

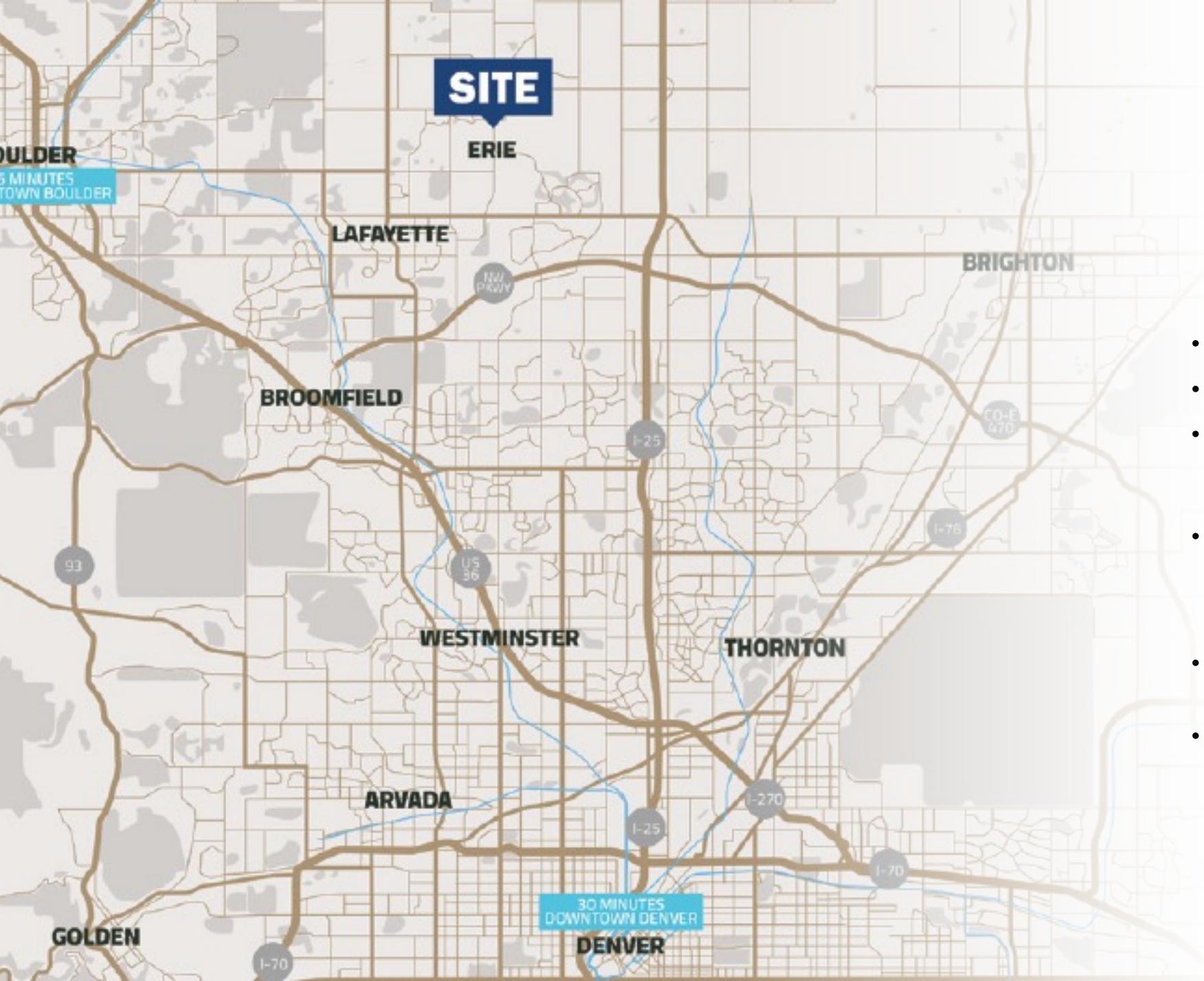


Boulder Valley Velodrome – Erie, CO



Team Colorado Cycling Private Service Agreement

- The Property
- Boulder Valley Velodrome History
- World Class Design
- Team Colorado Cycling
- Historical Velodrome Usage
- Five-year Goals
- Sponsorship, Fundraising & Partnerships
- Improvements
- Future Business Relationships
- Community Visibility and Usage
- Community Impact
- Proposed Services and Events
- Agreement Duration



The Property

- 601 Bonnell Ave., Erie, CO 80516
- 4.17 acres zoned Mixed Use
- Velodrome operation was approved as a special use and all required permits for continued operation are in place.
- Surrounded by residential developments, light commercial and industrial business, open space for drainage, a new soccer complex, and a church.
- The velodrome is the southern anchor to Erie, CO's new town center development.
- Proximity
 - 15 minutes to Downtown Boulder
 - 30 minutes to Downtown Denver
 - 35 Minutes to Denver Int Airport

Boulder Valley Velodrome History

- The Boulder Valley Velodrome (BVV) saw its first riders in the spring of 2015.
- Conceived and executed by the team of Doug Emmerson and Frank Banta. Emmerson of team 7-Eleven cycling fame and owner of University Bicycles in Boulder, CO, and Banta, lifelong cycling enthusiast and owner of Frank Banta Construction.
- Emerson and Banta own the velodrome through Boneshaker, LLC.
- At its peak, the velodrome had over 450 annual members and 250 racers weekly.
- BVV was a center for international teams desiring to train at altitude on one of the only 250M tracks.



World Class Design

- The Erie Velodrome is one of two 250-meter, Olympic size wood tracks in the USA.
- The other is in Carson, CA and will host the 2028 Olympic games.
- The Erie Velodrome is paramount to attracting new athletes to the sport of cycling and for training for our next Olympians.
- [Designed by World](#)
[Renowned Peter Junek](#)



31
YEARS
OF EXPERIENCE

14
COUNTRIES

33
TRACKS

16
UCI
HOMOLOGATIONS

16
WORLD
RECORDS
BROKEN
ON OUR TRACKS

junek
velodromes
WORLD'S FASTEST TRACKS

TEAM colorado

- Team Colorado Cycling is a CO based 501(c)(3) with the mission to foster junior amateur cycling competition and provide youth and adult cycling programs to the community to promote the health and recreational benefits that riding a bicycle provides.
- Team Colorado Cycling will assume all operations, maintenance, annual financial obligations, and liability for the velodrome.
- Team Colorado has developed and maintained strong sponsorship and industry partner ties that will bring value to the velodrome.
- Team Colorado President, Todd Stevenson, has successfully executed many community and CO based activities including Louisville Turkey Trot with an annual average attendance of 6,000+ participants, three seasons of Movies in the Park with food trucks, and a cyclocross bicycle race series in the middle of the pandemic.
- Stevenson has also owned and participated in the operations of local businesses including In Season Local Market, /por/ Wine House, and 12 Degree Brewing.

Historical Velodrome Usage & Financials

- During the four fully operational years of the BVV, annual membership averaged in the mid 200s. Usage peaked at over 450 annual members prior to ownership announcing they were seeking to sell the facility.
- Members paid \$400 annually plus an optional bike storage fee of \$125.
- The velodrome faced many large budgetary line-items including \approx \$50,000 in annual property tax.
- If run as a non-profit organization, the BVV can foster sponsorships, donations and a large volunteer base.
- The relationship between the ownership LLC and Team Colorado Cycling is to encourage the sustainability of the velodrome and support the needs of Team Colorado Cycling.
- With the Erie Service Agreement and working relationship with the ownership LLC, the BVV is cash positive in year one.



Five-year Goals



Immediate Restart (2023- 2024)

- LLC acquires property
- NP to secure major sponsorships
- Re-engage members
- Complete track repairs
- Re-start racing, training, and certification programming spring 2023
- Community fundraise for track resurfacing and observation deck
- Host regional and national teams

Near-Term Sustainability (2024 - 2026)

- Facility improvements for spectators and visitors
- Host national-level events
- Host international teams for 2024 Olympic training
- Add cycling retail and cycling performance related services
- Develop national cycling team
- Pursue commercial retail partnerships and buildout

Long-Term Growth (2027+)

- Develop and host an international event
- Host 2028 Olympics training
- Break ground on retail development
- Prepare to fund non-profit buyout of track if desired by investor LLC

Sponsorship, Fundraising & Partnerships

- Sustainability of the BVV depends on multi-year sponsorships
 - Title sponsorship to include name association - \$50K for 5 years
 - Sustainability sponsorship, i.e. materials provider, Lowes, Home Depot, Ace Hardware – \$15K in donated materials for 3 years
 - Venue sponsors - race and event sponsors – 10 @ \$5K for 3 years
 - Venue sponsors – 20 @ \$1K for 3 years
- Community Fundraising
 - Individual donations from the cycling community to fund capital improvement projects. \$60K anticipated in 2023.
- Partnership with the Town of Erie
 - Team Colorado Cycling is engaging with The Town of Erie in a Professional Services Agreement. An annual schedule of services and activities will be hosted at the BVV. The fees to host these activities will offset the annual property tax.



Improvements

The BVV needs significant improvements to the track surface prior to opening. An allocation of approximately \$40K will be needed to make the surface safe and rideable for opening. All other improvements are optional and as needed.



\$40K initial track surface repair for opening



\$5K cosmetic painting of the boards



\$50K full track resurfacing with RichLite



\$40K observation deck on south side of track



\$150K bathrooms and welcome center

Future Business Relationships

- Future structural improvements have already been approved for development by the current owners.
- There is interest from local retail, a sports performance lab, and restaurateurs to partner for a larger commercial buildout.
- The property is not limited to the existing plans submitted to the Town of Erie.

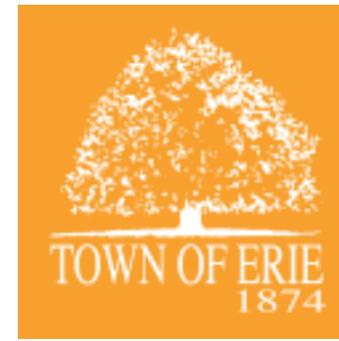


Community Visibility & Usage



- The Velodrome serves as the southern visual gateway to the future Erie Town Center and signature visual landmark to the planned round-about at Austin and County Line Road
- Within eyesight of the intersection of County Line Rd and Erie Parkway, the Velodrome is visible landmark to over 30,000 vehicles per day.
- Positioned on County Line Road, the second highest volume arterial corridor in town, the Velodrome is passed daily by over 15,000 vehicle occupants.
- A viable Velodrome destination will emphasize the importance of the investment the Town is making in the protected bike lanes on County Line Road.
- The 110-car parking lot is a possible overflow parking solution for the Aspen Ridge Preparatory K8 during off-peak times and seasons.
- The partnership with the Town of Erie will provide an additional venue to add to lifestyle experience of the community by hosting events in and around the Velodrome until the completion of the new Town Center.
- Team Colorado Cycling has already engaged with the Erie Chamber of Commerce to partner on a criterium bike race and concert on July 29th in the downtown heart of Town.

Community Impact



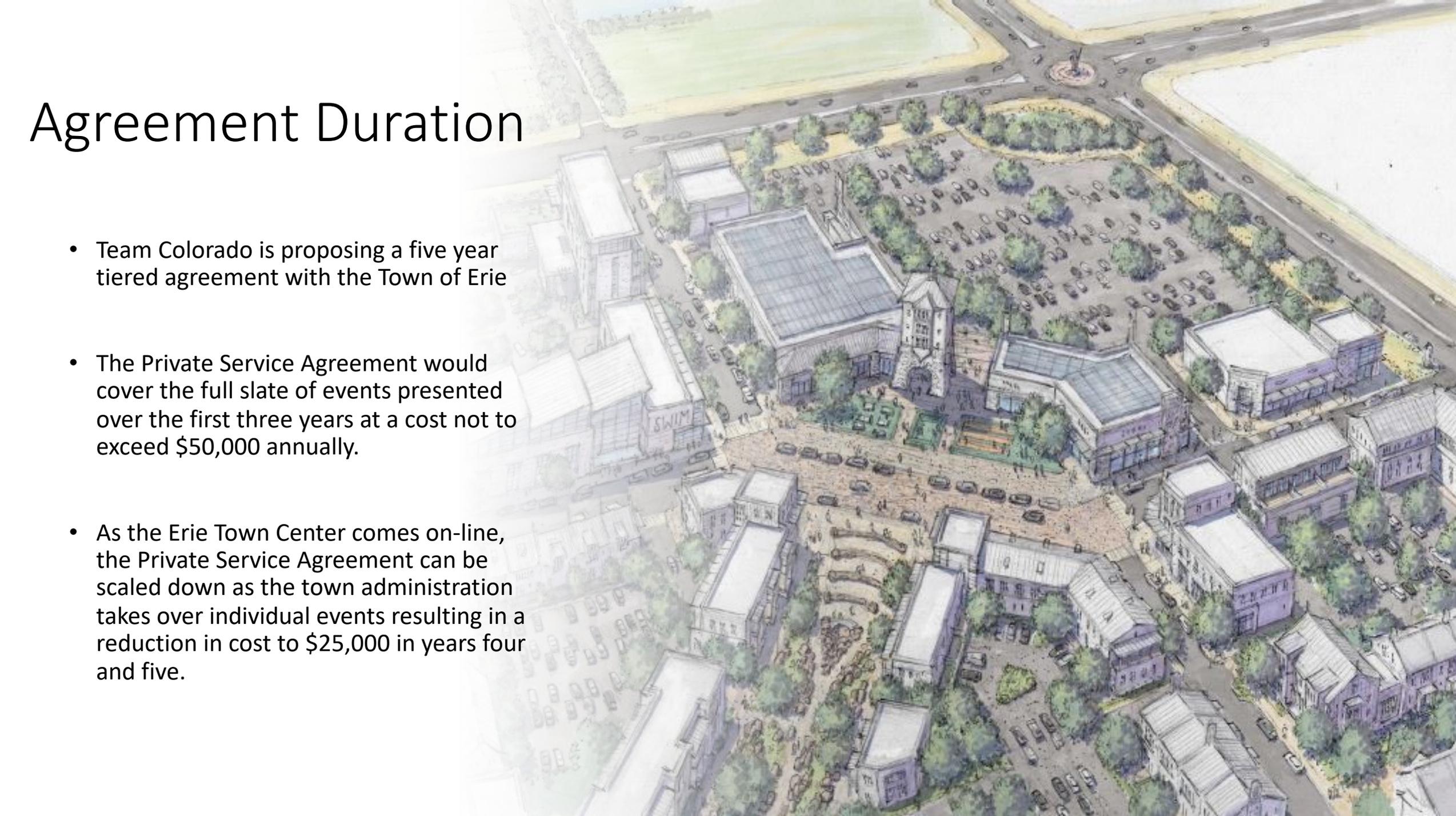
- With Erie's youth demographic percentage outpacing all of Boulder County, the Velodrome is an active recreation option this portion of the community can access and enjoy autonomously as they mature.
- Team Colorado Cycling has historically focused on promoting amateur youth cycling and racing on a national level and will continue to do so while providing cycling related experiences to the community on the track and entertainment alternatives to the citizens of Erie and the surround communities.
- With over 400 annual members near the closing of the Velodrome in 2019, the track brings hundreds of visitors to Erie from up and down the Front Range weekly.
- Three days of racing each week anticipates engaging additional families and racers from Colorado and across the United States weekly with the Town of Erie. Each day of racing is expected to attract in excess of 100 additional riders with attending families.
- Being the official Olympic and UCI sized track at 250M is a unique distinction in the track cycling world, placing it as a national and international landmark.
- Leading into the 2024 and 2028 Olympics in Los Angeles, the Velodrome will be an international draw, attracting national track cycling teams from around the world to train on one of only 250M tracks at altitude.
- Having hosted teams such as the Australian, Dutch, USA and German national teams prior to the 2020 Olympics and Worlds events, the Velodrome already has a reputation as an international host facility.
- The Erie Velodrome is paramount to attracting new athletes to the sport of cycling and for training for our next Olympians.

Service Agreement Proposed Activities and Events

- Pickleball Tournament
- Town Movie Nights
- Concert in the Velodrome
- Criterium Bicycle Race in Downtown Erie
- Free Erie Town velodrome experience days
- Food Truck Festival



Agreement Duration

An aerial architectural rendering of a town center development. The scene shows a mix of modern and traditional buildings, a large parking lot with many cars, and a central area with trees and a small structure. A road with a roundabout is visible in the upper right, and a large open field is in the upper left. The overall style is a detailed, colorful illustration.

- Team Colorado is proposing a five year tiered agreement with the Town of Erie
- The Private Service Agreement would cover the full slate of events presented over the first three years at a cost not to exceed \$50,000 annually.
- As the Erie Town Center comes on-line, the Private Service Agreement can be scaled down as the town administration takes over individual events resulting in a reduction in cost to \$25,000 in years four and five.



Interested parties please contact
Todd Stevenson
todd_stevenson@comcast.net
720.366.1544