



1960 OLYMPICS SKI MUSEUM

A WINTER SPORTS LEGACY CENTER

OUR MISSION: COLLECT, PRESERVE, EXHIBIT AND INTERPRET OUR SHARED WESTERN SKI HERITAGE AND CELEBRATE THE LEGACY OF THE 1960 OLYMPIC WINTER GAMES.

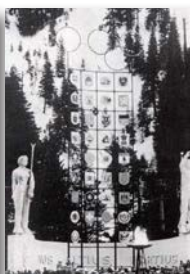
Museum Project Facts

- The museum is a registered 501(c)(3) nonprofit public charity. All activities of a commercial nature, such as entrance fees, gift shop or café sales, etc. would directly go back into the daily operations of the community museum serving a public interest.
- SVSMF will study improvements necessary for winter use (ie. snow removal) and work with Placer County to successfully operate year-round.
- As a complementary amenity, SVSMF projects its winter visitation will primarily be existing skier traffic (by vehicle or public transportation). For summer visitation, SVSMF anticipates contributing to greater utilization of the park and per the EQ, SVSMF will conduct traffic and parking studies to identify necessary modifications or additions.
- SVSMF fully intends to build responsibly working with Placer County and community input, utilizing local architects and engineering partners, to design a museum building worthy of Olympic Valley and its natural aesthetics. Per the EQ, SVSMF will conduct a tree arborist study.
- The desired site is categorized as previously "disturbed" and highly unlikely for any future sport expansion. The proposed 7,250 sq. ft. building footprint represents less than 1% of the park's 31.9 acres.
- SVSMF is actively fundraising through individual donations, corporate sponsorships, community and family foundations, and grants. There is no plan for funding to come from a local tax base. In 2009, SVSMF received a total of \$212,000 in NLTRA/TOT funding to facilitate site analysis and preliminary museum master planning. SVSMF has also applied for \$125,000 in the 2017 grant cycle. In 2016, SVSMF has raised \$62K in donations to date.

Museum Benefits

- Legacy Center.** Create a public attraction celebrating the legacy of the 1960 Olympic Winter Games in Squaw Valley and the region's winter sports heritage, athletes and pioneers.
- Community Asset.** Build a community-based venue featuring interpretative tours, interactive displays, educational outreach programs, traveling exhibitions, collection management, research, and special events.
- Cultural Amenity + Economic Driver.** Provide year-round cultural recreation and support the 2015 North Lake Tahoe Tourism Master Plan priority to "invest in facilities and amenities that support history and arts and culture, such as museums..."
- Cost Savings.** Provide critical infrastructure improvements and potential cost sharing of park mangement expenses.

Museum Vision





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Why Squaw Valley Park Site?

After extensive research on 10+ sites conducted between 2009 and 2014, SVSMF identified Squaw Valley Park site as the most viable building location for the following reasons:

- 📍 **Visibility + Access.** At the gateway to Olympic Valley, the museum would benefit from the highly visible location and act as a cultural anchor connecting visitor traffic along Hwy 89 to Squaw Valley, bus stop and trails.
- 📍 **Year-Round Vitality.** Given that Squaw Valley Park currently serves North Lake Tahoe residents and visitors, the museum would bring year-round vibrancy to Squaw Valley Park and cross-seasonal utilization.
- 📍 **Recreational Synergy.** The synergy of outdoor and cultural recreation contributes to the overall visitor experience through authentic indoor offerings as well as upgraded guest amenities such as modern rest rooms and visitor information.
- 📍 **Minimal Impact.** The park is ideally located away from residential units, minimizing impact due to night time activity, lights or noise from the museum. The desired site was home to a concrete ready-mix factory in the 1950s and previously disturbed.
- 📍 **Efficiencies.** Placer County and SVSMF will work together to ensure the museum will support and enhance future park expansion while finding cost and operational efficiencies for day-to-day management of the museum and park.



Museum Project Timeline

- 📍 **2008** Squaw Valley Ski Museum Foundation (SVSMF) formed to build a community resource and permanent tribute to 1960 Olympic Winter Games and western ski history. Established as a California 501(c)(3) public charity.
- 📍 **2009** SVSMF presented *Preliminary Master Plan*, formed community committee to review project and building sites.
- 📍 **2009-2011** Conducted studies of 10+ sites including extensive due diligence on six sites in Olympic Valley including two separate studies of the "7-11 gateway site" and sites near Squaw Valley Village base area.
- 📍 **2010** SVSMF/Olympic Heritage Committee hosted week-long *50th Anniversary of the 1960 Winter Games* celebration with great success and positive community involvement.
- 📍 **2010-2011** SVSMF operated an *Interim Museum* in Squaw Valley Village to collect community and visitor feedback, findings showed positive support and interest in the project.
- 📍 **2012** Based on findings, SVSMF determined the desired site within Squaw Valley Park to be most feasible for the museum's long-term sustainability and success. Per community feedback, SVSMF substantially revised proposed museum design reducing building footprint by 42% and integrating into the park's natural topography.
- 📍 **2014** Placer County conducted third study of "7-11 gateway site" resulting in similar findings as prior studies confirming SVSMF believes that the Squaw Valley Park site to be most feasible for the museum's long-term sustainability (*please visit OlympicSkiMuseum.com for detailed study findings*)
- 📍 **July 2015** Placer County Board of Supervisors voted 3-1 to allow SVSMF to submit an site application for museum in Squaw Valley Park.
- 📍 **September 2016** SVSMF officially submitted Environmental Questionnaire (EQ) and site application with requested zoning amendment to Placer County.
- 📍 **October to December 2016** Initial county planning review and feedback period.
- 📍 **Winter 2017** SVSMF to conduct required project studies (ie. Tree Arborist Study, Parking & Traffic Study).
- 📍 **Spring 2017** Review of study findings with county and second round of EQ feedback.
- 📍 **Spring/Summer 2017** Preliminary public presentations and community info sessions.
- 📍 **Fall/Winter 2017** Announcement of public hearings and meetings schedule (ie. Squaw Valley MAC, County Planning Commission, Board of Supervisors).

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