

A scenic sunset over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow across the sky and reflecting on the water's surface. A bird is captured in flight in the lower-left foreground. In the distance, a city skyline is visible against the horizon. The text 'the Bay' is overlaid in a large, stylized font, with 'the' in light blue and 'Bay' in white.

the Bay

Guiding Principles



Transformation

Transforming a parking lot into a signature public park along Sarasota Bay.



Blue & Green Oasis

Preserving & restoring 53 acres of precious bayfront into a blue & green oasis.



One Park for All

Open & accessible, free & welcoming to the full and rich diversity of our community, now and for generations to come



A Gathering Place

A beloved and sustainable gathering place for family, friends & fun.



Sustainable in Every Way

A financially feasible, operationally doable, environmentally sustainable to ensure long-term success.



Community of Partnerships

A community of partners enables The Bay to be a signature public park for all.



Bayfront
20:20
formed

Sarasota Bayfront
Planning Organization
formed



Master Plan
Approved



TIF Approved



Phase 1 Approved



The Bay
Grand Opening



2013

2015

2016

2017

2018

2019

2020

2021

2022

2023

Guiding
Principles
Adopted



Sasaki Selected
to Design
Master Plan



Public-Private
Partnership
Agreement Approved



Amended Partnership
Agreement Approved



Phase 2
Approved

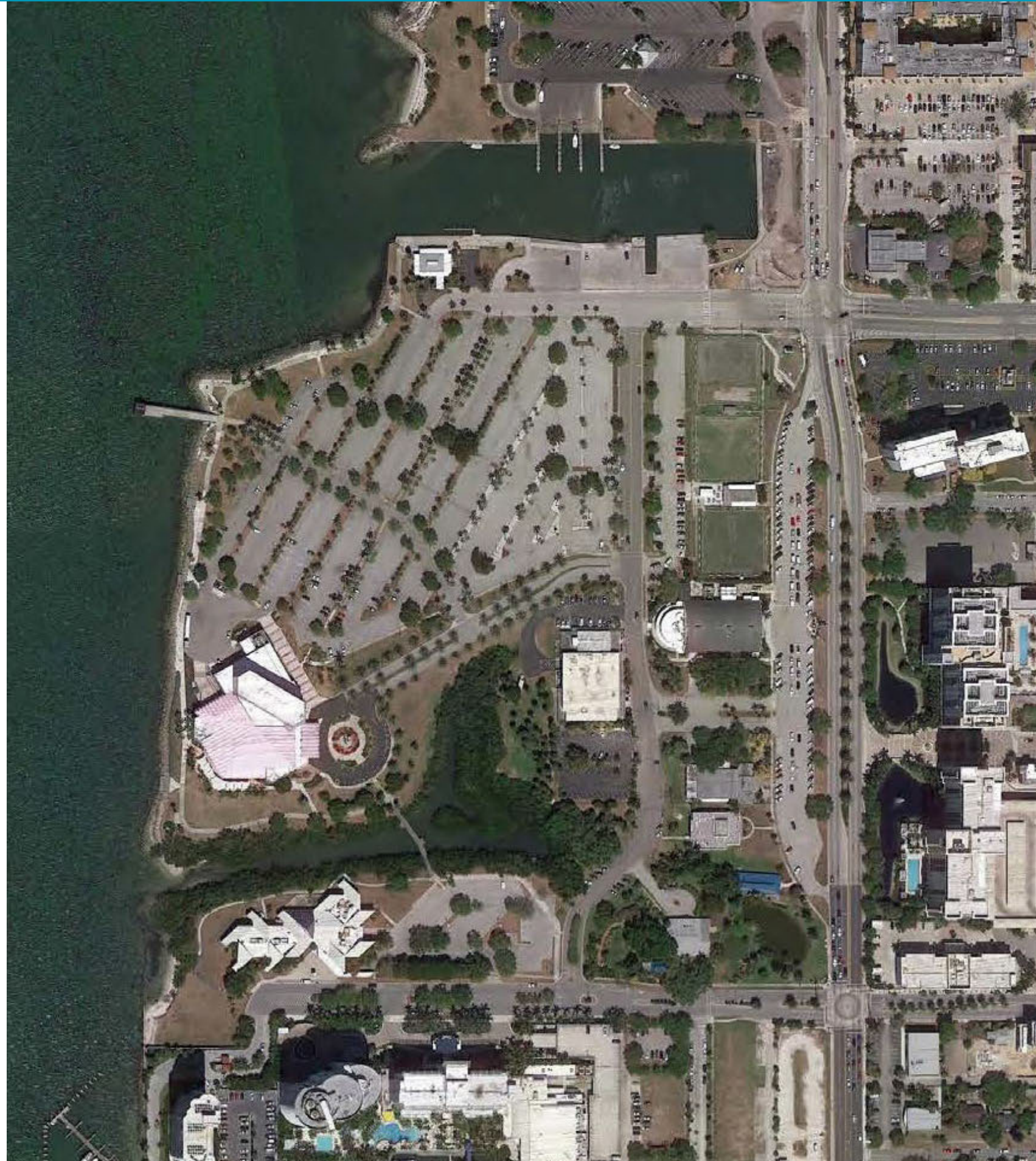


Phase 2 City Bond
and Updated Master
Plan Approved



Our Site - 1930s

Transforming a Parking Lot into a Park



Approved Master Plan



UPDATED MASTER PLAN (Approved 20 Nov 2023)

1. Possible FPL Site Overflow
2. Parking Boat Ramp Expansion
3. Refinement of Overwater Structures
4. Preservation of Holley Hall
5. Preservation of Lawns
6. Refinement of Pedestrian/ Fishing Pier
7. Bayfront Restaurants (up to 3)
8. Food Village



Phase 1



The Bay Park Timeline

2018 - 2022

Master Plan Thru Phase 1

Master Plan Sep 2018

BPC Jan 2019

Fountain Garden Jan 2020

Mangrove Bayou 2020-2021

Phase 1 2021-2022

Phase 1 Extended 2022



The Bay Phase 1

Start Date
January 2020

Finish Date
October 2022

Capital \$29.6 M

Design/Plan \$7.3M

Manage/Support \$3.6 M

\$40.5 M





PHASE ONE BIRD'S EYE VIEW





Beach
Casual play and
sunset viewing

Play Space
An artful flock

**Common
Ground**
Large-scale gathering
and performance

The Nest
A place for rest and
refreshment

**Multi-Use
Recreational Trail**
Connecting Downtown
to the Bay

The Oval
Small-scale gathering
and performance

Mangrove Walk
A nature-engaged
journey and trail

The Nest





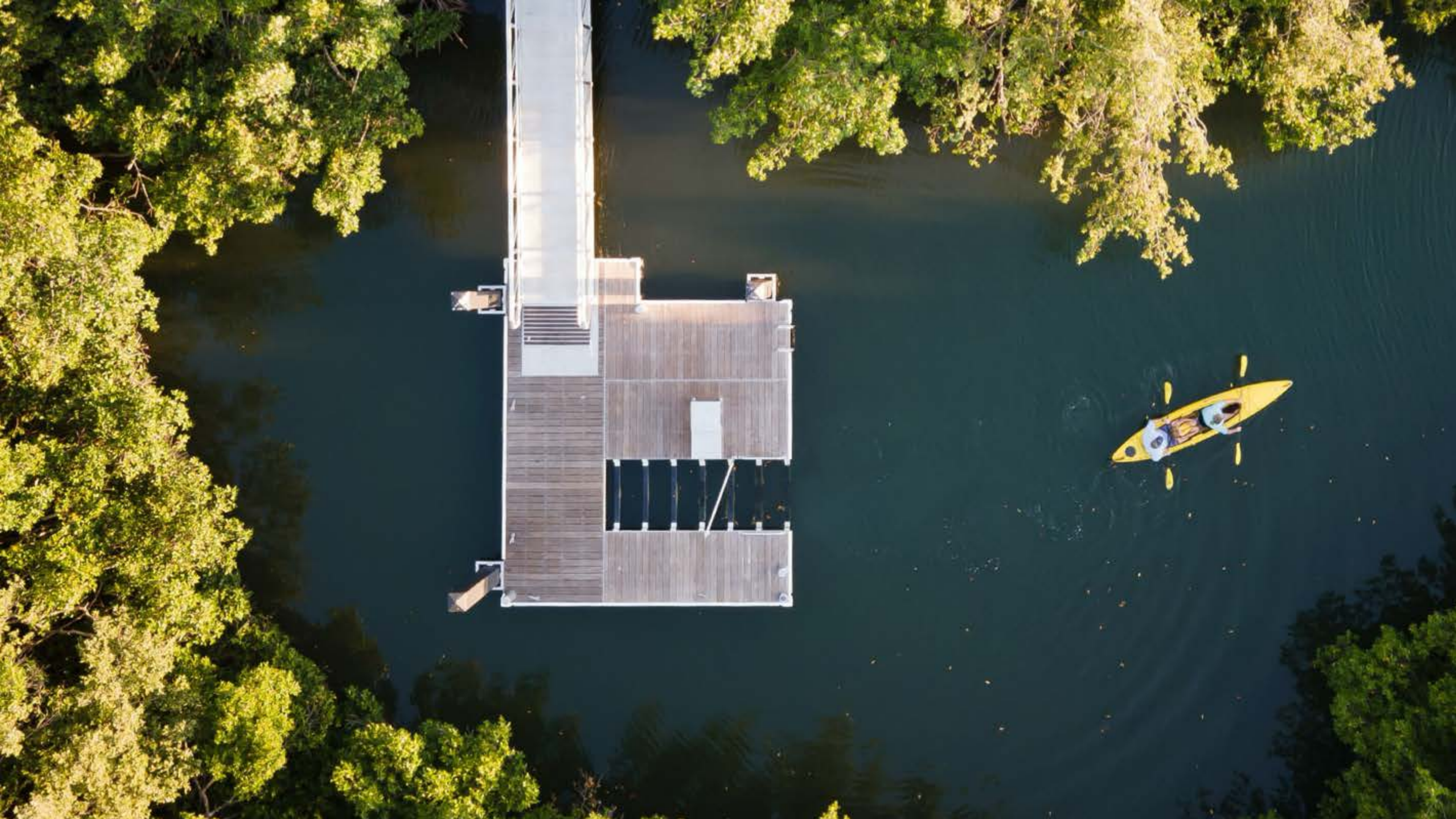
Ibis Playground













Fountain Garden



Mangrove Bayou





Mangrove Bayou Walkway

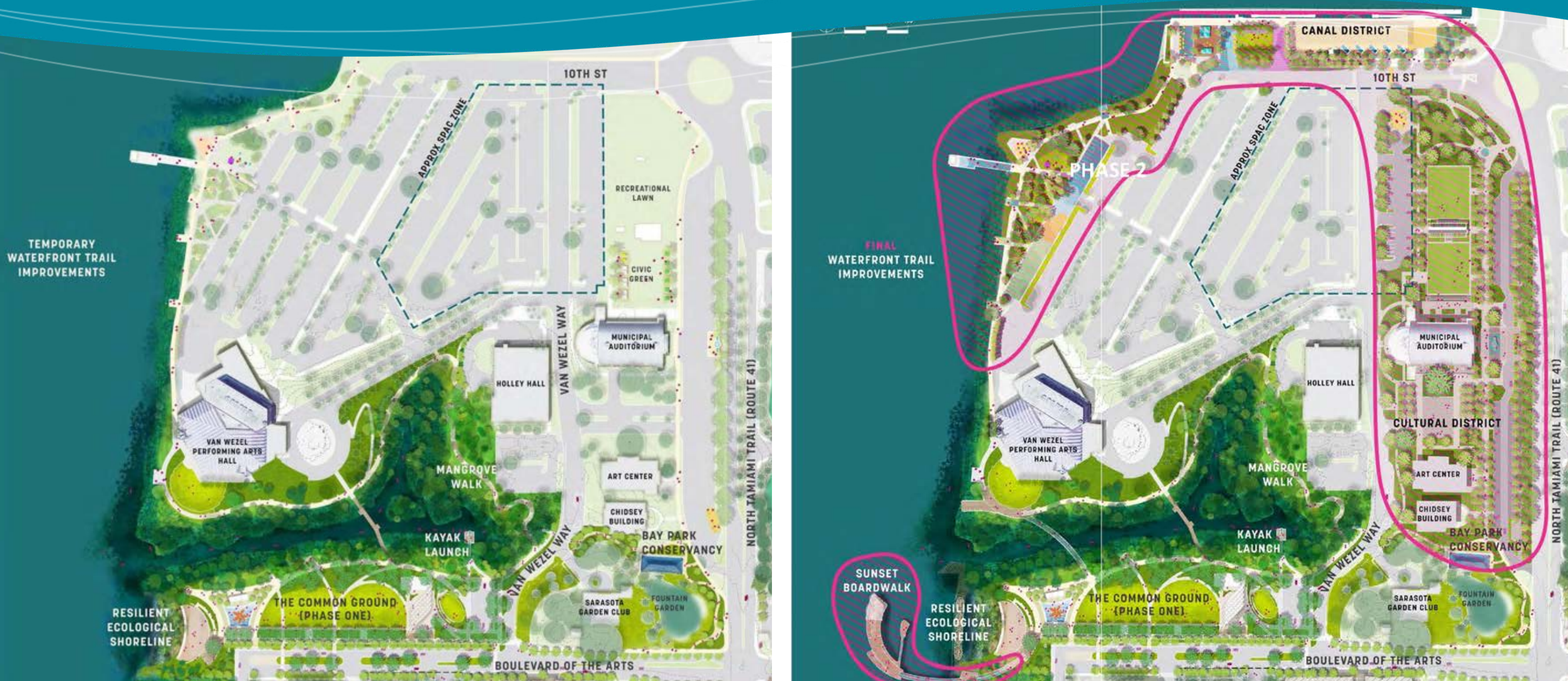






Phase 2 = More Park for All

Complete the ring of new and improved public park.



The Bay Park Phase 2 Funding

Dockside Canal District	\$15M
City Side Cultural District	\$20M
Sunset Pier	\$15M
Resilient Shoreline	\$15M

Total Cost \$65M

Government Grants	\$17M
TIF Backed City Bond	48M

Total Funding \$65M



Phase 2 Feature:

Cultural District

theBay
ONE PARK FOR ALL



Phase 2 Feature:

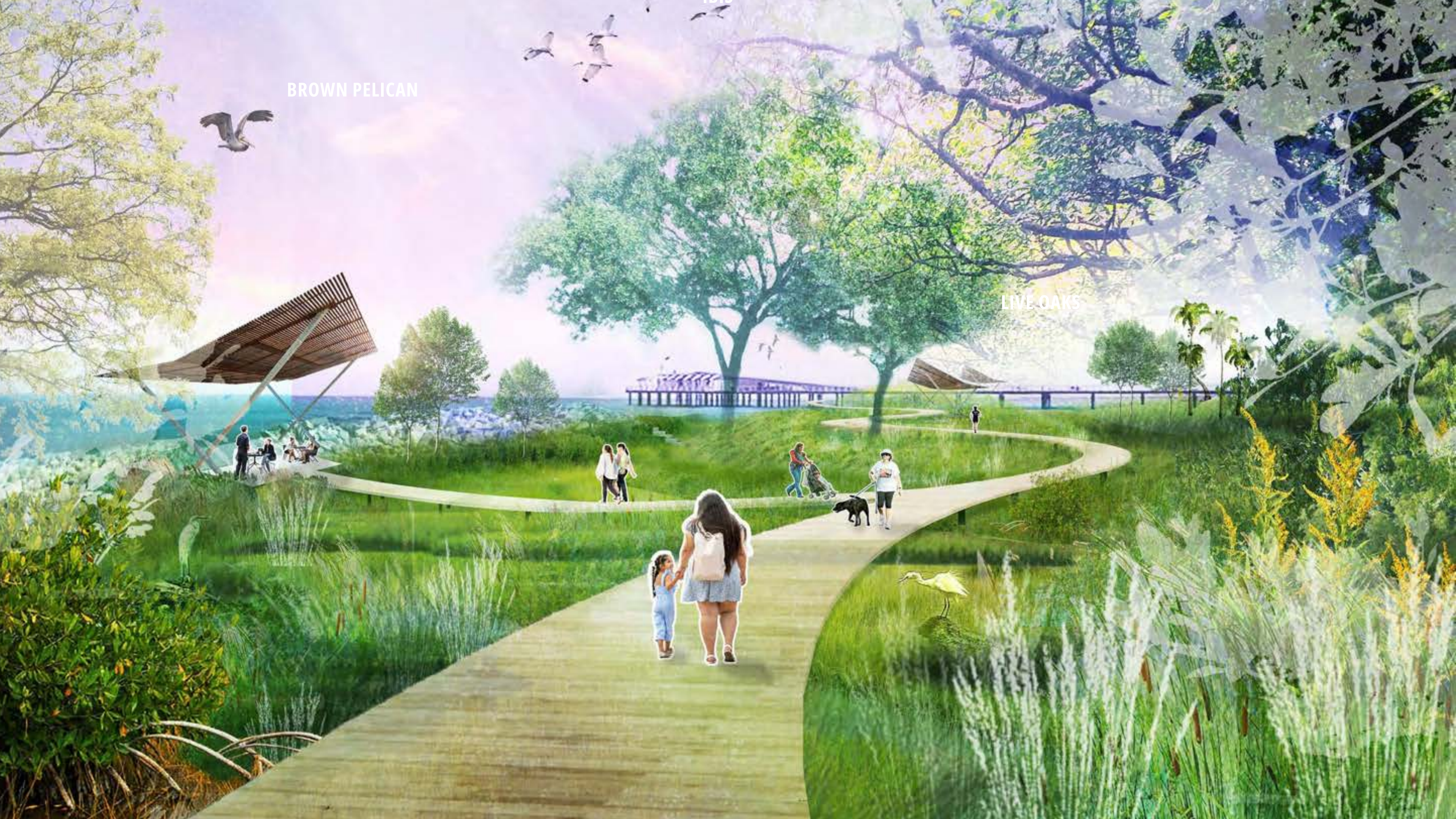
City Side Cultural District

theBay
ONE PARK FOR ALL



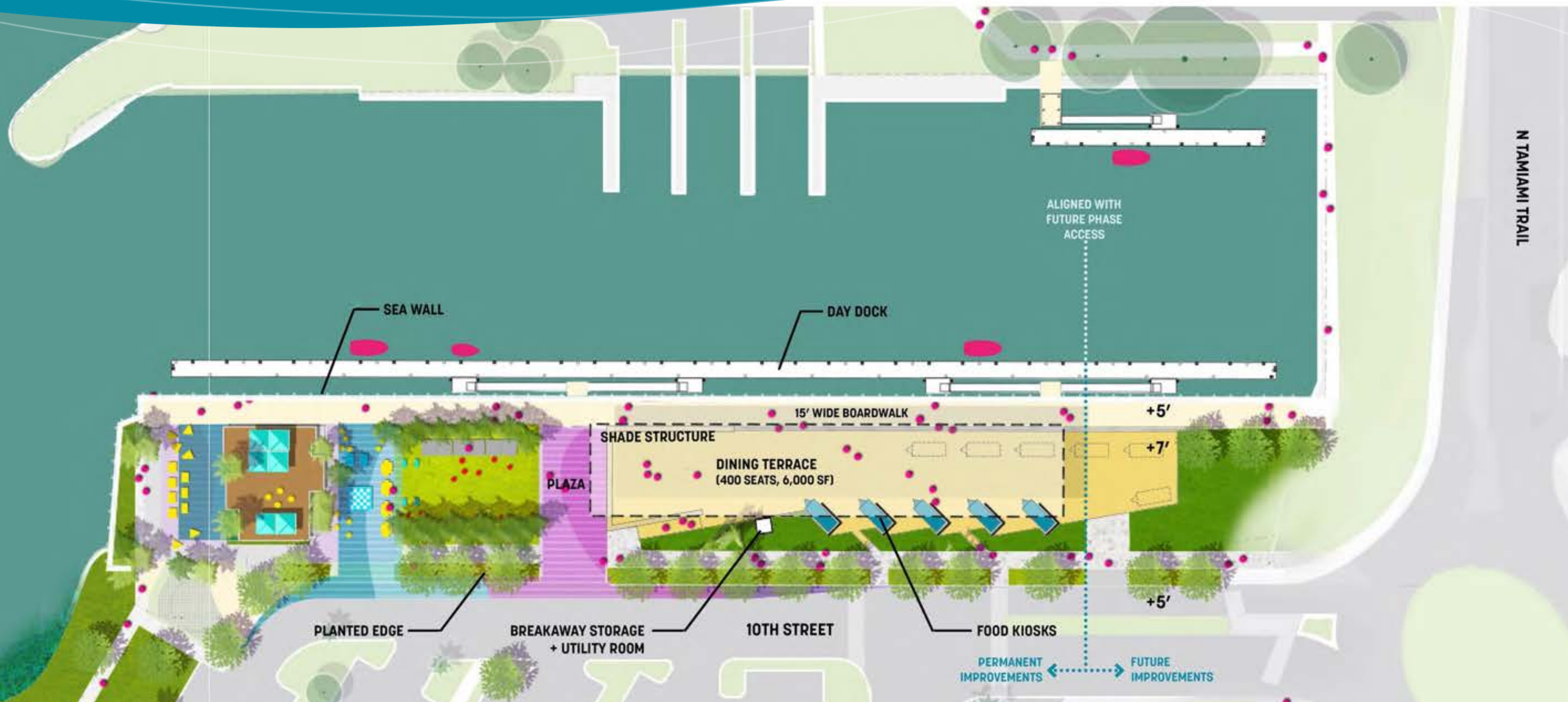
BROWN PELICAN

LIVE OAKS



Phase 2 Feature: *Dockside Canal Zone*

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Phase 2 Feature:
Dockside Canal Zone

theBay
ONE PARK FOR ALL



Food Village Shade Structure



A Dynamic Place

Phase 2 Feature:

*Sunset
Pier*

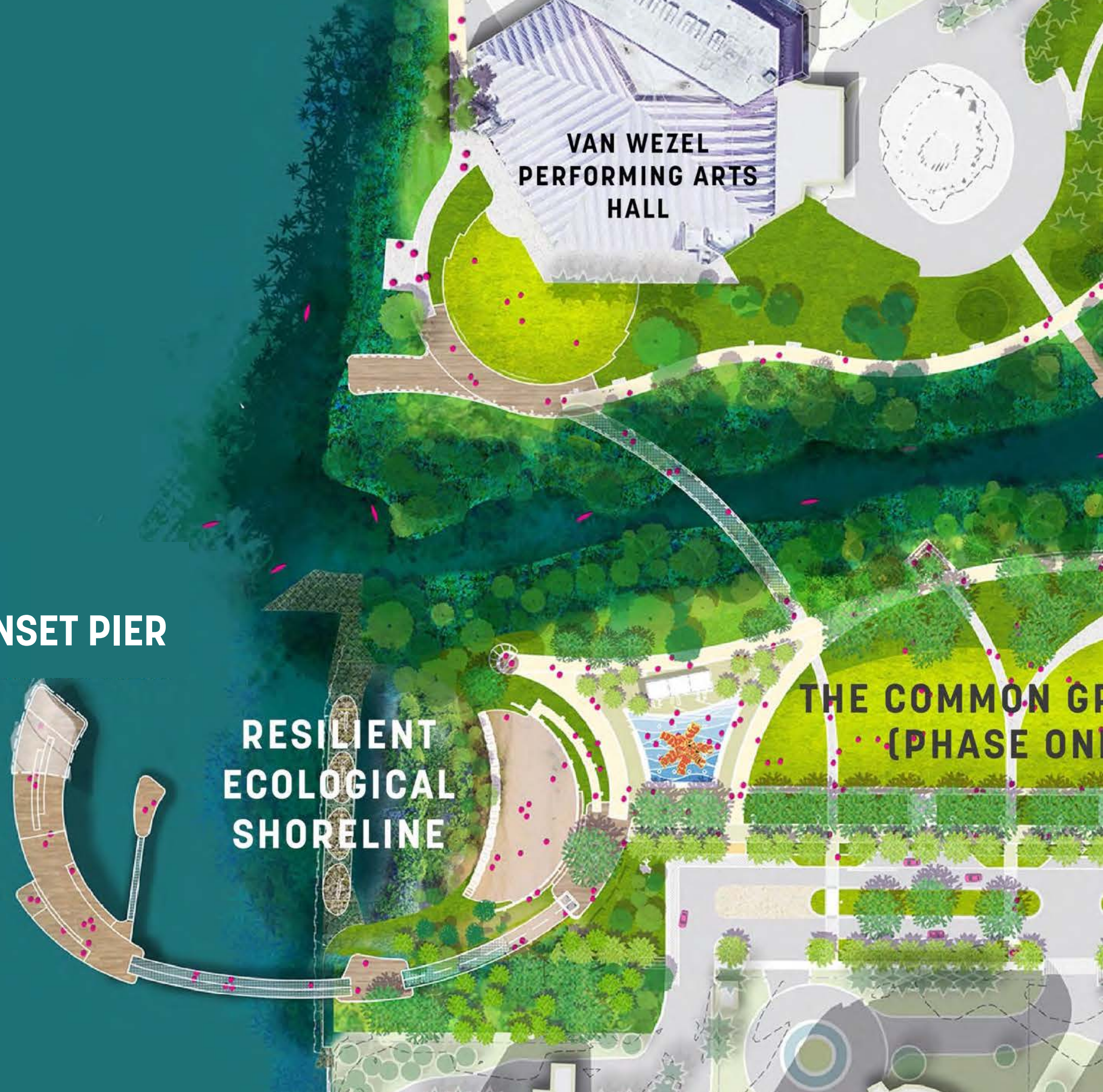
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SUNSET PIER

RESILIENT
ECOLOGICAL
SHORELINE

VAN WEZEL
PERFORMING ARTS
HALL

THE COMMON GR
(PHASE ONE)



Percent of Community Who Will Use the Bay Park



A donut chart representing 70% of the total. The chart consists of three concentric rings. The innermost ring is dark blue and represents the 70% value. The middle ring is a lighter shade of blue, and the outermost ring is the same dark blue as the innermost ring. The percentage '70%' is written in white in the center of the dark blue ring.

70%

2018

3,300+ Respondents



A donut chart representing 83% of the total. The chart consists of three concentric rings. The innermost ring is dark blue and represents the 83% value. The middle ring is a lighter shade of blue, and the outermost ring is the same dark blue as the innermost ring. The percentage '83%' is written in white in the center of the dark blue ring.

83%

2019

1,100+ Respondents



A donut chart representing 95% of the total. The chart consists of three concentric rings. The innermost ring is dark blue and represents the 95% value. The middle ring is a lighter shade of blue, and the outermost ring is the same dark blue as the innermost ring. The percentage '95%' is written in white in the center of the dark blue ring.

95%

2021

2,600+ Respondents

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





Every Day at The Bay

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Nature Walking Tours
Ride & Paddle: Kayak Tours
Astronomy
Environmental Features



Ibis Playground
Family Movie Nights
Astronomy
Special Events



CoreSRQ Fitness Classes
Namaste at The Bay Yoga
Intro to Pickleball
Walk, Jog or Bike



Sundays at The Bay
Concerts



Dancing (Salsa & More!)
Outdoor Movies
Special Events & Festivals
Watch It at The Bay!



Watch
Spectacular Sunsets

2,569,233+

Total Connections Through December 2023



350+

Community/Public Meetings

337,000+

Park Guests since Grand Opening

14,650+

Newsletter Subscribers (50+% Open Rate!)

1,750+

Founding Friends of The Bay

15,400+

Meeting Attendees

49,000+

Event Attendees (2023 Total)

21,900+

Followers on Social Media

109

Founding Business Partners

4

Community Surveys

2,121,500+

Reached on Social Media

7,600+

Survey Respondents

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2023 Results by the Numbers

- 337,000 people have visited The Bay since it opened in October 2022 – with 97% saying they will return.
- 49,000 people participated in one or more of the 664 FREE events, programs and activities offered in 2023. (An average of 74 people attend each event – a 223% increase vs 2022!) 92% of attendees rate their experience as Excellent/Very Good.
- More than 14,000 people came together for one or more of the 30+ events that were part of the five-day The Bay Turns One! First Anniversary Community Celebration (October 2023).
- 2.5+ million Total Connections have been made since inception (incl. community mtgs, newsletters, social, park guests, Friends, etc)
- More than 70 million gallons of polluted stormwater run-off from nearby N. Tamiami, from east of the Trail, and from the rest of the site itself were treated in the park before flowing into Sarasota Bay.
- More than 10 acres of golf-course quality lawns, bountiful botanical gardens and wonderful walkways were meticulously maintained every day to ensure the park continues to look like new.
- Not to mention, the countless spectacular sunsets along Sarasota Bay enjoyed by so many (almost) every evening.

...and, that's only the beginning!

**Millenium Park
Chicago, IL**



**Waterfront Park
Charleston, SC**



**Railyard Park
Santa Fe, NM**



**Curtis Hixon Park
Tampa, FL**



**The Bay Park
Sarasota, FL**



Great Parks → Great Cities

**Forsyth Park
Savannah, GA**



**Central Park
New York, NY**



The Patterson Foundation Partnership



Fundraising Programs



Another **Joyful** Day at The Bay
Begins with Your Gift Today!

Make a Donation By Texting "BAYSRQ" to 53-555
or scan the QR code!




Friends of The Bay



Business Partners of The Bay

What You Can Do Now

- Take a walk in the park
 - Participate in one of the 60+ activities going on at The Bay every month
 - Bring your family, friends and neighbors to watch a sunset at The Bay
 - Become a Friend of The Bay
 - Become a Business Partner of The Bay
 - Learn more about the needs and opportunities at The Bay
- 
- A decorative graphic of two stylized palm trees in a light blue color, positioned in the bottom right corner of the slide.

A wide-angle photograph of a sunset over a large body of water. The sky is filled with soft, wispy clouds in shades of orange, yellow, and blue. The sun is low on the horizon, creating a bright glow. The water reflects the colors of the sky. In the distance, a city skyline is visible on the left. The text 'the Bay' is overlaid in the center, with 'the' in a light blue script font and 'Bay' in a white script font.

the Bay