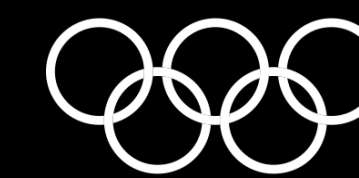


Utah 2034



Our Vision: **ELEVATE**

- Our Communities
- Sport
- Games Experience



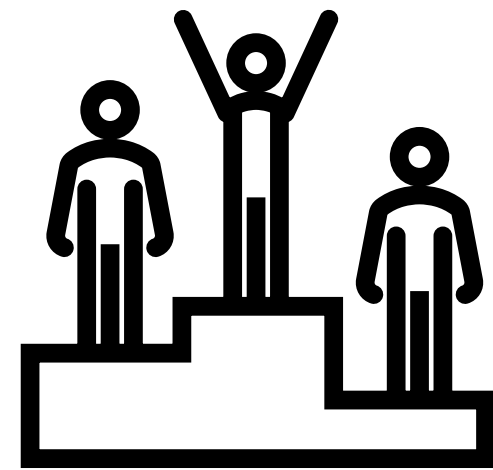
Winter Games

by the numbers



16+

Sports
Disciplines



3,500+

Athletes



92

National Teams



195+

Medal Events



3.3 M

Tickets



40%

Larger than 2002

Partnering through 2034

ENGAGE

- Education
- Youth
- Volunteers
- Communication
- Athletes

CELEBRATE

- Celebrations
- Culture programs
- Community activities

CATALYZE

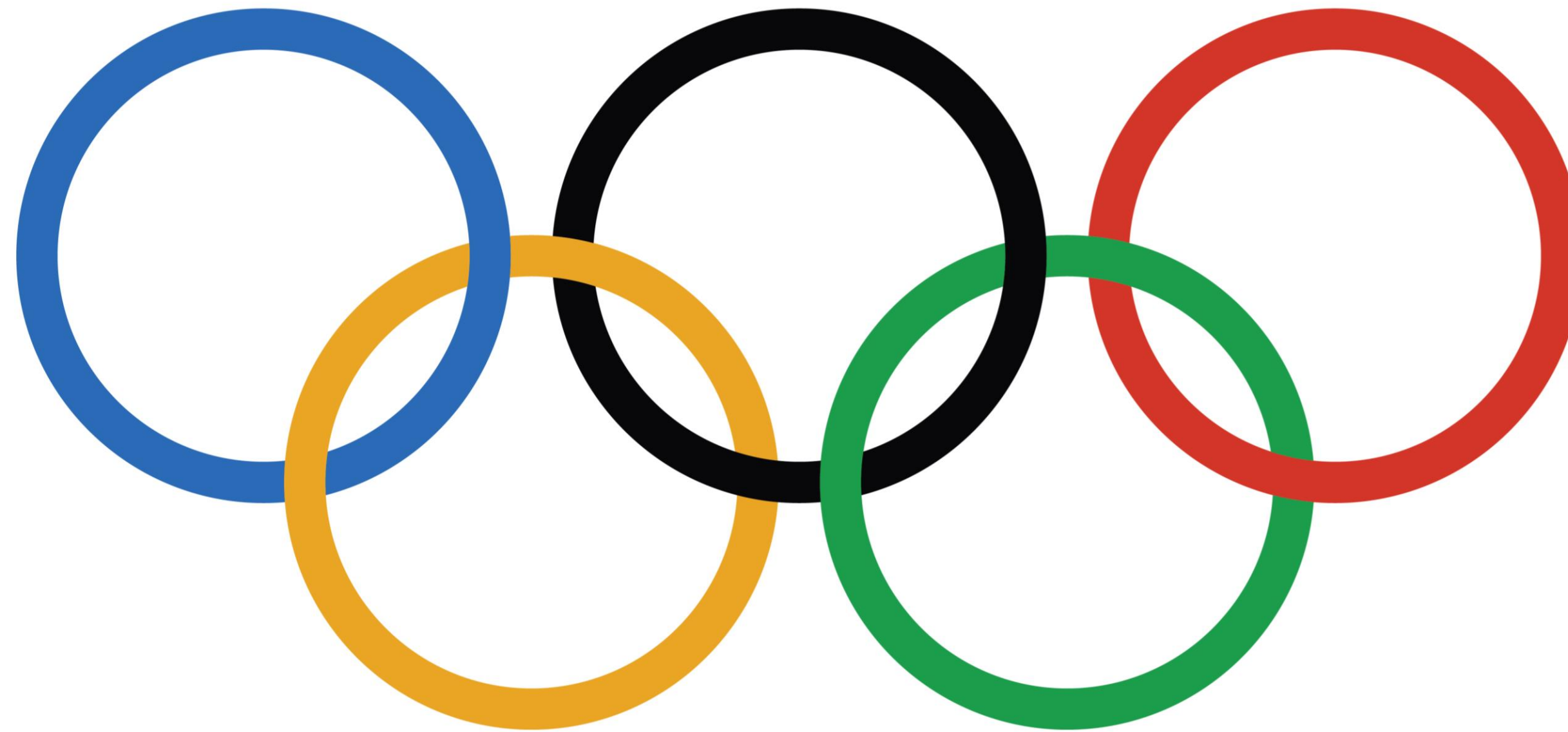
- Community initiatives
- Long-term plans

DRIVE IMPACT

- Local economic impact
- Legacy programs
- Unity

PLAN & OPERATE

- Public safety
- Transportation
- City services



Think Global, Activate Local:

The Olympics and Downtown Placemaking





Laura Hanson

Senior Advisor for
Long-Range
Planning

Office of Governor
Spencer J. Cox

801-589-8479
laurahanson@utah.gov

BUILD Coordinating Council

- **Facilitate greater coordination** among growth policy area long-range plans across state agencies and different levels of government;
- Identify opportunities to leverage state investments to **advance shared statewide goals**; and
- **Maintain and improve quality of life for current and future generations of Utahns.**



Spencer J. Cox

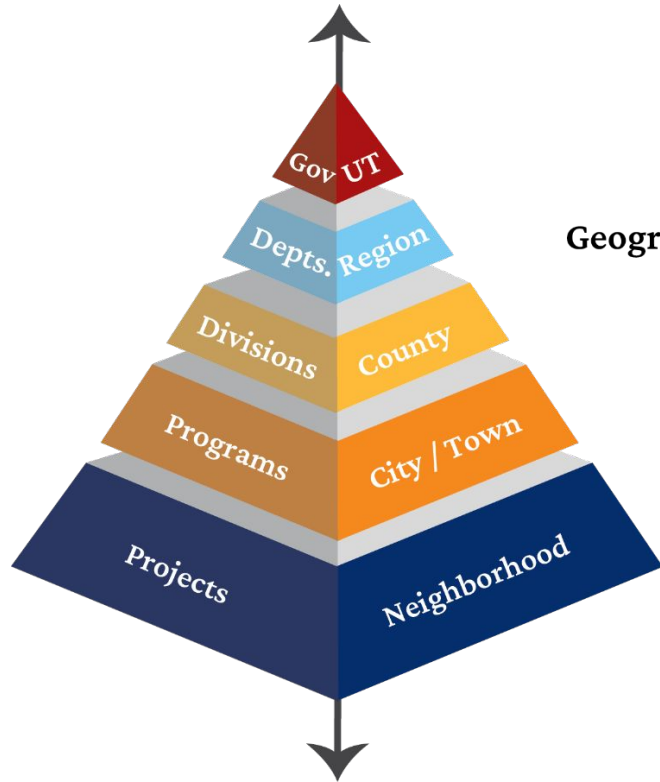
Governor

EXECUTIVE ORDER

2025-06

Establishing the BUILD Coordinating Council

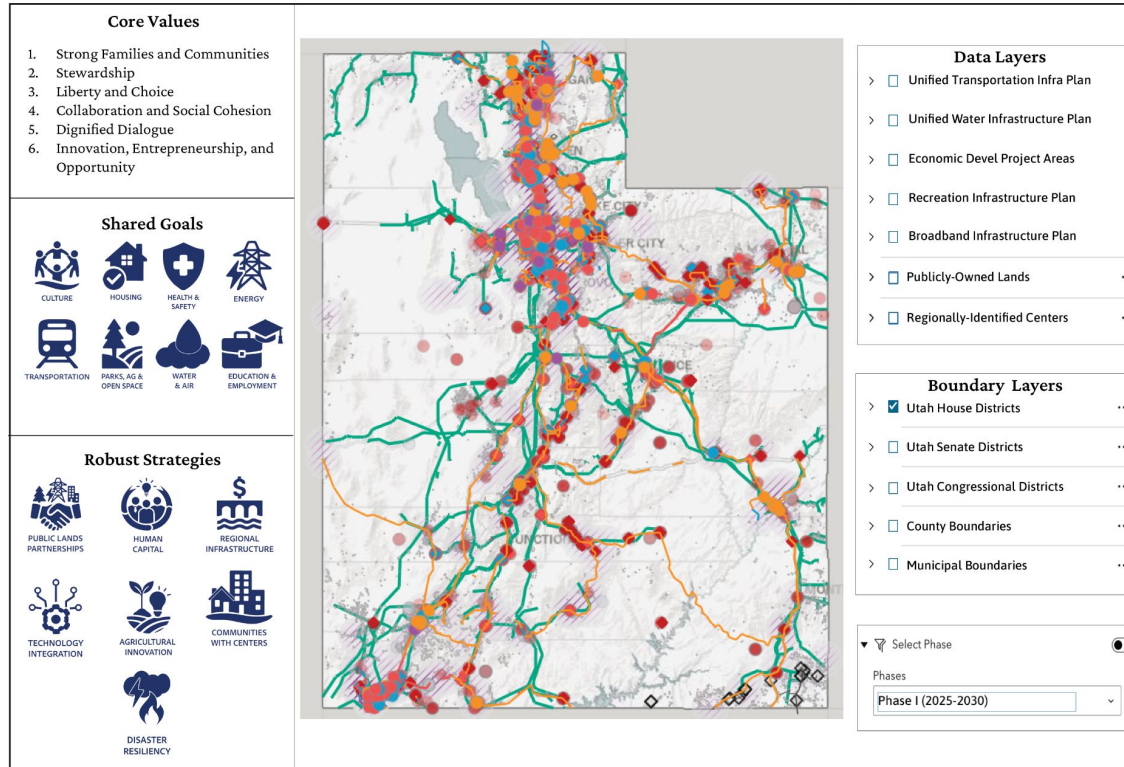
Vertical and Horizontal Coordination



Geographic Area

Geographic Area	Wastach Front	↔	Cache Valley	↔	Uintah Basin
Topic	Transportation	↔	Econ Devel	↔	Housing
Agency	DNR	↔	DEQ	↔	UDAF
Sector	Private	↔	Government	↔	Institutional
Branch	Executive		↔	Legislative	

Shared Statewide Vision for the State





THINK GLOBAL, ACTIVATE LOCAL //

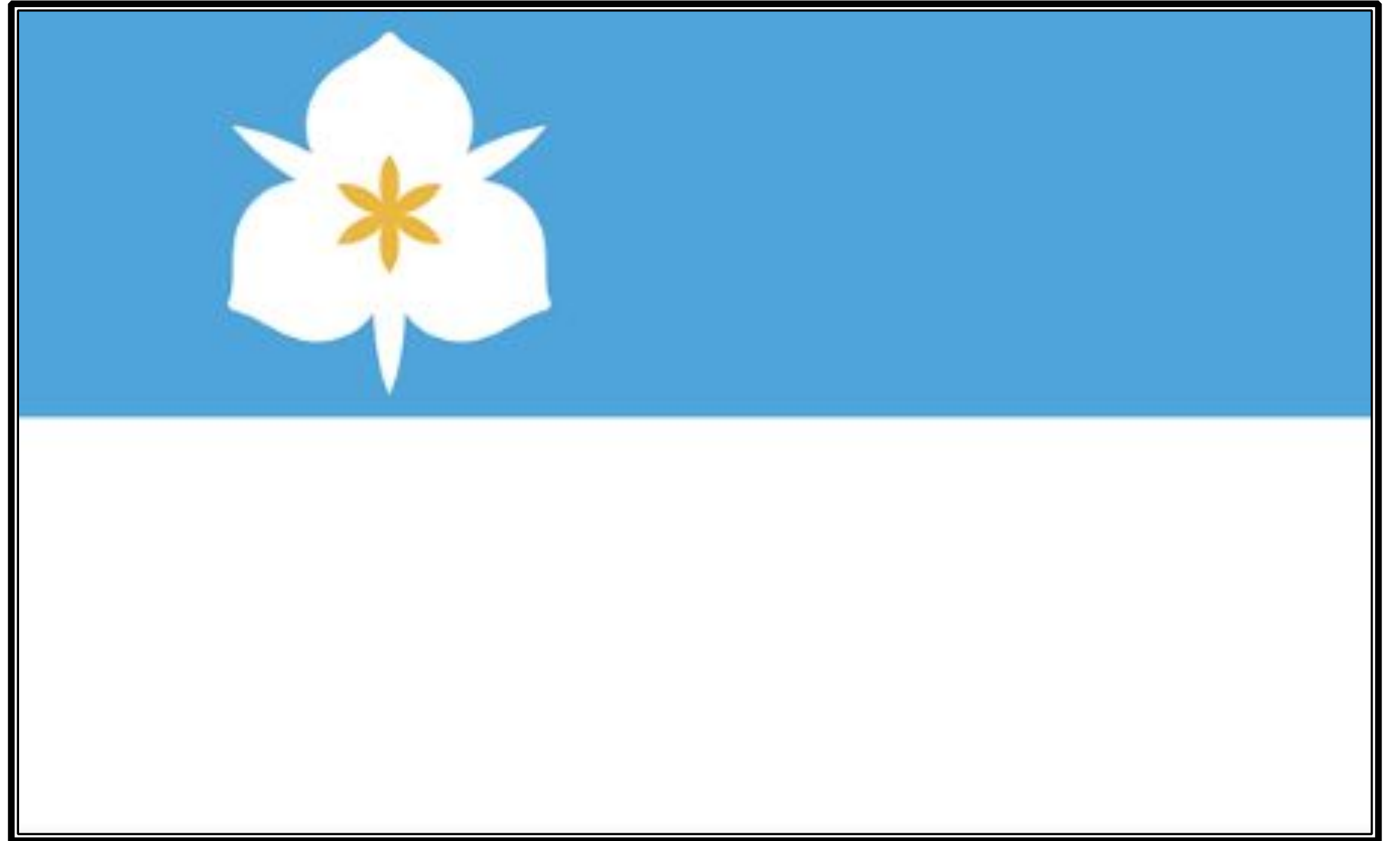
THE OLYMPICS & DOWNTOWN PLACEMAKING

Preservation Engaged– June 12, 2026



Michaela Bell
Deputy Planning Director
Salt Lake City

michaela.bell@slc.gov







THE DOWNTOWN PLAN

DOWNTOWN'S STORY FROM TOMORROW

KEY MOVES



ARTS, CULTURE & PLACEMAKING





VISIT
Ogden

SARA TOLIVER
VISIT OGDEN

WORKING DRAFT

OGDEN OLYMPIC COMMITTEE

PILLARS

STRONG
INFRASTRUCTURE

MEANINGFUL
CONNECTIONS

COMMUNITY
READINESS

VIBRANT
ECONOMY

LEGACY OF
SPORT

BRANDING

COMMUNICATION

ACCESSIBILITY

05.

MEANINGFUL CONNECTIONS

01. Events • • • • •

- I. WORLD CUP IN SUN VALLEY
- II. COMMUNITY OUTREACH AND INPUT
- III. MILAN CORTINA OPENING CEREMONIES VIEWING PARTY
- IV. WINTER EVENT CREATION
- V. TEST EVENTS - WORLD CURLING & SKI
- VI. TORCH RELAY
- VII. OPPORTUNITIES FOR COMMUNITY ENGAGEMENT DURING GAMES

02. Arts & Culture • •

- I. OLYMPIC MURAL
- II. GATEWAY DEVELOPMENT
- III. PUBLIC ART PROJECTS
- IV. INVOLVEMENT OF ADDITIONAL GROUPS TO ENSURE REPRESENTATION



- 24th Street Interchange
- Downtown to Snowbasin
- FrontRunner Stop
- Revitalization of Union Station
- Torch Relay
- Community Activation
- Olympic Mural
- Public Art Projects
- Hospitality Elevation
- Lodging Capacity Downtown
- Economic Opportunities
- Media Opportunities
- Volunteer Legacy
- Enhanced Accessibility

UNION STATION





Heber City

Rachel Kahler
Executive Director

Visitors Go Where the Locals Are...



2026 Programming at Main Stage at City Park



Market on Main — 12 Weeks

Saturday Sunset Music Series — 18 Weeks

Soulful Sundays — 12 Weeks (Yoga & Live Music)



Cinco de Mayo Block Party — Tuesday, May 5 | 5–8 PM

Dogs Day in the Park — Saturday, May 23 | 10 AM–12

Heber Valley Wellness for Everyone — Thursday,

September 10 | 5–8 PM

Halloween Fest — TBD



Old Fashioned Christmas — Friday, December 4

Lights on Festival Street - Saturday, Dec 5 - 24



60 Individual Events, plus Coordinating Community Events



COMMUNITY COSTUME
CONTEST



WINTER LIGHTS
DISPLAY



MAIN STREET
PARADE ENTRY



FESTIVAL CELEBRATION

Historic Preservation Initiatives

- 💰 **Revive & Reside Rural Grant:**
- 🔍 **Heber City Historic Walking Tour:**
- 🔍 **Reconnaissance Level Survey RFP:**
- 🔍 **Preservation Overlay Zone:**



Art in Public Places

