



Welcome to the 2017 FRPA Conference!

Learning Objectives

- Discuss emergence of rowing and the creation of a world class rowing venue.
- Recognize economic impact and value of sports tourism.
- Outline the steps needed to design a world class venue.
- Discuss the planning elements behind a \$9 million dollar international event.
- Summarize the importance of collaboration and partnerships.

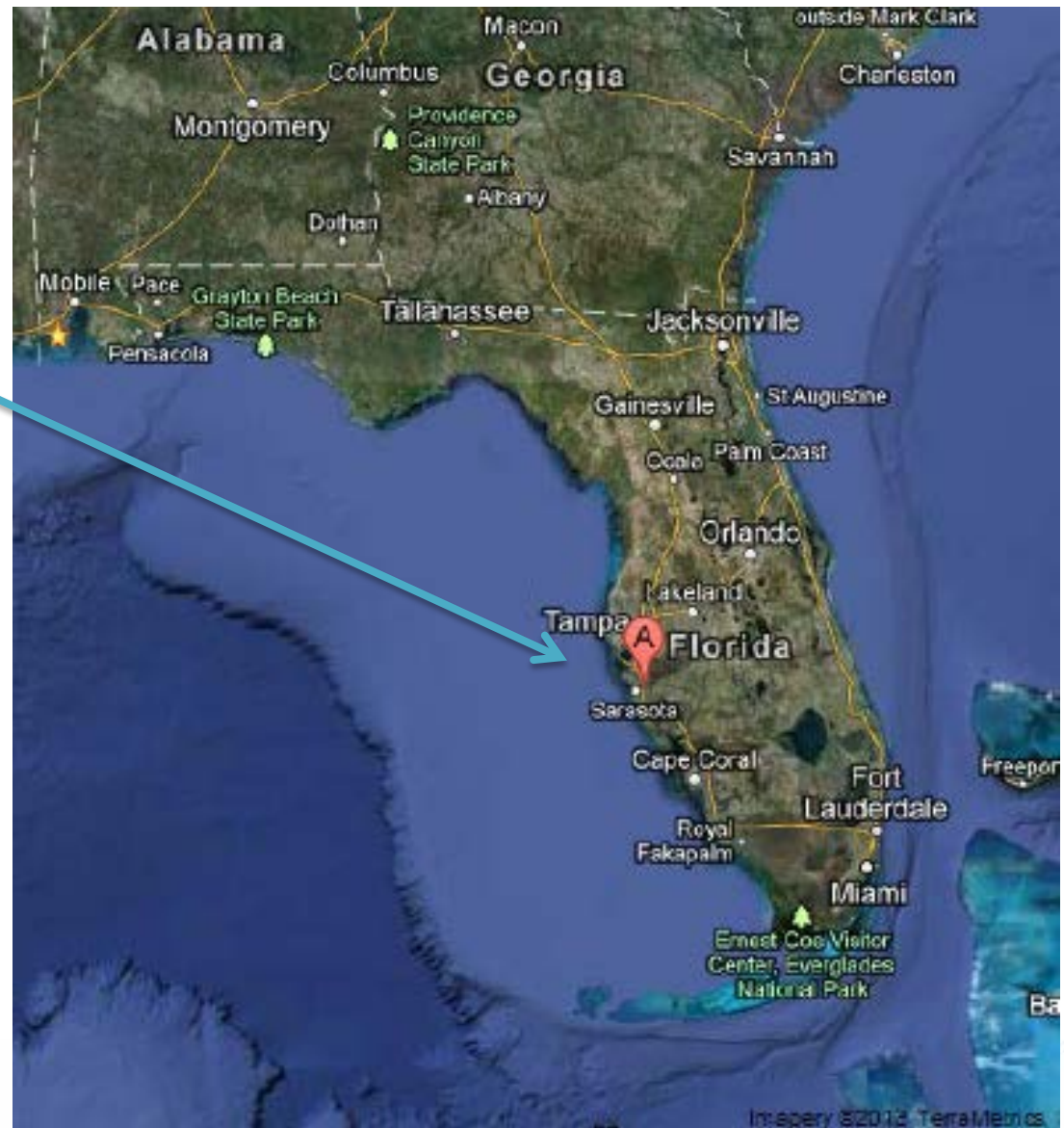


The Creation of World Class Rowing in Sarasota County



August 28, 2017

Nathan Benderson Park



Nathan Benderson Park

- Sarasota County purchased the property in the early 1990s
- Formerly a shell excavation site for construction of I-75
- Eventually filled with water from nearby Cooper Creek forming the lake
- The 600-acre lake had limited public access and was primarily used by local fishermen





Cooper Creek Park – 2009



Cooper Creek Park – 2009



Cooper Creek Park – 2009



Cooper Creek Park – 2009

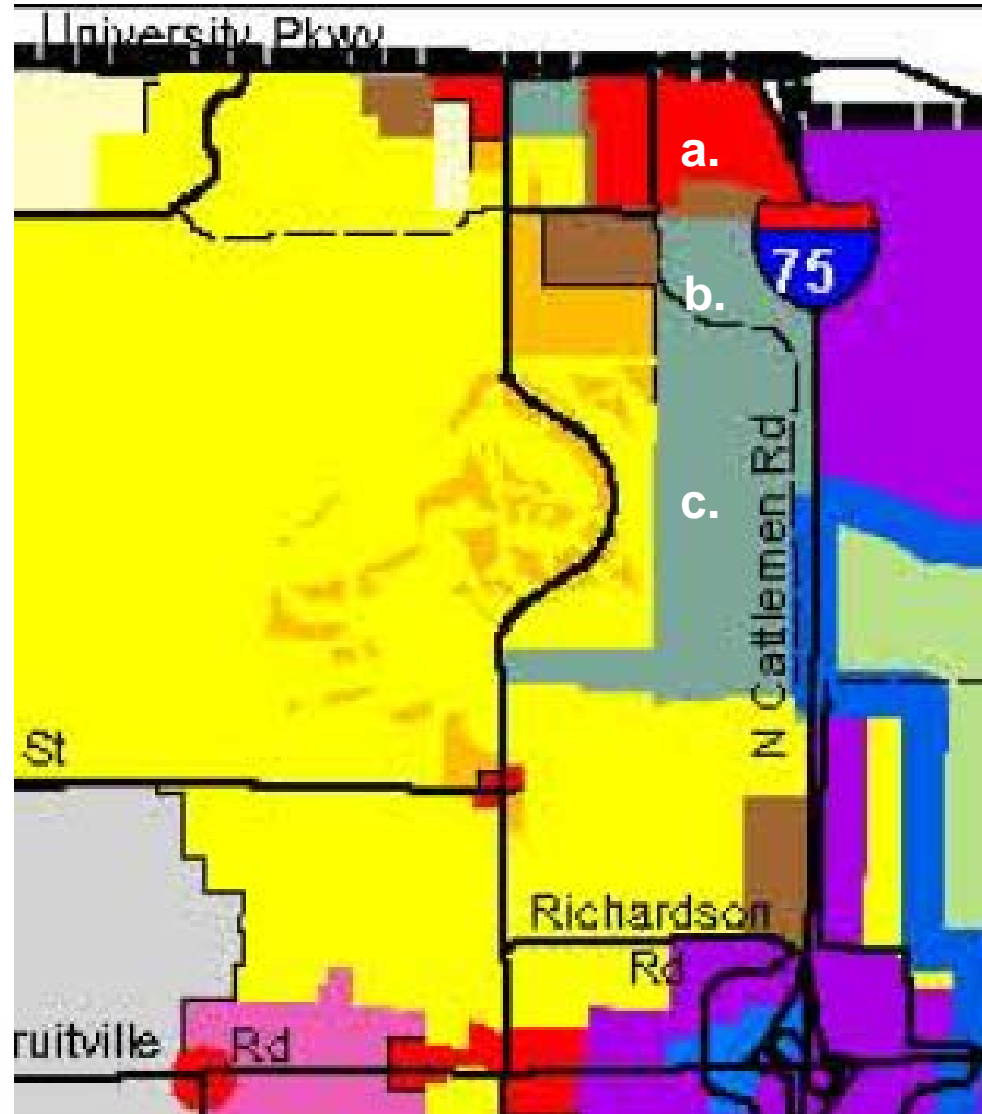
- Application for University Town Center submitted to County in 2005 for mixed use center

- 1,680,000 sq. ft. commercial (retail and hotel)
- 220,000 sq. ft. of office
- 1,750 multi-family residential units

- Development Order required county park design coordinated with proposed mixed-use center

- Coordinated planning for construction of three separate large scale projects:

- a. University Town Center
- b. North Cattlemen Road
- c. County Park



- In 2009, local rowing clubs utilized the park to host two successful regattas (Coach Alex).
- Benderson Development was asked to get involved and to support the events.
- These regattas brought teams from outside the region that stayed in local hotels and ate at our local restaurants.
- The positive response to the park was undeniable and it was at this time that the potential of transforming the park into a rowing facility, and what that transformation could bring to Sarasota County was recognized.

MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Aquatic and Nature Center



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

The Design Team:

- High School, College and Elite Athletes, Coaches and Rowing Moms and Dads
- The Meadows, Fruitville 210 Alliance and the Surrounding Community
- Tunnell-Spangler-Walsh & Associates *community design & architecture*
- The Benderson Development Company
- Sarasota County Government



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

The Evolution of the Plan

- 2008 Concept Plan
- 2009 Regattas
- National and International Due Diligence Study
- 2010 Regattas
- World Class Master Concept Plan





Lucerne, Switzerland

- Master Planned Facility
- 2000 meter (FISA)
- 8 buoyed FISA lanes
- Permanent Infrastructure to support regattas
- No water current or other boating conflicts
- Straight shore line
- State of the art starting and finishing lines
- Warm up lane
- Good water depth
- State of the art boathouse
- Good accessibility
- Well protected and fair lanes
- Good spectator observation
- Good access for spectators from start to finish line.
- Pedestrian, rower, coach friendly design
- Hotel and restaurant support
- Located within a Community Park
- Community Support
- Direct Flights to Venue
- Organized Foundation and LOC
- Public-Private Partnership

Lucerne, Switzerland, Home to the
International Rowing Association (FISA)



Imagery Date: Jul 16, 2007

47°04'13.62" N 8°13'37.04" E elev. 0 m

Google

Eye alt 2.43 km



2012 London Olympics, Eaton, England

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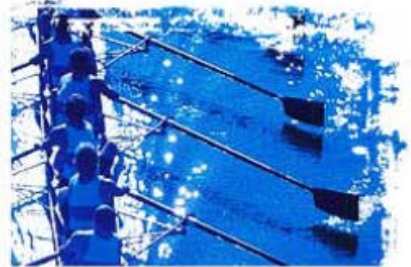
London, England 2012 Olympics



Imagery Date: Sep 28, 2008

51°28'48.24" N 0°39'52.47" W elev 0 m

Eye alt 2.33 km



St Catherines, Ontario

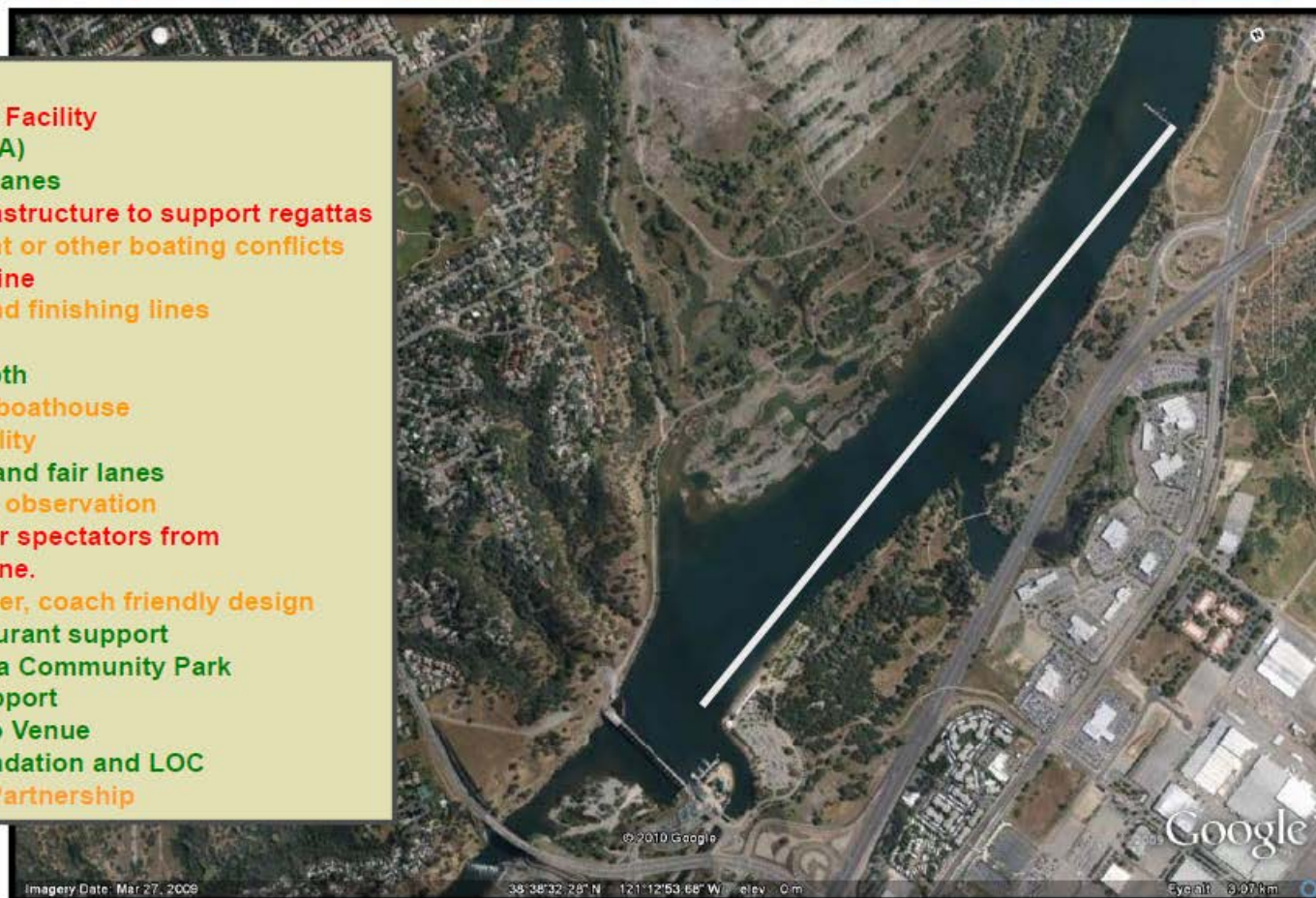
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Sacramento, CA

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Imagery Date: Mar 27, 2008

38°38'32.28" N 121°12'53.68" W elev. 0m

Eye alt 3.07 km



Indianapolis, Indiana

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Imagery Date: Feb 28, 2005

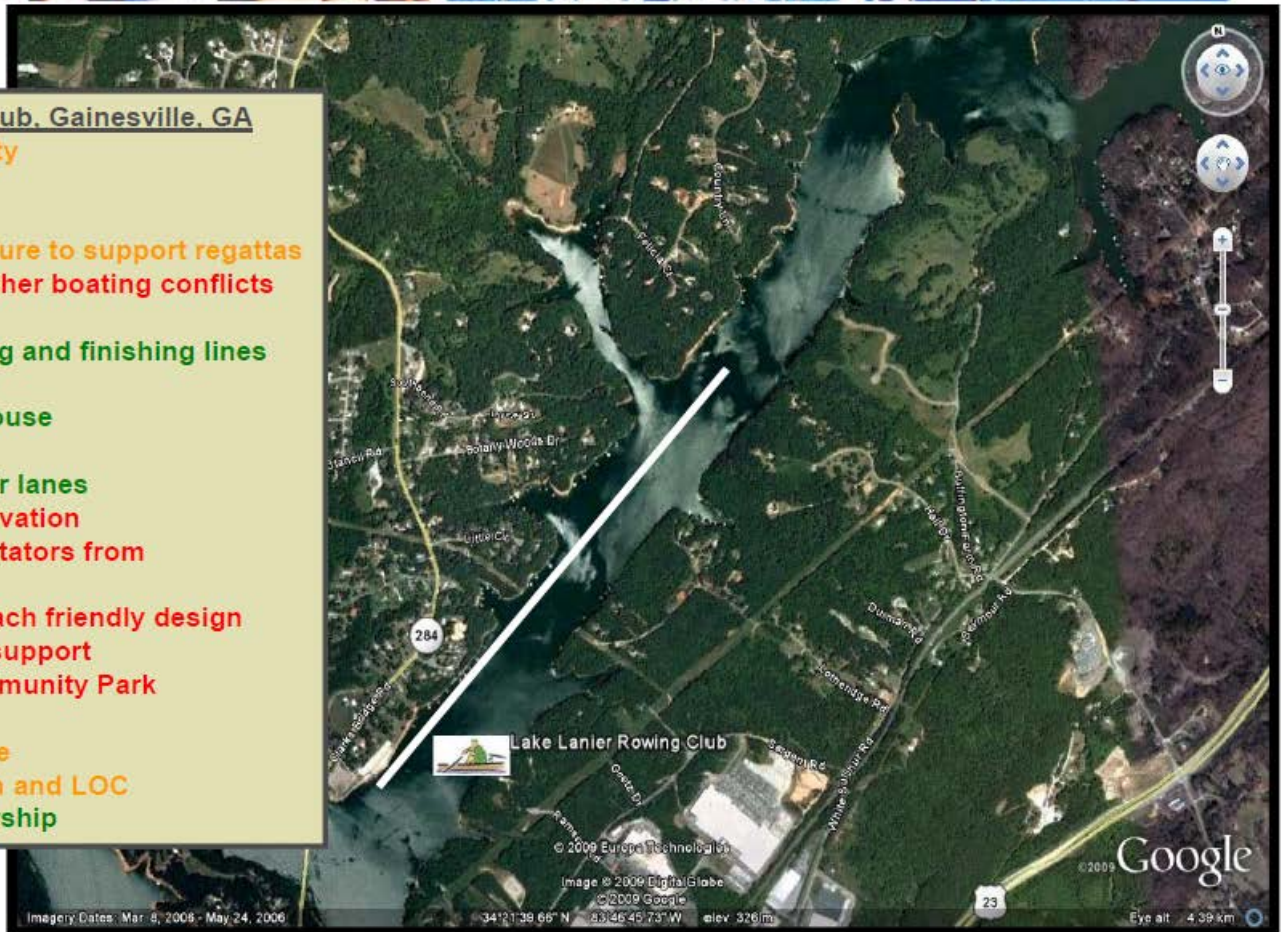
Image IndianaMap Framework Data
© 2010 Google
39°51'47.05" N 86°15'38.34" W elev 0 m

Google

Eye alt 3.57 km



- Master Planned Facility
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Miami Marine Park, Miami, FL

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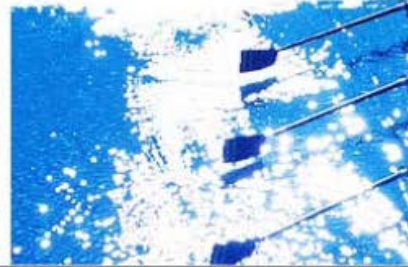




Sarasota, Florida

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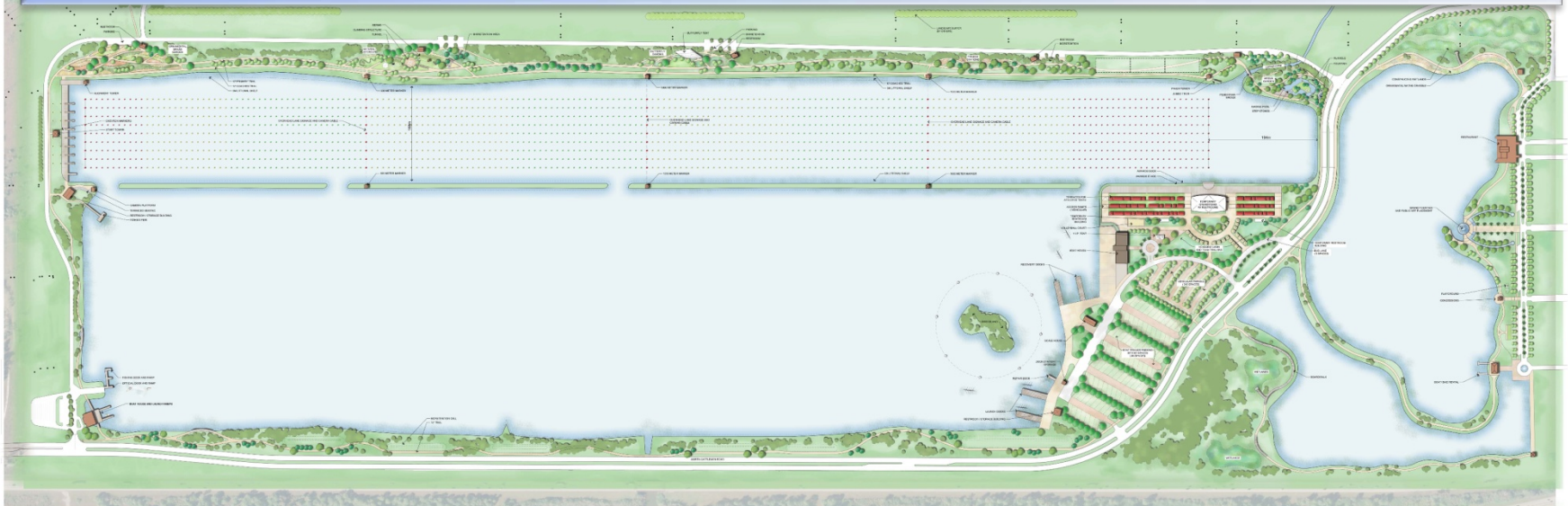


2010 World Class Concept Master Park Plan

MASTER CONCEPT PLAN
NATHAN BENDERSON PARK

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2010 Regatta Season



NATHAN BENDERSON PARK

2010 Regatta Season



NATHAN BENDERSON PARK

2010 Regatta Season

Economic Impact

February 27 - Sarasota Invitational

- Total Attendees = 1,575
- Total Room Nights = 205
- Average Daily Rate = \$135.00
- **Economic Impact = \$223,478**

April 9 – 10 – Florida Intercollegiate Rowing Assoc.

- Total Attendees = 2,590
- Total Room Nights = 256
- Average Daily Rate = \$119.00
- **Economic Impact = \$624,060**

2010 Regatta Season

Economic Impact

April 23 – 25 - Florida Scholastic Rowing Assoc.

- Total Attendees = 14,682
- Total Room Nights = 1,610
- Average Daily Rate = \$95.00
- **Economic Impact = \$1,979,615**

May 7 – 9 – Southeast Youth Regional's

- Total Attendees = 11,454
- Room Nights = 1,091
- Average Daily Rate = \$90.00
- **Economic Impact = \$1,728,168**

2010 Regatta Season

Economic Impact

2010 Regatta Season Recap

Number of Events = 4

Total Attendees = 30,392

Total Unique Visitors = 8,290

Total Room Nights = 3,162

Economic Impact of 2010 Regatta Season = \$4,555,321

**Potential Annual Economic Impact for Rowing Only =
\$25,500,000**

- Based upon Regatta and Training Attendance figures on upcoming slides

Cash Flow Analysis of Aquatic Nature Center

Dr. Philip Porter
Professor of Economics
University of South Florida

Estimated Visitor Spending

- 10 Regattas per year @ 10,000 out of region attendee days per regatta.
 - Hotel expenditures @ \$50 per attendee day (double occupancy) = \$5,000,000.
 - Non-hotel expenditures @ \$50 per attendee day = \$5,000,000
- Training: 40 teams @ 100 members for 1 week.
 - Hotel expenditures @ \$50 per attendee day (double occupancy) = \$1,400,000.
 - Non-hotel expenditures @ \$50 per attendee day = \$1,400,000

Estimated Visitor Spending (continued)

- Other events will attract out of region visitors.
 - Corporate rowing and adaptive rowing events (100 visitor nights per event)
 - Cross country running events (200 visitor nights per event)
 - 5-K Events (600 visitor nights per event)
 - Weddings (25 visitor nights per event)
 - Multi-Purpose Grandstand Events
 - Canoe and Kayak Races
 - Dragon Boats (1200 visitor nights per event)
- Collectively these events would generate more than 15,000 out of region visitor days.
 - Hotel expenditures @ \$50 per attendee day (double occupancy) = \$750,000.
 - Non-hotel expenditures @ \$50 per attendee day = \$750,000

Annual New Regional Spending Generated by the Operation of the Sarasota Rowing Facility

- Hotel rooms \$7,150,000
- Other taxable spending \$7,150,000

Operating Costs

- The Sarasota rowing facility is expected to cover its operating costs, including maintenance/depreciation from sales of its programs and services.
- Ample evidence exists from programs around the United States that a facility of this nature can be self sustaining.
- There is significant testimony from potential users that the facility, once completed, will be in great demand.
- The creation of an independent Non Profit
(Organization created in 2014)

Intangible Community Benefits

- A world-class rowing facility and a versatile community center position the community to take advantage of a rapidly growing popular sport.
- Community name recognition.
- Youth programs with scholarships for less privileged youth.
- Club programs for all ages.
- Adaptive rowing programs for the those with special needs.
- Developing an existing but little used community park.

Economic Summary

- Once established, the operations of this facility will be self-sustaining.
- Capital subsidies from the hotel/resort tax will be restored to government by the attraction of new visitors' spending for hotels, food, and retail items purchased in the region.
- Citizens will experience no sacrifice of existing government services to fund the facility.

Economic Impact Summary

State Fiscal Year	Time Period Covered	State Sales Tax Generated	Economic Impact
FY2014	July 1, 2013 to June 30, 2014	\$ 471,056	\$ 12,354,833
FY2015	July 1, 2014 to June 30, 2015	\$ 1,023,808	\$ 26,891,339
FY2016	July 1, 2015 to June 30, 2016	\$ 676,606	\$ 18,842,027
TOTALS		\$ 2,171,470	\$ 58,088,200



SITE

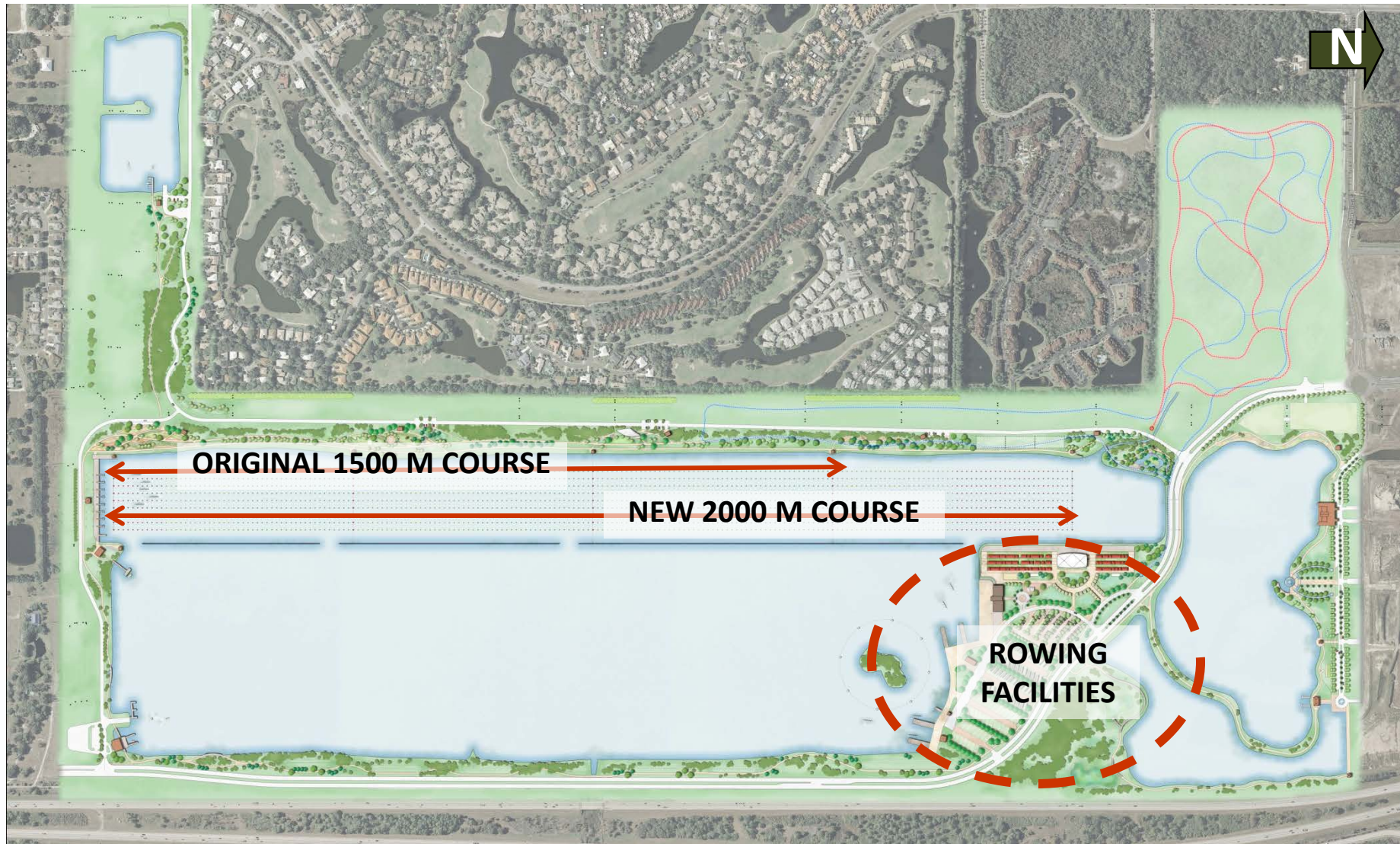
MASTER CONCEPT PLAN
NATHAN BENDERSON PARK



SITE

MASTER CONCEPT PLAN

NATHAN BENDERSON PARK



VENUE PROGRAM: ROWING VENUE

MASTER CONCEPT PLAN
NATHAN BENDERSON PARK

MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Nature and Aquatics Center

World Class Rowing Video Presentation by Inception Creative and Max Wave Media

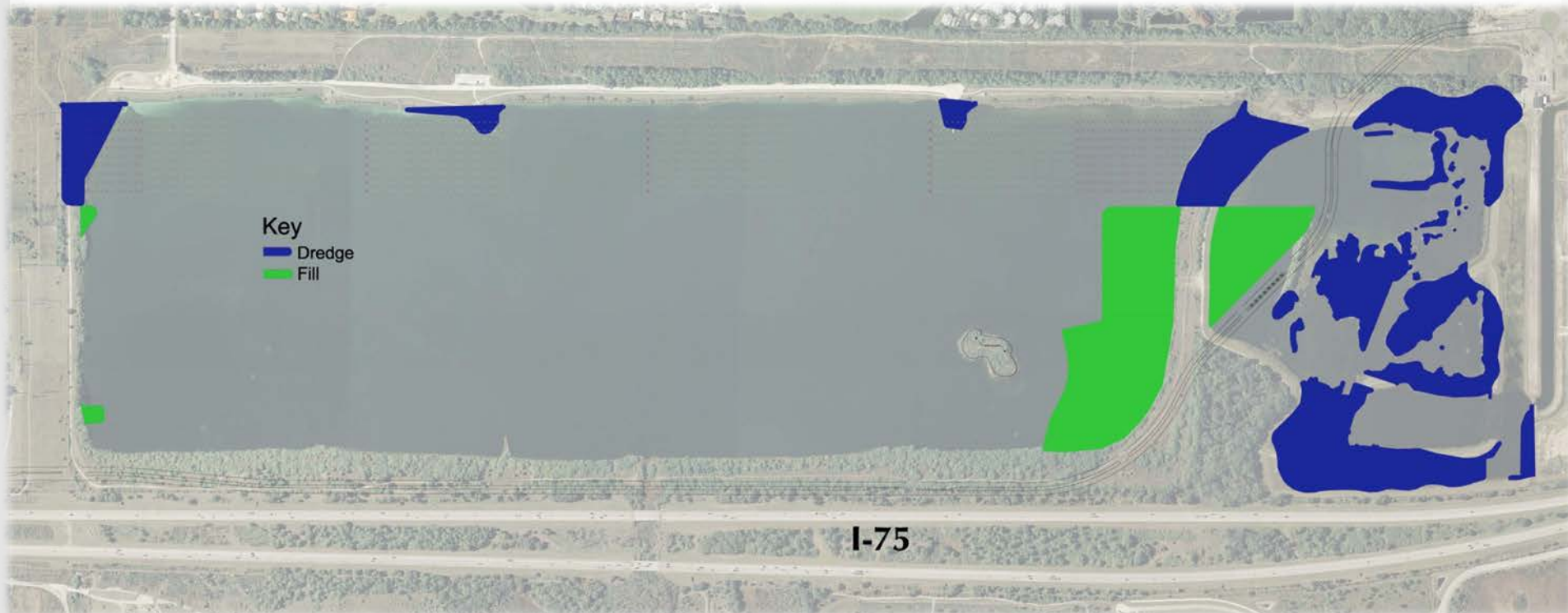


Phase I Construction Cost and Timeline

WORLD CLASS
ROWING

FY 2012

<u>Majors Task</u>	<u>When</u>	<u>Estimated Cost</u>	<u>Activities</u>
Dredge and Fill	10/2011-12	7.5-8.5 Million	HS, College Community Park

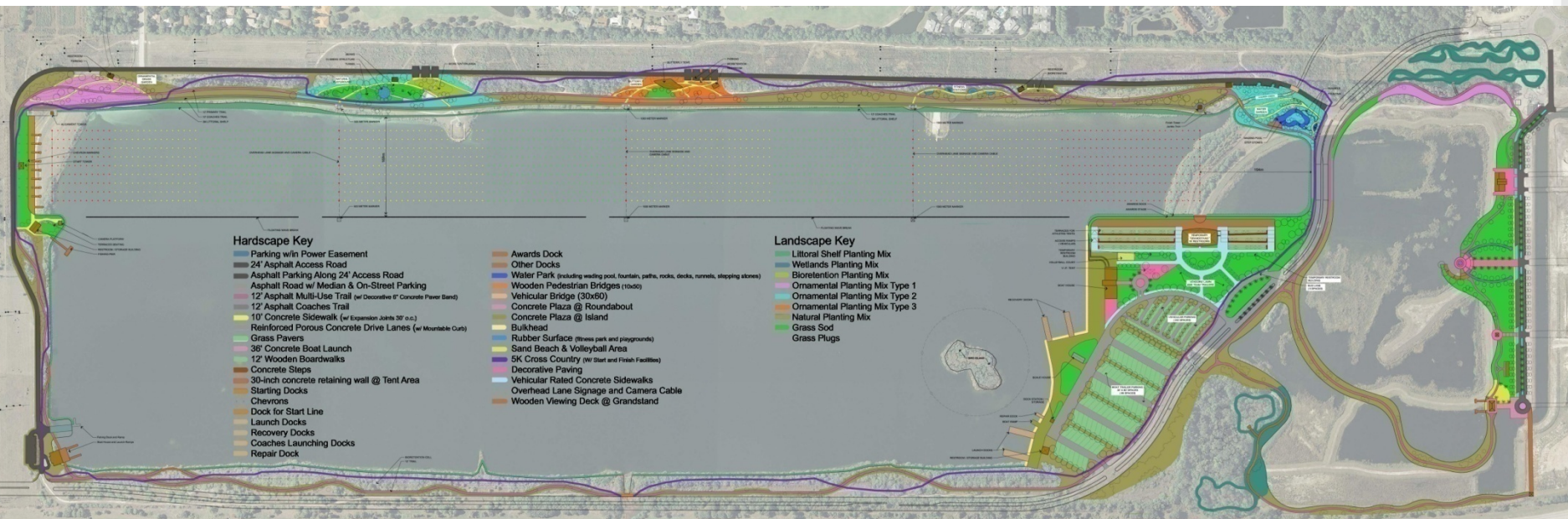


Phase II Construction Cost and Timeline

WORLD CLASS
ROWING

FY 2013

<u>Major Tasks</u>	<u>When</u>	<u>Estimated Cost</u>	<u>Activities</u>
Hardscape, Landscape and Park Amenities	10/2012-13	9-11 Million	HS,FIRA,NCAA, TRN Community Park

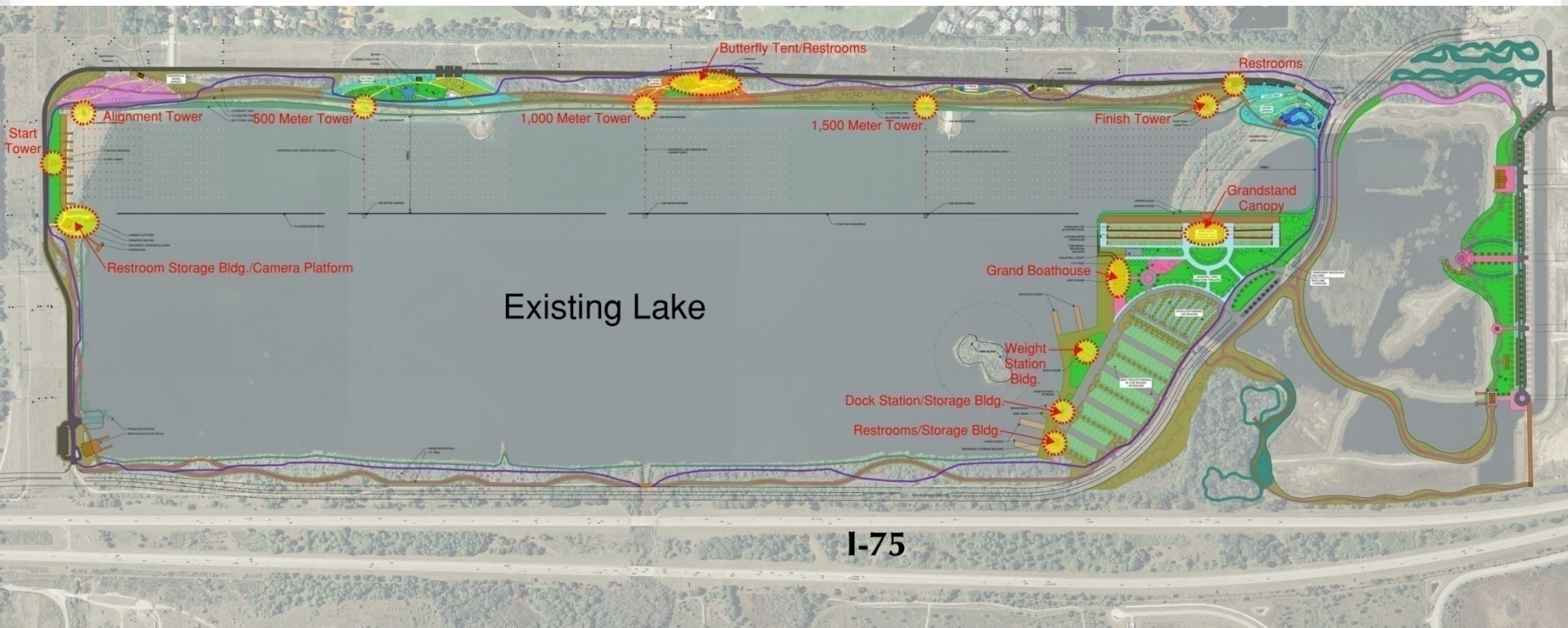


Phase III Construction Cost and Timeline

WORLD CLASS
ROWING

FY 2014

<u>Major Tasks</u>	<u>When</u>	<u>Estimated Cost</u>	<u>Activities</u>
Boathouse FISA Towers Grandstands	10/2013-14	9-10 Million	HS,FIRA,NCAA, TRN FISA, Community Park Community Rowing





MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Concept Plan developed



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Under construction



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Under construction



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Under construction



NATHAN BENDERSON PARK COURSE MAP



(A) Regatta Island

(B) North Lake

(C) Event Garden

(D) Restrooms

(E) Public Boat Launch

(F) Playground

(G) Finish Tower

(H) Future Improvement

(I) Wave Attenuator

(J) Bird Island

(K) 15ft Multi-Purpose Path

(L) Coaches Path

(M) Nature Shell Trail



NATHAN BENDERSON PARK



MASTER CONCEPT PLAN

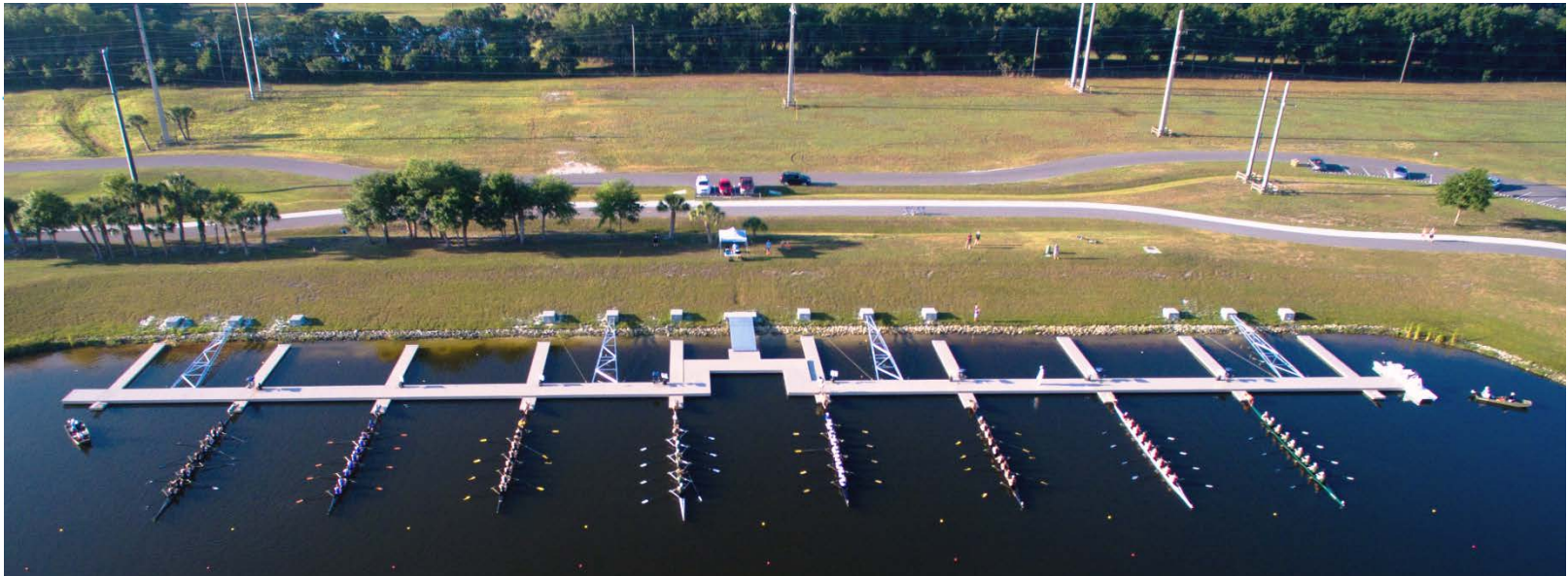
NATHAN BENDERSON PARK



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Finish Tower



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Starting Line



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK



MASTER CONCEPT PLAN

NATHAN BENDERSON PARK

Funding / Amounts

County Commitment to develop Nathan Benderson Park (TDT)
\$ 19,500,000

State of Florida commitment to develop Nathan Benderson Park (2012, 2013)
\$ 10,000,000

N. Cattlemen Road
\$ 31,000,000

State of Florida (2016)
\$ 2,500,000

State of Florida (2017)
\$2,500,000 (World Rowing Championships)

Suncoast Aquatic Nature Center Associates, Inc. (SANCA)

501(c)3 non-profit formed to provide:

- Management of Nathan Benderson Park on behalf of Sarasota County
- Fundraising for park improvements
- Initial term of the agreement is from April 1, 2014 – September 30, 2019
- May be renewed for an additional 10 years and thereafter may be extended three times for a period of up to 30 years.
- County pays:
 - Up to \$254,500 for maintenance and operation of the park
 - Up to \$50,000 per year for operating and administrative expenses
 - Up to \$325,000 for staging priority events (until 2018)
 - Up to \$213,000 for personnel expenses (until 2018)



Suncoast Aquatic Nature Center Associates, Inc. (SANCA)

- Full time staff of nine and three part time.
- Host over 50 events per year and just under 50 teams for training.
- Operate daily programming including:
 - Summer, Spring and Winter Camps
 - Dragonboating
 - Learn to Row
 - Corporate Team Building
 - Model Sailboat Club
 - Stand-up Paddleboard, Kayak and Rowing Shell Rentals
- Over 1,000 volunteers that support the operations of the park.
- Most recently park has started hosting free community events including:
 - Movie Nights
 - Firework Festival



World Rowing Championships

- Preliminary Bid submitted 2/28/13
- Final bid submitted 5/31/13
- Selected September 2, 2013
(Announcement made Chungju, Korea)



NATHAN BENDERSON PARK

2017

world
rowing[®]
championships



Sarasota-Bradenton
Florida, USA

WRC Bid Video



27

Days to Go!!



NATHAN BENDERSON PARK

\$25MM

Estimated Economic Impact

40,000

Fans and Spectators

150,000

Meals

6,000

Calories Per Day!!!

2,000

Volunteers

1,700

Elite World-Class Athletes

60+

Countries

9

Event-Packed Days

WRC by the Numbers



NATHAN BENDERSON PARK

Marketing & Communications

Overall Objectives:

- Recruit teams and athletes (More than 60 countries, 1700 athletes)
- Attract rowing fans to attend over 8 days (41,000+)
- Drive economic impact (\$25 million)
- Drive ticket sales (\$1.054 million)
- Build awareness of the sport in the United States
- Engage with public through grassroots marketing, social media and traditional media channels
- Create event based media center
- Develop crisis communications plan
- Make the 2017 World Rowing Championships in Sarasota-Bradenton, Florida, the BEST Championships venue in the United States and set a standard for future hosts



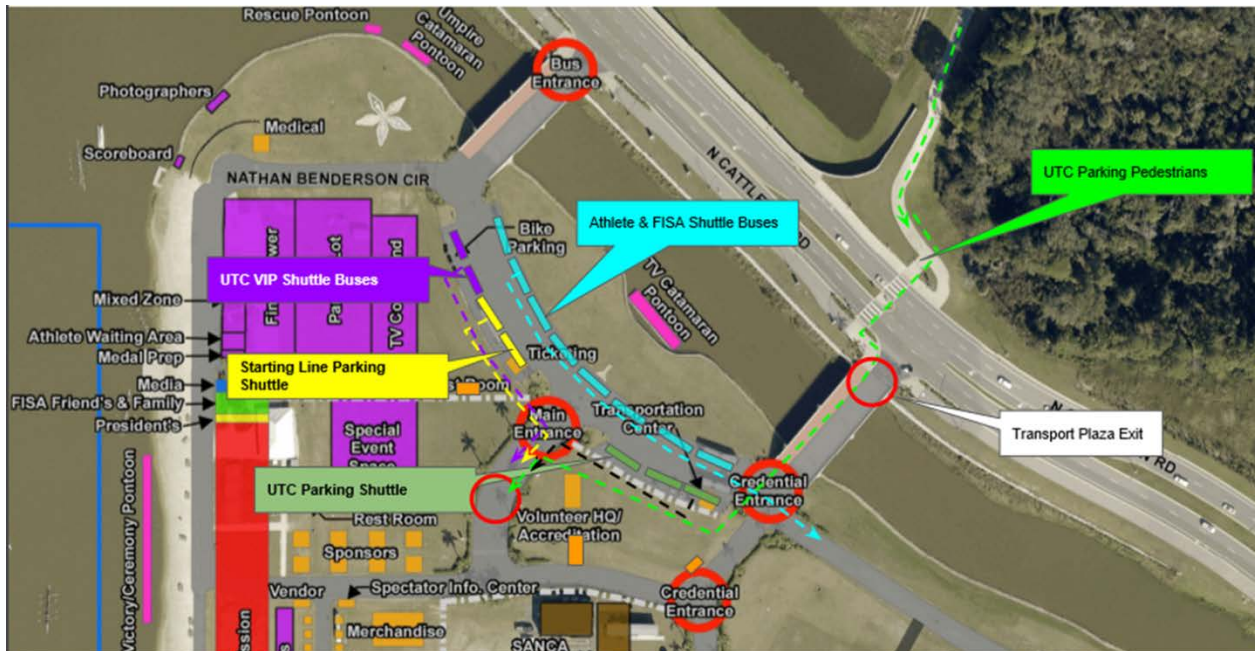
NATHAN BENDERSON PARK

Operations

Overall Objectives:

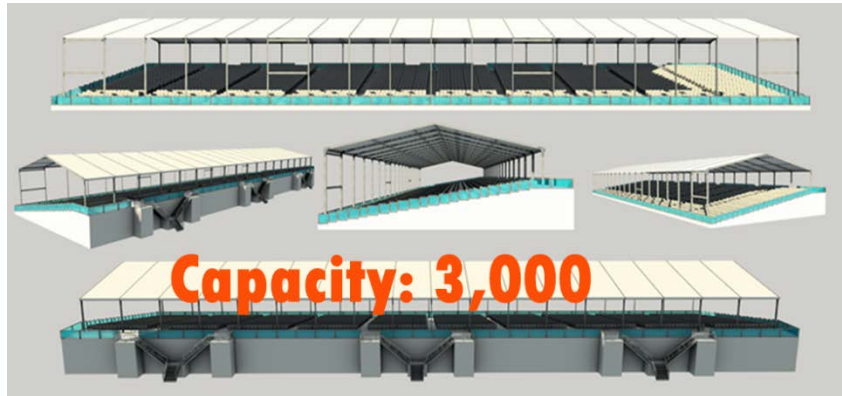
Develop & execute seamless:

- Transportation/traffic/parking management plans
- Public safety, security and medical plan
- Communications infrastructure
- Operational site plan



NATHAN BENDERSON PARK

Seating



Security



Traffic/Parking Operations



NATHAN BENDERSON PARK

Legacy Programming/Special Events

Overall Objectives:

Community engagement is crucial to the overall success of the Legacy & Awareness Programming

- Dare to Be Documentary, Eco Tours, Row for Cure, An Evening With Daniel James Brown, Adopt-a-Team

Outstanding events for athletes, fans, officials, community



Date:

SEPT 23, 2017

SEPT 25, 2017

SEPT 26, 2017

SEPT 27, 2017

SEPT 30, 2017

OCT 1, 2017

Park

OCT 2, 2017

Ballroom

What:

Opening Ceremonies

FISA and Organizing Committee

Media Outing

Jury Outing

Nations Dinner

Closing Ceremonies

FISA Congress

Where:

Nathan Benderson Park

Powell Crosley Estate

Marina Jack II

Pier 22

Selby Gardens

Nathan Benderson



NATHAN BENDERSON PARK

Competition



NATHAN BENDERSON PARK

Ancillary Regattas

Developing three ancillary regattas to help draw attendance and engage different communities in the event:

- Youth Regatta prior to Opening Ceremonies, focusing on 8+ and 4x (9/22-23)
- National Team Alumni Row on Saturday of finals (9/30)
- Row for the Cure (10/1) following Closing Ceremonies

Additional athletes/visitors: 1,000



NATHAN BENDERSON PARK

Athlete Experience

- Confirm 60+ teams for participation
- Provide the athletes, team managers and their support staff with world class, “concierge++” service
- Allow their focus to remain on the competition



NATHAN BENDERSON PARK

Accommodations

- 25 Team Hotels
- 31,000 Room Nights
- Volunteer Desks
- Info Boards
- Event Branding



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Visitor Experience

Overall Objectives:

- To highlight current events and showcase Sarasota-Bradenton as a destination
- To ensure the local business feel the benefits of the economic impact
- To provide visitor information and welcome the teams at their hotels

2017 World Rowing Championships – Fan Fest Daily Themes

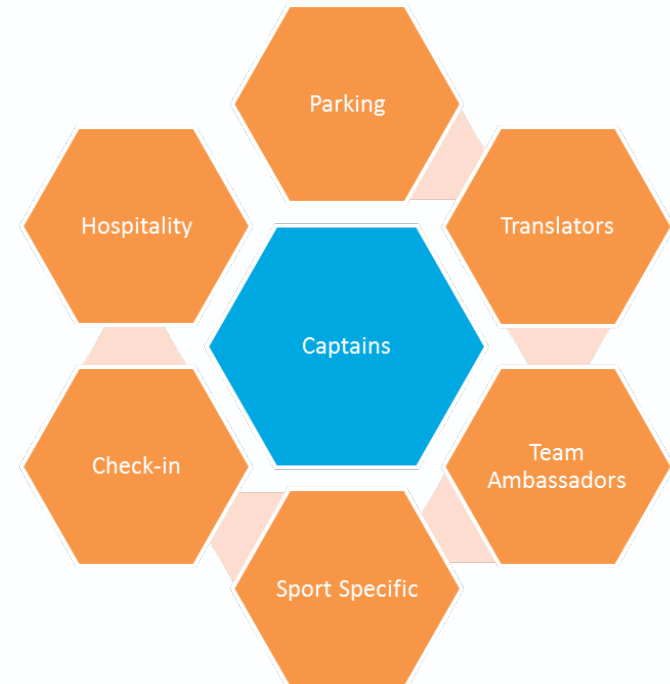
Day of the Week	Friday 9-22	Saturday 9-23	Sunday 9-24	Monday 9-25	Tuesday 9-26	Wednesday 9-27	Thursday 9-28	Friday 9-29	Saturday 9-30	Sunday 10-1
Competition & Event Schedule	Scholastic Regatta	Opening Ceremony Wine & Dine Scholastic Regatta	First day of competition	Para-rowing heats begin	Heats and Para-rowing	Quarterfinals and Para-rowing Finals B	Semifinals and Para-rowing Finals A	Semifinals and Finals A/B	SEMI-FINALS College Dual	FINALS Closing Ceremonies Row for the Cure
Daily Expo Themes (Booth Revenue, Interest-based Audience)		Family Fun	Pet Day	Eco Day	Farmer's Market	Military Appreciation Day	Golden Ages	Local Attractions	Boating and Fishing	Health & Wellness
Visitor Experience Featured Experience (off-venue)	N/A	Sarasota Farmer's Market	Local Beaches and Riverwalk	St. Armands Shop and Dine Around	Browse Around Downtown Sarasota	Micro Brew Experience	WALK Bradenton	Music on Main Lakewood Ranch	TBA	Venice Regional AACA Collector Car Show
Group Sales Initiatives	Youth	6000 local, 1000 youth, 1000 FISA - Military - Gov't Employees	Youth and Families	Adopt a Team	Adopt a Team	Adopt a Team	Senior Centers	USRF Alumni	Collegiate Alumni	Row for the cure



NATHAN BENDERSON PARK

Volunteers

Recruit, train & manage 2,000 volunteers for all functions associated with the 2017 World Rowing Championships.



NATHAN BENDERSON PARK

Nathan Benderson Park is an example of:

- Successful private/public partnership
- An amazing community park & elite event center
- How a community investment in sports tourism can help diversify your economy
- Importance of research, planning, due diligence and developing relationships prior to building



Thank You



Questions?



Carolyn Brown

Director

cnbrown@scgov.net

941-650-5549

Nicole Rissler

Deputy Director

nrissler@scgov.net

941-780-2510





For more information about the Florida Recreation and Park Association visit www.frpa.org.