

Q1/Q2 2021 Report

Prepared for CSURA

The United States Olympic and Paralympic Museum has been open just under a year and continues to garner attention and acclaim from across the country.

- Voted both the Best New Attraction (2021) and one of the Best New Museums (2021) by USA Today
- Design and build a world class building - Architectural Digest
- Design and install state of the art exhibits and technology - New York Times
- Open one of the most accessible museums in the world - International Association of Universal Design
- Maintains a near perfect 5-star rating from visitors - TripAdvisor
- Accolades from the athlete and NGB community

Tourism/Visitation:

2021 started with continuing capacity restrictions at the Museum which impacted attendance. As vaccines rolled out and restrictions eased, admission numbers started to grow substantially, particularly leading into Spring Break. Highlights:

- Over 130 tour groups (15+ people) including at least 12 tour groups from outside Colorado.
- Month-over-month attendance increases of 250% from January to May
- 28 school groups from elementary through post-secondary have visited since January 1.
- 185 Olympic and Paralympic athletes have come through the Museum, including Carl Lewis and Jim Craig just in June.

Promotions and Programming:

Regular promotional activities targeting different constituent groups occur frequently. Recent examples include appreciation days for first responders, military families, youth soccer players, Scouting groups, and hospital workers.

Youth programs includes a haiku contest, a putting contest during the PGA Master's weekend, a new youth passport program that involves a scavenger hunt-type activity within the Museum to acquire stamps for completed tasks. Monthly member-only events featuring Olympic and Paralympic athletes were held in January-June including a brief speaker, artifact presentation, and Q&A. Lecture series, film screenings, and more are anticipated in 2021 with both member-only and general public offerings.

Substantial program activities will roll out in July, August, and early September as part of the Colorado Grand Opening, with two to three events every week and four packed days during the Tokyo Games Fan Fest July 29-August 1. The Museum is partnering with a number of National Governing Bodies to hold sports demonstrations and athlete meet-and-greets. Curriculum activities related to the BYPB program, watch parties, a daily live KOAA broadcast, culinary activities, and much more will all happen in the Museum Plaza and Atrium.

Youth Curriculum:

USOPM has completed the comprehensive research-based production and pilot of the Becoming Your Personal Best: Life Lessons from Olympians and Paralympians (BYPB) curriculum project. Sponsored by the Colorado Health Foundation, the curriculum's goal is to weave resiliency into the lives of elementary, middle and high school students through life lessons shared by Olympic and Paralympic role models who

have overcome tremendous challenges to achieve their hopes and dreams. In the first two quarters of 2021, the education team reached over 2000 teachers, youth leaders, mental health professionals and families through a state-wide pilot. Additional BYPB curriculum initiatives will include public programming to take place at the United States Olympic & Paralympic Museum involving engaging, hands-on programming for youth, a resiliency lecture series curated for families, coaches, teachers, and youth leaders, and virtual programs that bring athletes to classrooms throughout Colorado. A professional development series is also in development for launch in 2022.

Marketing and Communications

The Museum has generated more than 1,400 stories – including national placements in the Associated Press, ESPN, New York Times and Washington Post – with a total aggregate readership of more than 4.4 billion. Local marketing activations include attendance at a number of community events, including:

- Weidner Field (Art unveiling and all home games)
- El Pomar Youth Sports Park (all major sports weekends)
- Cheyenne Mountain Zoo
- Beards, Bonnets and Brews Festival
- Broadmoor Open (Figure Skating Competition)
- Pikes Peak International Hill Climb

The U.S. Olympic & Paralympic Museum has also proactively worked with online travel agencies, ensuring the Museum is a featured attraction on multiple OTA sites. This includes GetYourGuide, Groupon, Tiqets and Travelzoo.

The Museum has a robust email list, reaching 39,500 subscribers every month with average campaign open rates of 42% against a peer benchmark of 29.8%, and click rates of 6.3% vs. benchmark of 4.3%.

USOPM.org continues to see strong visitation with 38,300 users in May totaling 47,900 sessions, 116k page views, average session length of 1:27, and 2.43 pages per session.

Operations and Staffing

The Museum is now regularly seeing weekend days with 500+ guests. 32 new part-time guest experience staff have been added in the past sixty days. Total number of staff employed by the Museum:

Direct	Q1 27 FT, 35 PT	Q2 28 FT, 50 PT
Indirect (Gallagher/SSA/Mercurial)	Q1 11 FT, 9 PT	Q2 13 FT 18 PT

Current positions directly affiliated with the Museum include full-time staff at the executive level, and full- and part-time positions for guest services, facilities, operations and events, membership and development, marketing and communications, the cafe, gift shop, and security. Tourism is also anticipated to drive both job growth and overall expansion at neighboring businesses, both new and yet-to-be-imagined.

Capital Campaign and Fundraising

Philanthropy has been vital to the Museum for both the capital project and operations. The capital campaign continues to see a very high pledge payment rate (99%). Annual giving has had slow growth in 2021 and the Museum has seen pandemic-related effects similar to other cultural institutions across the country. We continue to aggressively seek funding from the various relief programs as well as traditional philanthropic sources. Over \$8.5M has been committed during Q2 2021 due to these efforts. The Museum continues to pursue corporate underwriting and collaborative agreements with businesses across Colorado and the U.S.