

# VELODROME RACING IS COMING TO FORT COLLINS!



PROFESSIONAL AND AMATEUR CYCLISTS, BUSINESS PEOPLE, PLANNERS AND OTHER COMMUNITY MEMBERS IN FORT COLLINS, COLORADO, HAVE COME TOGETHER TO EXPLORE BUILDING A VELODROME IN THE CITY'S DOWNTOWN (OLD TOWN) AREA.

## WHAT IS A VELODROME?

A VELODROME IS A SPORTS ARENA BUILT FOR BICYCLE TRACK RACING. A MODERN VELODROME FEATURES A STEEPLY BANKED, 250 METER TRACK DESIGNED SO THAT SPEED, POWER AND GRAVITY REMAIN BALANCED FOR OPTIMUM PERFORMANCE BY THE BICYCLES AND RIDERS. WHEN RIDERS ZOOM AROUND THE TWO 180-DEGREE CORNERS OF THE TRACK, THEIR BICYCLES REMAIN AT A CONSTANT RADIAL POSITION. THAT ALLOWS THE CYCLISTS TO CONCENTRATE ON RACE TACTICS RATHER THAN CONSTANT STEERING TO KEEP THEIR BIKES UPRIGHT.

WHILE OUTDOOR CEMENT VELODROMES WERE COMMON IN THE PAST, MODERN VELODROMES, SUCH AS THE ONE PROPOSED IN FORT COLLINS, ARE EITHER FULLY-ENCLOSED OR COVERED TO ALLOW EVENTS TO BE HELD RAIN OR SHINE. WEATHER PROTECTED TRACKS ALSO OFFER THE OPTION OF A WOOD SURFACE WHICH IS SAFER FOR RIDERS.

## GOOD FOR FORT COLLINS

HAVING A VELODROME FURTHER ESTABLISHES FORT COLLINS AS A BICYCLE-FRIENDLY TOWN WHERE FUN, QUALITY OF LIFE, HEALTH AND THE ENVIRONMENT ARE CHERISHED. READ ON TO LEARN MORE ABOUT THIS EXCITING VISION AND PLAN TO MAKE IT HAPPEN.

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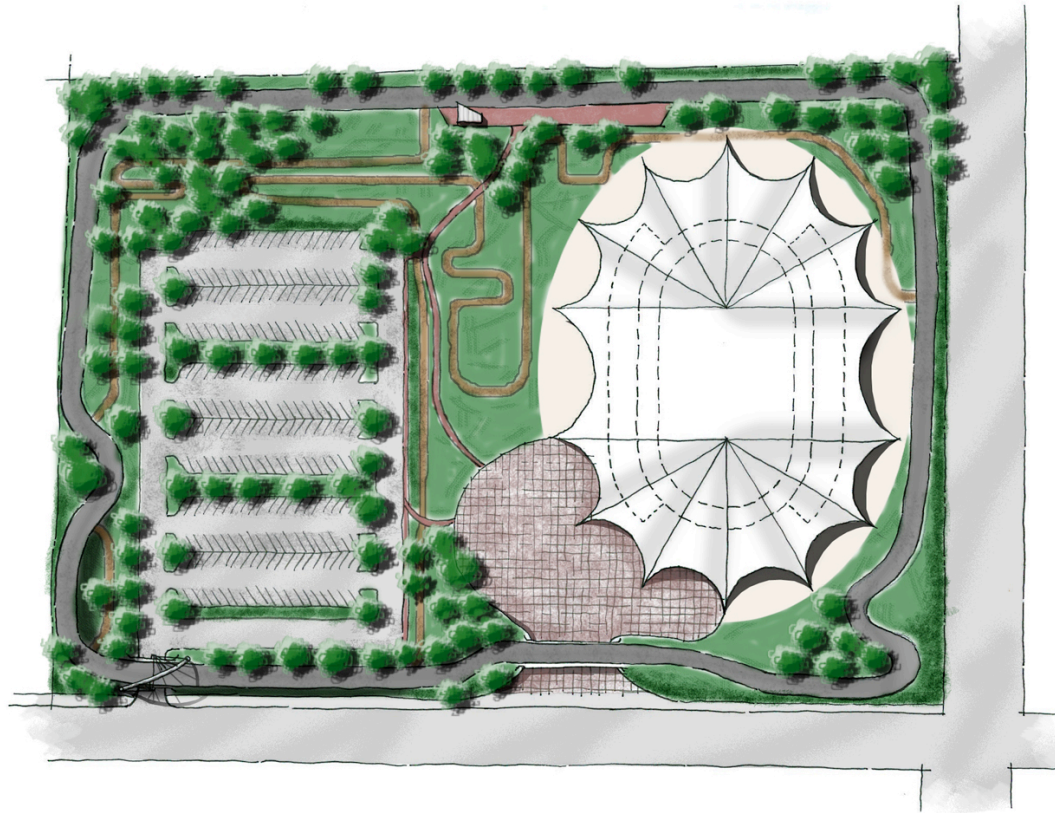
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**FORT COLLINS**  
**VELODROME ASSOCIATION**

DOWNTOWN FORT COLLINS .....ON TRACK!

## THE VISION



THE FORT COLLINS VELODROME ASSOCIATION (FCVA) IS A NON-PROFIT ORGANIZATION FORMED IN 2006 TO BRING A WORLD CLASS, COMMUNITY VELODROME TO DOWNTOWN FORT COLLINS. THE FACILITY, PROPOSED AS A CITY-OWNED, PUBLIC FACILITY, WILL PROVIDE MULTIPLE BENEFITS TO THE COMMUNITY:

- TRAINING AND COMPETITION FOR NOVICE, LICENSED AMATEUR, COLLEGIATE AND PROFESSIONAL CYCLISTS
- ORGANIZED GROWTH AND ACHIEVEMENT OPPORTUNITIES FOR LOCAL AND REGIONAL YOUTH
- EXCITING SPECTATOR EVENTS FOR AREA RESIDENTS
- ACTIVITIES TO DRIVE COMMERCE AND BRING IN NEW PATRONS FOR NEARBY BUSINESSES
- A VARIETY OF RECREATION OPTIONS SUCH AS IN-LINE SKATING, NORDIC ROLLERSKI RACING, RC MODEL CAR RACING
- A NEW VENUE IN DOWNTOWN FORT COLLINS TO HOST CULTURAL EVENTS
- A NATURAL COMPLEMENT TO COLORADO STATE UNIVERSITY (CSU). A NEARBY VELODROME COULD HELP ATTRACT CYCLISTS AS STUDENTS AND ALLOW FOR EXPANDED CSU ATHLETICS

FCVA'S VISION FOR THE VELODROME IS THAT IT WILL BE THE CENTERPIECE OF A COMPLETE CYCLING PARK. OTHER PARK FEATURES COULD INCLUDE A CLOSED 1 KM CRITERIUM COURSE; BMX, MTB AND CYCLOCROSS COURSES PLUS A "PEDAL-POWER" PLAYGROUND. PARKING, PERMANENT CONCESSIONS AND RESTROOMS COMPLETE THE PARK. CREATING A CYCLING PARK WILL SET THE FORT COLLINS VELODROME APART FROM THE 20 OTHER TRACKS IN THE UNITED STATES AND OFFER AN ATTRACTIVE REASON FOR NATIONAL AND OLYMPIC CYCLING TEAMS TO COME TO THE AREA FOR TRAINING.

## THE PLAN

1.) SECURING A SITE IS THE FIRST STEP IN BRINGING A VELODROME AND CYCLING PARK TO FORT COLLINS. THE SITE COULD BE SITUATED ON LAND THE CITY ALREADY OWNS OR ACQUIRES, THROUGH PRIVATE DONATION OR PERHAPS WITH THE HELP OF GOCO LOTTERY PROCEEDS MATCHING FUNDS. ABOUT 15 ACRES IS NEEDED FOR THE CYCLING PARK.

2.) FUNDRAISING WILL BE STARTED IMMEDIATELY AFTER A FEASIBLE SITE COMMITMENT IS ESTABLISHED. FCVA IS CURRENTLY SEEKING 501(C)(3) TAX-EXEMPT STATUS WITH THE INTERNAL REVENUE SERVICE. FCVA'S GOAL IS TO RAISE \$400,000 BY 2008 THROUGH FOUNDATION AND GOVERNMENT GRANTS, FUNDRAISING ACTIVITIES AND PRIVATE DONATIONS. TO ACCOMPLISH THIS GOAL, A FUNDRAISING PROFESSIONAL WILL BE ENLISTED TO DEVELOP AN APPEAL TO THE COMMUNITY WITH A GOAL OF SECURING THE EQUIVALENT OF 200 "FOUNDER" DONATIONS OF \$2,000 EACH.

3.) ATTRACTING SPONSORS WILL BE THE NEXT STEP. WITH LAND SECURED AND A HEALTHY BASE OF FUNDS RAISED, FCVA WILL BE IN A POSITION TO LEVERAGE THE COMMUNITY'S SUPPORT TO ATTRACT CORPORATE SPONSORSHIPS. THESE SPONSORSHIPS ARE CRITICAL IN FULFILLING THE VISION OF THIS UNIQUE AND COMPLETE CYCLING PARK WITH A MODERN VELODROME AS THE CENTERPIECE.

4.) UNDOUBTEDLY, THE MOST EXCITING PHASES OF THE PLAN ARE DESIGN AND BUILD. LOCAL PROFESSIONALS HAVE ALREADY BEGUN, BUT ONLY ON A CONCEPTUAL BASIS. INPUT ON WHAT THE PARK WILL ULTIMATELY INCLUDE IS WELCOME AND ONGOING.

5.) DEEDING THE VELODROME TO THE CITY OF FORT COLLINS IS THE FINAL STEP IN THE DEVELOPMENT PROCESS. IT WILL BE TURNED OVER TO THE CITY AS A COMMUNITY PARK WITH THE INTENTION THAT THE FCVA WOULD CONTINUE AS THE MANAGING ENTITY. OPERATIONS WOULD BE FUNDED WITH INCOME FROM ONGOING CORPORATE SPONSORSHIPS, PRIVATE PATRONS, CONCESSIONS AND EVENT USER FEES.

