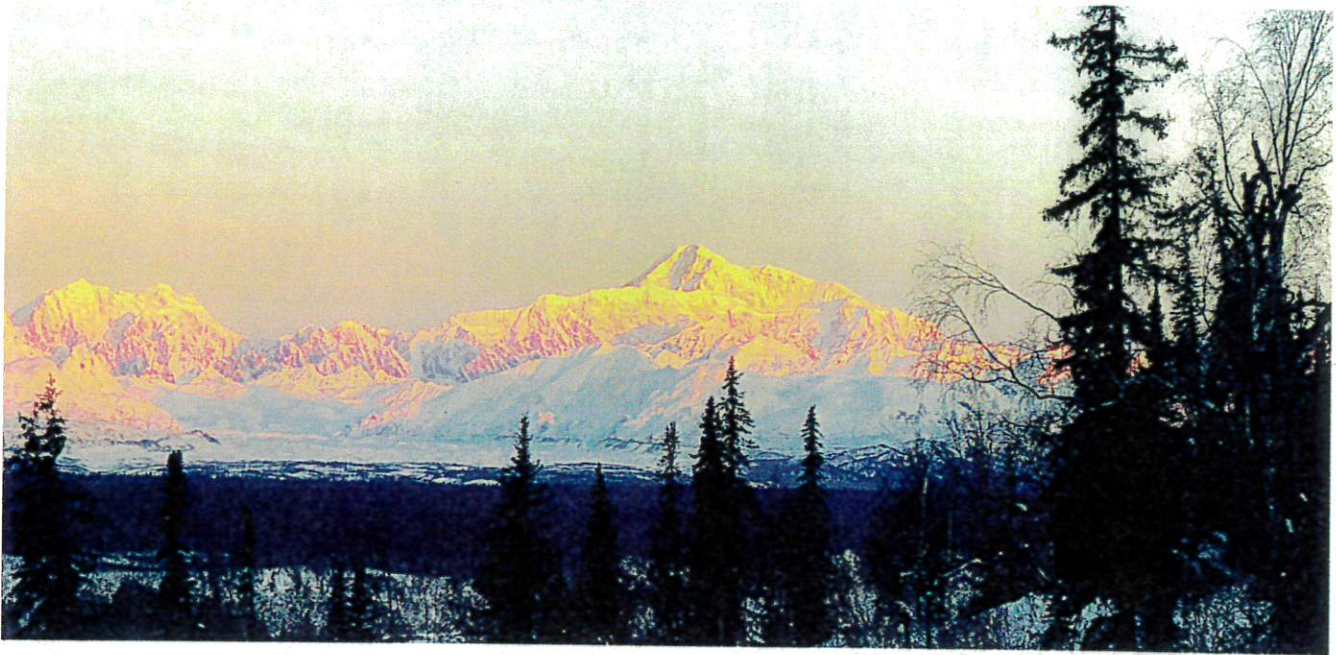


FEBRUARY 2021

# ARCTIC WINTER GAMES

*Matanuska-Susitna Borough Bid Package*



Dear Arctic Winter Games International Committee,

Thank you for the opportunity to submit a bid to host the 2024 Arctic Winter Games. The Matanuska-Susitna Borough (MSB) is a wonderful community, rich in natural beauty, cultural diversity, and world-class winter recreational facilities. We are looking forward to sharing all that the Mat-Su has to offer to the participating 2024 Arctic Winter Games athletes, coaches, dignitaries and visitors.

As you will see from our proposal, the MSB has secured all of the key partnerships essential to hosting the Games. The Cities of Palmer and Wasilla are committed to assisting with the planning and hosting of the Games including supporting the development of special activities throughout the week. The Mat-Su Borough School district is excited to use their facilities to care for and feed the athletes, coaches, cultural teams, and chaperones. The local Chambers, sporting clubs, and other associated community groups like the Convention and Visitors Bureau are ready and willing to support the development of the Host Society, to assist with fundraising, marketing, merchandising, and volunteer recruitment as well as planning for and implementing each sporting event. Our local Tribal organizations have committed to support the Games via assisting with the development of cultural activities and events, the Gala, and helping to facilitate the Arctic and Dene competitions. As a community, we are excited to welcome the international athletes, coaches, chaperones, and VIP visitors to the Mat-Su and we can't wait to share our world-class recreational facilities.

Sincerely,

Vern Halter, Matanuska-Susitna Borough Mayor



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*Mat-Su, the best kept secret of Alaska*

Since 1996, the Mat-Su Borough has had its eye on hosting the Arctic Winter Games. But until now, we did not have the facilities, community resources, or partnerships to host a successful Games.

But today our community has world class recreational facilities - such as Skeetawk our alpine ski area, Government Peak Recreation Area, our Nordic ski area designed for competition and the Curtis D Menard Sports Complex able to host 5,000 guests.

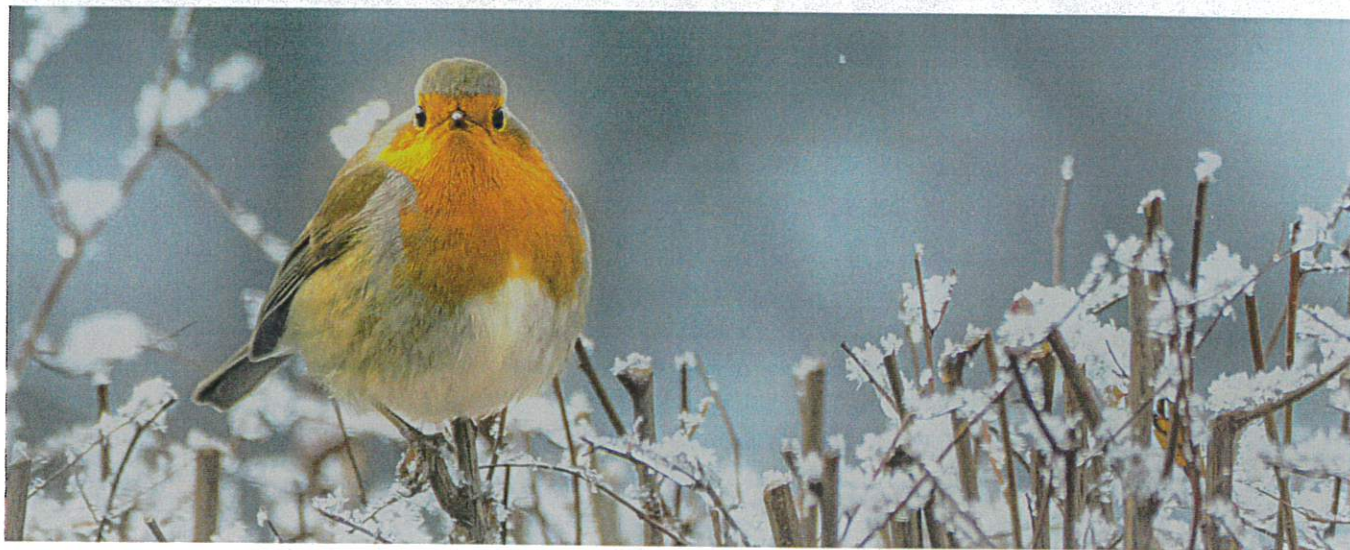
We also have the ability to offer visitors a diversity of lodging, transportation, restaurants, shopping, and activities essential to the visitor experience.

We have commitments from the cities, tribes and the school district to support the Games and we have the commitment from our business sector to support the Games.

Lastly, we have the enthusiasm from the community to host an event that is a healthy youth positive event that will have a lasting impact on our community.

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# OFFICE OF THE GOVERNOR



## From the State of Alaska



Lieutenant Governor Kevin Meyer  
STATE OF ALASKA

January 18, 2021

Arctic Winter Games International Committee  
President John Flynn

Matanuska-Susitna Borough  
Mayor Vern Halter

### Hosting Bid 2024 Arctic Winter Games

Dear President Flynn and Mayor Halter,

The State of Alaska is excited for the opportunity and lends its full support to the Matanuska-Susitna Borough's bid to host the 2024 Arctic Winter Games. As a founding member and permanent partner, the State of Alaska is pleased to submit this recommendation to the Arctic Winter Games International Committee in support of the Matanuska-Susitna Borough's hosting bid.

Sincerely,

A handwritten signature in blue ink that reads "Kevin Meyer".

Kevin Meyer  
Lt. Governor - State of Alaska

cc via email:

Governor Mike Dunleavy

Doris Landry, AWGIC Operations Coordinator ([dlandry@arcticwintergames.org](mailto:dlandry@arcticwintergames.org))

Leda Borys, MSB Planning Division ([leda.borys@matsugov.us](mailto:leda.borys@matsugov.us))

MARCH 2024

# Mat-Su Arctic Winter Games

PARTNERSHIPS

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- Mat-Su Borough Resolution
- Partnership letters



# Mat-Su Borough AWG Bid Partnership Commitments

---

- The Resolution to approve the bid for the AWG from the Matanuska-Susitna Borough Assembly
- The State of Alaska
- The Matanuska -Susitna Borough School District
- Cook Inlet Tribal Council
- Greater Palmer Chamber of Commerce
- Greater Wasilla Chamber of Commerce
- The City of Palmer
- The Mat-Su Convention & Visitors Bureau
- The Mat-Su Ski Club
- Skeetawk Ski Hill
- The Glenn Massay Theater
- Premier Alaska tours
- CurlAK



Lieutenant Governor Kevin Meyer  
STATE OF ALASKA

January 18, 2021

Arctic Winter Games International Committee  
President John Flynn

Matanuska-Susitna Borough  
Mayor Vern Halter

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Kevin Meyer  
Lt. Governor - State of Alaska

cc via email:

Governor Mike Dunleavy

Doris Landry, AWGIC Operations Coordinator ([dlandry@arcticwintergames.org](mailto:dlandry@arcticwintergames.org))

Leda Borys, MSB Planning Division ([leda.borys@matsugov.us](mailto:leda.borys@matsugov.us))



**MATANUSKA-SUSITNA BOROUGH SCHOOL BOARD  
RESOLUTION 21-003**

**A RESOLUTION OF THE MATANUSKA-SUSITNA BOROUGH SCHOOL BOARD SUPPORTING  
SUBMITTAL OF A BID BY THE MATANUSKA-SUSITNA BOROUGH TO HOST THE 2024  
ARCTIC WINTER GAMES IN THE MATANUSKA-SUSITNA BOROUGH.**

**WHEREAS**, the Arctic Winter Games brings our circumpolar communities closer together by providing an opportunity for youth to interact and engage through sports competition and cultural exchanges; and

**WHEREAS**, the Arctic Winter Games will provide the Borough with the opportunity to showcase its local community and culture; and

**WHEREAS**, the Games support the sharing and exchange of cultural values amongst a diverse group of people; and

**WHEREAS**, the Games highlight the positive impact of sports, via friendly competition, on mental and physical health; and

**WHEREAS**, the Matanuska-Susitna Borough has not had the opportunity to host the Arctic Winter Games even though Alaskans have participated in each Games since its inception in 1970; and

**WHEREAS**, the 2024 Arctic Winter Games have been designated to be held in the State of Alaska and the opportunity to host may not come around for another 10-12 years; and

**WHEREAS**, the hosting of an internationally recognized event will create an influx of visitors during the off-peak season, thereby giving an economic boost to businesses within the Borough;

**WHEREAS**, the Games provide an opportunity to showcase the Borough's world class sports facilities, while also providing the opportunity to expand and improve those facilities for the benefit of the communities' residents and increased economic growth; and

**WHEREAS**, a bid to host the Arctic Winter Games, will include engagement of key community leaders, plans for the care, feeding and transportation of athletes from international contingents competing in multiple sporting activities, cultural activities, and opening and closing ceremonies, all of which will be attended by the public; and

**THEREFORE, BE IT RESOLVED** that the Matanuska-Susitna Borough School Board supports the Matanuska-Susitna Borough bid being submitted to host the 2024 Arctic Winter Games and urges the citizenry to become actively engaged in this effort.

**APPROVED** by the Matanuska-Susitna Borough School Board this 20th day of January 2021.



Ole Larson, Board President



Dr. Randy Trani, Superintendent



ATTEST:

Stacy Escobedo, Board Secretary







ph.  
907 793.3600  
web.  
CITCI.org

January 19, 2021

Ms. Kim Sollien  
Planning Services Manager, Matanuska-Susitna Borough  
Planning and Land Use Department, Planning Division  
350 East Dahlia Avenue, Palmer, AK 99645

Re: Letter of Support for Arctic Winter Games

Dear Ms. Sollien,

Cook Inlet Tribal Council (CITC) would like to express our support of the Matanuska-Susitna Borough's proposal to host the 2024 Arctic Winter Games.

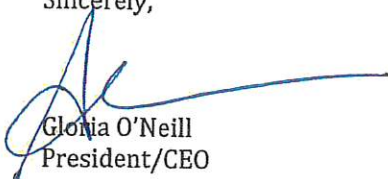
CITC was created in 1983 to provide services to Alaska Native and American Indian residents of the Cook Inlet region, which encompasses the Matanuska-Susitna Borough, Municipality of Anchorage, and many nearby communities on the Kenai Peninsula. CITC has hosted the Native Youth Olympic (NYO) Games Alaska, comprised of 10 Native games events based on skills and values needed to survive Alaska's harsh environment, since 1972. We have seen firsthand the cross-cultural respect, cooperation, and interdependence the Games promote in communities throughout the state.

CITC and the Mat-Su Borough have a long history of partnership in service of our community. We operate satellite offices in Wasilla that deliver Recovery, Reentry, and Family services, and regularly collaborate with the two federally recognized tribes within the Mat-Su Borough to strengthen program and social services capacity for the region's tribal communities. The NYO Games enjoy widespread participation and support from the Mat-Su Borough community, with 17 teams and 265 athletes and 17 area schools competing in the 2019 Junior NYO Games and 31 athletes participating in the Senior NYO Games.

CITC is pleased to support the efforts of the Matanuska-Susitna Borough with this project proposal, and believe the Arctic Winter Games will be a conduit for partnership, community outreach, and networking throughout Alaska. We have confirmed support of the proposal from Chickaloon Village Traditional Council. Additionally, Eric Watson, CITC's Senior Manager of Tribal Relations, will support the Mat-Su Borough's bidding process to ensure effective coordination and information dissemination with our tribal partners in the region.

Should you have any questions, please do not hesitate to contact me at [goneill@citci.org](mailto:goneill@citci.org).

Sincerely,



Glorja O'Neill  
President/CEO

COOK INLET TRIBAL COUNCIL  
3600 SAN JERONIMO DRIVE  
ANCHORAGE, ALASKA 99508



January 12, 2021

International Committee  
Arctic Winter Games  
115 Copper Road  
Whitehorse, YT  
Y1A 2Z7

Dear President Flynn and International Committee Members:

Please accept this letter as a show of support and a commitment to partner with the Matanuska-Susitna Borough's bid to host the 2024 Arctic Winter Games.

The Mat-Su Borough is home to three cities, many smaller towns and more than 100,000 residents. We are the fastest growing area in the state of Alaska and the Greater Palmer area is home to incredible cross country skiing trails, a new alpine ski area, and miles of other hiking and biking trails. Palmer is a destination for shopping, dining, sightseeing, and outdoor recreation. We are surrounded by peaks and glaciers with so much in between.

The Greater Palmer Chamber of Commerce is dedicated to providing leadership that fosters growth and prosperity by ensuring the Greater Palmer area is the best place to operate and grow a business, as well as the most desirable place to live, work, play and visit. We would welcome the opportunity to partner with the MSB in this exciting endeavor and to help highlight and showcase our town to athletes, guests, and visitors.

We have a rich history and our membership and the business community would love the opportunity to share their local knowledge and give visitors a uniquely Alaskan experience.

We proudly endorse this endeavor and look forward to welcoming the 2024 Arctic Winter Games to the Matanuska Susitna Borough.

In health,

Ailis Vann  
Executive Director

323 N Main Street,  
Wasilla, Alaska 99654  
contact@wasillachamber.org



P: (907) 376-1299 F: (907) 373-2560  
www.wasillachamber.org

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To whom it may concern;

RE: 2024 Arctic Winter Games

The Greater Wasilla Chamber of Commerce stands behind our community in our desire to see the Arctic Winter Games return to the South Central region of Alaska and specifically the Matanuska Susitna Valley.

The Arctic Winter Games are a world class event that serves to unite the hosting community and create a positive economic and cultural impact. Bringing the Games to the MatSu Valley will serve not only to showcase all that the MatSu has to offer, but to encourage our community to rally together behind a single cause of showcasing the MatSu and putting on an amazing Arctic Winter Games.

Bringing the Arctic Winter Games to the MatSu Valley would provide a unique opportunity for our local youth that isn't often afforded to them locally—bringing world class international winter sport athletes to the local area, giving our local youth a chance to learn and be inspired. In a world that is often dominated by the digital, experiences like that can shape a youths future and inspire the next generation of athletic and cultural talent.

As the only area of the State whose population is still expanding, the MatSu Valley provides a wonderful winter backdrop to the games—providing small town culture with large town venues, and an engaged and supportive community, all set in a beautiful scenic backdrop that is the Matanuska Susitna Valley. We feel the MatSu Valley is growing to be exactly what is needed to host the Games. We are on the verge of hosting a ground breaking on a new hotel here in Wasilla, we have new restaurants joining us this year, and our continued growth will continue to bring new exciting things to the MatSu Valley over the next few years.

The Wasilla Chamber of Commerce is ready to help rally our businesses and community in full support of these games, and we are looking forward to the Games coming to the MatSu in 2024.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read 'J. Viera'.

Jessica Viera

Executive Director

Greater Wasilla Chamber of Commerce



November 16, 2020

Mat-Su Borough Assembly Members;

The Mat-Su Convention & Visitors Bureau wholeheartedly supports the Mat-Su Borough's bid to host the 2024 Arctic Winter Games and looks forward to partnering with the Borough on this endeavor.

There are many positive opportunities hosting the Games would have for our community. We will see an increase in visitation during the off-peak season, which will greatly help our local economy and small businesses throughout the Mat-Su Borough. It also allows us to highlight our destination's rich history, culture and offerings to an international audience.

While hosting the Games would obviously lead to increased tourism, it would also enhance our communities for our residents which should not be overlooked. As part of hosting the Games, infrastructure development would take place in the years leading up to the event. Those projects will remain long after the Games are over, giving our residents more recreational opportunities than ever before.

Because of the positive impact it would have on our communities and our economy, the Mat-Su CVB supports your action to host the 2024 Arctic Winter Games.

Sincerely,

Bonnie Quill,  
Mat-Su CVB President & CEO



January 19, 2021

International Committee  
Arctic Winter Games  
115 Copper Road  
Whitehorse, YT  
Y1A 2Z7

Dear President Flynn and International Committee Members:

Please accept this letter as a show of support for the Matanuska Susitna Borough bid to host the 2024 Arctic Winter Games.

The Mat-Su Ski Club would be honored to partner with and help support the Mat-Su Borough in hosting the 2024 Games. We have a booming Junior Nordics program that gets between 300-400 kids ranging from ages 4-18 on skis every winter. We also host several FIS (International Ski Federation) and National Ranking List races at our venue throughout the ski season, which feed athletes to regional and National finals, as well as the AWG team. We love sharing our passion for skiing with the Nordic community and we know our volunteer base would be more than willing to lend a helping hand in hosting a successful event.

We look forward to helping in any way we can with the Games. A dedicated group of volunteers has been developing our ski club for more than a decade; creating trails and programs to encourage and help people get outside and enjoy the outdoors as much as we do. We have over 12 km of FIS homologated Nordic trails which have been tried, tested, and approved by olympic athletes. Having the Arctic Winter Games hosted in our home borough has been a dream of many in our community.

We also understand the importance of the Games for the local economy. Visitors from all over the world would come to Palmer and not only get to enjoy some of the finest trails in the state of Alaska, but also enjoy our local retail and hospitality industries.

We proudly endorse this endeavor and look forward to welcoming the 2024 Arctic Winter Games to the Matanuska Susitna Borough.

Best wishes,

Lucas Parker  
President, Mat-Su Ski Club



Leda Borys  
Division Administrative Specialist  
Planning Division  
Matanuska Susitna Borough  
(907) 861-8556  
[Leda.Borys@matsugov.us](mailto:Leda.Borys@matsugov.us)

Macey Shapiro  
Board Chair  
Hatcher Alpine Xperience (HAX)  
PO Box 924  
Palmer, Ak 99645  
(907) 440-0733  
[board@skeetawk.com](mailto:board@skeetawk.com)

January 20, 2021

Dear Ms. Borys et.al.,

Hatcher Alpine Xperience (HAX) agrees to support the 2024 Arctic Winter Games for the alpine racing events. It should be noted that minimum standards have not been provided to HAX as of this time. It is the intent of HAX to do everything possible to meet the minimum alpine racing event requirements of the games when the standards become available.

HAX, in researching potential requirements for the games provided by prior games venues, is aware of standards that may require significant investments at the Skeetawk alpine ski area infrastructure. Grants may be available to improve our infrastructure to support the winter games and HAX would request assistance in preparing and submitting grants that may be required at the Borough level.

HAX agrees to allow race participants and staff to use the facility as an in-kind contribution. HAX can also coordinate volunteer staff as required to manage the events.

Again, HAX is excited to be a part of this effort and can provide required support to the games once the minimum alpine racing standards are provided.

Respectfully,

Macey "Butch" Shapiro  
Board Chair  
Hatcher Alpine Xperience

PO Box 924 Palmer, AK 99645  
(907) 745-7277 [www.skeetawk.com](http://www.skeetawk.com)  
EIN: 81-1056780

# GLENN THE MASSAY THEATER

January 14, 2021

Dear Leda Borys,

I wanted to reach out and let you know that you and the Matanuska-Susitna Borough have our full support with anything we can do to help with hosting the 2024 Arctic Winter Games. Myself and my staff are all very excited to hear about this possibility and we want to do whatever we can to make it possible.

Our venue would be a great place to hold lectures or information sessions, ceremonies, and the like. Also, we would be happy to help out with any outdoor audio needs as they arise as well. We love being a part of this community and look forward to assisting however we can.

Thank you for the opportunity and the faith in our business. We are hoping for a successful outcome.

Sincerely,



Matthew Sale, Managing Director

8295 E College Drive  
Palmer, AK 99645  
(907) 746-9302  
[glennmassaytheater@gmail.com](mailto:glennmassaytheater@gmail.com)

[www.glennmassaytheater.com](http://www.glennmassaytheater.com)



To Whom it may concern:

Premier Alaska Tours is in support of the Mat Su Borough hosting the Arctic Winter Games in 2024. Premier Alaska Tours is an Alaskan owned business that operates over 100 motorcoaches throughout South Central Alaska and the Interior of Alaska. In 2012 we provided all of the transportation for the Arctic Winter Games in Fairbanks and have also transported the Alaskan teams to Whitehorse in the past. We would definitely be interested in helping provide the transportation for the teams if the games are held in the Mat Su in 2024 or in future years. Additionally, I think it would provide a great economic boost in the area and seems like a great opportunity to show off everything the Mat Su has to offer. As someone who helped with the planning for all of the shuttles in Fairbanks, I can certainly help with any planning you may need as well.

A handwritten signature in black ink, appearing to be 'JL' with a stylized flourish.

Jacob Lyon  
Premier Alaska Tours  
Director of Motorcoach Operations  
January 19, 2021



Dear Ms. Borys,

I am writing to express my support for the Mat Su Borough proposal to host Arctic Winter Games (AWG). I competed in biathlon at AWG in Yellowknife, NWT and Whitehorse, Yukon in 1998 and 2000, respectively. The experience was incredibly formative to my pride in Alaska, commitment to winter sports and growth as a young adult.

The Mat Su Borough is well suited to host AWG. The availability of schools to house athletes, ice rinks, events centers, ski facilities and proximity to Anchorage set the stage for a week of competition that truly represent the spirit of the Games. The investments that have been made in the Government Peak cross country ski trails and the Skeetawk downhill area alone are what would truly make it possible for the events to be completely hosted in the Mat Su, only relying on the neighboring Municipality of Anchorage for overflow family housing.

I still have my Ulu medals, pins and uniforms from the AWG. I have shared them with the athletes I coach in cross country skiing as I encourage them to set their sights on qualifying for three Games every two years. As I said, my experiences in Canada are what helped develop my lifelong love of the sport, drew me back to Alaska and pushed me to become a ski coach in the local junior racing program. A program that has had notable success over the past six years.

Please consider the Mat Su as a top notch venue for the AWG.

Sydney (Schoepke) Thielke  
Alaska Nordic Racing coach  
USSA level-100 coach



January 15, 2021

On behalf of curlAK, I am excited to hear the Matanuska-Susitna Borough is putting in a bid to host the 2024 Arctic Winter Games!

The Mat-Su is a perfect location to host AWGs. Their emphasis on community, having the perfect destination spot, in addition to having the landscape to host all the sports necessary for AWG is a perfect host site. The community would dive right in to support the event and the incoming athletes.

Speaking from experience, curlAK has had the privilege to work with Palmer and Talkeetna communities to bring the sport of curling to their Hockey Arenas. The community jumped on board. We have only had positive experiences and offer rave reviews during the planning and building from a grassroots level in the Mat-Su region.

From the sport of curling's perspective; hosting the 2024 AWG will help demonstrate to the Mat-Su region the breadth of curling across countries, the popularity it's garnering at the younger age groups, and bring a competitive curling event to the state of Alaska. We would be over the moon to have AWG exposure to our sport here.

We thank you for considering the bid for the Matanuska-Susitna Borough to host the 2024 Arctic Winter Games and look forward to hearing about your final decision.

Good Curling,

Jessica Schultz  
2x Olympian ('06, '14)  
curlAK Executive Director  
[curlAlaska@gmail.com](mailto:curlAlaska@gmail.com)  
C. 218-343-6808

MARCH 2024

# Mat-Su Arctic Winter Games

BID COMMITTEE

## Contents

- Bid Committee Members

# BID COMMITTEE

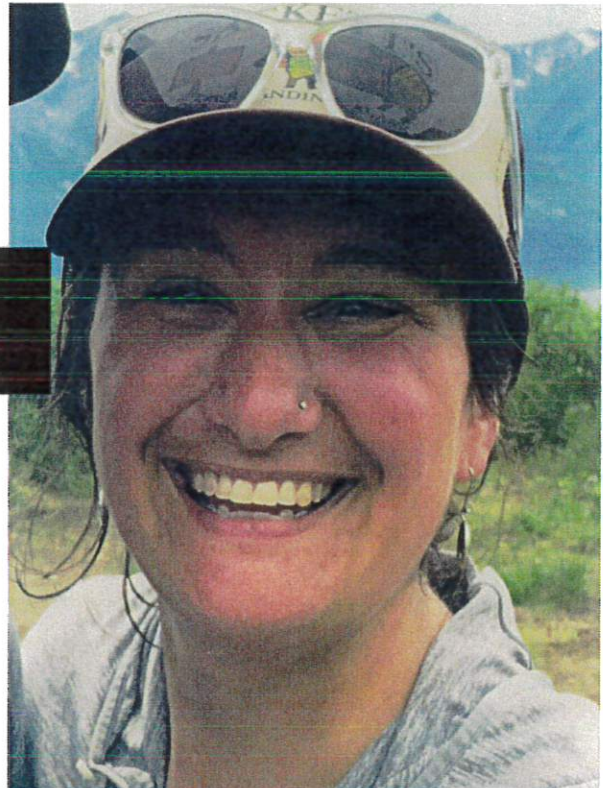


**KIM SOLLIEN**

*Mat-Su Borough Planning Division  
Planning Services Manager*

**LEDA BORYS**

*Mat-Su Borough Planning Division  
Administrative Assistant*



**HUGH LESLIE**

*Mat-Su Borough  
Recreation and Library Services  
Manager*



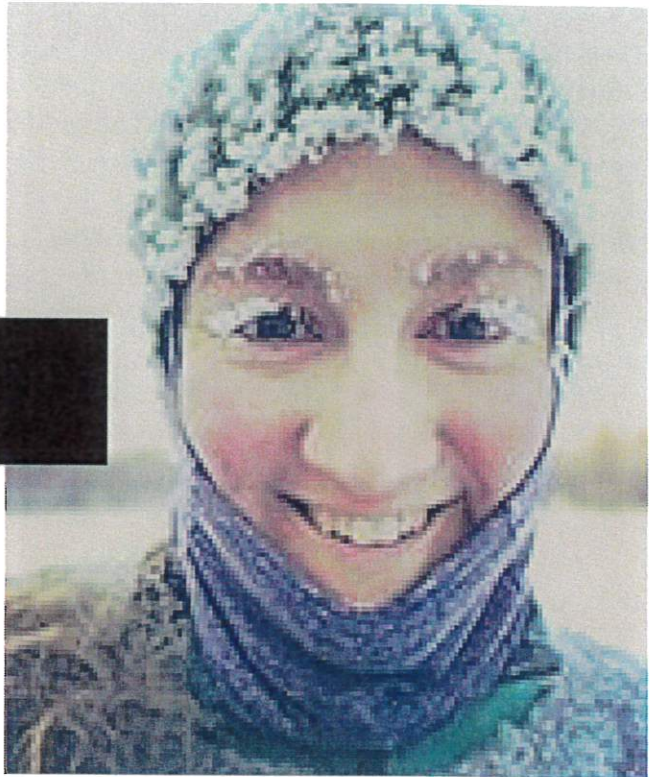


# CASEY RESSLER

*Mat-Su Convention and Visitors Bureau  
Marketing Manager*

# AILIS VANN

*Palmer Chamber Executive Director &  
Mat-Su Ski Club Board Member*



# JILLIAN MORRISSEY

*MSB School District  
Public Information Officer*

MARCH 2024

# Mat-Su Arctic Winter Games

COMMUNITY PROFILE

## Contents

- Community Profile
- Event Experience
- Visitor Services

# WELCOME TO THE MAT-SU BOROUGH COMMUNITY PROFILE



**The Matanuska-Susitna Borough** is conveniently located just 35 miles north of Anchorage. The Matanuska-Susitna Borough encompasses 23,000 square miles of Alaskan wilderness, with quaint communities that are as diverse as our geography and culture. Known collectively as the “Mat-Su Valley,” the region is easily accessible from Anchorage, Alaska’s largest city, yet maintains a small-town feel. Wasilla and Palmer are the two largest cities, located just 10 miles apart, and will serve as the central hub of the Arctic Winter Games.

## **History and First Nations Influence**

The Mat-Su Valley’s history is diverse. Dena’ina and Ahtna Athasbacan Native Alaskans settled in the Mat-Su Valley, relying on the vast waterways and elaborate trail systems to navigate the area and live a subsistence lifestyle. Millions of years ago, glaciers carved the region, resulting in two major valleys and countless rivers and streams. Today, those influences are felt throughout the region, and we honor those indigenous Alaskan’s history and culture.

## **Modern History**

Palmer’s more recent history is rooted in agriculture. In 1935, under President Roosevelt’s New Deal program, 205 farm families from the Midwest were relocated to the Palmer area, where they were given plots of land to homestead. Many of those families’ descendants still call this area home. The “Matanuska Colony” was established. The fertile soil and long daylight hours are highly conducive to farming, and today, Palmer remains the agricultural hub of Alaska.



### **Modern history continued....**

Wasilla's history can be traced back to the discovery of gold in the Knik and Willow areas. The town was established in 1917 when the Alaska Railroad was established, to serve as an outpost to gold miners seeking fortune. The discovery of gold in Hatcher Pass led to further development in Wasilla, and the town boomed. Today, it is the commerce center of the Mat-Su Valley.

Talkeetna, located an hour north of Wasilla, also was established as an outpost for miners and trappers using the Talkeetna, Susitna and Chulitna rivers for transportation. At the confluence of three major rivers and a stop on the Alaska Railroad, Talkeetna was the ideal location for bartering and trading. Today, tourism is its major industry, as visitors flock to the area for unspoiled views of Denali and the Alaska Range.

Sutton and Chickaloon, smaller communities located along the Glenn Highway National Scenic Byway, boomed as coal was discovered. Originally serviced by the Alaska Railroad, the highway was built in the 1940s during World War II.

### **Local Government**

The Mat-Su Borough is the governing body for the entire region, with elected officials representing each area and a mayor overseeing the Mat-Su Borough Assembly. The cities of Wasilla, Palmer and Houston all have local governments, including city councils, a mayor and law enforcement powers.





### **Population**

In 2019, the Mat-Su Borough had a population of 108,000. The region’s population is one of the fastest growing in Alaska. Because of its ideal location just an hour north of Anchorage and its rural setting, many Alaskans choose to live in the Mat-Su Borough and commute to Anchorage for work.

Palmer and Wasilla are the most densely populated areas in the Mat-Su Borough, with a combined population of approximately 20,000 within city limits. Tens of thousands of people live near Wasilla and Palmer, but just outside of city limits.

### **Time Zone**

The Mat-Su Borough is located in the Alaska Standard Time Zone (AST), four hours behind Eastern Standard Time (EST), and makes adjustments for daylight savings time.

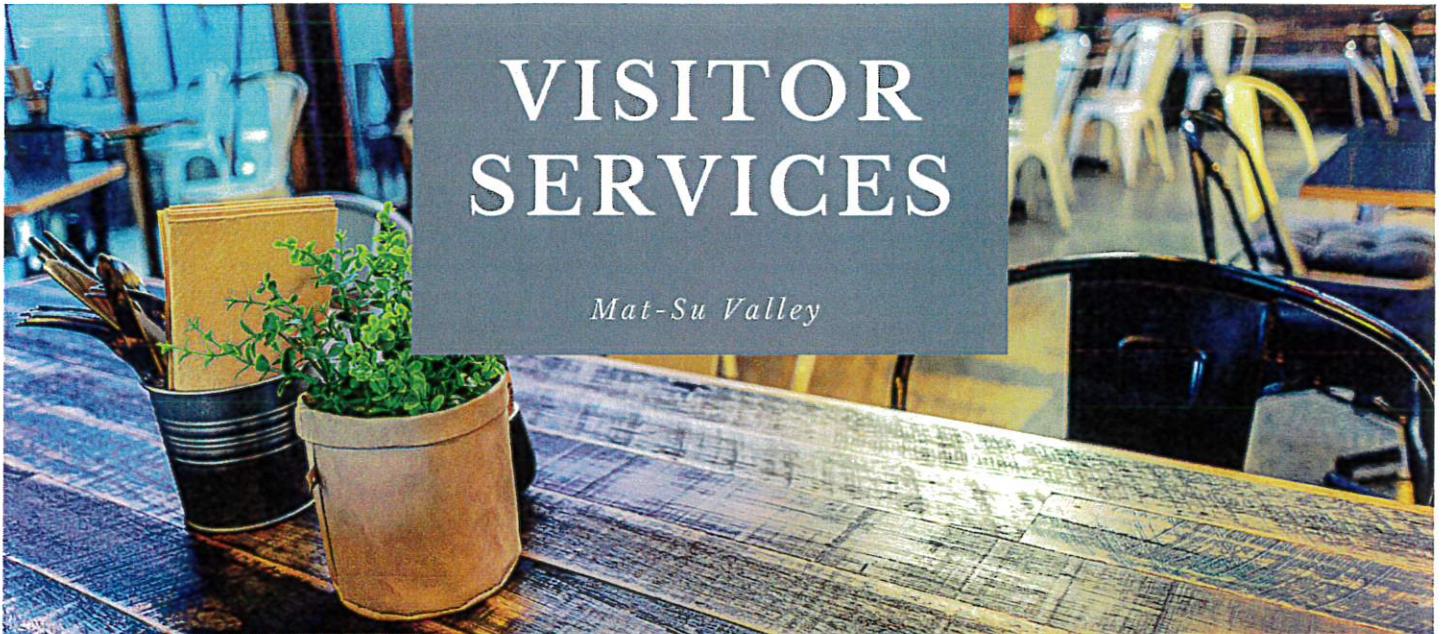
### **Climate**

In March, the climate in the Mat-Su Valley is relatively moderate, with average highs around 32 degrees F (0 Celsius) and lows around 15 degrees F (-9.5 C). The area also has 12 hours of daylight and adequate snow cover throughout the region.



# VISITOR SERVICES

*Mat-Su Valley*



## LODGING

There are approximately 655 rooms spanning hotels, motels and bed and breakfasts located in the immediate core area of Wasilla, Palmer and Big Lake. In total, there are 2,092 available beds throughout the Mat-Su Borough. Downtown Anchorage is 35 miles from the Mat-Su and has more than 17,000 rooms available if visitors want or need additional options.

## RESTURANTS

The cities of Palmer and Wasilla, have numerous restaurants, ranging from national chain restaurants to locally-owned cafes. Restaurants cover virtually every national and international cuisine and range from fast food to fine dining. Delivery services are also available if visitors opt to dine in their hotel.

## TRANSPORTATION

For air travel, the Mat-Su Borough is accessible via Ted Stevens Anchorage International Airport, located 35 miles south of Palmer. Valley Transit provides public transportation between Anchorage and the Mat-Su Borough Monday through Saturdays. They also provide on-demand service throughout the Mat-Su Borough. Private options exist through numerous car and RV rental agencies in Anchorage.

## SHOPPING AND ACTIVITIES

The cities of Palmer and Wasilla have a variety of shopping centers from large box stores that carry everything from housewares, to clothing, and food, to the smaller stores and boutiques for gifts and specialty items. There are many art galleries, brew pubs and coffee shops as well.

The Palmer Museum and Visitor Center provides visitor information in downtown Palmer, along with the Greater Palmer Chamber of Commerce. In Wasilla, the Greater Wasilla Chamber of Commerce provides visitor information. The Mat-Su Convention & Visitors Bureau assists visitors in all regions of the Mat-Su Borough, including Palmer and Wasilla.

In addition to all of our shopping and visitor attractions we have more than 500 miles of trail accessible from the Palmer and Wasilla that are groomed for walking, biking and skiing and a number of sporting good stores who rent fat tire bikes and skies.

Visit the Mat-Su CVB website for great overview of all the Mat-Su has to offer.  
[www.alaskavisit.com/](http://www.alaskavisit.com/)



RS 21-012  
IM 21-031

# ANNUAL AND CULTURAL EVENTS



Communities throughout the Mat-Su Borough host large celebrations throughout the year. The largest event in Alaska, **the Alaska State Fair**, is held in Palmer every August and attracts 100,000 people over the course of 12 days. Also in Palmer, Colony Days and Colony Christmas are held in June and December and bring visitors from around Alaska.

For the past eleven years, Chickaloon Village Traditional Council, along with the Mat-Su Health Foundation, has hosted an **annual Tribal Celebration and Health Fair** drawing over 1,000 residents and visitors to the day long gathering filled with educational events, guest speakers, health screening, and cultural activities from beading to drumming and dancing.

Wasilla hosts an **annual Fourth of July celebration** with more than 10,000 attendees. On the first Sunday in March, the community of Willow hosts the annual **Iditarod Trail Sled Dog Race Restart**, with visitors from around the world arriving to see the mushers and their dog teams off from the starting line, with 1,100 miles of trail ahead of them before finishing in Nome. Willow also hosts an **annual Winter Carnival**, which started 50 years ago and continues today. It is hosted over two weekends in January and February and includes one of the State's largest winter fireworks displays.

Winter sports are important to the Mat-Su Borough, with hosted events including the Alaska high school state **wrestling championships, state hockey championships**, large wrestling meets with schools from around Alaska participating and **regional basketball tournaments**. Numerous **Nordic ski meets** are held throughout the winter at the Government Peak Recreation Area.

The Mat-Su Borough is home to a rich arts scene as well, with the **Glenn Massay Theater** on the campus of Mat-Su College hosting theatrical productions, concerts and lectures. It is a state-of-the-art theater featuring the latest technologies. The Sheldon Community Arts Hangar in Talkeetna hosts arts and cultural events year-round. **Valley Performing Arts** is the local theater company, offering a run of six to eight stage productions each fall and winter.

MARCH 2024

# Mat-Su Arctic Winter Games

HOST SOCIETY

## Contents

- **Host Society Establishment Plan**
- **Host Society Structure and Staffing Plan**
- **Community Engagement Plan**
- **Volunteer Recruitment Plan**
- **Fundraising and Sponsor Plan**



# *Host Society Establishment*

## **THE PLAN**

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### **The Mat-Su Convention and Visitors Bureau (Mat-Su CVB)**

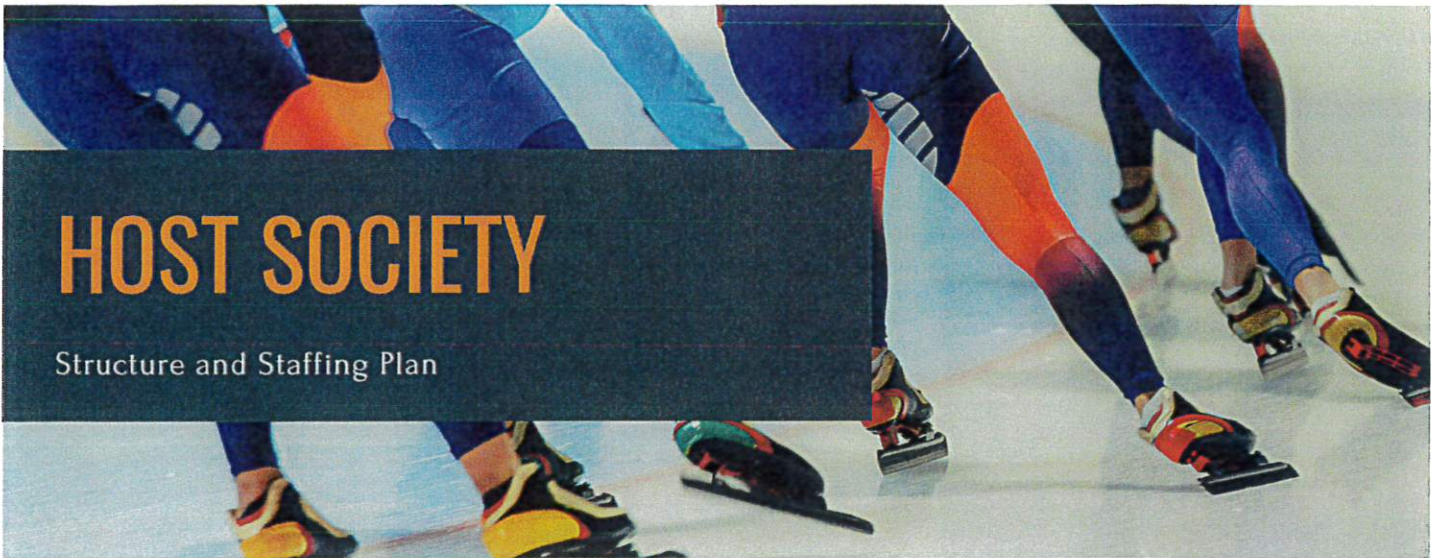
As one of our key partners, the Mat-Su CVB has agreed to take the lead on the development of the Host Society. They understand the expectations of the Host Society and understand the requirements of forming a 501c3 in Alaska.

Once the Bid is accepted, the Mat-Su CVB will convene the Bid committee and the other key partners to draft, approve, and submit the nonprofit organizational documents including:

- Name, Mission, Vision, and Values
- Board of Director nominations including officers
- Articles of Incorporation
- Bylaws
- Internal Revenue Service form 1023-EZ / 501c3 application
- Register as an NGO with the State of Alaska, and
- Purchase MSB, City of Palmer, and Wasilla Business Licensees

Once the 501c3 incorporation documents have been submitted, the board will develop a three year strategic plan focused on actualizing the AWG Mat-Su Event utilizing the AWG staging manual as a guide.

RS 21-012  
IM 21-031



# HOST SOCIETY

Structure and Staffing Plan

## Host Society Board and Staffing plan

As discussed, Mat-Su Convention and Visitors Bureau and a few members of the Bid Committee, will work together to formalize the Host Society including all the incorporating documents to become a nonprofit 501c3 organization. It is likely that many of the Bid Committee members will transition to the Host Society Board. Additional Board members will be recruited from the Partner Organizations.

The Host Society Board of Directors, once the organization is formalized, will be responsible for governance, organizational policy, and the financial health of the organization. The Board of Directors will also oversee and chair committees within their purview and will be responsible for helping to recruit volunteers to serve on each of the committees. The Board of Directors will also elect officers and form an executive committee.

The Board Executive Committee will hire an AWG Executive Director. Once the ED is hired, they will work with the Board to develop a three year strategic plan focused on organizational capacity, fundraising, communications and outreach, and programs including sporting events, ceremonies, cultural experiences, and entertainment. The ED and Board of Directors will then hire a firm to develop the communications plan to recruit community support and to promote the event. As funding allows and timing requires, additional staff will be hired to support the ED and Board.



## Board Seats

PRESIDENT

VICE- PRESIDENT

DIRECTOR OF FINANCE

TECHNICAL SPORT DIRECTOR

FACILITIES SPORT DIRECTOR

CARE AND COMFORT DIRECTOR

MARKETING &  
COMMUNICATIONS  
DIRECTOR

FUNDRAISING DIRECTOR

INFORMATION  
TECHNOLOGY DIRECTOR

VOLUNTEER AND  
PROTOCOLS DIRECTOR

LEGACY DIRECTOR

RS 21-012  
IM 21-031

# COMMUNITY ENGAGEMENT PLAN



## SHARING AWG'S ACTIVITIES, EVENTS, AND OPPORTUNITIES WITH THE LOCAL COMMUNITY

With funding secured from the Mat-Su Borough, the Host Society will solicit and hire a communications professional to develop a communication plan detailing how communication will happen with the public and our partners throughout each stage of the Games.

The communications plan will provide messaging pillars and brand development, guidance on website content, social media content, earned media opportunities and a timeline for specific communications. The plan will be organized around planning and execution of the Games and will include the following topics:

- Branding and Marketing
- Event and Games Planning
- Volunteer Cultivation
- Outreach and Community Engagement
- Fundraising
- Digital and Social Media

# Volunteer Recruitment Plan



The Host Society will oversee volunteer recruitment, vetting, training, and recognition.

## **General Volunteers**

As mentioned in our community engagement plan, the Host Society will develop a communications plan that includes a volunteer outreach component. The communications plan will outline all the ways we will recruit volunteers within each of the Games organizational sections including: Sporting, Food Service, Ceremonies, Information Technology, Marketing, Guest Services, Fundraising, and Athlete Care and Comfort.

The Host Society ED, will work with the Board of Directors to develop a volunteer acquisition and training plan that utilizes the staging manual as a guide assuring that we adhere to the background check requirements to ensure that all volunteers are appropriately vetted and placed.

## **Medical and Safety Volunteers**

The Host Society ED, Care and Comfort Committee, and Volunteer Committee will work with the MSB Emergency Services Department, the Palmer and Wasilla Police Departments, to develop a plan to provide medical staff and volunteers at all the venues including athlete villages, evening events and ceremonies and each of the sporting events.





# **FUNDRAISING AND SPONSORSHIP PLAN**

*Creating connections so that the whole community can support the Games*



## ***Fundraising for the Games***

The Bid committee recognizes the fundraising effort required to raise nearly 6 million dollars via grants, donations of cash and in-kind support, is no small effort. We have already secured a commitment from the Mat-Su Borough, the Fairbanks AWG Host Society, and the State of Alaska.

Filling the Fundraising Committee chair seat with a fundraising professional, fleshing out the fundraising committee team and drafting a fundraising plan will be one of the first priorities for the Host Society. The fundraising plan will identify funding goals, potential sponsors and sponsor levels, individual donors and donor levels, and in-kind support opportunities. The Plan will also include a matrix that outlines the number of sponsors in each category and give guidance to the fundraising committee about how to approach prospects.

We will solicit the support of our local utility companies, public relations professionals and the Palmer and Wasilla Chambers of Commerce to assist with developing the Plan and building relationships with local businesses who may be interested in sponsorship of the Games. The Fundraising committee will also develop a full sponsorship recognition plan that provides an appropriate public "Thank You" for all of the corporate sponsors who offer support.



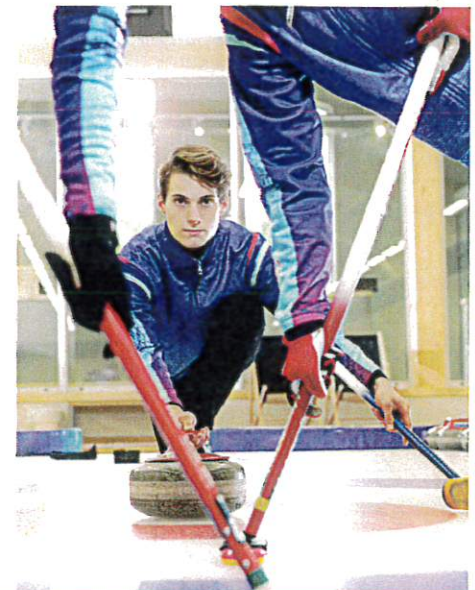
## *Grants and Appropriations*

Securing federal, state, and private foundation grants and legislative appropriations will require a different approach. Once our sport facility assessment is complete we will have a better understanding of the facilities that need to be created and or upgraded.

Once these are identified, the committee can draft proposals and budgets for each project and begin to approach our funding partners to assess their interest.

The Bid committee recognizes that there may be legislative appropriations and federal Earmark funding available to support some of the facility development for the Games and to support special projects that would contribute to the legacy of hosting the games. Once the Host Society is formed, a sub-committee of the Fundraising committee will be formed to discuss opportunities with the Alaska congressional delegation and Mat-Su Legislators.

Mat-Su Health Foundation, the Rasmuson Foundation, and the Alaska Community Foundation are the top private foundations that have grant making programs in Mat-Su. The Mat-Su Borough Manager has already initiated conversations with these organizations to see if they could help with our Fundraising committee to develop our fundraising and sponsorship plan and offer grant support.



# GAMES BUDGET



## Managing Expenses and Revenue

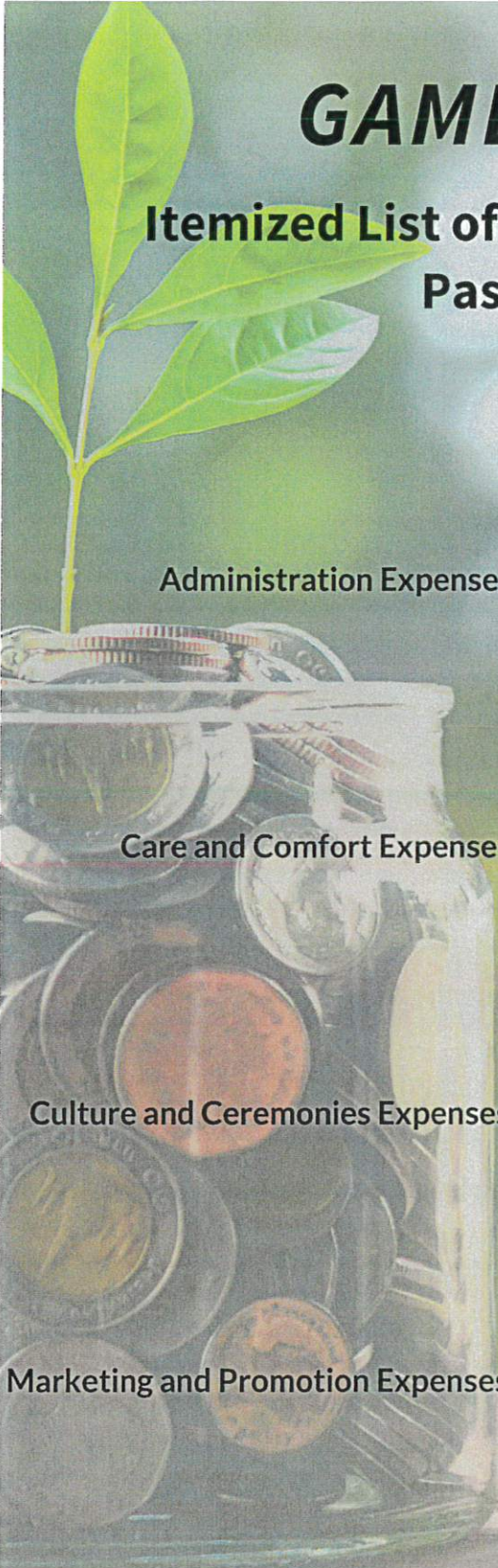
The Bid committee recognizes that planning and hosting the Games will require significant financial resources from the State of Alaska, the Mat-Su Borough, the cities and the private sector. The Host Society will work with staff from the Mat-Su Borough Finance department, the chair of the Sport committee and fundraising professionals from the community to develop a detailed Games Budget.

In December 2020, MSB Assembly allocated \$250,000 to support the Games. Once the Bid is approved, staff from the Planning and Recreation Services Department intend to issue a contract request to have all of our sport venues assessed using the technical manual requirements listed for each sport. We recognize there may be significant capital expenses to upgrade or create venues. For example, we may need to develop a biathlon range if a temporary one will not be sufficient. Knowing the facility upgrades that are necessary will help us develop a realistic budget and help us develop an appropriate fundraising plan.

The Bid committee has reviewed the budgets of previous Games provided by the AWG International Committee. The MSB 2024 Games budget reflects our cost estimate based on expenses listed from other communities and our expected revenue sources.

# **GAMES BUDGET**

## **Itemized List of Expected Expenses Based on Past Games Budgets**



### **Administration Expenses**

Salaries and benefits for Games Host Society staff, clothing, professional and trade services (accounting, legal, entertainers, medical, tradesmen), insurance licenses and fees, postage, cleaning and janitorial, office space, IT, postage, printing

### **Care and Comfort Expenses**

Accommodations (all athletes, VIP's, Mission Staff), food and refreshments for athletes, coaches, chaperones for the week, equipment/furniture purchases / bunk beds/ bedding etc.. entertainment, medical support, portable bathroom rentals

### **Culture and Ceremonies Expenses**

Contracts for technical experts to plan and execute the cultural program and the opening and closing ceremonies, winter carnival equipment, other equipment for events, ulu awards, other special recognition gifts

### **Marketing and Promotion Expenses**

Contractual support for advertising/ promotion/ publicity, awards/ prizes/ presentation items, design and printing of AWG program, brochures, website development and management, AWG merchandise

### **Sport Facility Upgrade Expenses**

Facility rentals including tents, warming shelters, ATCO trailers, portable bathroom facilities, facility upgrades and improvements (biathlon range, curling court, ice rink, seating) and upgrades to community infrastructure for outdoor recreation

# **AWG GAMES BUDGET**

**Revenue and Expense Estimate  
based on the expenses and revenue from past Games**

## **Estimate of Expenses**

---

<b>Administration</b>	<b>\$ 2,000,000</b>
<b>Marketing and Promotion</b>	<b>\$ 1,000,000</b>
<b>Care and Comfort</b>	<b>\$ 1,250,000</b>
<b>Sport</b>	<b>\$ 1,200,000</b>
<b>Culture and Ceremonies</b>	<b>\$ 500,000</b>
<b>Volunteer Training</b>	<b>\$ 300,000</b>
<b>Information Technology</b>	<b>\$ 125,000</b>
<b>Legacy</b>	<b>\$ 300,000</b>
<b>Total</b>	<b>\$ 6,675,000</b>

## **Estimate of Revenue**

---

<b>State of Alaska Operating</b>	<b>\$ 2,000,000</b>
<b>Mat-Su Borough Operating</b>	<b>\$ 250,000</b>
<b>Other Municipal Operating</b>	<b>\$ 100,000</b>
<b>Grants- Cash</b>	<b>\$ 2,000,000</b>
<b>Donations - Cash</b>	<b>\$ 500,000</b>
<b>Donations - In-Kind</b>	<b>\$ 1,200,000</b>
<b>Admissions-</b>	<b>\$ 225,000</b>
<b>Merchandise-</b>	<b>\$ 300,000</b>
<b>Total</b>	<b>\$ 6,675,000</b>

MARCH 2024

# Mat-Su Arctic Winter Games

GAMES AND EVENTS

## Contents

- Sporting and Culture Facilities Profile and Officials Plan
- Opening and Closing Ceremony
- Cultural Program and Gala Plan
- Care and Comfort of Athletes
- Map of the AWG facility locations
- Food Service Plan
- Transportation Plan
- Medical Plan
- Hospitality Plan for VIP's
- IT and Communications Plan
- Legacy Plan

# Sporting and Cultural Facilities Profile

INDOOR FACILITIES | OUTDOOR FACILITIES | CULTURAL EVENTS



## MAT-SU BOROUGH

The Mat-Su Borough is stunning. Flanked by the Chugach Mountain range to the south, the Talkeetna Mountain Range to the north and the Alaska Mountain Range to the west. No matter where you stand, views of our natural landscape are spectacular. Given the relatively small population, easy access to wilderness trail systems and recreation areas is something enjoyed by every community in the Mat-Su. In addition to our outdoor recreation areas, as a community we have invested in creating a number of world-class recreational facilities and venues. We are excited to bring athletes from around the Arctic to the Mat-Su to share our world-class recreational and community assets. The Following pages highlight the venues that will be utilized for the Games.



### Virtual tour of Mat-Su facilities and recreation areas

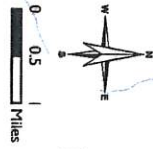
Please visit the MSB website to view many of the facilities and recreation areas that will be utilized for the Games.

<https://www.matsugov.us/>

RS 21-012  
IM 21-031

# Proposed Locations for Arctic Winter Games

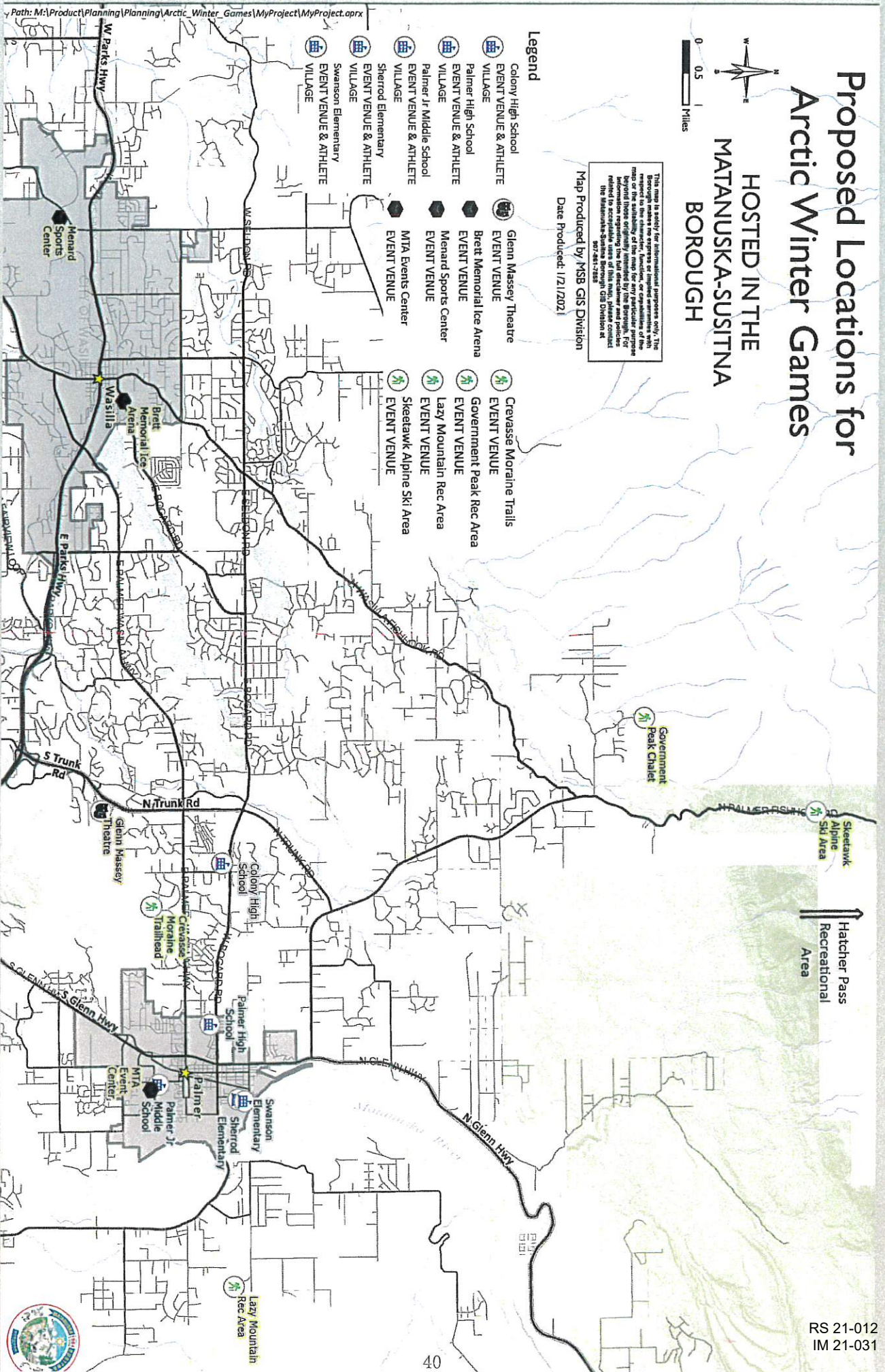
HOSTED IN THE  
MATANUSKA-SUSITNA  
BOROUGH



This map is solely for informational purposes only. The map is not intended to be used as a substitute for a site visit or the suitability of the map for any particular purpose. The map is not intended to be used as a substitute for a site visit or the suitability of the map for any particular purpose. The map is not intended to be used as a substitute for a site visit or the suitability of the map for any particular purpose.

Map Produced by MSB GIS Division  
Date Produced: 1/21/2021

- Legend**
- Colony High School  
EVENT VENUE & ATHLETE VILLAGE
  - Palmer High School  
EVENT VENUE & ATHLETE VILLAGE
  - Palmer Jr Middle School  
EVENT VENUE & ATHLETE VILLAGE
  - Sheppard Elementary  
EVENT VENUE & ATHLETE VILLAGE
  - Swanson Elementary  
EVENT VENUE & ATHLETE VILLAGE
  - Glenn Massey Theatre  
EVENT VENUE
  - Brett Memorial Ice Area  
EVENT VENUE
  - Menard Sports Center  
EVENT VENUE
  - MTA Events Center  
EVENT VENUE
  - Crevasse Moraine Trails  
EVENT VENUE
  - Government Peak Rec Area  
EVENT VENUE
  - Lazy Mountain Rec Area  
EVENT VENUE
  - Skeetawk Alpine Ski Area  
EVENT VENUE

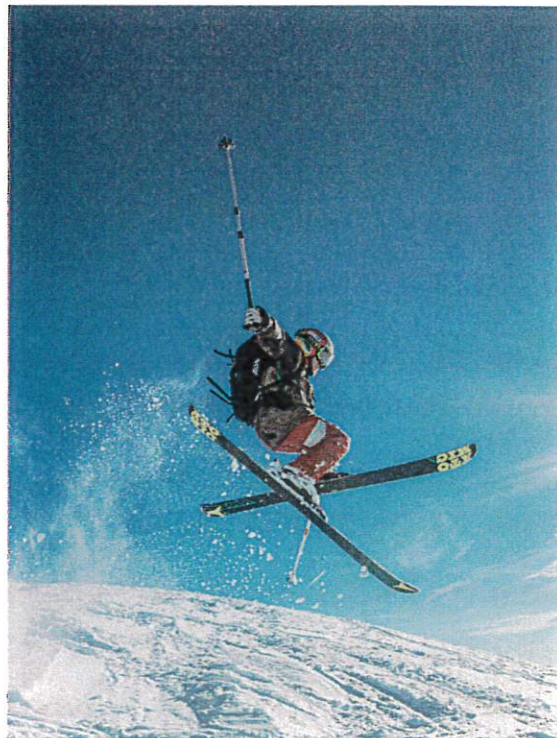






## **Alpine Skiing/ Freestyle Skiing @ Skeetawk**

Skeetawk is the MSB's newest ski area located at the base of Hatcher Pass, part of the beautiful Talkeetna Mountain Range. In 2020, the first chair lift was put in with a run of 1,250 feet and has a vertical gain of about 300 feet, giving skiers access to about 30 skiable acres.



## **Local Technical Expert**

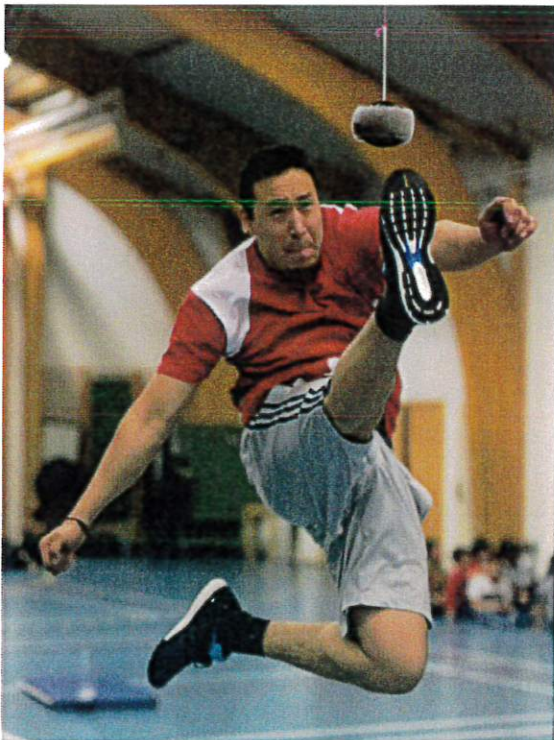
It is our hope that a representative from Alyeska Ski Club and/or the UAA Ski Team will be willing to serve as the technical expert of this committee and assist the Host Society, Sport Technical Committee in identifying appropriate officials. We also expect a local Mat-Su resident will be willing to serve as Chair of the committee for these sports.



### **Arctic Sports @ Palmer High School Gym and Ball fields**

The Palmer High School is located a mile from Downtown Palmer and is accessed by major roads and a paved bike path. Visitors will have easy access to the gym.

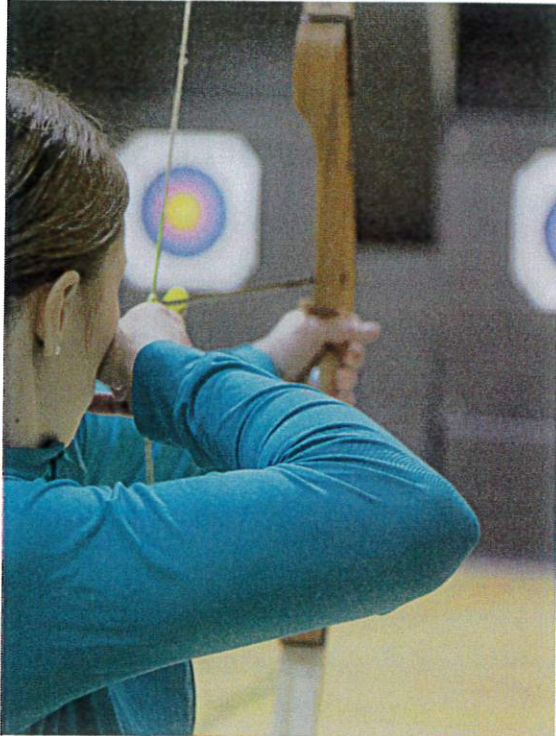
The gym is 110' x 90' x 31' in size, has a wood floor and has seating for 950. Palmer High has a standard track and football field set up and has substantial room for spectators and athletes.



### **Local Technical Expert**

Local Technical Experts – Cook Inlet Tribal Council who coordinates the Native Youth Olympics in Alaska will be providing our technical expertise.

We also expect a local Mat-Su resident will be willing to serve as Chair of the committee.



### **Archery @ Screaming Eagle Archery or Colony High School**

Screaming Eagle Archery Range has 20 lanes at 20 yards each which meets the 18 m criteria. A temporary range could also be established at Colony High School with sourced targets and safety mechanisms.



### **Local Technical Expert**

Black Sheep Bowman operated out of Joint Base Elmendorf Richardson has experience in competitive shooting and therefore will be our target group to help us organize and comply with the technical needs for this event.

We also expect a local Mat-Su resident will be willing to serve as Chair of the committee.



## **Badminton @ Palmer High School Gym**

The gym at Palmer High School will be used for the Badminton Competitions.



## **Local Technical Expert**

Alaska Badminton Club should be able to provide assistance with the competition. The MSB school district should be able to supply the equipment.

We also expect a local Mat-Su resident will be willing to serve as Chair of the committee.



## **Cross-Country Skiing @ Government Peak Recreation Area (GPRA)**

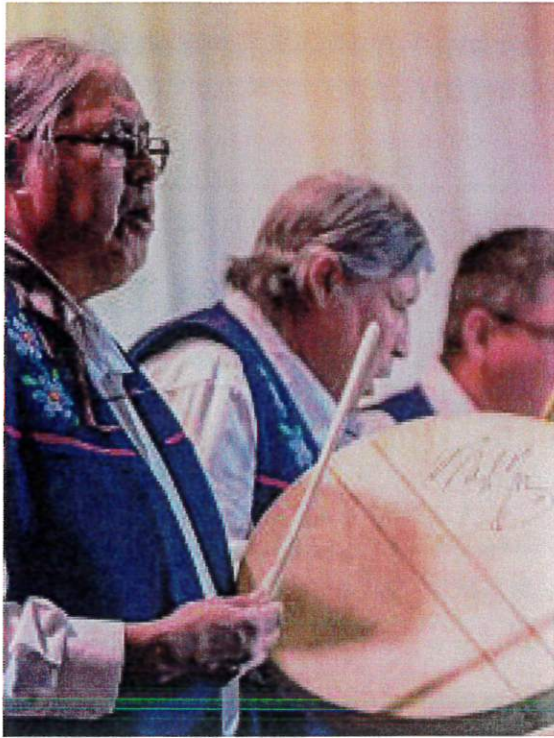
The MSB is lucky to have the trails at GPRA which have been designed for competition. They are world-class and have a robust volunteer network of experienced groomers.

The MSB (through a third party) will likely make modifications to the current structure on the property so that they can more easily accommodate athletes at this venue. There is ample parking space that can be utilized for additional warming huts.



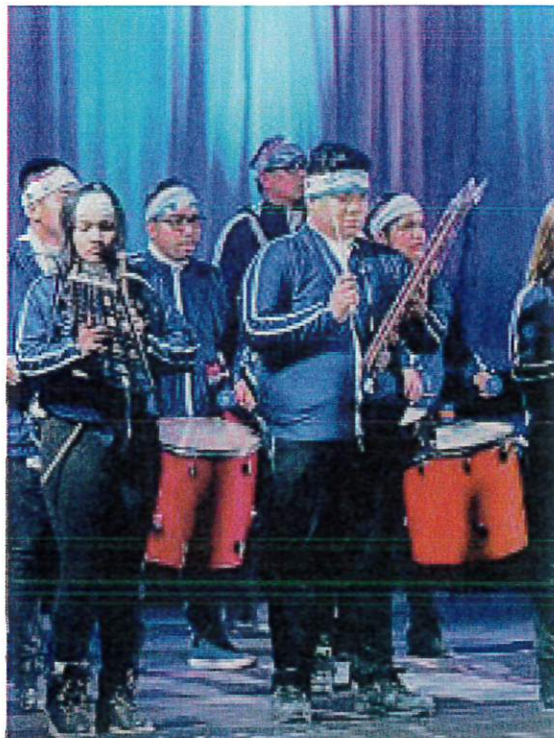
## **Local Technical Expert**

The MSB has the Mat Su Ski Club and the greater Anchorage area has a robust skiing community. We anticipate the Mat-Su Ski Club to serve as the technical expert of this committee and assist the MSB in identifying appropriate officials.



### **Cultural Programming @ the Glenn Massay Theater**

The Glenn Massay is a beautiful new theater space that holds 520 spectators and includes set design areas, costume design rooms, dressing rooms, bathrooms and showers along with all the high tech lighting, sound and staging needs for a full production. It is located on the Mat Su College Campus in Palmer.



### **Local Technical Expert**

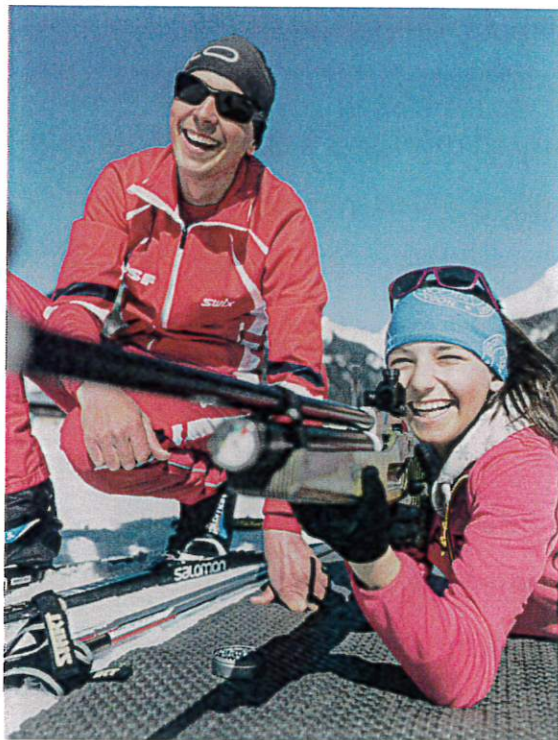
The Theater Director of the Glenn Massay is enthusiastic about hosting the Cultural Programs portion of the Arctic Winter Games. The Cook Inlet Tribal Council is also enthusiastically supporting the bid and will most likely participate in the planning and coordination of the programs.



### **Biathlon Ski & Snowshoe @ Government Peak Recreation Area or Crevasse Moraine**

Venue – Government Peak Recreation Area/Crevasse Moraine  
The MSB does not currently have a biathlon course. The MSB proposes to either secure funding for a permanent course to be built at Government Peak Recreation Area or have a temporary course built at Crevasse Moraine at the Loma Prieta Trailhead, where appropriate land features would facilitate backstop requirements.

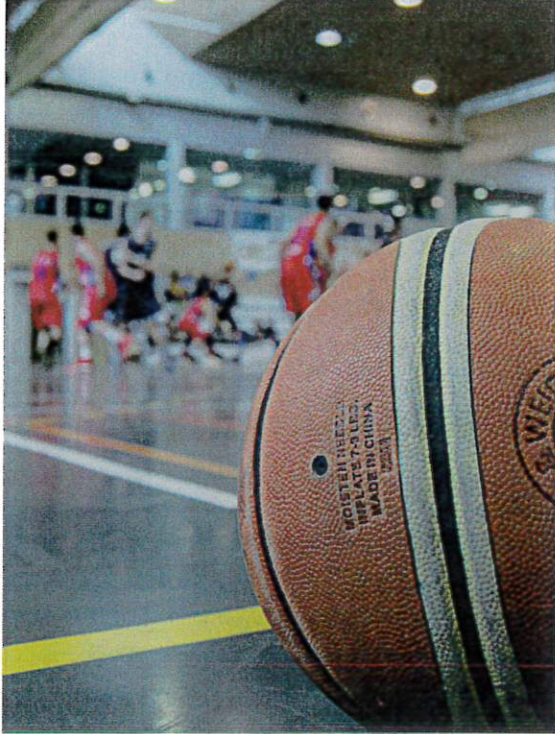
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### **Local Technical Experts –**

We have extended the invitation to the Nordic Skiing Association of Anchorage to partner with us on technical expertise to build out either option and to help facilitate both biathlon events.

We anticipate the Nordic Skiing Association to serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.



## **Basketball @ Sherrod Elementary**

Any of the five designated Mat-Su Borough School District schools could provide appropriate facilities and equipment for this event.



## **Local Technical Experts -**

Many of our local schools have basketball teams and should be able to provide equipment as well as coaching and refereeing expertise.

We anticipate a local coach to serve as the technical expert of this committee and can assist the MSB in identifying other appropriate officials.



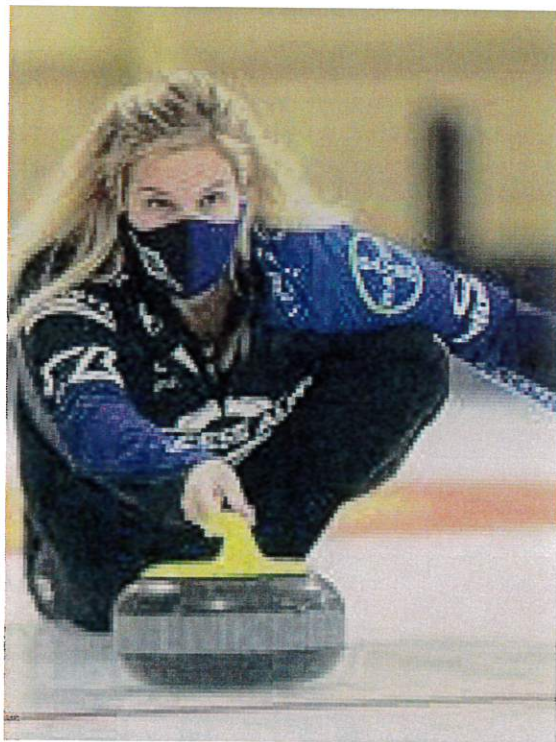


## Curling

Venue – MTA Event Center

This 34,000 square foot facility will likely hold the curling competitions only.

The MTA Event Center is owned and operated by the City of Palmer, which have signaled their enthusiastic support of the Games.



## Local Technical Experts –

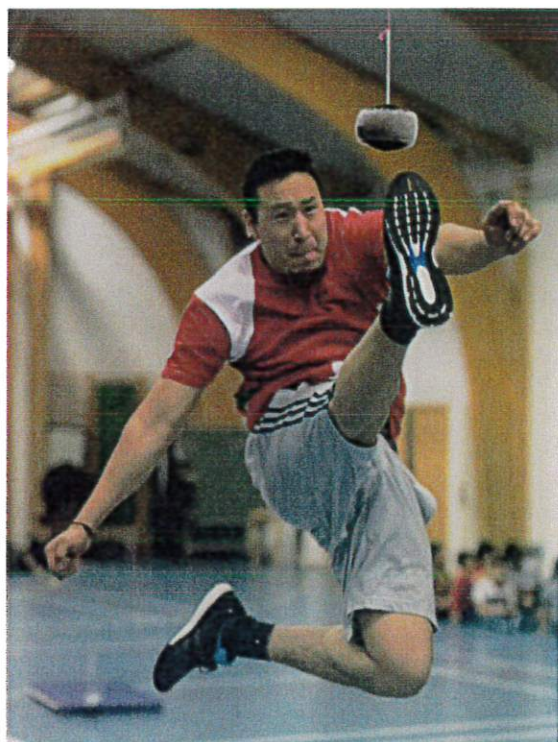
CurlAK is a club based in Anchorage who has enthusiastically signed on to support the MSB as our technical experts, to serve as the technical expert of this committee, and can assist the MSB in identifying appropriate officials.



### **Dene Games @ Settlers Bay Coastal Park and the Curtis D Menard Sports Complex**

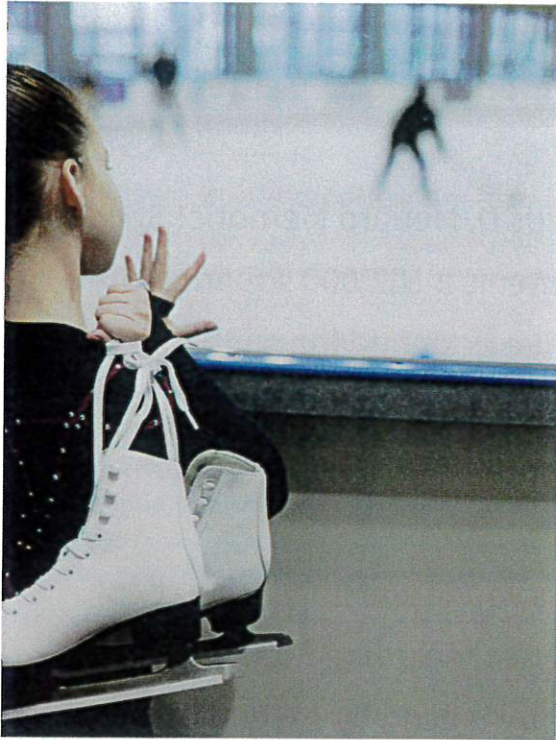
Settlers Bay Coastal Park would require construction of temporary stadium seating and warming huts, but provides ample space to facilitate this event.

The Curtis D Menard Sports Complex has plenty of capacity and space to accommodate these events.



### **Local Technical Experts -**

Cook Inlet Tribal Council, who coordinates the Native Youth Olympics in Alaska will be providing our technical expertise and will serve as the technical experts of this committee and assist the MSB in identifying appropriate officials.



### **Figure Skating @ the Brett Memorial Ice Arena**

Brett Memorial Ice Arena has a robust figure skating club and has recently undergone renovations to enhance the spectator experience. It can hold approximately 550 spectators.



### **Local Technical Experts-**

Mat Su Figure Skating Club is a robust organization that frequently puts on/hosts competitions. We hope to utilize them as our technical experts and expect them to serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.

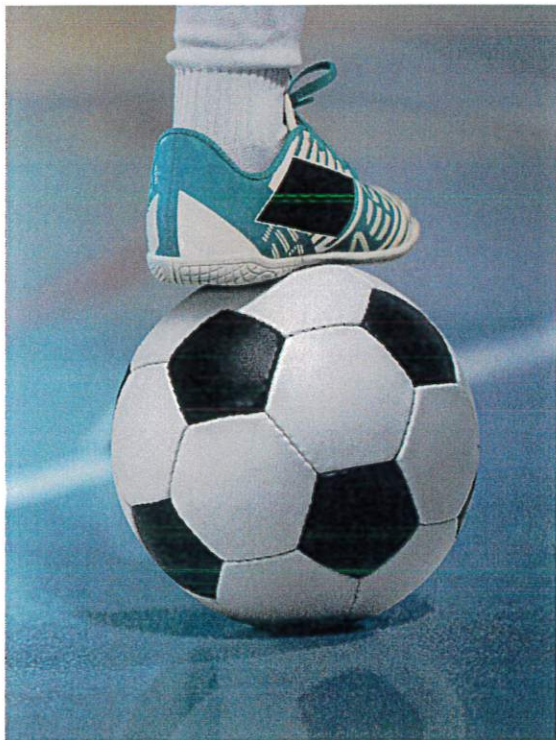


### **Futsal @ the Curtis D. Menard Memorial Sports Center**

Curtis D. Menard Memorial Sports Center is a 102,000 square foot venue designed for multi-sport events and can host up to 5,000 people.

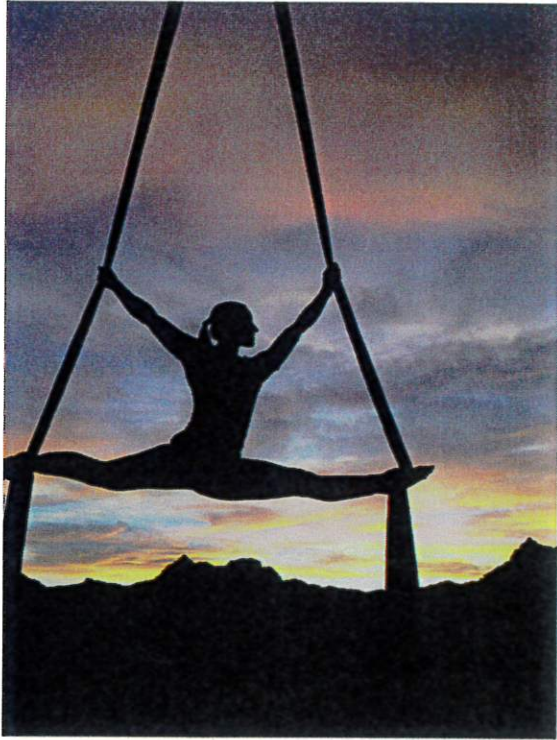
This venue will host a variety of events, including futsal. This venue is used by several indoor soccer clubs.

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### **Local Technical Experts-**

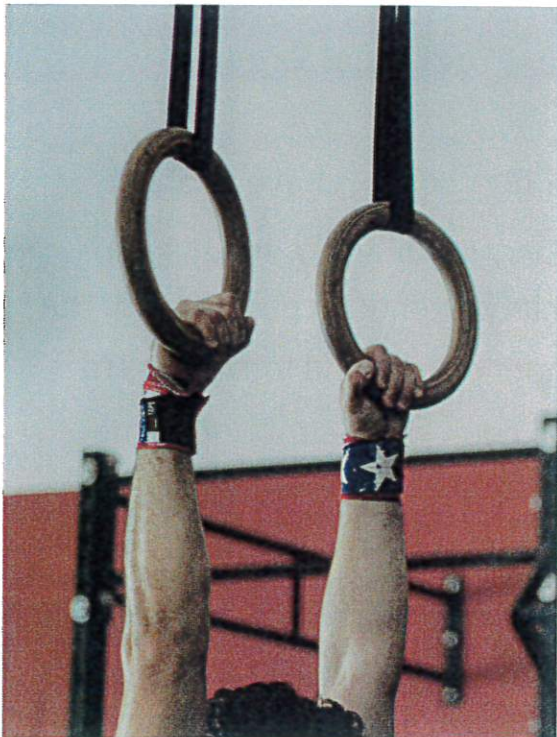
Wasilla Youth Soccer Association and Mat Valley Soccer will both be able to facilitate the coordination of this event as well as serve as the technical experts of this committee and can assist the Host Society in identifying appropriate officials.



### **Gymnastics @ Excel Gymnastics or the Curtis D. Menard Memorial Sports Center**

Excel Gymnastics and Denali Gymnastics would both be excellent venues that would allow competition onsite. However, spectator seating is limited. Alternatively it could be held at the Menard, where equipment would need to be borrowed and moved with safety being an important element to consider.

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### **Local Technical Experts-**

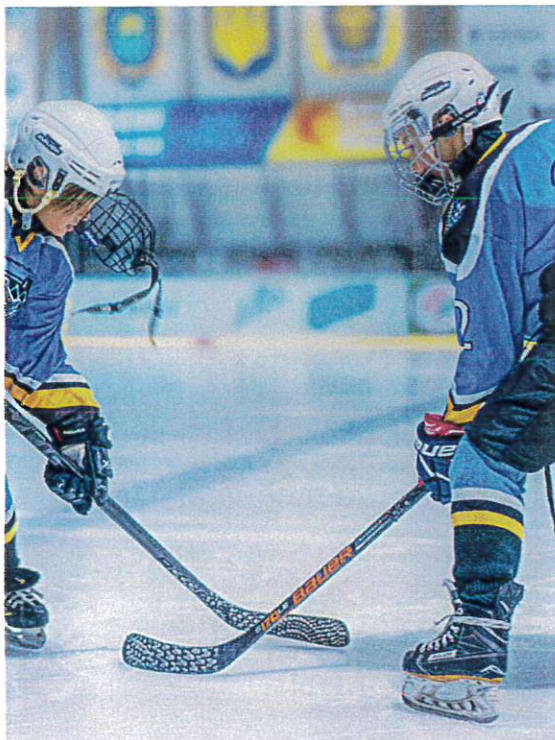
Both participate in many competitions and would be an excellent resource for technical expertise and coordinating. We expect either or both of them to also serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.

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## **Hockey @ Brett Memorial Ice Arena**

Brett Memorial Ice Arena regularly hosts club hockey and tournaments for youth and adult hockey leagues. The venue offers seating for 550 people and ample parking.



## **Local Technical Experts-**

Our high schools have a robust hockey community and the Host Society intends to partner with the school district and local clubs to help coordinate support for the Games. We expect someone from this community to serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.



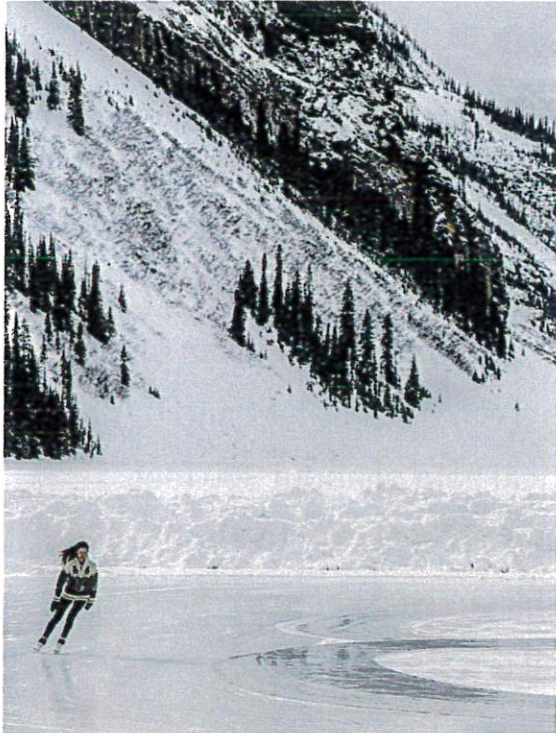
### **Snowboarding @ Skeetawk**

Skeetawk is the MSB's newest ski area located at the base of Hatcher Pass, part of the beautiful Talkeetna Mountain Range. In 2020, the first chair lift was put in with a run of 1,250 feet and has a vertical gain of about 300 feet, giving skiers access to about 30 skiable acres. Skeetawk also has a small terrain park that may be enhanced to support the snowboarding events.



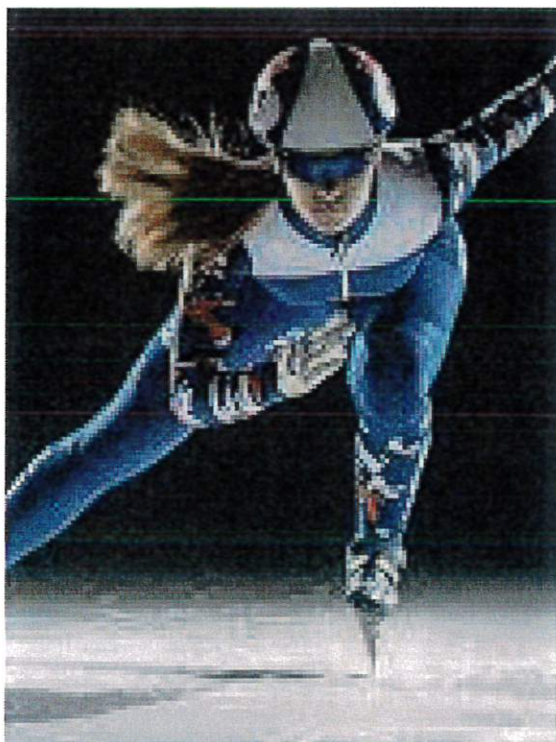
### **Local Technical Experts-**

The Host Society will utilize the local Valley Ski and Snowboard club to help facilitate the finding of snowboard specific expertise who can help with the snowboarding program and to serve as the technical expert of this committee and assist in identifying appropriate officials.



## **Speedskating @ The Curtis Menard Memorial Sports Center**

This venue provides enough ice for a dedicated speed skating set up.



## **Local Technical Experts-**

Alaska Speedskating Club will likely provide the required expertise to help coordinate this event and to serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.





### **Snowshoeing @ Settlers Bay Coastal Park or Lazy Mountain Recreation area**

Both venues would provide excellent trails for snowshoeing.

Settlers Bay may be more appropriate for the longer courses while Lazy Mountain

Recreation Area would provide excellent mixed terrain for the shorter courses. Warming huts or fires would need to be provided as these venues do not have a lodge.

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### **Local Technical Experts**

Cook Inlet Tribal Council (CITC)/Native Youth Olympics will be our go to for technical expertise in this discipline. We anticipate someone from CITC to to serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.

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### **Table Tennis @ Swanson Elementary**

Any of the 5 designated Mat-Su School District schools could provide appropriate facilities and equipment for this event.

Depending on gym space we will designate a school once the plans for other sports gets settled.



### **Local Technical Expert**

Alaska Table Tennis Club will likely provide the required expertise and any additional equipment required to hold these events. We expect someone from the club to also serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.



### **Volleyball @ Colony High School**

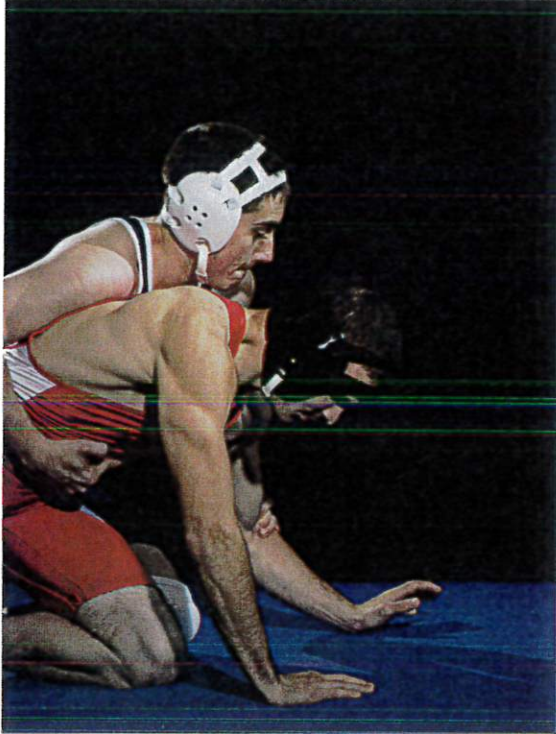
Any of the 5 designated Mat-Su School District schools could provide appropriate facilities and equipment for this event.

Depending on gym space we will designate a school once the plans for other sports gets settled.



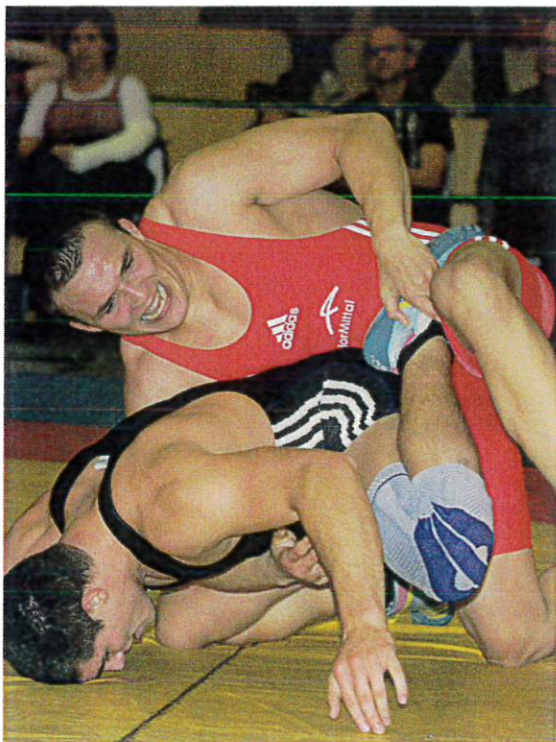
### **Local Technical Expert**

The MSB School District has several volleyball teams and there are comp teams as well that the MSB will be able to utilize. There is a pool of experts and coaches to help facilitate this event. We expect they will also serve as the technical expert of this committee and assist the MSB in identifying appropriate officials.



### **Wrestling @ Colony High School**

Any of the designated Mat-Su School District high schools could provide appropriate facilities and equipment for this event. Depending on gym space we will designate a school once the plans for other sports gets settled.



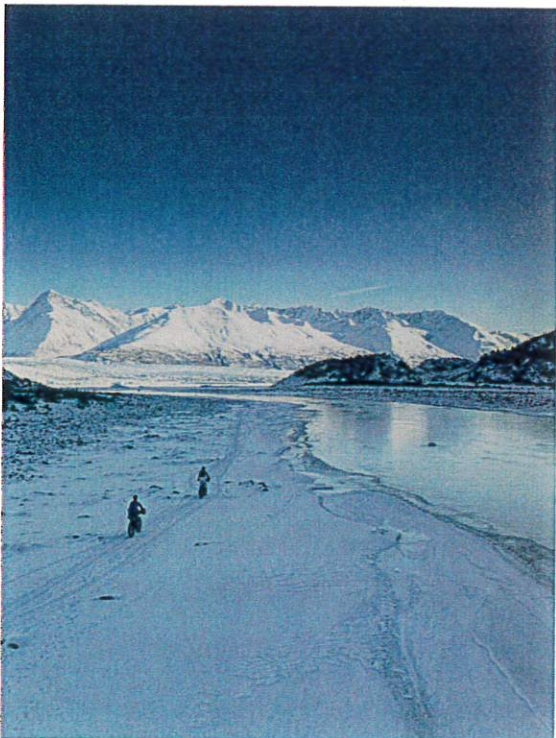
### **Local Technical Expert**

The MSB School District has several wrestling teams and comp teams. The MSB will be able to utilize that pool of experts and coaches to help facilitate this event. We also expect them to serve as the technical expert of this committee and assist the MSB in identifying appropriate official.



**Area Specific: Ultra  
Ski, Bike, Walk @ Big Lake Trail  
Systems/Nancy Lakes Trail  
System**

These two trail systems are adjacent to each other and encompass 22,685 acres. In the winter, there are hundreds of miles of trail utilized by snow machines, hikers, bikers and skiers. Almost all are typically marked with lath. This would be an excellent area to run loops or out and back courses of varying length.



**Local Technical Expert**

Utilizing the non-profit who runs the Iditarod Trial Invitational and has several local experts who have experience running operations and logistics for remote races, would be ideal. We also expect someone from the ultra sport community to serve as the technical expert of this committee and assist the Host Society in identifying appropriate officials.

# ATHLETE VILLAGES

School Use Assignments

## The Mat-Su School District

The Mat-Su School District is comprised of 47 schools. We have chosen five schools that are centrally located within the city of Palmer to serve as athlete villages.

As noted in the Hospitality Services section, hotels will be booked for Mission Staff, Officials and VIP's.

- Athletes, Cultural Teams, Coaches and Chaperones will be housed in one of five schools. With an estimated 2000 individuals staying in the Athlete Villages, with 11 per room, we will need about 182 classrooms. Palmer Jr., Palmer High and Colony High have a total of 200 rooms.
- Athletes and cultural representatives will be housed with their teams and chaperones will be assigned to each room.
- Room assignments will meet local fire and safety code, beds and bedding will be provided and rooms will be locked when unoccupied.
- Portable bathroom and shower facilities may be required to ensure every participant has access.

Athlete Villages will have:

- A reception/message area
- Janitorial Services
- 24-hour per day supervision, emergency protocols and medical services



# Meal Plan for Athlete Villages

## Mat-Su Borough School District Central Kitchen

Prepares and provides nearly 9,000 meals per day to support the student population nutritional needs in 47 different schools.

We are confident that the central kitchen will be able to prepare and provide the 2000 athlete, cultural representatives, coaches, chaperones and mission staff with three meals per day along with snacks and beverages between meals.

Once the Host Society is formed, our Care and Comfort Committee Chair, the Director of Nutrition Services for the school district, will work with the Mission Staff from each contingent to understand the dietary needs of the participants and develop a plan to provide appropriate meal services at each village.

Meals at each village will meet the Staging Manual Standards outlined in 6.3.1 and:

- All meals will be prepared to USDA nutritional requirements at the central kitchen and delivered to the athlete village kitchens to be served.
- Meals will be made fresh every day
- A special serving area at each village will accommodate those with dietary restrictions
- Healthy snacks will be available 24 hours per day
- Meals will be served between 6am-9am, from 11am -1pm and 6pm-9pm to accommodate event schedules

Food trucks will provide hot lunch at Game and Cultural venues



*quote about meals*



## Anchorage International Airport

The Ted Stevens Anchorage International Airport is a major airport in Alaska, located 5 miles (8 km) southwest of downtown Anchorage (ANC). The airport is named for Ted Stevens, a U.S. senator from Alaska in office from 1968 to 2009.

Roughly thirty-seven destinations are accessible from ANC via nonstop or direct flights, including destinations in 14 U.S. states and the countries of Canada, Germany, and Russia. U.S. mainline carriers operate a combination of year-round and seasonal service to the lower 48 states and Hawaii. Foreign carriers operate seasonal flights and seasonal charters to Canada, Asia, and Europe, the latter two sold as bundled services. Due to its proximity to Russia, Anchorage is the only U.S. city outside of New York, Los Angeles, Miami, and Washington D.C. to have non-stop flights to Russia, and is the only city to have flights to a city other than Moscow. For the majority of the Teams traveling to Alaska, flight services will likely be routed through Seattle-Tacoma.

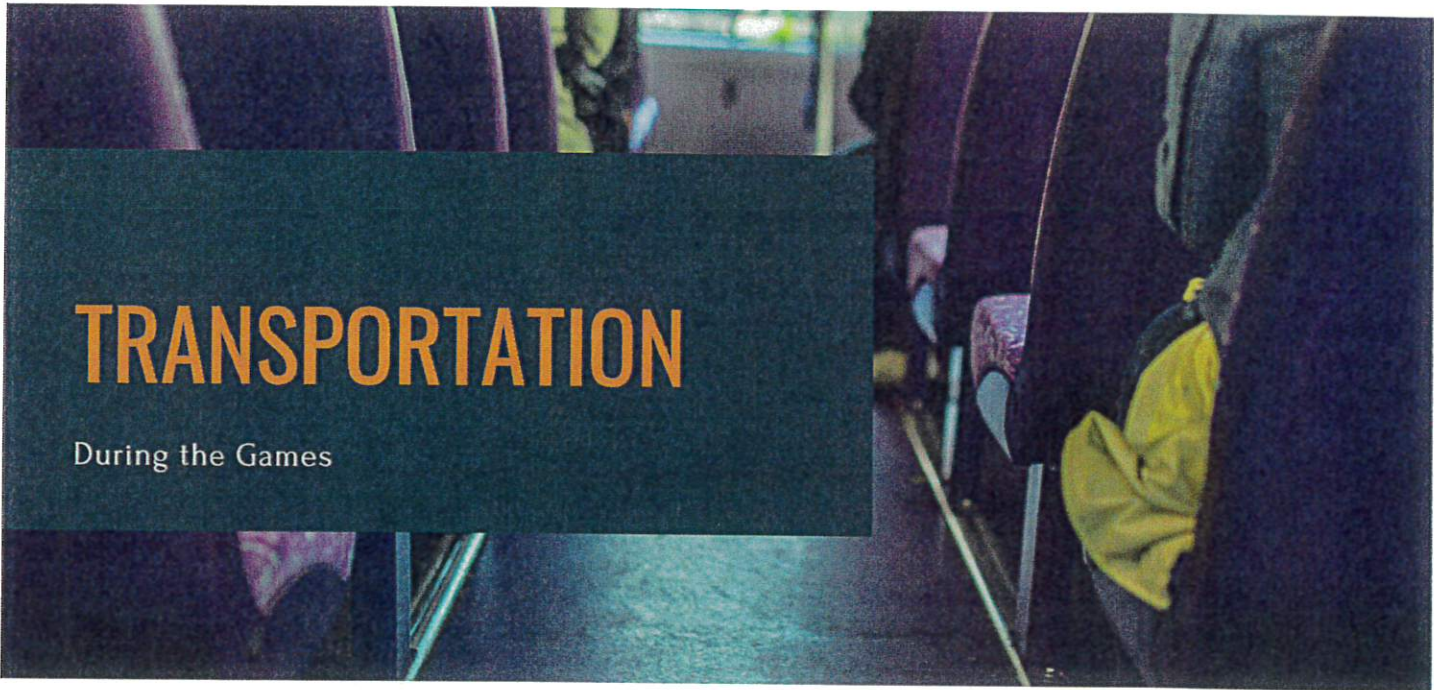
### Airport Facts-

- Nearly 5.7 million passengers served in 2019.
- Approximately 47 air carriers: 27 domestic and 18 international. 21 passenger destinations served from ANC; Over 42,000 passenger aircraft landings and over 41,000 wide and narrow body cargo aircraft landings in 2019.
- 768 of airside runways, ramps, aprons, and taxiways, plus 196 acres of pavement maintained in support of general aviation facilities, parking lots, and roads.
- Three runways over 10,600 ft. - Longest runway - 12,400 ft. and
- It is open 24-7 and has never closed for a snow day

## Welcome and Send Off

Through our partnership with Premier Alaska Tours, an Alaskan owned business that operates over 100 motor coaches throughout South Central Alaska and the interior, we will welcome, pick up, and drop off teams traveling to Alaska for the Games via Anchorage International Airport. In 2012, Premier Alaska Tours, provided all of the transportation for the Arctic Winter Games in Fairbanks and have also transported the Alaskan teams to Whitehorse in the past. The MSB has spoken to Premier Alaska Tours and they are interested in helping provide the transportation for the teams if the Games are held in the Mat-Su in 2024.





## Transportation During Games Week

The Bid committee has developed a relationship with Premier Alaska Tours, the Mat-Su Borough School District, and First Student bus services. We have commitments from these partners to assist with transportation during the Games. The Host Society, Transportation Committee will work with Premier Alaska Tours and First Student to develop a daily schedule for shuttle bus service to and from all five athlete villages, to the each of the events, and back to the villages. We recognize the need for this to be well organized and timely and will do our best to ensure this aspect of the Games will run smoothly.

## Shuttle Service for Visitors to the Events

The Bid Committee also intends for the Host Society to work with Valley Transit (our local public transit provider) to offer shuttle services throughout the Games week for visitors who want to attend an event, but parking limitations at some of the venues will necessitate shuttle service being offered.

## VIP's, Special Guests, and Mission Staff

VIP's, Special Guests, and Mission staff will have the use of a rental car, Mat-Su Borough Fleet Vehicle, or a taxi/Uber to get to and from the various events and activities. The Host Society will work with the Transportation Committee to develop a form that the VIP's, Mission Staff, and Special Guests can use to select their preference and give us and idea of how many we will need to have available.





# THE MEDICAL SERVICES PLAN

## Medical Services in the Mat-Su

The Bid committee understands that providing medical services to the athletes, coaches, and chaperones while they are in our region is an important aspect of successfully hosting the Games.

To facilitate the coordination of medical services and trained medical staff and volunteers at each of the daily Games and events and to offer care during the off-hours while athletes are in their assigned village. The Host Society, Medical Committee will work with Mat-Su Health Foundation, Mat-Su Regional Hospital, and the Mat-Su Borough Emergency Services Department to develop a plan to provide first aid, and infirmary at one of the athlete villages, and access to emergency medical services 24 hours per day.

The Mat-Su Borough has all the medical facilities and ambulance services needed to provide a high level of medical care to a large number of athletes and spectators.



### Providers Medical and Emergency services in Mat-Su

Mat-Su Regional Hospital  
[WWW.MATSUREGIONAL.COM](http://WWW.MATSUREGIONAL.COM)

Capstone Urgent Care  
Clinic  
Palmer & Wasilla  
[CAPSTONECLINIC.COM](http://CAPSTONECLINIC.COM)

EMS Emergency Medical  
Stations  
PALMER, WESTLAKES,  
BUTTE, WASILLA

Palmer, Wasilla Police and  
the Alaska State Troopers  
911

## SAFETY DURING THE GAMES



SECURITY

### Safety in the Athlete Villages and at each of the Games events

The Bid committee understands that providing security services and keeping the athletes, coaches and chaperones safe while they are in our region is an important aspect of successfully hosting the Games.

To facilitate the coordination of security services and ensuring that trained security volunteers are on site at at each of the daily Games and events and to offer care during the off-hours while athletes are in their assigned village, the Host Society, Medical Committee will work with the Mat-Su Borough Emergency Services Department and the Palmer and Wasilla Police Department to develop a plan to provide access to security services 24 hours per day.





# INFORMATION TECHNOLOGY AND COMMUNICATIONS

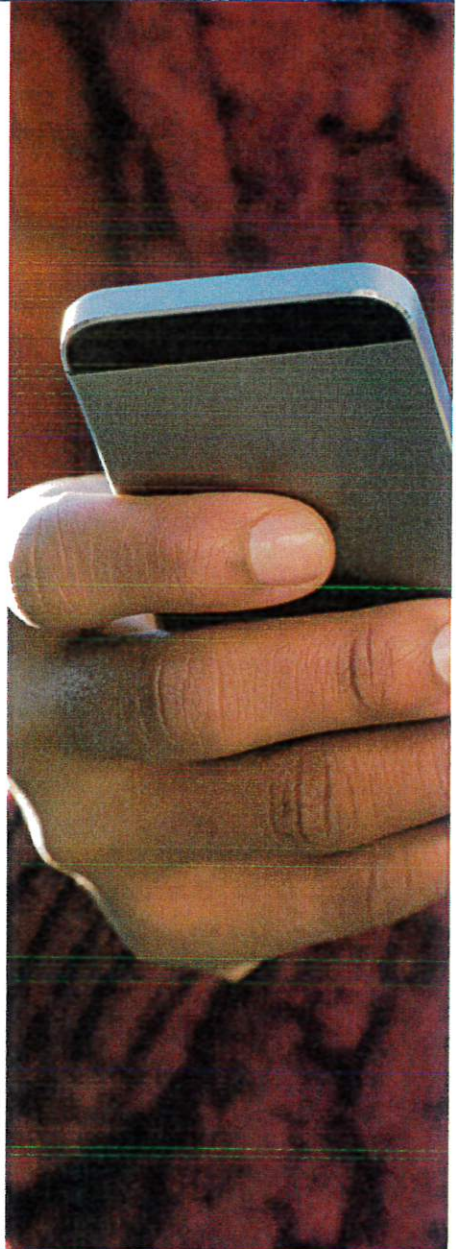
## Clear Communication and Appropriate Technology

The Host Society will need to provide smart phones to all the Mission Staff, AWGIC, coaches, and chaperones for use during the Games. It must be easy for athletes and cultural representatives to communicate with each other and with family back home.

Event venue security staff must also have the ability to communicate with Host Society Staff and key Mission Staff during each event if there are any issues.

The Mat-Su Borough, the Mat-Su Borough School District, and the Cities of Palmer and Wasilla all have Wi-Fi available in their facilities and the Mat-Su Borough has access to additional laptops and mobile phones.

Once the Host committee is formed, staff from the Mat-Su Borough IT department, Emergency Services Department, and the Public Relations Department will work with the Director of IT and Communications to develop a plan to meet the requirements of the staging Manual 7.0. to ensure that adequate communication equipment and mobile devices are available at all the venues and facilities for all relevant staff and guests.



# OPENING CEREMONY

Menard Sports Center 2024 Arctic Winter Games

The Curtis D. Menard Memorial Sports Center will host the Opening and Closing Ceremonies for the Games.

The Menard Center is multi sport complex that is 102,000 square foot venue that can host up to 5,000 people.

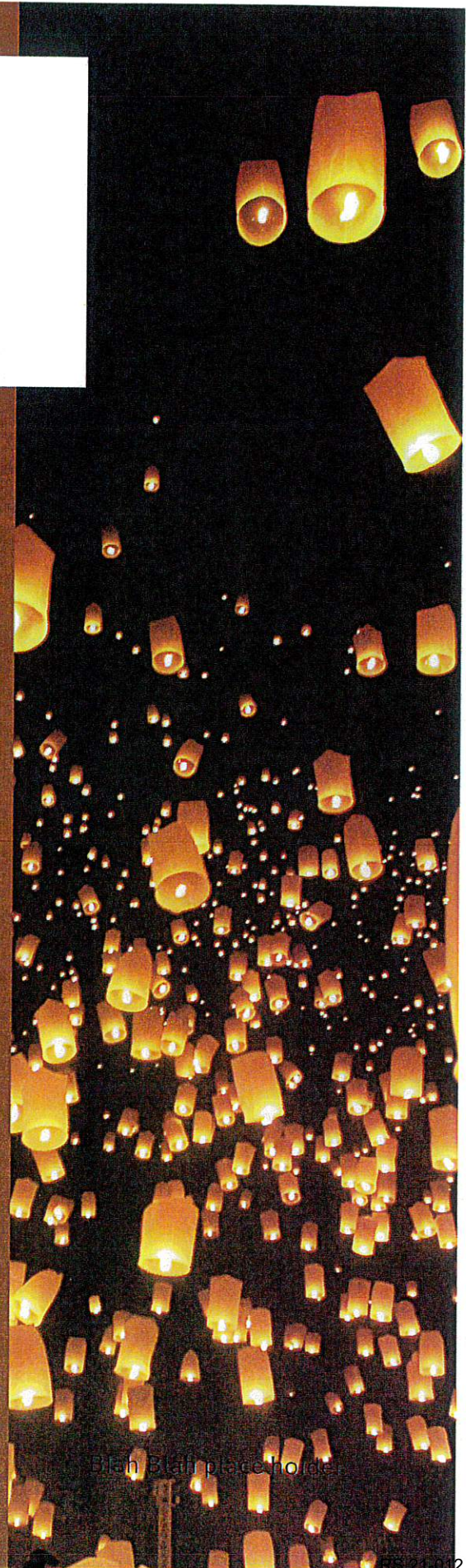
The Opening Ceremony will be organized in accordance with the AWG staging manual allowing the appropriate dignitaries to be on stage and to give speeches that will be video broadcast.

The focus of the ceremony will be the March In Flag Ceremony with all the participating countries, territories, and states as described in the staging manual. Two entrance points will be used to ensure that there is a good flow to the March. Once all contingents are in the arena, the Emcee will proceed with the speeches, anthems, songs and the lighting of the Games Torch.

The participant oath and the officials oath will be recited and the AWG president will declare the Games open. The athletes will march outside for a fireworks display.

Once the ceremony festivities are over, the athletes will be shuttled back to their appropriate athlete village.

We expected the Host Society will also add their own pageantry and design flair to these ceremonies.



Blank Placeholder

# CLOSING CEREMONY

Menard Sports Center 2024 Arctic Winter Games

The Curtis D. Menard Memorial Sports Center will host the Opening and Closing Ceremonies for the Games.

The Closing Ceremony will be organized in accordance with the AWG staging manual allowing the appropriate dignitaries to be on stage and to give speeches that will be video broadcast.

The focus of the ceremony will be the March In Flag Ceremony with all the participating countries, territories, and states as described in the staging manual.

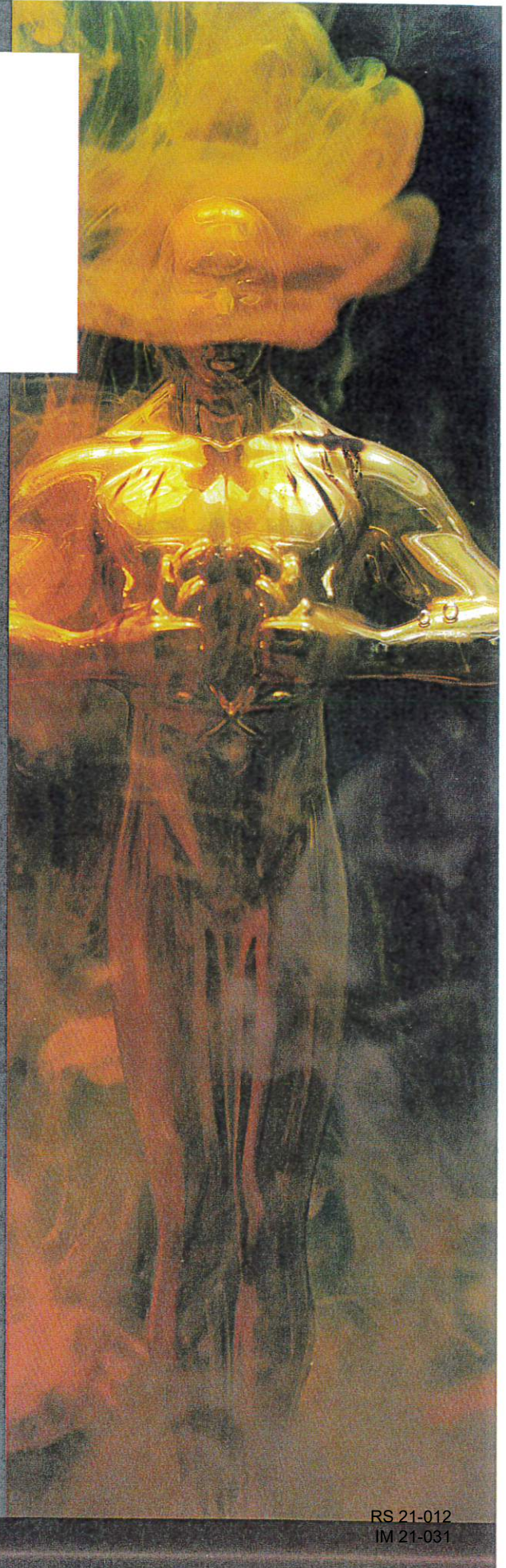
The Host Society will organize special entertainment to celebrate the closing of the Games.

Once all contingents are in the arena, the Emcee will proceed with the speeches, presenting of the Hodgson Trophy and the AWG flag to the MSB Mayor.

The AWG president will declare the Games closed and the athletes will march outside for a fireworks display.

Once the ceremony festivities are over, the athletes will be shuttled back to their appropriate athlete village.

We expected the Host Society will also add their own pageantry and design flair to these ceremonies.



# CULTURAL PROGRAMS

and Entertainment



## Arts, Dancing, Storytelling, Food, Festival, and More

### SHARING AND CELEBRATING THE ARCTIC

Working with the Glenn Massey Theater, Valley Performing Arts, the Alaska Native Heritage Center, the Anchorage Museum and Cook Inlet Tribal Council, it is our intention to plan and offer a diversity of cultural events during the Games.

We intend to host a Gala at Raven Hall, and two other evening events that focus on cultural sharing, storytelling, dancing and more. Throughout the week will also offer workshops for cultural sharing, arts, and crafts shows, and on one day we hope to offer a winter carnival with a focus on culture.



## Activities & Locations

Palmer Depot Art Events  
SHOPPING

Glenn Massey Theater  
PERFORMANCE &  
CULTURAL WORKSHOPS

Winter Carnival  
AT THE ALASKA STATE  
FAIR GROUNDS

Food truck rally  
ALASKA FAIR GROUNDS

Cultural Workshops  
MAT-SU SENIOR  
SERVICES

Announcements, Events,  
and Updates  
TO FOLLOW



## HOSPITALITY SERVICES AND SPECIAL GUEST RECOGNITION

### Caring for Mission Staff, Officials and VIP's

The Bid Committee recognizes there will be **mission staff, officials, and other special guests** from each country attending the games to support their athletes and cultural representatives and to represent their governments. Though the Mat-Su Borough does not have any large, resort quality hotels, we have a number of small boutique hotels and vacation rental homes available that can accommodate these guests and their special needs. Once the Host Society is formed, the care and comfort committee, with support of the MSB Public Relations Director, will make contact with the participating teams to get a sense for the needs and expectations of the Mission staff, officials and other special guests from each country. Then the committee will design an appropriate lodging, transportation, and meal plan that will support them.

In addition, **Mission staff** from the participating countries will need office space during the Games, as well as a large conference room. At this time we intend on using the Palmer Depot, a historic train depot owned by the City of Palmer as the AWG office for the week of the Games. The space has seating and tables for 150 people, one smaller office space that will function as the Mat-Su Host Society Headquarters. There is also space for AWG merchandise and it has a large kitchen prep area that may be used to provide mission staff meals throughout the Games week. A large capacity photo copier will be rented for Mission staff to use and they will have access to the services of a local printing shop if needed.

**Media** will also be supported throughout the week. The care and comfort committee will develop a media briefing package, which outlines lodging, transportation, and meal services available and will be available to assist them with their reservations to ensure that they have adequate accommodations and IT services.

For a preview of lodging and visitor services visit <https://www.alaskavisit.com/lodging/>



# The Legacy of Mat-Su AWG

WINTER CITY DEVELOPMENT

# 20 24



BRIEF DESCRIPTION  
Winter Life

OBJECTIVES  
Winter Design

PROJECT GOALS  
Support Winter Economy

RS 21-012  
IM 21-031

# Winter City Initiative Mat-Su

## OBJECTIVES AND BENEFITS



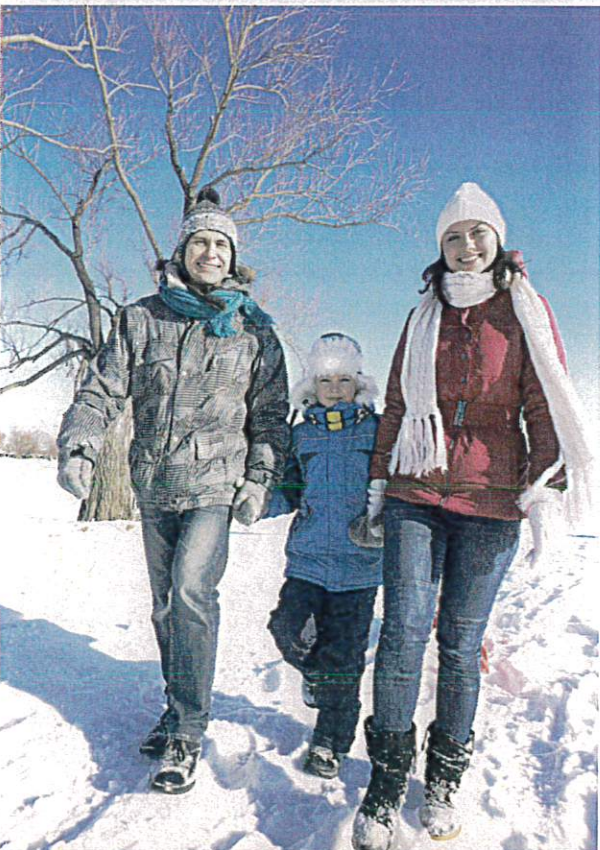
### WINTERCITY INITIATIVE DEVELOPMENT

The Mat-Su Borough is a winter community. For seven months of the year it is cold, snowy, and dark but what if we, as a community, came together to imagine how to celebrate and join winter with the same enthusiasm as we do summer.

### WINTERCITY LEGACY OBJECTIVE

The Host Society will form a Legacy Committee with the MSB, the cities of Palmer and Wasilla officials, and the Chambers to research what other communities are doing to enjoy winter and to brainstorm what is possible here.

Then the committee will develop a plan, fundraise, and implement a winter city initiative and includes new infrastructure for the community to enjoy as part of the Games and beyond.



### WINTERCITY MAT-SU GOALS

- Creating a Winter City initiative will support our local economy
- catalyze excitement and visionary ideas for what is possible
- Explore winter city development funding through AARP
- Make our community healthier, more accessible for all ages in winter and will support more of the quality of life measures that Mat-Su Residents love.