LETTER FROM THE PRESIDENT & CEO

This was a year of challenges, but also of many successes. I want to thank our staff and guests, who made what we do possible. We maintained safe and continuous operations throughout the year while making significant improvements at all venues.

We have continued to refine how we work. We service guests more efficiently, using updated ticketing and service technologies. We are smarter with our snowmaking, vehicles, and buildings, integrating a better experience with energy savings. We are welcoming athletes to some of the best training and event facilities in the world, while providing every visitor to our venues a variety of adventures.

Our core customers help spread the good word of everything the ORDA venues are doing throughout New York State. Their patronage helps our advancements continue, and their loyalty and enthusiasm are tremendously valued.

The clock is quickly ticking down to the World University Games, which will be held in January of 2023. As we prepare to welcome the world for events that will be twice the size of the 1980 Olympic Games, it is inspiring to reflect on the history and people that have made us successful, and the excitement yet to come.

The year ahead is full of more remarkable projects that we are excited to share with you. In the meantime, we hope you can enjoy some of the work we’ve already accomplished. We look forward to seeing you soon.

Mike Pratt
ORDA President & CEO

LETTER FROM THE CHAIR

Congratulations to the entire ORDA team for impressive successes achieved during the 2020/2021 fiscal year, especially given the challenges of operating ski areas, Olympic facilities, and attractions during a pandemic. ORDA remained focused on the seriousness of COVID-19 while maintaining product quality and producing outstanding revenues.

Contributing to ORDA’s achievements was the team’s ability to adapt with care, creativity, and a passion for the tasks at hand. ORDA continued its execution of construction projects at every venue, developed reopening plans in coordination with New York State, and maintained operations with health and safety as the #1 priority. Our venues met the growing demand for outdoor tourism and drive-to travel destinations, providing the welcome fresh air and attractions that so many New Yorkers and other visitors sought.

One of ORDA’s primary objectives is to deliver positive economic impact to New York State. We achieved this by operating world-class sites for athlete training and events, as well as providing healthy outdoor activities for the public. Our most recent economic study published in Summer 2020 confirmed that ORDA’s economic impact has increased by 75% in just three years—a testament to the investments recently made by Governor Cuomo and New York State at all venues. We are thrilled to begin another year of improving upon the quality of ORDA experiences as we look ahead to large-scale events like the FISU World University Games in 2023.

The Belleayre, Gore, Whiteface, and Lake Placid Olympic Regions are spectacular areas to visit. As we reopen, rebuild, and renew the state economy together, we recognize ORDA’s important role in moving NY Forward.

Kelly Cummings
ORDA Board of Directors Chair
ORDA is a NYS entity established in 1982 that works to create positive economic results in the regions it serves, with a focus on service and sustainability.

New year-round activities have extended the operational seasons, and 2020/2021 was highlighted by exciting economic impact results, a long list of completed improvement projects, and growth in revenue and season passholders. ORDA provides limitless possibilities to bridge Olympic caliber sport with fun outdoor adventures, which combine for a truly one-of-a-kind experience.

The opposite page introduces ORDA’s venues, with a brief overview about their locations and offerings. We hope you can discover each one.

Belleayre has evolved into one of the most impressive ski areas in the Northeast. Its location in the Catskills offers tremendous access and a beautiful setting. Its terrain and facilities are appealing to families, seasoned skiers, and year-round adventurers. Belleayre promotes a full-service beach, rides aboard its Catskill Thunder gondola, and a variety of hikes for all abilities.

5 different Olympic sports converge with an all-new combination of year-round public recreation opportunities. The 55-kilometer cross-country trail network and new biathlon facility are equipped with the largest snowmaking system devoted to Nordic in the world. The Cliffside Coaster, North America’s longest mountain coaster, is one of the venue’s signature attractions. The Mountain Pass Lodge is full of new guest amenities and features an indoor push track.

A complete revitalization is underway to modernize this must-visit destination. The Olympic Center features four skating rinks and several visitor activities. Home to the original speed podium at the iconic Speed Skating Oval and the “Miracle on Ice” at the 1980 Rink, the Olympic Center holds some of the richest stories in sport history. Guests can tour the Lake Placid Olympic Museum, which has the second-largest collection of Olympic memorabilia in the world.

Boasting the most terrain and largest lift infrastructure in New York State, Gore Mountain is a sprawling resort with trails developed on four unique peaks. Several recent updates to lifts, snowmaking, and lodges have redefined the overall guest experience. Gore is a year-round multi-use venue that in addition to alpine skiing, offers Nordic skiing, snowshoeing, mountain biking, hiking, and scenic rides.

The Olympic Jumping Complex is a premier sightseeing destination and training/events facility. It has an 8-person gondola, a scenic elevator, and a new zipline attraction that replicates the experience of being a ski jumper. 360-degree views from the sky deck of the 120-meter ski jumping tower show off the Adirondack landscape.

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Winter visitors, summer visitors, competitors and spectators invested $111.4 million in regional businesses and services during the 19/20 fiscal year. 60% of this was in the recreation and lodging sectors, indicative of the alignment between ORDA’s activities and the demographic they help attract to the area. These guests are staying overnight, further creating positive economic impacts on all other businesses in the regions that ORDA serves.

New York State has supported an unprecedented level of improvements to the ORDA venues, which has translated into a dramatic increase on the economic impact they produce. ORDA’s venues and events have generated hundreds of millions of dollars in tourism revenue for the state. ORDA welcomes hundreds of thousands of athletes, spectators, and recreational enthusiasts each year, who in turn invest in the regional economies of its ski mountains, sport facilities, and attractions.

ORDA received the results of its latest economic impact study in the summer of 2020, which showed that the organization’s impact has increased 75% since the study was conducted just three years ago. ORDA’s continued commitment to modernizing its venues and improving guest experiences will continue to advance these positive economic results.

Over 736,000 people traveled during the 19/20 fiscal year specifically with the purpose of visiting an ORDA facility. These patrons spend money while visiting the venues and at off-site establishments including restaurants, hotels, retail shops, and other recreation/entertainment areas. In addition, ORDA has 1,400 employees, who in turn support the communities they live in while maintaining operation of the facilities.

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“The New York Olympic Regional Development Authority continues to be a primary economic engine for the North Country. It drives employment, tourism, events, sport competitions and sport training. ORDA’s economic impact to the region is immeasurable.”

-Jim McKenna
President/CEO ROOST Lake Placid
At the start of the 2020/21 fiscal year, ORDA was challenged with maintaining its visitation goals in the midst of significant operational changes due to the COVID-19 pandemic. The organization migrated several summer/fall activity sales to its integrated and touchless e-commerce platform with limited inventories of date and time-specific tickets. Guests were encouraged, and often required, to purchase in advance to ensure availability within capacity restrictions.

The valuable lessons learned over the summer season were applied to winter operations. Ticket sales shifted to nearly 100% online with pricing that rewarded guests booking further in advance and for midweek, non-holiday dates. Skier visits that were previously concentrated to weekends and holidays were more evenly distributed throughout the week. Despite the contraints on capacity, ORDA observed increased visitation overall.

Great mountain. Fast quad chairs, and a fast gondola. Very clean and comfortable. Super well organized with ticket kiosks to print and receive your RFID lift ticket....The Discovery Lodge is absolutely beautiful and the cafeteria and bathrooms were immaculate. Will definitely go back in next winter’s season.

-M. Kelly, April 2021
Belleayre Visitor via Google Reviews

*Visits to the ORDA venues were affected by COVID-19 restrictions, delayed opening dates and reduced travel.
At the onset of the summer 2020 season, the ORDA venues remained closed as a result of the COVID-19 pandemic and in accordance with New York On PAUSE orders. For the first time in history, ORDA was tasked with turning away visitors, encouraging guests to remain patient as the staff worked in conjunction with NYS to plan a safe reopening of the venues.

As new operating plans were approved and capacities established for the venues and their activities, ORDA reopened in July 2020 with an adapted version of summer operations designed to allow visitors to safely enjoy the venues. This reopening coincided with a spike in consumer demand for the same activities ORDA was offering. Over 188,000 guests visited the ORDA venues during the summer 2020 season, throughout which the 50% reduction in capacity remained in effect. In total, the venues reported just a 1% overall decrease in revenue year-over-year from 2019 to 2020, far surpassing the original goals set cautiously at the beginning of an uncertain summer season.

Highlights included the opening of the Sky Flyer Zipline at the Olympic Jumping Complex in July 2020, joining the recently-completed Skyride 8-person gondola and upgraded glass-enclosed elevator. Mt. Van Hoevenberg’s much-anticipated Cliffside Coaster consistently sold out following its opening in September. ORDA was able to answer the growing demand for hiking in the Catskills and Adirondacks with the introduction of new Hiking Centers at Whiteface, Gore, Belleayre and Mt. Van Hoevenberg.
ORDA’S MOST SUCCESSFUL SEASON EVER

Just after ORDA launched its annual season pass campaign in March 2020, the organization was forced to close Whiteface, Gore, Belleayre and Mt. Van Hoevenberg due to the COVID-19 pandemic. Following the abrupt closures, the ORDA Marketing & Sales team began developing communication plans. One of the main priorities was to ensure season passholders could renew their pass for the upcoming 2020/21 season with confidence. ORDA introduced a new SKI3 Assurance Program that increased flexibility by allowing passholders to request a 100% purchase credit by the extended sales deadline. This program also included closure credits, promising passholders a proportional value toward future use should there be resort-wide closures due to the COVID-19 pandemic. Committed to its loyal season passholders, ORDA did not require reservations for these customers. This distinguished ORDA from other resorts who required their passholders to book parking and/or ski day reservations in advance of visiting. This tactic was coupled with setting maximum capacity restrictions for other lift access products like Lift Tickets and Frequent Skier Cards to ensure NYS requirements for reduced capacity were met.

ORDA achieved one of its most successful winters in terms of both visitation and revenue across the three alpine resorts and the Nordic Center at Mt. Van Hoevenberg. The organization celebrated a 46% increase for season pass sales from the 2019/20 season to 2020/21. Whiteface, Gore, Belleayre, and Mt. Van Hoevenberg operated without a single closure due to the COVID-19 pandemic, and the 2021/22 season pass campaign kicked off with impressive sales—reaching nearly $1.9M in just fifteen days from March 17-31, 2021.

![Quantity of Passes Sold](chart_1.png)

![Revenue from Season Passes](chart_2.png)
Under the challenges of the COVID-19 pandemic, ORDA worked in partnership with National Governing Bodies of sport and other organizations to enable athletes to continue training on ORDA venues. The completion of Mt. Van Hoevenberg’s new biathlon range and stadium with snowmaking has garnered global attention from athletes and officials, many touting it as the world’s best. The newly installed refrigeration on the inruns at the Olympic Jumping Complex has added a higher level of confidence for sport organizations and ORDA to plan reliable events there. ORDA is actively scheduling and coordinating future events for national and international competition, and winter sports are adding coaching and administrative staff to accommodate more year-round training activity. Sport leaders are enthusiastic about their renewed access to superior facilities, and the ability to base out of Lake Placid, NY.

ORDA, the Adirondack Sports Council, and the Olympic Region are actively preparing for the honor of hosting the upcoming FISU World University Games January 12-22, 2023. The Winter Games were last held in North America in 1972, in Lake Placid. During this 11-day festival of sport, culture, and competition, 2,500 athletes, coaches, and officials will converge from all over the world. Events at ORDA venues will include:

- Ski Jumping
- Ice Skating
- Biathlon (National Team on range & roller loop)
- Freestyle Ski Jumping (pool training)
- Skeleton (National Team and International Athletes)
- Bobsled (National Team and International Athletes)
- Luge (National Team Athletes)
- Speed Skating (multiple level athletes)
- Hockey:
  - NWHL, Early Rounds, Livestreamed Northwood Hockey Practice
  - SCLP Hockey Practice
- NYSF-operated training and private racing

ORDA implemented NYS guidances and developed strict COVID-19 protocols for winter sport training and competition throughout the season, providing for:

- Ski Jumping
- Ice Skating
- Biathlon (National Team on range & roller loop)
- Freestyle Ski Jumping (pool training)
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The ORDA events staff had developed an exciting schedule of events to be held during 2020/2021. While unfortunately most needed to be postponed or cancelled due to COVID-19, this list represents the variety of exciting happenings ORDA was prepared to host:

- IBSF World Championships – Bobsled & Skeleton
- ISU World Synchronized Skating Championships
- ECAC Hockey Men’s Championships 2020 & 2021
- Miracle On Ice Fantasy Camp
- FIL World Cup Luge
- Women’s College Hockey – Ice Breaker Tournament
- US Figure Skating NE & NA Regional Championships
- USA Hockey Women’s Team Camp
- Flaming Leaves Festival
- US Cup Ski Jump & Nordic Combined
- US Speed Skating AntiCap 3 – Short Track
- Empire State Winter Games
- St. Lawrence Winter Carnival – Nordic
- Lake Placid Loppet
- Lake Placid Figure Skating Championships
- Lake Placid Ice Dance & International Ice Dance Championships
- USA Rhythmic Gymnastics Competition
- Pop & Flo Wrestling Tournament
- Wilmington-Whiteface 100K & Uphill Bike Race
- Sky Runner Vertical K & Marathon Trail Running Race
- Peak2Brew Relay Race
- Miracle Holiday Classic Youth Tournament
- NYSPHSAA Skiing Championships
During the 2020/2021 season, ORDA continued its critical work of modernizing its SNOWMAKING SYSTEMS, which represents its largest use of energy. The organization introduced the use of HYBRID GROOMING TRACTORS at all mountains and a BATTERY-OPERATED E-ZAMBONI at the Olympic Center. These machines offset the use of diesel fuel and operate more efficiently while providing optimal snow and ice surfaces. The organization is equipping its rinks with MODERNIZED REFRIGERATION that uses less energy; the Olympic Center’s industrial equipment uses 280hp less than a typical commercial system. ORDA also expanded guest availability to EV CHARGING STATIONS, which were newly installed at Mt. Van Hoevenberg and Whiteface. Gore Mountain’s SOLAR ARRAY exceeded $3m in clean energy produced within its utility zone.

SUSTAINABLE TRAIL WORK
Resurfacing trail irregularities helps offset water use for snowmaking while improving the skiing and hiking experience. Earthen features in freestyle areas also conserve energy, while updated trail building techniques reduce erosion.

SALT REDUCTION
ORDA supports the Randy Preston Road Salt Reduction Act, designed to protect area water sources and habitats from the effects of salt contamination. ORDA installed helpful educational signage about this initiative and modified its road treatment procedures.

INTERPRETIVE INFORMATION, TRAIL MARKERS & SIGNS
The ORDA Hiking Centers have branded trail markers, trail signs, and welcome signage. Frequent interpretive information orients hikers while they learn about the history, ecology, and geology of the Adirondack and Catskill areas!

RFID TECHNOLOGY
ORDA’s tickets are printed on reusable and reloadable stock. This allows seasoned guests hassle-free ticketing in advance online, with no waste! The RFID media lasts for years, offering convenient direct-to-lift access winter after winter.

EV CHARGING STATIONS
Guests with electric vehicles are encouraged to plug in while they visit Gore, Whiteface, and Mt. Van Hoevenberg! Thank you drivers, for your commitment to helping the environment.
OLYMPIC CENTER

New rink dasher boards and acrylic safety glass in both the 1980 and 1932 rinks were installed which allows the rinks to be converted to either NHL or International size. In addition to the flexibility in sheet size, the rinks have everything from boards with Glass-Flex to soft-cap top rails. These rinks can also now adapt to sled hockey format.

The Olympic Center took delivery of its first 100% Electric Zamboni, operated by lithium ion batteries. This E-Zamboni features the latest “Fast-ice” technology, creating the most consistent ice surface possible.

OLYMPIC JUMPING COMPLEX

The new Sky Flyer zipline, serviced by a new gondola, opened in Summer 2020. The attraction somewhat replicates the views, angle, and experience to soaring through the air like a world class ski jumper.

The updated refrigeration proved to be an impressive modernization, allowing for more resilient jumping surfaces in the event of temperature swings or adverse weather. This addition made for planning reliable events and training. Following new snowmaking improvements, ORDA began testing a big air jump as well.

MT. VAN HOEVENBERG

The 3-story Mountain Pass Lodge opened in November 2020. This central location for Mt. Van Hoevenberg’s multi-use venue overlooks the new biathlon range and new cross-country competition trails. The snowmaking system, supported by a reservoir and high-efficiency guns, provided Mt. Van Hoevenberg with the longest ski season of any ORDA venue.

Another completed project at Mt. Van Hoevenberg was the Cliffside Coaster. The longest in the United States, the new mountain coaster opened to immediate popularity. It is a one-of-a-kind ride that offers the experience of being a 1980 Olympic winter bobsled athlete.

WHITEFACE MOUNTAIN

After a fire destroyed the popular Mid-Station Lodge in November 2019, Whiteface was able to open the Legacy Lodge in its place in time for the 2020/2021 ski season. This 10,000 square-foot lodge, located at an elevation of 2,100 feet, was an impressive new amenity at the Olympic Mountain. It was accented by Adirondack timber and custom stonework, with large insulated windows for natural light and spectacular views.

Whiteface also installed the Falcon Quad, a new lift at the Bear Den learning area with conveyor-style loading that makes boarding lifts easier and safer for beginners and families.

The cabins, motors, drive, and communication lines of the 20-year old Cloudsplitter Gondola were replaced. Other projects included the addition of 80 new low-energy snow guns, and structural updates at the Veterans Memorial Highway.

BELLEAYRE MOUNTAIN

The third floor of Belleayre’s new Discovery Lodge opened to guests, providing an additional 2,700 square feet of space. A patio was also added to this beautiful new building that now houses rentals, children’s programs, retail, and dining.

New pumps and a new compressor amplified Belleayre’s snowmaking system, and work progressed on a new pump house as well.

A Christmas Day avalanche devastated the Overlook Lodge, but quick work from Belleayre’s committed staff reopened the building to guests in January 2021. The exterior addition will be reconstructed during Summer 2021, restoring the lodge to its original capacity.

GORE MOUNTAIN

Gore Mountain replaced two antiquated lifts, the Sunway Chair and the High Peaks Chair, with new fixed quads. This increased lift capacity and improved the reliability and quality of Gore’s lift service. The Sunway Chair, located in Gore’s base area, features a conveyor loading system ideal for learning. The High Peaks Chair delivered guests to a higher elevation than the previous lift, significantly expanding upon the terrain it had serviced in past.

Gore Mountain successfully expanded the capacity of its snowmaking reservoir to optimize upon the system’s capacity. Terrain improvements for beginners and freestyle enthusiasts highlighted ongoing trail work.
THE COVID-19 PANDEMIC posed a unique set of challenges specific to ski resorts and venue operations, from health screening protocols and capacity restrictions to increased sanitization and face covering requirements. The ORDA team worked effectively with NYS to prioritize the health of employees, guests and communities at every touchpoint.

Amid growing demand for outdoor recreation activities, ORDA facilitated a safe environment for guests and athletes to enjoy the variety of activities and training the venues offer. The staff remained dedicated to keeping ORDA’s doors open throughout the season, upholding the organization’s goals through unprecedented times.

OPERATIONAL UPDATES

Operational Updates pages on each venue’s website provided “Know Before You Go” information. These helpful tips included schedule adjustments and capacity limitations, detailed venue updates, NYS visitor guidelines, health and safety information, assurance policies and outreach and community information. The link to this page was included in communication to guests, hotels, and local businesses and placed on all digital and print signage to ensure guests reviewed it prior to arrival.

NO WORKPLACE TRANSMISSION

ORDA implemented NYS Guidelines for COVID-19 safety throughout the organization. ORDA had no instances of COVID-19 transmission traced to the workplace.

DIRECT-TO-LIFT TICKETING

The integration of ORDA’s e-commerce platform with RFID ticketing and lift/trail access technology allows guests to purchase, pick up, and reload lift tickets and passes from their devices—creating a seamless and touch-free ticketing experience.

COVID SAFETY SIGNAGE

QR codes were created for call-to-action signage to help facilitate contactless interactions. Topics portrayed in this collection are:

Self Health Screenings, Face Coverings (Masks), Hand Washing and Social Distancing Requirements, Restroom Cleaning Procedures for Staff and more.
This page clockwise from top left: High-efficiency snow guns blast new competition trails at Mt Van Hoevenberg; Newly constructed Legacy Lodge at mid-station on Whiteface Mountain; Skiers and snowboarders ride to Gore’s summit on the new High Peaks Quad; Refrigerated frost rails on the ski jumps with LED lighting system.

This page clockwise from top left: ORDA’s first Electric Zamboni clears the 1980 Herb Brooks Arena Ice; Completed construction of the Discovery Lodge at Belleayre Mountain; One of 5 new websites launched this past year (MtVanHoevenberg.com, Belleayre.com, GoreMountain.com, Orda.org, and Whiteface.com); Brand new gondola cabins at Whiteface Mountain for the start of 20/21 season.
Tony Kilburn passed away peacefully at his home in May 2021. Tony lit up the room and made everyone smile with his quick-witted, straightforward sense of humor. Nobody was safe from Tony’s critiques, including himself. Tony could repair anything, and vintage equipment like the Oval’s 1980 Zamboni operates successfully because of his care and aptitude in maintaining it. Tony worked for the Town of North Elba through the 1980 Olympics and transferred to ORDA upon its creation in 1982. Tony retired in 2020 as Department Supervisor in the Olympic Arena’s Equipment Maintenance Shop. Tony shared his valuable knowledge throughout ORDA, and he never let boundaries stop him.

ORDA Board Member Tommy Keegan passed away on April 30, 2021. During his service on ORDA’s Board of Directors and the ORDA Audit Committee, Tommy supported several projects that will continue moving our organization forward for decades to come. His contributions to ORDA will be remembered with gratitude. Tommy was the owner of Keegan Ales in Kingston and a business leader in the Hudson Valley. Through this work he was also a huge proponent of community projects. His kind demeanor, commitment to hard work, and fun zest for life will be missed by his friends, family, and colleagues.