U.S. OLYMPIC AND/OR PARALYMPIC TRAINING SITE DESIGNATION PLAN
ELITE ATHLETE TRAINING AND WORLD-CLASS COMPETITION FACILITIES

An outline of the benefits of the U.S. Olympic and Paralympic Training Sites Designation and the necessary criteria for receiving the designation from the U.S. Olympic Committee.
U.S. OLYMPIC AND PARALYMPIC TRAINING SITE MISSION STATEMENT

Access additional resources, services and facilities for athletes, National Governing Bodies ("NGBs"), U.S. Paralympics and/or High Performance Management Organizations (HPMOs) while providing an elite athlete training environment which positively impacts performance.

PURPOSE

Collaborate with the Local Operator and NGBs/HPMOs in high performance planning and programming to provide additional world-class training facilities for athletes, as well as, to expand the capability and capacity of the United States to accommodate elite athlete training environments, host World Class competitions and events and potentially to host Olympic and or Paralympic Trials.

GOALS

1. Expand the base and network of world-class training facilities for NGBs/HPMOs and athletes in the United States
2. Support the training and preparation of Team USA athletes by developing opportunities for access to world class training facilities and having those facilities clearly defined in NGB/HPMO High Performance Plans
3. Reward NGBs/HPMOs and communities across the nation which have existing world-class Olympic/Paralympic sport facilities and services
4. Empower communities and NGBs/HPMOs across the nation to develop world-class Olympic/Paralympic sport facilities and services
5. Provide access to additional facilities that include comprehensive athlete services, including sports science as well as low cost housing and meals
6. Expand the U.S. Olympic and Paralympic movement through sport education and outreach by bringing the movement to the local level
7. Provide facilities for education and training opportunities
8. Expand the number of World Cups and international competitions in the United States to provide additional opportunities for the US athletes to compete in America

BENEFITS OF A SITE DESIGNATION

1. National Recognition as a part of the U.S. Olympic and Paralympic Movement
2. Partnership with the USOC and access to USOC resources and information
3. National Governing Body (NGB) and High Performance Management Organization (HPMO) Partnership
4. Open new doors and develop new partnerships in the community with Olympic/Paralympic terminology and marks
5. Attract top athletes and coaches
6. Attract world-class events to facility
7. Common goal for the community to focus on (commitment to America’s elite athletes)
8. Leverage additional local funding opportunities
9. Media exposure
10. Annual Training Site Conference
11. Olympic Training Center resources and materials
12. References and recommendations from the Olympic/Paralympic Movement
13. Website Recognition
14. Promotional Materials from the USOC
15. Volunteer Opportunities
16. USOC Site Visits and community connections
17. Adecco Career Services and ACE (Athlete Career and Education) program assistance for athletes
18. Dedicated USOC Staff Liaisons
19. Government Relations assistance
20. Olympic Day hosting opportunities
21. Job postings on teamusa.org
22. Connection with U.S. Olympic and Paralympic Alumni Association

**USOC PROGRAM GUIDELINES**

In order to receive the U.S. Olympic or Paralympic Training Site Designation, the USOC requires the following:

**Three-Year Business Plan** — The Local Operator must write a three year business plan based on the operating structure and background of the sports facility as well as the training partnership between the facility and NGB/HPMO.

The Three-Year Business Plan should address and acknowledge the following areas of criteria:

1. **NGB/HPMO Support** — The NGB/HPMO must be committed to running high level elite athlete programming at the selected facility as well as including the facility in the NGB/HPMO’s High Performance Plan. The NGB/HPMO must execute the representation described in the contract.

2. **Local Operator** — The Local Operator must demonstrate its ability to work with NGB/HPMOs and the community and have competition management experience with NGB/HPMO events.

3. **Funding** — The Local Operator will hold the fiscal responsibility for the Training Site. The Local Operator must demonstrate ability to access community resources through foundation, government, corporate grants, as well as events and individual donations.

4. **Feeder Programs** — The Local Operator must be willing to develop or expand community youth programs. These community programs will help create or build an athlete pipeline in the community. Also, the Local Operator must be willing to host international exchanges for athlete development.

5. **Sponsorship** — The Local Operator cannot solicit or enter into any sponsorship with respect to the Site other than with existing USOC sponsors, as outlined in the contract. During contract negotiations, a list of current USOC sponsors will be provided. The Local Operator will have a limited right to use Olympic and/or Paralympic-related marks, as specified in the contract. All uses of Olympic and/or Paralympic-related marks, images or terminology must be pre-approved by the USOC.

6. **Support Services** — The Training Site is required to have an availability of support services, including sport science, strength and conditioning, nutrition, and sport psychology, in order to maximize the safety and quality of the programs. (Services required will be based on NGB and/or HPMO need). Additionally, the Local Operator must establish access points, preferred providers and fee structure in cooperation with USOC, the NGB and/or HPMO, including on site facilities to accommodate services.
7. **Additional Support Services** — It is highly recommended that athletes have access to healthy food options, discount community/entertainment activities, low cost housing, education possibilities, such as in-state tuition grants, and assistance with finding local employment opportunities.

9. **Transportation** — The Local Operator must use its best efforts to ensure accessible, safe and affordable transportation is available to athletes, so that they are able to access the Training Site at a reasonable cost and the program can continue to attract new athletes.

10. **High Level Coaches and Officials Recruitment, Training and Education** — The Local Operator must ensure that the Training Site provide these elements, including but not limited to top coaches who can train elite athletes as well as educate new local coaches.

11. **Reporting Structure** — The Local Operator is required to send quarterly reports and schedules outlining the measurable outcomes to the USOC for review and provide a copy of its Annual Report and financials to the USOC on a mutually agreeable annual basis.

12. **Measurable Outputs/Outcomes** — please refer to page 8

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**APPLICATION OVERVIEW**

In order to be considered for a U.S. Olympic and or Paralympic Training Site Designation, all interested facilities should provide a business plan with the following information in this order:

**Contact Information:**
- Facility Name
- Main Contact Person
- Address
- Phone
- Email
- Website

**Facility Information:**
- Facility Mission Statement
- Facility Description (which buildings, etc. are requested to be considered for the training site designation, i.e. where the athletic training is taking place)
- Executive Summary (provide a background on the facility, including the community’s experience hosting NGB/HPMO and athlete events/programs)
- Vision (what the facility hopes to accomplish and provide to athletes in the next 5-10 years)
- Training Information (provide an overview of the daily training activities, including sports, athletes, teams, coaches and any other information to give us a better understanding of your facility)
- Competition Information (provide an overview of all elite level competitions hosted at your facility over the past 3 years and any upcoming plans for the next 2 years)
- Feeder Programs (provide a list and explanation of all youth feeder programs, demonstrating the facility’s commitment to develop or expand community youth sport programs and grow sport in the United States)
- Athlete Support Information (provide a list of all additional athlete support services provided by the facility and/or providers within the community. Indicate any reduced or waived fees for athletes. Examples include sports medicine, strength and conditioning, nutrition, sport psychology, massage, part-time jobs, and educational opportunities)
- Current Facility Access (what are the number of training days per athlete and per sport that are currently offered to NGB/HPMO National team athletes and at what cost to the athlete and NGB/HPMO)

- Proposed Facility Access (what additional access for athletes and NGB/HPMOs are you proposing to include in a potential partnership with the U.S. Olympic Committee and NGB/HPMO)

- Housing and Transportation (what housing and transportation options are available to athletes and at what cost to the athlete)

- Coaching and Support Staff (provide a list of all coaches including their NGB/HPMO certifications along with a breakdown of additional facility support staff)

- Roster of Facility Board Members

- Current Goals and Objectives of the Facility and Sport Program (may be part of your strategic plan or goals for the next two years)

- Do you perform background checks on those staff/coaches who have access to athletes? If so, what databases do you check and who is your background check provider?

- Athlete Safety Programs (Please provide an executive summary and description of your Athlete Safety Program and list where the policy can be found (i.e. code of conduct, employee handbook). Please also verify if your Athlete Safety Program meets the Minimum Standards Policy as included on page 9.)

National Governing Body/High Performance Management Organization Partnership:

- Please include a letter of recommendation/support from every National Governing Body/High Performance Management Organization your prospective site would like to have included in your plan/Training Site Designation in your application to become a U.S. Olympic and/or Paralympic Training Site. The recommendation should also reference the inclusion of the local operator/facility in the NGB/HPMO high performance plan and include the Training Site designation recommendation by both the NGB/HPMO Executive Director and High Performance Director/staff equivalent.

- NGB/HPMO Partnership Summary (please include a summary of how your facility works with a NGB/HPMO, including a list of all national team athletes and competitions hosted at your facility and any relevant information about the partnership). Please also include any data from an NGB/HPMO showing how your facility ties into the NGB/HPMO High Performance Plan, including elite training activity at the Training Site that facilitates scheduling, budgeting, and facility access (including access to any portions of the Local Operator’s facilities that enhance athletic training (e.g., weight rooms, running trails, sports medicine clinics, etc.)

Marketing and Development Information:

- List all corporate sponsors of your facility and indicate what level of sponsorship they have, including signage and location of signage, website recognition, pouring rights, etc.

- List all sponsors of events at your facility (these may be corporate partners who sponsor individual events at your facility but are not considered sponsors of the facility itself)

- List any current or planned building naming rights at your facility

- Marketing Plan (please provide an overview of how your facility would plan to market and promote a U.S. Olympic and/or Paralympic Training Site Designation should you receive such a designation). Please be aware that there can be no third party association with the Olympic/Paralympic Designation nor may any USOC conflicting sponsors be associated in any way with the Olympic and or Paralympic Designation/Facility. For a complete list of USOC Corporate Partners, please visit http://www.teamusa.org/pages/sponsors
Financial Information:
- Training Sites are expected to be self-funded and operated. Please provide an audited facility budget for the previous two years, as well as the current year budget and future budget for next year. Your budget should be specific to the athlete facility/building where proposed Training Site/National Team training activity currently takes place.

Insurance Information:
Please provide a certificate of insurance verifying the following coverage:
- Commercial General Liability and Excess Liability Insurance with limits of not less than Five Million Dollars ($5,000,000) per occurrence, which includes Bodily Injury and Property Damage, and Personal Injury and Advertising Liability coverages.
- Workers Compensation with statutory limits as applicable in any state in which the Local Operator conducts business and Employers Liability with limits of not less than One Million Dollars ($1,000,000).
- Automobile Liability Insurance with limits of not less than One Million Dollars ($1,000,000) Combined Single Limit per occurrence for all owned, non-owned, hired, and permissive use vehicles.

Additional Information:
- Letters of reference/recommendation from athletes and local community leaders
- Photos and/or video of facility

ROLE OF EACH PARTNER
The USOC will provide:
  a. A staff liaison from the Training Sites and Community Partnerships division to answer questions regarding the USOC and provide USOC information on best practices, opportunities and events;
  b. Program review (in collaboration with NGB/HPMO);
  c. An annual conference for all U.S. Olympic/Paralympic Training Site Managers to discuss best practices and provide additional resources, such as sport performance, marketing, and educational information;
  d. Use of an Olympic and/or Paralympic Mark as outlined in the contract;
  e. Acknowledgment on USOC Website with a link to your website/local operator information;
  f. Recognition of U.S. Olympic/Paralympic Training status and Olympic/Paralympic family ties to local government, community leaders via letters of support, phone calls and meetings provided by USOC Representatives.

The Local Operator will provide:
  a. Business plan, funding, feeder programs, support services, transportation, quarterly reports and other requirements set forth in “USOC Program Guidelines” above;
  b. A plan for training activity at the Training Site, in conjunction with USOC and NGB/HPMO partner;
  c. Facilities of international and world class caliber, including maintenance and upkeep;
  d. Sufficient space and storage, parking, and indoor sport and weight training facilities;
e. Adequate accessibility for persons with disabilities in compliance with Americans with Disabilities Act;

f. Office facilities and office equipment sufficient to support NGB/HPMO personnel and coaches during peak training and competition periods;

g. At least one full-time executive director, or comparable level executive whose responsibilities will include day-to-day operations of the Training Site;

h. Ongoing liaison with the relevant parks commissions, sports commissions, educational institutions, and other authorities in order to maximize training and competition opportunities for the NGB/HPMO and its athletes;

i. Letter of Understanding (LOU), or similar legal agreement, with the appropriate NGB/HPMO(s)

j. Measurable Outcomes noted on page 8;

k. Insurance in accordance with the contract.

The NGB/HPMO will provide in agreement with the Local Operator:

a. Signed representation that the Training Site is operating to the satisfaction of the NGB/HPMO;

b. Annual review of the Training Site;

c. Inclusion of the Training Site in its High Performance Plan which should include detailed elite level athlete training at the Local Operator (resident athlete training, camps, competitions and athlete development);

d. Coordination of shared use of office space, and equipment that the NGB/HPMO designates as necessary for training;

e. A liaison to the Training Site to arrange for scheduling changes, coordination of events, and other activities requiring mutual cooperation with the Local Operator;

f. Cooperation with the Local Operator in its efforts to raise funds for capital improvements which may be required for the use of the facility;

g. Commitment to running high level elite athlete programming in the selected community.

RECOMMENDATIONS FOR SUCCESS

What has made the existing Training Sites successful?

- NGB/HPMO high performance planning integration/collaboration
- Community support – financial and other resources (Sports Commission, Convention and Visitor’s Bureau)
- Athlete Services (education, activities, career services)
- Low cost housing options
- Transportation
- Activities and entertainment options
- Strength and conditioning facilities
- Education opportunities and in-state grants
- Healthy food options
- Pre-existing elite-level coaches, preferably trained and certified by the NGB/HPMO
- Pre-existing sport culture
- Year-round, sport specific training program focused on long-term athlete development
- Young athletes feeding into the NGB/HPMO National Team systems from community
- International competitions/exchanges
- Grant writer
- Internships
- Strong volunteer base
- Inclusion of government officials in events/VIP Invites
- Support Services such as sport science
- Support from the local media
- Athlete role models
- Partnership with local sports organizations including community based organizations and Parks and Recreation

MEASURABLE OUTPUTS/OUTCOMES

If all of the designation criteria are met and a contract is signed, the contract is based on a renewal process, including detailed and specific NGB/HPMO high performance plan inclusion and meeting certain performance requirements listed below. The performance requirements shall be included within each quarterly and annual report.

- Tracking athletes’ competitions and results
- Number of venues utilized for events, programs and outreach if other than main Site
- Financial expenditures as related to Site designation
- Number of National team athletes and training days provided by Site
- Number of certifications and educational trainings for local coaches
- Number of clinics and events hosted
- Number of community partnerships for sport development and sport performance
- Number of athletes utilizing facility Senior Elite/Junior/development athletes
MINIMUM STANDARDS FOR ATHLETE SAFETY AT U.S. OLYMPIC AND/OR PARALYMPIC TRAINING SITES

The United States Olympic Committee requires that the Local Operator for each U.S. Olympic and/or Paralympic Training Site adopt an athlete safety program that includes, at a minimum, the following components:

1. Prohibited Conduct

A policy which prohibits and defines the following misconduct:

- Bullying
- Hazing
- Harassment (including sexual harassment)
- Emotional Misconduct
- Physical Misconduct
- Sexual Misconduct (including child sexual abuse)

The policy shall apply to (1) Training Site employees; and (2) individuals the Training Site formally authorizes, approves or appoints (a) to a position of authority over, or (b) to have frequent contact with, athletes.

Comment(s):

(a) Prohibited misconduct shall include, without limitation:

Romantic or sexual relationships, which began during the sport relationship, between athletes or other participants and those individuals (i) with direct supervisory or evaluative control, or (ii) are in a position of power and trust over the athlete or other participant. Except in circumstances where no imbalance of power exists, coaches have this direct supervisory or evaluative control and are in a position of power and trust over those athletes or participants they coach.

The prohibition on romantic or sexual relationships does not include those relationships where it can be demonstrated that there is no imbalance of power. For example, this prohibition does not apply to a pre-existing relationship between two spouses or life partners. For factors that may be relevant to determining whether an imbalance of power exists, consult the USOC’s Athlete Protection Policy.

(b) Local Operators are not required to prohibit misconduct as specifically categorized above. For example, a Local Operator may prohibit sexual harassment as “harassment,” “sexual harassment,” or under some other category or definition.

We recommend that Local Operators define each particular type of misconduct in their athlete safety policies, however, Local Operators are free to use the definitions set forth in the USOC’s Athlete Protection Policy, found in the USOC’s SafeSport Policies at http://www.teamusa.org/About-the-USOC/Organization/Legal/Governance-Documents.aspx.

2. Criminal Background Checks

Each Training Site shall require criminal background checks for those individuals it formally authorizes, approves or appoints (a) to a position of authority over, or (b) to have frequent contact with, athletes. For purposes of clarification, a Training Site is considered to formally authorize, approve or appoint an individual in instances where the Training Site has control over the appointment process.

3. Education & Training

Beginning January 1, 2015 each Training Site shall require education and training concerning the key elements of their safety program for those individuals it formally authorizes, approves or appoints (a) to a position of authority over, or (b) to have frequent contact with, athletes. Before January 1, 2015 each Training Site shall offer and encourage the same.

4. Reporting

Each Training Site shall establish a procedure for reporting misconduct.
5. Enforcement
   a. Each Training Site shall have a grievance process, which is materially free of bias and conflicts of interest, to address allegations of misconduct following the report or complaint of misconduct which has not been adjudicated under a criminal background check.
   b. In cases where the Ted Stevens Act applies, each Training Site shall comply with the Act’s requirements.
   c. The grievance process, whether by policy or operation of law, shall include the opportunity for review by a disinterested individual or body.

6. Other
   a. These minimum standards may be amended from time to time by the USOC.
   b. In implementing an athlete safety program, Training Sites shall be guided by the principle that supporting the health and safety of its athletes is a key element of its managerial capabilities.
   c. Failure to meet the minimum standards as set forth in this policy may result in disciplinary action by the USOC including, without limitation, the termination of the Training Site Designation.
   d. Exceptions to these minimum standards based on the organizational structure of the Training Site may be granted by the USOC on a case-by-case basis where appropriate, provided that such exceptions do not materially endanger athletes.

CONTACT INFORMATION

Please contact the Training Sites and Community Partnerships division of the U.S. Olympic Committee for more information:

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MARKS USAGE EXAMPLES

Apparel

using USOC’s mark as a secondary mark or the primary organization

Brochure

Utah Olympic Legacy Foundation

Mission Statement

The Utah Athletic Foundation is a non-profit organization that owns and operates both the Utah Olympic Park and Utah Olympic Oval. The Utah Athletic Foundation shall endeavor to effectively manage and maintain our world-class Olympic legacy facilities and provide opportunities for people of all ages and abilities to participate, educate, and excel in winter sports.

2011 Elite Athlete Training & Events

- 3,865 Elite Athlete Training Days
- 144 National Team Athletes
- 70 Development/Junior National Team Athletes
- 11 Competitions
- 673 Competitors

Elite Athlete Amenities

- Locker rooms/showers
- Weight rooms
- Bicycle trainers
- ST soft pad system (at Oval)

Business card Composition*

* The logo in the example is not to scale