

**July 10, 2018: “The Design that made Salt Lake City come to Life with Olympic Spirit,”
*Olympics***

This video from the official Olympics YouTube channel highlights the design of the 2002 Olympic Games. What should the 2034 design team learn from 2002? Follow the link below or scan the QR code to watch.



Link: <https://www.youtube.com/watch?v=hzdYipLSUMs>

July 21, 2000: Jere Longman, “OLYMPICS; Leaders of Salt Lake Olympic Bid Are Indicted in Bribery Scandal,” *The New York Times*

Jere Longman is a sports journalist. This article is an example of the national coverage of the 2002 Olympics bidding scandal. “Indicted” means formally accused of a serious crime. “Racketeering” is setting up an illegal scheme to make money. [Source simplified for easier reading.]

Yesterday, two leaders of Salt Lake City’s 2002 Olympic bid committee were found guilty of conspiracy to commit bribery, fraud, and racketeering in the vote-buying scandal that erupted in late 1998. Tom Welch and David Johnson, the former president and vice president of the committee, are accused of paying \$1 million to more than a dozen IOC members to win their votes. They are also charged with faking records and taking bid money for themselves. They could face up to five years in prison and fines of \$250,000.

An ethics panel investigating Salt Lake City's bid found that bid officials spent more than \$1.2 million on gifts for IOC voters and their families. The gifts included cash, scholarships, jobs, medical treatment, shopping sprees, travel, and more. The panel said Mr. Welch and Mr. Johnson were the most to blame, but the two men said that many others knew about and approved of what they were doing. Their lawyers say that corrupt spending has been a common practice among bidding cities and that these two men are getting more blame than they deserve.

"I want to assure everyone," Mr. Welch said, "that David Johnson and I committed no crimes. I took no money from the bid effort for myself... We [only] did what we, and many other people, thought was absolutely necessary. We will defend ourselves and we will be found innocent, but no one can possibly understand the heartbreak and disappointment I feel."

Current Salt Lake City Olympic officials are concerned that the scandal will hurt the 2002 Games.

Since the news about Salt Lake City’s bid, we have learned that similar corruption happened during Atlanta's bid for the 1996 Summer Olympics, Nagano Japan's hosting of the 1998 Winter Games, and Sydney, Australia's bid to win the 2000 Summer Olympics. About 30 of the 114 IOC delegates have been involved. Ten of them have either resigned or been forced out because of the scandal. The IOC started making reforms to get rid of corruption late last year.

Link:

<https://www.nytimes.com/2000/07/21/sports/olympics-leaders-of-salt-lake-olympic-bid-are-indicted-in-bribery-scandal.html>

Spring 2003: Pamela Mathis, “Behind The Scenes At The Olympics,” Utah Department of Transportation

Pamela Mathis is a writer for the US Federal Highway Administration. This source describes some of the things that made transportation effective during the 2002 Olympics. How can Utahns use these lessons to prepare for 2034? Note: UDOT is an abbreviation for the Utah Department of Transportation. [Source simplified for easier reading.]

From February 8-24, 2002, Salt Lake City hosted the Olympic Winter Games. With almost 800,000 athletes, visitors, and media representatives, the winter games were the largest Olympics in history. They were also the largest event ever in the history of Utah, a state with 2.2 million people. The Games were a big challenge for Utah’s transportation department.

UDOT worked hard to make transportation for the Olympics work well. They knew that the area’s transportation system before the Olympics needed some major changes to avoid major traffic around Olympic venues, especially if there would be snowy weather. They set some lofty goals, planning to:

- Reduce freeway delays by 20 percent
- Reduce incident removal time by 20 percent
- Reduce signal stops by 20 percent
- Increase speeds during peak hours by 15 percent

To meet those goals, they cooperated with local, state, and federal groups. To improve the roads, UDOT worked on construction projects almost five years before the Olympics. They also made public transportation better and easier to use, hired extra patrol teams, and installed wayfinding signs on roads leading to Olympic venues. Truck drivers cooperated too, and people used a website called *Know Before You Go* to change their travel habits and plan efficient travel routes. UDOT workers learned plans for almost anything that could go wrong.

Did it work? Yes! Utah surpassed its goals and exceeded everyone’s expectations. One UDOT official said that it was actually *easier* to travel during the Olympics than it was normally. In fact, many people claimed that Utah’s transportation system was the best of any Olympic Games. UDOT demonstrated what is possible—not only in Salt Lake City, but also across the country. What it takes is a common vision, fierce dedication, and perseverance.

Link: <https://highways.dot.gov/public-roads/marchapril-2003/behind-scenes-olympics>

June 2002: “Salt Lake 2002 Overview,” *Olympic Marketing Matters: the Olympic Marketing Newsletter*

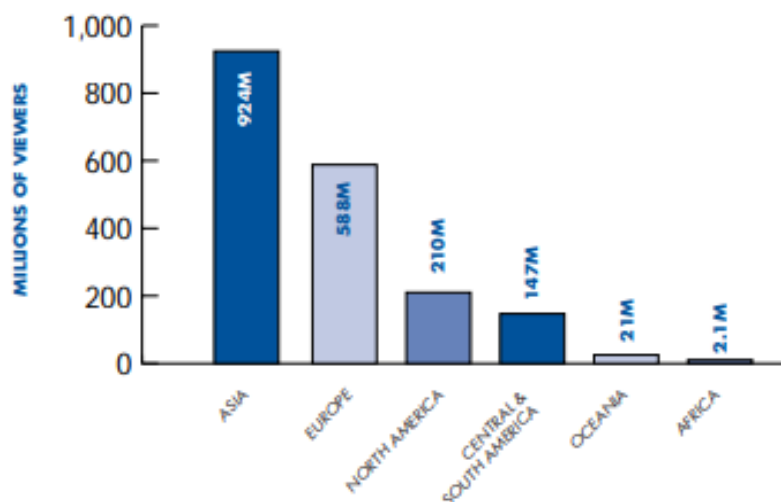
This source is from the official Olympic marketing newsletter’s report on the 2002 Olympics. It lists no individual author but was published by the IOC. [Text simplified for easier reading.]

The Salt Lake 2002 marketing effort was the most successful in the history of the Olympic Winter Games. The 2002 Olympic Winter Games set records in broadcast, ticketing and sponsorship.

- 2.1 billion viewers in 160 countries and territories watched the Olympics for a total of 13.1 hours.
- More than 1.525 million tickets were sold (95% of the available tickets).

Counting news coverage, it has been estimated that 3 billion people were exposed to the Olympic Winter Games. Stories from the Olympic Winter Games were shared from major news broadcasts around the world.

Salt Lake 2002 Viewers by Continent



	Tickets available	Tickets sold	% of Tickets sold
Opening & Closing Ceremony	69,786	69,510	99.6%
Alpine Skiing	186,100	184,215	98.9%
Biathlon	80,107	64,160	80.1%
Bobsleigh / Skeleton	89,062	89,047	100%
Curling	41,570	40,572	97.6%
Freestyle Skiing	69,684	69,679	100%
Figure Skating	146,055	145,997	99.9%
Ice Hockey	379,403	361,724	95.3%

	Tickets available	Tickets sold	% of Tickets sold
Luge	64,916	64,104	98.7%
Nordic Skiing	205,686	169,547	82.4%
Snowboarding	63,570	63,450	99.8%
Short Track			
Speedskating	59,880	59,878	100%
Speedskating	52,680	52,656	100%
Ski Jumping	97,025	90,579	93.4%
Total	1,605,524	1,525,118	95%

Link: https://stillmed.olympic.org/Documents/Reports/EN/en_report_456.pdf

January 10, 2018: “Figure Skating Scandal Dominates at the Salt Lake City 2002 Olympics,” *Olympics*

This video from the official Olympics YouTube channel describes the figure skating scoring controversy that happened during the 2002 Olympics. It contains primary source footage (mainly the skating; there are some reenactments that are not primary source footage). Follow the link below or scan the QR code to watch.



Link: <https://www.youtube.com/watch?v=Jk1cUJ2TTUc>

February 24, 2002: Bill Pennington, “2002 Games: Riveting Sport and an Angry Backlash,” *The New York Times*

This article from a national newspaper talks about some of the negative aspects of the 2002 Games. Bill Pennington was a sports reporter for The New York Times. What can Utahns do to limit some of these harms in 2034? [Source simplified for easier reading.]

Not everyone felt at home, or wanted, at the Salt Lake Games. The breakdown of unity and cooperation began three days into the Games, when the Canadian figure skating pair of David Pelletier and Jamie Salé were denied a gold medal that many people thought they had earned.

These were the fun Olympics, the safe Olympics. These were also the sour grapes Olympics. No result seemed official until the postevent hearing was completed. The Russian and South Korean teams protested the judging in several sports, threatening boycotts.

For most Americans, however, these were also the Winter Games that worked. Despite the bidding scandal and the record budget of nearly \$2 billion, the Salt Lake Games did seem to find a home in Utah.

As the most costly Olympics in history, and the first to impose major security measures that will most likely become standard and make hosting the Olympics even more expensive, the Salt Lake Games may also have demonstrated how difficult it will be for the International Olympic Committee to bring the Olympics to Africa and South America, as it would like to do.

Like virtually all Olympic Games, whether modern or ancient, these games could not avoid quarrels, frequently with political and geographic associations. Predictably, the winners were happier than the losers, and the home team won more medals than usual.

Link:

<https://www.nytimes.com/2002/02/24/sports/2002-games-riveting-sport-and-an-angry-backlash.html>

October 22, 2020: “Salt Lake City 2002: From Adversity to Success,” *International Olympic Committee*

The article about the success of the 2002 Games is on the official Olympics website. No author is listed. The “crisis related to the Olympic host selection process” they mention was the bidding scandal. [Source simplified for easier reading.]

The 2002 Winter Olympic Games happened after a set of unique and challenging circumstances, including terrorist attacks on 11 September 2001, an economic recession, and a crisis related to the Olympic host selection process (which led to major reforms). Despite those challenges, the Games were successful. They have been a springboard for growing winter sports and bringing more major sporting events to the state of Utah.

Salt Lake City 2002 helped to heal a nation reeling from the terrorist attack in the U.S. on September 11th, 2001. For US citizens especially, the Games became a symbol of resilience.

In 2020, Utah’s Olympic venues are nearly four times busier than they were in 2002. The Olympic Winter Games helped Utah establish itself as one of the world's leading winter sports destinations.

Since hosting the 2002 Games, Utah has hosted more than 175 international winter sports events, including more than 60 World Cup events, seven world championships, and numerous other sporting and non-sporting events. Utah is now an established training hub for world-class athletes and home to three US sport governing bodies.

In the long-term, the worldwide publicity that Salt Lake City enjoyed from the Olympic Games, combined with upgrades in the tourism, leisure, and sport infrastructure, led to steady economic growth. In 2020, it was reported that hosting more sporting events has brought about \$2 billion into Utah’s economy. Tourism has also grown. Utah witnessed an overall 72% increase in skier visits between 2002 and 2019.

Link:

<https://www.olympics.com/ioc/news/from-adversity-to-success?displayAsWebViewlight=true>

2012: “Remembering the 'Mormon' Olympics that weren't,” *Salt Lake Tribune*

This local Utah news article includes a notice that it has been archived, may be outdated, and is only meant for research (not reprinting). Note that “Mormon” is considered an outdated term for members of the Church of Jesus Christ of Latter-day Saints. [Source simplified for easier reading.]

Before the first torch was lit, many from around the world feared that the 2002 Games, nicknamed the "Mormon Olympics," would be dominated by alcohol-less parties, name-tag-wearing missionaries, and sappy music accompanied by lame choreography during the Opening Ceremony. Some imagined that the LDS church would be a smothering presence, using the occasion to constantly promote the faith.

What most participants and observers found instead during those 17 memorable days was an absence of Mormon missionaries, a surprisingly modern and diverse city, free-flowing beer, and breathtaking views and venues. Church leaders made sure there would be no proselytizing or handing out copies of the Book of Mormon away from, say, Temple Square. LDS volunteers were trained in how not to share their faith. One reporter joked that while the 2002 Olympic theme was "Light the Fire Within," the LDS Church's strategy was to "contain the fire within."

There were still Church fingerprints all over the Games. There was a picture of the Salt Lake LDS Temple as a permanent television backdrop, a giant skater banner draped over the Church Office Building, comments from church President Gordon B. Hinckley, and self-deprecating collector pins showing green Jell-O and multiple wives. Mitt Romney's lead role after a bribery scandal also gave him— and his church — a place on the world stage.

The Salt Lake City Games also provided an infinitely patient and unfailingly polite team of 26,000 volunteers, many of whom were former missionaries from the Church speaking multiple languages, and all of whom eagerly responded to requests for help. These wonderful volunteers helped set the Salt Lake City Games apart from others.

Here is what one reporter from Maine said about the Church during the Games:

"There were images of Mormons taking over the flavor of the Games, of church members spreading their beliefs on every street corner. But on the bustling sidewalks of this wide-avenued city...there is very little in-your-face religion. Many say the Mormons have been gracious hosts and these Olympics have been a chance for a little more understanding."

Link:

<https://archive.sltrib.com/article.php?id=53520793&itype=CMSID#gallery-carousel-446996>

August 11, 2016: “Top 4 Successful Olympic Host Cities,” CoachUp

This video, made by a sports coaching YouTube channel, highlights Salt Lake City as one of the top Olympic host cities of all time. Follow this link (or scan the QR code) to see the video.



https://www.youtube.com/watch?v=75ysG_ayw-Y

December 26, 2018: Christopher Kamrani, “Not every Utahn is excited about another Olympic bid. Here’s some of their objections,” *The Salt Lake Tribune*

Christopher Kamrani is a sports reporter for The Salt Lake Tribune, a local Utah news source. Polls have shown that most Utahns support bringing the Olympics back to the state, but some do not. This article covers some reasons people might oppose hosting again. [Source simplified for easier reading.]

Why are some Utahns against hosting another Olympics?

Some of them say that the Games would not serve Utahns, and that there are bigger, more pressing issues to deal with. Many worry the Games would only make Utah’s environmental concerns worse—most importantly air quality. Some don’t want to experience further traffic on highways and roads. Some responses mentioned the cost of living is already rising too high.

Deeda Seed, a former Salt Lake City councilwoman during the 2002 Games, says she remains skeptical mainly because she is suspicious of the anticipated costs. The budget for the 2030 Games is estimated at nearly \$1.4 billion, and she thinks that’s a much lower number than another Olympics would actually cost. “It isn’t all roses and gold medals,” Seed said. “It’s a complex endeavor.”

Another Utahn believes money that would go to an Olympic bid should be spent on Utahns, not on a worldwide event that lasts less than a month. Some locals may also have lingering doubts from the bidding scandal in 2002.

Others believe another Olympics would only further bottleneck roads to and from the nearby mountains and allow more expansion into the state’s wildlands and beautiful backcountry. One man said that oftentimes we’re blind and we compromise some of our other values. His concerns have more to do with the unintended consequences of the Games than the Games themselves.

Link: <https://www.sltrib.com/news/2018/12/26/it-isnt-all-roses-gold/>

February 7, 2022: Mitt Romney, “From a bad start to a glorious finish, the 2002 Olympic Games brought the Utah Spirit into clear view,” *Deseret News*

Mitt Romney led the organizing committee for the 2002 Winter Olympics in SLC. This article contains his reflections of the Games’ success, twenty years later. [Source simplified for easier reading.]

We got off to a bad start. The bidding accusations made the entire community less enthusiastic, and some even said we should give the Games back. But Utah soldiered on, doing our best to restore the trust that had been placed in us. We wondered: Would volunteers now step forward to fill the 25,000 posts that were needed? After all, volunteers would be required to work 17 straight days in the cold with no pay and no tickets. When we opened the application portal, we got our answer: Almost 50,000 signed up. Utah’s spirit of service was on full display.

The Utah spirit continued throughout the Games. People from Orem saw that the Kazakhstan women’s hockey team was not well-equipped for the competition, so they raised funds to buy the coats, gloves, and headgear that the players needed. People in Heber Valley created a cowboy village next to the Soldier Hollow competition site to give our visitors a taste of the Old West. One volunteer van driver noticed that the Paralympic athletes from Armenia had only wood skis, so he raised funds, negotiated with an equipment company, and got them competitive gear. The Paralympic athletes said that they had never seen such large crowds at their events before. Utah schoolchildren had selected a visiting Paralympic team to support — memorizing their national anthem, making their country’s flag to wave and cheering at their competitions.

Some of Utah’s most well-known citizens also stepped forward in ways I won’t forget, and tons of Utahns donated to the Games, which was a first for any Olympics. I asked The Church of Jesus Christ of Latter-day Saints for so many things that President Gordon B. Hinckley began to laugh, but we received everything we requested.

The Olympians themselves also demonstrated great qualities of the human spirit. Janica Kostelić of war-torn Croatia is one example. She and her family were determined that she would become an Olympian despite their lack of money. She competed throughout Europe, often sleeping in a car afterward because they could not afford a hotel. Just months before the Games, she had knee surgery. But in Utah, she won gold in two slalom events and silver in the super-G. It was the most dominant performance of a woman in Olympic history.

Utah is now the center of Olympic winter sports in North America. But it is much more than that for those of us involved in the Olympic Winter Games of 2002. It is a place of memories and inspiration, for here the Games did indeed “Light the Fire Within.”

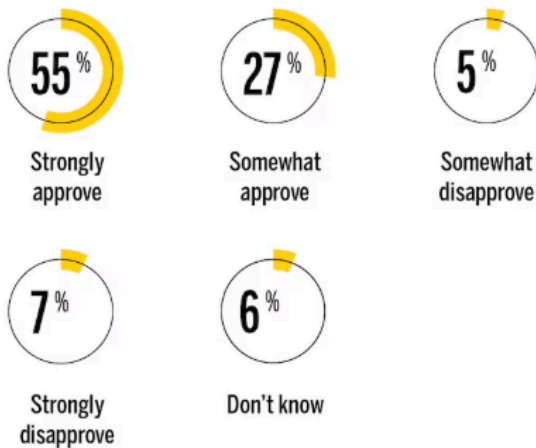
Link:

<https://www.deseret.com/2022/2/7/22916228/mitt-romney-memories-2002-winter-olympics-salt-lake-city-olympic-athletes-volunteers-gold-medal/>

February 8, 2023: Lisa Riley Roche, “Now more than 80% of Utahns want to host another Olympics, poll shows,” *Deseret News*

What does this poll tell you about getting ready for the Games? Note: Fraser Bullock is the president and CEO of the Salt Lake City-Utah bid committee for the 2034 Olympic Games. Lisa Riley Roche is a Deseret News reporter. [Source shortened for easier reading.]

**Do you approve or disapprove
of Utah hosting the Winter
Olympics again?**



Deseret News/
Hinckley Institute poll

SOURCE: Poll conducted by Dan Jones & Associates
Jan. 23-30, 2023, of 802 registered Utah voters and
has a margin of error of +/- 3.46 percentage points.

Fraser Bullock, a leader from the 2002 Games, said it's usually "incredibly difficult" to get 80% of the public to agree on anything. The Olympics are different because they bring people together to celebrate human achievement. The poll shows that unity is already strong in Utah.

"We hope that feeling of unity goes beyond our community to other countries and to the entire world. That's the purpose of hosting the Games," Bullock said. "We know what the Olympics can do. We've seen it once and we're going to see it again... There's always some turmoil in the world, but the Olympic and the Paralympic Games can be a beacon of hope as they were in 2002."

Link:

<https://www.deseret.com/utah/2023/2/8/23589379/2030-olympics-winter-games-utah-poll-russia/>

June 10, 2024: Lisa Riley Roche, “How much will it cost to host the 2034 Olympics in Utah?” *Deseret News*

This article from a local Utah news source reports on cost estimates for the 2034 Olympics. Lisa Riley Roche is a Deseret News reporter. Private funding is money that comes from people and companies instead of from the government. [Source simplified for easier reading.]

Bid leaders announced on Monday that the price tag for hosting the 2034 Winter Games in Utah is \$2.83 billion.

“These are 2034 dollars, so they’re higher just from inflation,” said Fraser Bullock, president of the Salt Lake City-Utah Committee for the Games. Adjusted for inflation, the \$2.83 billion budget is apparently about the same as costs for the 2002 Winter Olympics. There will be 40% more events in 2034 than there were in 2002, but Bullock said that since the 2002 venues can be reused, the extra cost from the new events will be “a wash.”

No state or local tax dollars are included in the budget, which Bullock emphasized is 100% privately funded (unlike it would be in other countries). The federal government is expected to help cover security costs, like it does for other major national events such as the Super Bowl, as well as possibly pay for some transportation, but Bullock says that’s not in the “core budget.”

Here are some things that are in that budget:

- Updating venues: \$309 million
- Technology needs: \$407 million
- Communications, marketing, and the “Look of the Games”: \$84 million
- Opening and closing ceremonies: \$132 million
- Personnel: almost \$500 million
- Transportation, security, and athlete housing: \$792 million
- Emergency fund for unexpected costs: \$210 million

Still, the core budget does not include everything. If it included the costs of keeping Olympic facilities running after the Games, or marketing costs for working with the U.S. Olympic and Paralympic committee, the total would be more like \$4 billion. Bullock said that would still be similar to total costs from 2002.

Where does the money come from to pay for the Olympics? Broadcast rights, sponsorships, and tickets are the biggest parts. Selling T-shirts and souvenirs will also make a difference. Donations and other sources will fill in the gaps. In the end, the state of Utah is responsible to step in if the budget fails. That was how it was in 2002 as well. However, while Utah could save the Games if necessary, the organizers are determined to raise enough money without state help.

Link: [How much will it cost to host the 2034 Winter Olympics in Utah? – Deseret News](#)

July 22, 2024: Lisa Riley Roche, “Utah’s decade of opportunity: The ripple effect of hosting the 2034 Winter Olympics,” *Deseret News*

This source from a local Utah news source reports on early ideas for preparing for the 2034 Olympics. Lisa Riley Roche is a Deseret News reporter. What lessons from 2002 do you see? [Source simplified for easier reading.]

There’s no need to rush getting the details ready for the 2034 Olympics. After all, no new permanent venues are needed, since the ones built for the 2002 Games are still being used by both elite and amateur athletes. Plus, during the “Preferred Host” stage of the IOC’s new host selection process, leaders already put together detailed plans for almost everything. There are already plans for hosting the new events that weren’t around in 2002 and plans for how many tickets can be sold for each event.

The focus for now is to get Utahns to look at what hosting can do for the state over the next decade. The governor has already started putting together a list of possible projects for what he’s called “Utah’s decade.” It includes everything from adding more state parks to using Olympians to promote physical and mental health. It also includes some big transportation projects, like expanding public transportation and adding a new passenger drone system known as “air taxis.”

“I promise they’re coming,” Governor Cox said, adding that the flying cars of the future may even be ready in time for the Los Angeles Olympics in 2028.

Another goal for the 2034 Games is to build more unity among Utahns. Fraser Bullock, the CEO of Salt Lake’s bid committee, said that in 2002 there were “volunteers from everywhere.” He believes that 2034 will be a good opportunity to build up Utah’s volunteerism again. There are also plans to give more sports opportunities to children throughout the state.

The 2034 Games is expected to bring \$6.6 billion to Utah over the coming decade in new spending, new jobs, and personal income. But Mitt Romney, who led the organizing committee for the 2002 Games, said hosting the Olympics is about more than just making money.

“What it means to Utah is a chance to serve the world,” Romney said. He said lots of other places have great venues and hotels for hosting the Olympics, but “what stood apart in the Games of 2002 was the welcoming, collaborative service of the volunteers that staffed the Games... people couldn’t believe how helpful the folks in Utah were.” His advice for Utahns is to focus more on what they can do for the Olympic athletes and viewers than on what the Olympics can do for Utah. He says if they do that, “they’re going to be delighted.”

Link:

<https://www.msn.com/en-us/sports/nhl/utah-s-decade-of-opportunity-the-ripple-effect-of-hosting-the-2034-winter-olympics/ar-BB1qs2HL>