



TUCSON VELODROME PROPOSAL

An investment in the health of the region

ABSTRACT

Arizona, Nevada, and New Mexico are three states in the West lacking a velodrome. Given the region's excellent climate and current status as a cycling destination, a velodrome is a major missing piece. Developing one in Tucson would cement the city as a cycling destination and provide countless health benefits to the community- especially for youth

Arizona Velodrome Committee

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Executive Summary

Pima County and Tucson, Arizona is one of the top destination for cycling in the nation. The warm weather, mountainous terrain, and welcoming community make it an easy choice for individuals and teams to select Tucson for early season training. Pima County and the area cities have made substantial investments in cycling infrastructure to encourage a healthier lifestyle for residents and to increase the attractiveness of the area to tourist. The region is host to a variety of cycling events ranging from national level stage races to mountain bike races and BMX events to small local fun rides- the area truly provides something for almost everyone. However, one piece is missing from the puzzle: a velodrome.

A velodrome, or banked cycling track, provides a safer, car-free area, for cyclists to train and race on. Riding on a velodrome is an easy way to get started in cycling and the facility can provide the community with the tools and knowledge to develop lifelong healthy skills. Most importantly, the velodrome would provide area youth with a place to ride, learn, and develop healthy habits. Throughout the US, the majority of states have at least one or two velodromes located in a major city. However, no facility exists in Arizona, Nevada, or New Mexico. The absence of a velodrome forces riders to travel over 500 miles to the nearest facility in California or Mexico. The lack of a facility stunts the development of track racers in the state and limits the cycling community's ability to reach out and educate.

Based on the findings of velodrome economic impact studies, the project could have an impact of at least \$5,000,000 over two decades in addition to improving the health of the community and providing a safer location for youth to ride. The Arizona Velodrome Committee has found a suitable location at the Kino Sports Complex. With the benefits in mind, we are purposing a 250 meter concrete velodrome employing a combination of public-private partnership using bond money and a land donation as well as private donations for operations of the site.

Background

With Tucson being described as the “Winter Training Capital” of the US regarding cycling and many other endurance sports, there is much diversity in local competitive cycling. Tucson has a strong cycling-oriented culture including a distinguished history of hosting the largest perimeter cycling event in the country for more than 30 years. El Tour de Tucson annually contributes a \$30 million boost to the local community as thousands of people participate in the event as riders, spectators, or volunteers.

In addition to El Tour, Tucson is home to many cycling events both on and off the road. Just north of Tucson, Oracle Junction is the site of 24 Hours in the Old Pueblo- the largest 24 hour mountain bike race in the nation. The mountain bike event attracts thousands to Tucson including: racers, support staff, sponsors, and spectators. In addition, Tucson annually hosts the Tucson Bicycle Classic- a nationally recognized stage race. This three day road race attracts thousands of riders, staff, and volunteers. Finally, Tucson is home to many smaller events such as the Mt. Lemmon time trial, the University of Arizona criterium and road race, and the Colossal Cave road race. Tucson is home to 25 competitive cycling teams, roughly 35 percent of the teams in Arizona.¹

Beyond competition, Tucson has a nationally renowned civic record of promoting cyclists’ rights and cycling as a means of transportation. In April of 2008, the League of American Bicyclists awarded Tucson/Pima County a “Gold” level on their list of bicycle friendly communities Tucson and Pima County have maintained the “Gold” level as the city and region developed over the last 6 years. Tucson and Pima County are the only regional-level Bicycle Friendly Community in the US.²

Amateurs and professional cyclists love riding in Tucson year-round. In fact, Tucson is one of the most celebrated training grounds for professional cyclists in the world. The favorable weather, varied terrain, and outstanding cycling infrastructure attracts professional teams and recreational riders each year. In fact, it is not uncommon to see riders from Canada, Mexico, and Europe riding on Mount Lemmon in the late winter and early spring.

The bottom line is cyclists from all over the world visit Tucson to ride, train, and race. The Tucson/Pima County region has been successful at developing a vibrant and strong cycling culture. Therefore, it makes sense to continue on this development by providing the region with a velodrome.

A Velodrome in Tucson

While most of us are familiar with road and mountain biking, there is a specific type of riding and racing which requires a closed environment: track racing. Track riders compete on a closed track called a velodrome. A velodrome is an oval track with two flat, straight sections and two banked U-turn sections at either end. The banked turns are designed to minimize the

¹ Arizona Bicycle Racing Association

² League of American Bicyclists

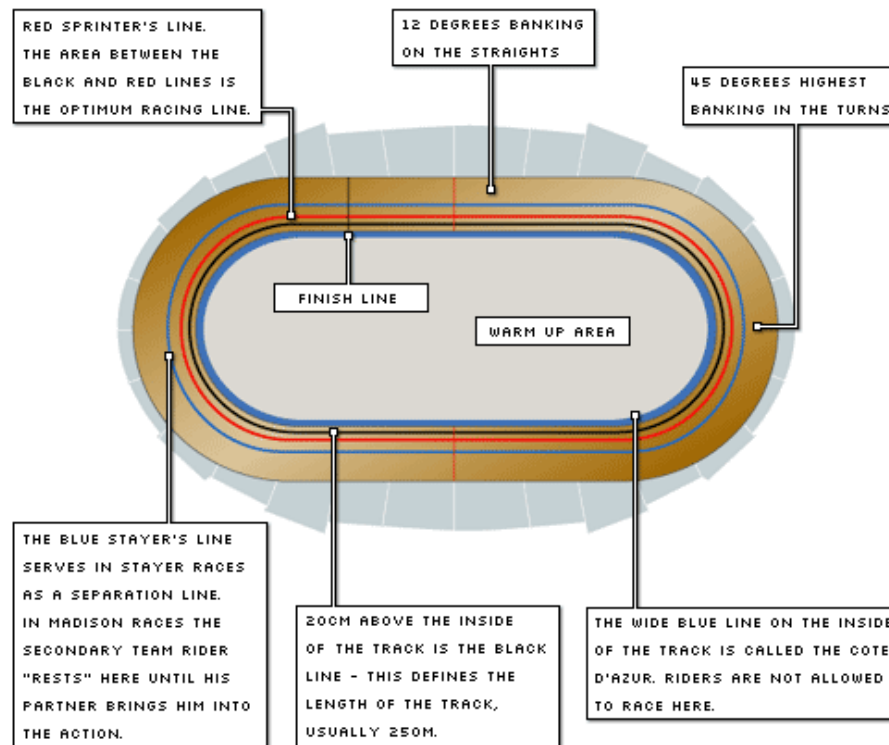


Figure 1. From: http://www.velodromeshop.net/index.php?p=page&page_id=velodrome

speed lost while turning as well as to keep the bike upright while turning. The track surface is either wood or concrete and very smooth to allow for higher speeds. Other facilities often include locker rooms, bleachers, lighting for night races, a warm up track, and concession stands.

A common analogy would be to consider a NASCAR track at a very small scale—with edge-of-your-seat excitement from

the racing. In addition, most velodromes are host to other cycling disciplines around the facility grounds and other sports or uses such as inline skating or racing wheelchair events.

Velodrome racing has existed in the US for over 120 years. In the early 20th century, velodrome races—particularly 6-day events—drew more spectators than any other sport, including baseball. Prior to World War I, races would draw over 10,000 spectators. Indeed—New York's world famous Madison Square Garden was built as an indoor velodrome. During this time frame, the US was considered a world power when it came to track racing. Unfortunately, a combination of factors such as the Great Depression, World War I, and the rise of auto racing led to the decline of track racing until the last two decades. Interest in the sport has returned and cities such as Rock Hill, SC; Chicago, IL; Cleveland, OH; and Boulder, CO have all built new velodromes.

Currently there are 29 active velodromes in the US and several hundred more across the rest of the world. The nearest velodromes to Tucson are Hermosillo, Sonora, Mexico; San Diego, CA; Los Angeles, CA; and Colorado Springs, CO. Note that all of these options are several hundred miles away which makes it difficult, costly, and time consuming to pursue track racing as an Arizona racer. Given Tucson's international cycling reputation, it would make the premier site for Arizona's velodrome. The velodrome would play host to local, regional, and national-level track races. It would also attract international racers who are looking for the perfect training location. Furthermore, as the city and region develop, the velodrome can provide a safer location to ride—especially for youth. Velodromes are often home to cycling centers, facilities which teach and encourage safe riding skills to young riders. Tucson's

velodrome would be no different. Tucson's velodrome would help encourage youth to ride safely, encourage lifelong riding, and help solidify Tucson as the premier cycling destination in the nation.

Track cycling has been a specific discipline lacking in Arizona, primarily because of the lack of adequate facilities. However, a small number of riders will make the long drives to California to race each summer. Impressively, without a dedicated facility, Arizona has internationally competitive track racers, including a master's women world champion. Imagine the success our community and state would have if given a proper facility to practice and race at. The desire to build a track facility or velodrome has been present in the community for over twenty years. Plans must be formed to solidify a proper facility for track racing and training in Arizona with the intent to grow the sport in the near future.

Objectives

The members of the Arizona Velodrome Committee (AVC) aims to engage and direct a grassroots effort to create a covered or shaded cycling velodrome in or around Tucson that will allow for recreational riders, racers and youth to pursue track cycling in the state of Arizona.

The first phase of this project will be to determine the siting, funding, scale, and features of the velodrome. The second phase will be the construction and operation of the velodrome. Throughout the project, the focus will be on the sustainability of the velodrome and track cycling in Arizona while partnering with area race organizers, cycling associations, and clubs.

The Committee

The committee consists of dedicated members who wish to establish and operate a velodrome in Tucson. The members bring their collective skills of project development, event and financial management, fundraising, construction expertise, and media knowledge to achieve this mission.

The Arizona Velodrome Committee is part of Perimeter Bicycling Association of America, a non-profit organization. Non-profit status allows for tax deductible donations. This is a key feature because as it allows the committee to raise matching funds for the operation of the complex.

Velodrome Market Use Validation

The first question which must be answered is what kind of demand exists for a velodrome? An online survey conducted with members of Arizona racing teams showed an overwhelming support for a velodrome. 465 members completed the survey (30.4 percent of the total USA Cycling licenses holders in the state), with 195 living in Tucson, and 94 percent supported the construction of a velodrome. 98 percent stated they would spectate at a velodrome and 68.82 percent would pay between \$2 and \$15 to watch races. Over 85 percent said they would pay between \$5 and \$20 for a day of practice.

The survey, while limited in scope, demonstrates the interest and potential for a velodrome in the area. The desire to pay for use, spectate at, and support a velodrome exists and needs to be capitalized on.

Nearby velodromes-competition

Arizona, Nevada, and New Mexico currently have no velodrome. The nearest velodrome for Arizona riders is in Hermosillo, Mexico or San Diego, CA. For New Mexico, the nearest velodrome is in Dallas, TX. Without any in-state competition from similar facilities, a velodrome in Tucson would be a first mover and could easily build a strong membership base with in-state and out of state riders.

Feasible number of events per year

The traditional track racing season runs from May through September with a special set of races called 6-Days taking place over the winter. Velodromes, depending on their location and weather, remain active and open year-round. Tucson is in the unique position to have a velodrome operate year-round.

Summer Track season with weekly events (Beginners races on Thursday, elite races on Friday)

In order to race on a velodrome, a rider must take an introductory class. The class, between 6-8 hours long, is spent in the classroom learning about the markings on the track as well as on the track practicing skills. Completing the course allows riders to take part in beginner races.

Other velodromes analyzed, including Cleveland, OH; Chicago, IL; and Indianapolis, IN, featured beginner races on Thursday evenings. These races allow beginners to compete against other new riders in a safe environment. On Friday, elite races were offered for more skilled riders. This format of dates allows riders to compete in non-track events, such as road races, on the weekend.

6 Day Race - 2 large sponsored events each year

6 Day races represent a unique format of racing. The format is similar to 24 hour mountain bike races but spread out over six days. Riders, in teams of two, race to complete the most number of laps riding from 6pm to 2am each day. One rider races while the other rests. Other races take place within the main laps, including points, sprints, and other events. This means there is constant action on the track. 6 Day races are incredibly popular in Europe. The Tucson Velodrome could host one of these exciting events during the winter.

Future potential to host regional and national track events

The most exciting opportunity for the Tucson Velodrome would be hosting a USA Cycling national championship event. There are a limited number of tracks capable of hosting a national championship and Tucson's would fit the bill perfectly. Championships are bid on for a one or two year contract and include elite nationals, master's nationals, collegiate nationals, junior nationals, and para-elite nationals. Hosting a national championship brings in hundreds of out-of-state racers and support staff for almost a week of racing. Attracting out-of-state competition brings in a large economic impact to the region and can bring riders back in the future after they experience Tucson.

Velodrome Financial Feasibility Validation

As with any capital project, a thorough economic feasibility analysis must be conducted. Before assessing the Tucson market, there are four similar velodromes to compare: Cleveland, OH; Indianapolis, IN; Rock Hill, SC; and Erie, CO.

Cleveland, Ohio

The Cleveland, Ohio track opened on August 30, 2012. The project was constructed as a 166 meter track designed by Dale Hughes, who is the Tucson track consultant. The velodrome



Figure 2. Warm up at the Cleveland Velo

was constructed entirely from funds donated by individuals and groups on land with a rent free lease to buy. The Cleveland track is entirely volunteer staffed and operated with annual memberships and one time use passes covering the costs of operations. The project is currently raising funds for phase two of the project which will be covering the track for year-round use. The long term vision for the site is a two dome sports center: one with a new 250 meter track and the former track dome being converted into indoor soccer fields.

Fees:³

Rental bike	\$10
One day pass	\$15

Family season passes

Members	1	2	3	4	5
Cost per member	\$33	\$28	\$26	\$24	\$22
Months	6	6	6	6	6
Total	\$200	\$336	\$468	\$576	\$660
Collegiate	\$100				

Costs, Phase 1:⁴

Land	Free (lease with option to buy)
Construction	\$300,000

The construction cost was kept low at \$300,000 thanks to volunteers and donated construction time. Future phases will include covering the velodrome and eventually constructing an international 250 meter velodrome as funds become available.

³ Cleveland Velodrome website: <http://clevelandvelodrome.org/>

⁴ Paul Martin, personal communication

Indianapolis, Indiana

The Major Taylor Velodrome is a 333.3 meter track constructed out of concrete. The track has indoor bathrooms and locker rooms and stadium seating for over 2,000 spectators. The velodrome and Lake Sullivan Park have a storied past. The track was built in 1982 as part of the stadium construction package for the city to host the National Sports Festival. Five years later, the city hosted the 10th Pan American Games- one of the premier events hosted at the facility and in the city. From there, the velodrome has gone on to cost countless national championship events. Recently, Indianapolis Parks and Recreation leased the velodrome and surrounding land to nearby Marian University for maintenance and upgrades. The university, through its nationally top ranked cycling team, has transformed the track and grounds into a



Figure 3. Collegiate nationals at Major Taylor

cycling complex or “cycloplex” which includes: a national level BMX track, 2 cyclocross courses, a mountain bike course, a criterium course, and the velodrome. Such versatility allows the facility to play host to all 5 types of bike riding and racing. Furthermore, the facility has become a hub on Indianapolis’s new network of cycling trails.

Fees⁵:

Open Session	\$8 or \$5 for juniors. \$200 for season pass
Punch card	\$50, good for 7 sessions
Beginner training	\$15 per session, \$200 for the season
Elite training	\$20 per session, \$300 for season
Combo packages	\$275 (open track and beg. training) \$375 (open track and elite training)
VIP season package	\$500 (open track, training, and bike locker)
Bike rental	\$10 per session
Bike lockers	\$20 deposit, \$40 monthly
Track 101	\$50
Beyond 101	\$25
Motor pacing	\$75 per hour, \$10 per additional rider, no more than 3

Facility Rental:

Weekday	\$600 for 1-4 hours, \$100 for additional
Weeknight	\$800 for 1-4 hours, \$150 additional
Weekend	\$1000 for 1-4 hours, \$200 additional
Classroom	\$250

Construction figures were not included due to the age and improvements made over time.

⁵ Indy Cycloplex website: <http://indycycloplex.com/>

Rock Hill, South Carolina

The Rock Hill velodrome opened in March of 2012. It is a 250 meter concrete velodrome completely owned and operated by the city. Since opening, it has hosted UCI level events as well as national championships. Currently, the city is in the process of constructing an international level BMX track, as well as cyclocross and mountain bike trails on site. When completed, the Rock Hill cycling complex will rival that of Indianapolis.



Figure 4. Friday night racing

Prior to construction, Clemson University conducted an economic impact study for the velodrome. The study found the velodrome would provide a direct economic impact of \$4,174,991, an output of \$5,763,254, income of \$3,697,675, generate taxes of \$214,374, and potentially employ 240 people from construction through operation over twenty years.⁶ However, there are additional benefits beyond the economic impact. Other benefits include:

personal health improvement, mental health, and healthy development of children.⁷ An increase in physical activity will result in a healthier population with lower health care costs, lower obesity, and lower insurance.⁸ Additionally, the study found the project would provide outstanding benefits for the youth in the community. The velodrome would provide: social opportunities, after school activities, improved quality of life, and develop healthy habits. Increasing children's exposure to cycling can help develop healthier adults and lead to less dependency on cars later in life.⁹

Fees¹⁰:

Rental bike	\$5
Adult membership	\$200
Family	\$300
Junior	\$100

Costs¹¹ (in 2011-2012):

Land	\$0- Donated, valued at \$600,000
Facility	\$4,400,000

⁶ Norman, W. and Henry, M. (2006). The economic impacts of a cycling center in Rock Hill, SC.

⁷ Ibid.

⁸ Ibid.

⁹ Ibid.

¹⁰ Rock Hill Velodrome website: <http://riderockhill.com/track/>

¹¹ Lueder, S.: <http://www.rockhillbicycleclub.com/forum/comments.php?DiscussionID=1433>

There are additional comparisons between the Rock Hill velodrome and Tucson beyond a similar cost at \$4,400,000 for construction of the velodrome, excluding the land. The size, material, and scope of the project are identical to Tucson's proposed velodrome. Construction on the Rock Hill velodrome took place in 2011 through March 2012. Thanks to the recent construction, their construction costs are relevant when comparing Tucson's proposed velodrome.

Furthermore, the track has successfully implemented a youth program, an adult rider program, and hosts several intro to racing classes throughout the year.¹² The track has also played host to a national championship and a National Track Series race weekend in 2014.¹³ In terms of a model, Rock Hill has set the standard for Tucson to follow and has demonstrated the positive impacts a velodrome brings to a community.

¹² Smith, N. 2012: <http://www.heraldonline.com/2012/03/11/3810087/a-ride-for-everyone-in-rock-hill.html>

¹³ USA Cycling Nationals: <http://www.usacycling.org/2014/elite-track-nationals>

Erie, Colorado (Boulder Valley)

The Boulder Valley velodrome is located just outside of Boulder in Erie, Colorado. It is one of the newest velodromes to be constructed. The project has been in development since 2006 with construction occurring slowly over the last several years.¹⁴ The project has been funded



Figure 5. Final touches on the Erie Velodrome (credit: David Jennings)

entirely through donations and private sponsorship which has resulted in the slow construction.¹⁵ One of the most unfortunate setbacks occurred in 2013 during the torrential rains Colorado received in the fall. The storms causes significant damage to the velodrome; however, area supporters rallied and the velodrome was repaired. Construction on the track itself was completed in the summer of 2014. The track has recently completed the final site improvements and will be having a soft opening in the next few weeks.

Fees

Since the velodrome has yet to open, there is little data on the track's fee structure for membership. The following table was derived from their website¹⁶:

Type	Fee	Total
Founding member	\$5,000 @ 50 ¹⁷	\$ 250,000
Founding club	10 clubs, 30 members each, \$500 per member	\$ 150,000
Classes	\$250	
Rental bikes	\$100	
Rental lockers	\$125/yr	
Coach fees	TBD	
Race Entry Fees	TBD	

Costs

The 250 meter velodrome was constructed using funds raised through founding club fees, member fees, and other private sources. Land was purchased for \$400,000.¹⁸ Construction costs were not able to be found given the track is built by a private venture. Construction began with a loan, club fees poured in once a tangible project was made available, and sponsorship dollars came in after community interest spiked.¹⁹

¹⁴ Boulder Valley Velodrome: <http://www.bouldervalleyvelodrome.com/who/>

¹⁵ Boulder Valley Velodrome: <http://www.bouldervalleyvelodrome.com/frequentlyaskedquestions/>

¹⁶ Boulder Valley Velodrome: <http://www.bouldervalleyvelodrome.com/frequentlyaskedquestions/>

¹⁷ BVV: <http://303cycling.com/open-letter-boulder-valley-velodrome>

¹⁸ Broomfield Enterprise: http://www.broomfieldenterprise.com/ci_13139507

¹⁹ Balf, T. (2013). *The Passion of the Velodrome*: <http://www.bicycling.com/news/featured-stories/passion-velodrome>

There are several parallels which can be drawn between the Boulder area and Tucson. The first is Boulder is often cited as one of the top cycling destinations in the country thanks to 300 days of sun, over 300 miles of bike paths, and several dedicated bike parks such as Valmont Park.²⁰ Those numbers should sound familiar because they are similar to Tucson and Eastern Pima County. The cycling community in the Boulder area also rivals Tucson's with large numbers of pro cyclists calling Boulder home and others visiting throughout the year. Often riders and teams will pick between Tucson and Boulder because of how similar the two regions are. The completion of the Boulder Valley Velodrome will give Boulder an advantage over Tucson when it comes to attracting out-of-state riders.

The funding process for the Boulder Velodrome speaks highly for their cycling community. Not only was the majority of the project financed through donations and sponsorships, the community raised additional capital when the project was damaged by a storm. The most important point demonstrated by Boulder is that given a tangible project, the community strongly supported it. Tucson's bicycle community is just as supportive, if not more so, and the AVC is confident in receiving monetary support from local riders, teams, and businesses for operations.

²⁰ City of Boulder: <https://bouldercolorado.gov/goboulder/bike>

Tucson's Proposed Velodrome

Site Plan

The site selected for the project is the Kino Sports Complex on the south end of the area, south of Miller St and west of Country Club.



The proposed project could fit in the existing parking lot and would still leave enough space for event parking. This site plan shows a completed grand stand and locker rooms as well as a small managing office. Infield is shown as grass but it can be any type of landscaping. The above graphic is for illustrative purposes. While I-10 is slated for expansion, the project could be sited in other areas within Kino Sports Complex.

Track Type

A concrete velodrome would be ideal given Tucson's climate as it would withstand the harsh summers.²¹ AVC received a quote from Dale Hughes, an international velodrome designer, on an uncovered concrete velodrome at just under \$5 million. The project would include a 250 meter velodrome, and facilities such as the access tunnel, locker rooms, a small building, lights, and seating for 1,000.²² An outdoor velodrome would greatly decrease operating expenses compared to an enclosed, climate controlled track. Tucson's climate allows an outdoor velodrome to be used nearly all year.

Benefits

The AVC, and managing company Perimeter Bicycle Association of America, is envisioning the velodrome as a premier multiuse facility which will provide a number of positive benefits to both the local community and Pima County. Not only would the facility provide the community an opportunity to view exciting racing in a spectator-friendly environment, but also a venue for training, other sports such a volleyball could utilize the infield, and concerts could rent the venue as well. The track could be used by other sports such as hand cycling and inline skating too. The velodrome would also provide a location for youth cycling safety

²¹ Dale Hughes, personal communication

²² Dale Hughes, personal communication

training which would be taught by the Pima County Bike Ambassadors.

Partnering with local schools and youth organizations would allow the velodrome to offer the opportunity for youth to experience a healthy and active lifestyle. The track will provide youth with a safe and welcoming environment to have fun on a bike. This could lead to a better exercise habits and decreased risk of obesity in adulthood.

Specifically, the velodrome can provide three excellent benefits to:

The local economy

Youth and safety

Community events

Local Economy:

The Tucson velodrome would be designed to host national and international events. Once the facility is constructed, there will be a consistent number of users and support staff using the facility for racing or training from Tucson, Phoenix, New Mexico, Nevada, and Mexico as well as Canadians during the winter months. While in town, the athletes and staff will provide an economic boost to hotels, restaurants, bike shops, and other retail. In addition, the construction of the project will provide a number of jobs.

AVC Youth Programs:

AVC Youth Programs will be one of the primary cornerstones for the velodrome. The programs, called “Kids on Track” will provide several distinct purposes. First, the velodrome training programs are aimed at helping youth develop character, responsibility, and leadership skills. Second, the programs will help develop racers to compete at higher levels than local events, such as regional, collegiate or even Olympic levels. The goal of the programs is to provide both a fun and structured environment where our youth gain skills to become healthy and productive members of society.

It is anticipated that AVC’s participants in “Kids on Track” will come from:

Schools: A major initiative for AVC will be to develop a strong affiliation with elementary, middle, and high schools in the area to introduce track cycling their students, especially those schools located on or near the Julian Wash Greenway of The Loop. It is our desire to become closely integrated with the local school district’s physical education programs to develop after school and weekend sessions that build upon the principles taught in school.

Local youth programs: As a strong partner to the local community, AVC plans to develop specialized programs to work directly with the disadvantaged and “at risk” youth. To accomplish this goal, we plan to work directly with community programs such as: Project YES, DARE, Big Brother/Big Sister, The Boys and Girls Club, the YMCA, local churches, Parks and Recreation, etc., to develop specific programs which address the needs of those groups. Specialized training and equipment will be made available to introduce track cycling as a healthy and long term lifestyle. It will not be necessary to own any equipment to participate. We will develop a mentor program where we match young riders with an experienced rider to not only develop cycling skills but further their individual development

overtime.

Local cycling programs: there are numerous junior cycling programs throughout Tucson. The AVC has been in contact with these teams and will establish partnerships with them to help increase junior participation at events. An additional resource for training will be the Pima County Bike Ambassadors program. Safety and education clinics for adults and children will be held at the facility.

Other Community Events:

Finally, the velodrome is designed to accommodate other community activities. The design allows for a spectator friendly environment and the infield allows for other activities to use the track as a stadium. Other events could include: concerts, meetings, and sporting events. Partners may be:

- Gem and Mineral Exhibits

While not located in downtown, the ever expanding Gem and Mineral Show is always on the lookout for new vendor space. Our close proximity to I-10 as well as ample parking will provide an excellent venue for exhibits

- Para-Olympic events

Other cycling events such as hand cycling, tandem racing, and other categories recognized by the Para-Olympics can be hosted at the facility.

- Performing arts and exhibitions

The infield of the velodrome provides the perfect setting for concerts, plays, and other open air performances.

- Science fairs

Again, the open infield provides ample space for booths and fairs. The track itself could be used for some experiments.

- Speed skating (inline skating)

Similar to cycling events, speed skating requires a smooth, car free area to race. The velodrome provides the perfect location for skating events.

- Radio controlled car clubs

Small radio controlled cars races could utilize the facility as their version of a NASCAR track.

- Dog shows

The infield would provide an excellent area for dog shows and other pet expos.

Financial Overview

Sources of Income

The AVC is planning on the following sources of income to support the ongoing operation of the Arizona velodrome:

Membership/Rider Fees:

- 1.) Daily Passes: daily rider passes will be available for those who have taken the velodrome safety course and wish to use the track for training on a given day.
- 2.) Monthly/Yearly passes: the velodrome provides a great training benefit and local area racers will want to use the facility to practice for the race series. As shown in the other velodromes, these passes can provide substantial income.

Rental Fees:

- 1.) Locker rentals: in order to encourage cyclists to ride to the track, the facility can provide a monthly locker surcharge for riders to leave their racing bike and gear in.
- 2.) Bicycle rentals: rental bikes will be made available for riders who wish to try racing without committing to the cost of a new bike upfront.
- 3.) Facility rental: the facility can be rented out for other uses, as mentioned above, on an hourly, daily, or weekend rate.

Advertisements:

- 1.) Sponsorships: the name of the track is available for corporations to purchase. The purchasing company can use the name of the velodrome in all advertisements.
- 2.) Race sponsorship: businesses can sponsor individual races
- 3.) On-track advertisements: space on the surface track will be available for local businesses to purchase.
- 4.) Track-side advertisements: space on the edge of the track will be available for local businesses to purchase. This is similar to ads placed on around an ice rink.

Others:

- 1.) Merchandise sales: AVC will make t-shirts, hats, jerseys, and water bottles available for sale to racers and the public. Sponsors can be placed on these items as well.
- 2.) Concession sales: AVC will offer food trucks contracts to provide services at events.
- 3.) Donations/Fundraisers: As a 501c3, AVC can accept donations and provide tax write offs.
- 4.) Safety/Education grants: To help promote the youth programs, AVC will look into both local, state, and federal programs which offer funding for these types of programs.

Expenses

Forecasted development schedule and costs are detailed below:

Phase	Time Line
1.) Design	TBD
2.) Groundwork	To follow
3.) Construction	To follow

Category	Subcategory	Costs
Site work		
	Site preparation	\$25,000
	Site Utilities	\$20,000
Construction		
	Permits	\$5,000
	Track design and installation (Concrete velodrome)	\$2,400,000
	Track apron	\$50,000
	Warm-up track/infield	\$50,000
	Shade cover	\$500,000
	Tunnel	\$25,000
	Timing/Scoreboard	\$30,000
	Bleachers (one side)	\$40,000
	Concession bldg.	\$60,000
	Office/Training building	\$500,000
	Site paving	\$100,000
	Site lighting	\$80,000
	Track lighting	\$80,000
	Entry gatehouse	\$36,000
	Site fencing	\$50,000
	Landscaping	\$20,000
	Design Contingencies	\$400,000
Total		4,471,000

Proforma

	Amount	% of total	Assumptions
Revenues			
Membership			
Annual associate	\$ 10,500.00		300 @ \$25 each (10% discount on merch.)
Family associate	\$ 4,250.00		50 @ \$85
Corporate associate	\$ 7,500.00		50 @ \$150
Track (annual)	\$ 40,000.00		200 @ \$200 (10% discount on merchandise and daily use of track)
Track (monthly)	\$ 30,000.00		100 @ \$25 for 12 months
Subtotal	\$ 92,250.00	31%	
Daily Usage Fees	\$ 7,500.00	2%	5 @ \$5 @ 300 days
Sponsorship			
Title	\$ 20,000.00		Annual fee for title of the velodrome
Advertisements	\$ 35,000.00		20 signs, \$175 per sign, 12 months
Subtotal	\$ 55,000.00	18%	
Merchandise Sales			
t-shirts	\$ 1,000.00		100 @ \$10 each
jerseys	\$ 9,000.00		300 jerseys @ \$30 each
shorts	\$ 4,000.00		80 pair @ \$40 each
water bottles	\$ 600.00		200 bottles @ \$3 ea
Subtotal	\$ 14,600.00	5%	
Facility Rentals			
Nonrace activity	\$ 10,000.00		
Private track session	\$ 3,840.00		12 months @ 2 coaches, @ 4 days a month, @ \$20 per hr, 2 hr
Subtotal	\$ 13,840.00	5%	
Weekly Races (April-Oct)			
Race entry fee	\$ 36,000.00		24 races, 50 races, \$30 entry
Sponsorship	\$ 10,000.00		415 per race day
Concession	\$ 14,400.00		4 concessions, 24 races, @\$150 each
Subtotal	\$ 60,400.00	20%	
Annual national event			
Entry fee	\$ 4,000.00		1 race, 100 racers, \$40 entry
Sponsorship	\$ 2,000.00		
Concession	\$ 600.00		4 concession, \$150 each
Subtotal	\$ 6,600.00	2%	
Safe and Education Grants	\$ 12,000.00	4%	Youth grants from gov't
Instruction fees	\$ 10,000.00	3%	
Contributions			
Community events	\$ 5,000.00		
Individuals	\$ 20,000.00		
Corporations	\$ 5,000.00		
Subtotal	\$ 30,000.00	10%	
Total Revenue	\$ 302,190.00	100%	

Annual Operating Expenses

	Amount	% of total	Assumptions
Expenses			
Employees²³			
Wages	\$ 36,000.00		Director
Wages	\$ 18,000.00		Associate
Benefit	\$ 4,800.00		Healthcare \$400x12x12
Overhead	\$ 10,000.00		taxes, SS, etc
Subtotal	\$ 68,800.00	23%	
Events			
Prize Money	\$ 24,000.00		Weekly races- 24 races, \$1000 ea
Prize Money	\$ 10,000.00		Annual national event
Announcing	\$ 4,800.00		24 races @ \$200 each
Rental bikes	\$ 10,000.00		10 bikes, @ \$1000 each
Expenses	\$ 24,000.00		Weekly race expenses, 24, \$1000 ea
Expenses	\$ 3,000.00		Annual national event
Scoring	\$ 1,000.00		Camera, cards
Insurance	\$ 8,000.00		
Licenses and Permits	\$ 1,500.00		
Subtotal	\$ 86,300.00	29%	
Programing			
Instruction- Youth	\$ 48,000.00		
Instruction- Adult	\$ 24,000.00		
Subtotal	\$ 72,000.00	24%	
Utilities			
Electric	\$ 4,800.00		\$400 per mo, 12
Water	\$ 2,400.00		\$200 per mo, 12
Gas	\$ 1,200.00		
Telephone	\$ 1,200.00		
Subtotal	\$ 9,600.00	3%	
Merchandise			
Supplies	\$ 13,500.00		
Taxes	\$ 1,800.00		
Subtotal	\$ 15,300.00	5%	
Other			
Maintenance	\$ 2,400.00		\$200 a month
Office Supplies	\$ 2,400.00		\$200 a month
Postage	\$ 1,200.00		\$100 a month
Printing	\$ 3,600.00		
Security	\$ 1,200.00		
Travel	\$ 3,000.00		
Website	\$ 2,400.00		\$200 a month
Bank fee	\$ 360.00		\$30 a month
Advertising	\$ 6,000.00		
Legal	\$ 3,000.00		
Taxes	\$ 2,500.00		
Sponsor expenses	\$ 5,000.00		
Equipment	\$ 5,000.00		Office
Misc	\$ 5,000.00		
Subtotal	\$ 43,060.00	15%	
Total	\$ 295,060.00	100%	
Profit (loss)	\$ 7,130.00		

²³ The velodrome could be staffed with volunteers and interns which would lower costs by \$68,800.

Financial Discussion

The above income and expense sheets are from an ideal situation, assuming full sponsorship and providing an employed staff. However, the facility could function on a volunteer basis similar to the Cleveland Velodrome or utilizing student interns as the Indy Cyloplex does.

Beyond using County bond money for development of the project, other forms of public-private partnership tools could be used. For example:

- 1.) County Bond: With this option, the velodrome construction would be funded by County bond money at \$5,000,000. These funds would allow the velodrome to be constructed. Private funding would allow for operations to begin. As detailed in the Rock Hill, SC economic impact study, developing the velodrome will provide a substantial economic impact of over \$5,000,000 in addition to the health benefits.
- 2.) There is also the option of combining the bond money with other public tools such as state stimulus, new market tax credit, fee waivers, and grants. These tools would help offset the amount of bond money used.

Given the similarity in the size of the project, geographic and demographic facts, plus a larger cycling community, Pima County should expect to see a similar economic return as seen in Rock Hill.

Conclusion

In summary, the Arizona Velodrome offers a low cost project with a high rate of return. Consistent with other velodrome projects of similar size, notably the Rock Hill Velodrome and Boulder Valley Velodrome, the economic impact from construction and operation could be over \$5,000,000 over twenty years. The impact does not include intangible impacts such as improved public health, more community engagement, youth programs, and healthier children. It is important to consider all factors, including those without a price attached, when evaluating the project.

The AVC believes the velodrome project will be an excellent investment in the community and it is consistent with Pima County Natural Resources, Parks, and Recreation's mission of, adding a "vital dimension to resident's lives." The velodrome would be the first in Arizona and provide a much-needed resource not only to Tucson but to the rest of the state, New Mexico, Nevada, northern Mexico, and for athletes in northern states and Canada during the winter. A velodrome would cement Tucson's status as the "outdoor training capital" of the US and make it one of the top destinations for cycling. It is time for the cycling community and Pima County to come together and build this much-needed structure.