



Annual Report

2023-2024

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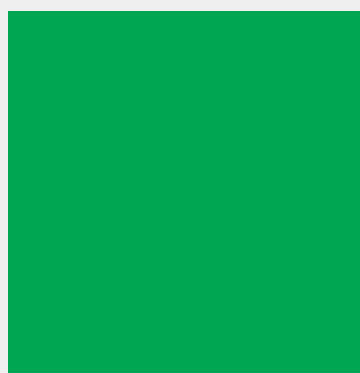


Table of Contents

About.....	1
Mission and Vision.....	2
Board of Trustees and Museum Team.....	3
Visitation.....	4
Collections.....	5-7
Education.....	8
Events and Outreach.....	9
Media.....	10
Social Media.....	11-13
Donor Report.....	14
Contact Us.....	15

This report is for the 2023-2024 Fiscal Year. The Lake Placid Olympic Museum’s FY begins April 1 and ends March 31. This report was drafted on March 6, 2024 and will be updated in April 2024 to reflect the remainder of March.

ABOUT

In 1974, shortly after Lake Placid was awarded the 1980 Olympic Winter Games, community members decided to create a collection of materials pertaining to the Games for future use in a museum/research facility. At the end of the 1980 Olympic Winter Games, the Olympic and Winter Sports Museum, a private, not-for-profit museum, was opened at the former Austria House in Lake Placid.

In 1981, the New York State Legislature created the NYS Olympic Regional Development Authority (ORDA) to manage the 1980 Olympic venues and to ensure their use by the public for sporting, recreational, and educational purposes. The museum entered into a facility management contract with ORDA in August 1994, and a museum board was formed to establish and oversee the implementation of policies for the museum's governance and operation. Then, the 1932 & 1980 Lake Placid Winter Olympic Museum opened to the public.

This private, not-for-profit group received a provisional charter from the NYS Board of Regents in April 1995. In November 1996, the museum board entered into an agreement with ORDA to define the roles they would both play regarding the museum and to ensure that it was operated in accordance with professional museum standards. In October 1998, the museum was granted 501 (c) 3 tax-exempt status by the IRS. On October 11, 2000, the Town of North Elba gave the collection to the 1932 & 1980 Lake Placid Winter Olympic Museum, allowing the museum to obtain an Absolute Charter from the Board of Regents of The University of the State of New York Education Department. Absolute Charter number 23,071 was granted to the museum on December 15, 2000.

The museum received the 2005 Olympic Cup, the oldest award given by the International Olympic Committee, the first time a museum had received the award. The Cup, which originated in 1906, is given for recognition of an institution or association with general reputation for merit and integrity that has been active in service of sport and contributed to the development of the Olympic Movement. The award was accepted on behalf of the people of the Lake Placid region.



Mission & Vision

Mission:

Tell the world about the Olympic movement and Lake Placid's rich winter sports history in order to promote the values of the Olympic Games to the broadest possible audience.

Vision:

Build and inspire an awareness for this and future generations through the stories of the Olympic Winter Games.

Olympism is defined by the International Olympic Committee as a philosophy of life, exalting and combining in balance whole the qualities of body, will, and mind.



Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for fundamental ethical principles.



Board of Trustees

EXECUTIVE COMMITTEE

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Treasurer

Catherine Bemis
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BOARD TRUSTEES

Nancy Beattie

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Cora Clark

Sean Donovan

Kelly Gonyo

Tom Mason

ADVISORY COMMITTEE

Greg Gallacher

Kari Hoffman

Brooks Reynolds



Museum Staff

Courtney Bastian
Director

Julia Herman
Collections Manager

Bridey Ryan
Guest Services

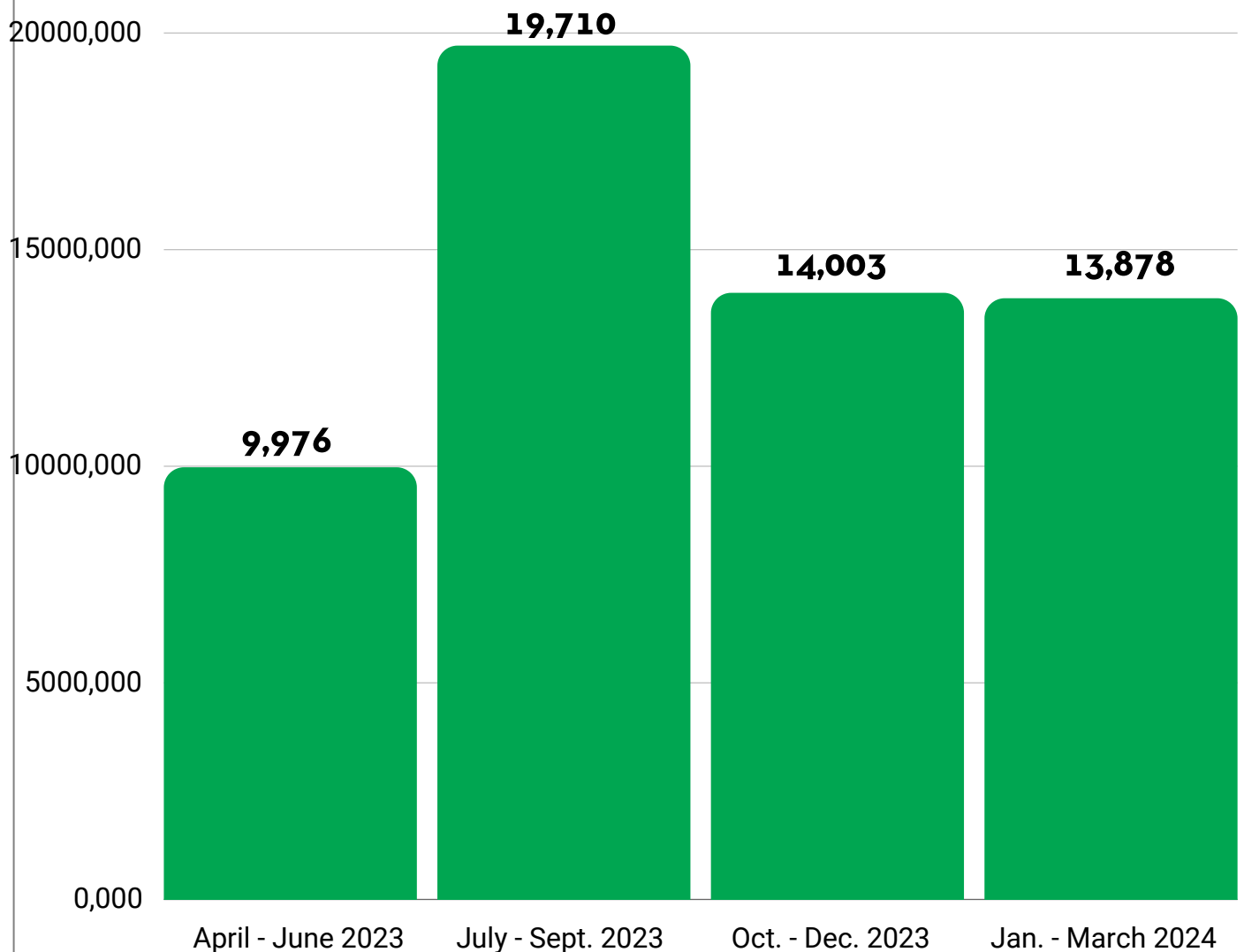
Visitation

During the 2023-2024 year, the Lake Placid Olympic Museum welcomed over 57,000 guests.

Our Busiest Days:

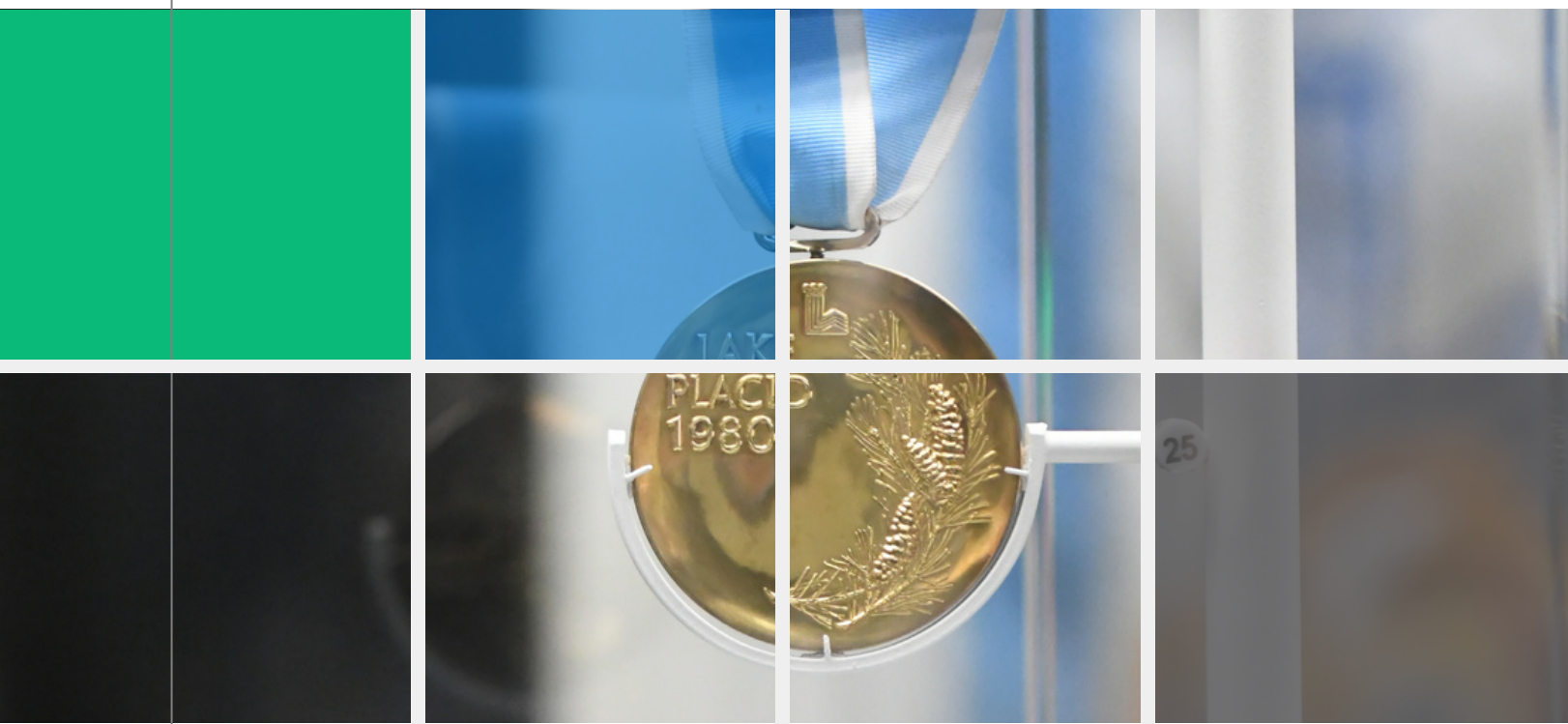
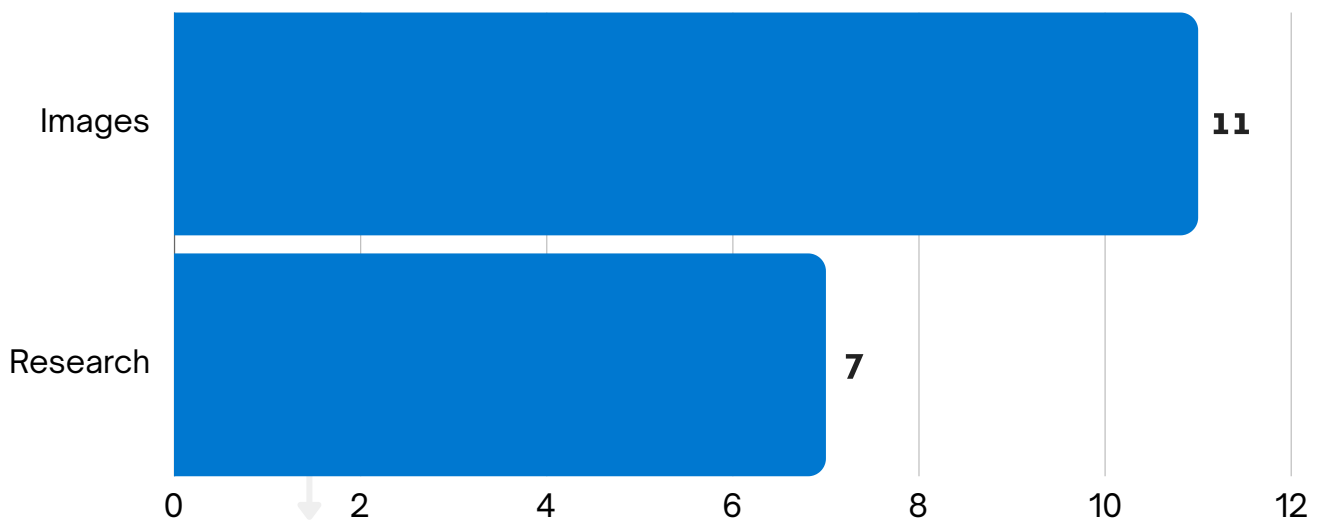
1. October 10, 2023: 829 visitors
2. February 19, 2023: 637 visitors
3. August 8, 2023: 605 visitors
4. June 24, 2023: 555 visitors

QUARTERLY VISITATION AVERAGES



Collections: Requests

The Lake Placid Olympic Museum continues to improve the accessibility of the collection and serve the public by fulfilling research and image requests. We have provided historic images from the LPOM collection to other museums and nonprofit organizations, magazine publications, news outlets, local businesses, scholars, and students.



Collections: New Acquisitions

This past year, we acquired items that added historic value to the Lake Placid Olympic Museum's collection. Each item has its own unique story about the Winter Games and will help future generations learn about Lake Placid's Olympic legacy.

WORLD UNIVERSITY GAMES



In 2023, Lake Placid hosted the World University Winter Games. As a result, we obtained various FISU items to add to the collection. Other new objects we accessioned included uniforms, alpine flags, official posters, bibs, and more.

“OLYMPIC TORCH RUNNER”



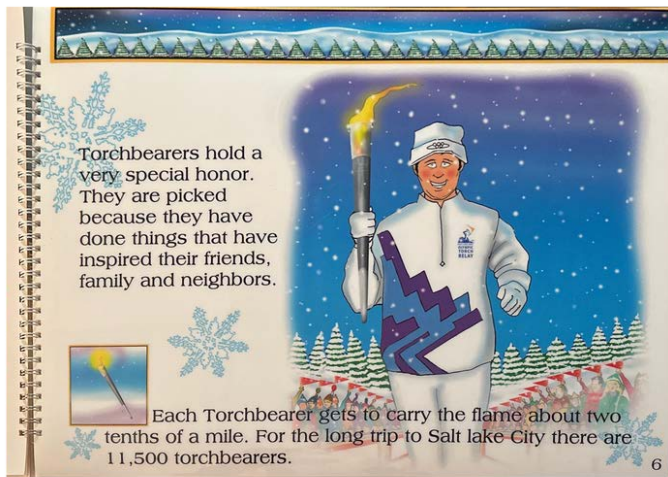
Donated by Claire DelNegro, her Aunt Eileen received this drawing of an Olympic torch runner in 1984; it was presented to her by the Princess Anne of Great Britain.

ORIGINAL 1980 MERCHANDISE



Donated by Adam Friedman, this 1980 hat and scarf set was discovered at a warehouse in the Catskills by a gentleman conducting an inventory. These extra 1980 hats and scarfs had been sitting in storage for 42 years before they were discovered!

2002 TORCH RELAY PICTURE BOOK



Donated by Dill Driscoll, this children's picture book tells the store of the torch relay for the 2002 Olympic Winter Games. This picture book was originally gifted to Dill as a commemorative gift after his involvement with planning the 2002 relay.

MICHAEL MILLER PIN COLLECTION



After corresponding with avid Olympic pin collector Michael Miller, Museum Board President Jon Becker secured a large donation of Olympic pins for the museum's collection. Miller's collection arrived in 19 boxes, and once museum staff organized the donation, we accessioned 461 Winter Games pins.

Education

From April 2023 to March 2024, we hosted sixteen field trips, ranging from elementary to high school, and we connected with more than 450 students. We offered hands-on activities, including the Mock IOC Election and the Olympic Fact File, to field trip groups.

In May 2023, we launched our new Live Virtual Field Trips to bring the museum into classrooms nationwide. We hosted two virtual field trips with plans to expand upon this program's offerings.

PROGRAMMING

In February 2023, we revised our public program, Touch-A-Torch. This museum program educates visitors about the Olympic Torch Relay and gives them the opportunity to hold an original 1980 Olympic Torch. In ten iterations of relaunching this program, we reached 319 visitors. During one program, we had 91 participants.

EDUCATOR RESOURCES

In 2023, we launched free educator resources that explore winter sports history and Lake Placid's Olympic legacy. We created lesson plans and student worksheets that included primary resources, learning objectives, suggested materials, and other resources to make teaching the Winter Olympic Games more interactive and fun for students.

Our educator resources are categorized by school level (elementary, middle, and high school). They are created for in-classroom and museum field trips, with optional extension activities available. We encourage educators to adapt lesson plans to meet their classrooms' needs, and we invite schools to organize a field trip to the Lake Placid Olympic Museum to discover more!

18

teacher resources were created
in 2023-2024 for grades K-12.



ELEMENTARY

- All About Pins
- Alphabet Search
- Flag Mix-Up
- Host City Research
- Olympian Fact File
- Olympic Discovery
- What is a Centennial
- Athletes & Adjectives
- 4 Quick Activities

MIDDLE SCHOOL

- Flag Mix-Up
- Object Mix-Up
- Olympian Facts
- Predicting the Future
- Title IX and Women's Sports

HIGH SCHOOL

- A Crisis of Confidence
- Commitment to Climate Change
- Mock IOC Election
- Athletes & the Media

Events and Outreach

This year, we participated in the global event, World Olympic Day, on June 23, 2023. Based on the pillars of “Move, learn, discover—Together for a better world,” this event promotes cultural and educational activities aimed at everybody, regardless of age, gender, social background, or sporting ability.

On December 8, 2023, we hosted the Make-A-Medal Workshop as part of the Lake Placid Village Holiday Stroll event schedule. We provided craft supplies for approximately 100 children who attended the event.

Our museum benefit fundraiser, “See You in Paris,” took place on February 17, 2024. This event celebrated the centennial of the first Winter Olympics in Chamonix, France, in 1924 and the upcoming 2024 Paris Summer Olympics. The benefit included a wine and chocolate pairing, and we sold 67 tickets.



Media Headlines

Press-Republican

“Olympic Museum Reopens”

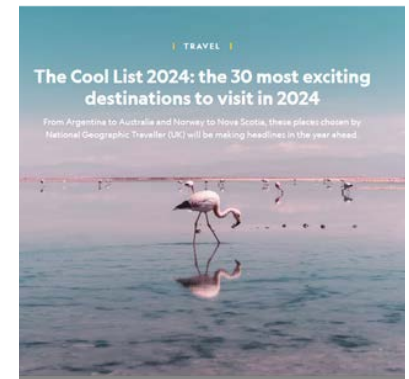
By: Lauren Yates



National Geographic

“The Cool List 2024”

By: Rory Goulding & Connor McGovern



North Country Public Radio

“Sen. Gillibrand Tours Olympic Museum”

By: Emily Russell



Lake Placid News

“Bastian Sharing More History at Olympic Museum”

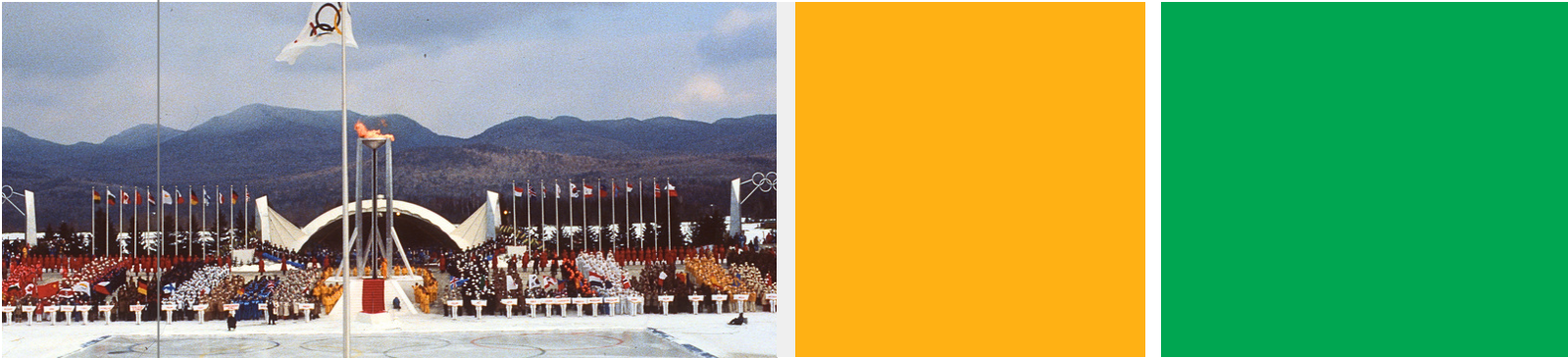
By: Sydney Emerson



NBC 5

“Mike Eruzione Brings ‘Miracle on Ice’ Back to Life with his Family”

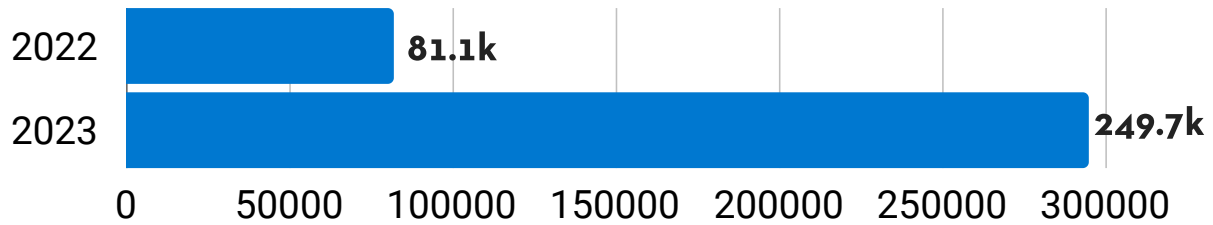
By: Noah Cierzan



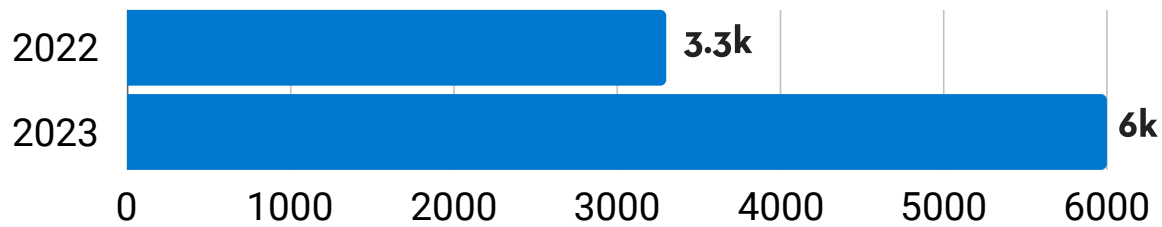
Social Media: Facebook

By strategically participating in social media campaigns, online trends, and consistent posting, we grew our social media exponentially in 2023-2024.

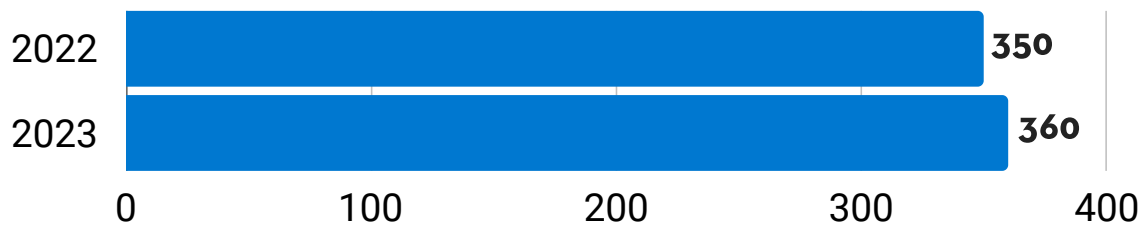
Facebook Reach: 2022 v. 2023



Facebook Profile Visits: 2022 v. 2023



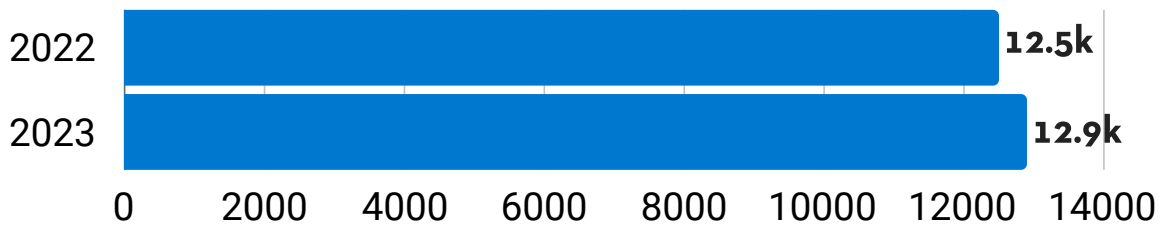
Facebook New Follows: 2022 v. 2023



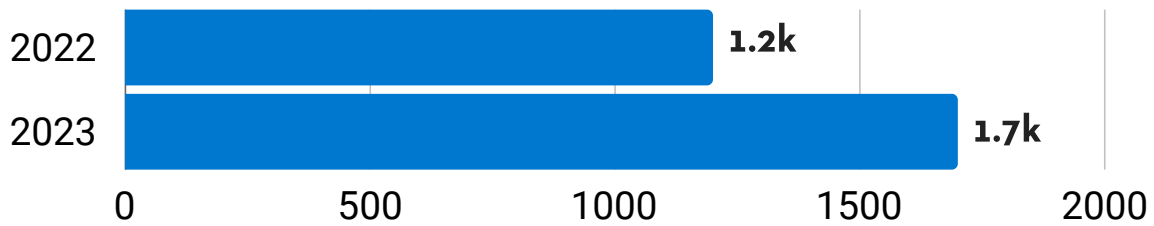


Social Media: Instagram

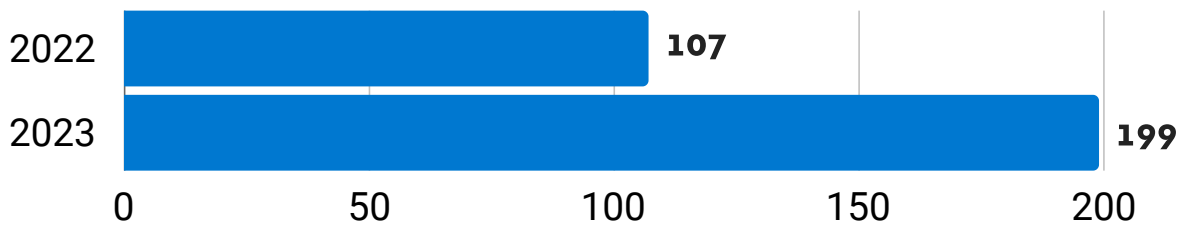
Instagram Reach: 2022 v. 2023

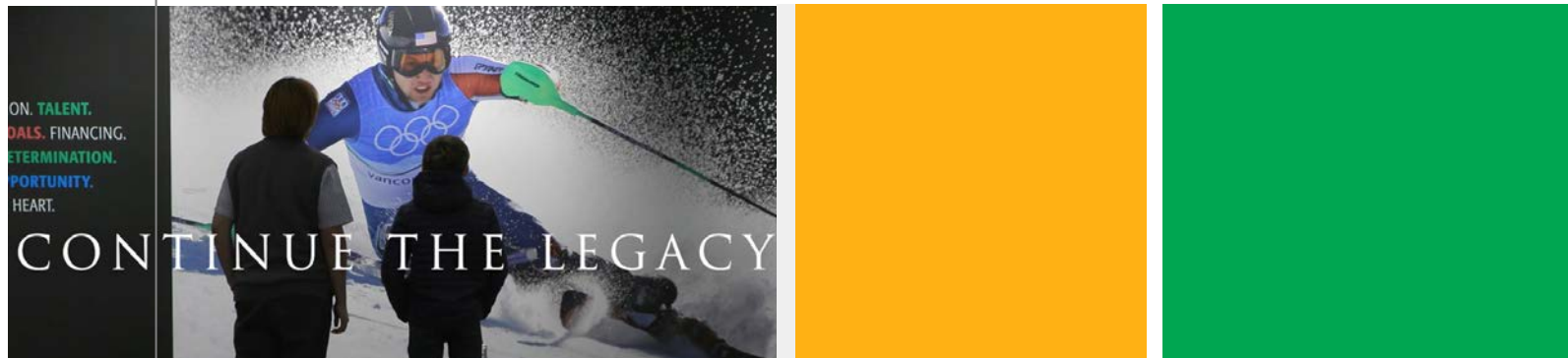


Instagram Profile Visits: 2022 v. 2023



Instagram New Follows: 2022 v. 2023





Social Media Campaign: Giving Tuesday

On Tuesday, November 28, 2023, we participated in Giving Tuesday, a global day of philanthropy recognized worldwide.

In collaboration with North Country School and local Olympian Andrew Weibrecht, we launched the “Continue the Legacy” campaign. We reached over 2,000 accounts on Instagram and Facebook and generated 7 new donors resulting in \$440.

Social Media Campaign: #WinterOlympics100

January 25 through February 5, 2024, marked the centennial of the first Winter Olympic Games. To celebrate this historic milestone and connect with Olympic stakeholders globally, the Olympic Museum Network launched the #WinterOlympics100 social media campaign.

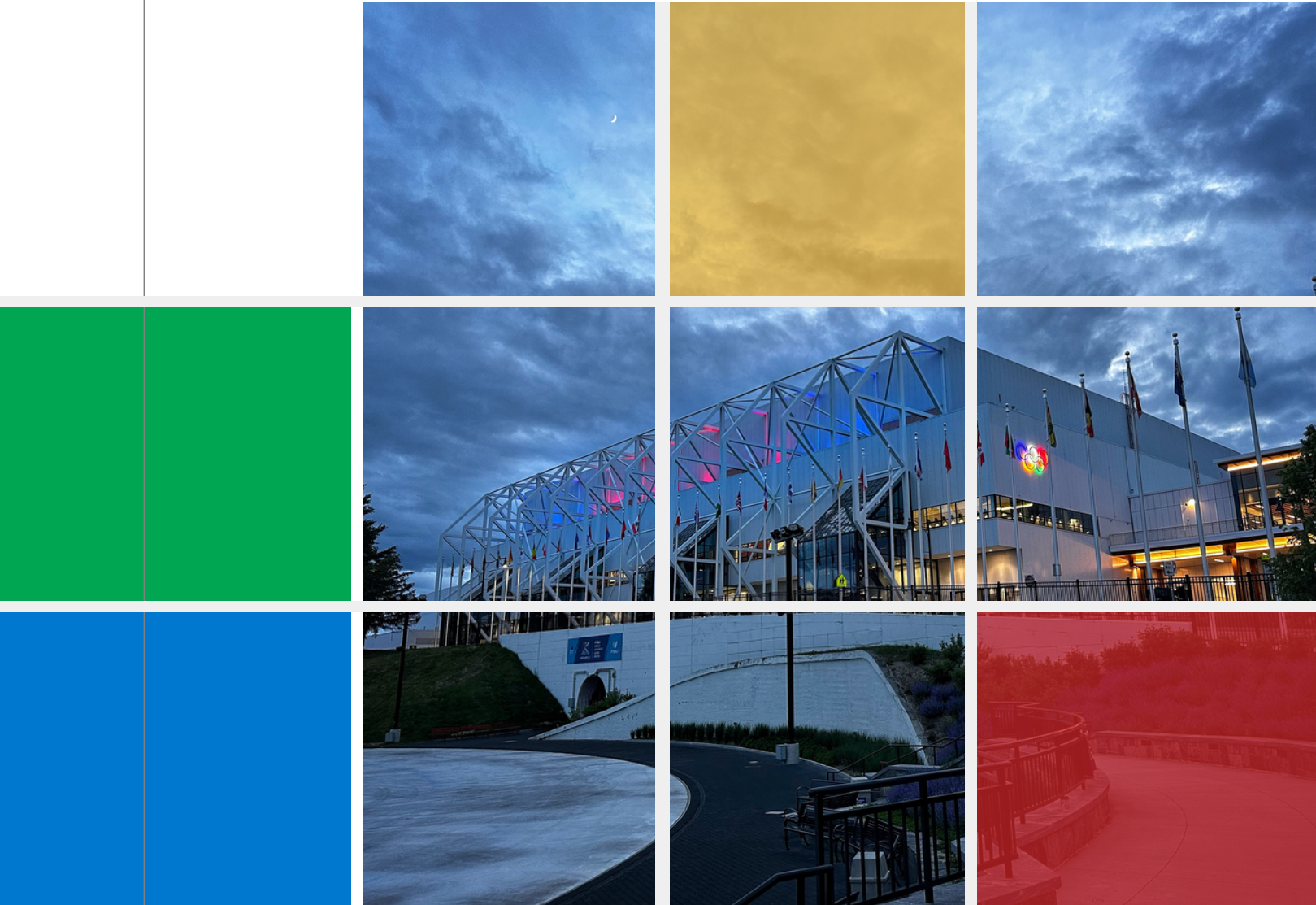
During this campaign, we shared histories and images that connected the first Winter Olympics to the 1932 and 1980 Lake Placid Olympic Games. We recorded the most success on Facebook, reaching over 283,837 people with content interactions of over 2,400. On January 30, we shared an image of curling from the archives, which reached more than 225,491 people.

FY 23/24 Donor Report


Thank you to the donors who supported the Lake Placid Olympic Museum in the 2023-2024 Fiscal Year. Your gift helps us create new programs that blend sport with culture and education, care for our collections, and continue to be a resource for our community and visitors. Your generosity and confidence in our mission are graciously appreciated during this year of organizational growth. Together, we can continue the legacy that inspires.


Anonymous
 A. Lorraine Kelly
 Adam Jed
 Adirondack 105
 Adirondack Foundation – Caroline and Serge Lussi
 Designated Action Fund
 Adirondack Foundation – Kiwassa Fund
 Adirondack Foundation – Peter and Heidi Roland
 Family Fund
 Adirondack Winery
 Alfred and Elaine Walden
 Aline LaBrake
 Allola Graham McGraw
 Arthur and Sandy Bissell
 Ashley and Bengt Walden
 Barbara Dwyer
 Beverly Reid
 Blackbaud Giving Fund: The Kraft Group
 Brian and Meredith Hogan
 Can/Am Hockey of Lake Placid
 Carol Nevulis
 Caroline Welsh
 Catherine Bemis
 Charities Aid Foundation America – Constellation
 Christine Barnes
 Cloudsplitter Foundation
 Cora Clark
 Dan and Betsy Senkowski
 David and Claire Smith
 Denis and Brita Chagnon
 Diana Feldman
 Donald "Ken" White
 Donald Gage Scammell and Judith Rand Scammell
 Doug and Carol Hoffman
 Douglas Stewart
 Ernie and Sara Stretton
 Fidelity Charitable Donor – Advised Fund
 Frederick Schwarz
 George Matthews and Sherry Kindred
 Georgia Jones
 Gregory Peters
 Hadley Exhibits Inc.
 Hannaford Community Bag Program
 Helen Demong
 Ingrid O'Neil
 James Brooks
 James LaPosta

Jeff and Debbie McLean
 Jerry and Judi Strack
 John and Marie Cogar
 John and Sandy Taylor
 Jonathan and Patricia Becker
 Justin Wachowski
 Karen Cooper
 Karen Fountain
 Kevin Brady
 Lake FM - 93.3 & 102.1
 Lake Placid Family Dental
 Long Run Wealth Advisors
 Matt and Caroline Roy
 Naj Wikoff
 Nancy Colon
 Nancy H. Beattie Family Trust
 Nathan Jablonski
 North Country Radio
 NYSCA/CNY Arts
 Paige Fralick-Passer
 Patrick and Jennifer Ledger
 Philip and Wendy Nulty
 Playin' Hooky Guiding
 Richard and Olga Miller
 Ruth Hart
 Ryan Halkett
 Schwab Charitable
 Sean Donovan
 Sonja Boehner
 Stan and Christina Ransom
 Steffaro Family Charitable Fund
 Steve and Brooks Reynolds
 Steve Sama and Bronwen Perkins
 Stewart's Foundation
 Susan and William Otis Jr.
 Terry Robards Wine & Liquors
 The Bookstore Plus Music & Art Inc.
 The Reynolds Group of Lake Placid
 Thomas Mason
 Tom Curley and Marsha Stanley
 Tracey Strack
 W. Scott and Cathy McGraw
 William and Gail Kissel
 William Decker
 Winebow
 Wyatts of Lake Placid



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