

Manatee County Public Safety Center
2101 47th Terrace East, Bradenton - Training Rooms A & B
2:00 p.m. - March 21, 2017

March 21, 2017 - Special Meeting - Joint Session of Manatee and Sarasota Boards of County
Commissioners
Agenda Item #1

Subject

2017 World Rowing Championships Update

Briefings

None

Contact and/or Presenter Information

Meredith Scerba, 2017 World Rowing Championships Executive Director

Action Requested

Update on the status of the 2017 World Rowing Championships.

Enabling/Regulating Authority

N/A

Background Discussion

On August 27, 2013, Manatee and Sarasota Counties entered into an agreement with the Suncoast Aquatic Nature Center Associates, Inc. (SANCA) for financial support of SANCA's bid for the 2017 World Rowing Championships (WRC). The Counties agreed to provide up to \$2.78 million each toward the cost should SANCA be successful in its bid for the WRC event. On September 2, 2013, SANCA was awarded the bid for the 2017 WRC by the Federation Internationale des Societes d'Aviron (FISA).

The staffs are working closely with SANCA and the WRC team on preparations for the Championships including:

- Regular meetings on the WRC budget,
- Coordination of equipment necessary for the event,
- Planning and coordination for event safety and security,
- Coordination of required permits,
- Participation in various RFP's and selection of vendors for transportation and traffic operations, tents and temporary infrastructure, etc.,
- Marketing and special events.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

Manatee County Public Safety Center
2101 47th Terrace East, Bradenton - Training Rooms A & B
2:00 p.m. - March 21, 2017

N/A

Instructions to Board Records

None

Cost and Funds Source Account Number and Name

Amount and Frequency of Recurring Costs

Attachment: [WRC Presentation.pdf](#)



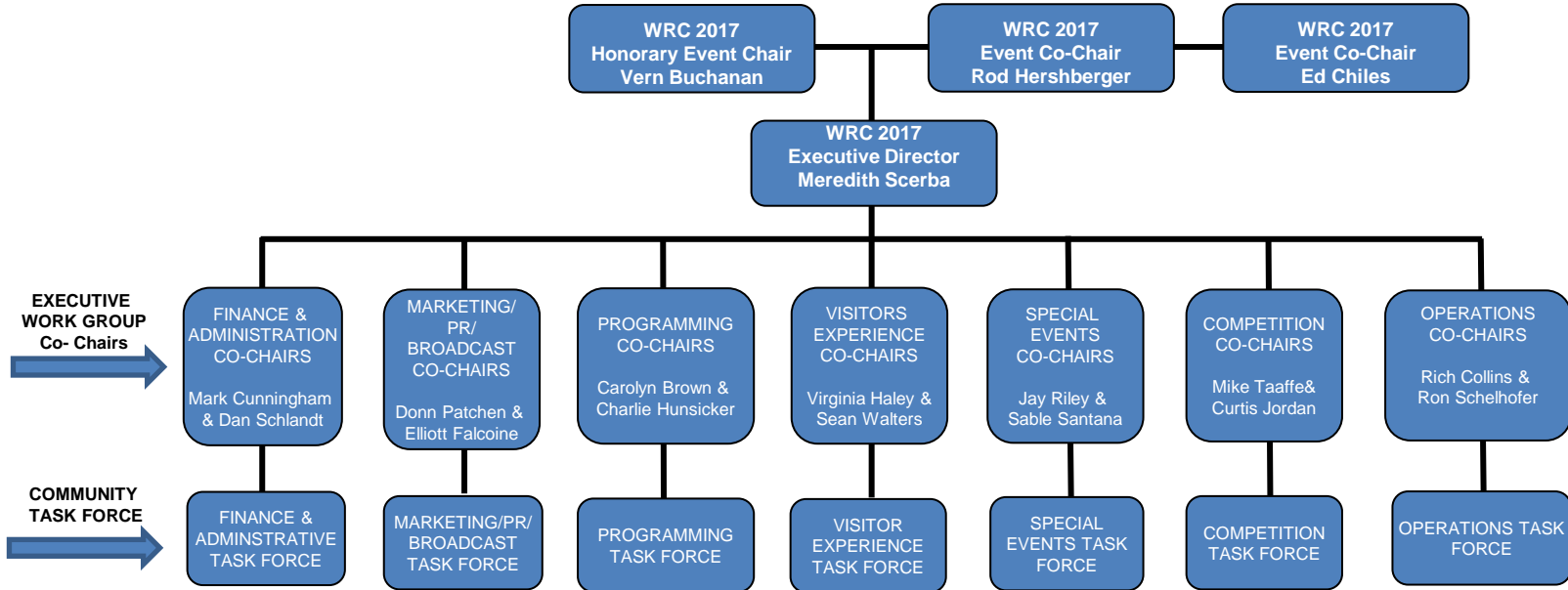
2017 World Rowing Championships

186

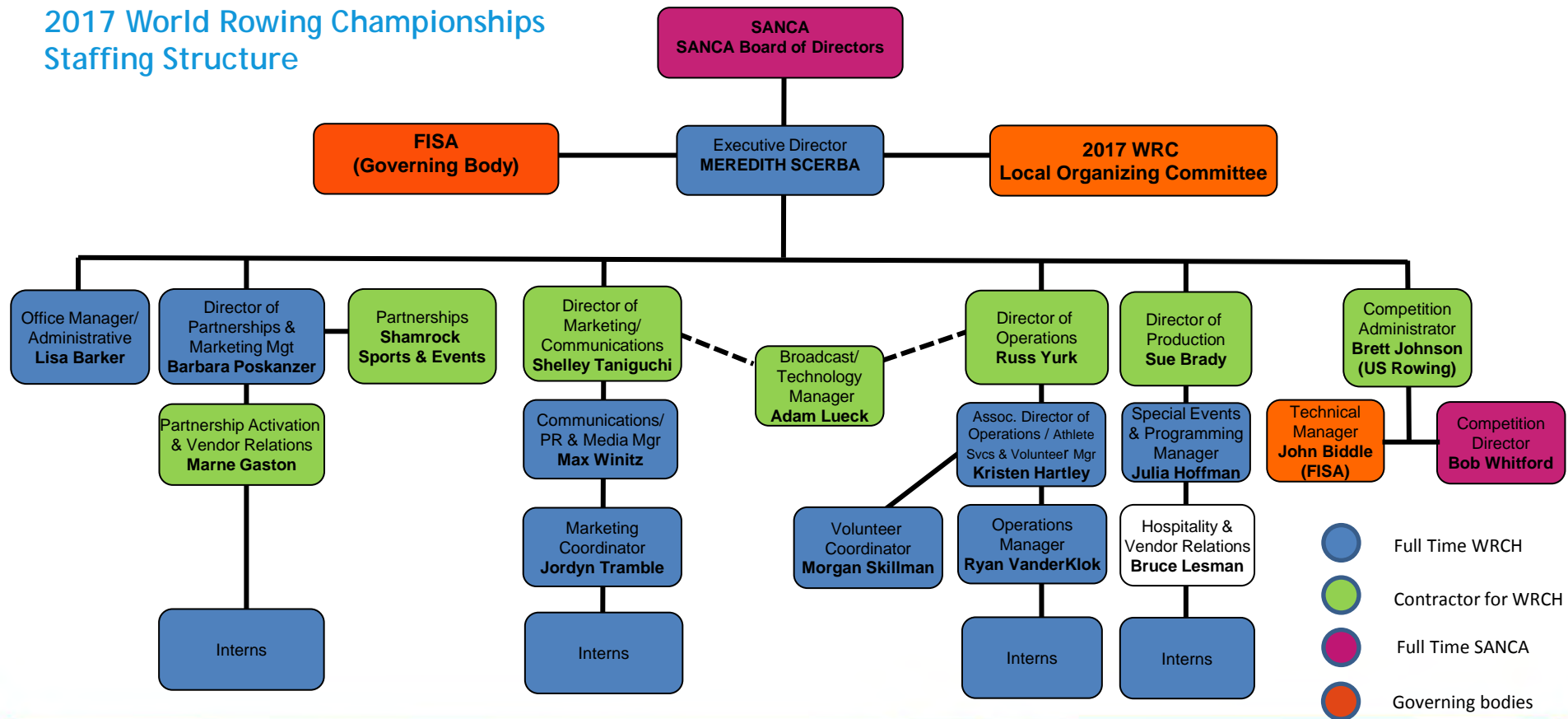
Days to Go

2017 World Rowing Championships

Local Organizing Committee (LOC) Organizational Chart



2017 World Rowing Championships Staffing Structure





Marketing & Communications

Marketing & Communications Task Force

Co- Chairs: **Donn Patchen (Sarasota County Government)**
 Elliott Falcione (Bradenton Area Convention & Visitor's Bureau)

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



Motivational Monday



Trivia and Tip Tuesday



Athlete Stories



Throwback Thursday



Area Highlights



Teamwork Saturday



Feel it Sunday



Social media followers as of 3/1/2017

Facebook: 5,094

Instagram: 3,110

Twitter: 619



Earned Media Coverage

Radio (iHeart):

107.9 WSRZ FM

105.9 WTZB FM

92.1 CTQ FM

Magazines:

Row 360

SRQ Magazine

LWR Life

941 CEO

Lakewood Ranch Business Alliance

Venice Magazine

Sarasota Magazine

Play Sarasota

Must do Magazine

Newspapers:

Sarasota Herald-Tribune

Bradenton Herald

East County Observer

University Palm Ledger

The Sarasota Post

Business Observer

Television:

WWSB ABC 7

SNN-TV

WTSP CBS

WTVJ NBC

Bay News 9

Telemundo



 **Herald-Tribune**

SECTIONS NEWS PHOTOS TICKET SPORTS OBITS E-ECTION JOBS CARS HOMES CLASSIFIED

World Rowing Championships' mascot name narrowed to five choices



Merchandise



Buy yours at wrch2017.com/merchandise

Digital Marketing

we welcome the world

2017 world rowing championships
Sarasota-Bradenton Florida, USA

2017 WORLD ROWING CHAMPIONSHIPS
September 23 - October 1, 2017
Sarasota-Bradenton, Florida, USA
www.wrch2017.com

DEC 16 Robinson Preserve Sunset-Starglight Kayaking Tour

Public · Fitness · Hosted by 2017 World Rowing Championships

Friday, December 16 at 4:30 PM - 7:30 PM EST

GUESTS: 2 interested, 0 going, 0 shared with

2017 world rowing championships Florida, USA

Who's back this summer? Meet the stars!

September 23 - October 1, 2017
Sarasota-Bradenton, Florida, USA

www.wrch2017.com

2017 world rowing championships Florida, USA

Who's back this summer? Meet the stars!

September 23 - October 1, 2017
Sarasota-Bradenton, Florida, USA

www.wrch2017.com

Sarasota-Bradenton is getting ready to welcome the world

ONE YEAR KICK-OFF
Friday, September 23, 2016 18:30h
Nathan Benderson Park
180 Nathan Benderson Park, Sarasota, FL 34239

2017 world rowing championships Florida, USA

World Rowing Championships 2017
September 23 - October 1, 2017
Sarasota-Bradenton, Florida, USA
www.wrch2017.com

we welcome the world

2017 world rowing championships Florida, USA

Who's back this summer? Meet the stars!

September 23 - October 1, 2017
Sarasota-Bradenton, Florida, USA

www.wrch2017.com

Together we celebrate...again.

For the first time in more than 23 years the World Rowing Championships will return to the United States on America's Premier Course at Nathan Benderson Park.

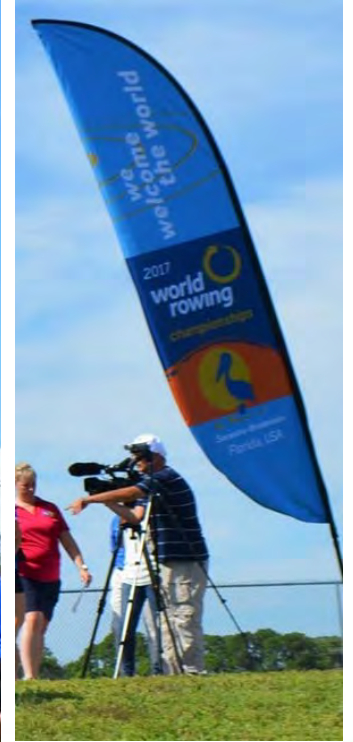
Become part of rowing history.
September 23 - October 1, 2017
Sarasota-Bradenton, Florida, USA

www.wrch2017.com
BUY TICKETS - TEAM - SPONSORSHIP - VOLUNTEER - MERCHANDISE

2017 world rowing championships Florida, USA

Sarasota County, Florida Sports, Benderson Development, Kefauver River & Rowing Centre, WWF, Sarasota County, Florida Sports, Benderson Development, Kefauver River & Rowing Centre

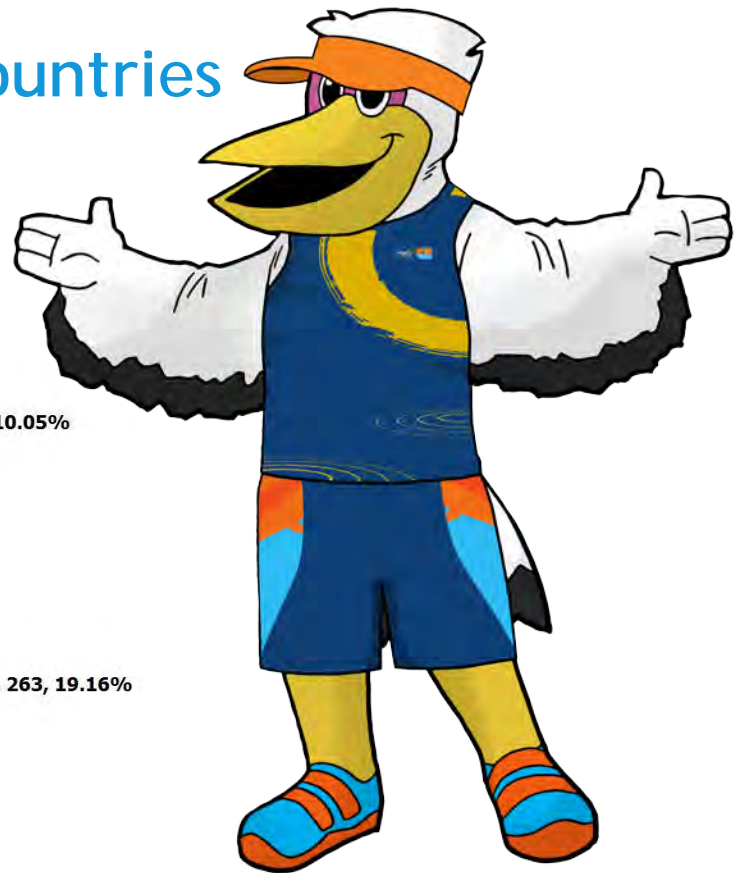
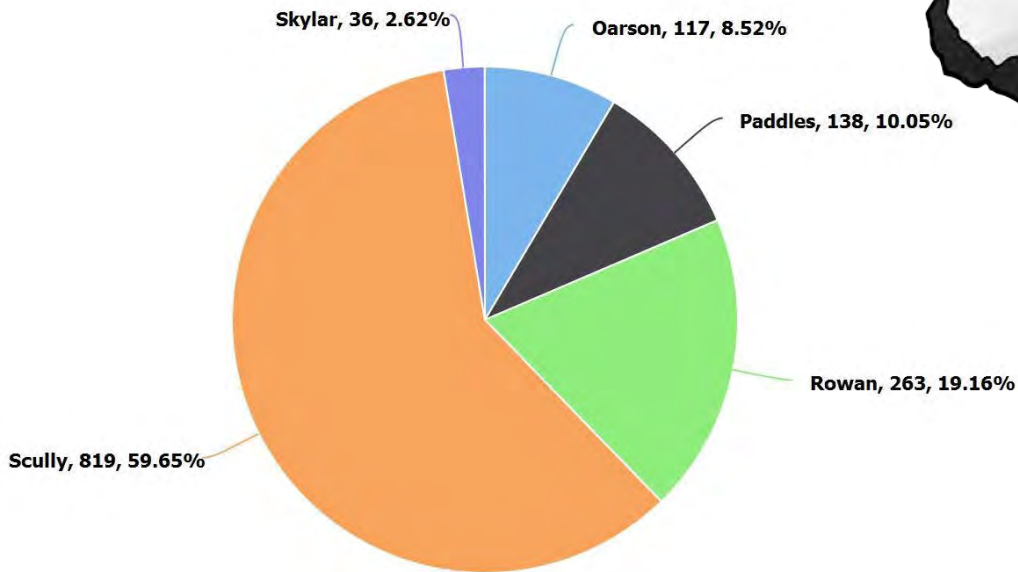
Regional & City Branding



Hi, my name is Scully!

1,373 submissions from 24 countries

Answered 1373, Skipped 0, Response Total 1373



Ticket Sales To Date

Ticket Types	Number Packages	Total Tickets
Grandstand	190	698
Beach Seats	n/a	64
Pavilion	64	220
General Admission	31	81
Total	341	1,063

*as of 3/1/17

Targeted Marketing Campaign

Strategy

To capture different audiences utilizing local partnerships

Holiday: Ticket & Merchandise Discount - 15% off

January: 6-hour Learn to Row

February: One night stay at Longboat Key Club Resort



The graphic features a blue and yellow background with a sunburst effect. In the top left, there is a logo for the 2017 World Rowing Championships, Sarasota-Bradenton, Florida, USA. The year '2017' is prominently displayed in large white font, with the tagline 'A new year, a new you!' below it. Two hexagonal images show rowers: one on the left shows a person holding a rowing shell, and one on the right shows a team of rowers in a boat. The main text reads: 'Feel inspired to reach your New Year's resolution of getting in shape. Purchase your tickets now and enter to win* a 6-hour Learn to Row course at Nathan Benderson Park.' At the bottom right, it says 'Use promo code NEWYEAR at checkout' and 'www.wrch2017.com'. A small disclaimer at the bottom left states: '*offer valid for a limited time only. Winners will be randomly selected and notified by February 15, 2017.'

2017
world rowing
championships
Sarasota-Bradenton
Florida, USA

2017
A new year, a new you!

Feel inspired to reach your New Year's resolution of getting in shape. Purchase your tickets now and enter to win* a 6-hour Learn to Row course at Nathan Benderson Park.

Use promo code **NEWYEAR** at checkout
www.wrch2017.com

*offer valid for a limited time only.
Winners will be randomly selected and notified by February 15, 2017

Targeted Marketing Campaign

Florida Scholastic Rowing Association (FSRA)

39 Florida youth organizations = 2,000 youth rowers + parents & coaches

Team fundraiser (10% of total team sales)

Individual incentive to be selected to help present medals to 2017 World Rowing Champions

Potential participation in Scholastic Regatta

US Rowing affiliates - youth, college and masters programs

39,000+ Juniors 18 and under

15,500+ Collegiate ages 19-22

20,000+ Masters





Legacy & Awareness Programming

Community Collaboration



A Community for All Ages



Sarasota World Affairs Council



A Healthy Bay is Everybody's Business



Legacy & Awareness Programming Calendar

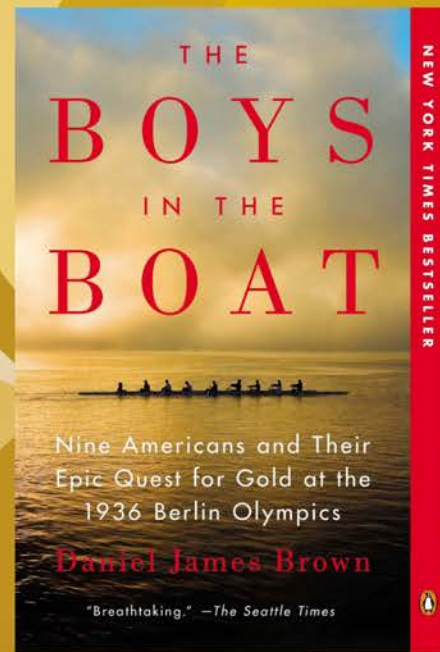
Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017
Legacy & Awareness Programming Year Launch	Eco Tour	Eco Tour	Eco Tour	Eco Tour Behind the Scenes with Daniel James Brown	Eco Tour	Eco Tour Chalk the Park
Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sept 2017	Oct 2017
DARE TO BE Documentary Eco Tour	Eco Tour	Eco Tour	Eco Tour	Adopt a Team Eco Tour	Adopt a Team School Program Eco Tour	ROW for the CURE



**BEHIND THE SCENES
WITH AUTHOR
DANIEL JAMES BROWN**

**THURSDAY,
JANUARY 26, 2017
10:30 a.m. - 1:00 p.m.**

Fête Catering & Ballroom



In partnership with the public library systems in Sarasota and Manatee Counties

Adopt a Team



Monday – Wednesday, September 25 – 27

Goal: 6,000 Manatee & Sarasota County students

susan g.
Komen
FOR THE **cure**®



ROW FOR THE CURE

SUNDAY, OCTOBER 1, 2017
NATHAN BENDERSON PARK

DRAGON BOAT RACING | PADDLE BOARDING | KAYAKING | ROWING





Special Events

Special Events

The 2017 World Rowing Championships Host Committee looks forward to showcasing some of the area's finest venues with our FISA partners during these special events:

Date:

SEPT 23, 2017

SEPT 25, 2017

SEPT 26, 2017

SEPT 27, 2017

SEPT 30, 2017

OCT 1, 2017

OCT 2, 2017

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 Park

Fête Catering & Ballroom



Opening Ceremonies



**FREE Public Event: September 23,
2017**

The background of the entire page is a warm, golden-brown photograph. It features several wine glasses filled with a light-colored liquid, likely white wine, arranged in a row. In the foreground, there are various food items, including what appears to be a pizza slice, a bread roll, and some green vegetables. The overall atmosphere is elegant and appetizing.

Regatta Wine and Dine

Exclusive food, wine and beer tasting

Saturday, September 23, 2017

5:00 p.m. - 7:00 p.m.

Regatta Island at Nathan Benderson Park

Fan Fest Daily Themes

2017 World Rowing Championships									
Event Week - Theme Days & Group Outings									
Day of the Week	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Competition & Event	Opening Wine & Dine Youth Regatta	First day of Competition Youth	Para-rowing heats begin	Heats and Para-rowing	Quarterfinals and rowing Finals B	Semifinals Para-rowing Finals A	Semifinals Finals A/B	SEMI-FINALS College Dual	FINALS Closing Ceremonies Row for the Cure
Daily Expo Themes (Booth Revenue, Interest-Audience)	Pet Day	Family Day	ECO Day	Farmers Market	Military Appreciation/Community Service	Golden Ages	Attractions	Boating and Fishing	Health & Wellness

The Fan Fest will be open daily featuring a social experience of food, music and shops.



Operations

Operations

Overall Objectives:

Develop & execute seamless:

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



Operations

Co- Chairs: Rich Collins (Director, Sarasota Emergency Services)
Ron Schulhofer (Director, Manatee Public Works)

The largest Task Force includes the wide range of operational needs required to run this event. This will include the collaboration of private/public sectors to ensure an efficient, safe and successful event for the whole community.

Areas of Coverage Include the following Sub-Groups:

- **Emergency Management**
 - **Lead:** Ed McCrane (EM Chief, Sarasota Emergency Management)
- **Medical/Fire/Law**
 - **Lead:** Michael Regnier (Fire Chief, Sarasota County Fire Department)
- **IT/Communications**
 - **Lead:** Jake Strawn (EIT, Sarasota Enterprise Information Technology)
- **Parking/Transit/Traffic**
 - **Lead:** Paula Wiggins (Transportation Planning Manager, Sarasota County Transportation)
- **Planning/Permitting/Zoning/Parks**
 - **Lead:** Matt Osterhoudt (Planning and Development, Sarasota County Government)

Operations Task Force

Status:

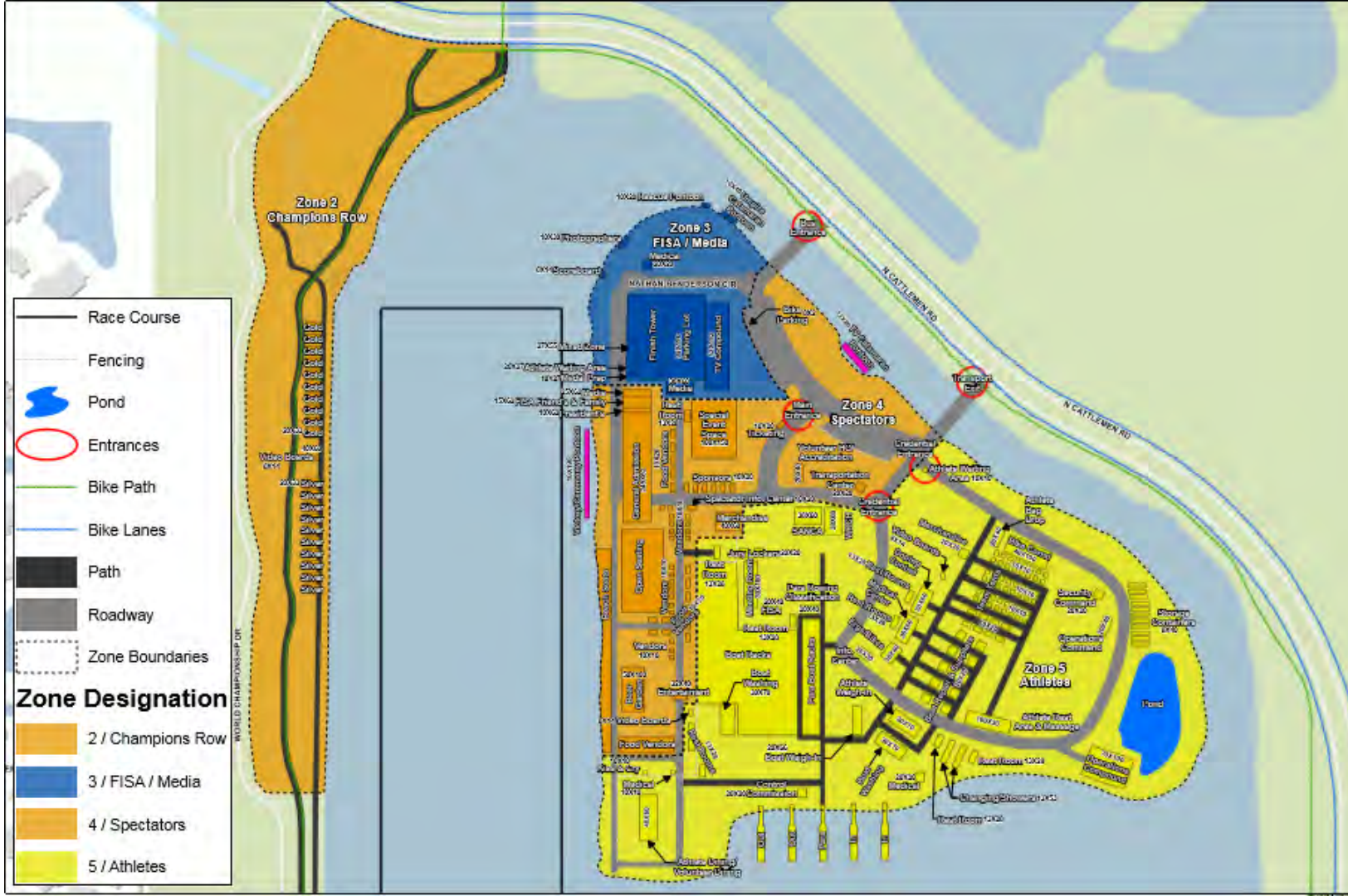
RFP's In Progress:

- Tent Structures
- Grandstands
- Security
- Medical
- Signage

Site Design: Updated monthly using GIS

Table-Top Exercise: 5/5/2017

- Hurricane Exercise



	Race Course
	Fencing
	Pond
	Entrances
	Bike Path
	Bike Lanes
	Path
	Roadway
	Zone Boundaries
Zone Designation	
	2 / Champions Row
	3 / FISA / Media
	4 / Spectators
	5 / Athletes



Seating



Additional Seating

- General Admission
- 150 Beach Seats

Security

Awarded to OSA Global, Ilc

OSA Global also provides security for the Pittsburgh Pirates, Bradenton Marauders and other NBP events

Security Objective:

- Develop a thorough security plan and threat assessment
- Select SEC provider Department of Homeland Security
 - FBI
 - Fla Department of Law Enforcement
 - Local Law Enforcement



Traffic/Parking Operations

SP+ Gameday - Leader in design and implementation of transportation management plans.

- Experience includes:
 - 16 Super Bowls
 - Multiple Olympics
 - 2012 Republican National Convention
 - 7 Daytona 500 & Coke Zero 400
 - Multiple NCAA Men's and Women's Final Four



Traffic/Parking Operations

Park Mobile – integrates with Ticket Socket

- Pre-purchase park
- ID parking demand
- Integrate into communication plan
- Revenue source



Parkmobile
PARKING MADE SIMPLE™

3 Phase Transport Program

Phase I

- Phase I: Planning
- September 2016-August 2017
- Stakeholder Review and Planning Integration

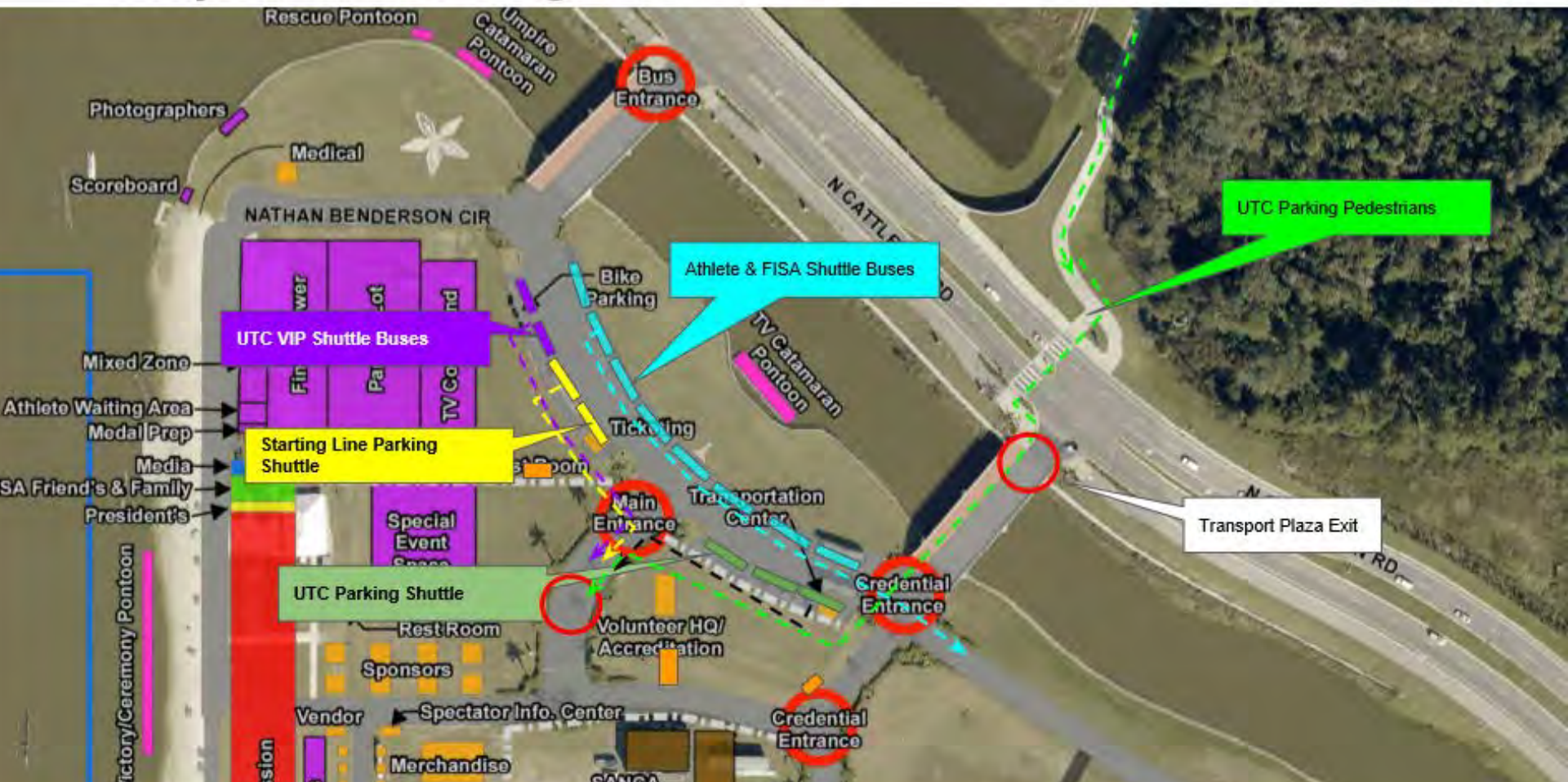
Phase II

- Phase II: Operations
- September 18th –October 4th 2017
- On-Site Operations

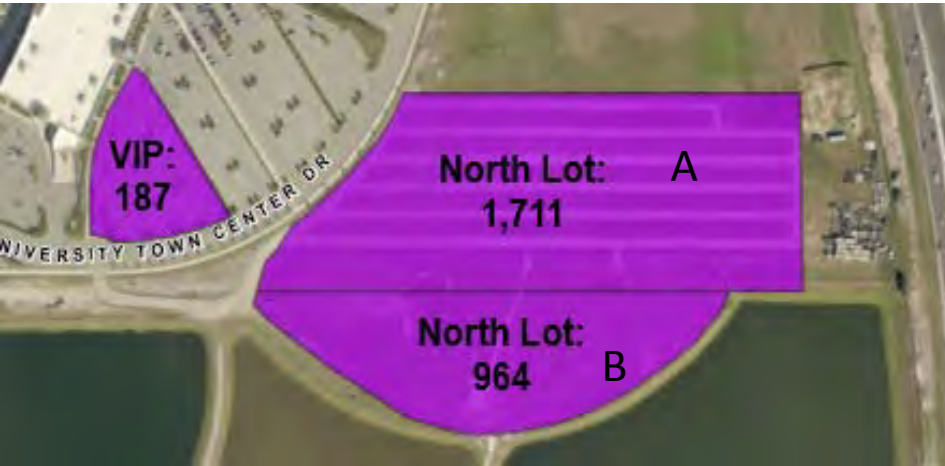
Phase III

- Phase III: Reconciliation & After Action Reports
- October 4th 2017-November 4th 2017
- Recovery, Evaluation, “Lessons Learned”, Next Steps

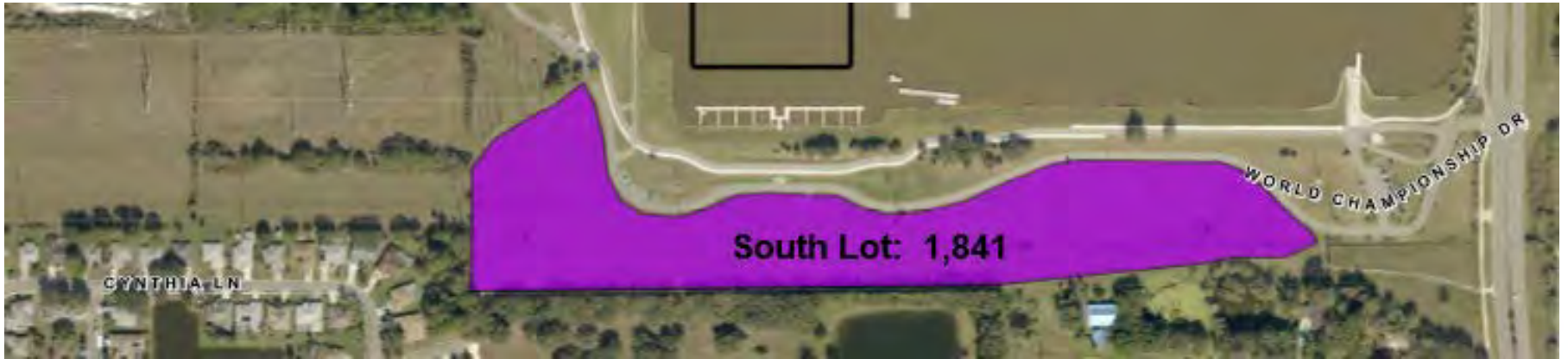
Transport Plaza - Ingress Plan



North Parking



South Parking





Competition

Competition Staff

- **Brett Johnson:** Senior Director of Competition, US Rowing Director of Operations
 - **Bob Whitford:** WRCH Director of Competition, Director of Facilities and Operations at SANCA
 - **John Biddle:** Competition Venue Manager, FISA Liaison
 - **John Walker:** Lead National Official, FISA Umpire and US Rowing Referee
- 

Competition Task Force

- **Curtis Jordan:** Co-Chair; Recently retired USRowing High Performance Director
- **Mike Taaffe:** Co-Chair; Partner at Shumaker, Loop & Kendrick, LLP
- **Joe Dobson:** Sarasota Adaptive Rowing Founder, Director and Coach
- **Casey Galvanek:** Head Coach, Sarasota Crew
- **Betsy Mitchell:** Sarasota Adaptive Rowing Director of Fundraising and Outreach; 2015 U.S. National Team member
- **Matt Muffelman:** SE/MA Sales Rep for WinTech Racing; Five-time national team member
- **Dr. Sara Simmons:** Orthopedic Surgeon, Coastal Orthopedics & Sports Medicine; Three-time national team member


Competition



Overall Park View



Course and Facilities

- Final review of course and traffic pattern underway.
 - Course acquisitions underway. Docks and Para Dock Start Bridge under construction.
 - Finish Tower on schedule. Turnover in April.
- 

Ancillary Regattas



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





Athlete Experience

Athlete Services

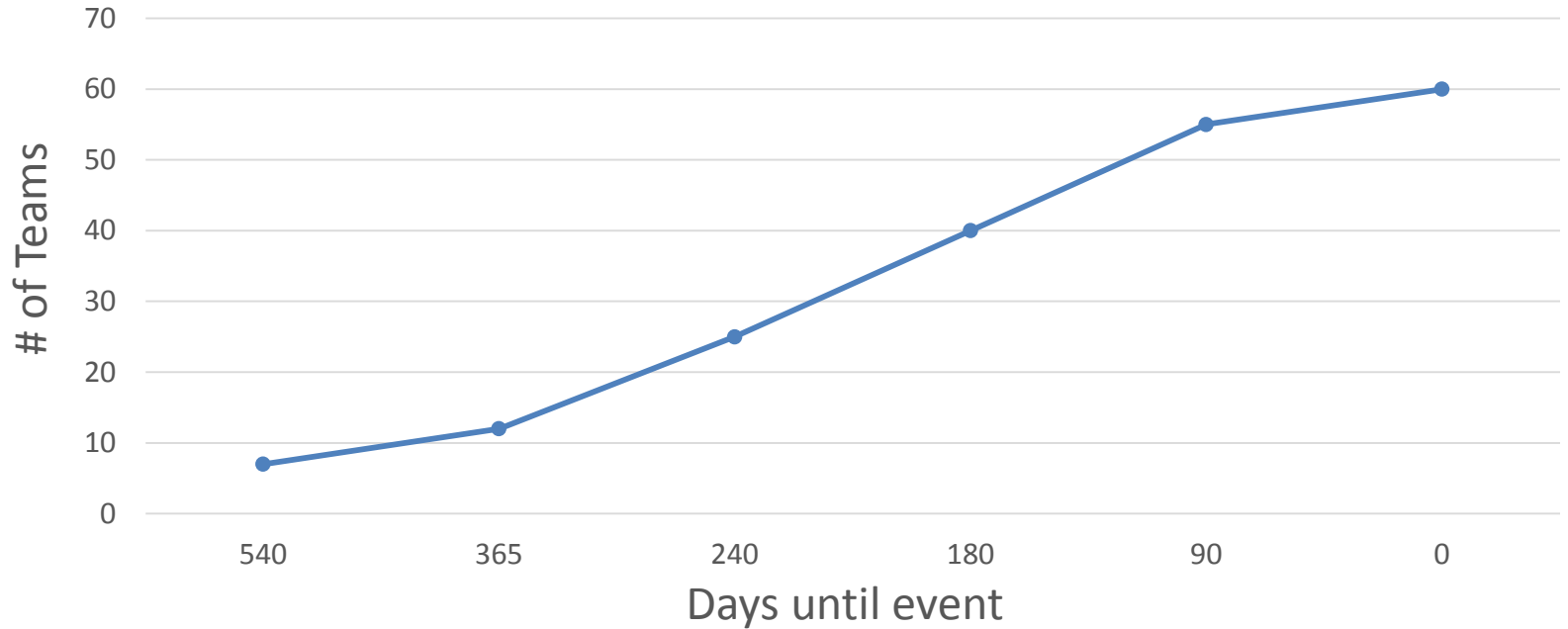


Key Objectives

- 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

Projected Team Participation

Team Participation



Before Teams Arrive



Team Information Survey

2015 World Rowing Championships – Sarasota–Bradenton, Florida, USA

23 SEPTEMBER TO 1 OCTOBER, 2017

We want to help you plan your time in Florida, and make the experience with our event go as smoothly as possible. This form collects your team's needs and requests for the World Rowing Championships, Sarasota–Bradenton, Florida, USA. Please note the deadline to fill this form is Friday, 2nd June, 2017

If you have specific questions about this form, accommodation options, special equipment requests or visa invitation requests, please contact the organizing committee through the e-mail kristen@urch2017.com. Please visit

- Welcome packages
- Surveys
- Visa support
- Website optimization
- Personal follow up

Today:
27 Teams Confirmed



We Welcome the World

Collaboration with:

USOC

US Rowing

Local, State and

National Government

Agencies



Streamline the visa process

Extra support for non-waiver
program countries



Accommodation

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



World Class Nutrition For Our Athletes



More than **70,000** athlete meals
at 18 team hotels and at the
Nathan Benderson Park

Over **5,000** volunteer meals
during the event



Team Village





Visitor's Experience

Visitor's Experience Task Force

Co-Chairs: Virginia Haley (Visit Sarasota County)
Sean Walter (Bradenton Area Convention & Visitor's Bureau)
Marcela Alberti (HBC Events)

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



Visitor's Experience Schedule

Friday	Saturday	Sunday	Monday	Tuesday
Sept 22	Sept 23	Sept 24	Sept 25	Sept 26
Historic Downtown Village Sarasota	Downtown Sarasota Farmer's Market Opening Ceremony	Bradenton Riverwalk	St. Armands Shop & Dine Around	Experience Sarasota Downtown Main St.
Wednesday	Thursday	Friday	Saturday	Sunday
Sept 27	Sept 28	Sept 29	Sept 30	Oct 1
Micro Brew Experience	WALK Bradenton	Lakewood Ranch	Beach Day	Closing Ceremony Venice AACA Collector Car Show
Restaurant Week (September 25 – 29): Englewood				



Volunteers



Who Will We Recruit?

Community

- Girls/Boys Club
- The Meadows
- Farmers markets
- Police Depts

Students

- USF
- UT
- Southeastern
- FL Southern

Regional Crew Teams

- Sarasota Crew
- Sarasota Scullers
- Tampa Rowing Club
- Orlando Rowing Club

Corporate Groups

- SWAC
- Ritz
- County

Faith-Based/Vol Groups

- Churches
- Lakewood Ranch Business Alliance
- NBP volunteer database [2500]

TRS Volunteers

1

VOLUNTEERS

Join the 2017 World Rowing Championships Volunteer Database!

The Sarasota-Bradenton area is honored to host the **2017 World Rowing Championships** and appreciate your interest in volunteering to help make this championship a great experience for everyone involved. In the 48-year history of the World Rowing Championship, this is only the second time it's been hosted in the U.S.A. and the first time since 1994!

With 1,700 athletes from 60+ countries in attendance, nearly 2,000 volunteers will be needed to make this event a huge success. Training and orientation will be provided prior to the event to help volunteers prepare and to answer any questions.

Click [here](#) to sign up to learn more about our volunteer opportunities.

2

Not registered for this event yet?

Join Volunteer Database

3

1 Registrant Type

2 Activity Selector

3 Profile

4 Review

5 Confirmation

Join our Volunteer Database today!

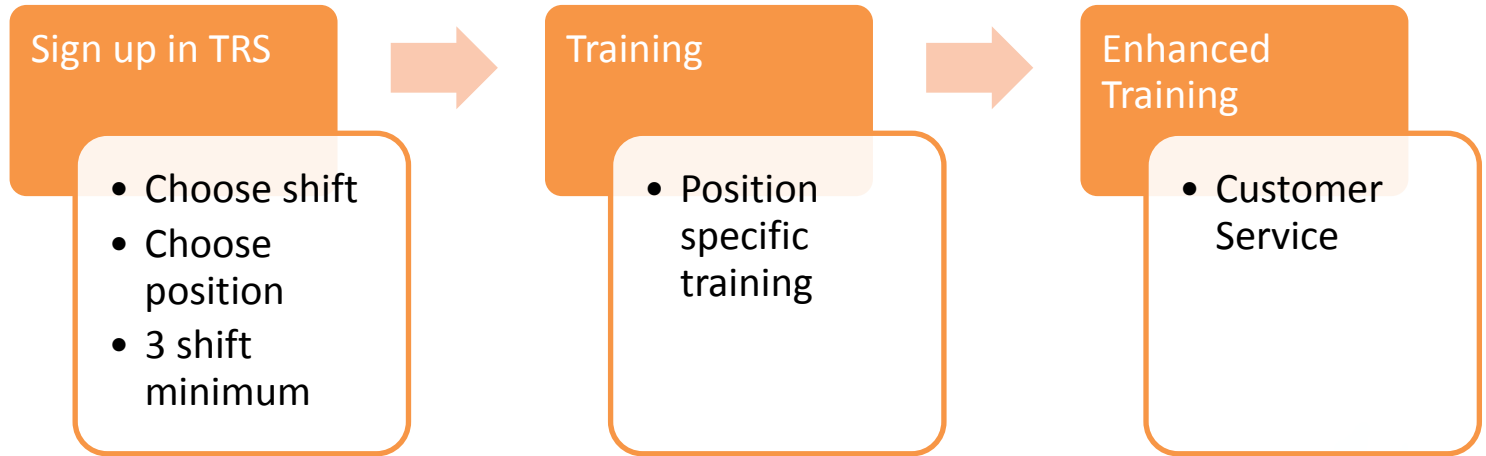
Search [Future]

Please click '**Select**' in the box below to proceed.

World Rowing Volunteers

Select ▶

Training




Volunteer Positions





Partnerships

Overview

- 3 main partnership tiers
 - Sponsors (limited to 5 per agreement with FISA)
 - Community Supporters (cash + VIK)
 - Suppliers (VIK only)
 - Target price range = \$10,000 - \$250,000
 - Rights & benefits packages to be customized for each partner
- 

Rights & Benefits Overview*

	\$250,000	\$100,000+	\$50,000-\$100,000	\$25,000-\$50,000	\$10,000-\$25,000
Category Exclusivity	X				
Global Media Exposure	X				
IP & Promotional Rights	X (Maximum)	X (High)	X (Some limitations)	X (Limited)	X (Limited)
Product Supply Rights	X	X	X	X	X
Onsite Activation	X	X	X	Available for purchase	Available for purchase
VIP Hospitality and Tickets	X (Highest)	X (Higher)	X (Baseline)	Tickets only	Tickets only
Sponsor Recognition/Media Integration (Traditional & Digital/Social)	X (Maximum)	X (High)	X (Limited)	X (More limited)	X (Most limited)
OPTIONAL Naming Rights	X	X	X	X	X

* Rights & benefits will vary based on total sponsorship value and individualized to meet specific partner needs

Initial Success

- Multiple partners already supporting the 2017 World Rowing Championships with financial and VIK support



Championship Row



Championship Suites Offering



- 40 people per day (320 total tickets)
- Custom catering





Questions

If you have any questions please email

Info@wrch2017.com