

An aerial architectural rendering of a waterfront park. On the left, a tall, modern building with a grid-like facade stands. To its right is a large body of water. In the foreground, a lush green park area features a playground with a large, white, tent-like structure, a paved walkway, and several parked cars. The background shows a distant shoreline with more buildings and a bridge. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text 'the Bay' is overlaid in a large, stylized font, with 'the' in light blue and 'Bay' in white.

the Bay

Community & Neighborhood Working Group

September 28, 2021



Our Site - 2018

Guiding Principles



ASPIRATION

Imagine the possibilities of The Bay



A GREEN & BLUE OASIS

Celebrate natural beauty and environmental health



CONNECTED & ACCESSIBLE FOR ALL

A walkable, safe district linking community and neighborhoods to The Bay



AN ENLIVENED DESTINATION

A gathering place for family, friends and fun



CULTURAL VITALITY

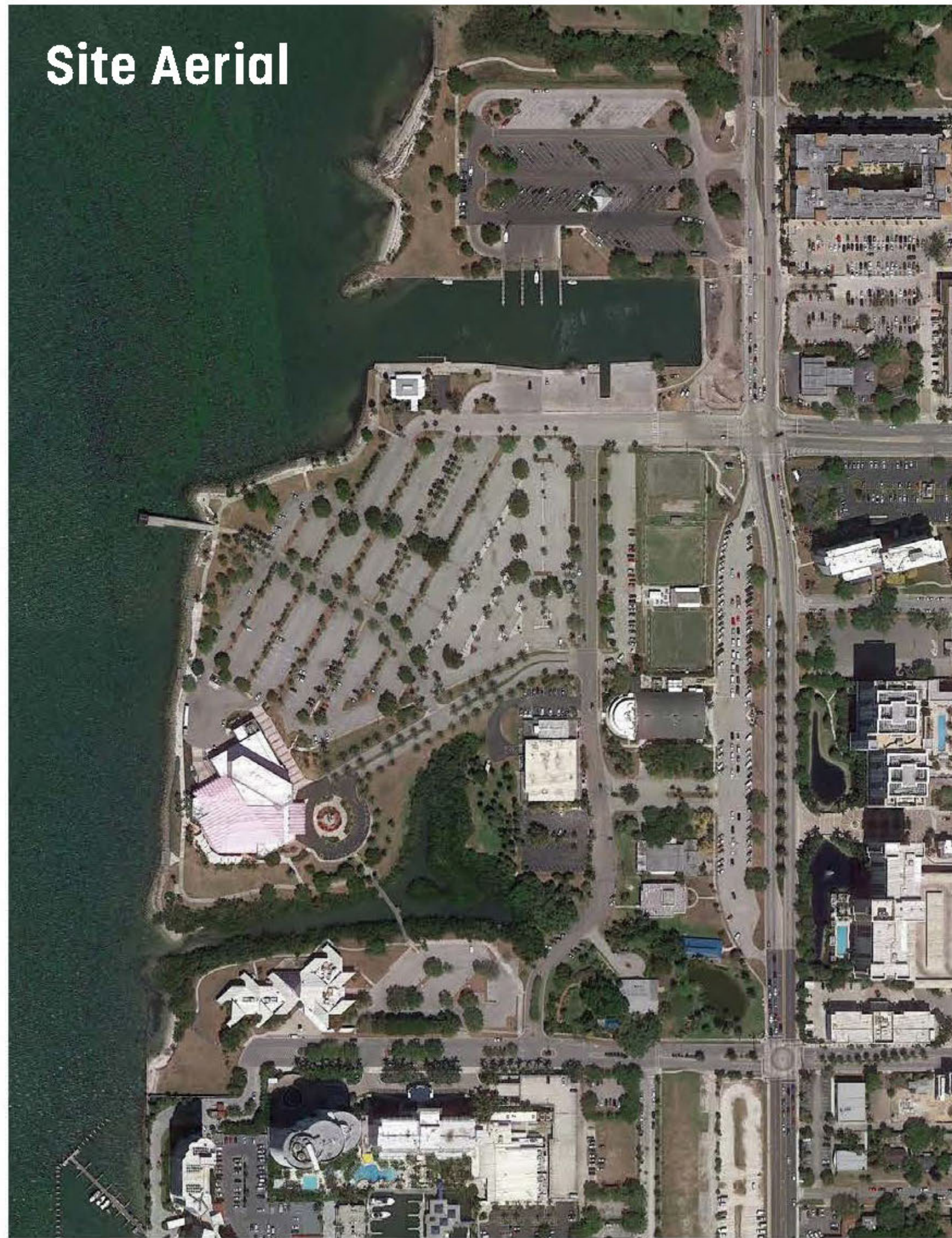
A hub for area art, culture, and historic legacies



ECONOMIC SUSTAINABILITY

A financially feasible, sustainable long-term success

Site Aerial



Conceptual Master Plan





Aerial View

160+

Presentations with...

8,600+

Followers on Social Media

theBay

12,000+

Attendees

154,000+

Reached on Social Media

175,000+

Total connections through
September 2021

1,300+

Founding Friends
of The Bay

200+

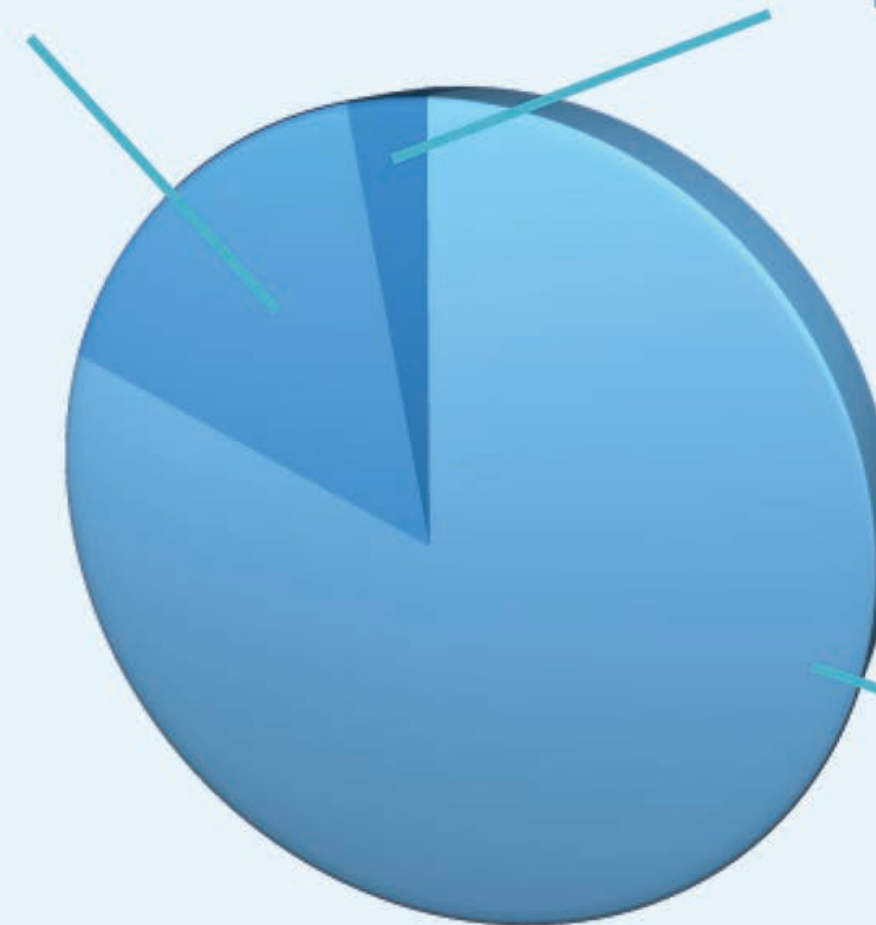
Informational Videos

Capital Budget & Fundraising

- We are on-budget and on-plan for Phase 1 of the park that is currently under construction
- We are raising funds and have cash in the bank ahead of capital needs

City & Other Government
\$5,000,000+

Businesses
\$1,000,000



Private
\$25,000,000+



VAN WEZEL
PERFORMING
ARTS HALL

SUNSET
BOARDWALK

RESILIENT
ECOLOGICAL
SHORELINE

READING ROOM

LAWN

KAYAK
LAUNCH

MANGROVE
WALK

BAY PARK
CONSERVANCY

BOULEVARD OF THE ARTS

NORTH TAMiami TRAIL

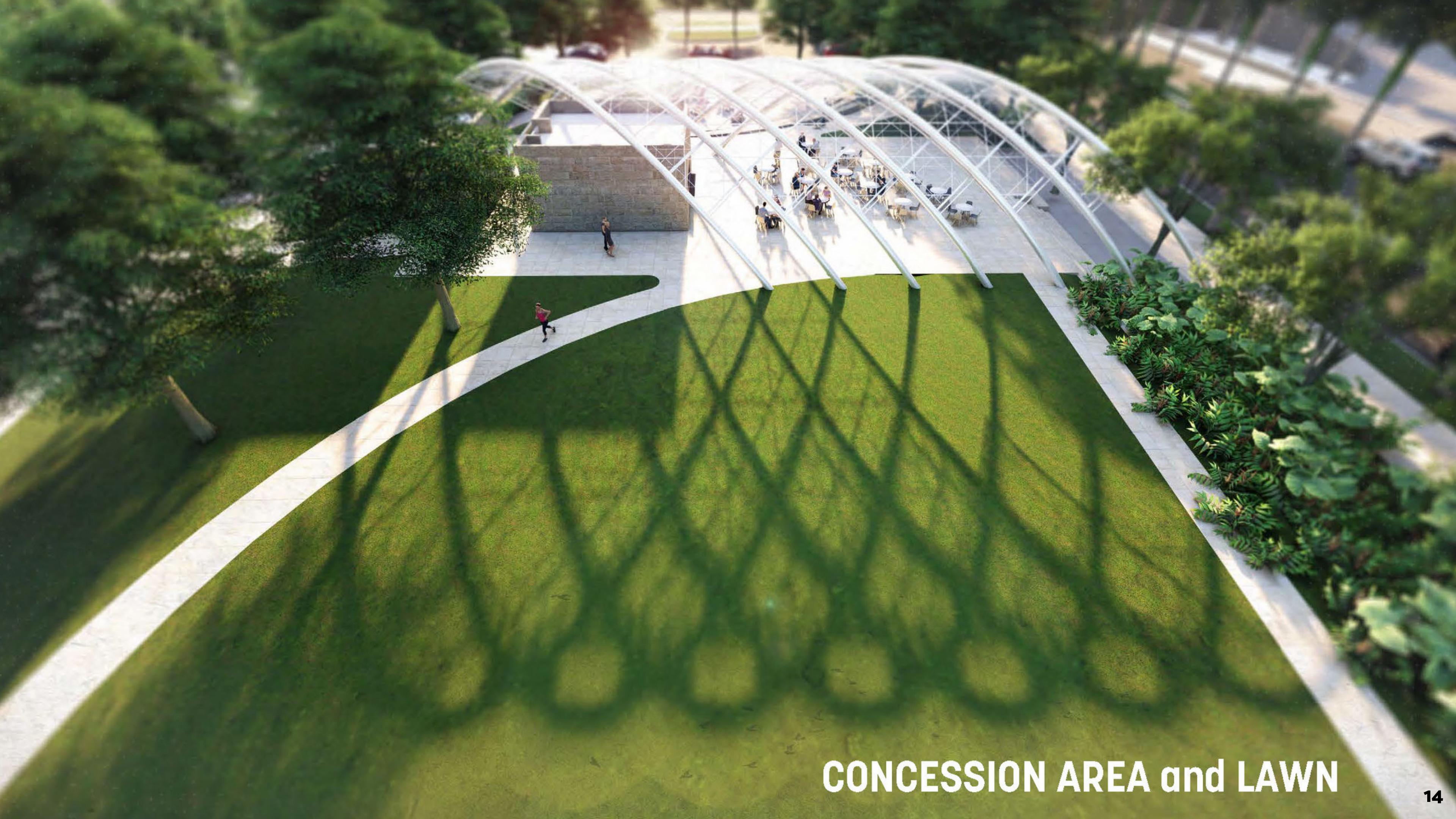








PHASE ONE BIRD'S EYE VIEW



CONCESSION AREA and LAWN

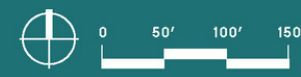




1. BAYFRONT OVERLOOKS X5
 2. FISHING PIER
 3. STAIRS*
 4. SEATWALL*
 5. HAMMOCK GROVE*
 6. SMALL WETLAND BRIDGES*
 7. SWING NODE*
 8. CABBAGE PALM NODE*
 9. TWIN OAK NODE*
 10. PARKING, DROP-OFF, AND PARK LOADING
 11. OVAL LAWN AND TERRACES
 12. COMMUNITY PAVILION AND SHADE STRUCTURE
 13. MANGROVE PEDESTRIAN BRIDGE
 14. LAWN NODE X2
 15. "COMMON GROUND" LAWN
 16. READING ROOM
 17. PLAY GROVE
 18. NEST NODE
 19. BEACH NODE
 20. BEACH
 21. BAYFRONT CORNER SIGN + SEATWALL
 22. RENOVATED HAZZARD FOUNTAIN
- * COMPLETED IMPROVEMENTS

BAY PARK

Current and Future Improvements
August/Sept 2021



Draft 9.14.21





A PLACE THAT BRINGS OUR COMMUNITY *TOGETHER*

- Establish *perpetual* Conservancy
- Establish long-term partnership between the City and the Conservancy
- Create iconic civic spaces
- Increase opportunity for recreation
- Open, accessible, free and welcoming to all

An aerial architectural rendering of a coastal development project. The scene shows a large, modern building with a curved, multi-level facade and a glass facade, situated on a peninsula. The building is surrounded by lush greenery, including palm trees and other tropical plants. A long, white, curved walkway or bridge extends from the building towards the water. To the left of the building, there is a parking lot with several cars. In the foreground, there is a body of water with several sailboats and a small boat. The background shows a dense urban area with many high-rise buildings and a large green field. The overall scene is bright and sunny, with a clear blue sky.

Implementation Agreement

Implementation Agreement: Overview

Foundation:

- The IA applies to *all phases* of the entire 53-acre park.
- The IA addresses all management, operations and maintenance subjects identified in the long-term Partnership Agreement between the City and the BPC.
- The IA will become an integral part of the ongoing partnership agreement between the City and the BPC.
- The IA affirms and enables the six Guiding Principles agreed to by the City, Bayfront 20:20, Sarasota Bayfront Planning Organization (SBPO) and The Bay Park Conservancy (BPC).



Implementation Agreement: Overview

Purpose:

Provides for the management, operations and maintenance of the park.

- IA guides BPC management
- IA guides joint operations and maintenance responsibilities between the BPC and City



Implementation Agreement: Overview

Compliance:

- IA complies with all City, Parks and Recreation, and Special Event ordinances, regulations, policies and procedures that govern public parks in the City of Sarasota.
 - The Bay will *not* be required to follow any ordinances, regulations, policies or procedures that do not apply to other city public parks.
- Management, operations and maintenance responsibilities for The Bay Park will be similar, if not identical, to other comparable city parks.



Implementation Agreement: Specifics

Park Operations

Hours of Operation: 5 AM - 11 PM

Main Entrance: 10th Street Roundabout

360° Degree Connectivity

- 360° access to The Bay
- Public boat launch and docks



Implementation Agreement: Specifics

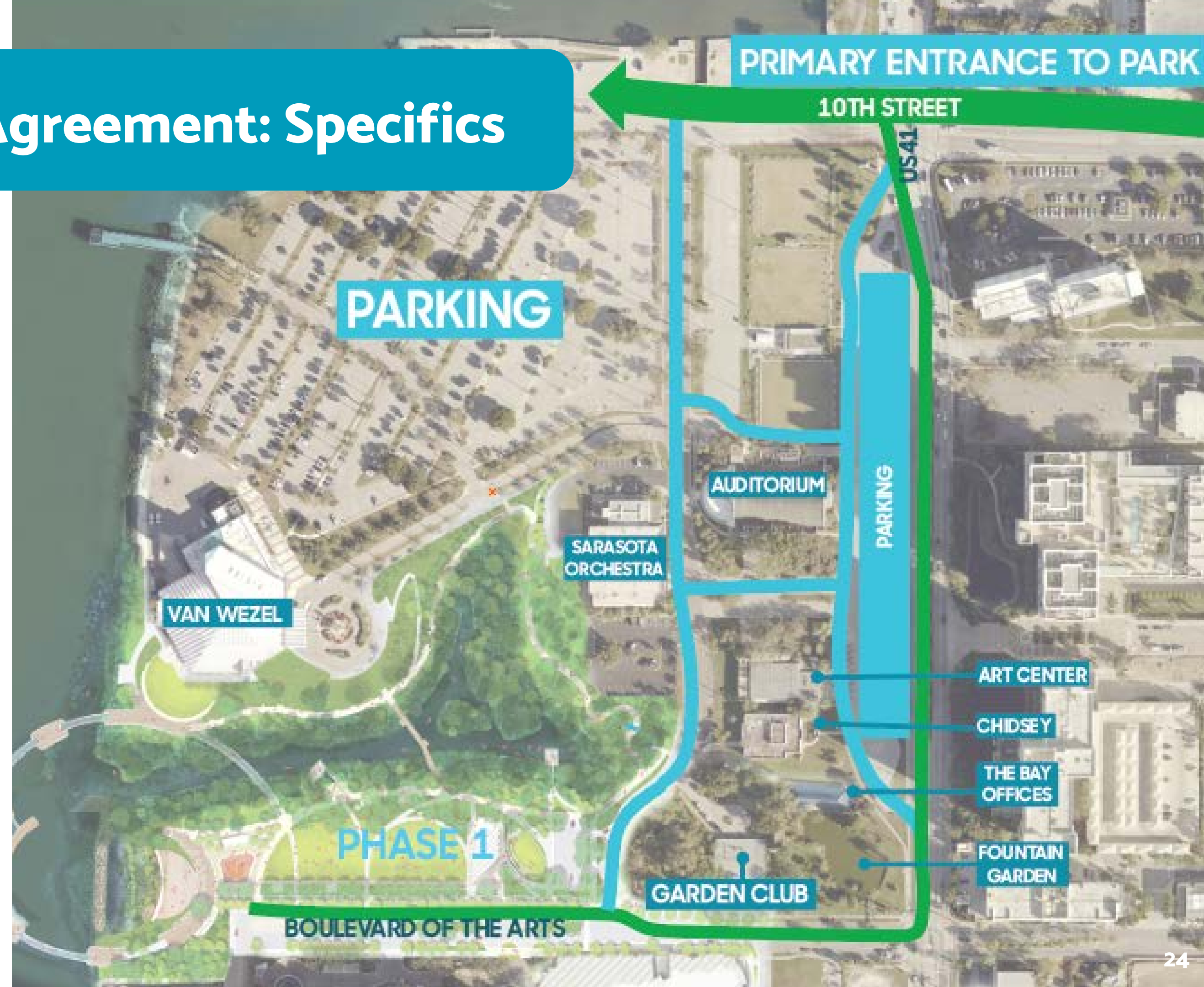
Joint Roles & Responsibilities

Traffic management

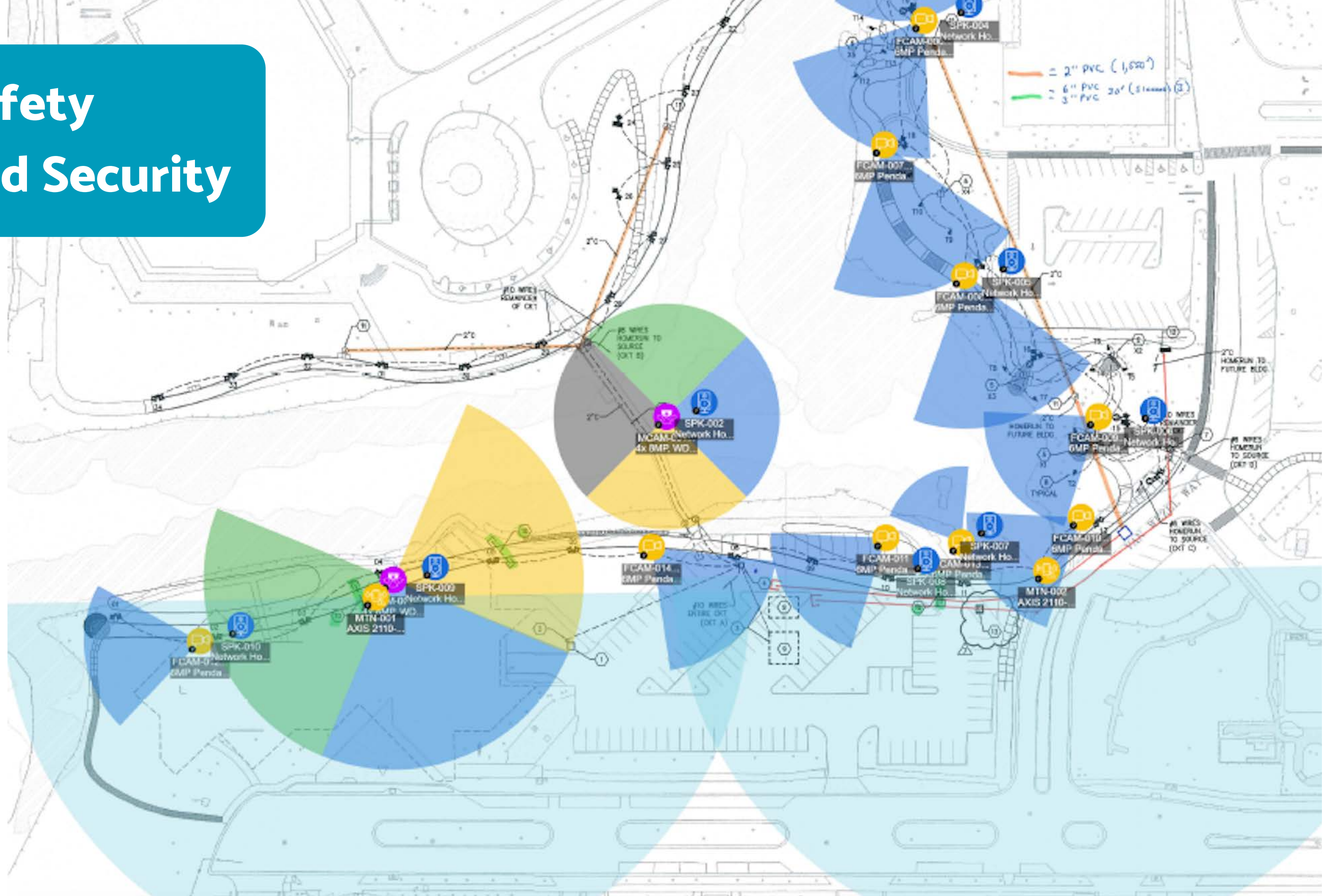
- City and State to manage adjacent, external highways and streets.
- BPC to manage internal to the park roadways.

Essential Infrastructure

- City manages basic service, BPC manages enhanced service
 - Landscape Maintenance
 - Public Restrooms
 - Recyclables and Trash Pick Up
 - Safety and Security



Safety and Security



Implementation Agreement: Specifics

Activation and Programming

- Open, accessible and **free** for all
- Special events and park permits
 - Special events - City approval
 - Park permits - BPC approval



Sundays at The Bay



Free Weekly Yoga

Park Visitor Survey Insights



**95% of Respondents
Would Visit The Bay**

2,500+ responded to survey

When Will They Visit?

- Half would visit The Bay weekly (49.9%). 28.7% would go monthly.
- The most popular times of day to visit The Bay are
 - Early Evening (Before Sunset) (60.2%)
 - At Sunset (59.2%)
 - Morning (55.9%)

Park Visitor Survey Insights

Special Mention:

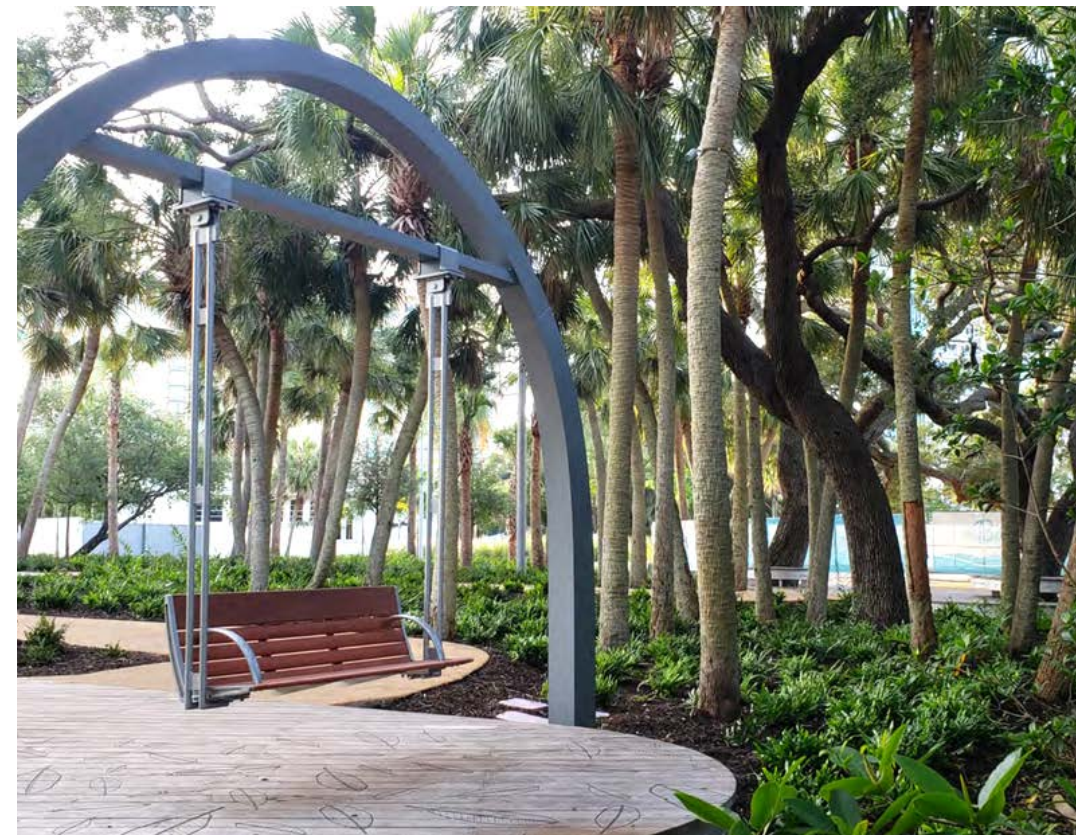
Playgrounds were a popular
write-in response

What Do They Want to Experience?

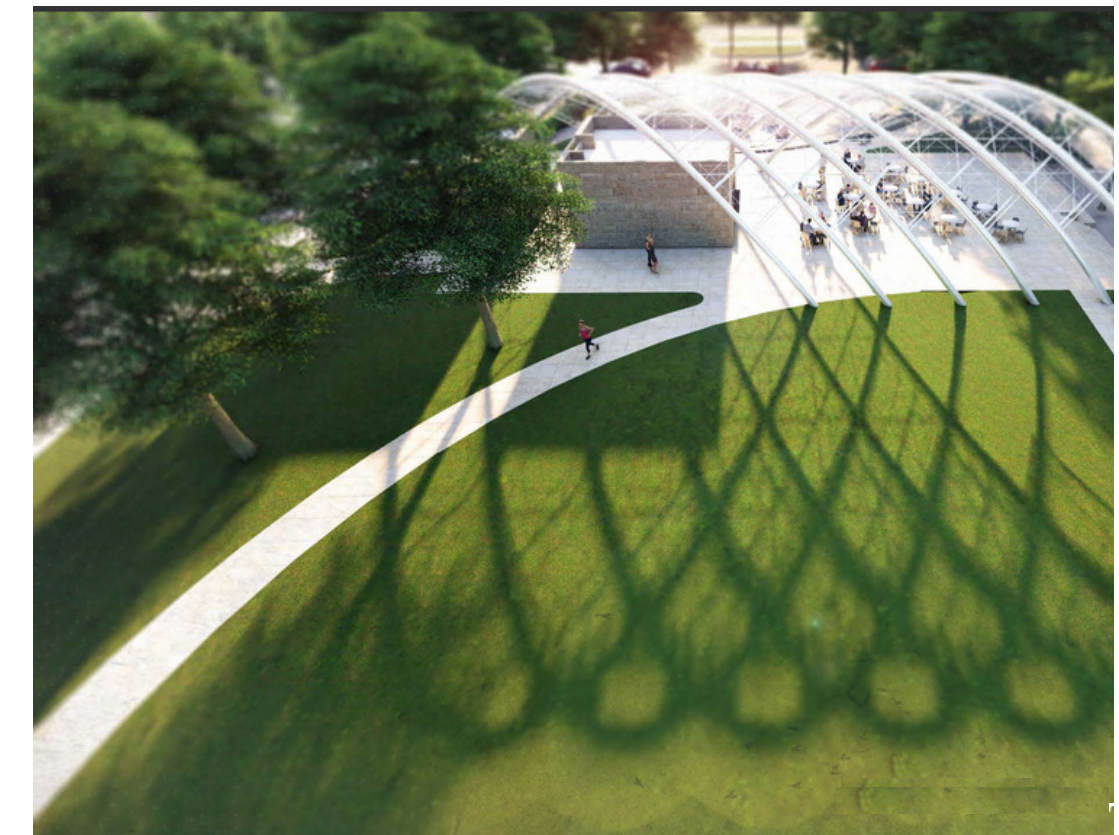
Most Popular Features



Sunset Boardwalk



Oak and Palm Tree Hammock

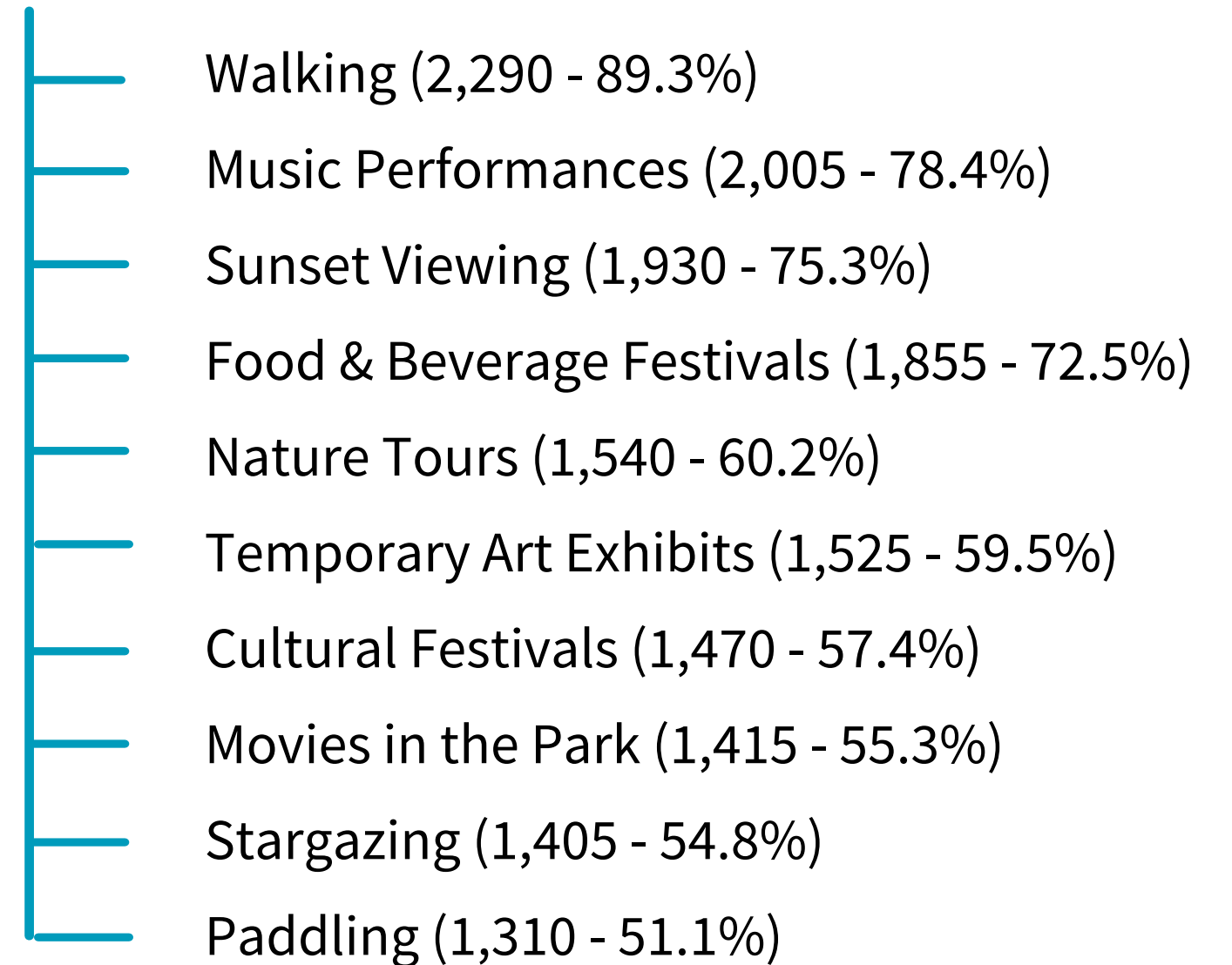


Concession Pavilion & Lawns

Park Visitor Survey Insights

What Do They Want to Do?

Top 10 Activities, Programs & Events



Takeaway

Self-directed and programmed uses of the park are more popular than events - although both are important, complementary and serve different purposes

City Requests

Food & Beverage

BPC to review and approve food and beverage provider agreements for the park.



City Requests

Site Partner Leases

BPC to review and approve changes and renewals of city leases for Art Center Sarasota and the Sarasota Garden Club.

- Does not include the Van Wezel or the Sarasota Orchestra.



City Requests

Municipal Auditorium

BPC to propose a separate plan to transition programming responsibilities for the Municipal Auditorium from the City to the BPC.

- The intent is for the Municipal Auditorium, the Bayfront Community Center, and the adjacent northern lawn to become integral assets of The Bay, for the benefit and use of all park visitors.





Park Activation Updates

Things to Do - Current Park Activation



Walking & Running

The Bay's Mangrove Walkway was listed as one of the best walks in town in Sarasota Magazine's Best of Sarasota 2021

Free Weekly Events

Our goal is to host year-round programming that will entice and attract the greater region.

Yoga by The Bay

Wednesday Evenings, 6-7 PM
Pineapple Yoga + Cycling Studio

Saturday mornings, 9-10 AM
Erin Hurter for Bay Park Yoga

Stunning Sunsets

People can experience a signature Sarasota sunset 7 days a week by visiting the park or watching on the live-streamed Sunset Cam

COMING SOON

Sundays by The Bay

Free weekly music and performance program

Sundays from November 7 – April 24

Sunsets by The Bay

Free monthly music and performance program

Third Thursdays from November 18 – April 21

An aerial photograph of a modern park. In the center, there is a large, curved, glass-roofed pavilion with a metal frame. Inside the pavilion, several tables and chairs are set up, and people are visible sitting at them. The pavilion is surrounded by a lush green lawn. To the right of the lawn, there is a raised garden bed with various plants. In the background, there are more trees and a paved path. The overall scene is bright and sunny, with shadows cast by the pavilion and trees.

Founding Business Partners

- **Enable a Park that is Open and Accessible, Free and Welcoming to All.**
- **Demonstrate Your Commitment to a Transformative, Cultural and Sustainable Park.**
- **Invest in Free Programming for the Entire Community.**
- **Support the Most Unique Investment in Our City.**
- **Be Recognized and Championed as a Founding Business Partner of The Bay.**



Friends of The Bay Campaign

September 18 - October 23

Through this annual campaign, we're inviting every member of the community to support the creation of a world-class park. By donating as little as \$25, anyone can help us transform a parking lot into an open, accessible, free and welcoming public park.

Please consider sharing this request with your friends, family or consider making a donation in their honor.

Matching Challenges

1. Anonymous Donor - Person-For-Person match up to \$100,000
2. The Patterson Foundation Match

www.thebaysarasota.org/become-a-friend-of-the-bay



Be a Friend of The Bay, Today!

An aerial architectural rendering of a coastal park and waterfront development. On the left, a tall, modern building with a stepped, metallic facade stands prominently. The park area is lush with greenery, featuring several large, open green spaces, a curved promenade, and a small, covered outdoor seating area. A winding path leads through the park towards a waterfront promenade. The promenade is lined with trees and features a curved, elevated walkway that extends into the water. The water is calm, reflecting the warm, golden light of the setting or rising sun. Several white birds are seen flying in the sky. In the background, a large, modern building with a curved, metallic facade is visible. The overall scene is a vibrant and detailed representation of a modern coastal park and waterfront development.

Questions and Comments