

Dear Gym Partners

We are writing with an update on recent Board discussions and decisions related to the National Training Center project.

First and foremost, we appreciate your input, questions, and ideas about this project and the broader relationship between USA Climbing and the gym community. We look forward to continued engagement with you and other stakeholders as we navigate the important decisions facing the organization. We hope that our recent actions, including dialogue opportunities facilitated by the Gym Partner Task Force, commitment to filling one or more Board seats with gym owner/operator(s), inclusion of gym partners on the upcoming Strategic Planning Task Force, and establishment of the joint CWA/USAC committee, underscore our commitment to addressing your concerns expressed over recent months.

Secondly, we've gained valuable insights from the feedback gathered from you and other stakeholders during this process. The Gym Partner Task Force summarized its engagements with you for the USAC Board, and we've analyzed responses from 1670 individuals to the broader stakeholder survey. While opinions on the National Training Center vary, we heard some of the following feedback:

- There is excitement about creating a facility that can help advance the sport of competition climbing provided that it is financially sustainable and does not compromise the organization's ability to deliver on its other responsibilities.
- Some respondents were encouraged by the \$15 million grant already secured from the State of Utah to help fund the facility's construction, but some were wary of what conditions might come with those funds.
- People want the facility to enhance the existing local climbing community, not threaten it. Some expressed concern about USA Climbing's ability to take on the NTC project without the expertise of experienced gym operators to inform and guide the project's design, construction, and ultimate operation.
- Stakeholders want continued opportunities to engage in discussions and provide meaningful input into the direction of the facility.
- Stakeholders want clear and frequent communication from USAC about the timeline for decisions and actions related to the project.

Please visit our **National Training Center** [page](#) for project resources and findings.

As you may be aware, discussions with Salt Lake City regarding the inclusion of the National Training Center as part of a redevelopment project were underway before

our self-imposed pause in January. While the City has shown understanding for this pause to engage with stakeholders and is not mandating a formal decision at this time, they have recently expressed a need for clarity regarding USA Climbing's intentions concerning the identified site, preferably in May.

In response, the USA Climbing Board decided to move the project out of its current pause and has requested staff to undertake the following actions:

- Issue a Request for Interest (RFI) to solicit proposals from experienced gym operators interested in partnering with USA Climbing on the National Training Center project. The Board indicated four primary goals (pillars) for the project – athlete performance, hosting of world-class events, accessibility for people of all physical abilities, and community access. The RFI is being released in conjunction with this letter.
- Convene an Evaluation Committee comprising Board members, staff, and individuals outside the organization – including a gym owner with expertise in developing similar facilities (and not submitting a proposal) – to review submissions and make recommendations to the Board.
- Provide recommendations to the USAC Board ahead of its May 21 meeting to determine any subsequent steps for the NTC project, particularly concerning the Salt Lake City redevelopment site.
- Maintain transparency and opportunities for stakeholder feedback throughout the NTC project's progression. A dedicated project page has been established on the USA Climbing website to serve as a central hub for project updates and information.

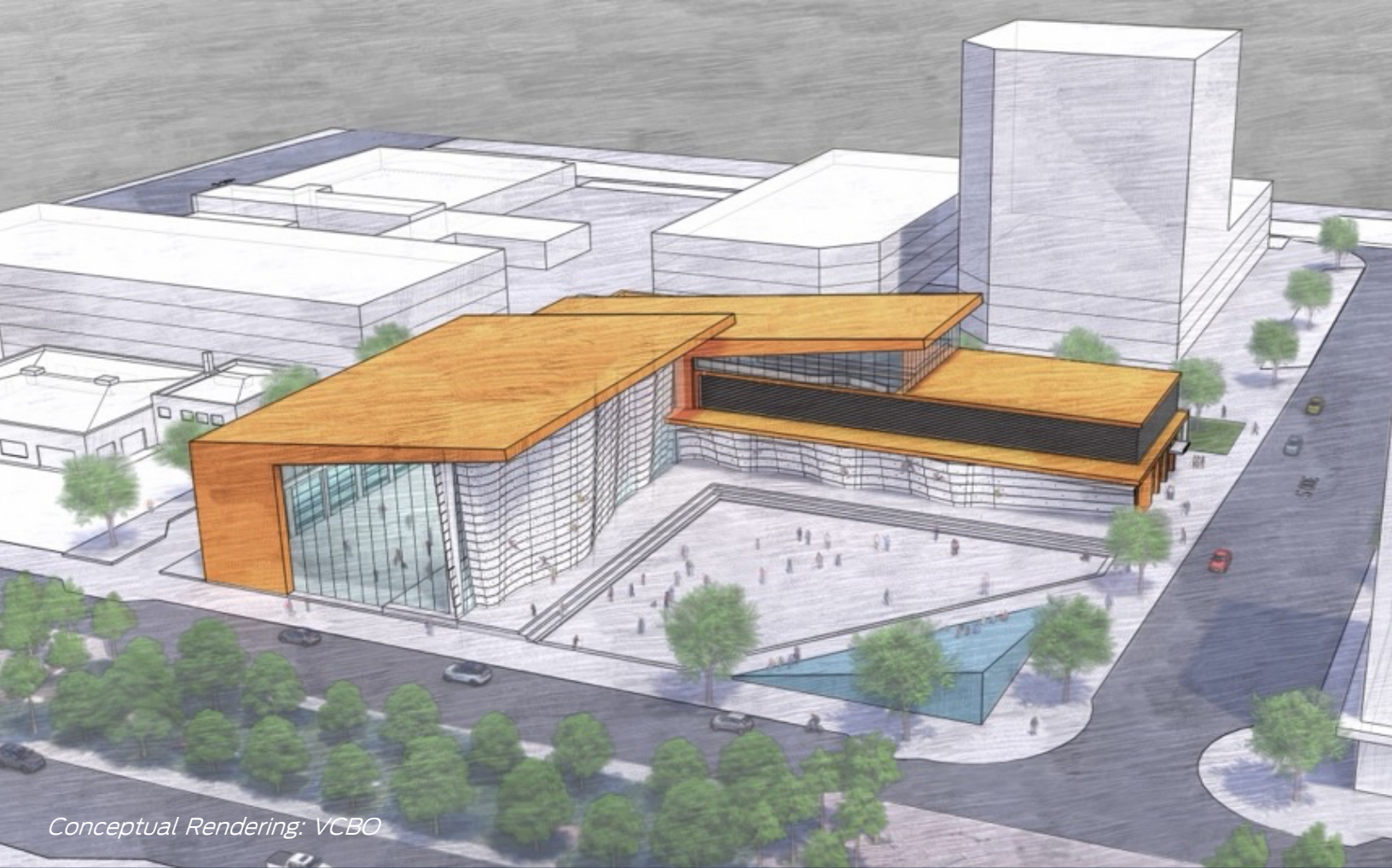
Through these decisions, we aim to build on the momentum generated from the robust and informative stakeholder engagement thus far and translate that into meaningful actions to sustainably advance our collective aspirations for the National Training Center project. Most importantly, we look forward to exploring what might be possible together before taking further action.

Thank you for your ongoing interest and engagement in this project. We look forward to the continued dialogue.

Sincerely,



Marc Norman
President and CEO, USA Climbing
& the USA Climbing Board of Directors



USA CLIMBING NATIONAL TRAINING CENTER & HEADQUARTERS

REQUEST FOR INTEREST (RFI)

APRIL 22, 2024

PREFACE

Purpose of Request for Information (RFI)

In 2023, USA Climbing secured \$15 million from the State of Utah toward a National Training Center and Headquarters in Utah to support and elevate the sport of indoor climbing to a new level.

The envisioned goals of this facility are to:

- Provide competitive athletes with the terrain, spaces, and support they need to achieve their best.
- Host large-scale climbing events such as National Championships, World Cups, and World Championships, with spectator counts up to 1500 indoors and 5000 outdoors.
- Serve as a resource to provide indoor climbing access to the entire community, including underserved populations.
- Serve as the headquarters of the USA Climbing organization.
- Provide true accessibility for all as a principal aspect of the design.

USA Climbing is considering partnering with an experienced climbing gym operator to develop and/or operate the National Training Center in the greater Salt Lake City area to achieve these goals. Through this RFI, USA Climbing is seeking responses from climbing gym operators interested in partnering with USA Climbing on how best to develop and operate the National Training Center to achieve the mission and goals outlined in this RFI. Proposals might include, but are not limited to, development and operation on the USA Climbing-identified site in Salt Lake City, development and operation on other sites, or any other proposals that achieve the project's mission, vision, and pillars.

The identification of any potential partner through this RFI process does not guarantee project development or completion. However, it is USA Climbing's genuine desire to collaborate with the gym operator community in shaping the National Training Center, recognizing the invaluable expertise within the community in developing and operating climbing facilities. USA Climbing acknowledges that there will be many decisions ahead; however, it looks forward to receiving creative proposals from gym operators to develop, build, promote, and potentially operate such a meaningful and unique facility for Salt Lake City and the climbing community.

PROJECT MISSION, VISION, & PILLARS

Mission

The mission of USA Climbing's National Training Center is to provide a state-of-the-art facility that serves as a mecca for high-performance climbing, supports the youth development pipeline, enriches the community, and provides unparalleled event hosting capabilities – all as the world's first fully accessible climbing facility.

Vision

The vision for USA Climbing's National Training Center is to be the premier competition climbing destination in the world.

Core Pillars

The pillars below inform and guide all decisions related to the National Training Center. USA Climbing is committed to achieving these pillars. Likewise, any partner selected should be equally committed.

PERFORMANCE

All USA Climbing athletes deserve a facility they can call home. To support USA Climbing's highest-level climbers, this facility should meet their unique needs and inspire them to reach their fullest potential. To that end, the National Training Center should provide athletes on the National Team and Paraclimbing National Team the specialized spaces they need to be successful on the world stage in all climbing disciplines. To create such optimal training conditions, setting will be lower density, higher grade, and competition-style, with higher turnover. In addition, dedicated spaces, including National Team locker rooms, recovery space, nutrition support, and team terrain, will also be explored.

EVENTS

Typical climbing gym design prioritizes maximum density of climbing terrain and routes for everyday use. Spectator space is usually lacking and, often, the entire facility must close to host a competition. **The National Training Center will be intentionally different.**

The design of the National Training Center should be event-focused, based on the total lineal feet necessary to host National- and International-level events through World Championships. To meet this specific need, significant overall square footage may be required to accommodate the necessary spectator space while yielding less actual climbing terrain than other gyms.

ACCESSIBILITY

ADA Compliance does not equal true accessibility. The National Training Center aspires to be the world's first fully accessible climbing facility by providing access for the paraclimbing community at all levels. This accessibility must be thoughtfully woven into the design of the facility and the surrounding areas.

COMMUNITY ACCESS

The National Training Center aspires to “inspire” its local, state, and national community through climbing access. It should be developed and operated to provide meaningful opportunities for the broader community to access, train, and gain knowledge of the sport alongside the nation's elite athletes. USA Climbing values providing access to underserved populations, those with limited financial resources, and the non-climbing community at large.

SUBMISSION PROCESS

Timeline

RFI Issued	April 22, 2024
RFI Information Session (virtual) <i>See below to attend.</i>	April 29, 2024, 1:00 PM MDT
RFI Response Deadline	May 10, 2024, 5:00PM MDT
Evaluation Committee Review	May 10-15, 2024
Evaluation Committee Meetings with Respondent(s) (as needed)	May 13-15, 2024
Evaluation Committee Recommendation to USA Climbing Board of Directors	May 17, 2024
Possible Board Approval	May 21, 2024
Notice to All Respondents	May 22, 2024

Submission & Info Session

RFI CONTACT

Please contact Steve Brown at NTC@usacimbing.org with any questions regarding this RFI.

INFORMATION SESSION

A virtual Information Session will be held on April 29, 2024, at 1:00 PM for those with a serious interest in submitting an RFI response. **To attend, please contact NTC@usacimbing.org before April 29 at 10:00 AM MDT to indicate your interest and request virtual access.**

SUBMISSION

RFI responses must be submitted to USA Climbing via email to NTC@usacimbing.org by May 10, 2024, at 5:00 pm MDT.

Submission Requirements

RFI responses must be submitted to USA Climbing via email to NTC@usaclimbing.org by May 10, 2024, at 5:00 PM MDT. Responses must include the following items:

- A signed letter of interest or intent
- A brief summary of the respondent's experience with building and operating climbing gym facilities
- A proposed business model, including, if applicable, opportunities for revenue sharing between the respondent and USA Climbing
- A proposed approach for delivering and managing the facility, including a staffing and organization plan and programming concept
- Site location and an indication of your intent to utilize the proposed [USA Climbing-identified site](#) or a different site. For proposed terms and information on the USA Climbing-identified site, please contact Steve Brown at NTC@usaclimbing.org.
- Land and lease terms (e.g., rates, length of time) if proposing a location other than the USA Climbing-identified site.
- Amount of capital that the respondent would invest or contribute to the construction of the facility
- Identified wall provider (if any), including any partnership or capital the provider may be willing to offer
- Summary of any legal issues or lawsuits the individual and organization has been involved with over the past five (5) years
- Letter or statement regarding the organization's financial stability
- Evaluation of the response will be based on the information provided in the respondent's submission and any interviews, references, and additional information requested by USAC

Evaluation Process

An Evaluation Committee of USA Climbing staff, Board members, and external individuals—including those with gym construction and management expertise—will review all responses. After the initial review, the Committee may request individual meetings with some respondents to better understand their submission.

All respondents must be available for meetings between May 13-15.

The Evaluation Committee will then make a recommendation to the USA Climbing Board of Directors, which may include approval to further engage in targeted dialogue with any respondent(s). USA Climbing also retains the right to reject any or all proposals. Any recommended respondent(s) may be asked to present their concept to the Board. USA Climbing will notify all respondents in writing of the final decision.

Evaluation Criteria

The Evaluation Committee will use the criteria below to assess all RFI responses. All criteria are equally important, and many are interrelated; submissions are expected to be responsive to all criteria.

- The extent to which the response achieves the outlined Mission, Vision, and Core Pillars of the project
- The cultural fit of the respondent's organization with USA Climbing
- The degree to which the response offers creative ideas and an inclusive, collaborative approach to create and maintain a National Training Center
- The proposed location's access to mass transit, Salt Lake International Airport, university campuses, and affordable housing if not on the existing USA Climbing-identified site.
- The quality and experience of the proposed personnel, contractors, and partnerships that will be working on the project
- The financial sustainability of the proposed business model and the likelihood that it will provide a reliable and sustainable revenue stream for USA Climbing.
- The amount of capital funding the respondent is committing to the project
- The degree to which the response is likely to deliver measurable community access benefits
- The respondent's time in the climbing industry and prior experience in other joint venture engagements
- The time frame the respondent suggests it can initiate engagement with USAC
- The respondent's current ownership and structure and whether any changes are anticipated within the next five years