



UNITED STATES OLYMPIC COMMITTEE

VII FORUM ON ELITE SPORT – ASPC, PARIS

AUG 31, 2011

OVERVIEW OF TRAINING CENTER SYSTEMS WORLDWIDE

- Government Funded
- Private
- Hybrid
 - partial government
 - some commercial

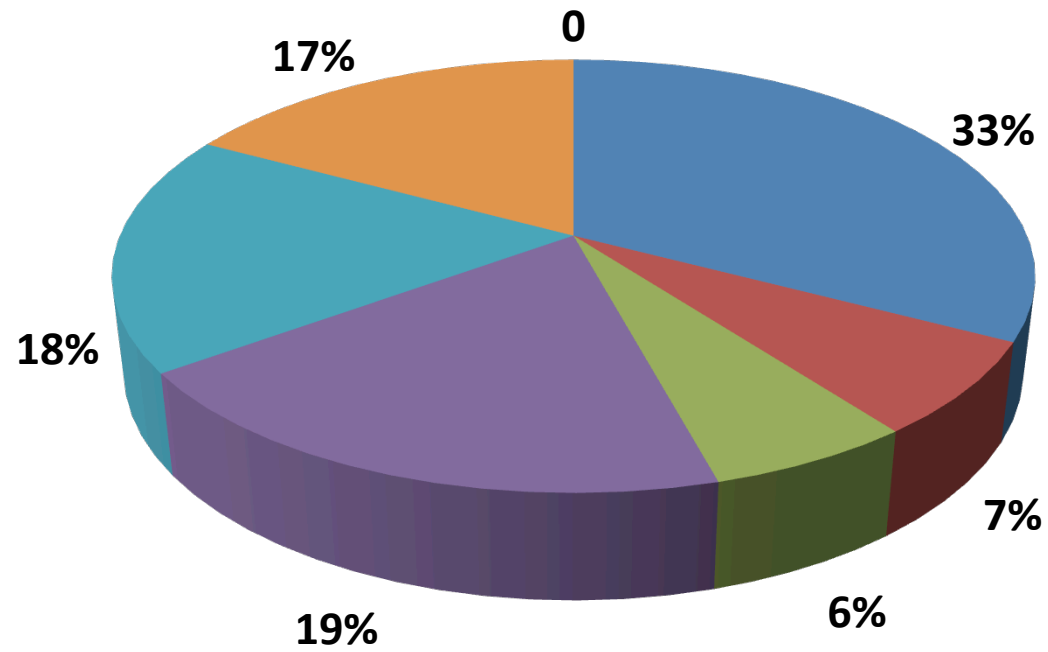


U.S. OLYMPIC TRAINING CENTERS FUNDING SOURCES

- Donor / Sponsors
- Corporate
- Licensing / Royalties
- Philanthropy
- Other



EXPENSE BREAKDOWN OF TRAINING CENTERS



■ Programs

■ Housing

■ Facilities

■ Operations

■ Food / Nutrition

■ Services (Medical / Strength)



GUIDING PRINCIPLES OF FUNDING

- **Customized Approach:**
 - Understand the opportunities, challenges, athletes, coaches, NGBs, and other key personnel and what makes each sport unique
- **Prioritized Investment:**
 - Oversee and allocate USOC resources across NGBs and directly to athletes
- **Efficient use of resources:**
 - Work with NGBs to increase capabilities and create opportunities for NGBs and athletes
- **Partnership:**
 - Throughout all areas – not just sport



USE OF SCIENCE AND MEDICINE

- Applied Focus
 - Solve problems based on needs of athletes and coaches
 - Utilization of tools for assessment and feedback
 - Build skills outside of technical realm
- Primary areas
 - Strength & Conditioning
 - Physiology
 - Technology/Biomechanics
 - Sport Psychology
 - Sport Dietetics
- Integrated as part of the overall performance strategy with the sport



KEY INGREDIENTS TO HIGH PERFORMANCE SUCCESS

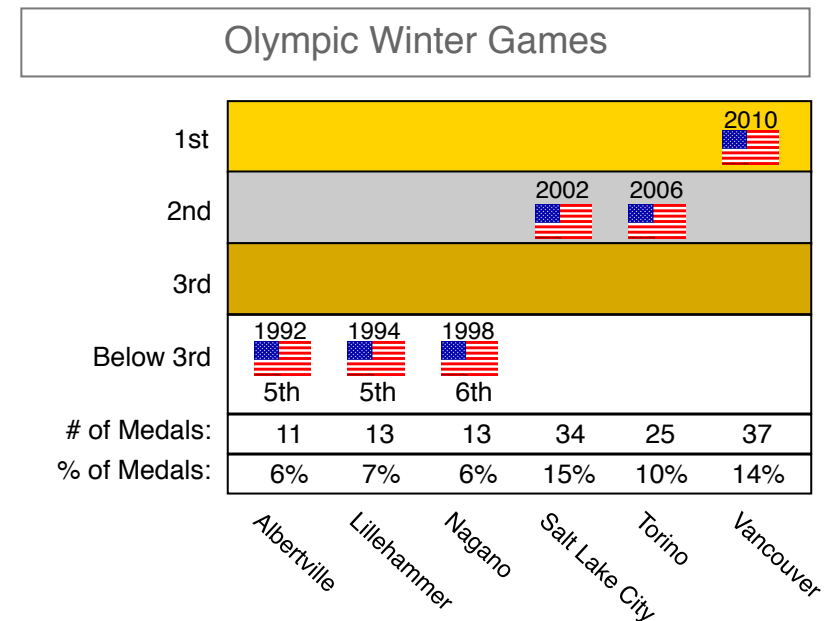
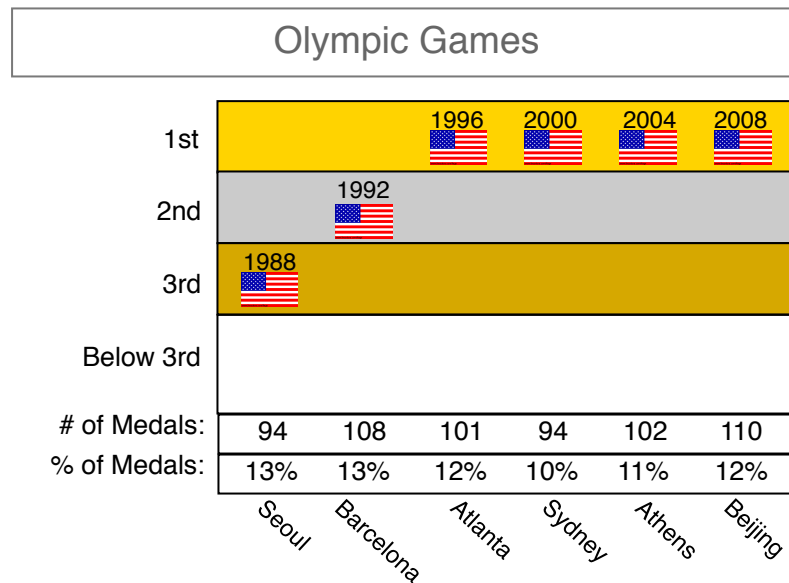
- Leadership
 - Consistency and continuity, focused
- Athletes
 - Talent identification, proficient in core competencies, motivation
- Coaching
 - Experience, proven record of success, communication
- Training Strategy
 - Fundamentals and use of Sport Science
 - Training assessment vs. international peer group
- Business Strategy
 - Understandable, complete competition ladder
 - International assessment



SITUATION ASSESSMENT - ATHLETIC PERFORMANCE

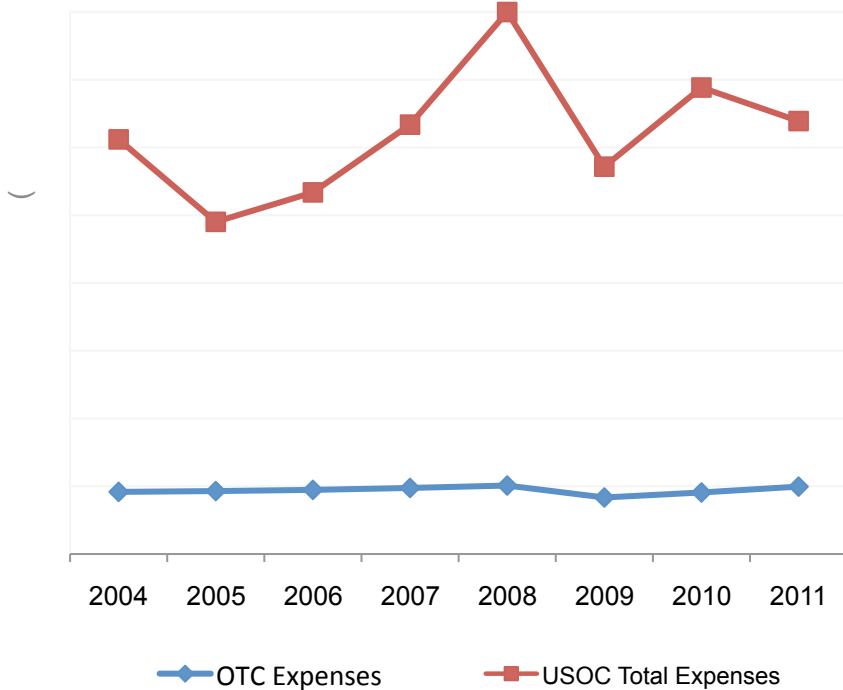
The U.S. has demonstrated strong athletic performance, finishing at the top of the medal count in both the Summer and Winter Games.

Team USA Overall Ranking and Medals

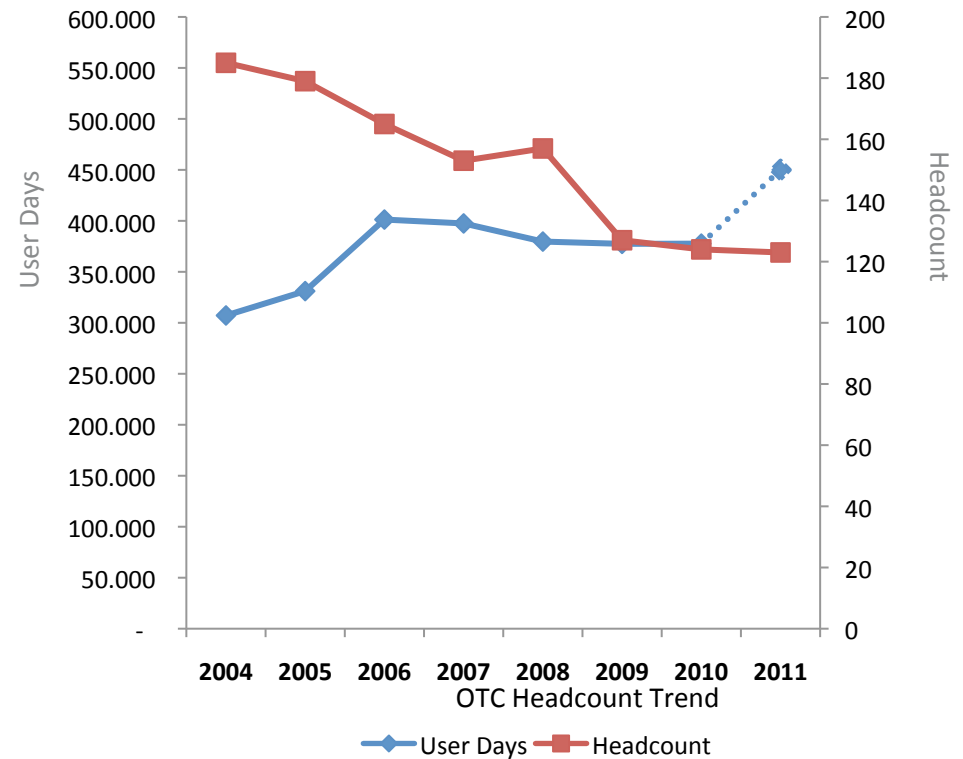


DESPITE FLAT FUNDING LEVELS AND DECREASED HEADCOUNTS, THE OTCs CONTINUE TO PROVIDE SERVICE TO AN EXPANDED USER BASE

Olympic Training Center Expenses



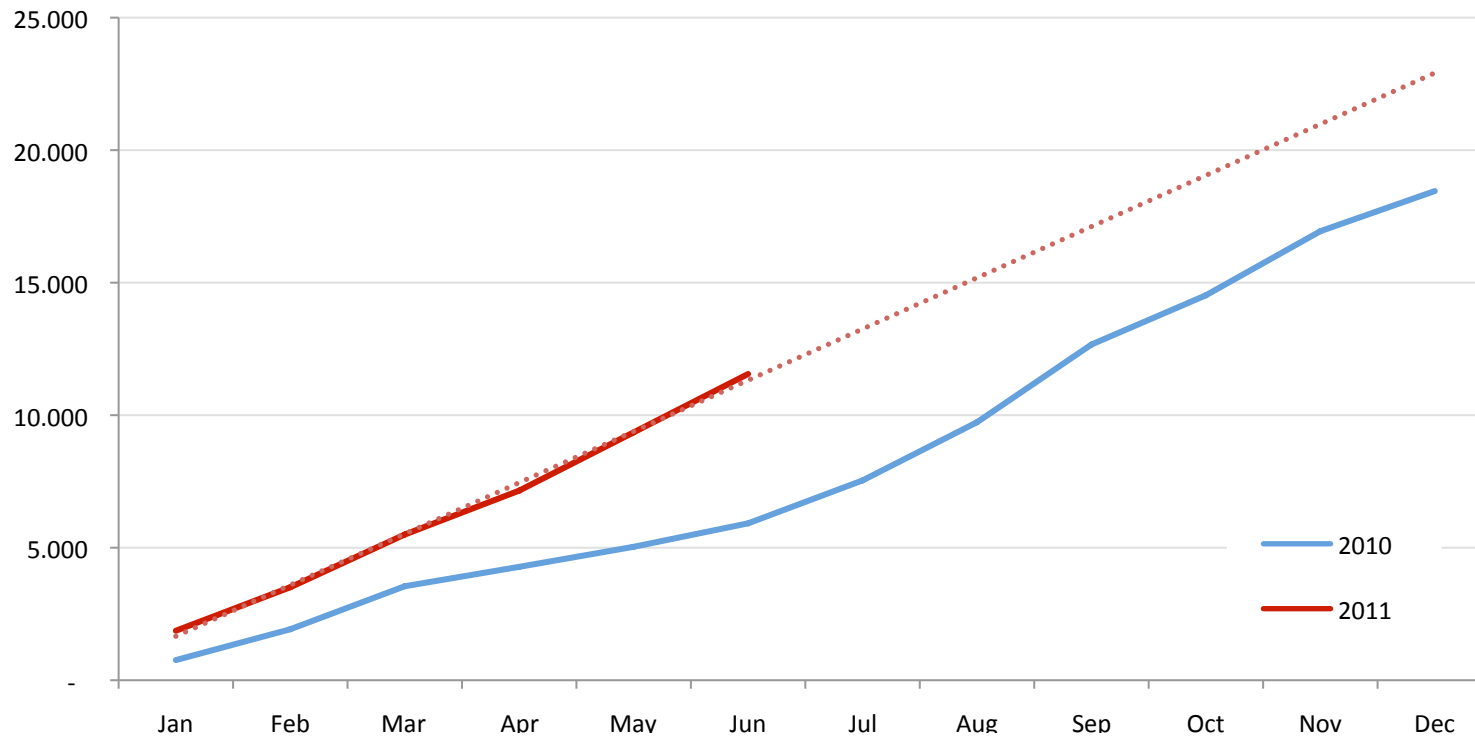
OTC Headcount & Usage



MEDICAL CLINIC USAGE IS RISING AT LEVELS THAT ARE NOT SUSTAINABLE GIVEN CURRENT STAFFING LEVELS

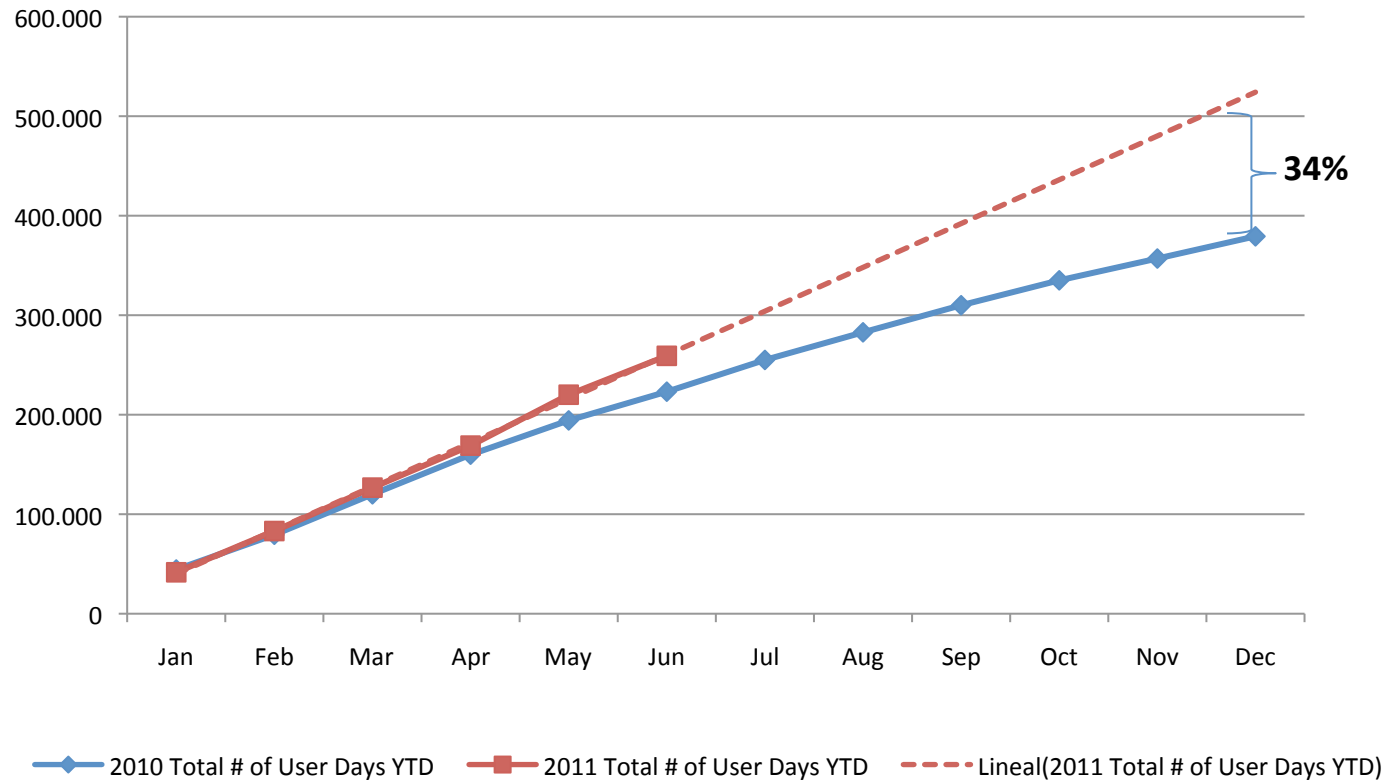
YTD patient encounters are up 95.2% in 2011 compared to the same period last year

Medical Clinics Visits 2011 v. 2010

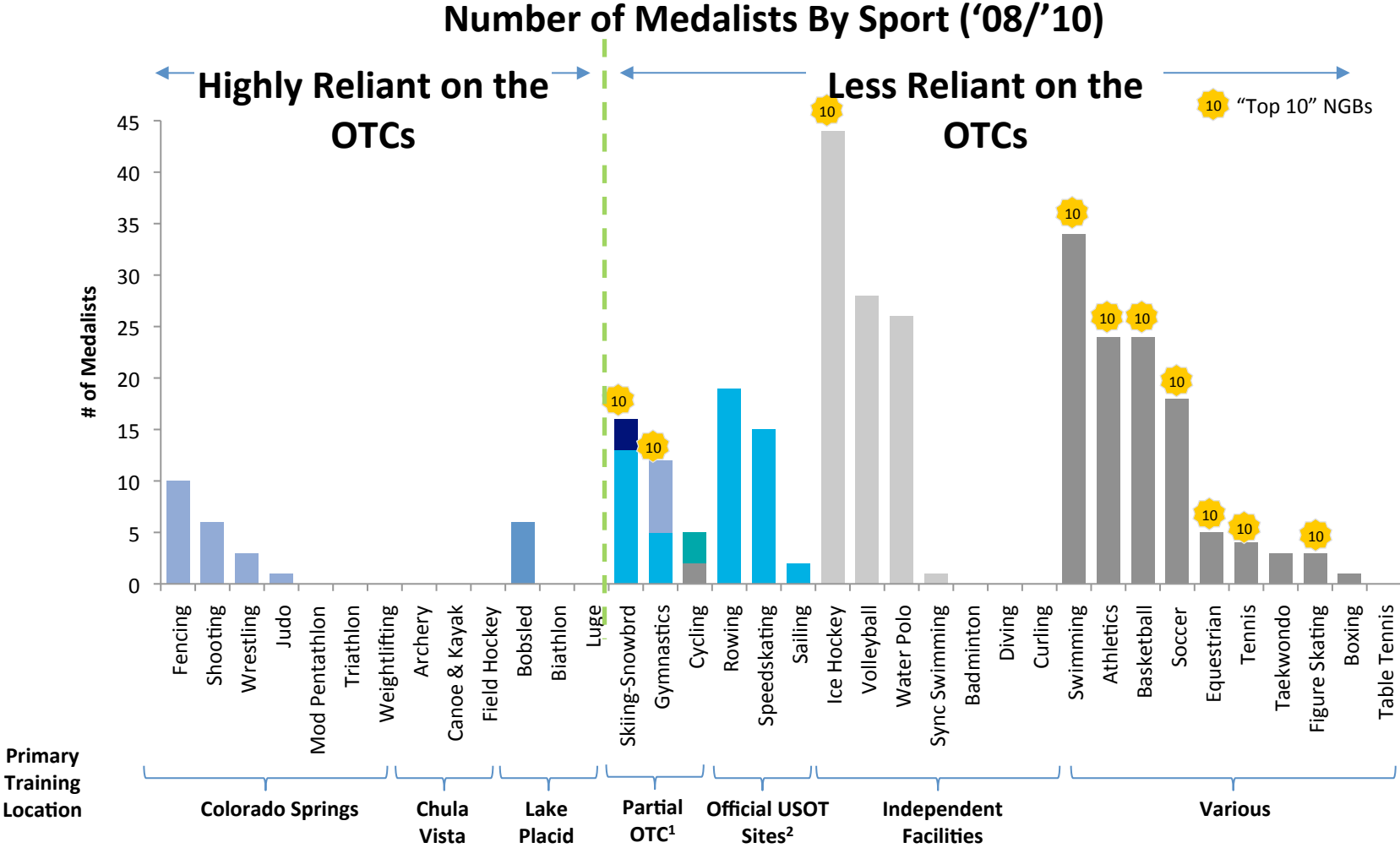


2011 PROJECTED OTC USAGE

34% increase projected if current usage trends continue (based on user days)



THE MAJORITY OF 08/10 OLYMPIC MEDALISTS CAME FROM NGBs THAT PRIMARILY TRAINED OUTSIDE OF THE OTC SYSTEM



USOC OLYMPIC TRAINING CENTERS ASSESSMENT

- US Olympic Training Centers are contributing to athlete progression
- There is an opportunity for tighter controls through allocations, funding, and access
- Additional longer term opportunities identified:
 - Differentiate services based on skill levels
 - Expand USOC official Training Sites
 - Initiate more discipline on investments and use



FUTURE

- Aggressively pursue additional revenue generating programs
- Balance of elite athlete and community support will shift
- Seek out the most efficient means to provide world-class service and venues for elite athletes
- Build partnerships with community venues and development of Olympic Training Sites



REVENUE OPPORTUNITIES

- Resident athlete fees
- Short term programming
- Performance Services
- Special Events
- Non Sport
- Sport Related
- Competitions
- Educational
- Olympic Experiences
- Private



SUMMARY OF CHALLENGES

- Revenue generation
 - Skills / capability issues
- Elite Performance vs Commercial
 - Impact on environment
- Increasing demand
 - Priorities and tightened control
- Staff retention
 - Burn out and talent loss
- Training Center mission is evolving

OPPORTUNITIES FOR THE ASPC

- Push programming to member sites
 - Cost savings
 - Revenue generating
- Exchanges
 - Sports / Athletes
 - Staff
- Drive creative partnerships
 - Education systems / universities

