



## GET THE FACTS

# UNITED STATES OLYMPIC MUSEUM

### OVERVIEW

The 2012 Olympic Games in London was the most-watched television event ever in the United States with more than 219 million viewers. Olympic interest is extremely high and growing. And yet, with all this attention, there is no Olympic Museum in the United States.

The Museum will work closely with the United States Olympic Committee to create not simply a new museum but also, collaborating with the Olympic Training Center, an engaging and memorable "Olympic Experience." The Museum and Hall of Fame will highlight the values, historic moments, outstanding athletes and teams, and our collective memories of the Olympic and Paralympic Games—and will create interactive experiences that convey the universal power of the Olympic movement.

The architecture of the Museum will be a 21st century icon for both the Olympic movement and the nation. Its shape and design will represent the values and spirit of the US Olympics and Paralympics in every way. These include, but are not limited to, full accessibility for all visitors, state-of-the-art technology incorporated throughout, energy efficiency and environmental sustainability.

### PROGRAM

- The United States Olympic Hall of Fame
- Theater that will introduce visitors to the Olympic Movement, as well as host guest speakers and special events
- 20,000-SF exhibition hall
- Interactive exhibits
- Champions Plaza, an outdoor public gathering place and amphitheater designed for multiple uses: special events, exhibit-related programming and civic gatherings
- Retail space with uniforms, souvenirs, books and commemorative merchandise, as well as a café
- 1,000-SF broadcast studio for use by national and international press
- 8,000-SF flex space for private and special events, as well as traveling exhibits and programs

### LOCATION

Southwest Downtown Urban Renewal Area, Colorado Springs, CO

### COST

\$59,389,000

### PROJECTED OPENING DATE

Summer 2017

Visit [www.cityforchampions.com](http://www.cityforchampions.com) to learn more.