



**NAI**Keystone



*Artist rendering*

## Velodrome – Reading, PA

Headquarters of the World Cycling League

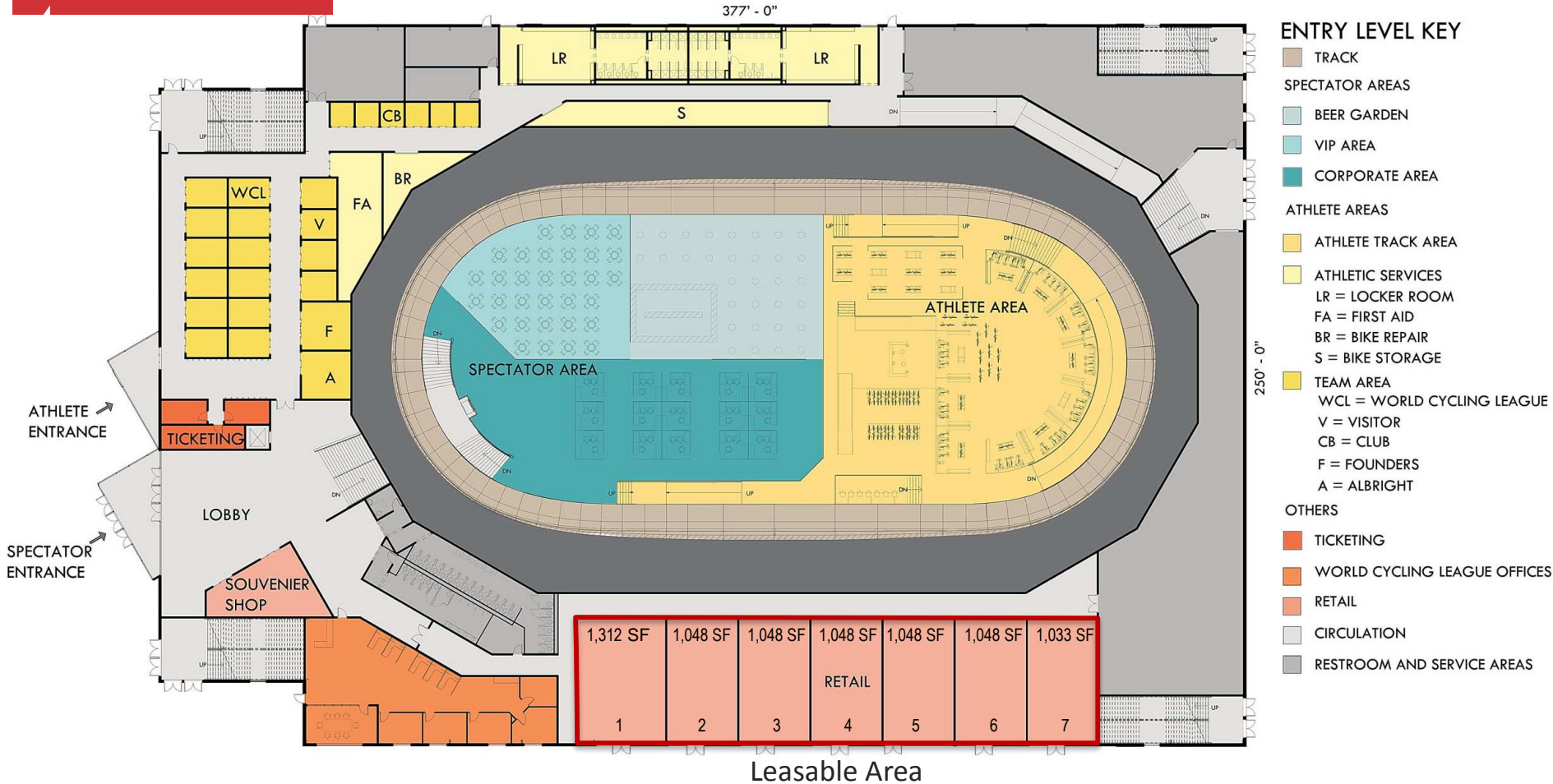
*Join the World Cycling League in their new World Headquarters  
7,700 SF Retail Lease Area, Divisible to 1,000 SF  
Call for Details*

For more info on leasing opportunities:

**John Buccinno, CCIM SIOR**

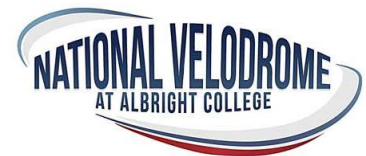
610 370 8508 | [jbuccinno@naikeystone.com](mailto:jbuccinno@naikeystone.com)

# Floor Plan



## ENTRY LEVEL FLOOR PLAN

93,038 SQUARE FEET



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## National Velodrome at Albright College Fact Sheet

- 95,000 SF Arena
- 200 Meter Velodrome
- 25,000 SF of Flexible Event/Programming Space in Track's Infield, a size that can accommodate a variety of sports and activities
- Portable Stage can be used to host concerts and entertainment
- Temporary Seating placed on the Infield and over the shallow-banked straightaways can boost the seating capacity to between 3,000 and 4,000 depending upon the performance
- Designed to accommodate special events of all types
- Endorsed by USA Cycling
- Development Programs and Corporate Outings
- Corporate Sponsorship Opportunities
- International Exchange
- Patterned after the International Cycling Union's HQ track in Aigle Switzerland with permanent seating for 2,500, two in-field access tunnels, offices, locker rooms, storage space, sports bar/restaurant and flexible space that can be rented for retail/business depending on local market needs
- Professional management of the facility and events by WCL's Management to cover the critical areas of sponsorship sales and media relationship; publicity, promotion and advertising; ticketing and special event bookings; competition and development programs; and facility administration and finances.

## Sporting Events/Tournaments

- WCL Tournaments and Cycling Meets projected to utilize 64 of the total 260 prime time sessions available per year leaving 196 prime time sessions available to host non cycling events
- Combination of straight rentals and co-promoted events utilizing 80 prime time sessions
- 124 prime time sessions for additional cycling and non-cycling events provides significant upside potential
  - Youth and Scholastic Cycling Clinics
  - Special Training Camps
  - Tennis, Wrestling, Gymnastics, Karate, etc.
  - TeamTrak Tournaments
  - Badminton
  - Basketball
  - Boxing
  - Cheerleading
  - Color Guard
  - Dancing
  - Dog Show
  - Drum and Bugle Corps
  - Gymnastics
  - Poker
  - Table Tennis
  - Tennis
  - Volleyball
  - Wrestling

## Concerts/Special Events

- Arts and Craft Shows
- Bluesfest
- Comedians
- Country Music
- Gospel Music
- Graduations
- Motivational Speakers
- Oldies Concert
- Product Expos
- Reggae Music
- Religious Events
- Riverdance
- Rock n Roll
- Small Circus



## National Velodrome's Economic Impact to the Area

- One-time economic impact of \$19.5M for the City of Reading, \$29.1M for Berks County, and \$35.9M for the Commonwealth of Pennsylvania supporting about 230 jobs and about \$12.5M in earnings.
- Annually attract over 200,000 visitors and users with 30% coming from out of town.
- Generate \$16M in total output within Reading supporting direct, indirect, and induced full-time equivalent jobs with \$5.2M in earnings
- Cornerstone project to the revitalization of Greater Reading
- Draw year round visitors
- Businesses seeking to locate near a unique and dynamic facility
- Regional, National and International Recognition
- Contribute to tourism, economic development & local recreation

## Albright College Events

- Accommodate the interests of Albright College Students
- Collegiate and Public Events
- Local Club Programs
- Developmental Classes
- Development Programs and Corporate Outings
- Local Amateur Competitions

## Benefits of Retail Space @ National Velodrome at Albright College

- Retail space ideal for:
  - Custom Cycling Products and Fitness
  - Athletic/Sportswear
  - Nutritional Products
  - Flower Shop
  - Art Gallery
  - Memorabilia, Accessories
  - Juice/Yogurt/Ice Cream