

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, likely a bay or lake, with a bridge in the distance. The foreground and middle ground are filled with lush greenery, including palm trees and various shrubs. A winding path leads through the park. In the lower-left, there's a playground area with a large, white, tent-like structure. Several cars are parked along a road at the bottom. The overall scene is bright and sunny, with a clear sky and a few birds flying in the distance.

# the Bay

**Planning Board Meeting**

October 13, 2021



# 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

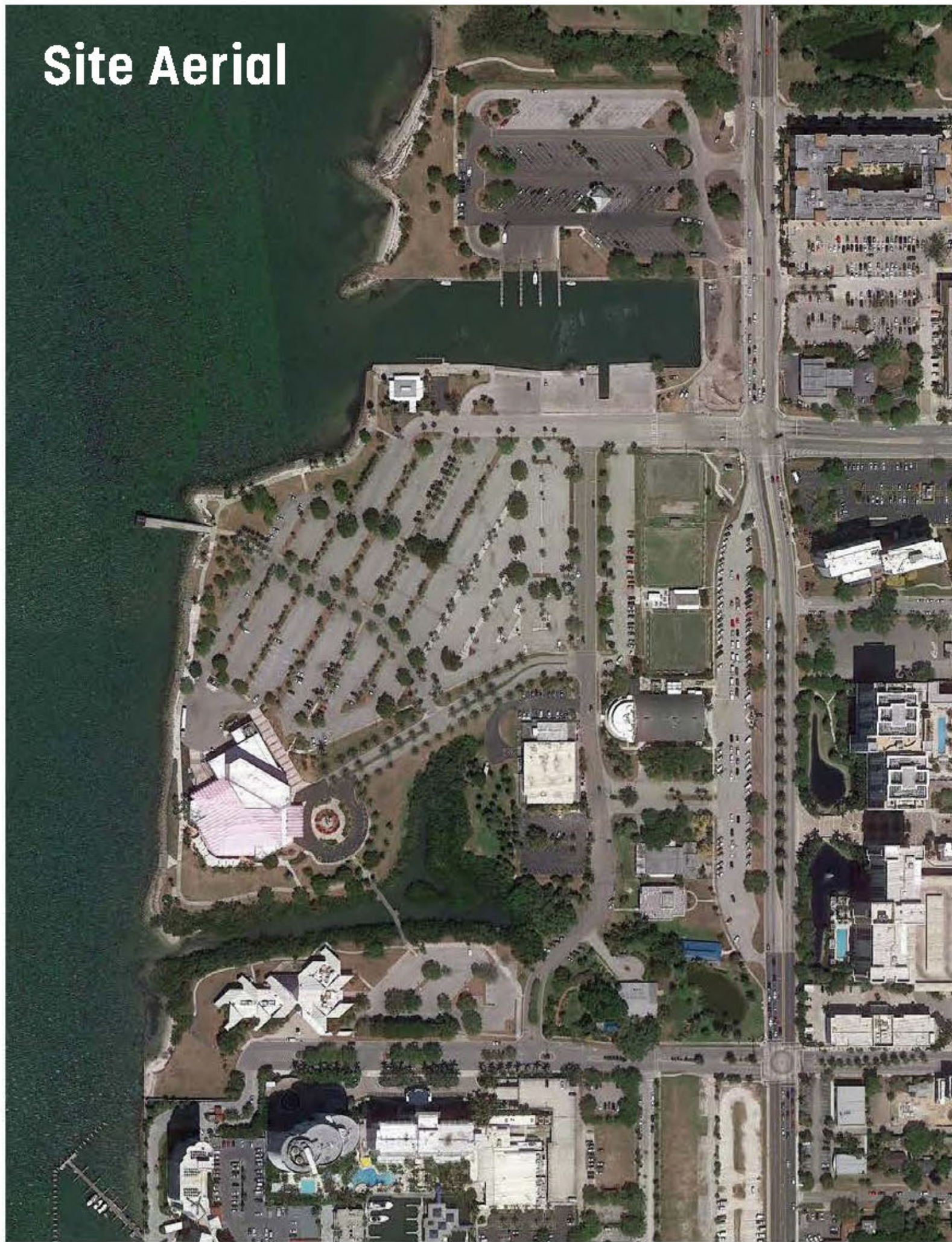


## ECONOMIC SUSTAINABILITY

A financially feasible, sustainable long-term success



# Site Aerial



# Approved Master Plan







Aerial View



**170+**

Community/Public  
Meetings

**8,600+**

Followers on Social Media

**180,000+**

Total Connections Through  
September 2021

**12,500+**

Attendees

**154,000+**

Reached on Social Media

**3** Community  
Surveys

**1,300+**

Founding Friends  
of The Bay

**200+**

Informational Videos

**5,000+**

Survey Respondents

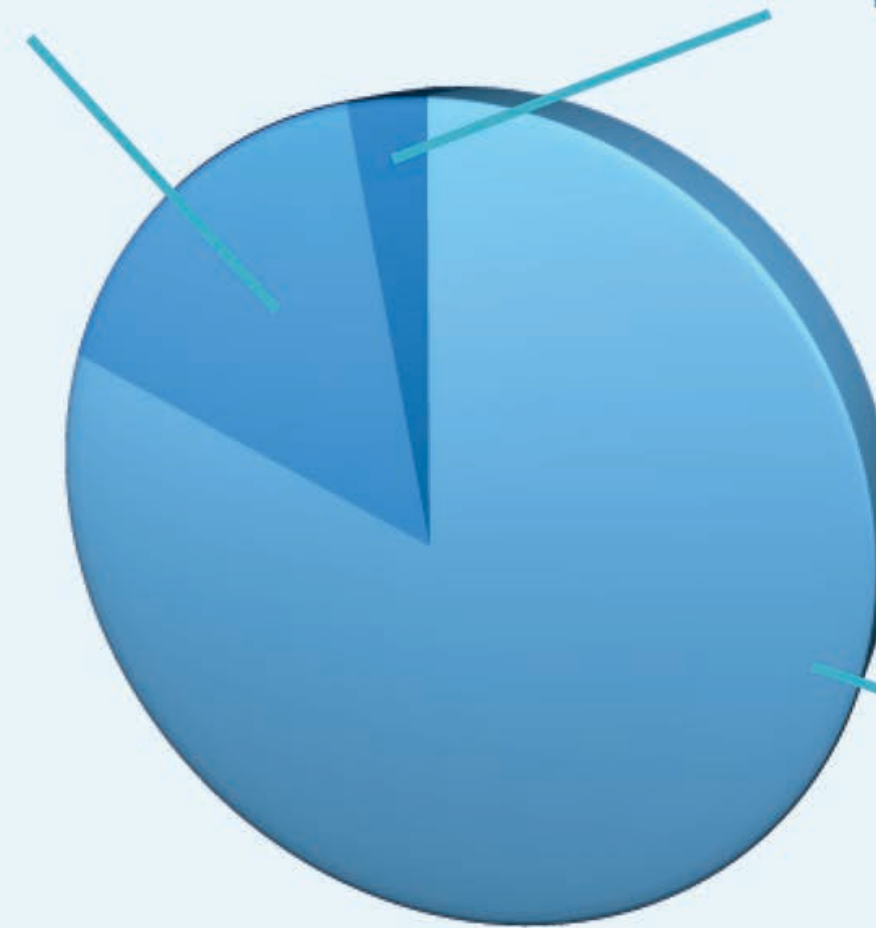


# Capital Budget & Fundraising

- 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+**



# Approved Site Plan













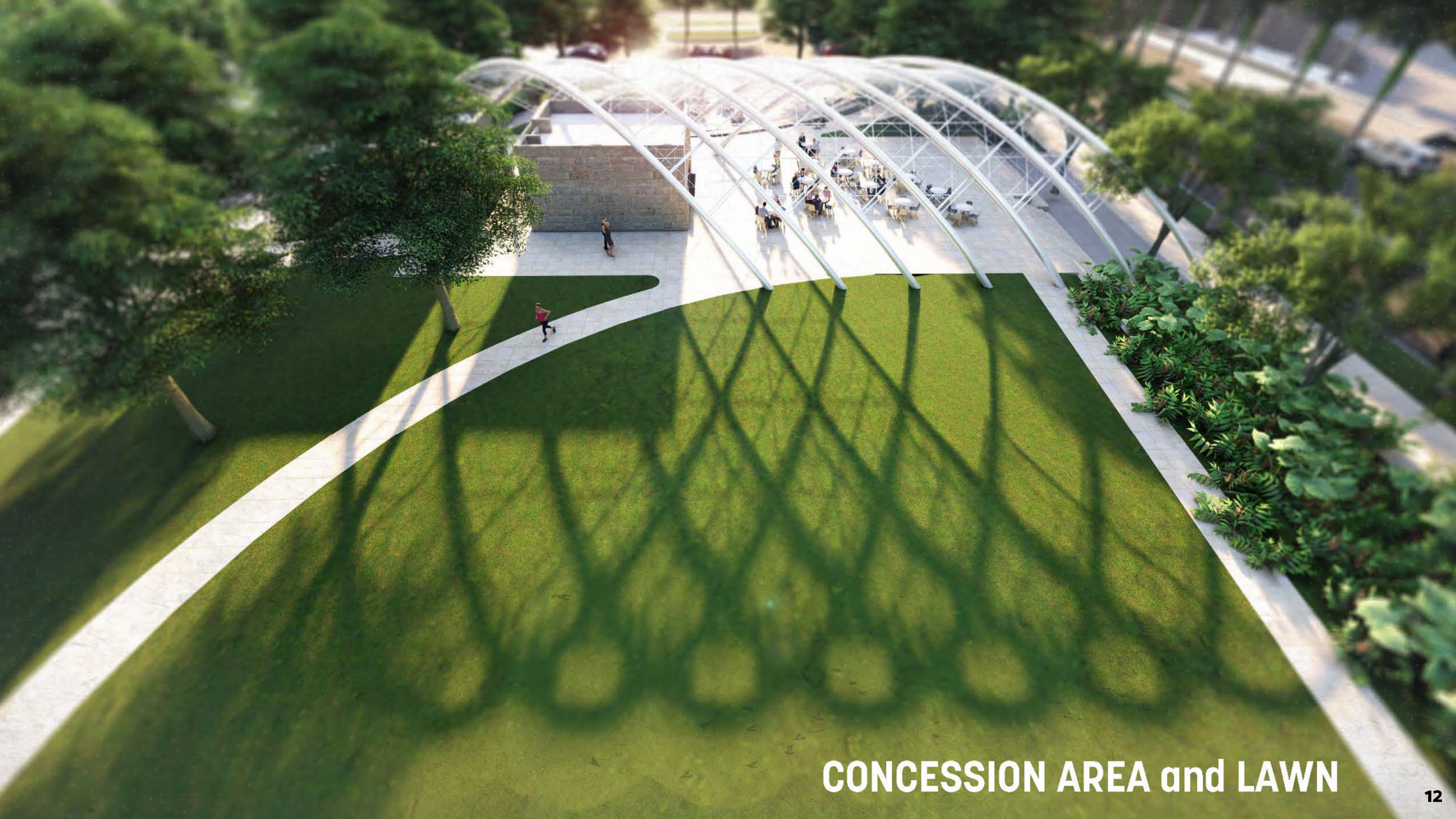






**PHASE ONE BIRD'S EYE VIEW**





**CONCESSION AREA and LAWN**











# Continual Park Improvements







## 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 ramp 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 park area with a green field. The overall scene is a vibrant and modern coastal development.

# 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** 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





# 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?

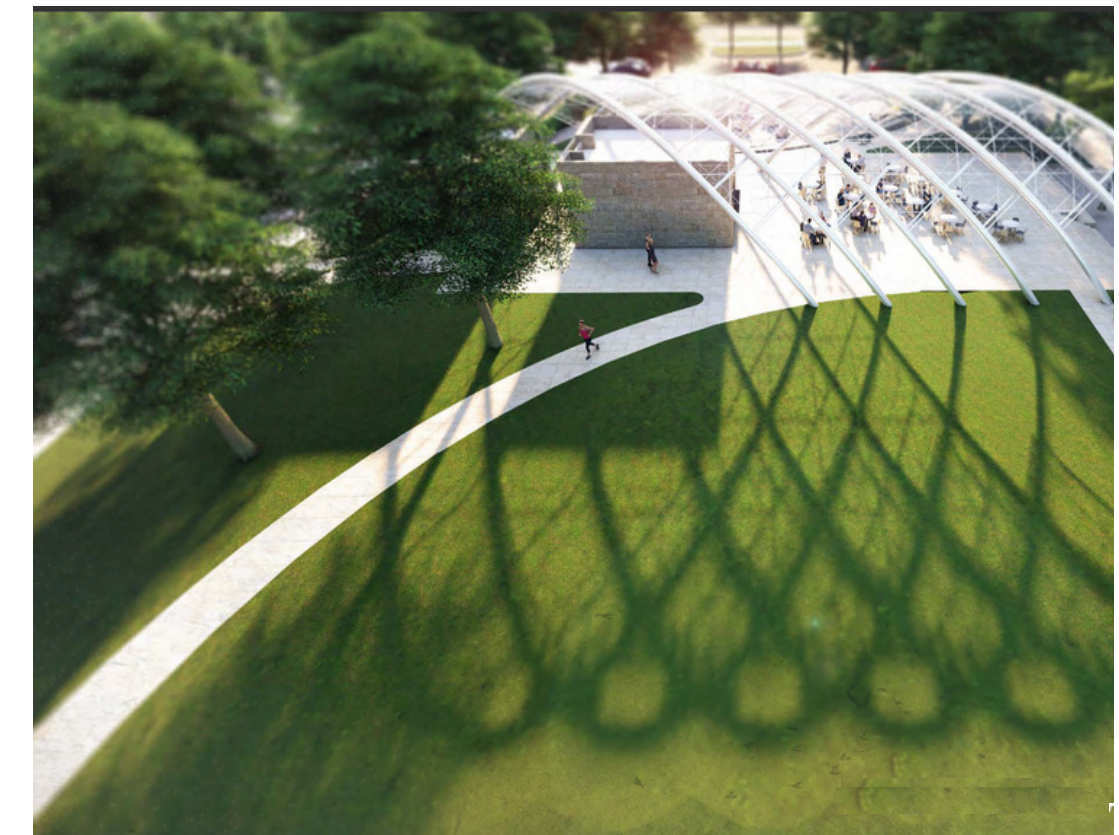
### Most Popular Features



**Sunset Boardwalk**



**Oak and Palm Tree Hammock**



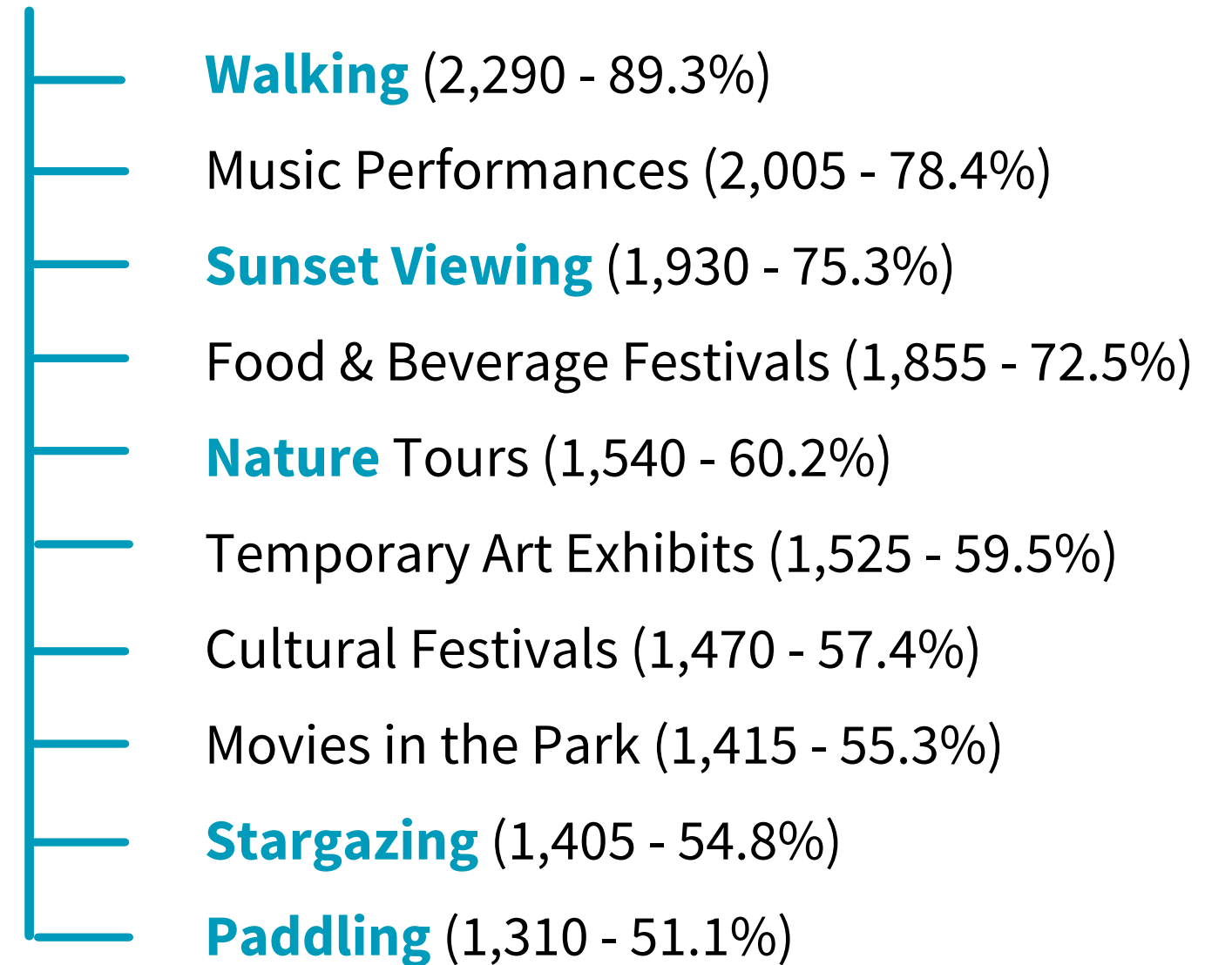
**Concession Pavilion & Lawns**



# 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 Bayfront **Community Center** and 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



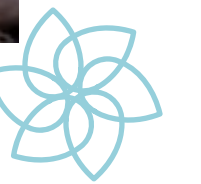
**Healthy & Fit**



**Arts & Culture**



**Nature & Discovery**





# Current Park Activation



## Walking, Running & Biking

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

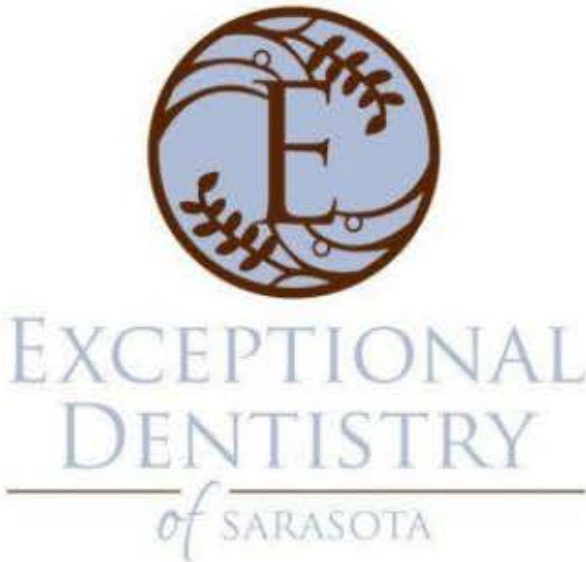
Free monthly music and performance program

Third Thursdays from November 18 – April 21



Founding Business Partners

Agency  
Landscape + Planning





# Founding Business Partners







*Realize the possibilities*

**Be a Friend of The Bay, Today!**

**[www.thebaysarasota.org/become-a-friend-of-the-bay](http://www.thebaysarasota.org/become-a-friend-of-the-bay)**



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# the Bay

**Questions & Comments**