MEMORANDUM

Date: May 23, 2013

To: Chairman and Members
Pima County Bond Advisory Committee

From: C.H. Huckelberry
County Administrator

Re: **Velodrome Cost and Economic Development Issues**

As the Bond Advisory Committee (BAC) knows, there was a prior agreement to appropriate bond funds for the construction of a velodrome, assuming we have a legal commitment from a partner who will pay for the annual operating and maintenance expenses.

Attached is a recent County staff analysis of the velodrome proposal. As you can see, many questions remain unanswered, and no legal agreement is in place regarding the operating and maintenance expenses of the velodrome.

Given our track record of having partners back out of projects when representations were made to the BAC that negotiations were concluded, I am reluctant to move forward with any project unless there is a binding legal agreement between the parties involved that they will contractually and legally meet their obligations to Pima County for the specific project, if the project is an approved bond program and approved by the voters.

I will be referring this study to the Perimeter Bicycling Association for their review, analysis and development of a legally binding commitment to pay all operating and maintenance expenses for such a facility for a period of 25 years.

CHH/dph

Attachment

c: John Bernal, Deputy County Administrator for Public Works
Nanette Slusser, Assistant County Administrator for Public Works Policy
Nicole Fyffe, Executive Assistant to the County Administrator
Diana Durazo, Special Staff Assistant to the County Administrator

MEMORANDUM
Public Works Administration

DATE: May 16, 2013

TO: C. H. Huckelberry
County Administrator

FROM: Nanette M. Slusser
Assistant County Administrator for Policy

Diana Durazo
Special Staff Assistant to the County Administrator

RE: **Velodrome Justification**

Your April 2, 2013 memorandum requested a comparison of the cost and economic development benefits for the proposed Arizona Velodrome Project versus those described in the May 2013 edition of *Bicycling* magazine. After reading the article several times, the interviewees and author provided no specific economic benefits. On the contrary, the majority of the velodromes described are in the conceptual development, planning or early construction phase. Construction is frequently underfunded, so there is no timetable for completion on any velodromes described in the article. VeloSports Center is the only operating velodrome in the article that references economic viability. This state-of-the-art facility was built in southern California to replace the outdoor track built for the 1984 Olympics. The article shares, "As slick as it is, the facility has struggled commercially and is lucky to have a deep-pocketed benefactor." The majority of funding for the velodromes mentioned in the article has been private.

Because the article provides little to assess economic viability, I offer a brief review of the Arizona Velodrome Proposal and proforma provided to the Bond Advisory Committee in 2007 and comments from interviews with bicycle track racing experts. This information is provided as answers to the following questions:

1. ***Is there a need for a Velodrome in Southern Arizona?***

   There are approximately 339 Velodrome tracks worldwide, including 29 velodromes listed in the United States. Of those 29, there are 8 in the western United States: 4 in California, 3 in Colorado, 1 in Oregon. See attached table.

2. ***If so, what type of Velodrome would meet the needs?***

   There are a variety of track types: indoor, outdoor, and covered outdoor. Concrete, asphalt, and wood are the most common construction materials for the actual tracks. The track length that meets professional training standards is 250 meters. The Arizona Velodrome project proposes a 250-meter outdoor track. The remaining improvements or facility upgrades are all optional. An outdoor (open-air) facility would most likely be constructed of concrete in Tucson

because of the heat. In discussions with Populous, who designed and oversaw the construction of London's National Velodrome, which is a single purpose venue, their recommendation is that a Velodrome provides the greatest return on investment when included as part of a multi-purpose indoor sporting facility, and not as a stand-alone facility. To gain perspective, the size of the indoor facility to fit a velodrome would be considerably larger than the current Tucson Convention Center. An indoor facility would most likely require a 40-foot high ceiling.

3. ***What will it cost to build, operate and maintain the Velodrome?***

The London Velodrome costs $180 million. The Velodrome constructed for the 2015 Pan Am Games in Ontario is estimated at $56 million. A permanent, indoor velodrome structure costs approximately $20 to $30 million. Semi-permanent or outdoor, single-purpose tracks can be constructed for considerably less.

There are various arguments on whether the facility should be indoor or outdoor in Pima County. Some believe our year-round temperate climate makes an outdoor facility very attractive. Others argue that the extreme temperatures make using an outdoor facility prohibitive in the summer. The oval design and raised sides reduces cross-breezes, except for those generated while riding. The current bond project requests $5 million for an outdoor (open-air) facility. The proposal assumes a five- to six-acre site will be donated for the project.

Operating costs for a single-use facility would be less than a multi-use facility because there is no need to change out floors and seating, etc. The same is true for indoor versus outdoor facilities. Costs for operations and vary widely based on the type of facility and the number of uses. The Arizona Velodrome proposal allocates approximately $300,000 for operations and maintenance; of that amount, $6,000 is for maintenance. The other velodromes identified in their proforma package do not identify maintenance costs specifically but have a line item for facility instead. The average facility costs are $48,000 annually.

There are a few examples of very low-cost velodromes being constructed in the U.S. A case study of the Rock Hill, South Carolina Velodrome is attached. The Rock Hill Velodrome was recently completed at a cost of $4 million. The facility relies heavily on volunteers for operations and maintenance but still allocates $150,000 for this purpose.

4. ***What can the community reasonably expect in terms of economic benefit from investing bond dollars in a Velodrome?***

The Arizona Velodrome Proposal provides a list of operating expenses and revenues, as well as a comparison with other velodromes. This information is attached. The Arizona proposal has an annual income of approximately $300,000 from a variety of sources. The Arizona Velodrome would employ two staff at a total cost of $70,000, including benefits. Other velodromes show annual income/expenses of approximately $750,000 with almost half of that amount going to personnel.

The effort underway by the Pima County Sports and Tourism Authority to determine sports facility needs in Southern Arizona includes an analysis of all potential sporting venues, including a Velodrome. Findings from the Facilities Assessment will provide supporting documentation related to the need, location, and (if viable) the facility type (multi-use, indoor, outdoor, etc.) for cycle track racing. The report is anticipated in July 2013.

NMS:lsm

Attachments

c: John M. Bernal, Deputy County Administrator for Public Works

Velodrome Tracks (339)	Location	Length
Argentina		
Antonio Ríos Velodrome	San Rafael	250m
Bahiense Pedal Club Velodrome	Bahía Blanca	250m
Chavense Pedal Club Velodrome	Adolfo González Chaves	
City of Esperanza Velodrome	Esperanza	250m
Concepción del Uruguay Track	Concepción del Uruguay	
Concordia Municipal Velodrome	Concordia	
Don Pedro Milanese Velodrome	Formosa	
Eduardo Maero (Bº Ayacucho) Velodrome	Córdoba	250m
Ernesto Contreras Provincial Velodrome	Mendoza	333m
Gabriel Deramond Municipal Velodrome	Caleta Olivia	
Héctor Cassina Velodrome	Rafaela	250m
Jorge Batiz Velodrome	Corral de Bustos	
Julio Polet Panamerican Velodrome	Mar del Plata	250m
KDT Circuit Velodrome	Buenos Aires	333m
Las Breñas Cycle Assoc. Velodrome	Las Breñas	400m
Luján Velodrome	José María Jáuregui	
Mayo Park Velodrome	San Juan	400m
Posadas City Park Velodrome/Track	Posadas	
Reconquista Municipal Velodrome	Reconquista	333m
Resistencia Velodrome	Resistencia	400m
Río Cuarto Municipal Velodrome	Río Cuarto	250m
Roberto "Paco" Echegaray Velodrome	San Carlos de Bariloche	
Rosario Municipal Velodrome	Rosario	250m
Rubén Rosetti Velodrome	Junín	333m
Rufino Velodrome	Rufino	
Sáenz Peña Velodrome	Presidencia Roque Sáenz Peña	
San Francisco Velodrome	San Francisco	400m
San Luis Provincial Velodrome	San Luis	250m
San Nicolás Track	San Nicolás de los Arroyos	
Thompson Beach Complex Track	Paraná	
Trenque Lauquen Circuit	Trenque Lauquen	
Tres de Febrero Velodrome	Villa Martínez de Hoz	

Velodrome Tracks (339)	Location	Length
Unzué Park Municipal Velodrome	Gualeguaychú	
Velodrome of the Lagoon	Santa Rosa	
Venado Tuerto Municipal Velodrome	Venado Tuerto	
Vicente Alejo Chancay Velodrome	San Juan	250m
Australia		
Adelaide Super-Drome	Gepps Cross, South Australia	250m
Blackburn Cycling Club Velodrome	Burwood East, Victoria	
Blackwater Velodrome	Blackwater, Queensland	333.33m
Blue Lake Sports Park Velodrome	Mount Gambier, South Australia	250m
Bob Whitford Velodrome	Newborough, Victoria	
Brunswick Velodrome	East Brunswick, Victoria	312m
Castlemaine Velodrome	Castlemaine, Victoria	
Chandler Velodrome	Brisbane, Queensland	330m
Chelsea Velodrome	Edithvale, Victoria	502m
City of Tamworth Velodrome	Tamworth, New South Wales	
Coburg Velodrome	Coburg, Victoria	250m
Collie Velodrome	Collie, Western Australia	333m
Dalgety Road Velodrome	Alice Springs, Northern Territory	333m
Darwin Velodrome	Darwin, Northern Territory	333m
David Blackie Velodrome	Ararat, Victoria	250m
Devonport Oval	Devonport, Tasmania	
Dunc Gray Velodrome	Sydney, New South Wales	
Edwardstown Velodrome	South Plympton, South Australia	480m
Gold Coast Cycling Centre	Nerang, Queensland	356m
Graeme Jose Velodrome	Whyalla, South Australia	269m
H.A. Smith Reserve Velodrome	Hawthorn, Victoria	250m
Harris St velodrome	Melbourne, Victoria	320m
Hisense Arena	Melbourne, Victoria	250m
Hurstville Velodrome	Sydney	
Joe Ciavola Velodrome, Darebin Indoor Sports Center (DISC)	Melbourne, Victoria	250m
Kenrick Tucker Velodrome	Rockhampton, Queensland	333.33m
Kyneton Velodrome	Hurry Reserve Kyneton, Victoria	250m
Latrobe Recreation Ground	Latrobe, Tasmania	

Velodrome Tracks (339)	Location	Length
Lavington Sports Ground	Albury, New South Wales	250m
Lidcombe Oval	Lidcombe, New South Wales	430m
Maryborough Velodrome	Avoca Rd Maryborough, Victoria	333m
Midvale SpeedDome	Perth, Western Australia	250m
Narrabundah Capital Velodrome	Canberra, Australian Capital Territory	333m
New Town Oval	Hobart, Tasmania	
Packer Park	Glen Eira, Carnegie	335m
Perth SpeedDome	Midvale, Western Australia	250m
Port Pirie Velodrome	Port Pirie, South Australia	502m
Rosebery Oval	Rosebery, Tasmania	
Sale Velodrome	Sale, Victoria	
Shepparton Velodrome	Shepparton, Victoria	333m
Silverdome	Launceston, Tasmania	285.714m
St. Helens Velodrome	St Helens, Tasmania	
Tempe Velodrome	Earlwood, New South Wales	330m
Tom Flood Sports Centre Velodrome	Bendigo, Victoria	412m
Toormina Velodrome	near Coffs Harbour, New South Wales	330m
Unanderra Velodrome	Unanderra, New South Wales	270m
Wagga Cricket Ground	Wagga Wagga, New South Wales	
Wangaratta Velodrome	Wangaratta, Victoria	490m
Warragul Velodrome	Warragul, Victoria	333m
West Park Oval	Burnie, Tasmania	
Bolivia		
Velodromo de Alto Irpavi	La Paz	333m
Brazil		
Rio de Janeiro Velodrome	Rio de Janeiro, Rio de Janeiro	250.00m
Curitiba Velodrome	Curitiba, Paraná	333.00m
Maringá Velodrome	Maringá, Paraná	250.00m
Americana Velodrome	Americana, São Paulo	333.00m
Canada		
Argyll Velodrome	Edmonton, Alberta	333.33m
Bromont Velodrome	Bromont, Quebec	250 m

Velodrome Tracks (339)	Location	Length
Burnaby Velodrome	Burnaby, British Columbia (near Vancouver)	200m
Vélodrome Caisse Populaire de Dieppe	Dieppe, New Brunswick	
Forest City Velodrome	London, Ontario	138m
Glenmore Velodrome	Calgary, Alberta	400m
Westshore Velodrome (Formerly Juan de Fuca Velodrome)	Colwood, Victoria, British Columbia	333m
Wind-Del Velodrome	Windham Centre, Ontario	
China		
Guangzhou Velodrome	Guangzhou	
Laoshan Velodrome	Beijing	250m
Cuba		
Velodromo Reinaldo Paseiro	near Havana	
Czech Republic		
Velodrom Třebešín	Motol, Prague	153.8m
	Třebešín, Prague	333.3m
	Brno	400m
	Prostějov	301m
	Plzeň	400m
	Louny	446m
Denmark		
Århus Cykelbane	Århus	333m
Ballerup Arena	Copenhagen	250m
Odense Cykelbane	Odense	333m
Estonia		
Pirita Velodrome	Tallinn	
Finland		
Helsinki Velodrome	Helsinki	400m
Tampere Velodrome	Tampere	200m
Turku Velodrome	Turku	333m
France		
Stade de Glace	Grenoble	
Vélodrome de Vincennes	Bois de Vincennes, Paris	500m
Vélodrome du Lac	Bordeaux	250m
Vélodrome Roubaix	Roubaix	

Velodrome Tracks (339)	Location	Length
	Clermont Ferrand	
Vélodrome du Parc de la Tête d'Or	Lyon	
INSEP	Paris	
Vélodrome de Hyères-Toulon-Var	Hyères	
Vélodrome Jean Jaurès	Equeurdreville, Manche	400m
Vélodrome Commandant Bouguin	Rennes	
Germany		
Badwanne	Dudenhofen	
Radrennbahn	Bielefeld	333 m
Chemnitz Sportforum Velodrome	Chemnitz	
Cottbus Sport Centre Velodrome	Cottbus	
Eichwaldstadion Velodrome	Schopp	
Gera Velodrome	Gera	
Hanns-Martin-Schleyer-Halle	Stuttgart	
Mannheim Velodrome	Mannheim	
NRW-Leistungszentrum	Kaarst-Büttgen	
Olympiahalle	München	
Radstadion	Köln	
Reichelsdorfer Keller	Nürnberg	
Rosch-Kampfbahn	Leipzig	
Rostock Velodrome	Rostock	
RSG	Augsburg	
Schanzenberg-Bahn	Saarbrücken	
Solingen Velodrome	Solingen	
Stadthalle	Bremen	
Stellingen	Hamburg	
VCD	Darmstadt	
Velodrom	Berlin	
Westfalenhalle	Dortmund	
Wuelfel	Hannover	333 m
Greece		
Olympic Velodrome	Kifisia, Athens	250m
	Rodos	400m

Velodrome Tracks (339)	Location	Length
Hungary		
Millenáris	Budapest	412m
Tamási Track	Tamási	400m
India		
Commonwealth Games Velodrome	Indira Gandhi Sports Complex, New Delhi	250m
Guru Nanak Dev University Cycling Velodrome	Amritsar	
NIS Velodrome	Patiala	
Osmania University Velodrome	Hyderabad	
Punjabi University Stadium	Patiala	
Veerangna Rani Durgawati Sports Complex	Jabalpur	
Indonesia		
G.O.R. Rawamangun Velodrome	Rawamangun, Jakarta	333.33m
Munaip Saleh Memorial Velodrome	Cisangkan, Bandung	333.33m
Ireland		
Eamonn Ceannt Stadium (Sundrive Road Track)	Dublin	457.5m
Kanturk Velodrome	Kanturk	250m
Italy		
Velodromo Fassa Bortolo	Montichiari, Brescia	250m
Velodromo Lello Simeone	Barletta	333m
Velodromo Corrado Ardizzoni	Cento, Ferrara	396.4m
Velodromo Vigorelli	Milan	
Japan		
Akashi Velodrome	Hyogo	400m
Aomori Keirin Velodrome	Aomori	400m
Beppu Keirin Velodrome	Oita	400m
Chiba Keirin Velodrome	Chiba	500m
Fukui Keirin Velodrome	Fukui	400m
Gifu Keirin Velodrome	Gifu	400m
Hachinohe Velodrome	Aomori	333m
Hakodate Keirin Velodrome	Hakodate	400m
Hiratsuka Keirin Velodrome	Kanagawa	400m
Hiroshima Keirin Velodrome	Hiroshima	400m
Hofu Keirin Velodrome	Yamaguchi	333m

Velodrome Tracks (339)	Location	Length
Ichinomiya Keirin Velodrome	Aichi	400m
Ito Keirin Velodrome	Shizuoka	333m
Iwaki Taira Keirin Velodrome	Fukushima	400m
Izumisaki International Cycle Stadium	Fukushima	333m
Japan Cycle Sports Centre	Shizuoka	250m
Japan Cycle Sports Centre	Shizuoka	400m
Kagetsu-en Keirin Velodrome	Kanagawa	400m
Kanonji Keirin Velodrome	Kagawa	400m
Kansai Cycle Sports Centre	Osaka	400m
Karigane Velodrome	Nagano	333m
Kawasaki Keirin Velodrome	Kanagawa	400m
Keiokaku Keirin Velodrome	Tokyo	400m
Kishiwada Keirin Velodrome	Osaka	400m
Kochi Keirin Velodrome	Kochi	500m
Kokura Keirin Velodrome	Fukuoka	400m
Komatsushima Keirin Velodrome	Tokushima	400m
Kumamoto Keirin Velodrome	Kumamoto	500m
Kurayoshi City Velodrome	Tottori	333m
Maebashi Keirin Velodrome	Gunma	335m
Matsudo Keirin Velodrome	Chiba	333m
Matsuyama Keirin Velodrome	Ehime	500m
Matusaka Keirin Velodrome	Mie	400m
Moji Keirin Velodrome	Fukuoka	500m
Mukomachi Keirin Velodrome	Kyoto	400m
Nara Keirin Velodrome	Nara	333m
Nagoya Keirin Velodrome	Aichi	400m
Nejime Velodrome	Kagoshima	400m
Nihon Keirin Gakko	Shizuoka	333m
Nihon Keirin Gakko	Shizuoka	400m
Odawara Keirin Velodrome	Kanagawa	333m
Ogaki Keirin Velodrome	Gifu	400m
Omiya Keirin Velodrome	Saitama	500m
Ota City Velodrome	Shimane	333m

Velodrome Tracks (339)	Location	Length
Otsu Keirin Velodrome	Shiga	500m
Prefectural Management Velodrome	Miyagi	400m
Prefectural Management Park Velodrome	Okinawa	333m
Rokugo Velodrome	Akita	500m
Sakaigawa Velodrome	Yamanashi	400m
Sasebo Keirin Velodrome	Nagasaki	400m
Seibu-en Keirin Velodrome	Saitama	400m
Shinjyo Cycle Sports Centre	Yamagata	400m
Shiwa Velodrome	Iwate	333m
Shizuoka Keirin Velodrome	Shizuoka	400m
Tachikawa Keirin Velodrome	Tokyo	400m
Taiwa City Velodrome	Miyagi	333m
Takamatsu Keirin Velodrome	Kagawa	400m
Takeo Keirin Velodrome	Saga	400m
Tamano Keirin Velodrome	Okayama	400m
Tokyo Dome Stadium	Tokyo	400m
Toride Keirin Velodrome	Ibaraki	400m
Toyama Keirin Velodrome	Toyama	333m
Toyohashi Keirin Velodrome	Aichi	400m
Uchinada Velodrome	Ishikawa	400m
Utsunomiya Keirin Velodrome	Tochigi	500m
Wakayama Keirin Velodrome	Wakayama	400m
Yahiko Keirin Velodrome	Niigata	400m
Yokkaichi Keirin Velodrome	Mie	400m
Lithuania		
Cido Arena	Panevėžys Klaipėda	250m
Malaysia		
Kuala Lumpur Velodrome	Kuala Lumpur	
Velodrome Rakyat	Ipoh	
Mexico		
Velodromo Agustín Melgar	Mexico City	250m
Netherlands		

Velodrome Tracks (339)	Location	Length
Omnisport Apeldoorn	Apeldoorn	250m
Sportpaleis Alkmaar	Alkmaar	250m
Velodrome	Asterdam	200m
New Zealand		
Denton Park	Christchurch	400m
Invercargill ILT Velodrome	Invercargill	250m
Manukau Velodrome	Auckland	285m
Nelson		512m?
Rotorua Velodrome	Rotorua	333m
Seddon Park Velodrome	Dunedin	250m
Te Awamutu Velodrome		450m
Temuka		400m
Timaru		400m
Tinwald	Ashburton	400m
Waimate		400m
Trust Bank Velodrome	Wanganui	250m
Wellington Velodrome	Wellington	333m
Niger		
Abuja Velodrome	Abuja	
Pakistan		
	Lahore	250m
	Islamabad	
	Sialkot	
	Faisalabad	
	Sargodha	
	Hyderabad	
	Rahim Yar Khan	
	Quetta	
	Peshawar	
Peru		
National Velodrome La Videna	Lima	250m
Velodrome Cerro Juli	Arequipa	333.33m
Velodrome Puente del Ejército Puente del Ejército	Lima	250m

Velodrome Tracks (339)	Location	Length
Philipines		
Amoranto Velodrome	Quezon City	
Poland		
BGŻ Arena	Pruszków	250m
Portugal		
Centro de Alto Rendimento	Anadia Municipality	
Sangalhos Velodrome	Sangalhos	250m
Russia		
Krylatskoe Velodrome	Moscow	
Lokosfinks Velodrome		
South Africa		
Bellville Velodrome	Cape Town	250m
Cyril Geoghegan Cycle Stadium	Durban	433m
Hector Norris Velodrome	Johannesburg	460m
Pilditch Stadium	Pretoria	250m
South Korea		
Changwon Velodrome	Changwon	250m
Gwangmyeong Velodrome	Gwangmyeong	250m
Spain		
Velòdrom d'Horta	Barcelona	250m
Velodromo de Anoeta	San Sebastián	285.7m
Velódromo Luis Puig	Valencia	250m
Palma Arena	Palma de Mallorca	250m
Posadas	Córdoba	250m
Velódromo de Galapagar	Madrid	
Velódromo de Mataró	Mataró	200m
Sweden		
YA Arena	Falun	190m
United Kingdom		
England		
Aldersley Track	Aldersley, Wolverhampton	458.56m
Bournemouth Cycle Centre	Bournemouth, Dorset	250m
Calshot Velodrome	Calshot (near Southampton)	142.857m

Velodrome Tracks (339)	Location	Length
Clairville Stadium	Middlesbrough, North Yorkshire	455.65m
Forest Town Welfare	Mansfield, Nottinghamshire	402m
Gosling Sports Park	Welwyn Garden City	460.95m
Herne Hill Velodrome	London	450m
London Velopark	Leyton, east London	250m
Long View Leisure	Huyton Knowsley, Merseyside	400m
Lyme Valley Stadium	Newcastle-under-Lyme, Staffordshire	399.71m
Manchester Velodrome	Manchester	250m
Halesowen Velodrome	Halesowen, Birmingham	400m
The Mountbatten Centre	Portsmouth	535.6m
Palmer Park Stadium	Reading	459.15m
Poole Park Track	Poole, Dorset	534m
Preston Park	Brighton, East Sussex	579.03m
Pride Park Velodrome	Derby	250m
Quibell Park Stadium	Scunthorpe	485.06m
Roundhay Park	Leeds, West Yorkshire	
Richmondshire Velodrome	Richmond, North Yorkshire	364m
Scotland		
Caird Park	Dundee	402.34m
Chris Hoy Velodrome	Glasgow	250m
Meadowbank Velodrome	Edinburgh	250m
Wales		
Carmarthen Park	Carmarthen	405.38 m
Maindy Stadium	Cardiff	459.37m
Newport Velodrome	Newport	250m
Northern Ireland		
Tommy Givan Track	Orangefield, Belfast	396m
United States		
7-Eleven United States Olympic Training Center Velodrome	Colorado Springs, Colorado	333.3m
Cleveland Velodrome	Cleveland, Ohio	166.66m
Major Taylor Velodrome	Indianapolis, Indiana	333.34m
National Sports Center Velodrome	Blaine, Minnesota (near Minneapolis)	250m
The Alkek Velodrome	Houston, Texas	333.33m

Velodrome Tracks (339)	Location	Length
Alpenrose Velodrome	Portland, Oregon	
Dick Lane Velodrome	East Point, Georgia (near Atlanta)	321.8m
Asheville Velodrome	Asheville, North Carolina	500m
Baton Rouge Velodrome	Baton Rouge, Louisiana	333m
The Velodrome at Bloomer Park	Rochester Hills, Michigan (near Detroit)	200m
Boulder Indoor Cycling	Boulder, Colorado	142m
Boulder Valley Velodrome	Erie, Colorado	250m
Brian Piccolo Velodrome	Cooper City, Florida (near Fort Lauderdale)	333.3 m & 200m
Encino Velodrome	Encino, Los Angeles, California	250m
Ed Rudolph Velodrome	Northbrook, Illinois (near Chicago)	382m
Garden State Velodrome	Wall, New Jersey	400m
Hellyer Park Velodrome	San Jose, California (San Francisco Bay Area)	333m
Idaho Velodrome and Cycling Park	Eagle, Idaho	
Kissena Velodrome	Flushing, Queens, New York City	400m
LA Velodrome	Carson, California (near Los Angeles)	250m
Marymoor Velodrome	Redmond, Washington (near Seattle)	400m
New England Velodrome	Londonderry, New Hampshire	318m
Penrose Park	St. Louis, Missouri	322m
San Diego Velodrome	San Diego, California	333.3m
The Superdrome	Frisco, Texas (near Dallas)	250m
Valley Preferred Cycling Center	Trexlertown, Pennsylvania	333m
Washington Park Velodrome	Kenosha, Wisconsin	333m
Chicago Velo Campus	Chicago, Illinois	166m
Giordana Velodrome	Rock Hill, South Carolina (Charlotte, NC region)	250m

Velodrome Tracks (339)	Location	Length

References

http://en.wikipedia.org/wiki/List_of_cycling_tracks_and_velodromes

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Giordana Velodrome – City of Rock Hill, South Carolina Case Study

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Background

The Riverwalk project is a large mixed use retail/residential development in the City of Rock Hill, South Carolina. The large-scale development fronts the Catawba River and includes planning aspects to responsibly integrate the river. The development provides a key segment of the Carolina Thread Trail along the Catawba River, which is already underway. The Thread Trail system is a regional "network of greenways and trails that will eventually reach 15 counties and 2.3 million citizens...it preserves nature, culture, science and history. Hikers, joggers, walkers and runners can enjoy the Riverwalk and spur trails while connecting to amenities throughout the Riverwalk [development]." It is seen as a significant regional attraction.

At the heart of the development is the 250-acre Rock Hill Outdoor Center, which includes the Giordana Velodrome. The Rock Hill Outdoor Center will also have a cyclo-cross course, mountain bike trails system, and BMX Supercross track. The concept for the Velodrome took several years of planning by a local attorney, the city's Economic Development Department, and Carolina Neurosurgery and Spine Associates, and was approved due to its being integrated as part of a larger recreational complex. The developer donated the land for the center.

The City of Rock Hill held the Giordana Velodrome grand opening in March 2012 with 1,000 people in attendance. The facility is owned by the city and managed by the city's Department of Parks Recreation and Tourism, and was built with a 250-meter, 42.5-degree banked concrete track that meets Olympic standards. The velodrome has a grandstand that can accommodate 800 people and an overhead officials' booth. The facility was built as part of the 250-acre Rock Hill Outdoor Center at the Riverwalk along the Catawba River. According to the City, the Riverwalk and the Outdoor Center is growing with about 9,000 people visiting a month.

Funding

The funding for the velodrome was multi-faceted. The City secured $5 million through the federal new market tax credit program. Additional funding used included:

- $700,000 raised in sponsorship monies
- the clothing manufacturer Giordana paid for naming rights and committed $20,000 annually for ten years
- recovery zone development bonds
- hospitality tax and escrow payments
- contributions from founding partners Carolina Neurosurgery & Spine Associates and the Carolina Healthcare System

Apparently, only interest on the $5 million is to be paid for the first seven years, and $1.2 million will be waived at the end of the seven years.

Current Events

It was announced that the Giordana Velodrome was chosen to host the USA Cycling's 2012 and 2013 International Omnium Track National Championships.

Rock Hill is currently in the design phase for an Olympic-caliber Bicycle Motocross Supercross race facility, and it is expected to host future USA BMX national championships.

Annual Operating Expenses

Velodrome Proforma

		% of Total	Assumptions
Revenues			
Memberships			
Annual associate	10,500		300 @ $35 each -- 10% discount on merchandise
Family associate	4,250		50 @ $85 each -- (same benefits as annual)
Corporate associate	7,500		50 @ $150
Track (annual)	40,000		200 @ $200 -- 10% discount on merchandise & daily use of track
Track (monthly)	30,000		100 @ $25 for 12 months (same benefits as annual)
Subtotal	**92,250**	**30.8%**	
Daily Usage Fees	**7,500**	**2.5%**	5 @ $5 @ 300 days
Sponsorship			
Title	25,000		Annual fee for title sponsorship of velodrome
Signage	36,000		20 signs @ $150 per sign for 12 months
Subtotal	**61,000**	**20.3%**	
Merchandise Sales			
T-shirts	7,500		500 @ $15
Jerseys	14,000		200 @ $70
Shorts	5,000		100 @ $50
Other			For bottles, hats, refrig. Magnets, paper weights, etc..
Subtotal	**26,500**	**8.8%**	
Facility Rental			
Outside activities	10,000		10 times per year @ $1,000
Track - private instruction	1,920		6 months @ 2 private coaches @ 4 days/mo @ $20 per hr @ 2 hrs
Subtotal	**11,920**	**4.0%**	
Weekend Racing			
Race entry fees	12,000		1 per month @ 50 @ $20

Ticket sales	6,000		1 per month @ 100 @ $5
Sponsorship	12,000		1 per months @ $1,000 per race
Concession	7,200		4 concessions @ 1 race per month @ $150
Subtotal	**37,200**	**12.4%**	
Safety & Education Grants	**12,000**	**4.0%**	Youth grants from government
Instruction Fees	**12,000**	**4.0%**	
Contributions			
Community events	12,000		Raise entry fee by $1
Individuals	5,000		
Corporations	10,000		
Subtotal	**27,000**	**9.0%**	
Annual Classic			
Entry fees	3,500		100 cyclists @ $35
Ticket sales	1,500		150 @ $10
Sponsorship	7,500		
Subtotal	**12,500**	**4.2%**	
Total Revenues	**299,870**	**100.0%**	

Cost of Sales			
T-shirts	3,750		Merchandise at 50% cost of sales price (100% mark-up)
Jerseys	7,000		
Shorts	2,500		
Total	**13,250**		
Salaries			
Director	36,000		$3k per month (too small compared with TTown, etc.)
Asst Director	18,000		$1.5k per month (same note as above)
Total	**54,000**	**18.0%**	
Employee Expenses			
Payroll taxes, etc.	10,800	3.6%	20% of gross salaries
Health insurance	4,800		$400 per month
Total	**15,600**	**5.2%**	
Operating Expenses			
Equipment			
Bicycles	1,800		Repairs and maintenance of donated or purchased equipment
Office	5,000		Copy machine, computer, etc.
Events			
Announcer for races	3,900		12 monthly races plus "Classic" each @ $300
Purse for monthly races	24,000		$2,000 per race
Purse for Classic	5,000		
Monthly race expenses	12,000		$1,000 per race
Classic expenses	5,000		
Instruction			
Youth class	48,000		
Adults	24,000		
Insurance	12,000		Liability and property/casualty
Maintenance	6,000		$500 per month
Marketing and advertising	6,000		$500 per month
Printing	3,600		$300 per month

Sponsor expenses	5,000		
Travel	3,000		
Website expenses	2,400		$200 per month
Total	**166,700**	**55.6%**	
Administrative and General			
Bank and credit card fees	1,484		Half of memberships and merch sales paid with credit card (2.5%)
Legal and professional fees	2,000		
Miscellaneous	4,800		$400 per month
Office supplies	2,400		$200 per month
Postage and freight	2,400		$200 per month
Property taxes	2,500		
Security	1,200		$100 per month
Telephone	1,200		$100 per month
Utilities			
Electricity	24,000		$2000 per month
Water	3,600		$300 per month
Gas	1,200		$100 per month
Total	**46,784**	**15.6%**	
Total Expenses	**296,334**	**98.8%**	
Net Income	**3,536**	**1.2%**	

Sample P&Ls from other velodromes

Below are sample profit & loss statements from a few other velodromes:

A Prominent U.S. Velodrome (prefers not to be named):

Expenses		**Income**	
Community Programs	$40,728.30	Community Programs	$97,300.00
Equipment	$5,000.00	Contracts: Sponsorhsip/Advertising (non-event)	$53,500.00
Facility	$48,091,34	Facility Rentals	$13,045.00
Flea Markets	$4,000.00	Flea Markets	$49,362.86
Food Services	$66.962.42	Food Services	$78,645.84
Fund Raising	$7,000.00	Fund Raising	$15,000.00
Insurance	$20,408.20	Grants, Contribution, and Naming Rights	$224,864.00
Merchandise	$9,400.00	Merchandise	$15,250.00
Miscellaneous	$26,001.72	Miscellaneous	$1,000.00
Racing Programs	$143,410.00	Racing Programs	$195,301,02
Office	$46,354.16		
Management (Salaries/medical)	$246,807.61		
Marketing (incl. wages for P/T Marketing Coord'tr	$78,804.20		
Total Expenses (Rounded)	**$743,270.00**	**Total Income (Rounded)**	**$743,270.00**