

# Opinion: Olympic bid more about money than spirit of competition

By Richard N. Velotta, Las Vegas Sun

When the curtain rose on the Olympic Games over the weekend, millions of people saw Big Ben, Tower Bridge, the London Eye and other British tourism icons.

It's the kind of publicity you can't buy. The images broadcast on televisions worldwide reminded people that London would be a pretty cool place to visit.



Olympic spirit is everywhere in London, including the Tower Bridge. Photo/Kathryn Reed

That's exactly the kind of publicity Nevada hoped to get in 2022. Northern Nevada was on a short list of places angling to host the Winter Olympics that year.

The selection process for host cities is two-tiered. First, American venues compete with one another to win over the U.S. Olympic Committee. Once a U.S. venue is selected, the competition moves to the global stage, and the International Olympic Committee evaluates sites from around the world. The winning bid is determined in a series of elimination votes.

A Nevada-California bid has a lot going for it. Heavenly Mountain Resort in California and Nevada has been pegged for alpine ski events. Squaw Valley in California has the experience of hosting the 1960 Winter Olympics and could host other skiing events. Arenas in Sacramento and San Jose could handle hockey and figure skating, while a refurbished Mackay Stadium at UNR has been identified for hosting opening and closing ceremonies.

The effort wouldn't be without challenge. Three other cities have expressed interest.

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