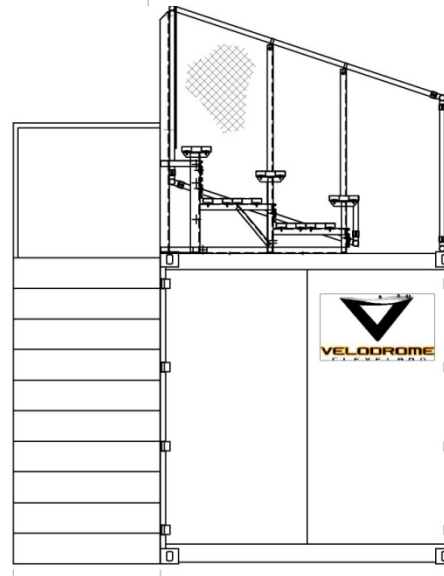
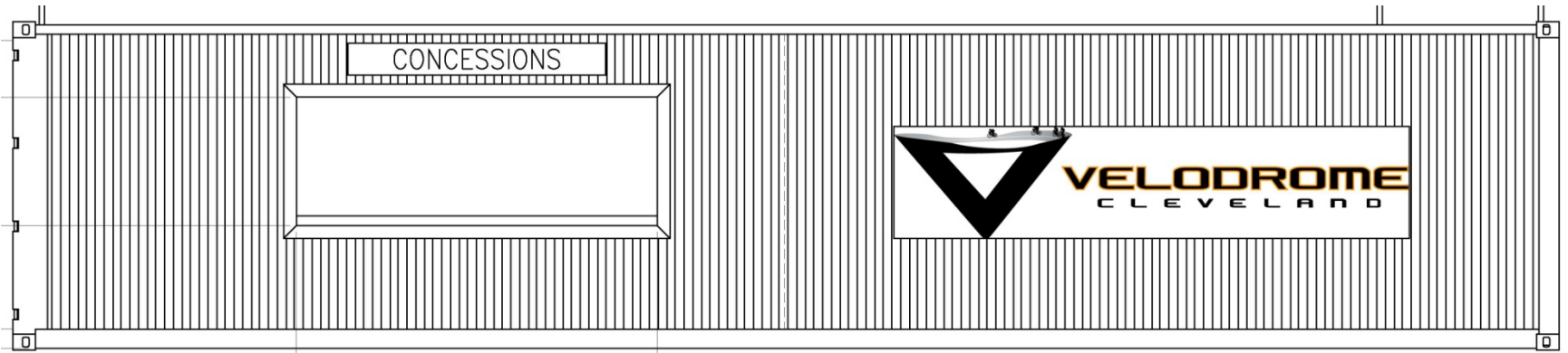


Concession & Bleacher Project



Request for Funding

May 2015

Funding Goal: We are seeking \$7,750 in funding to purchase and outfit a 40 foot shipping container as a concession stand, storage and for bleacher seating.

- **History & Background**

- In 2014 we hosted approximately 1,000 spectators at our 20 race events - about 400 of which purchased a \$5.00 ticket.
- Our current bleachers seat 35 spectators and are regularly full for races.
- Infield seating, while popular with younger spectators, does not cater to older spectators.
- We serve hot dogs and snacks to racers and spectators in the infield but do not charge .
- Two or three times a year, at our larger events we host food trucks.
- Historically, we have not charged the food trucks nor shared revenue with them.
- Entered into a multi year deal with Pepsi / Gatorade.

- **Plans for 2015**

- Increase paid spectators by over 100% to 1,000 through vigorous grassroots marketing.
- Will sell Pepsi / Gatorade product in 2015.
- In addition to food trucks, sell a few simple food items to racers, their families and spectators.
- In partnership with an experienced caterer, planning a limited menu of burgers, turkey burgers, veggie burgers, hot dogs, veggie dogs, chips, nuts, pretzels, etc.

- **Needs for 2015**

- A place – outside of the track - to sell food and beverage.
- Storage for Pepsi / Gatorade products plus dry goods such as buns, chips, etc.
- Space for track bike and equipment storage.
- Additional bleacher capacity, preferably adjacent to concession stand.

2015 Strategic Initiatives

Completed - Funded by Operations

1. Re-design website in order to generate membership and other revenue.
2. Implement MindBody software for scheduling, membership sales, and attendance tracking.
3. Hire a marketing professional to generate sponsorships/advertising revenue (Lou Reyes - \$11,700 YTD)
4. Hire a full time summer Program Coordinator for 2015 (Steve Green)
5. Increase maintenance budget to keep facilities and grounds in top condition.
6. Create and implement a merchandising plan (Velodrome T-Shirts now available).

Not Completed – Funds Needed

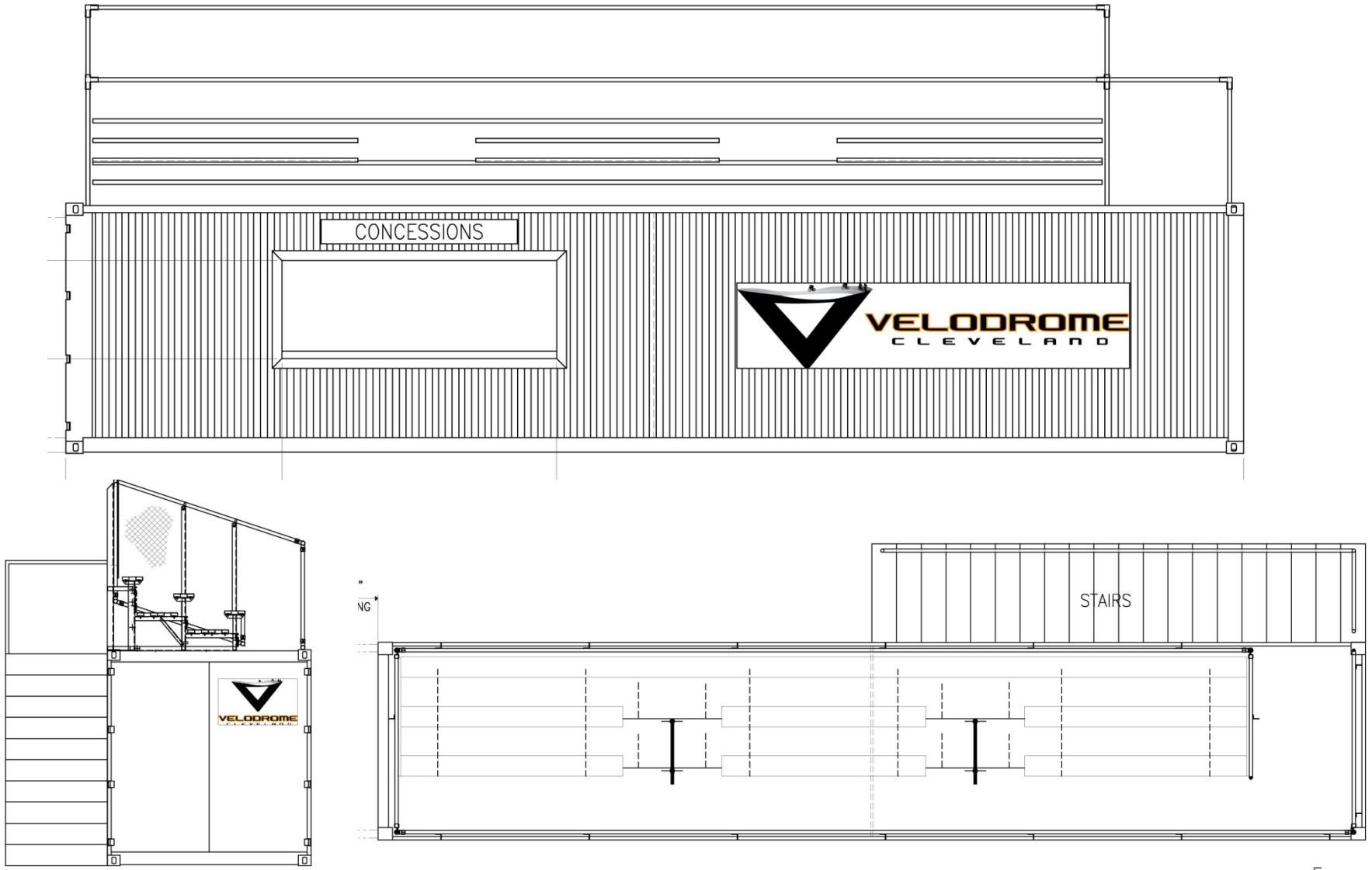
1. Improve food and beverage concessions at race events in order to generate a reoccurring revenue stream.
2. Add more bleacher seating capacity in order to improve spectator experience and create a reoccurring revenue stream from ticket sales.
3. Hire a part or full time Marketing Coordinator to help increase exposure, increase ridership (youth and adult) and increase attendance at race events.

The addition of concessions and additional bleacher seating will create the necessary funding to engage a Marketing Coordinator and ensure future funding (year 2 and beyond) for the summer Program Coordinator position.

Why a Shipping Container?

- We evaluated the purchase and lease of a vending trailer, storage trailers, brick and mortar construction and shipping container.
- Ultimately determined that a shipping container is the best option due to cost and compatibility with Phase 2 plans.
- A 40 foot shipping container costs \$2,050 delivered to our site.
- Utilizing our base of volunteers we would outfit one half of the container for concessions and one half for bike storage.
- Plan is to fabricate a service window and install electric and other upgrades.
- Would serve beverages and grilled food items plus CV merchandise.
- A wood frame deck and railing will be installed on top of the container to accommodate 55 aluminum bleacher seats.

Concession Stand & Bleacher Design



Project Costs

Shipping Container	\$2,050
Materials (lumber, etc)	\$1,750
Labor	\$1,250
Electrical upgrades	\$1,000
Aluminum bleacher (55 seats)	<u>\$1,700</u>
TOTAL	\$7,750

Project Benefits

Revenue Projections

2015 Ticket Sales ⁽¹⁾	\$5,250
2015 Projected Food/Beverage Sales ⁽²⁾	<u>\$3,675</u>
TOTAL	\$8,925

Notes:

1. Projections are for 1,000 paid spectators (i.e. average of 75 for 14 events) at \$5.00 per ticket.
2. Assumes 75 sales transactions per 14 events at \$3.50 average sale (blended for beverage and food).

These two (2) revenue streams will be used to pay a Marketing Coordinator and to fund year 2 (2016) of the summer Program Coordinator.



Please help Fast Track Cycling increase its organization capacity and ensure the long term success of the Cleveland Velodrome by making a tax deductible donation today.

You can make an online donation by visiting our website –
<http://clevelandvelodrome.org/become-a-donor-or-sponsor/>

OR

Mail a Check

Payable to Fast Track Cycling to:

Fast Track Cycling

c/o Brett Davis

20595 Lorain Road, Suite 300

Fairview Park, Ohio 44126