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REPORT SUPPLEMENT

2030 Olympic and Paralympic Winter Games in Utah: Demographic, Social, and Environmental Factors

Utah's demographic, social, and environmental factors favorably position the state to host another successful Olympic and Paralympic Winter Games.

April 2023

Supplemental Information

This report supplements a previously released report on the estimated economic and fiscal impact of 2030 Olympic and Paralympic Winter Games in Utah. The hosting of another Winter Games would make a significant economic impact to the state, generating jobs, income, and economic output. This additional impact would build upon the significant success of the 2002 Games, including the subsequent growth in the state's travel and tourism and sports and entertainment industries. The report is available at www.gardner.utah.edu.

REPORT SUPPLEMENT

2030 Olympic and Paralympic Winter Games in Utah: Demographic, Social, and Environmental Factors

Utah’s demographic, social, and environmental factors favorably position the state to host another successful Olympic and Paralympic Winter Games.

Demographic Trends – Utah continues to be a fast-growing, youthful, and rapidly diversifying state that attracts new migrants. Over 8% of the population was born outside the state and over 140 languages are spoken in the public schools.

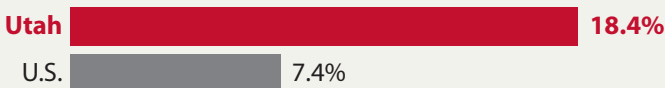
Social Factors – Utah maintains its stature as a volunteer state with significant civic pride, nation-leading social capital, and high levels of well-being as measured by physical health, active lifestyles, healthy behaviors, and access to recreational activities. Utah’s progress in creating a greater sense of belonging manifests itself in immigration and equity, diversity, and inclusion compacts signed by community leaders. The Utah Legislature made Juneteenth National Freedom Day a state holiday. Utah has also benefitted from significant business opportunities since the 2002 Olympic and Paralympic Winter Games.

Environmental Factors – Utah remains well positioned to host an environmentally positive Games. A future Games will not require any Olympic-specific new construction projects, greatly reducing the environmental footprint. The Salt Lake City-Utah Committee for the Games commitment to a “climate positive” Games demonstrates the high priority of environmental outcomes. The Utah governor and Legislature also demonstrate leadership by funding clean air initiatives, passing a concurrent resolution on environmental and economic stewardship, and funding The Utah Roadmap, a state plan to identify positive solutions for a changing climate.

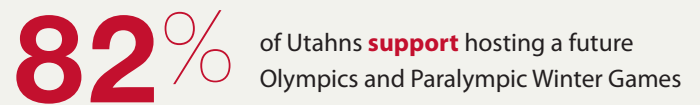
These and other demographic, social, and environmental factors create a backdrop for Utah to host another successful Olympic and Paralympic Winter Games.

Significant Factors Supporting Utah’s Olympic Movement

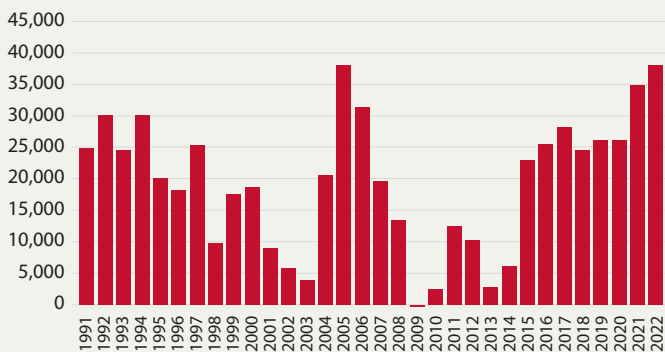
Fastest Growing State, 2010–2020



Strong support for another Games



Utah Annual Net Migration, 1991-2022



Source: Compiled by the Kem C. Gardner Policy Institute

Environmental Commitments

- The OCOG commits to deliver a **Climate-Positive Games**
- Utah’s Forever Mighty and Red Emerald Strategy fosters **responsible travel** and **sustainable tourism**
- Park City’s sustainability goals are the **most comprehensive of any North American city**

First in Volunteering

- UTAH**
- **116 Hours**/person/year
 - **51.0%** of Utahns Volunteer each year
- U.S.**
- **90 Hours**/person/year
 - **32.6%** of U.S. residents volunteer each year

Demographic Trends

Utah has maintained strong population growth for decades. Utah’s population was the fastest growing in the nation between 2010 and 2020, increasing by 18.4%. More recently, Utah was the 2nd fastest-growing state between 2020 and 2021, reaching a total population of 3.4 million.

Factors like a strong economy and high quality of life have resulted in net migration playing an increasingly stable role in statewide population growth. Part of this growth includes changing dynamics within the population. New movers, typically young adults, combined with Utah’s status as the nation’s youngest state, create a vibrant and youthful population.¹

Since the 1990s, Utah’s population has become more racially and ethnically diverse. By 2021, one in five Utahns identified as a race or ethnicity outside non-Hispanic White. Over 8% of the population was born outside the United States, with large shares from Latin America and Asia. This increasing racial and ethnic diversification lends itself to a broadening of culture, with over 140 languages spoken by children in the Utah public school system. The state’s racial and ethnic diversity is projected to increase, following the U.S. trend of an increasingly diverse population.

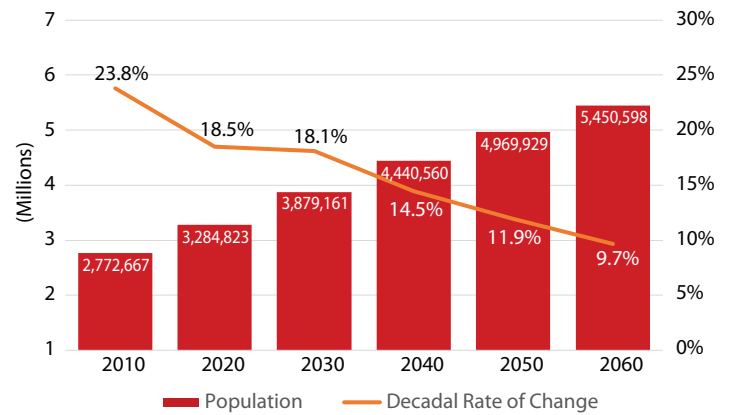
Social Factors

Several social trends indicate that the state is well positioned to host another Olympic and Paralympic Winter Games: Volunteerism & giving; civic pride and cohesion; social capital; well-being; equity, diversity and inclusion; and business development. A potential Olympic Games would likely also have a positive impact on these factors.

Volunteerism and charitable giving - In 2021, Wallet Hub named Utah the most charitable state in the nation for the third consecutive year based on volunteering and service and charitable giving.² According to the Commission for National & Community Service’s 2018 report, Utahns volunteer an average of 116 hours per person per year, compared with an average 90 hours per person per year nationally.³ Likewise, 51.0% of Utah residents volunteer compared with an average 32.6% of residents nationally, ranking the Beehive State first in the nation for volunteerism.⁴

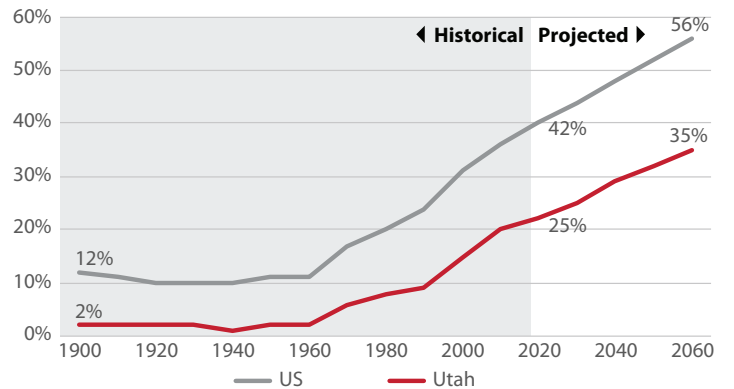
This level of volunteerism is not new. In 2002, nearly 70,000 people applied for approximately 21,000 available Olympic Games volunteer positions.⁵ Utah’s spirit of volunteerism contributed an estimated 4.6 million hours and between \$69 and \$92 million in savings to the 2002 Games, playing a significant role in the Games’ economic success and financial surplus.⁶

Figure 1: Utah Historical and Projected Total Population, 2010–2060



Source: Kem C. Gardner Policy Institute, 2020–2060 Projections

Figure 2: Minority Share of Population, Utah and U.S., 1900–2060



Source: U.S. Census Bureau and Kem C. Gardner Policy Institute

Benefits of volunteering accrue both to the volunteers and to the community. Volunteers obtain altruistic fulfillment, self-improvement opportunities, and career preparation through their service.⁷ Olympic Games attract first-time as well as experienced volunteers, many of whom serve as repeat volunteers after the Games.⁸ Over 26% of volunteers at the 2002 Games were first-time volunteers.⁹ Many of these nearly 5,500 individuals likely continued volunteering with regularity after the Games finished, providing invaluable service to their communities across the state.

Due to the growth in Olympic and Paralympic events since 2002 and an expected increase in spectators come 2030, roughly 25,000 volunteers will be needed. Between 6,000 and 7,000 of those individuals will be first-time volunteers, contributing service to communities in myriad ways long after the 2030 Games are over.¹⁰

Civic pride and cohesion - There is typically a fair amount of civic pride and community spirit involved with Olympic and Paralympic Games among host city/state residents.¹¹ Residents generally place positive value on the prestige of their “hometown” on display for the entire world and appreciate the legacy and benefits associated with the Games. The 2002 Games were no exception. The 2002 Games, held just months after the 9/11 terrorist attacks, offered the community and nation an opportunity to unite and heal as President George W. Bush offered opening remarks in person and New York City police and firefighters escorted athletes into the Opening Ceremony, while the U.S. athletes carried a torn American flag recovered from the World Trade Center.¹²

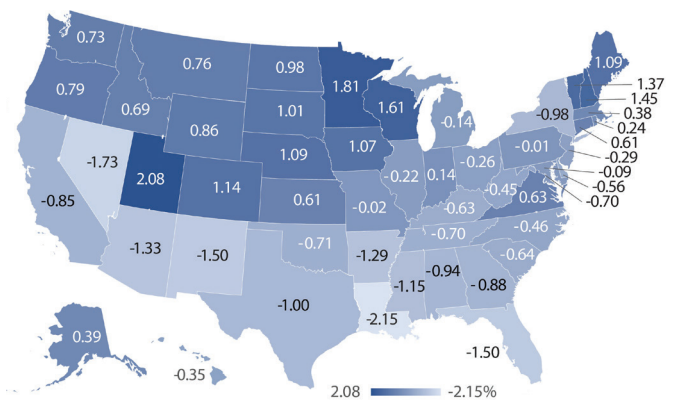
While difficult to measure, civic pride and other intangible benefits are valued by Utahns, as evidenced by survey results. In a public opinion poll conducted just two days prior to the 2002 opening ceremonies, 75% of respondents favored Salt Lake City hosting the 2002 Games.¹³ Residents and visitors overwhelmingly had a positive experience at the 2002 Games.¹⁴ This has translated to strong favorability among current residents to host another Olympic and Paralympic Winter Games. In fact, 82% of Utahns (3.46% +/- margin of error) support Salt Lake City hosting a future Winter Olympics.¹⁵ The 2030 Games are expected to bring similar opportunities for increased national and community pride and sense of unity as seen in 2002.

Willingness-to-pay and willingness-to-volunteer metrics could further quantify seemingly intangible net benefits to residents. For example, residents in San Francisco and Chicago leading up to their bids for the 2016 Olympic Games revealed an average willingness to pay between \$21 and \$72 annually, for ten years prior to the Games.¹⁶

Social capital - Social capital includes networks of relationships that enable a healthy functioning society. The U.S. Congress Joint Economic Committee (JEC) sponsors the Social Capital Project – an investigation of the evolving nature, quality, and importance of associational life. Associational life includes families, communities, workplaces, and religious congregations. It is also a corollary for social capital and the degree to which communities innovate and collaborate to solve problems. The JEC social capital index includes 32 measures of associational life such as family unity, social support, community health, institutional health, collective efficacy, and philanthropic health. According to this project, Utah ranks highest in the nation for social capital.¹⁷

The 2030 Games are expected to improve social connections among family and friends who congregate to volunteer to welcome the world to Utah, to watch the Olympics, or gather to celebrate at various events held in conjunction with the Games.

Figure 3: Social Capital Index by State, 2018



Note: Social capital is defined in this study as the aspects of our relationships that produce benefits for us. Social capital is likely to be “greater” or more productive in families, communities, and organizations with an abundance of close, supportive relationships. Source: U.S. Congress, Joint Economic Committee, Social Capital Project.

Mental and physical well-being - Utah is well known as a healthy state. Thanks to our young population and active lifestyles, we have the lowest per capita health care spending in the country and rank high on most measures of healthy behaviors. Utah ranked as the sixth healthiest state in America’s Health Rankings’ 2020 health outcomes category, which includes a variety of behavioral health, mortality, and physical health measures.

The Utah Department of Health has identified three priority areas for improving Utahns’ health: reducing obesity and related chronic conditions; reducing prescription drug misuse, abuse, and overdose; and improving mental health and reducing suicide. While Utah has a relatively low share of adults who are obese compared with other states, the percentage has been steadily increasing. For example, the share of adults who indicate they are obese or overweight increased by 3.5 percentage points from 2009 (60.3%) to 2020 (63.8%).¹⁸

Utah also experiences high rates of mental health needs and an increasing prevalence of substance use disorders. Utah’s adult depression and suicide rates are higher than the national average (Utah has one of the country’s highest suicide rates, ranking sixth in 2019) and has long experienced high rates of drug deaths. In 2019, Utah’s age-adjusted opioid overdose death rate was 13.3 per 100,000 population, down from a high of 16.8 in 2014.¹⁹ Coupling this with a shortage of mental health providers (particularly in rural areas), exacerbates the inability of individuals to get necessary care.

A wide array of recreational opportunities exist in Utah. These include youth and adult sports, and outdoor recreation at five national parks and 41 state parks, ski resorts, and 2002 Olympic venues. These provide Utahns opportunities to improve fitness which help reduce the risk of chronic diseases and improve mental health outcomes.²⁰

Olympic Games hosts can use the Games as a catalyst to increase access to sports and improve physical activity and health outcomes for their residents. Although there is little evidence that hosting the Olympic Games leads to a long-term effect encouraging new individuals to participate in sports, a case study of youth sports in Park City since the 2002 Games offers insights on how to overcome barriers to youth participation in sports to maximize the positive legacy of a future Olympic Games for their youth.²¹

Equity, diversity, and inclusion - Utah leaders have taken several important steps to lead on social inclusion. In 2010, the Salt Lake Chamber, after observing the enforcement-only approach to immigration reform pursued by neighboring Arizona, sought something more balanced. Business leaders wanted immigration reform that, in addition to enforcement, recognized the important values of keeping families intact and keeping the economy strong. Community leaders from law enforcement, business, faith organizations, government, and many others penned and signed “The Utah Compact” which delineated five principles to guide Utah’s immigration discussion.²² The *New York Times* editorial board said, “A clearer expression of good sense and sanity than Utah’s would be hard to find.”²³

In 2015, the Utah Legislature passed SB296, which bans employers and landlords or property owners from discriminating against people on the basis of sexual orientation and gender identity.²⁴ At the time of the bill’s passage, only 17 other states and the District of Columbia provided these same protections.

In 2020, Utah’s governor, along with hundreds of Utah racial equity leaders, committed to anti-racism and the advancement of equal opportunity in all Utah communities by signing the Utah Compact on Equity, Diversity, and Inclusion. The Compact affirms that all people are created equal and a racially equitable society requires us to act and create a society where race and ethnicity do not determine opportunity and life outcomes.²⁵

In the 2022, the Utah Legislature passed and the governor signed a law to make Juneteenth National Freedom Day a state holiday. In this way, the state of Utah commemorates the end of slavery in the U.S.

The 2030 Olympic and Paralympic Winter Games are expected to continue improving Utah’s culture of equity, diversity, and inclusion. The Utah Division of Travel Development (now the Utah Office of Tourism) estimated 220,000 total visitors to the 2002 Olympic Winter Games, many of which came from outside Utah and an estimated 15,000 were international visitors. The diversity of visitors helps expose Utahns to various cultures and people.

Hosting the Paralympic Games has the potential to improve awareness and positive perceptions of individuals with impairments.²⁶ Utahns have the opportunity with the 2030 Games

to become more receptive and understanding of differences building from the existing organizations including the National Ability Center, Wasatch Adaptive Sports, and adaptive skiing and snowboarding programs at Utah resorts.

Business development opportunities - The Olympics create opportunities for increased connections between residents, the private sector and the government.²⁷ Strengthened networks continue beyond the Games, leading to future business development and economic activity.

Utah has become an attractive location for businesses because of the success of the 2002 Games. After the 2002 Games, prominent polling firm Wirthlin Worldwide surveyed Fortune 1000 executives and asked if they were more or less likely to move to Utah for a job or business opportunity. Those who watched the 2002 Olympic Winter Games were 6% more likely to move to Utah for an opportunity than those who did not view the 2002 Games.

A variety of Utah companies have their roots in Utah’s hosting of the 2002 Olympic and Paralympic Winter Games. Some examples include the following:

- **Fusion Imaging** – Awarded the largest graphics contract for the 2002 Games, it was “THE job that put Fusion Imaging on the map.” Fusion Imaging now has multiple high-profile clients such as The New York Marathon, Bill Clinton’s Global Initiative, and is a preferred vendor for Nike.²⁸
- **Skullcandy** – The idea for the earbuds and wireless head-phone company was born on a chairlift and took off at the conclusion of the 2002 Games. Skullcandy made the slopes of the mountains in Utah their headquarters, honing in on the fusion of winter sport and music. Skullcandy supports and employs athletes and Olympians.²⁹
- **LDD Partners** – Ron Heffernan left Utah after college for New York City where he founded the life sciences consulting firm LDD Partners. It was not until the 2002 Games pushed Salt Lake City to improve their infrastructure that LDD Partners opened an office in Utah. “Salt lake City is a soft landing city for international companies that are looking to launch their businesses because we have the infrastructure and resources, and this is directly attributable to the Olympics.”³⁰
- **Cuisine Unlimited** – Maxine Turner, founder, describes the impact of the 2002 Games in this way: “The impact on our local company is one that we have felt for more than a decade since the Salt Lake Games. It has taken us to Beijing, Vancouver, London, Sochi, and Rio now having been involved with seven Olympics. It has given our company unparalleled experiences and a legacy rich in cultures, international cuisines and certainly catering opportunities. Without a doubt, it has changed the face of our company and resulted in national recognition. Best of all, we keep in touch with people from across the globe.”³¹

Table 1: Select Elite Athletic Events Hosted in Utah Since 2002

Year	Event
2002	FIS Alpine World Cup
2003	Essent ISU World Cup Speed Skating, Spring Competition
2003	FIS Freestyle World Championships
2003	Luge Junior World Cup
2003	Luge World Cup
2003	World Cup Short Track Speed Skating
2004	FIS Ski Jumping World Cup
2004	Freestyle World Cup
2004	VISA Jumping World Cup
2005	Essent ISU World All Distance World Cup
2005	FIL World Luge Championships
2005	FIS Freestyle World Cup
2005	ISU World Sprint Speed Skating Championships
2005	Speed Skating Olympic Trials
2005	U.S. Cross Country Skiing Championships
2006	FIS Freestyle World Cup
2006	Luge Junior Nationals
2006	U.S. Cross Country Skiing Championships
2007	International Skating Union Single Distances Speed Skating World Championships
2007	NBC Sports Dew Tour
2007	U.S. Cross Country Junior Olympic Championships
2008	Samsung ISU World Cup Speedskating
2008	U.S. Freestyle Championships
2009	Ski Halfpipe World Cup
2012	U.S. International Figure Skating Classic
2012	U.S.A Hockey High School Championships
2012	U.S.A Volleyball U.S. Open Championships
2013	U.S. Cross Country Championships
2014	U.S. Speedskating Olympic Trials
2014	World Cup 1 Short Track Speed Skating
2015	ISU World Cup Long Track Speed Skating
2015	Luge World Cup
2015	U.S. Figure Skating Nationals
2015	U.S. Speedskating National Championships Short Track
2016	IBSF Para Bobsled & Skeleton World Cup
2016	ISU World Cup Short Track
2016	Liessman Luge World Cup & BMW Sprint World Cup
2016	U.S. Speed Skating Championships Short Track
2017	FIS Nordic Junior and U23 World Cup Ski Championships
2017	IBSF Bobsled & Skeleton World Cup
2017	ISU Junior World Championships
2017	ISU World Cup Long Track
2017	U.S. Grand Prix/FIS Cup Skicross & Snowboardcross
2017	U.S. Long Track Championships Seniors and Juniors
2017	U.S. Olympic Team Trials - Short Track
2018	Curling Arena Championships
2018	ISU World Cup Final Long Track
2018	ISU World Cup Short Track
2018	U.S. Long Track Championships
2019	America's Cup Short Track
2019	Combined Continental Cup
2019	FIL Junior Luge World Cup
2019	FIS Freestyle World Cup
2019	FIS Snowboard, Freestyle, Freeski World Championships
2019	IBSF Intercontinental Cup
2019	IBSF North American Cup
2019	IBSF World Cup
2019	IBU Biathlon World Cup
2019	ISU Short Track World Cup

Year	Event
2019	NorAm Cup Aerials
2019	U.S. Championships AM Cup 2
2019	U.S. Long Track Championships Sr & Jr
2020	Chief National Guard Bureau Biathlon Championships
2020	FIS AE NorAm
2020	FIS Freestyle World Cup
2020	IBSF North American Cup
2020	IBSF Para World Cup
2020	ISU 4-Continent Championships Short Track
2020	ISU Short Track World Cup
2020	ISU World Championships Single Distances
2020	NorAm Cup Aerials
2020	OMEGA Youth Series
2020	Revolution Tour/NorAm Cup
2020	U.S. Long Track Championships Sr & Jr
2020	U.S. Short Track Championships Sr & Jr
2021	FIS Freestyle World Cup
2021	IBSF North American Cup
2021	IBSF Para World Cup
2021	IBSF Women's Monobob World Cup
2021	ISU Long Track World Cup
2021	ISU Short Track Junior World Championships
2021	NorAm Cup Aerials & U.S. Aerial National Championships
2021	NorAm Cup Moguls
2021	Nordic Combined Continental Cup
2021	RMISA Regional Championships (relocated from Anchorage)
2021	U.S. Olympic Team Trials - Short Track
2021	University of Utah Invitational
2021	U.S. LT Speed Skating Championships
2021	U.S. Speed Skating America's Cup Final
2021	U.S. ST Championships and Junior Championships
2021	U.S.SA Cross Country Nationals and Super Tour
2021	YETI Climbing National Championships
2022	FIS Freestyle NorAm Cups
2022	FIS Freestyle World Cup
2022	FIS Futures Tour
2022	FIS NC Continental Cup
2022	IBSF Bobsled & Skeleton World Cup
2022	IBSF North American Cup
2022	IBSF World Cup
2022	IBU Youth and Junior World Championships
2022	IFSC Speed and Bouldering World Cup
2022	IFSC Paraclimbing World Cup
2022	IFSC Bouldering World Cup
2022	ILF Luge World Cup
2022	Intercontinental Cup Skeleton
2022	IRONMAN World Championships
2022	ISU 4-Continent Championships Short Track
2022	ISU Short Track World Cup
2022	L.L.Bean U.S. Cross Country Ski Championships and Supertour
2022	Long Track America's Cup
2022	NC Skiing Championships
2022	NorAm Cup Aerials
2022	Park City Extreme Cup
2022	Toyota U.S. Freestyle Championships
2022	U.S.BA YJWCH Biathlon Championship
2023	U.S. AmCup Final Long Track & Open Masters
2023	U.S. Championships & Junior Championships Short Track

Source: Compiled by the Kem C. Gardner Policy Institute based on conversations with the Salt Lake City-Utah Committee for the Games and the Utah Sports Commission

- **Infinite Scale** - The company was founded following the 2002 Games in Salt Lake City. The company's three partners all relocated to Salt Lake to work on the Games and following the completion of the Games, chose to stay in Salt Lake and start Infinite Scale. Recent projects include the PAC-12 Championship Game, NHL All-Star Game, and the Little Caesars Arena in Detroit.³²
- **Vista Outdoor** – After Vista Outdoor spun off from Alliant Techsystems Inc., it chose to establish its headquarters in Clearfield, Utah, creating 90 high-paying, high-skilled jobs for the community. “The state takes advantage of its four season environment,” said Chairman and CEO, Mark DeYoung. “It has great infrastructure, including facilities built for the 2002 Winter Olympics... Utah focuses on outdoor recreation as a market segment, so it has welcomed us as a producer of equipment for hunting, skiing, golf and other outdoor activities.”³³

Many winter sport companies and companies from adjacent industries such as outdoor retailers have benefited from strong economic conditions in Utah since 2002.

- **Winter sport companies** – A variety of winter sport companies are based in Utah. These include Amer Sports, (Salomon, Atomic, Arc'teryx, and more), Descente North America, Kahuna Creations, Goode Ski Technologies, Scott USA, SnowSports Interactive, and Rossignol.³⁴
- **Evo** - In 2022, the Seattle-based company Evo (a popular outdoor gear retailer) opened a campus - a 100,000 square-foot community space - in Salt Lake City's Granary District. The campus features the AllTogether Skatepark, the Bouldering Project, Level9 Sports, an Evo retail store, and the Evo Hotel.³⁵
- **Outdoor Retailer** - The trade show, which has been held in Denver, Colorado for the past 5 years, hosted its recent show in Salt Lake City in 2023.³⁶ This marked the 47th OR show in Salt Lake City.

The 2030 Games will undoubtedly spur strengthened connections between individuals, the private sector and the government, which will create more business development in the State.

Winter sports capital - Since the 2002 Games, the Olympic facilities and slopes remain world class. They have been used to host over 50 international World Cup or World Championship events, all supported by a pool of skilled volunteers. One example, the 2019 World Championships in snowboard, freestyle and freeski attracted 1,800 athletes and staff from 40 countries and engaged 500 local volunteers.³⁷ See Table 1 for a sampling of major Olympic-related World Cups and Championships hosted in Utah since 2002, along with national championships/cups and Olympic Trials.

Additionally, Utah has become a training center for many world-class athletes and Olympians, as well as three USOPC National Governing Bodies (in italicized font below) and several national sport organizations. They include the following:

- US Ski and Snowboard (USSA)*
- US Speedskating*
- USA Climbing*
- USA Nordic (USANS)

Utah has attracted national sport organizations beyond winter sports. In 2018, USA Climbing moved its headquarters from Boulder, Colorado to Salt Lake City, Utah and has since brought athletes and world-class climbing events to Utah.³⁸

Utah possesses ideal conditions for Olympic athletes to train for upcoming competitions. Utah is also home to many para-athletes Olympians. Examples of the extent of athlete engagement include, but are not limited to, the following:

- Over 80 athletes that competed in the 2022 Olympic Winter Games in Beijing were native to Utah, trained primarily in Utah, or had been educated in Utah and represented Team USA, Iceland, Ireland, Great Britain, Philippines, Australia, Argentina, Estonia, Canada, and – for the first time – the Kingdom of Saudi Arabia.³⁹
- If Utah were competing as its own country at the 2022 Games, it would have finished in a tie for 12th place overall (by total medal count).⁴⁰
- One in three Olympic athletes who participated in the 2022 Games, with ties to Utah, were current or former students, or graduates of, the University of Utah.⁴¹
- One in five Olympic athletes who participated in the 2022 Games, with ties to Utah, were current or former students, or graduates of, Westminster College.⁴²
- The historic, first Women's Ski Jumping team to compete in the 2014 Olympic Winter Games were all Park City, Utah natives.
- USSA constructed a \$22 million Center of Excellence national training and education center, which opened in 2009.⁴³ The center provides world-class training facilities and educational resources for athletes, coaches, and officials in Park City, Utah.
- In 2019, the Utah Olympic Legacy Foundation celebrated the grand opening of its \$13.6 million, four-story facility called the Residences at Utah Olympic Park in Park City, Utah. The Residences (72 units, 146 beds) provides subsidized housing for athletes and coaches actively involved in training, as well as Utah Olympic Legacy Foundation employees.⁴⁴

Environmental Factors

Potential negative environmental impacts of the 2030 Games are minimized by the fact venues from the 2002 Games exist and are well maintained. As important, the significant growth and improvements in infrastructure throughout the region — such as the new airport, road and transit systems, and hotel / lodging properties — mean a future Games will not require any Olympic-specific new constructions projects. Only minimal expansions are necessary to prepare for the 2030 Games. Utah's commitment to a "climate positive" Games and Salt Lake City's Climate Positive Plan are indications of the government's leadership in minimizing or even eliminating negative environmental impacts associated with the Games. In addition, the Salt Lake City-Utah Committee for the Games and the future organizing committee (OCOG) have agreed to the following environmental principles:

- The OCOG will deliver a climate-positive Games in partnership with stakeholders
- The OCOG will develop a carbon management plan for Games-related activities
- The OCOG, in partnership with the State of Utah and host venue communities, will establish a sustainability committee to oversee the fulfillment of Games sustainability objectives

Background context - During the 2018 General Session of the Utah Legislature, the governor and Legislature passed House Concurrent Resolution 7 (H.C.R. 7) on environmental and economic stewardship. They resolved to "prioritize our understanding and use of sound science to address causes of a changing climate and support innovation and environmental stewardship in order to realize positive solutions." They also encouraged "individuals, corporations, and state agencies to reduce emissions through incentives and support of the growth in technologies and services that will enlarge our economy in a way that is both energy efficient and cost effective."

In his 2021 budget, Utah's governor included \$100 million in funding for cleaner air initiatives, including the development of The Utah Roadmap. The Utah Roadmap, released in 2020, defines statewide environmental goals and timelines, including emission reductions, climate lab funding, clean energy alternatives, and leadership in national climate discussions.⁴⁵

Changing climate - In a recent report, Loughborough University shares that by 2050, fewer than half of previous Winter Games host resorts will have viable snowfall; however, Salt Lake City is anticipated to have viable snowfall up through 2080.⁴⁶ Despite researchers' projections, as a former Winter Games host and home to over 15 ski resorts (and two more under development), Utah understands the importance of planning for future climate

challenges, committing to sustainable practices, and, ultimately, producing a climate positive Games.

Many 2002 Games events took place at Park City, Deer Valley, and Snowbasin ski resorts. All three Utah resorts have since decided to "go green," as follows: by 2030 Park City Mountain plans to realize a net-zero operating footprint;⁴⁷ Deer Valley practices waste diversion, sustainable food and beverage sourcing, energy reduction, and partners with environmental advocate and educator groups;⁴⁸ and Snowbasin recently joined the NSAA Sustainable Slopes Commitment to demonstrate their dedication to sustainable operations.⁴⁹

Short-term impact of the Games – Projects and initiatives across Utah in various stages (in planning, active, or completed) work in concert to mitigate potential short-term negative consequences of the Games on the environment. Olympic Games, by nature of attracting many athletes and spectators, generate increased traffic, higher water consumption and increased waste during the short period of time they take place. Increased levels of traffic and congestion contribute to increased air pollution. There is a potential "off-set" to mitigate these consequences given the Games would potentially reduce some business-as-usual activities, such as ski-tourism during this time, and increase work-from-home for employees in the region.

- **Responsible travel and sustainable tourism** - The Forever Mighty state-wide initiative encourages travelers to explore Utah thoughtfully and safely by being well prepared, treating our delicate ecosystems and cultural sites with respect, and engaging with local communities. The Utah Office of Tourism's Red Emerald Strategy builds on this message and notes that "As Utah grows as a destination and more visitors come, it is increasingly important to manage Utah's tourism assets, communities and cultures. Ensuring that Utah visitors are aware of and educated in proper ways to engage in responsible visitation, respect Utah's communities and minimize their impact on the state's natural resources is an important step in managing the destination. Increasing education and awareness on the proper treatment of Utah's tourism product will help maintain and sustain Utah's experience for generations to come — for residents and visitors alike."⁵⁰ Additionally, local governments and business groups support sustainable travel, including Visit Salt Lake and the Park City Chamber of Commerce & Visitor Bureau (PCCVB) which is a member of the Global Sustainable Tourism Council (GSTC).

- **Salt Lake City International Airport** – From waste reduction to the layout of the concourses, every aspect of the new SLC International Airport has been designed to minimize its environmental footprint. These numerous sustainable features resulted in airport being awarded LEED Gold certification – an impressive achievement for facilities that cover more than 1.9 million square feet.

Public transit – A light rail station constructed at the newly rebuilt Salt Lake City International Airport makes it possible for visitors to take public transportation, including light rail and buses, directly from the airport to Olympic sporting venues in Park City.

- **Sustainability goals** – Park City has the most aggressive sustainability goals of any North American city with plans for city operations to run on 100% renewable electricity in 2022.⁵¹
- **Electric buses** – By 2023, nearly half of Park City’s fare-free public transportation fleet will consist of zero-emission electric buses with plans to be 100% electric by 2030.⁵² Park City’s electric buses would offer a clean and efficient way to transport Olympic Games participants and spectators to and from Olympic events.
- **Salt Lake City transportation** – Salt Lake City is expanding public transit options, promoting active transportation, and accelerating electric vehicle adoption to reach its Climate Positive 2040 goals.⁵³ Salt Lake City’s Electric Vehicle Readiness Ordinance aims to increase charging capacity for electric vehicles in the city, which will help accommodate a greater use of electric vehicles during the 2030 Games.⁵⁴
- **Wind, solar, and geothermal** – Salt Lake City aims to become a “net-100%” renewable electricity-based community by 2030 by developing wind, solar, and geothermal energy for use by city households, businesses, and other organizations. This is part of the city’s Climate Positive 2040 plan to reduce greenhouse emissions, invest in clean transportation and highly efficient buildings, promote food sustainability, and improve air quality.⁵⁵

Salt Lake City’s Elektron Solar Project seeks to install solar panels on city facilities in addition to establishing a local 80-megawatt solar farm that will provide clean energy to both Salt Lake City and Park City by 2023.

- **Plastic bags** – In 2017, Park City became the first town in Utah to ban plastic bags.⁵⁶
- **Convention sustainability** – Salt Lake is the is the only convention destination to hold five concurrent APEX/ASTM sustainability certifications in one shared partnership that is certified by the Events Industry Council. This collaborative partnership includes the Salt Palace Convention Center, Mountain America Expo Center, Centerplate, Encore, and Visit Salt Lake. The Salt Palace Convention Center has adopted a paper-free events process (the use of QR codes, digital tickets, and a downloadable app) and employs several sustainable practices such as water-bottle filling stations and compostable food containers and utensils, all of which could be adopted for the Games.

Long-term impact of the Games – Construction of new facilities could be harmful to or put added pressure on the environment, especially if timelines demanded by the Games shorten the window of time for proper environmental assessments and public hearings.⁵⁷ Fortunately, the 2002 Olympic and Paralympic Winter Games ran a financial surplus, \$76 million of which was allocated to an endowment for the Utah Athletic Foundation to operate Olympic facilities.⁵⁸ Well-maintained facilities mean less venue construction is necessary. Limited expansion of facilities minimizes potential harm to the environment. However, minor investments will be needed in the Olympic speed skating oval, bobsleigh tracks, ski jumping facilities, cross-country track, athlete housing, and other facilities.

One potential positive long-term impact of the Games on the environment would be lasting changes in behavior on the part of individuals, companies, and communities to become better environmental stewards. Given the strength of Utah’s existing sports and event-related infrastructure and the broad commitment in the region to transition to more sustainable practices, Utah is well-positioned to deliver on the ambitions of a climate and environmentally friendly Olympic and Paralympic Winter Games.

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