

An aerial architectural rendering of a waterfront park. On the left, a tall, modern building with a stepped facade stands. To its right is a large body of water, likely a bay or harbor, with a bridge in the distance. The foreground and middle ground are filled with lush greenery, including palm trees and various other plants. 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 the edges of the park. 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

City Commission Meeting

November 15, 2021

Today's Presenters



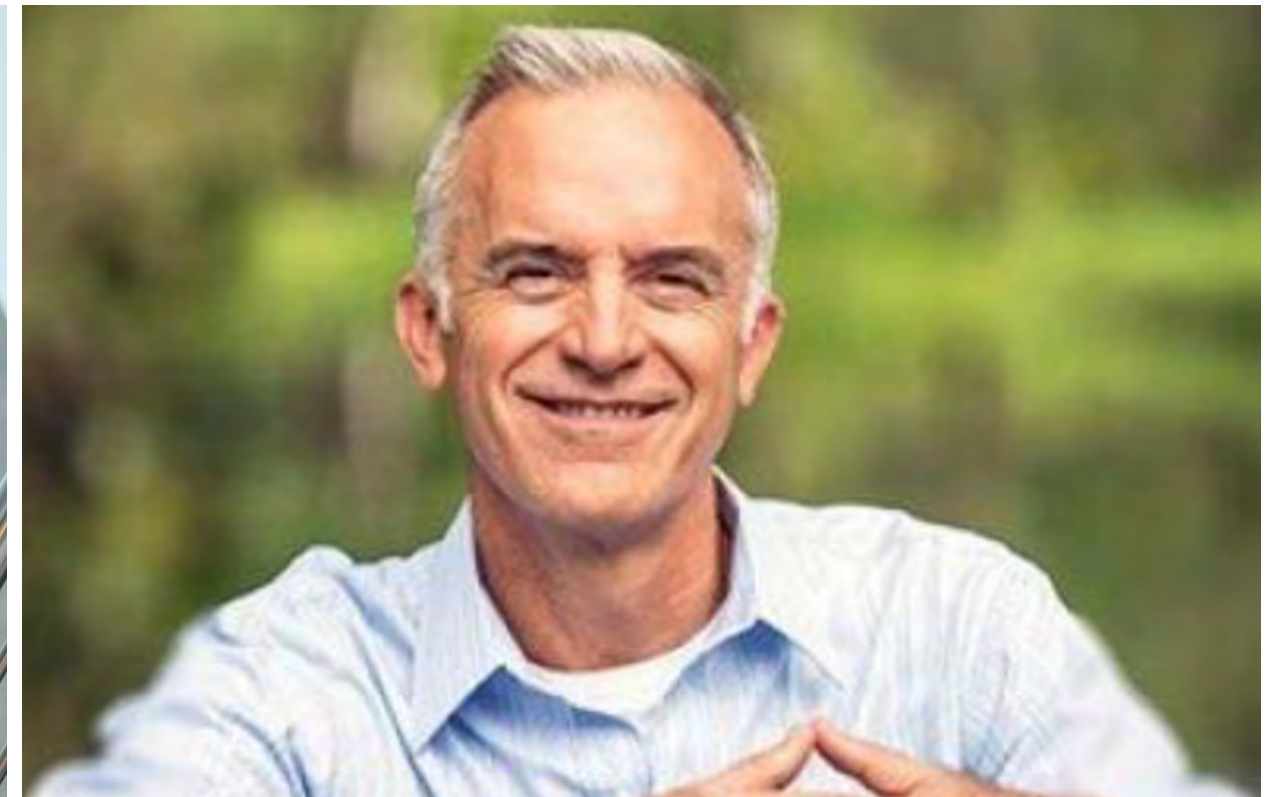
Cathy Layton
Board Chair



Jennifer Compton
Board Secretary



AG Lafley
Founding CEO

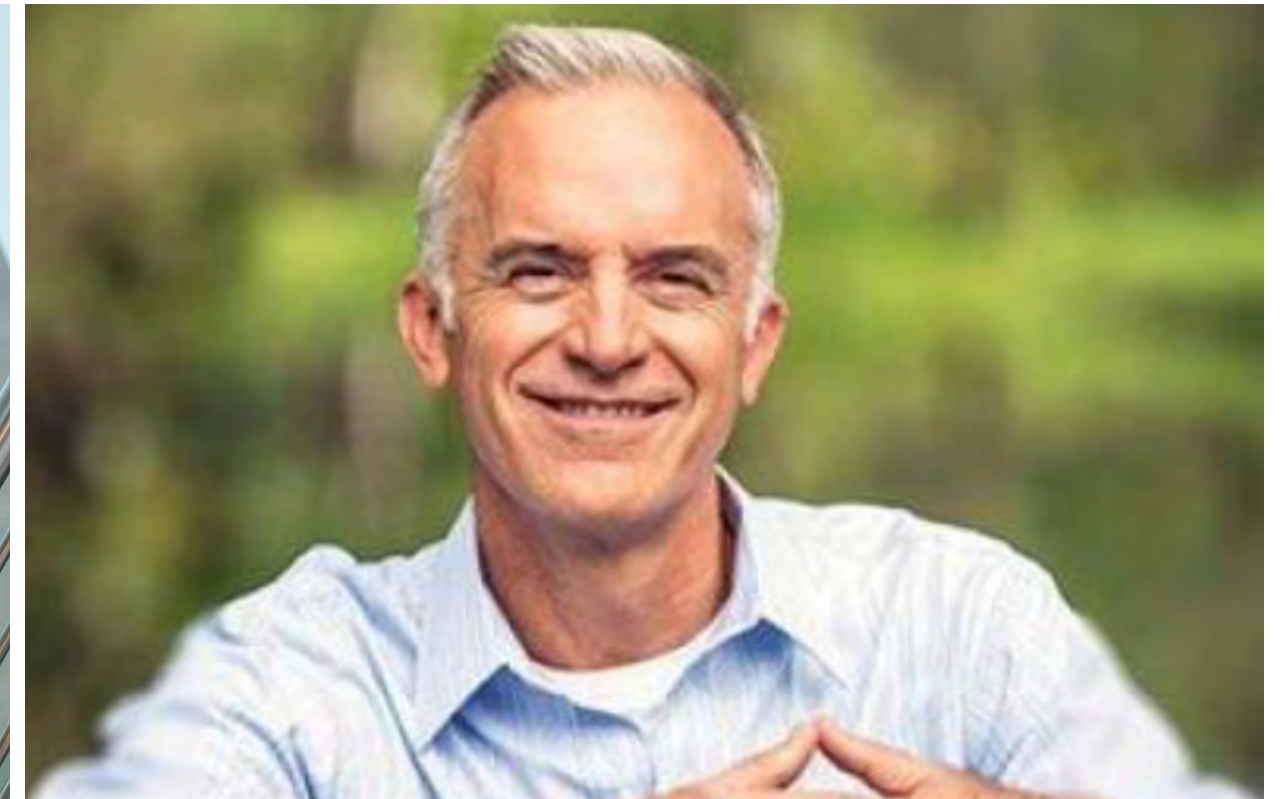


Bill Waddill
Chief Implementation Officer

Meet The Team



AG Lafley
Founding CEO



Bill Waddill
Chief Implementation Officer



Jeannie Perales
Chief Experience Officer



Lori Denny
Project Coordinator

Partners, Consultants & Contractors

3CDC
Ace Electric
Advanced Talent Solutions
Agency Landscape + Planning
Alert 360
Animal Rangers
Ape Studio
Archaeological Consultants, Inc.
Around The Bend Nature Tours
Arrow Environmental
Asolo Rep Scenic Studio
ATLARGE
Atlas Networks
Bennett Contracting
Bentley and Bruning
Berliner
Big Span Structures
Biotope of Florida LLC
Blue Line
Bright Future Electric
Brightview Landscape
Canon

Cavanaugh and Co.
Charles Aquatics
CI-South
C.J. Fishman & Associates
Classic Cleaning Crew
Cliff Roles, Photographer
Colin Reid Video
Comcast
Cool Energy
Cool Plumbing
Cool Today
Crowley, Keith
Cummins-Cederberg
Decks & Docks
Dewberry
DEX Imaging
Diversified Technology Consultants
ECO Consultants, Inc.
Edgewater Resources
Elite Commercial Pools and
Fountains
First Amendment Foundation
Flag Man
Fluidity
Floating Islands West
Fontana CPAs
FPL
Genshaft, Lindsay
GeoPoint Surveying, Inc.

Greater Sarasota Chamber of
Commerce
Griffin Trees
Gulf Coast Signs
H&Y Fence
Haskell Construction
Herald Tribune
HLB Lighting
HR&A
Hyatt
Icard Merrill
JAMRO
Jason's Deli
Jon F. Swift Construction
Kathy Blaha Consultants
Kauffman Glass
Kimley-Horn
Koala Tee
Konstruct Germany
Landscape Forms
Leeper, Steve
Manasota Flooring
Metro Steel
MLR Promotions
Moffat and Nichol
Monstrum
Mote Marine
Native Bird Boxes
PALACIOS Event LLC

Palm Printing
Park Street Playgrounds
People Who Think
Perfectgift.com
Pine River Group
Progressive Water Resources
Proliant
Royal-Tees
Sarasota Garden Club
Sasaki
Science and Environment
Council
Servin
Shafer Consulting
Shasta Development LLC
Shutts
Sights & Sounds
Signs Now
SouthState Bank
SouthTech
Southwest Parking
Squarespace
START
Stocking Savvy, LLC
Street & Garden
Stutler Strategies
Suncoast Environmental
Group
Sweet Sparkman
TEMPO

**Invested \$16MM
in economic
development**

The Cleaning Agent
The Lincoln National Life
Insurance Co.
The Sarasota Modern
Theory Threads
Tulsa Tube Bending
United Healthcare
United Sports Resurfacing
Universal Engineering Sciences
US Tent Rental
Van Wezel Foundation
Van Wezel Performing Arts
Hall
Visit Sarasota County
Vutti Photography
Walker Consultants
Wangro, Chris
Waste-Pro
Wausau
White Electrical Solutions
WHOIS
Wilhelm Brothers
Wright Accounting
WunderCovers of LumeWay
Yoga Direct

Guiding Principles



ASPIRATION/ TRANSFORMATION

Imagine the possibilities of The Bay



GREEN & BLUE OASIS

Celebrate natural beauty and environmental health



CONNECTED & ACCESSIBLE FOR ALL

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



ENLIVENED DESTINATION

A gathering place for family, friends and fun



CULTURAL VITALITY

A hub for free arts & culture



ECONOMIC SUSTAINABILITY

A financially feasible, sustainable long-term success



BAYFRONT 20:20

Bayfront 20:20 is formed. The goal was to create consensus among community and neighborhood leaders about what the future could be for the Bayfront.



SPBO IS FORMED AS A NON-PROFIT 501c3

The Sarasota Bayfront Planning Organization is formed as a non-profit 501c3.



CITY COMMISSION APPROVED THE MASTER PLAN

On September 6, 2018, the Sarasota City Commission approved the Master Plan developed by the SBPO and Sasaki.



CITY COMMISSION APPROVED PHASE 1 SITE PLAN

On March 8, 2021 the Sarasota City Commission approved the Phase 1 Site Plan.



2013

2014

2015

2016

2017

2018

2019

2020

2021

CITY COMMISSION ADOPTED THE GUIDING PRINCIPLES

Through the outreach of Bayfront 20:20, community groups begin to sign on board for a unified common vision statement.



MASTER PLAN TEAM SELECTED

After an exhaustive global search, Sasaki is chosen to proceed with a master plan of The Bay.



THE CITY AND BAY PARK CONSERVANCY PARTNERSHIP

The Sarasota City Commission unanimously voted to approve a new partnership.



TIF APPROVED

The City & County Commissions establish TIF for capital improvements in The Bay Park.





Our Site - 2018

TURNING A PARKING LOT INTO A PARK

Site Aerial



Approved Master Plan



Approved Phase 1 Site Plan



Phase 1 Site Plan Approval Process Cost 18 months and \$1MM



Phase 1 Implementation Plan –
Approved 9.16.19



Phase 1 Site Plan –
Approved 3.8.21



PHASE ONE BIRD'S EYE VIEW



Concession Area & Lawn



Mangrove Bayou Walkway



Mangrove Bayou



Fountain Garden



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+

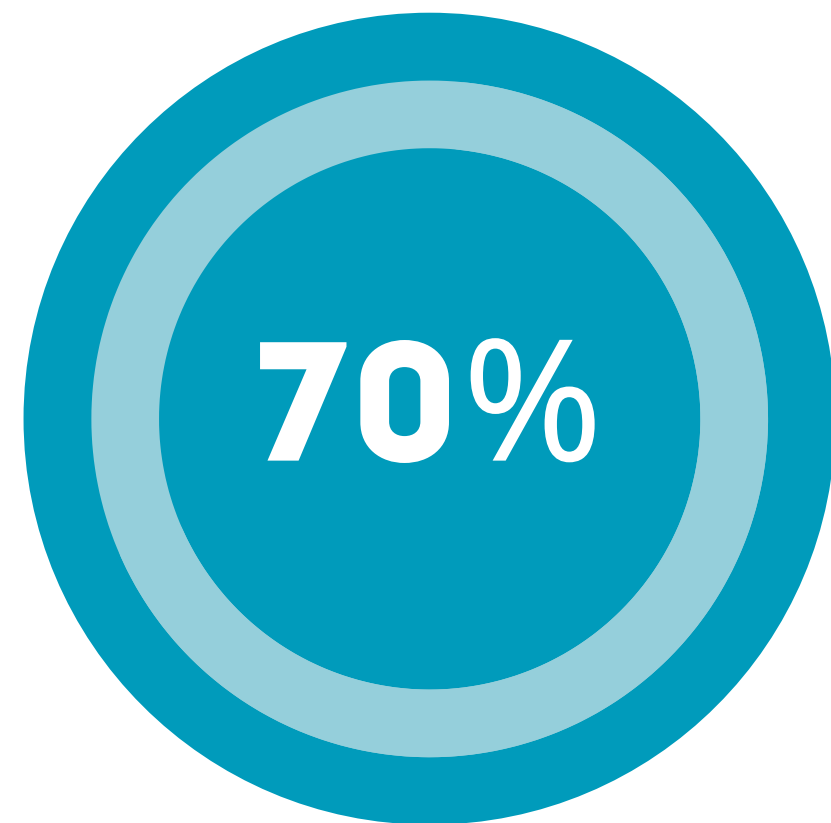
Informational Videos



6,000+

Survey Respondents

Percent of Community Who Will Use the Bay Park



2018

3,300+ Respondents



2019

1,100+ Respondents



2021

2,600+ Respondents

Park Visitor Survey Insights



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

2,600+ 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

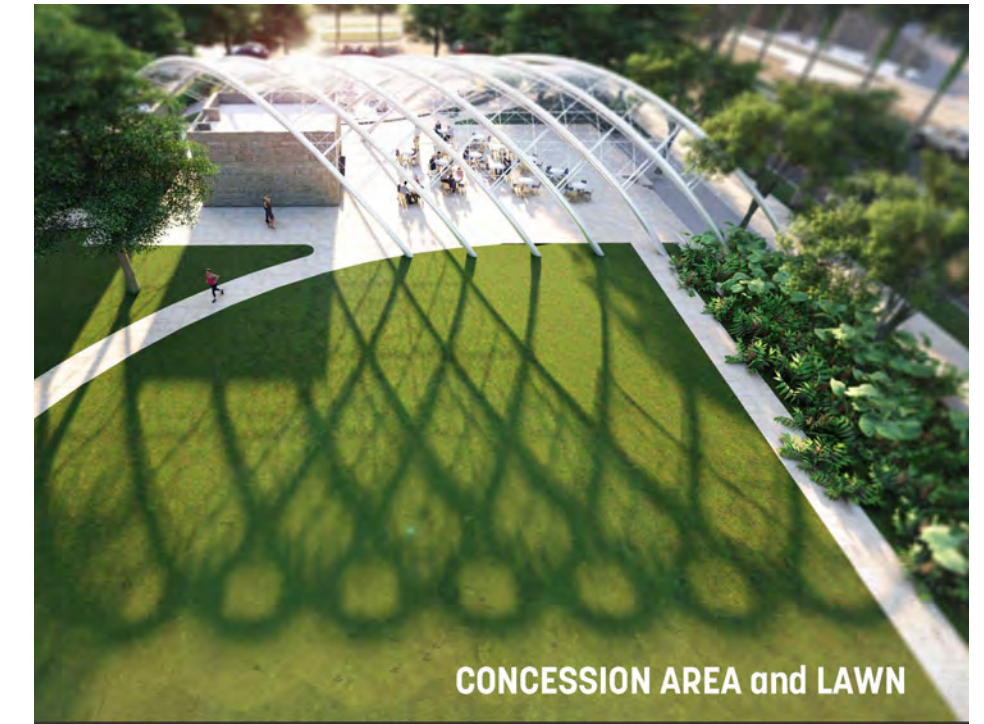
Top 5 Features



Sunset Boardwalk (77% - 2,029)



**Concession Pavilion & Restrooms
(975 - 37%)**



**Recreation & Relaxation Lawns
(949 - 36%)**



**Oak and Palm Tree Hammock
(1,002 - 38%)**



**Paddling Launch
(896 - 34%)**

Park Visitor Survey Insights

What Do They Want to Do?

Top Self-Directed Activities

Walking

Being in Nature

Viewing Sunsets

Paddling

Biking

Jogging/Running

Dog Walking

Park Visitor Survey Insights



What Do They Want to Do?

Top Activation & Programming Choices



Takeaway

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

Things To Do



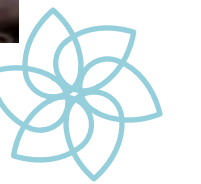
Healthy & Fit



Arts & Culture



Nature & Discovery







**Millenium Park
Chicago, IL**



**Waterfront Park
Charleston, SC**



**Railyard Park
Santa Fe, NM**



**Curtis Hixon Park
Tampa, FL**

Great Parks → Great Cities



**Forsyth Park
Savannah, GA**



**Central Park
New York, NY**

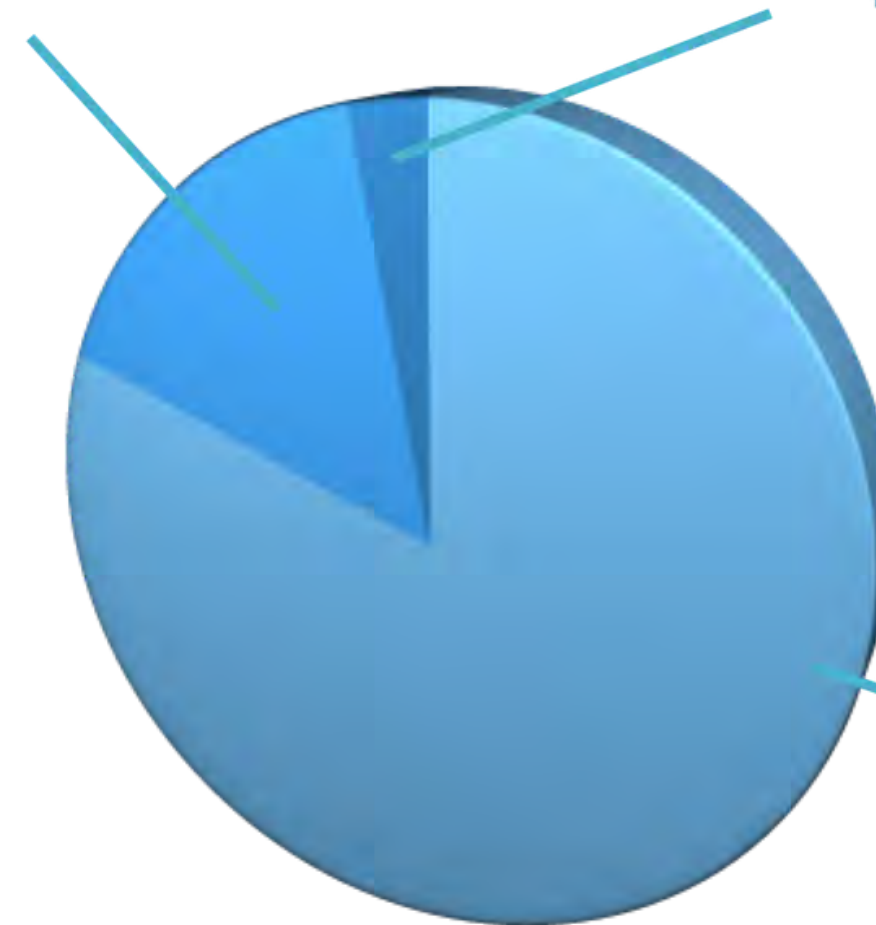
Capital Budget & Fundraising

TOTAL
\$50,000,000

- 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
\$31,000,000

FUNDING APPROVALS PENDING

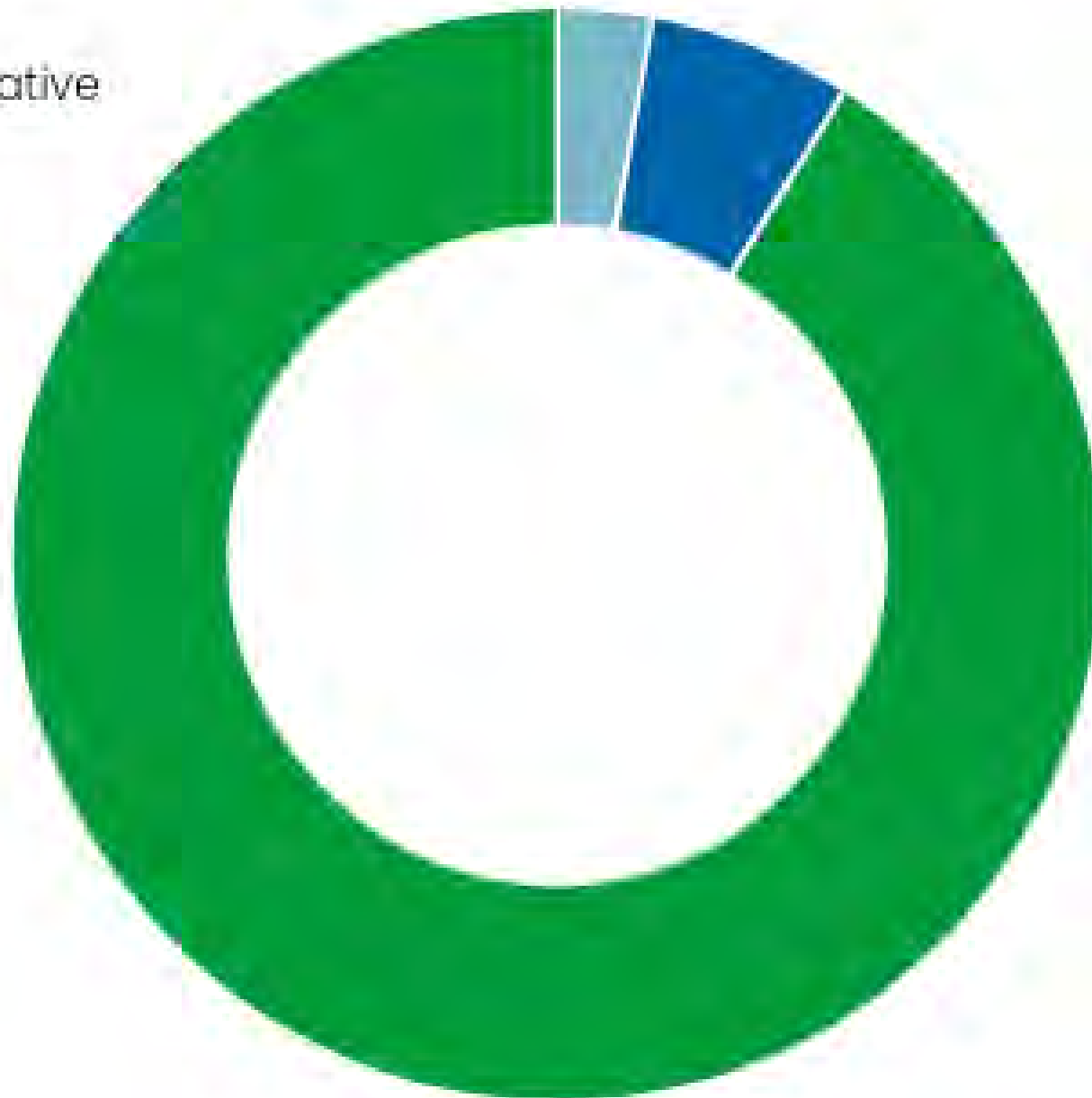
+ \$13.6MM Total

\$2MM Federal
\$11.6MM State (DEO, DEP)

Lean BPC Management & Operations

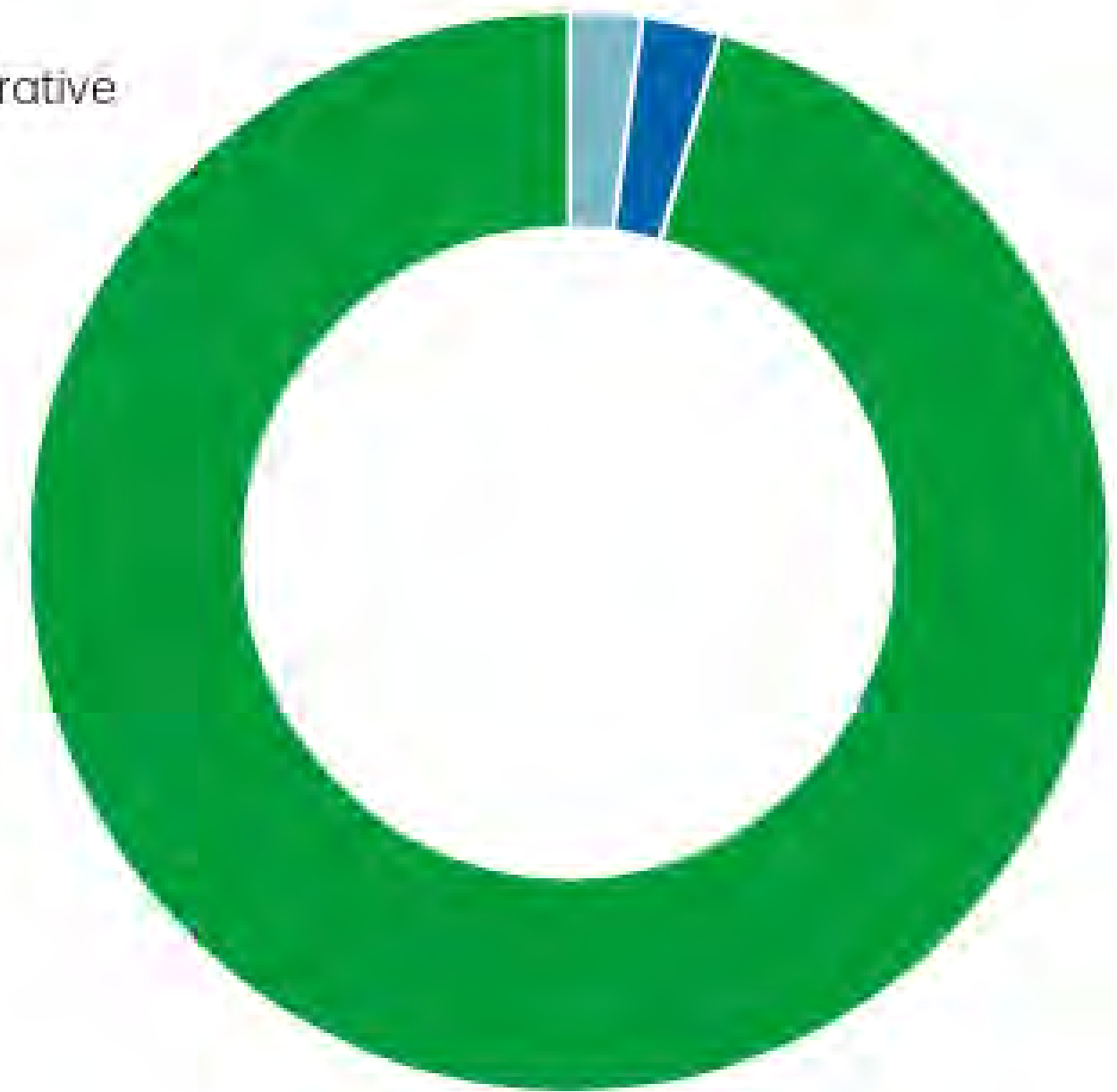
2019

General & Administrative
Fundraising
Program Services



2020

General & Administrative
Fundraising
Program Services



Annual Fundraising Programs



Friends of The Bay



Founding Business Partners

Agency
Landscape + Planning





Partnership Agreement

Amended Partnership Agreement

1. Simplified Agreements:

ONE Partnership Agreement that includes:

- Guiding Principles
- Approved Master Plan
- Implementation Agreement
- Naming Rights policy
- Conflict of Interest policy

3. Speed Up:

The amended agreement speeds up:

- Design and development
- Co-funding from private and public sources
- Activation and programming
- Enjoyment and use of the park by the community

2. Streamlined City Approvals:

Eliminated redundant implementation plans and agreements for each phase.

Now that policies are set, the entire master plan is approved, and experience has been gathered between the BPC and City, we can:

- Delegate ALL operational and executional decisions to the City Manager and/or appropriate staff

4. Save:

- Estimated **\$15-20 million in capital costs**
- Additional **\$5-10 million in BPC operating expenses**
- TBD: Savings by City management & staff
 - Accelerating the development and completion of The Bay by at least five years for the benefit of all

NOTE

This is the best practice followed by cities and Park Conservancies across America.

Implementation Agreement

Overview:

- 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 and delineates joint and separate City and BPC responsibilities.
- 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).

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.
- 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

An aerial architectural rendering of a coastal park and waterfront development. On the left, a tall, modern building with a stepped facade stands near a parking lot with several cars. The park features lush greenery, palm trees, and a winding pedestrian path. A large, curved, tiered seating area is visible, along with a modern pavilion with a white, geometric roof. In the foreground, a paved area with parked cars and a few people is shown. To the right, a body of water is filled with green trees and vegetation, with a few small boats visible. In the background, a large, curved structure, possibly a bridge or a large building, spans the water. The sky is a mix of blue and green, suggesting a sunset or sunrise. The text 'the Bay' is overlaid in the center, with 'the' in a light blue script and 'Bay' in a white script.

the Bay