



**Velodrome**  
DEVELOPMENT FOUNDATION

# THE FOUNDERS CIRCLE

THE CASE FOR THE NATIONAL SPORTS AND EVENTS CENTER

HOME OF THE NATIONAL VELODROME



World Class Training and Competition, Special Events,  
Family Entertainment and Youth Development Programs



## A MESSAGE FROM THE PRESIDENT

# Changing the Course of American Cycling. Again. And Transforming Lives at the Same Time.

In the backdrop of this global pandemic and the growing need to reach out and serve young people - provide them with an avenue of finding ways to accomplish and do great things - we are setting out on an unprecedented path to create a sports and entertainment center that will help support this important community, and at the same time, advance the sport of cycling.

No one embraces this idea and represents how the sport of cycling can do “good” more than our honorary chair, Greg LeMond. He is a business and sports icon who has helped guide the early planning for this complex and he is committed to seeing it fulfill its purposeful community outreach programs. He believes, as we do, that we can stage world-class cycling events and activities and, at the same time, provide ways for young people to be introduced to the sport and use these activities and programs as a way to anchor their lives and learn valuable life lessons.

The National Sports and Events Center (NSEC) will be like no other in the United States. It will feature the National Velodrome, a national and international headquarters for World Cycling Limited and its TeamTrak tournaments. It will also serve as a world-class venue for both Olympic and Paralympic events, along with regional, national and international competitions. Those young people who are served through the outreach and community programs will have an opportunity to see and be a part of champion events---we believe---inspiring and motivating them to be champions in their own right.

The NSEC is far more than a destination for cycling events and training, it will serve as a multi-purpose venue for a variety of special events and activities. The flexibility and creative design allows for other sports

competitions and entertainment events. Additionally, there will be spaces for after-school activities and classrooms for seminars and gatherings that can be utilized for youth programs and community organizations in partnership with the Velodrome Development Foundation and other youth development organizations.

We are not naive about the challenges ahead. It is a big, bold and audacious idea at a very uncertain and challenging time. But if we did not believe the need was great and warranted important programs for young people, we wouldn't have set out on this path. The programs to serve young people—to shape them and support them, now, will be the heart and soul of the Center and the fundamental reflection of what this Center is all about: Inclusiveness, diversity and quality of life for the community.

Please join us for we cannot undertake this awesome project without engaging individuals, companies and foundations that also believe in the mission of this work and what it can accomplish. We believe we can use cycling and the opportunities the NSEC will provide to advance and instill in young people important ideals that will help them through life. We will help grow the sport of cycling demonstratively---and by doing so, we will transform lives forever. It is an important project at a time our community, and our nation, as a whole, needs it.

Join us today, invest in our work ahead, and be with us, side by side, on this exciting path.



Stephen Whisnant  
President  
Velodrome Development Foundation

“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 the focus on mixed use to serve a variety of community needs is the right formula for success.”



Greg LeMond  
3-Time Tour de France Winner  
Honorary VDF Chair

**IN 1986, AFTER TWENTY-FIVE HUNDRED MILES,**  
Greg LeMond changed the course of American Cycling by becoming  
the first American to win the Tour de France.





# ENRICH LIVES AND POSITIVELY CHANGE COMMUNITIES

Providing world-class cycling programs and competition, complemented with purposeful community programs and activities for young people.



## A REMARKABLE NEED

The National Sports 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 Cycling Center velodrome in Aigle, Switzerland.

The facility will include a cycling performance center, 2500 permanent seats, skyboxes 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. A connected field house will include sport courts, a family entertainment center and flexible recreation space.

### ENDORSEMENTS AND SUPPORT

- Chester County Economic Development Council
- City of Coatesville
- Coatesville Redevelopment Authority
- PHL Sports/Philadelphia Convention and Visitors Bureau
- Activated Capital
- Entercom Communications of Philadelphia
- SFM Network
- Pennsylvania Interscholastic Cycling League
- Pennsylvania Cycling Association
- USA Cycling
- World Cycling Limited
- TeamTrak Cycling League
- Foundation for American Track Cycling
- Homestretch Foundation

### FOUNDATION BOARD

- Honorary Chair: Greg LeMond, 3X Tour de France Winner
- President: Stephen Whisnant, Founder, Whisnant Strategies
- Kathryn Bertine, CEO and Founder, Homestretch Foundation
- David Chauner, CEO, World Cycling Limited
- Rick McDougall, VP Development, The Burkey Group
- Lex McMillan, President Emeritus, Albright College
- Rick Mayer, President, MFUNd Foundation
- John Nelson, Partner, World Cycling Limited
- Ben Serotta, Cycling Industry Consultant
- Nelson Vails, Sprint Track Cycling Silver Medalist, 1984 Olympic Games
- Peter Wiswell, Manager, Zurich NA Marine Claims





# A PLATFORM FOR BUILDING SOCIAL CAPITAL AND CHANGE

The Velodrome Development Foundation is a nonprofit organization supporting and advancing the development of the National Sports and Events Center and the sport of track cycling, and cycling in general, for the benefit of young people in the community and region. Through an array of vibrant programs, the professional staff of the Center, with direct support from the Foundation, will advance the sport to amateur cyclists, athletes with disabilities and the growing number of students and young people in the Greater Philadelphia community.

## OUR CORE VALUES

- Advance the benefits of good health, fitness and healthy competition through cycling.
- Partner with local, regional and national organizations to offer hands-on programs and activities that serve young people, persons with disabilities, college athletes and that enhance opportunities for elite level athletes.
- Promote a community that embraces diversity and inclusion through sports and fitness activities and teaches young people the character-building lessons of good play, cooperative learning and how to build a community of solidarity through sports.
- Support the economic needs of the local and regional communities and work to attract visitors and cycling enthusiasts from around the globe. Build and sustain purposeful programs and activities that are family-friendly and which enrich the life of the community.



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# TRANSFORMING CYCLING IS JUST ONE STEP OF MANY

## REVITALIZE THE COMMUNITY

Coatesville, Pennsylvania is a city centrally located within Chester County, a population of 500,000 residents just 35 miles west of Philadelphia and within easy access of Metropolitan New York and New Jersey and Baltimore, MD and Washington, DC. Chester County is a region known for bustling small towns surrounded by bucolic countryside and legendary horse farms. Coatesville itself is best known for its hard working industrial heritage and diverse population that has produced artists, writers and outstanding pro baseball, basketball and football stars.

The NSEC will be a main focus of Coatesville's Opportunity Zone redevelopment. It will sit on a 24 acre site in the center of town that borders a scenic River Walk, future hotel, restaurants and revitalized business district, all complemented by the National Velodrome's draw of international cyclists and fans from around the world.



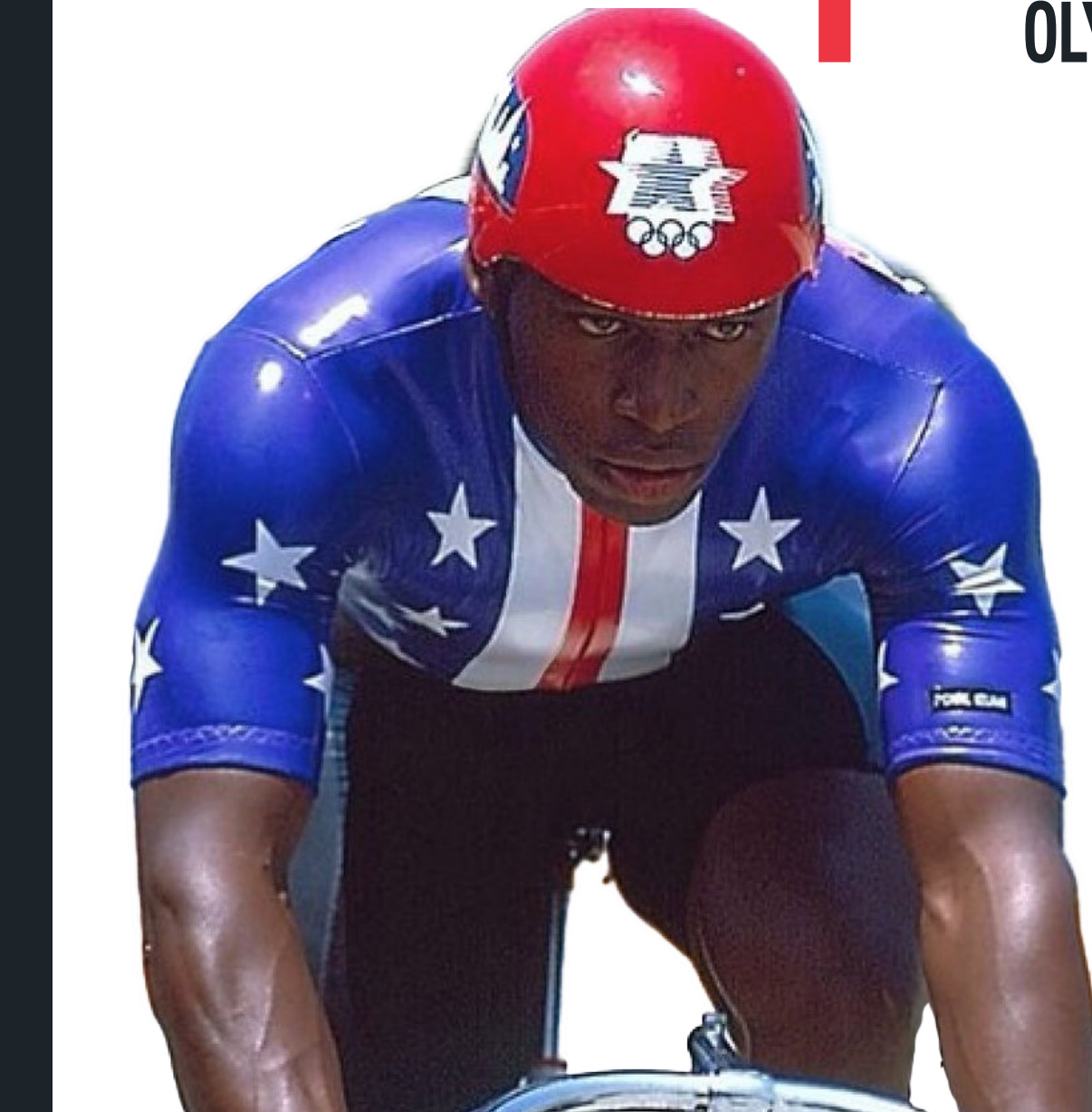
## PROVIDE A UNIQUE ASSET TO THE PHILADELPHIA REGION AND THE EASTERN US

The NSEC and National Velodrome is part of the Sports Facilities Management Network, the largest and fastest growing network of sports tourism venues in the United States. Facilities in the SFM Network benefit from extensive market reach and national media presence, job creation, purchasing power, risk management, operational efficiencies and professional management services. The success of the National Velodrome and all its cycling programming is assured through management by World Cycling Limited and its experienced team of cycling experts. A professional staff and vibrant partnerships with like-minded organizations will manage and conduct an array of purposeful programs and activities for young people in the region.

## CHANGE LIVES

The NSEC, and its programs, will over the years, touch and engage hundreds of thousands of lives: the up and coming aspiring Olympians and Paralympians, side by side with young people who will be shaped and inspired by character-building programs and activities which promote hard work, excellence, inclusion and diversity. Lives will be impacted, young people will be inspired, and the community will have a world-class facility that provides a template for other cities and regions around the country.

# 1<sup>ST</sup> AFRICAN AMERICAN CYCLIST TO WIN AN OLYMPIC MEDAL



"I look forward to helping develop cycling programs that encourage young people to dream big and work hard, no matter what background they may come from."

*Nelson Vails*

Nelson Vails  
Sprint Track Cycling Silver Medalist  
1984 Olympic Games







# THE FOUNDERS CIRCLE

The leadership of the community and the Board of the Velodrome Development Foundation enthusiastically invite you to join the visionary group of individuals and businesses that are inspired by the prospect of what the NSEC is all about and what it can mean for the region. With a minimum charitable gift of \$25,000 you will be cited in all advance publications and announcements about the Center, and you will be cited on a commemorative plaque in the grand lobby of the Center. These investments will be directed towards early development costs, facility planning, which includes building the community outreach programs, and advancing those programmatic partnerships. We hope that you will be inspired by the possibilities here and join a growing list of Founders Circle members now.

FOUNDERS CIRCLE BENEFITS:	GOLD	SILVER	BRONZE
• AN OPPORTUNITY TO JOIN AN ILLUSTRIOUS GROUP OF PRIVATE INVESTORS	■		
• VIP INVITATION TO SPECIAL GATHERING WITH HONORARY CHAIR, GREG LEMOND	■		
• COMMEMORATIVE VELODROME DEVELOPMENT FOUNDATION GIFT	■	■	
• VIP INVITATION TO BOTH GROUND BREAKING CEREMONY & GRAND OPENING CELEBRATION	■	■	■
• FORMAL ACKNOWLEDGMENT ON DONOR WALL & RECOGNITION ON WEBSITE & ALL PUBLICATIONS	■	■	■
DONATION LEVELS	\$100,000	\$50,000	\$25,000

To learn more, please contact the Velodrome Development Foundation:  
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