The Hamilton Velodrome
$16.7 million

Montichiari, Italy
NEWPORT, WALES

$15 million
$17 million

Darebin (Melbourne), Australia
$19 million

Los Angeles, United States
Ballerup (Copenhagen), Denmark

$20.8 million
The Hamilton Velodrome will function primarily as a full-time velodrome, serving the community by offering a range of competitive and non-competitive cycling programs.

School Programs

Summer Cycling Camps

Outreach to all parts of the City

Track Skills
PROGRAMES

Fitness and Recreation

Junior Development

Paceline and motorpacing

National Team Training
The Hamilton Velodrome will also function as a multi-purpose and multi-sport facility, providing opportunities for Hamilton's citizens to participate in a broad range of sport, fitness, recreation, and cultural activities, such as:

- Badminton
- Rock Climbing
- Basketball
- Concerts and Festivals
- Martial Arts
- Weights and Fitness
- Volleyball
- Other Events
International Track Cycling Events

- Four UCI World Track Championships take place in separate locations every year:
UCI ELITE WORLD CHAMPIONSHIPS
UCI Junior World Championships
UCI Paralympic World Championships
UCI MASTERS WORLD CHAMPIONSHIPS
International Track Cycling Events

• There are five UCI World Cup events every year.

• The UCI sanctions numerous international competitions each year.

• The Manchester Velodrome hosts four sold out “Revolution” series events each year.
International Track Cycling Events

• In the last 10 years, the UCI Elite World Track Championships have been held in the following locations:
• In Canada, cycling is the 2nd most popular physical activity behind walking.
• Cycling is the 2nd most popular sport in the world, behind soccer.
• There are more cyclists in the US than skiers, golfers, & tennis players combined.
• Cycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.
• In the 30-44 age range, cycling is tied with hockey as the 2nd most popular participation sport in Canada.
Cycling Statistics

- The average cyclist is young & affluent:
- 87% are between the ages of 18 and 44
- 55% are male
- 45% are female
- 63% are professional
- High discretionary income
- High brand loyalty and concerned with value & quality
• The Union Cycliste International (UCI) is the international governing body for the sport of cycling.

• The UCI dictates that for the Olympic Games and other major games and for the Elite World Championships, the length of a cycling track must be 250m or longer.
There are almost 900 velodromes worldwide.
– The last three Olympic track cycling events have been held at indoor, international standard velodromes (Sydney, Athens and Beijing).

– All Elite World Championship track cycling events in the last ten years have been held on indoor, international standard velodromes.
Canada’s Velodromes

- Canada has 7 functional velodromes.
- Five of the seven Canadian velodromes are located outdoors.
- Outdoor velodromes cannot be used during the winter months or in inclement weather.
- The two indoor velodromes do not meet international standards and cannot host any international level events.
Canada’s Velodromes

• None of Canada’s velodromes can host an elite world championship or major games competition.
- Built for 1994 Commonwealth Games
- Outdoor 333m concrete velodrome
- Soccer pitch in track centre
- Status – CLOSED due to deterioration of infield.

Victoria, British Columbia
- Built in 1976
- Outdoor 400m concrete velodrome
- Owned by the City of Calgary
- Operated by the Calgary Bicycle Track League

Calgary, Alberta
- Built for 1978 Commonwealth Games
- Outdoor 333m concrete velodrome
- Owned by the City of Edmonton
- Operated by the Argyll Velodrome Association

Edmonton, Alberta
- Originally built for 1996 Atlanta Olympic Games.
- Outdoor 250m wood panel track.
- Status – the wood track surface has deteriorated due to exposure to the weather.

Bromont, Quebec
- Built in 2001
- Outdoor 250m wood panel velodrome
- Status – the wood track surface has detiorated due to exposure to the weather.

Dieppe, New Brunswick
- Completed in 1997
- Built by Cycling B.C.
- Inflatable Bubble Roof
- 200m wood track surface
- No Climate Control
- Seating for 100

Burnaby, British Columbia
- Construction completed in 2005
- Owned and built by the Forest City Velodrome Association
- Located inside the old London Ice Palace.
- 138m wood panel track surface
- Climate Controlled
- Seating for over 3000

London, Ontario
International Track Cycling Events

- Track cycling has been a popular part of every Olympic Games since the first Olympiad in 1896.

- Track cycling is a major medal sport in all multi-sport international games, including the Olympic Games, Pan Am Games and Commonwealth Games.
International Track Cycling Events

- Olympic track cycling offers a total of 10 medal competitions for men and women.

- In comparison to these other Olympic sports:
  - Gymnastics - 14 medal events;
  - Rowing – 14 medal events;
  - Canoe/Kayak - 16 medal events;
  - Fencing – 10 medal events;
  - Diving – 8 medal events; or
  - Wrestling – 18 medal events
- Polish National Velodrome
- New construction
- Permanent 250m indoor track
- Climate controlled
- Seating for over 2000
- Poland now has 9 velodromes and a growing list of victories on the international circuit.

2009 – Pruszkow, Poland
– British National Velodrome
– Home of British Cycling (NSO)
– New construction
– Permanent indoor 250m
– Climate controlled
– Seating for over 3500
– Host of the 2002 Commonwealth Games
– There are 30 velodromes in the U.K.
– Great Britain now dominates international track cycling.

Manchester, United Kingdom
– New construction
– Permanent 250m indoor velodrome
– Climate controlled
– Seating for over 5000
– Located on a small island in the Mediterranean.
– Hosted 2007 World Basketball Championships
– Spain now has 71 velodromes.

2007 – Palma de Mallorca, Spain
– New construction
– Permanent 250m indoor velodrome
– Climate controlled
– Seating for over 4500
– France is home to 118 velodromes.

2006 and 1998 – Bordeaux, France
– ADT Event Centre
– New construction
– Permanent 250m indoor velodrome
– Climate controlled
– Seating for over 2400
– There are 27 velodromes in the U.S.

2005 – Los Angeles, United States
– New construction
– Permanent 250m indoor velodrome
– Climate Controlled
– Seating for over 4500
– Melbourne has two international standard indoor velodromes.
– Australia is home to 90 velodromes, including 18 velodromes on the tiny island of Tasmania.

2004 and 2012 – Melbourne, Australia
- New construction
- Multi-purpose facility
- 286m indoor velodrome
- Climate controlled
- Germany has 53 velodromes

2003 – Stuttgart, Germany
- New construction
- Permanent 250m indoor velodrome
- Seating capacity of 2000
- Climate controlled
- Home of the Ballerup 6-day race
– Belgium’s premier velodrome and multi-purpose centre
– Permanent 250m indoor velodrome
– Climate controlled
– Home of annual Antwerp 6-Day

2001 – Antwerp, Belgium
– New construction
– Permanent 250m indoor velodrome
– Climate controlled
– Seating for 5,800
– Designed and built for Berlin’s failed 2000 Olympic bid

1999 – Berlin, Germany
Competitive Cycling In Canada

- Canada has a rich history of success in major cycling competitions on the road and track and in mountain biking.

- Canadians have won numerous Olympic, Pan Am, Commonwealth Games, and World Championship medals in track cycling.
• 1970 Commonwealth Games – Gold Medalist, 10 Mile Scratch Race, Silver Medalist, Tandem Sprint, Bronze Medalist, Kilometer
• 1971 Pan Am Games – Gold Medalist, Kilometer
• 1975 Pan Am Games – Gold Medalist, Kilometer
• Canadian Amateur Athlete of the Year
• 1978 Commonwealth Games – Gold Medalist, Tandem Sprint, Gold Medalist, Kilometer, Gold Medalist, 10 Mile Scratch Race
• 1978 World Championship – Silver Medalist, Kilometer
• National Road Race Champion – 1974
• 36-time National Road and Track Champion
• Commonwealth Games Record Holder - Tandem Sprint
• Member of the Canadian Sport Hall of Fame

Jocelyn Lovell
• 1978 Commonwealth Games – Gold Medalist, Tandem Sprint
• 1978 Commonwealth Games – Bronze Medalist, Kilometer
• 1979 World Championship – Silver Medalist, Kilometer
• 1979 Pan Am Games – Gold Medalist, Sprint
• 1979 Pan Am Games – Gold Medalist, Kilometer
• 1981 World Championship – Silver Medalist, Match Sprint
• 1982 World Championship – Gold Medalist, Keirin
• 1982 World Championship – Silver Medalist, Match Sprint
• Commonwealth Games Record Holder - Tandem Sprint
• Three-time World Record Holder
• Order of Canada

Gordon Singleton
• 1977 World Pursuit Championships – Bronze Medalist
• 1978 World Pursuit Championships – 4th Place
• 1979 World Pursuit Championships – 4th Place
• 1980 World Pursuit Championships – Silver Medalist
• 1982 World Pursuit Championships – 4th Place
• Member of the 1984 Canadian Olympic Road and Track Cycling Team
• 3-time National Road Race Champion – 1975, 1976 and 1981
• 3-time National Time Trial Champion – 1975, 1977 and 1981
• National Points Race Champion – 1982

Karen Strong
• Member of the Canadian Road and Track Teams
• Member of the 1980 Olympic Team Pursuit Squad
• 1981 World Points Race Championships – 4th Place
• Canadian Points Race Champion – 1981 and 1982
• Canadian Team Pursuit Champion – 1978, 1979, and 1982
• 1982 Commonwealth Games –
• Silver Medalist, Road Race
• 1984 Olympic Silver Medalist, Road Race
• 1984 Professional World Road Championships – Bronze Medalist
• 11-time Tour de France Participant
• 1988 Tour de France – 4th Place
• Tour de France – 14 days in Yellow Jersey
• Numerous professional cycling victories in one day classics and multi-day stage races
• Multiple National Road and Track Championship Titles
• Member of the Canadian Sport Hall of Fame
• Member of the Canadian Olympic Hall of Fame
• Recipient of the Governor General’s Meritorious Service Medal

Steve Bauer
• 1979 Junior World Championships – Individual Pursuit, 5th Place
• 1981 World Championships – Individual Pursuit, 9th Place
• 1982 Commonwealth Games – Bronze Medalist, 4000m Individual Pursuit
• 1982 UCI World Championships – Team Pursuit, 7th Place
• 1983 UCI World Championships – Points Race, 4th Place
• 1983 World Championships – Individual Pursuit, 9th Place
• National Kilometer Champion – 1981
• National Team Pursuit Champion – 1981
• Member of the Canadian National Cycling Team from 1977 to 1992
• Member of the 1984 Olympic Track Cycling Team
• Professional Cyclist
• 1986 Tour de France – First North American to wear the Leader’s Yellow Jersey

Alex Steida
• 12-time National Champion in Sprint and Kilometer
• 1983 Pan Am Games – 4th Place, Kilo
• 1984 Olympic Games – Silver Medalist, Kilo
• 1987 Pan Am Games – Gold Medalist, Kilo
• 1987 Pan Am Games – Bronze Medalist, Match Sprint
• 1990 Commonwealth Games – Silver Medalist, Match Sprint
• 1990 Goodwill Games – Gold Medalist, Match Sprint
• 1990 World Championship – Silver Medalist, Match Sprint
• 1995 World Championship – Silver Medalist, Match Sprint
• 1992 Olympic Games – Bronze Medalist, Match Sprint
• 1994 Commonwealth Games – Silver Medalist, Match Sprint
• 1996 Olympic Games – Bronze Medalist, Match Sprint
• World Record Holder 200m Time Trial, 9.865 seconds – set in Bogota Columbia
• Member of the Canadian Sports Hall of Fame

Curt Harnett
• 1991 Pam Am Games – Gold Medalist, Match Sprint
• 1993 World Championships – Gold Medalist, Match Sprint
• 1994 Commonwealth Games – Gold Medalist, Match Sprint
• 1995 Pam Am Games – Gold Medalist, Match Sprint
• 1998 Commonwealth Games – Gold Medalist, Match Sprint
• 1998 World Championships, Bronze Medalist, Match Sprint
• 1998 World Championships, Silver Medalist, 500mTT
• 1999 World Championships, Bronze Medalist, Match Sprint
• 1999 Pam Am Games – Gold Medalist, Match Sprint
• 1999 Pam Am Games – Gold Medalist, 500mTT
• 1999 World Championships – Bronze Medalist,
• 2-time National Kilo Champion – 1993 and 1998
• Commonwealth Games Record Holder - Match Sprint
• 3-time Olympic Team Member

Tanya Dubnicoff
• 1989 Overall Winner of the Milk Race
• 1988 National Champion – Road Race
• 1994 Commonwealth Games – Bronze Medalist, Scratch Race
• 1995 Pan Am Games – Gold Medalist, Points Race
• 1995 Pan Am Games – Gold Medalist, Road Race
• 1995 Pan Am Games – Bronze Medalist, 4000m Pursuit
• 1996 Olympic Games – Silver Medalist, Points Race
• 1999 Pan Am Games – Gold Medalist, Road Race
• 2-time National Points Race Race Champion – 1993 and 1994
• 3-time Olympic Team Member

Brian Walton
• 1998 Commonwealth Games – Bronze Medalist, Match Sprint
• 2000 UCI World Track Championships – Silver Medalist, Match Sprint
• 2001 Goodwill Games – Silver Medalist, Match Sprint
• 2001 UCI World Track Championships – Silver Medalist, 500mTT
• 2001 UCI World Track Championships – Bronze Medalist, Match Sprint
• 2002 Commonwealth Games – Silver Medalist, Match Sprint
• 2002 Commonwealth Games – Bronze Medalist, 500mTT
• 2002 Pan American Cycling Championships - Gold Medalist, Keirin
• 2002 Pan American Cycling Championships - Silver Medalist, 500mTT
• 2004 Olympic Games – Gold Medalist, Match Sprint
• 2004 UCI World Track Championships – Bronze Medalist, Match Sprint
• 11-time World Cup Medalist
• National Kilo Champion – 1996,
• 2-time National Keirin Champion – 2002, and 2003
• Inductee to the Alberta Sports Hall of Fame
• Maclean’s Magazine – Canadian of the Year

Lori-Ann Muenzer
Clara Hughes

- 1991 Pan Am Games – Silver Medalist, 3000m Pursuit
- 1991 Pan Am Games – Bronze Medalist, Team Time Trial
- 1991 Pan Am Games – Bronze Medalist, Time Trial
- 1994 Commonwealth Games – Silver Medalist, Team Time Trial
- 1995 Pan Am Games – Silver Medalist, Road Race
- 1995 Pan Am Games – Bronze Medalist, Team Time Trial
- 1995 Commonwealth Games – Gold Medalist, Time Trial (Road), Silver Medalist
- 1995 UCI World Championships – Time Trial (Road), Silver Medalist
- 1996 Olympic Games – Bronze Medalist, Road Race
- 1996 Olympic Games – Bronze Medalist, Time Trial
- 2002 Commonwealth Games – Bronze Medalist, Points Race
- 2002 Commonwealth Games – Bronze Medalist, Points Race
- 2003 Pan Am Games – Gold Medalist, Points Race
- 2003 Pan Am Games – Silver Medalist, Time Trial
- 2003 Pan Am Games – Bronze Medalist, 3000m Pursuit
- 1989 National Points Race Champion
- 1990 National Kilometer Champion
- 2-time Olympic Team Member
- Order of Manitoba (2006)
- Officer of the Order of Canada (2007)
Track Cycling In Canada

• Canadian Olympic athletes must train and compete outside of Canada due to the lack of appropriate facilities and competitions.

• Canada is unable to host any international level elite cycling events due to the lack of an international standard indoor velodrome.
Why Hamilton?

• Hamilton is literally “the hub” of Southern Ontario, based on its geographical location and its accessibility by all modes of transportation.
Why Hamilton?

- Hamilton is a 45-50 minute drive away from 15 of Ontario’s 20 highest population density cities, including Toronto, Mississauga, London, St. Catharines, Burlington, Oakville, Guelph, Kitchener/Waterloo, and Brampton.

- Hamilton is also in close proximity to a number of major U.S. cities, including Buffalo, Detroit, Erie, and Rochester.
Why Hamilton?

- Hamilton has excellent internal and external transportation links throughout the city, the province, and beyond.
  - John C. Munro International Airport
  - Go Transit
  - Major Highways
  - Future Light Rail and HSR
Why Hamilton?

• Hamilton has a long history of hosting major cycling events, including:
  – the 2003 UCI World Road Cycling Championships;
  – the annual Paris to Ancaster Classic;
  – the annual Good Friday Classic;
  – the former Hess Village Classic;
  – numerous National Road Cycling Championships
  – The Scattolon Invitational
  – Multiple Tour of Canada stages
Why Hamilton?

- The Hamilton area has some of the best road and trail cycling routes in Eastern Canada.

Sydenham Road

The Dundas Valley and Bruce Trail
Why Hamilton?

• Hamilton is the home of the National Cycling Centre Hamilton (NCCH).
• McMaster University is one of Canada’s leading sport science institutions and a key partner of the NCCH.
• Hamilton has a very active cycling community
What are the desired outcomes from building a Velodrome?

• To achieve maximum usage of the facility;
• To achieve financial sustainability;
• To provide accessible, quality programs that meet the needs of the broadest section of the community;
• To engage youth and adults alike;
What are the desired outcomes from building a Velodrome?

- To create the infrastructure to support Canada’s capacity to host high profile international events;
- To increase our ability to identify, recruit and develop high performance athletes;
- To encourage a healthy and active lifestyle;
- To increase our civic and national pride;
What factors will drive the desired outcomes?

- Unlike stadia, which are SPECTATOR oriented facilities, velodromes are PARTICIPANT-based facilities.
- People accessing the velodrome will utilize the “field of play” for fitness, recreation, training, and competition.
What factors will drive the desired outcomes?

• Providing an easily ACCESSIBLE facility for its primary users and identified demographic is the key to ensuring maximum usage and long-term sustainability.

• Many users will travel to the velodrome from work, home, or school on a daily basis or several times a week.
What factors will drive the desired outcomes?

• Locating the facility in close proximity to identified institutions, user-groups and cycling’s core demographic is therefore essential to ensuring the highest level of accessibility and usage.
What factors will drive the desired outcomes?

- Actively building and maintaining key partnerships in the community with public and private institutions, such as the City of Hamilton’s Recreation and Tourism departments and the local School Boards, will also ensure that programs are well marketed and utilized.
What factors will drive the desired outcomes?

• The implementation of a well-conceived business plan, integrated with the velodrome’s municipal, sport and private partners will help ensure the desired outcomes are achieved.
IT’S ALL ABOUT LEGACY

• If properly planned and developed, the velodrome has the potential to deliver one of the most significant legacy contributions of any of the 2015 Pan Am Games facilities once the Games are over.

• The velodrome will become a true community centre, where participants of all ages can ride on the same track as their Olympic heroes.
IT’S ALL ABOUT LEGACY

• Berlin, Manchester, Bordeaux, Sydney, Moscow, Los Angeles, Auckland, Perth, Launceston, Trexlertown, and many other cities around the world have benefitted considerably from:
  – the civic and national pride generated out of their community and youth development programs;
  – the success of their Olympic and World Champions;
  – the major international events that they are able to host year after year.
  – the economic spin-off from hosting major events like world championship and world cup events.
IT’S ALL ABOUT LEGACY

• Some legacy facts:

  – Since the Manchester Velodrome first opened in 1994, Great Britain has won 20 Olympic Medals and 68 World Championship Medals in track cycling.

  – In the same time period, since 1994, Australia has won 21 Olympic Medals and 89 World Championship Medals in track cycling.

  – British Cycling recently inked a multi-million pound sponsorship agreement with SKY Television.
– Tens of thousands of youth from around Great Britain, but especially from Manchester have participated in cycling programs at the velodrome.

– At the 2008 World Championships, the City of Manchester and the Velodrome hosted:
  • approximately 300 world-class athletes;
  • 17,000 spectators;
  • over 1000 support staff, officials and media; and
  • 157 million television viewers world-wide

– The economic impact of this 4 day event was significant.
IT’S ALL ABOUT LEGACY

– The Manchester Velodrome has hosted 3 Elite World Championships, as well as numerous Masters, Junior and Paralympic World Championships.

– Cycling is credited as being the “biggest winner” of any sport following the Beijing Olympics and is the fastest growing sport in England.

– Until the 2004 Athens Olympics, Great Britain was not known as a “cycling nation”.
IT’S ALL ABOUT LEGACY

- Hamilton will be uniquely positioned as the home of Canada's only international standard velodrome and the Hamilton Velodrome will be the only international standard indoor velodrome east of Los Angeles.

- Hamilton can experience the same sense of pride and the same feelings of success, if we ensure that the velodrome is properly funded, well conceived and fully integrated with the community and its municipal interests.
IT’S ALL ABOUT LEGACY

- Hamilton will be become “Canada’s Cycling City” and an internationally recognized centre of excellence for cycling.

- Hamilton will continue to build on the legacy from the 2003 UCI World Road Cycling Championships.

- Through the velodrome, Hamilton will gain a unique branding tool to market itself to the world.
IT’S ALL ABOUT LEGACY

- Hamilton will host numerous world-class cycling events and competitions both at the velodrome and on the road and trails.

- Hamilton-based athletes will represent Canada at the Pan Am Games, Olympic Games, Commonwealth Games, and at World Championships.

- THE WORLD WILL COME BACK TO HAMILTON.
Thank you.
Prepared by:

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