

**JERRY BAKER**

**M E M O R I A L**

**VELODROME**

**2021 All-Membership  
Meeting**

# From the President

- Welcome!
- Zoom Etiquette:
  - *Please mute*
  - *Use chat or the 'hand raise' feature for questions*
  - *We'll have general Q&A at the end*
  - *Meeting will be recorded & posted after*
- Call to order
- Board Introductions



# Meet the Board

- Andy Baker – President, Development Committee Lead – [admin@velodrome.org](mailto:admin@velodrome.org)
  - Alex Siegel – Vice President – [info@velodrome.org](mailto:info@velodrome.org)
  - Anna Fowler – Treasurer, Finance Committee Lead – [treasurer@velodrome.org](mailto:treasurer@velodrome.org)
  - Kelly Dahlin – Secretary – [classes@velodrome.org](mailto:classes@velodrome.org)
  - Andrew Carlberg – Race Committee Lead – [racing@velodrome.org](mailto:racing@velodrome.org)
  - James Campbell-Harris – Sponsorship/Marketing Lead – [marketing@velodrome.org](mailto:marketing@velodrome.org)
  - Mike Ritter – Member at Large
- 
- OTHER CONTACTS
  - Amara Edwards – Program Director – [amara@velodrome.org](mailto:amara@velodrome.org)
  - Cory Edwards – Web Master/Announcer – [webadmin@velodrome.org](mailto:webadmin@velodrome.org)



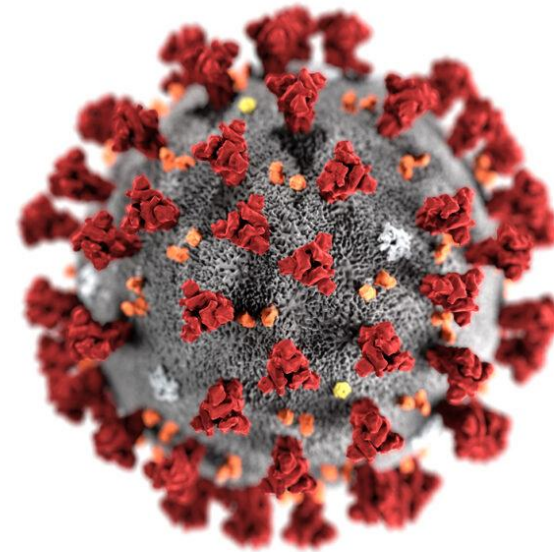
# Agenda

- 2020 Recap
- Planning for 2021:
  - *Current Guidelines*
  - *Development*
  - *Junior Team Updates*
  - *Racing*
- MVA Finances
  - *Budget*
  - *EOY Fundraising Update*
  - *2021 Auction*
- Open Discussion





# 2020 Recap



**Jan-March** - Planning like normal

**Mid-March** - BAM - Pandemic

**April** - LOCKDOWN (including parks)

**May** - Track re-opens for individual training (nothing organized), Cancelled the GP

**June** - Status quo, continuing to cancel all activities :(

**July** - Junior Team training starts back up!

**August** - Time Trial Days, Hour Record Attempts, Try the Track classes, online Auction (raised 35k+!!!)

**September** - Cancelled TT Days (smoke)

**September - Dec** - Planning for the unknown!

**EOY** - Year end ask (raised 11k!)

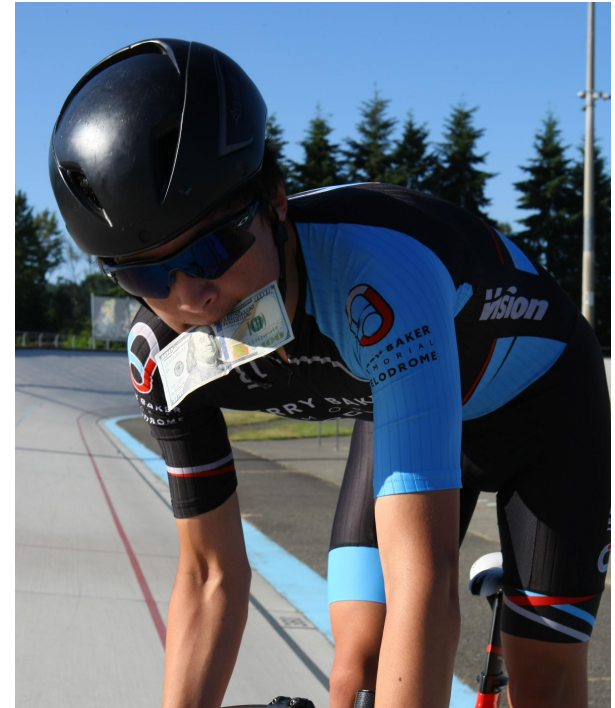


# THANK YOU!

**Our community seriously stepped up:**

- Flexible
- Respectful
- Supportive

Record amount of personal  
and matching donations!



# Year-End Ask: Rental Fleet Upgrade

## Inventory & Needs

### Grade Frames & Wheels

- A- Fine shape
- B- Significant wear (candidate for 'As is' sale)
- C- Unsafe

## Purchasing Decision Considerations

### Goals for Rental Fleet

- Safety and consistent ride
- Longevity
- Level(ish) playing field for beginner, Cat 4 and Junior racers

## Execution

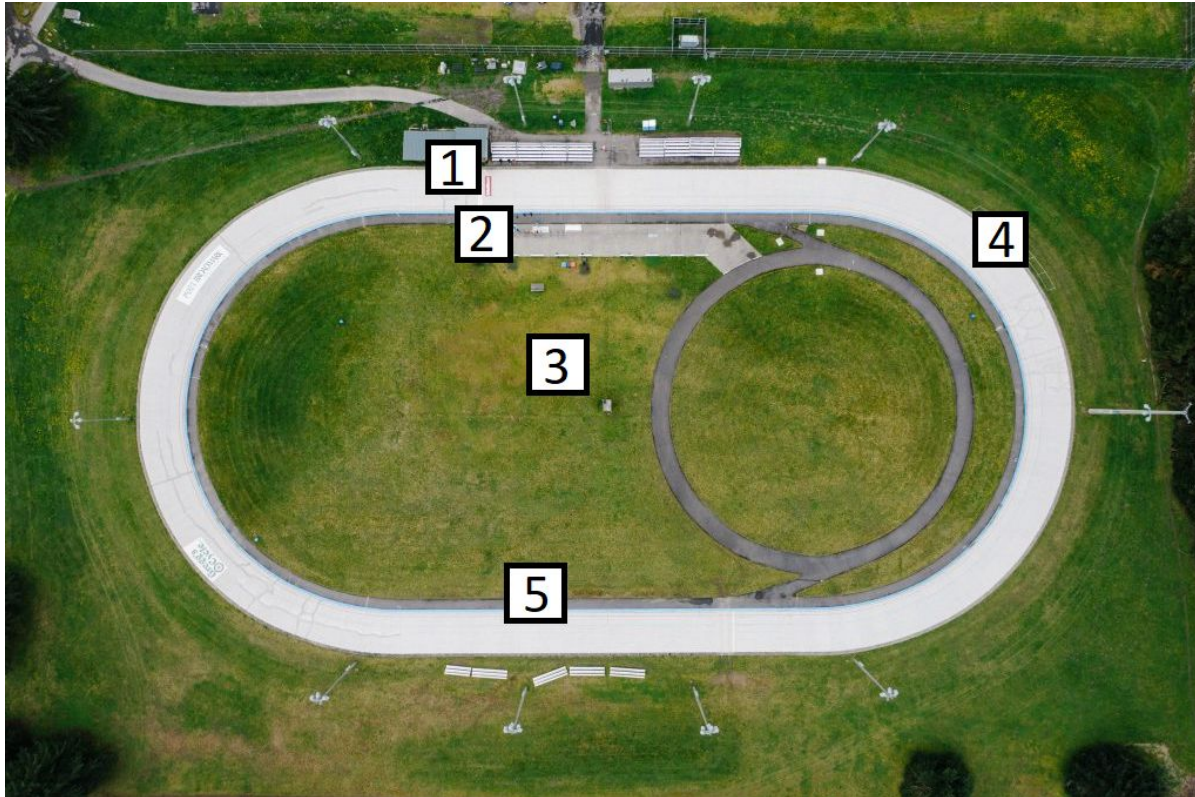
Frames/Complete bikes - based on quantity and need

Wheels - purchasing higher quality (low bar) wheels with sealed bearings

All dependent on availability



# Year-End Ask: Livestream

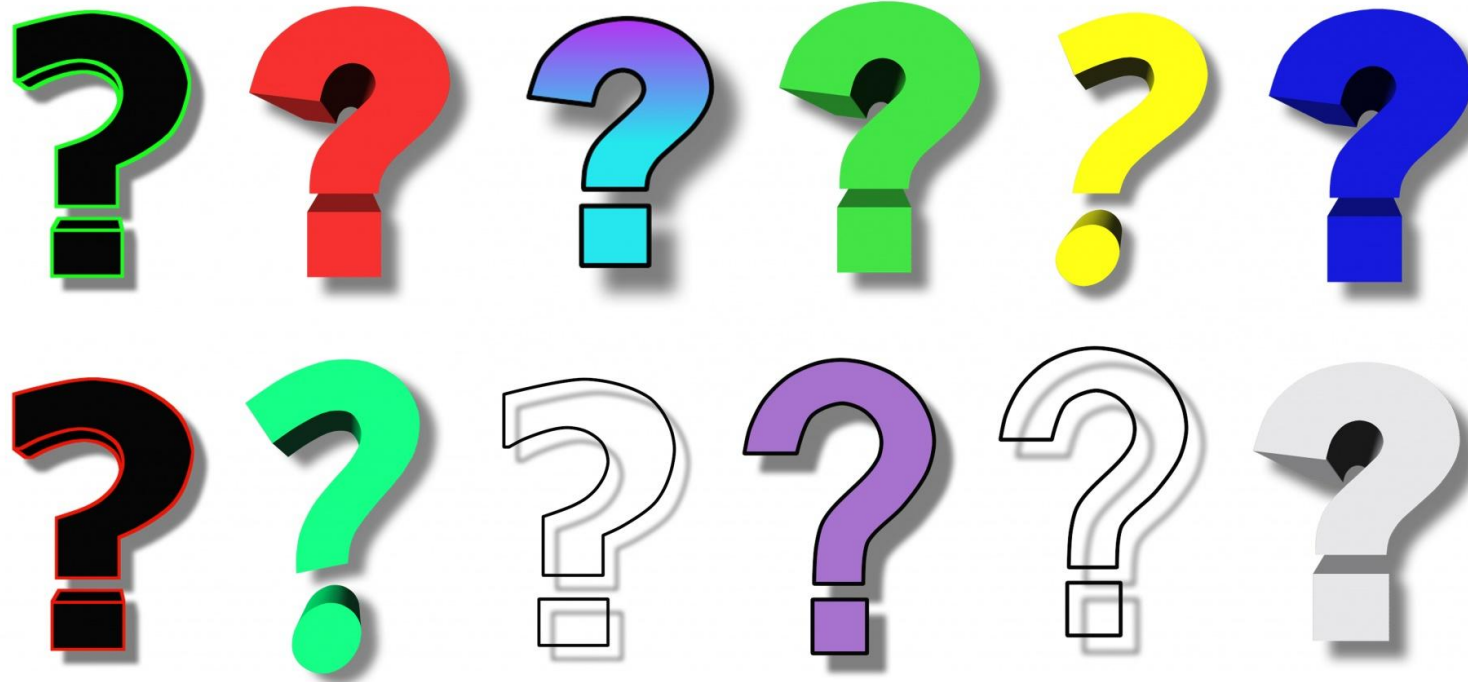


1. Much improved main camera + lens, plus networking infrastructure to provide better wireless coverage across the entire track (more on why later!)
2. The previous main cam will be mounted here to serve as a finish line camera.
3. Additional wireless connectivity will be added mid-field to provide coverage for GoPro bike cameras that can be incorporated into the livestream.
4. One camera will be mounted from corner 4 (near the windscreen) to provide better angles for the critical phases of the sprint and moves in the final 200m.
5. A camera will be placed mid back straight, providing a view that is farthest from the main camera (#1)





# Planning for 2021

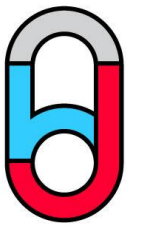


***Our Approach: plan for things to happen, but stay flexible***



# Current State Guidelines

(as of 1/11/21)



- Recommended to offer virtual options.
- Pre-registration is strongly recommended.
- Key: *Guidance does not allow for drafting or pack riding:*

*“Participants must make an effort to remain 6 feet from other participants on the course as much as possible. If participants need to pass another participant they need to pass them in a manner that is safe and makes the moment of passage as brief as reasonably possible. Similarly if a participant is being passed that participant must allow for passing such that distance between participants can be achieved in as brief amount of time as reasonably possible.”*

## Phase 1

10 participants per group  
No Spectators  
No food / beer garden

## Phase 2

30 participants per group  
Spectators allowed but distanced (no stands)  
200 people maximum (incl. spectators)

*All plans for events subject to King County Parks approval*

# Rebuilding the Development Pipeline

- Expanded Adult Classes
  - *Try the Tracks (5)*
  - *General Classes (12)*
  - *Advanced Classes (2)*
  - *Team-specific Classes - by request!*
- Youth Programs
  - *JB Juniors Team (35+ members)*
  - *JV and Varsity team Model*
  - *FREE Beginner/Intermediate Training*
  - *5 JB Junior Week-long camps*
  - *4 FREE “Try the Track” Classes*
- Beginner Racing
  - *Moving from Thursdays to Mondays & Sundays*
- What kind of Clinics would you like to see?
  - *To be programmed/scheduled based on interest*

## WSBA Partnership

For active WSBA members:

- *Bring a Friend and you both get half off a Track Class*
- *Race Entry is comped on first night of Category 4 racing*



# Commitment to Safety

## Adult Class Structure

### Advanced Adult Classes

- Targeted at racers from other disciplines
- Goal is to move them quicker through the content and get to more racing

### Upgrade Policies

- Similar to previous years, just more transparent
- Policies will be posted online
- Detailed tracking of points
- Coordination with USACycling for upgrades

## Gear Restrictions

Increased gear restriction (90 inches) for 45+  
*(based on feedback from members last year)*





# Community Engagement

Until we can be together at the track...

- Group Training
- Watch Parties for pro racing on Discord
- Strava Segment Challenges (?)
- Zwift Meetups (?)

We Want Your Input!

What sort of online / not-in-person things are of interest to you?





# Junior Team updates

Where we started:



Where we are now:



For 2021 we have added a Junior team committee. Even with increased dues, excitement remains high. We have actually grown in Junior Team members despite no Junior camps held in 2020.

New team structure of JV and Varsity, with 14 JV members and 19 on Varsity, aligns better with the structure of winter and spring training, including hope for a group heading to Junior Nationals - COVID pending.



# JERRY BAKER MEMORIAL VELODROME

# 2021 TRACK RACING

## MONDAY • 7PM MAY-AUGUST

UNSANCTIONED

Junior Cs  
Junior Ds  
Sprinters  
Beginner Men  
Beginner Women  
*(multiple categories if needed)*

### ENTRY FEES\*

Standard ..... \$30  
Collegiate ..... \$25  
Beginners ..... \$15  
Juniors ..... \$20

## WEDNESDAY • 7PM JUNE-AUGUST

USA CYCLING SANCTIONED

Open 1/2/3  
Master Bs  
Cat 4 Men  
Cat 4 Women

### ENTRY FEES\*

Standard ..... \$35  
Collegiate ..... \$25  
Juniors ..... \$20

## FRIDAY • 7PM MAY-AUGUST

USA CYCLING SANCTIONED

Cat 1/2 Men  
Cat 3 Men  
Cat 1/2/3/4 Women  
Cat 4 Men  
Juniors  
*Alternating 4/Jrs every other week*

### ENTRY FEES\*

Standard ..... \$40  
Collegiate ..... \$30  
Juniors ..... \$25

1-2x month!

## SUNDAY • 1PM MAY-AUGUST

USA CYCLING SANCTIONED

Cat 1/2/3 Men  
Cat 1/2/3/4 Women  
Cat 4 Men  
Sprinters  
Juniors  
Beginners

### ENTRY FEES\*

Standard ..... \$35  
Collegiate ..... \$25  
Beginners ..... \$15  
Juniors ..... \$20

\* MEMBERS RECEIVE A \$10 DISCOUNT ON RACE ENTRY FEES

## SPECIAL EVENTS

SEASON KICKOFF  
MAY 28-29

GRAND PRIX  
JULY 23-24

FRED'S RACE  
AUG 13-15



# Race Committee

- Special Events
  - Kickoff – May 28th & 29th
  - School's Out for Summer Event – June 27th
  - Vision GP – July 23rd & 24th
  - Fred's Race – August 13th-15th
- Standard Weekly Racing
  - PreSeason May 7th - 21st
  - FNR May 28th - September 3rd
  - WNR June 2nd - September 1st
  - MNR June 7th - August 30th (Pre - May 7th - 21st)
  - Sunday Afternoon Racing - June 13, June 27, July 18, Aug 1, Aug 30
  - TT Days - May 8th, June 10th, September 4th & 25th





# Race Committee

## Other important changes/additions:

- Sunday Afternoon Racing - everyone is racing
- TT Days
- MNR
  - *Sprinters continue every Monday and Sundays*
  - *Changing Novices to Monday!*
- WNR
  - *Changing Master/Open As to Open 1/2/3s granting modified upgrade points*
  - *The return of Master Bs to WNR*
- FNR
  - *More racers getting “The Show” experience*
  - *Cat 4 Women invited to FNR in addition to WNR*
  - *Always having a 4th category on FNR (alternating Cat 4s/Juniors)*
- Overall Team Omnium continuation
- Feedback from last year - Master Cat 4s will be allowed to race in a 90”



# Race Book

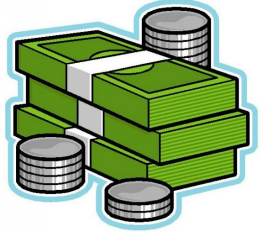
*Read it, Learn it, Love it*



- Open for feedback, input, changes, correcting errors, etc.
  - *Just let Amara know!*
- See **ONLINE** for the race book now!
- Being flexible



# Finance Committee Update



- Ended 2020 with \$50k surplus
- Common theme: Amazing community support via auction and EOY campaign
- Now to **reinvest that money in 2021**
- Substantial upgrades to the **livestream** and **rental fleet** planned
- 2021 budget assumes the **most expensive scenario**: normal race expenses, but limited accompanying revenue streams (e.g. gate and beer garden)

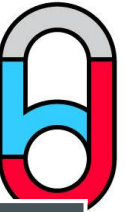
# 2021 Budget - Revenue



Budget Category	2019 Actual	2020 Budget	2020 Actual	2021 Budget
Auction	\$57,565	\$38,000	\$36,759	\$35,000
Donations	\$31,054	\$21,000	\$38,293	\$23,445
Sponsorship	\$24,500	\$25,000	\$18,599	\$14,000
Convenience Fees	\$2,550	\$3,500	\$0	\$3,500
Merchandise	\$1,633	\$3,600	\$1,051	\$3,600
Classes & Camps	\$10,517	\$12,550	\$827	\$10,800
Junior Team Fees & Kit	\$12,480	\$15,950	\$12,896	\$21,500
Race Entries & Memberships	\$46,517	\$50,000	\$3,775	\$49,500
Other Race Night Revenue	\$22,191	\$20,500	\$0	\$0
<b>Total</b>	<b>\$209,007</b>	<b>\$190,100</b>	<b>\$112,200</b>	<b>\$161,345</b>



# 2021 Budget - Expenses



Budget Category	2019 Actual	2020 Budget	2020 Actual	2021 Budget
Auction	\$6,398	\$7,000	\$5,854	\$1,500
Insurance	\$2,924	\$3,050	\$1,750	\$1,900
Marketing & Merch	\$4,999	\$7,500	\$1,055	\$9,335
Utilities	\$8,800	\$8,000	\$0	\$8,000
Taxes & Use Fees	\$8,388	\$5,954	\$4,533	\$7,000
Maintenance	\$3,246	\$1,000	\$398	\$1,000
Other Admin	\$9,701	\$3,100	\$3,522	\$3,500
Program Director	\$30,840	\$31,740	\$27,500	\$32,711
Race Expenses	\$79,261	\$92,500	\$323	\$82,500
Junior Team Expenses	\$12,843	\$14,820	\$10,946	\$27,320
Development Expenses	\$12,763	\$19,150	\$1,377	\$16,000
Non-Recurring Expenses	\$12,843	\$14,820	\$4,541	\$10,393
<b>Total</b>	<b>\$180,162</b>	<b>\$193,814</b>	<b>\$61,798</b>	<b>\$201,159</b>
<b>Net Revenue</b>	<b>\$28,845</b>	<b>(\$3,714)</b>	<b>\$50,403</b>	<b>(\$39,814)</b>

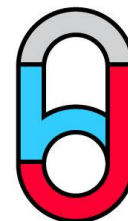
# Schedule of Fees 2021

**2021 GOAL -**

**Online/pre-reg  
ONLY!**

*(If this is a project you would  
like to help with please  
contact Cory & Andrew)*

## Race Entry Fees



	NON -MEMBER*		MEMBER	
	Cash	CC	Cash	CC
Monday Race Fee	<del>\$30</del>	\$31	<del>\$20</del>	\$21
Collegiate (full-time student w/ ID)	<del>\$25</del>	\$26	<del>\$15</del>	\$16
Junior (U19)	<del>\$20</del>	\$21	<del>\$10</del>	\$11
Wed/Sun/Pre-Season Fee	<del>\$35</del>	\$36	<del>\$25</del>	\$26
Collegiate (full-time student w/ ID)	<del>\$25</del>	\$26	<del>\$15</del>	\$16
Junior (U19)	<del>\$20</del>	\$21	<del>\$10</del>	\$11
Friday Race Fee	<del>\$40</del>	\$41	<del>\$30</del>	\$31
Collegiate (full-time student w/ ID)	<del>\$30</del>	\$31	<del>\$20</del>	\$21
Junior (U19)	<del>\$25</del>	\$26	<del>\$15</del>	\$16
Bicycle Rental (M, W, Sun)	<del>\$10</del>	\$11	<del>\$10</del>	\$11

(re: bike rentals: free for juniors, collegiate, women and 5 free rentals included in the adult class fee)

*\*Non-members can apply the extra \$10 fee to their membership cost*

**WA State Sales Tax included on all applicable prices**

*The Marymoor Velodrome Association is a 501(c)(3) not-for-profit organization dedicated to providing educational and fitness opportunities for youth and adult cyclists. Fees for our programs are directly used to support our mission. Contributions or gifts to the Marymoor Velodrome Association are tax deductibles as charitable contribution for federal income tax purposes.*

# Schedule of Fees 2021



## Membership and PunchCards

<b>MVA Annual Memberships</b>	
Adult Membership	\$80
Junior/Collegiate/New Rider/Out of State	\$40
Membership benefits: <ul style="list-style-type: none"> <li>• \$10 Discount off all weekly racing entries                             <ul style="list-style-type: none"> <li>• Discounts from Sponsors</li> </ul> </li> <li>• FNR Spectator Pass for membership holder</li> </ul>	
<b>Race Entry Punch Cards/Pass*</b>	
Adult 10 Race Punch Card	\$250
Adult 20 Race Punch Card	\$450
Adult Season Race Pass	\$580
Collegiate 10 Race Punch Card	\$150
Collegiate 20 Race Punch Card	\$270
Collegiate Season Race Pass	\$340
Junior 10 Race Punch Card	\$100
Junior 20 Race Punch Card	\$180
Junior Season Race Pass	\$265
*Punch Cards can be used on any regularly scheduled race night including the Kickoff Event. Fred's Race and the GP are not included.	

# Sponsorship Committee

- Always seeking Sponsors!  
[marketing@velodrome.org](mailto:marketing@velodrome.org)
- Seeking a Livestream Sponsor
- Unsure about 2021 Beer Gardens
  - *Stanley is still on board*
  - *Eliminating single use plastics*
  - *Post Doc New Brewery*



## SPONSORSHIP OPPORTUNITIES

### BANNERS AND SIGNAGE

<b>Race Night Banner</b>	<b>\$600</b>
3'x6' printed banner on infield during race nights	
<b>Painted Apron Logo</b>	<b>\$2,500</b>
Permanent logo painted on the front straightaway apron (2 year agreement)	
<b>Painted Race Surface Logo</b>	<b>\$5,000-\$15,000</b>
Permanent logo painted on the velodrome surface (2 year agreement)	
<b>Windscreen Billboard</b>	<b>\$20,000</b>
6'x 36' Windscreen (Billboard) facing Highway 520 (1 year agreement)	
<b>Livestream Sponsorship</b>	<b>\$1,500</b>
Title Sponsorship of our YouTube stream	

### CONTACT US

Custom and combination sponsorship packages are available upon request.

Reach us at [marketing@velodrome.org](mailto:marketing@velodrome.org)

Marymoor Velodrome Association  
#512 16625 Redmond Way, Ste M  
Redmond, WA 98052

### NAMING AND PARTNERSHIPS

<b>Special Event Individual Race Naming Rights</b>	<b>\$500</b>
Naming rights to an individual race during the Grand Prix, School's Out Event, or Fred's Race.	
<b>Group Race Series Naming Rights</b>	<b>\$1,000-\$2,000</b>
Naming rights for your choice of: Juniors, Cat 4 Men/ Women, Cat 3 Men, 1/2 Men, or Women 1/2/3 event. Includes your company name on leader jerseys.	
<b>Individual Race Type Naming Rights</b>	<b>\$1,200-\$2,500</b>
Naming Rights to a specific race type across all nights and categories. Choices include Scratch, Points, Madison, and Keiren, etc. For example, Stanley Scratch Race or Gregg's Cycles Points Race	
<b>Race Night Naming Rights</b>	<b>\$2,000-\$10,000</b>
Your company name on flyers, social media and advertisements! Monday: 13 events (\$3K) • Weds: 15 events (\$5K) Friday: 18 events (\$10K) • Sunday: 5 events (\$2K)	
<b>Event Sponsorship</b>	<b>\$12,000</b>
Available for the 2020 Grand Prix. Simple but highly effective: "Your Company" Grand Prix.	



JERRY BAKER MEMORIAL VELODROME





# 2021 Auction

**May 30th** – SAVE THE DATE!

Currently planning for an online auction with the option to switch to an outdoor in-person event if things are going well.



# Reminders:

- While we have planned for a regular season we realize that it will most likely NOT happen as planned. Please be flexible, stay tuned in, provide feedback and don't forget about us! #trackwillbeback
- Parking Reminders
- Always check the calendar - already populated with 2021 information. (this will stay up to date!)
- Try-the-Track registrations will open up in February
- Seeking input on Access and Outreach Initiatives



# Open Discussion

