



# NATIONAL TRAINING CENTER



CONCEPTUAL RENDERING

**CAPITAL FUNDING REQUEST** **\$15M**

**10-YEAR ECONOMIC IMPACT** **\$315M+**

**TOTAL PROJECT COST** **\$30M**

## WHY NOW?

**Of the Top 10 climbing teams in the world, Team USA is the only country without a dedicated National Training Center.**

At its highest levels, competition climbing requires specific terrain with specialized routesetting where competition-style boulder problems and lead routes can be created. Without this, USA Climbing athletes are at a significant disadvantage when competing against other countries in World Cup, World Championship, and Olympic-level competitions.

**Completion of a National Training Center by 2026 is vital.**

USA Climbing must secure a permanent home as we build toward success in L.A. 2028, the first Summer Games on home soil in 44 years. • The National Training Center is the probable host for the biennial 2027 IFSC World Championships leading into L.A. 2028. • The National Training Center helps secure Utah as an annual IFSC World Cup stop.

**A permanent USA Climbing headquarters and National Training Center will solidify Salt Lake City and Utah as the center of climbing in the U.S.**

Since USA Climbing moved to Salt Lake City from Boulder, CO in 2018, 40+ National Team athletes (and counting) have relocated to Salt Lake City to live and train full-time – including half of the 2021 Tokyo Olympic Team. 20+ athletes now attend the University of Utah. As a mecca for climbers in the U.S., the National Training Center brings with it significant economic impact and further secures Utah as a leader in the \$862B outdoor economy (surpassing mining, utilities, and farming/ranching). Notably, the \$8.8B Climbing & Hiking industry exceeds Biking \$6.2B and Ski & Snowboard \$5.9B segments nationally.<sup>1</sup>

### Building | Land

\$25M | \$5M\*

*\*Possible offset with land donation or long-term ground lease*

### 45,000 sq feet

Building Footprint

### Bouldering/Lead Terrain

INDOOR 25,000sq ft

OUTDOOR 15,000 sq ft

### Speed Climbing Walls

INDOOR 4 Lanes

OUTDOOR 2 Lanes

### Office Space

Permanent USA Climbing National Headquarters

### Dedicated National Team Space

High Performance Training

Locker Rooms

Nutrition & Recovery

<sup>1</sup> November 2022 Bureau of Economic Analysis (BEA) Report



## COMMUNITY ACCESS

### Climbing is built on community; it's in our DNA.

The largest barrier to entry into climbing is membership and club fees at climbing facilities. As such, the National Training Center will be a community asset, offering a sliding fee scale including **no cost** for those with economic need and/or to increase diversity – **ensuring access for all.**

USA Climbing will partner with local commercial gyms to provide access for their youth teams at significantly reduced rates providing a win-win.

## ECONOMIC IMPACT

**Events.** In just its first ten years, international, national, and regional events held at the National Training Center will stimulate Utah's economy by an estimated \$225M.

10-YEAR EVENT-RELATED ECONOMIC IMPACT

**\$225M+**

**Outdoor Economy.** This one-of-a-kind National Training Center will serve as a beacon for the nation's best climbers, boosting Utah's outdoor economy as those same climbers access Utah's wealth of climbing areas along the Wasatch Front and rural communities around Utah. Rural outdoor climbing and festivals – such as the Joe's Valley Bouldering Festival outside of Orangeville, Utah – are supported by urban climbers who live in cities, train at indoor facilities, and take their skills to outdoor areas across the state.

## PROJECT SUPPORT & OPERATING PLAN

**Catalyze Redevelopment & Revitalization.** As a permanent hub, the USA Climbing National Training Center will catalyze meaningful revitalization in the Salt Lake City area, spurring lasting growth, and anchoring Utah's outdoor economy. USA Climbing is working to secure public and private partners to creatively fund this one-of-a-kind project – including City, County, and State support; public and private grants; private donations; RDA properties; and private development partnerships.

**Self-Sustaining Operating Plan.** The National Training Center's operating revenues will cover ongoing operating and replacement costs with additional revenues reinvested into USA Climbing to increase support for its athletes, hire additional staff support, and continue to grow the sport.

## PROJECT CONTACTS

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