



The Tower
RICE-ECCLES
STADIUM

To: Colin Hilton, President & CEO Utah Olympic Legacy
From: Mark D. Burk, Director of Stadium & Arena Event Services
Date: April 10, 2014
Subject: Removal of Hoberman Arch, and Reduction of Olympic Park

Please review the following update regarding the Olympic Cauldron Park, 2002 Winter Olympic Theater and Hoberman Arch projects, approved by the United States Olympic Committee (USOC) in November 2012. The involvement and cooperation of the Utah Olympic Legacy Foundation (UOL), was critical to this approval, and the University expresses appreciation for your assistance.

Overview Update

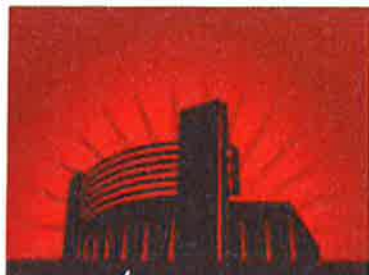
The University of Utah was a proud supporter of the Salt Lake City 2002 Olympic Winter Games, and has continued the preservation of the Olympic experience and legacy over the past decade. This commitment has included the operating and maintenance of the Olympic Cauldron Park, Visitor's Center & Theater, and Hoberman Arch. Recently, the University was invited to be a part of the PAC 12 Conference which has been exciting for the University and the faculty, staff, students, and fans. This new conference and its level of athletic competition require the University to make many changes and improvements. Rice-Eccles Stadium, as the home venue to Utah Football, is an area where some of these changes are required. This has impacted the Olympic structures residing on location there.

The University has operated and maintained the fore mentioned venues and structures as defined by three written agreements between the University and USOC. Two of these have expired, and the third agreement will expire in a few years. In 2013 the University received approval from the USOC to close the Visitor's Center & Theater and remove the Hoberman Arch. The University also received approval from the USOC to reduce the Olympic Cauldron Park footprint, while maintaining some space at the venue to commemorate the games held there.

The University intends to remove and replace the South stands, training rooms and locker rooms initially, which is in the current location of the Olympic Cauldron Park. This first phase of renovation into the South Plaza will be followed, sometime in the future, by an additional larger expansion of stadium seating capacity. It is the intention of the University to create permanent space for the Cauldron as part of the new expansion project; thus keeping the Olympic legacy for years to come. The transition as described below began in 2013 and consists of two phases.

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Phase I Update

Olympic Visitor's Center Gallery and Theater: The Olympic Visitor's Center and Theater will be remodeled into an upgraded reception room and conference room, to be used as part of Stadium & Arena Event Services rentable inventory. This space will also be used by Utah Athletics for game day operations. As you know the Theater assets and equipment, pertaining to the Olympic Visitor's Center Gallery and Theater, have been transferred to the Utah Olympic Legacy Foundation. At the direction of UOL, items were integrated into the George Eccles Salt Lake 2002 Olympic Winter Games Museum, the Alf Engen Ski Museum, and throughout the Joe Quinney Winter Sports Center and Theater at Utah Olympic Park.

Hoberman Arch: The University entertained suggestions from the Utah Olympic Legacy Foundation as to new suitable locations and potential new owners for the arch. The University is pleased to report that Salt Lake City Cooperation, assisted by the Salt Lake Art Design Board and the Salt Lake City Arts Council, will relocate the Hoberman Arch to a future Olympic Legacy site in Salt Lake City. (see attached letter from Mr. David Everitt, representing Mayor Becker's office).

Based upon this commitment from Salt Lake City, the University will remove the Hoberman Arch this Spring, and transport it to Salt Lake City's designated storage location (at 2000 West 500 South). To accomplish this move, we will use the same contractor who installed the Hoberman Arch in 2003. It is important this project is completed by August 1st 2014. This area is needed for a new VIP Hospitality area, and for queue up entry and egress of the growing sellout crowds now attending Utah Football games.

Olympic Cauldron Park: The USOC has approved reducing the physical footprint of the current Olympic Cauldron Park or the "Commercial Free Zone," (as described in the original agreement). A smaller Park within the original footprint will be created which will include: the cauldron, cauldron fountain, and cauldron viewing platform, bearing some Olympic trademarks and names. All other Olympic signs, trademarks, and names will be removed from the former footprint of the current park. It is also the University's desire and intent to complete this change prior to the new football season which begins in late August, 2014. A new agreement with USOC has been approved for the smaller Cauldron Park which is under contract until September 2015. The University will continue the same operation and maintenance program, as agreed upon in the original agreement, and is now applicable to the smaller footprint.

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Summary

The University is providing this update, regarding the renovation of the Olympic Visitor's Center & Theater, removal of the Hoberman Arch, and reduction of the Olympic Cauldron Park and Commercial Free Zone as outlined above. The University has demonstrated its commitment and respect to the Olympic legacy over the past decade and intends to uphold the new agreement between the University of Utah and USOC. The University desires to continue our cooperative efforts with the UOL, as we implement the renovations as described above.

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