

Velodrome Development Foundation

A foundation run by community and sports leaders to support velodrome development and drive public programming initiatives



Velodrome Development Foundation (VDF) is a not-for-profit corporation to support the development of the National Velodrome and Events Center and the sport of track cycling for the benefit of youth, amateur cyclists, local students and the Greater Reading and Berks County community.



Core Values

Community Involvement
Youth and adult health and fitness
Financial Sustainability

Current Objectives

- Bring economic benefit to Reading
- Support educational and growth initiatives of area schools and colleges
- Provide a year round community venue
- Promote the sport of cycling for fitness, recreation and world class competition
- Support the development of track cycling by discovering talent, providing coaching and staging events



Foundation Board

Members of the VDF board of directors include individuals with strong ties to the community and the cycling industry:

- Greg LeMond, Founder LeMond Composites, Honorary Chairman
- Lex McMillan, President Emeritus Albright College (VDF President)
- Paul Cramer, VP for Enrollment, Albright College
- David Chauner, CEO World Cycling League
- Missy Erickson, International Track Cyclist
- Dave Kline, Executive Director, Reading Eagle Company
- Chris Kraras: Founder/CEO White Star Tours
- Christian Leinbach, Berks County Commissioner
- Rick McDougall: VP Development, the Burkey Group
- Rick Mayer, President, MFUNd Foundation
- John Nelson, COO World Cycling League
- Eric Schippers, SVP Penn National Gaming
- Crystal Seitz: President, Visit Pennsylvania's Americana Region
- Ben Serotta, Cycling industry consultant
- Stephen Whisnant, Founder Whisnant Strategies
- Peter Wiswell, Manager, Zurich NA Marine Claims



Velodrome Development Foundation

*Enriching lives and
communities through cycling
facilities and programs*



The Facility

The National Velodrome and Events center will be the first World Class indoor cycling facility and multi-use special events center in the Eastern United States. As a site for local, intercollegiate, national and international cycling competition, this leading edge facility will include a 200 meter board track that replicates the World Training Center velodrome in Aigle, Switzerland. The facility will include a cycling performance center, 2500 permanent seats, sky boxes for corporate sponsors and donors, a full service bar and restaurant, leasable retail space and flexible infield space to host concerts and a variety of non-cycling sporting and special events.

Endorsements and Support

- Greater Reading Economic Partnership
- Berks County Convention and Visitors Bureau
- Commonwealth of Pennsylvania
- USA Cycling
- World Cycling League
- Reading Eagle Media Group

Founders Club

A small group of lifetime members who make a donation of at least \$1500 will enjoy the recognition and benefits of being among the first visionaries to support the project. All donations will be used to support pre--construction facility planning and development of programs that promote participation in cycling by local youth, college students, adults and disabled athletes.

Information on the Founders Club and other Donor opportunities is available

