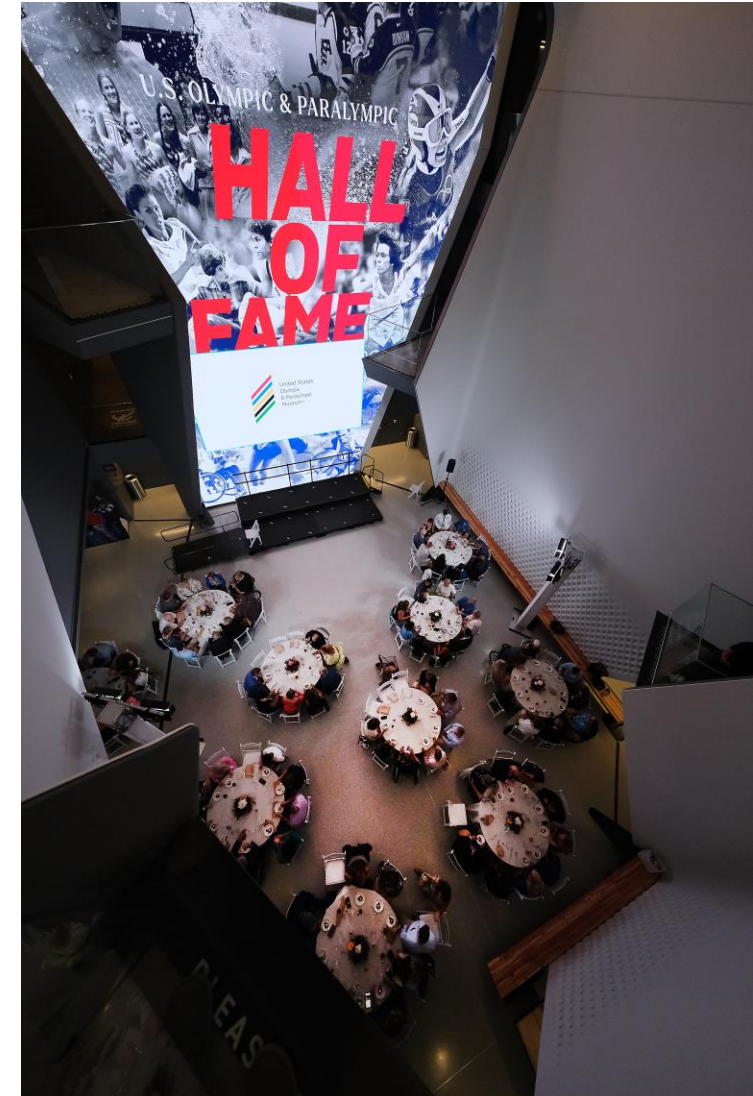
programming





programming

- Experienced a 55% increase in events from 162 events in 2021 to 232 in 2022. Forty of these special events were from out of state.
- The USOPM experienced an overall decline in attendance from 115,000 to just over 82,000 with 26,088 coming from Colorado.





programming

- Museum has built monthly programming, focusing on ticket sales and membership.
- The most popular programming are athlete meet & greets. Other initiatives include things like: Health Care Week; Teacher Appreciation Weekend; First Responders Weekend; and more.
- Museum had multiple large-scale events.



 **nov 11-14** celebrating veterans
FREE ADMISSION for all active-duty military and veterans from nov. 11-14!
** show valid military ID at door to redeem*

USOPM LAB
MUSEUM OF SPORTS PERFORMANCE

Track shoe - History
Track shoe - Landscape
Photo Credit



programming

- Hosted the Downtown Winter Fest Celebration on Feb. 5 in conjunction with SportsCorp.

2022 DOWNTOWN WINTER FEST	
LART FUNDING	\$ 30,000
EXPENSES:	Amount
SECURITY/SANITATION	\$ 36,087
F&B SERVICE	\$ 16,340
AV SERVICES	\$ 19,218
MARKETING/PROMOTION	\$ 54,596
PERFORMERS	\$ 14,100
ATHLETE FEES	\$ 18,500
LABOR	\$ 1,200
PERMITS/INSURANCE	\$ 3,215
OTHER EXPENSES	\$ 421
TOTAL EXPENSES	\$ 163,677





programming

- In conjunction with the U.S. Olympic & Paralympic Committee, the Museum hosted the 2022 Hall of Fame induction followed by a three-day festival.
- The Hall of Fame Festival was a huge success and will be a joint event with the city through 2045.





programming

2022 Hall of Fame Festival Weekend

LART FUNDING	\$ 320,000
EXPENSES:	Amount
SECURITY/SANITATION	\$ 38,446
VENUE RENTALS	\$ 39,589
F&B - GALA DINNER	\$ 18,329
PERFORMERS	\$ 78,848
PHOTOGRAPHY	\$ 1,275
ATHLETE FEES	\$ 116,829
SIGNAGE/PRODUCTION	\$ 22,560
AV SERVICES	\$ 2,658
MARKETING/PROMOTION	\$ 34,746
LABOR	\$ 16,371
TOTAL EXPENSES	\$ 369,650





programming

2022 Hall of Fame		
EXPENSES:		Total
SECURITY/SANITATION		\$ 40,115
VENUE RENTALS		\$ 39,589
F&B - INDUCTION & GALA DINNER		\$117,114
TENT/DINNER PKG/CHAIRS RENTAL		\$ 93,723
PERFORMERS		\$ 78,848
PHOTOGRAPHY		\$ 1,275
ATHLETE FEES		\$116,829
SIGNAGE/PRODUCTION		\$ 22,560
AV SERVICES		\$113,587
MARKETING/PROMOTION		\$ 34,746
LABOR		\$ 16,371
TOTAL EXPENSES		\$674,756





programming





becoming your personal best

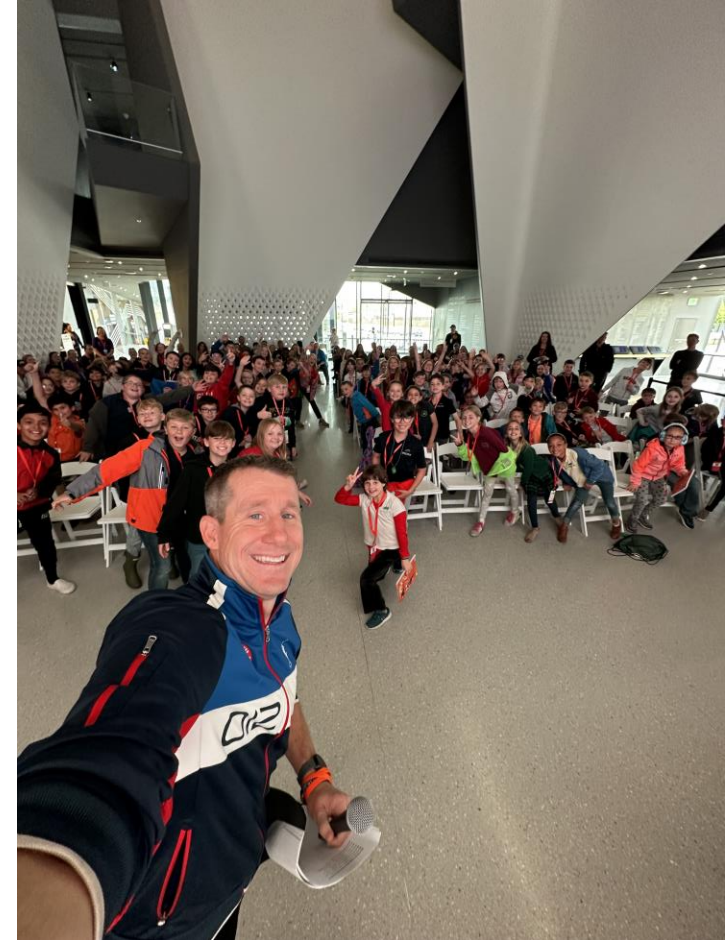
- Becoming Your Personal Best is a USOPM project that's designed to build skills of resiliency.
- More than 1,294 students in 2022 and up to 1,350 students from El Paso County participated this past spring.





becoming your personal best

- Becoming Your Personal Best won two international awards for educational programming in 2022.
- Launched Kids' Club





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thank you.

