



*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 501(c)(3) corporation to support the development of the National Velodrome Sports, Entertainment and Conference Center and the sport of track cycling for the benefit of youth, amateur cyclists, disabled athletes, local students and the Greater Philadelphia community

## **Core Values**

- Community Involvement**
- Youth and adult health and fitness**
- National Impact**
- Financial Sustainability**

## **Objectives**

- Introduce the benefits of health, fitness and competition through cycling to all
- Support regional economic development
- Support the development of track cycling by discovering talent, providing coaching and staging year round events and conferences
- Establish partnerships with nationally recognized organizations that serve youth, the disability community, colleges and the public.
- Provide global HQ for World Cycling League

## **The Facility**



Centrally located in suburban Philadelphia and within easy access of the New York City, New Jersey and Washington, DC population centers.

The NVSECC 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 also include a cycling performance center, 2500 permanent seats, sky boxes for corporate sponsors and donors, a full service bar and restaurant, leasable retail and conference space, flexible infield for hosting concerts and a variety of non-cycling sporting and special events.



*Enriching lives and  
communities through cycling  
facilities and programs*

## 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, (VDF Honorary Chairman)
- Stephen Whisnant, Founder Whisnant Strategies, (VDF President)
- Kathryn Bertine, Founder and CEO Homestretch Foundation
- David Chauner, CEO World Cycling League
- Rick McDougall: VP Development, the Burkey Group
- Lex McMillan, President Emeritus Albright College
- Rick Mayer, President, MFUND Foundation
- John Nelson, Managing Director, Investments, Turing Technology Associates
- Ben Serotta, Cycling industry consultant
- Peter Wiswell, Manager, Zurich NA Marine Claims

## Endorsements

- Valley Forge Tourism and Convention Board of Montgomery County
- Chester County Economic Development Council
- Entercom Communications of Philadelphia
- Obsession Media
- Park Lane Investment Bank
- USA Cycling
- Pennsylvania Cycling Association
- Foundation for American Track Cycling
- Homestretch Foundation
- World Cycling League



**Greg LeMond**  
**3X Tour de  
France Winner**

**Honorary  
Chairman**

**"I am very excited to play an active role in this project. I've always understood how important track racing and indoor velodromes are to the future of the sport as a sustainable, entertaining business and as a center for youth development. Plus your focus on mixed use to serve a variety of community needs is the right formula for success."**

## Donor Program\*

Individuals and organizations are encouraged to support the project through the VDF. Funds will be used for pre--construction facility planning and development of programs that promote participation in cycling by local youth, college students, adults and disabled athletes. For information on donor packages and available benefits please email [dc@velodromefoundation.org](mailto:dc@velodromefoundation.org)

\* Donation to Velodrome Development Foundation, a Pennsylvania IRS 501(c)(3) not-for-profit corporation that creates and develops cycling facilities and programs to benefit the community, support youth development and provide Olympic sports training. Donation, less approximately 15% benefits costs, is tax deductible.