



# The Hamilton Velodrome





**\$16.7 million**

**Montichiari, Italy**





**\$15 million**

**NEWPORT, WALES**



The image shows the interior of a large, modern sports hall. The ceiling is high and features a complex network of white steel trusses and several long, parallel skylights that allow natural light to enter. The walls are made of light-colored wood paneling. On the floor, there are several rows of black plastic chairs and blue metal frames, likely for a cycling or rowing event. In the background, there are banners for the 'BRUNSWICK CYCLING CLUB' and 'MELBOURNE SPORTS'.

**\$17 million**

**Darebin (Melbourne), Australia**





**\$19 million**

**Los Angeles, United States**





**\$20.8 million**

**Ballerup (Copenhagen), Denmark**



# PROGRAMS



School Programs



Summer Cycling Camps



Outreach to all parts of the City



Track Skills



# PROGRAMS



**Fitness and Recreation**



**Junior Development**



**Paceline and motorpacing**



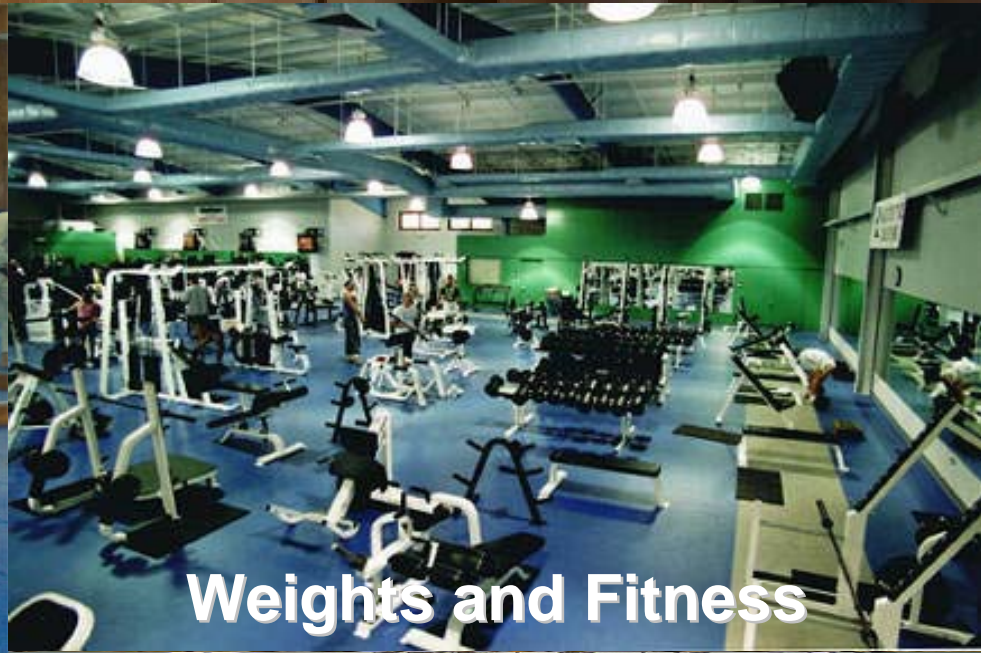
**National Team Training**



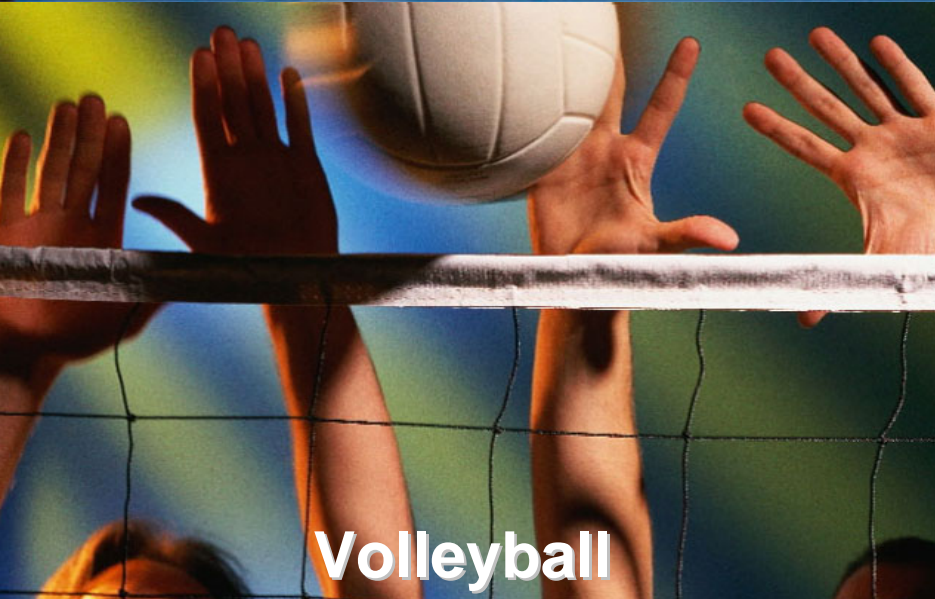
# PROGRAMS and EVENTS



**Martial Arts**



**Weights and Fitness**



**Volleyball**



**Other Events**



# International Track Cycling Events

The background of the slide features a photograph of three cyclists in blue and white uniforms racing on a track. They are wearing helmets with red, white, and blue stripes. The image is slightly faded and serves as a backdrop for the text.

- **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

A wide-angle, high-angle photograph of the Manchester Velodrome. The image shows the large, curved seating bowl filled with rows of white plastic seats. In the center, the track is visible, with a few cyclists riding on it. The roof structure is a complex, white, geometric lattice. The overall lighting is somewhat dim, suggesting an indoor setting.

- 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:





# Cycling Statistics

A group of cyclists is riding on a dirt path through a wooded area. The cyclists are wearing various colored clothing and helmets. The path is surrounded by trees and foliage, and the lighting suggests it's daytime. The cyclists are moving away from the camera, and their shadows are cast on the path.

- In Canada, cycling is the 2<sup>nd</sup> most popular physical activity behind walking.
- Cycling is the 2<sup>nd</sup> 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 2<sup>nd</sup> most popular participation sport in Canada.



# Cycling Statistics

A group of cyclists in various colored jerseys and helmets are racing on a paved road. They are leaning forward in a racing posture, and the background shows a grassy area and a clear sky. The image is slightly blurred to convey a sense of motion.

- 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.**



- 
- An aerial photograph of a velodrome (cycling track) at sunset. The sun is low on the horizon, casting a golden glow over the scene. The velodrome is a large, oval-shaped track with a reddish-brown inner lane and a green outer lane. It is surrounded by a fence and a paved road. In the background, there are several wind turbines and a residential area with houses. The sky is filled with dramatic, dark clouds, and the overall atmosphere is serene and scenic.
- **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**

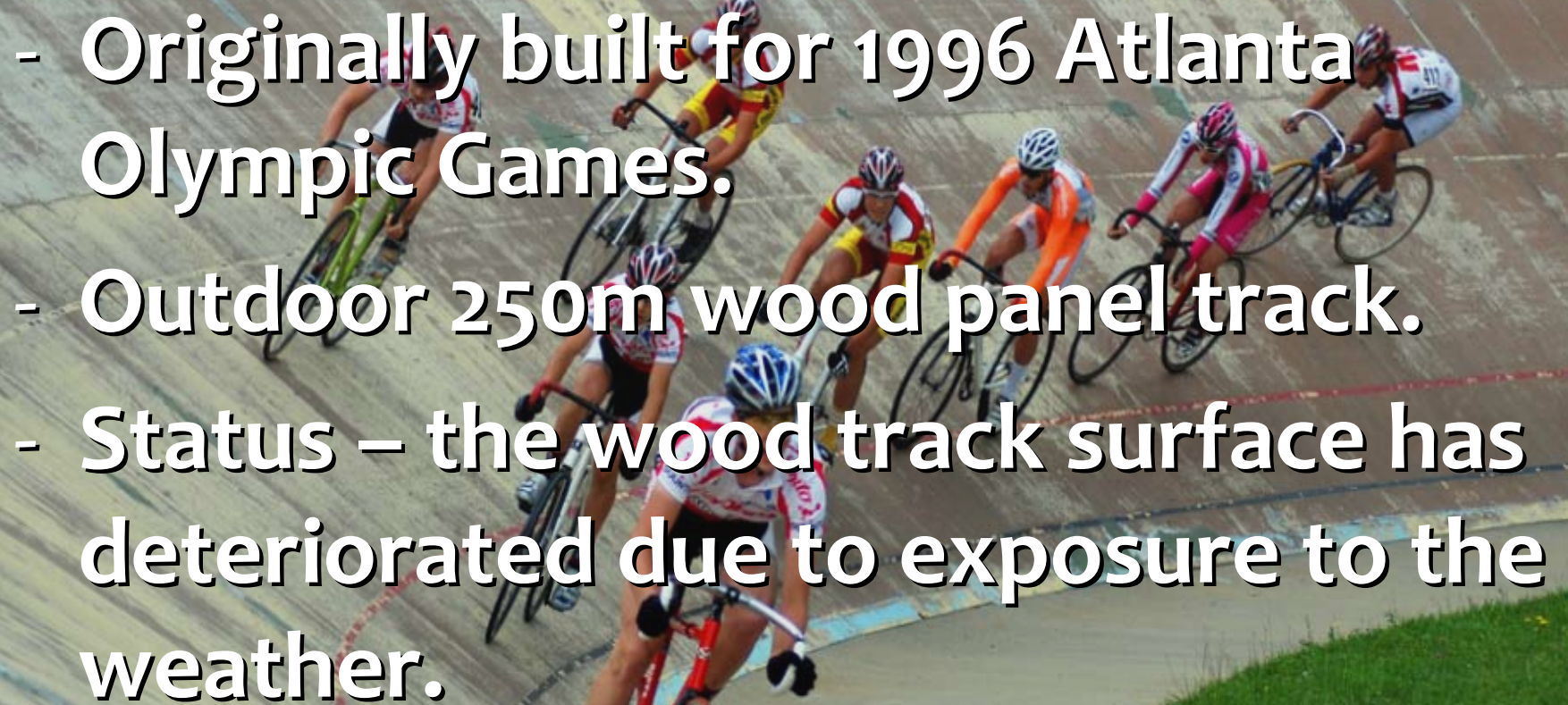
- 
- A group of cyclists is gathered on a concrete velodrome track. In the foreground, a cyclist in a green jersey is leaning forward on their red and black bicycle. Behind them, several other cyclists in blue and white jerseys are also on their bikes. A person in a red and white jersey stands near the track. The track is surrounded by a metal guardrail. In the background, there are buildings, trees, and a clear sky. The text is overlaid on the left side of the image.
- Built in 1976
  - Outdoor 400m concrete velodrome
  - Owned by the City of Calgary
  - Operated by the Calgary Bicycle Track League

**Calgary, Alberta**



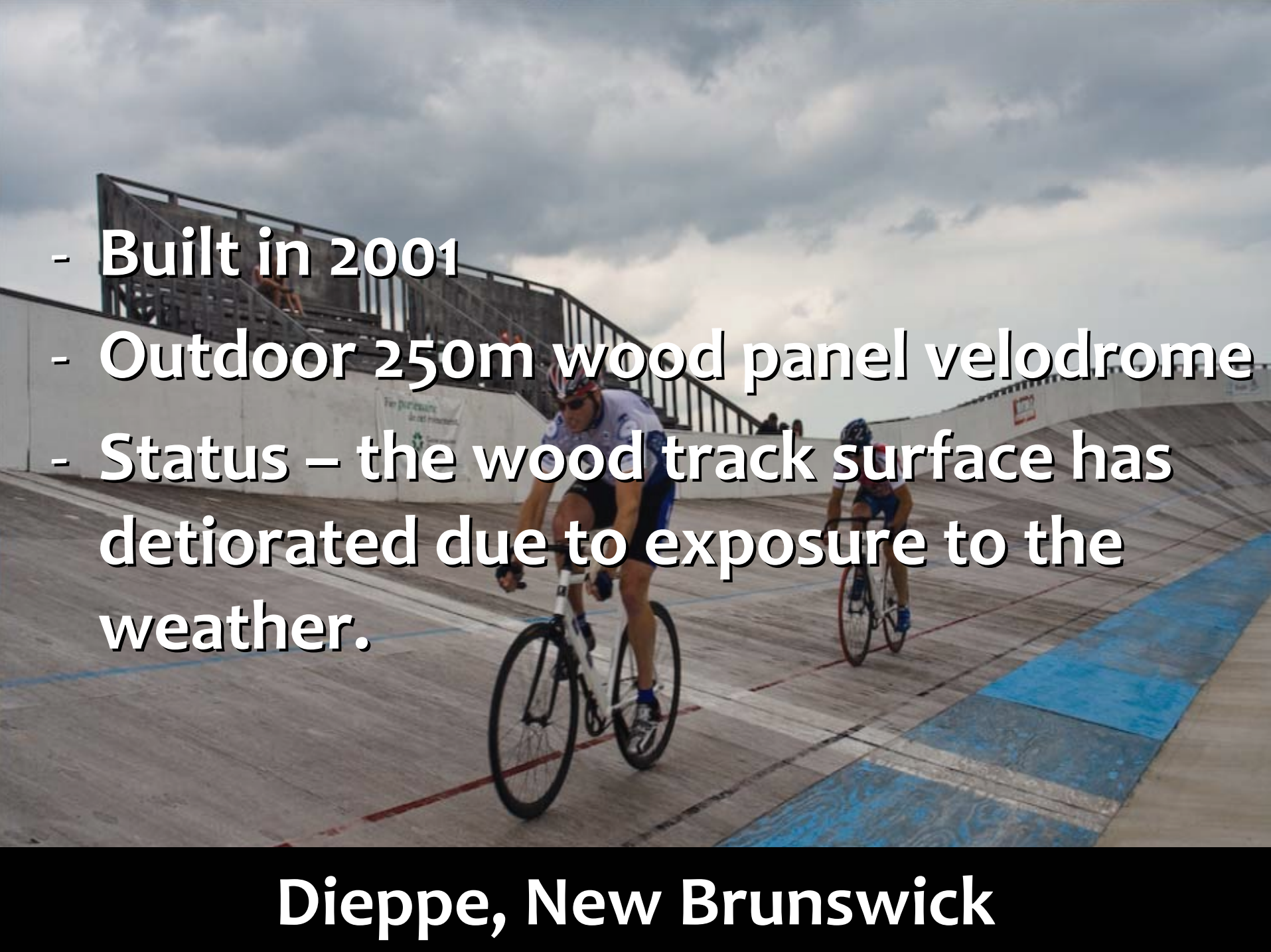
- 
- **Built for 1978 Commonwealth Games**
  - **Outdoor 333m concrete velodrome**
  - **Owned by the City of Edmonton**
  - **Operated by the Argyll Velodrome Association**

**Edmonton, Alberta**

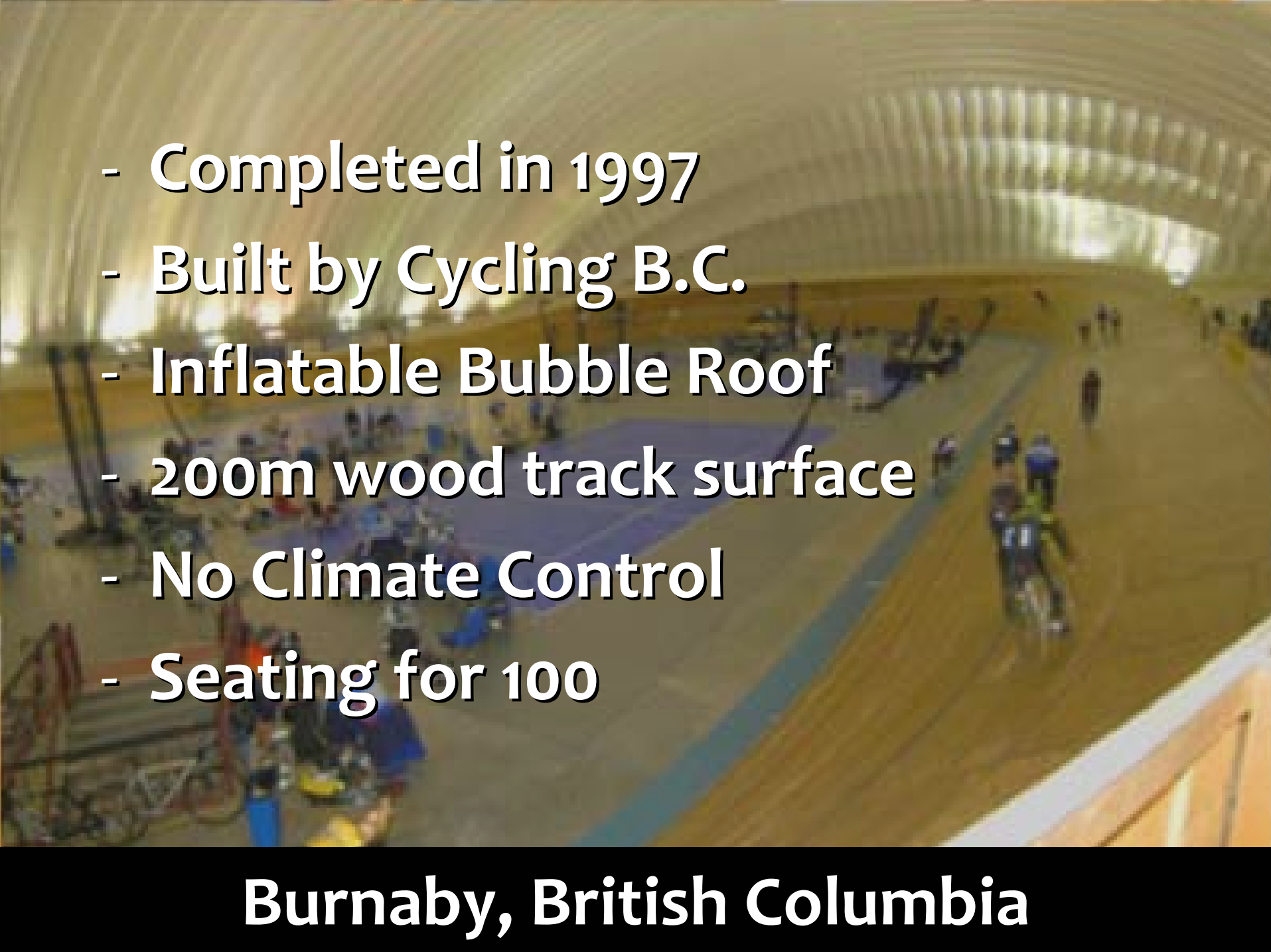
- 
- A group of cyclists in various colored jerseys (red, yellow, orange, pink, white) are racing on a wooden track. The track is made of light-colored wood panels and shows signs of wear and discoloration. The cyclists are leaning forward in a racing posture. The background is a blurred green field.
- 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**



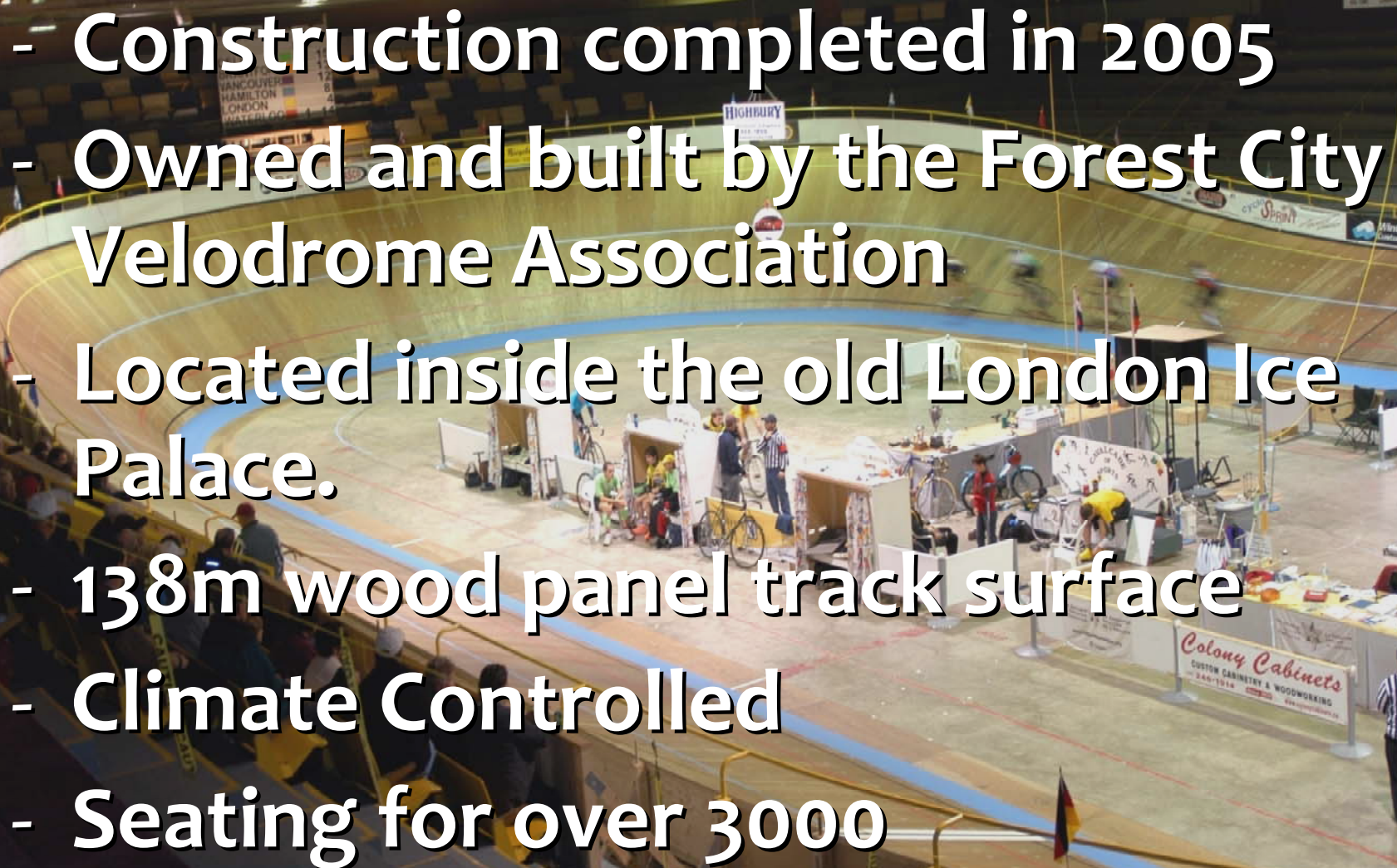
- 
- A photograph of two cyclists racing on a wooden velodrome track. The track is made of light-colored wood panels and has blue and red painted lines. The cyclists are wearing helmets and racing gear. In the background, there are bleachers and a cloudy sky. The text is overlaid on the image.
- Built in 2001
  - Outdoor 250m wood panel velodrome
  - Status – the wood track surface has deteriorated 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.

2008, 2000, 1996

Manchester, United Kingdom

- 
- A wide-angle, high-angle photograph of a large indoor velodrome. The wooden track is the central focus, surrounded by a large, tiered seating area filled with spectators. The ceiling is high and industrial, with visible lighting rigs and structural beams. The overall atmosphere is that of a major sporting event.
- **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**



- 
- A large indoor velodrome with a track and many flags hanging from the ceiling. The track is blue and yellow, and the ceiling is white with a complex steel structure. The text is overlaid on the left side of the image.
- 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**

- 
- A high-angle photograph of a large indoor velodrome. The track is visible in the center, surrounded by a large crowd of spectators. In the foreground, numerous bicycles are parked in rows. The arena is brightly lit, and the overall atmosphere is that of a major sporting event.
- 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

**2002 and 2010 – Ballerup, Denmark**

- 
- 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.



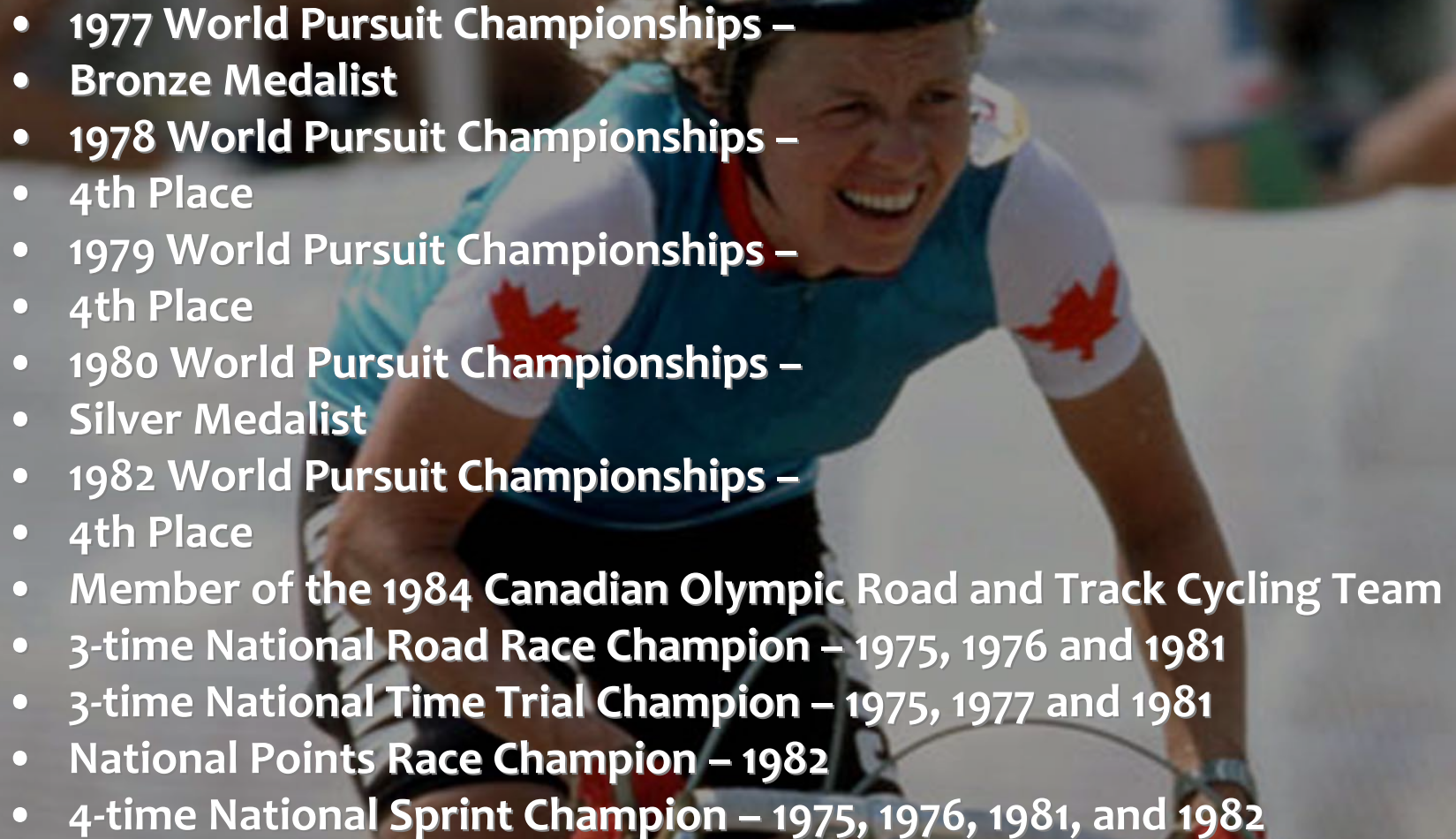
- 
- 1970 Commonwealth Games – Gold Medalist, 10 Mile Scratch Race, Silver Medalist, Tandem Sprint, Bronze Medalist, Kilometer
  - 1971 Pan Am Games – Gold Medalist, Kilometer
  - 1975 Pan Am Games – Gold Medalist, Kilometer
  - Canadian Amateur Athlete of the Year
  - 1978 Commonwealth Games – Gold Medalist, Tandem Sprint, Gold Medalist, Kilometer, Gold Medalist, 10 Mile Scratch Race
  - 1978 World Championship – Silver Medalist, Kilometer
  - National Road Race Champion – 1974
  - 10-time National Time Trial Champion – 1969, 1970, 1971, 1973, 1974, 1975, 1976, 1977, 1978, and 1980
  - 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
  - 4-time National Sprint Champion – 1975, 1976, 1981, and 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 Individual Pursuit Champion – 1981, 1982, 1983
  - 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**

- 
- A cyclist in a blue and red jersey is riding a track bicycle on a wooden track. The cyclist is leaning forward in a racing position. The background shows the wooden structure of the track.
- 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
  - 4-time National Kilometer Champion – 1984, 1985, 1986, and 1987
  - 8-time National Sprint Champion – 1984, 1985, 1987, 1990, 1992, 1993, 1994, 1995
  - 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
  - 8-time National Sprint Champion – 1992, 1993, 1994, 1995, 1997, 1998, 1999, 2000
  - Commonwealth Games Record Holder - Match Sprint
  - 3-time Olympic Team Member

# Tanya Dubnicoff

- 
- A photograph of a cyclist in a blue and red jersey and a yellow helmet, riding a road bike. The cyclist is in a dynamic, forward-leaning position, typical of a race. The background is slightly blurred, suggesting motion.
- 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 Champion – 1993 and 1994
  - 3-time Olympic Team Member

**Brian Walton**



- 
- A cyclist in a blue and red jersey, wearing a helmet and gloves, holding a red flag. The cyclist is smiling and looking towards the camera. The background is a blurred outdoor setting.
- 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
  - 5-time National Sprint Champion – 1996, 2001, 2002, 2003, 2004
  - National Kilo Champion – 1996,
  - 5-time National 500mTT Champion – 1996, 2001, 2002, 2003, 2004
  - 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

- 
- 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, Time Trial
  - 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 – Gold Medalist, Time Trial (Road)
  - 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)

# Clara Hughes



# Track Cycling In Canada

A Canadian track cyclist is shown in a dynamic, low-cadence riding posture on a track bike. The cyclist is wearing a red and white jersey with 'CANADA' printed on the back and 'LOOK' on the front. The bike is also branded with 'LOOK'. The cyclist is wearing a white helmet and is riding on a wooden track. The background is a bright blue sky.

- 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.

@johncpiercy





# 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  
extends  
the  
ancient

and  
throughout  
the province



Major GO Transit  
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;**

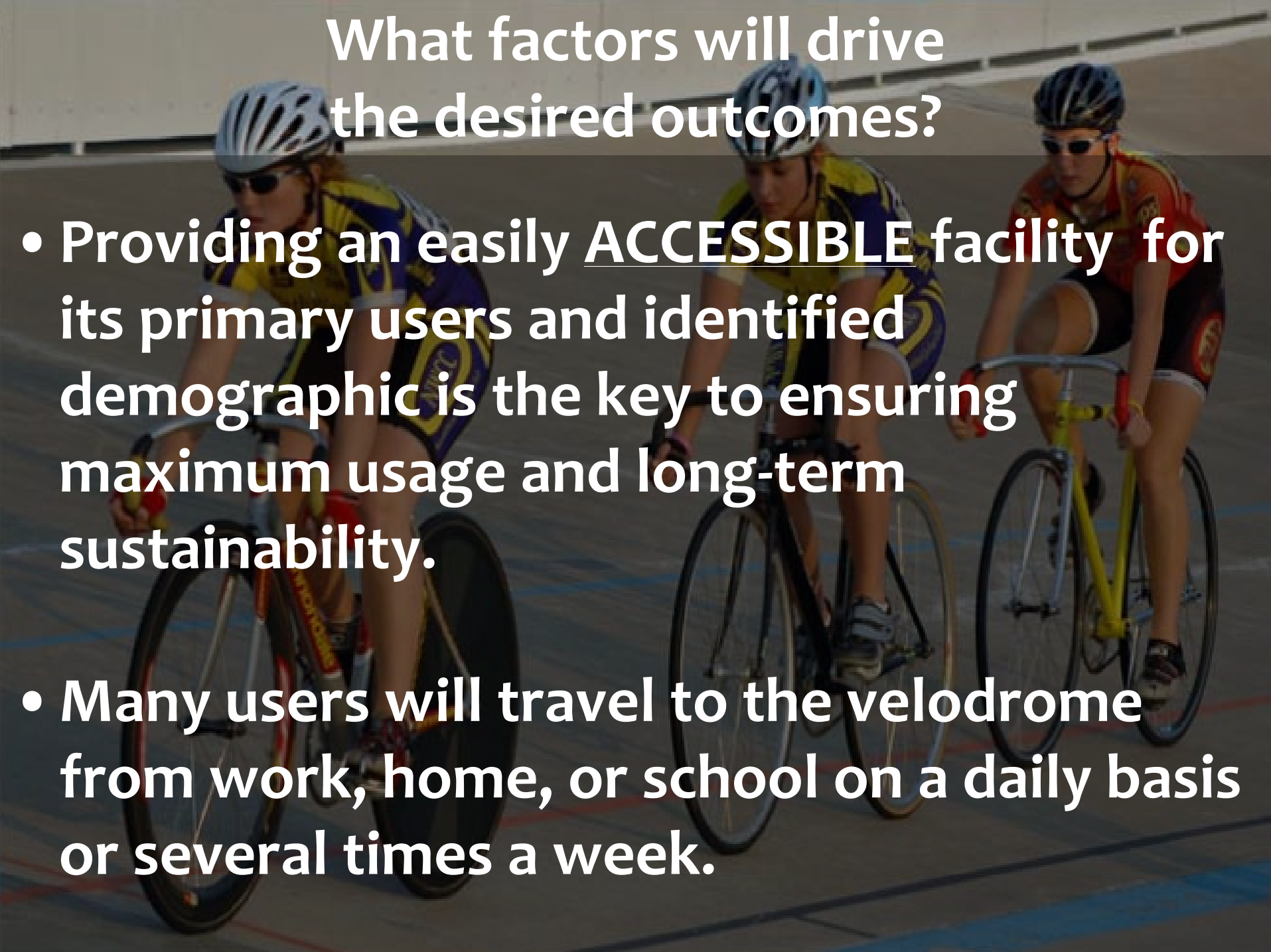
# What factors will drive the desired outcomes?

- 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.

# IT'S ALL ABOUT LEGACY

- 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 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

A cyclist in a blue and white jersey is racing on a cobblestone road. The cyclist is in the center of the frame, leaning forward on the handlebars. The road is lined with a large crowd of spectators on both sides, many of whom are holding up phones to take pictures. The background shows trees and a clear sky. The overall scene is one of a high-stakes cycling event.

- 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:**

**ANDREW A. ILER**



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