



## USOC, IOC agreement opens door for possible bid

By Kelly Whiteside, USA TODAY Friday May 25, 2012

Imagine a Winter Olympics in 2022 in Reno, [Lake Tahoe](#) and Sacramento. The downhill on Heavenly Mountain, starting in Nevada and ending in California. Figure skating and hockey in Sacramento. And a bit of nostalgia at [Squaw Valley](#), which hosted the 1960 [Winter Games](#) on the California side of Lake Tahoe.

An Olympics back on [U.S.](#) soil for the first time in 20 years could happen now that a protracted revenue-sharing dispute between international and U.S. Olympic officials has been resolved. A new agreement on how to share television and marketing money was announced Thursday clearing the path for the U.S. to possibly bid for the 2022 Winter Games or 2024 [Summer Games](#).

Revenue-sharing tensions played a part in Chicago's first-round elimination in the vote for the 2016 Summer Games. [New York](#) was a candidate for the 2012 Olympics before losing in the second round.

The [USOC](#) has received 20% of global sponsorship revenue and a 12.75% cut of U.S. broadcast rights deals. Under the new terms, which will take effect in 2020 and run through 2040, the USOC will retain its current revenue, but its TV rights share will be reduced to 7% on any increases in broadcast deals and its marketing share will be cut in half to 10% on increases in sponsorship revenue. The U.S. will also contribute to the administrative costs for the Games.

"We hope this has removed a road block from a successful bid for the United States," U.S. Olympic Committee chairman [Larry Probst](#) said. The USOC will discuss its strategy next month. Bids for 2022 are due around Labor Day of 2013.

The agreement opens the door for Reno-Lake Tahoe, [Salt Lake City](#),



Denver and Bozeman, Mont. — winter cities which have expressed interested in hosting or formed exploratory committees — to further pursue plans.

Dallas is interested in the 2024 [Summer Olympics](#), and New York or Chicago could consider another run.

"I think they have a great shot at either 2022 or 2024," said Olympic marketing expert Rob Prazmark, the CEO of 21 Marketing, in reference to a U.S. bid. "I think they would probably lean towards going for the Winter Games. The Winter Games are smaller in scale. They produce as much hype as the Summer Games do at a fraction of the cost, at a fraction of the stress on government and security."

Perhaps an unexpected locale such as Reno-Lake Tahoe could be a leading contender if the USOC decides to pursue the 2022 Games. The scandal at the 2002 Salt Lake City Games, the last time the U.S. hosted an Olympics, could tarnish the city's future chances.

Also, some [IOC](#) members could still hold a grudge against Denver, the only city to give back the Olympics after being awarded the 1976 Games after taxpayer outcry. The IOC relocated the 1976 Winter Games to Innsbruck, Austria.

Nevada and California officials have partnered in Reno-Lake Tahoe's efforts, which have been ongoing for more than a decade. "Lake Tahoe is one of the crowning jewels of nature," said Nevada Lt. Gov. [Brian Krolicki](#), chairman of the Reno-Tahoe Winter Games Coalition.

"We are located an easy driving distance to some serious population centers ([Las Vegas](#), Los Angeles) and have access to multiple world class airports . And just the fact that it's one of the most spectacular places on earth."