



NATIONAL SPORTS & EVENTS CENTER

THE NATIONAL SPORTS & EVENTS CENTER

HOME OF THE NATIONAL VELODROME

COATESVILLE RDA PRESENTATION APRIL 16, 2020



OPPORTUNITY ZONE



THE NATIONAL SPORTS & EVENTS CENTER

PROJECT OVERVIEW

OUR SUSTAINABLE MODEL:

- MULTI-FUNCTIONAL COMMUNITY FACILITY
- TICKETED EVENTS (SPORTS, CONCERTS, SHOWS)
- FLEXIBLE ALL-SPORTS PRACTICE AND TOURNAMENT SPACE
- SCHOOL AND PUBLIC FITNESS/RECREATION PROGRAMS
- YOUTH AND FAMILY ENTERTAINMENT AREAS
- SERVICES: PUB/RESTAURANT, CONCESSIONS, MEETING SPACE, RETAIL
- PUBLIC/PRIVATE PARTNERSHIP



NATIONAL SPORTS & EVENTS CENTER

OUR UNIQUE FEATURES:

- 2500 SEAT MULTI-USE ARENA
- STATE-OF-THE-ART SOUND, LIGHTING, VIDEO, WI-FI FOR ALL EVENTS
- WORLD CLASS INDOOR VELODROME, 1ST IN THE EAST
- ADAPTABLE 20,000 SQ FT INFIELD FOR CONCERTS, PUBLIC EVENTS, NATIONAL TOURNAMENTS AND LEAGUE PRACTICE
- ANCHOR TENANT: GLOBAL HQ FOR WORLD CYCLING LEAGUE
- YOUTH, OLYMPIC, PARALYMPIC DEVELOPMENT VENUE

PROVEN **DEVELOPMENT AND** MANAGEMENT TEAM



SFM NETWORK





PROJECT OVERVIEW.

\$40-50 Million
IN CONSTRUCTION COSTS*

*based on final building design/size to accommodate community specific revenue-driving programming space

14.4 ACRES

480 Thousand
PROJECTED ANNUAL VISITS

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PROJECTED ECONOMIC IMPACT:



10-YEAR CUMULATIVE NEW DIRECT SPENDING



15-YEAR CUMULATIVE NEW DIRECT SPENDING



20-YEAR CUMULATIVE NEW DIRECT SPENDING

DESIGN DRIVEN BY FUNCTION AND COMMUNITY NEEDS

ARENA:

- 200M VELODROME
- 20K FLEXIBLE FLOOR SPACE
- 2500 SEATS (4000 CAPACITY)
- MOVEABLE CONCERT STAGE
- 4 BASKETBALL COURTS
- 8 VOLLEYBALL COURTS
- 1 FITNESS CENTER

POSSIBLE ADDITIONAL ACTIVITY SPACE:

- 1 LASER TAG ARCADE
- 1 VIDEO ARCADE CENTER
- 1 CLIMBING STRUCTURE
- 1 SOFT PLAY AREA
- 1 VR REALITY SYSTEM

LEASED SPACE:

- PERFORMANCE TRAINING AREA
- RETAIL AREA
- RESTAURANT/ PUB
- SPORTS MEDICINE/PT
- CONFERENCE SPACE
- COMMUNITY CENTER

\$18.6 Million+

IN DIRECT SPENDING ANNUALLY FOR PHILADELPHIA, PA

127,500

NON-LOCAL DAYS IN MARKET

39,000

ANNUAL ROOM NIGHTS



THIS PROJECTED HAS BEEN FULLY VETTED AND RESEARCHED BY SFA



**NATIONAL SPORTS
& EVENTS CENTER**

THE DEVELOPMENT TEAM

Sports Facilities Advisory

Eric Sullivan, Partner

Daniel Morton, Strategic Advisor

Velodrome Development Partners

David Chauner, CEO, World Cycling League

Rick Mayer, CFO, World Cycling League

COATESVILLE OPPORTUNITY ZONE FUND

Crosby Wood, Principal, New Heritage Properties

Josh Burrell, Managing Partner, Activated Capital

Parveen Panwar, Managing Partner, Activated Capital

CONFIRMED ASSOCIATES

Civil Engineer: Denny Howell

Legal Counsel: Kristin Camp, Buckley Brion LLP

Non-Profit Programming Initiatives: Velodrome Development Foundation

National Spokesperson: Greg LeMond, 3x Tour de France winner