



Please find attached the proposal of the Triangle Sports Commission for a Wake County Rowing Facility of Lake Wheeler.

Please feel free to contact me directly with any questions or comments or may have.

Sincerely,

Hill Carrow, CEO



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Executive Summary

This proposal is for capital improvements at Lake Wheeler that will enable the facility to host competitive flatwater events in the sport of Rowing, Canoe/Kayak, and Dragon Boats that will yield a positive economic impact for Wake County significantly larger than the initial investment.

Scope of the Project

The Triangle Sports Commission proposes to arrange for, and cover the majority of the cost of, North Carolina's only Official Rowing Course at Lake Wheeler, Raleigh, NC. Currently Lake Wheeler is a popular location for Rowing training (the Triangle Rowing Club has doubled in size in the last year), but does not hold any significant competitive events due to the lack of an Official Rowing Course.

The course will be 1000 meters in length and will feature 6 lanes. The course will be positioned in Lake Wheeler for best viewing of races from the north shore of the lake, where the current docks, launch area, boat storage and related facilities are located. This is the optimal positioning for athlete and fan access as the park roads and parking are on the north side as well.

An Official Rowing Course consists of long horizontal cables parallel and just above the lake bottom, anchored into the lake bottom at each end. There is one cable for each lane. Floats are used to mark the course at the water's surface. Floats are strung at the end of vertical cables extending from the horizontal cables, and are placed 10 to 15 meters apart for the length of the course.

The entire course forms a large rectangle accentuated with the colorful and attractive floats. The course can remain fully installed without adversely affecting the current powerboat traffic on the lake. One of the top courses in the US is located at the Olympic Training Center in Chula Vista, California, which is on Otay Lake, a comparably-sized lake to Lake Wheeler. Otay Lake also allows powerboats and leaves the course fully installed year round amidst the boat traffic.

To complement the course with additional amenities to ensure quality events and competition, a modest-sized, approximately 10'x10 raised wooden Finish Line platform is recommended to be added to facilitate timely results, optimal judging, and finish line photos for regattas and other competitive events. In addition, more low-rise docks would be in order to allow for a larger number of rowing shells to have ingress to and egress from the lake.

The Triangle Sports Commission has recently priced such installations and has been in communication on a number of occasions with the most accomplished Official Rowing Course installers in the country, as recommended by USA Rowing, the national governing body for the sport of Rowing.

The Wake County Rowing Facility will be able to support events in the sports of Rowing, Canoe/Kayak, and Dragon Boat, among others. Rowing and Canoe/Kayak are Olympic Sports that will be competed in the upcoming Olympic Games in Rio de Janeiro, Brazil, in August. Dragon Boat is a highly popular sport that is one of the fastest-growing in the US.

Project Budget and Funding Sources

The following would be the projected budget for the project:

Course Purchase and Installation	\$25,000
Finish Line Platform	\$7,500
Dock System	<u>\$30,000</u>
TOTAL	\$62,500

While the overall expense would be less than the minimum targeted threshold referenced in the RFP, this project provides an outstanding return (ROI) for a relatively minimal investment. If the County were to select the Wake County Rowing Facility to receive a grant, the County's share would be a little less than \$22,000.

The Triangle Sports Commission would be responsible for the 2/3 funding for the Rowing Facility, and would arrange for all course, platform, and dock installations.

Timeline

All Wake County Rowing Facility components can be installed in one week's time.

Timeframe: The TSC would be able to move forward on arrangements for installation of the course and related components prior to the end of 2016 if a grant is confirmed in August.

Proposed Schedule of Events (assuming 2017 as Year One after course installation)

2017

- Regional Rowing Regatta 1
- Regional Rowing Regatta 2

2018

- Regional Rowing Regatta 1
- Regional Rowing Regatta 2
- Zone Rowing Regatta
- Canoe/Kayak Regional Competition

2019

- Regional Rowing Regatta 1
- Regional Rowing Regatta 2
- Zone Rowing Regatta
- Canoe/Kayak Regional Competition 1
- Canoe/Kayak Regional Competition 2
- Dragon Boat Regional Event

2020

- Regional Rowing Regatta 1
- Regional Rowing Regatta 2
- Zone Rowing Regatta 1
- Zone Rowing Regatta 2
- Canoe/Kayak Regional Competition 1
- Canoe/Kayak Regional Competition 2
- Dragon Boat Regional Event 1
- Dragon Boat Regional Event 2
- 2020 USA Canoe/Kayak Olympic Trials

2021

- Regional Rowing Regatta 1

- Regional Rowing Regatta 2
- Zone Rowing Regatta 1
- Zone Rowing Regatta 2
- Canoe/Kayak Regional Competition 1
- Canoe/Kayak Regional Competition 2
- Dragon Boat Regional Event 1
- Dragon Boat Regional Event 2
- 2020 USA Canoe/Kayak Olympic Trials
- Zone Canoe/Kayak Competition
- Zone Dragon Boat Competition

2022

- Regional Rowing Regatta 1
- Regional Rowing Regatta 2
- Zone Rowing Regatta 1
- Zone Rowing Regatta 2
- Canoe/Kayak Regional Competition 1
- Canoe/Kayak Regional Competition 2
- Dragon Boat Regional Event 1
- Dragon Boat Regional Event 2
- 2020 USA Canoe/Kayak Olympic Trials
- Zone Canoe/Kayak Competition
- Zone Dragon Boat Competition
- Masters Rowing National Championships
- Canoe/Kayak National Championships

2023

- Regional Rowing Regatta 1
- Regional Rowing Regatta 2
- Zone Rowing Regatta 1
- Zone Rowing Regatta 2
- Canoe/Kayak Regional Competition 1
- Canoe/Kayak Regional Competition 2
- Dragon Boat Regional Event 1
- Dragon Boat Regional Event 2
- 2020 USA Canoe/Kayak Olympic Trials
- Zone Canoe/Kayak Competition
- Zone Dragon Boat Competition
- Masters Rowing National Championships
- Canoe/Kayak National Championships
- Dragon Boat National Championship

Operating Plan

The beauty of the Official Rowing Course installation is that it does not require an operational plan per se because the course itself does not require ongoing operational funding.

The only “maintenance” required is occasional repositioning of the boats or floats where waves or wind sometimes move them out of place. This can easily be handled by the local rowing clubs during their training.

The TSC intends to donate all items to the City of Raleigh, just as the TSC donated all permanent rugby goals and related equipment at WakeMed soccer Park to the Town of Cary.

Visitor Estimate and Return on Investment

Based on the history of other such events in North Carolina and around the southern US, the following are reasonable projections of attendance/participation for each event: Regional Event – average 250 athletes; Zone Event – average 400 athletes; Olympic Trials -- 200 athletes; Masters Rowing Nationals -- 1500 athletes; Canoe/Kayak Nationals -- 500 athletes; Dragon Boat Nationals -- 500 athletes. Regional Events would last one or two days, Zone Events three days, National Championships -- 4 days, and Olympic Trials five days. For each event 80% of the attendees would reasonably be projected to be visitors to Wake County.

The Triangle Sports Commission, which has a long track record of hosting and staging successful major events (including just over two weeks ago -- the ACC Baseball Championship Youth Tournament in Raleigh and USA Rugby 7s National College Championships in Cary, will work with the Triangle Rowing Club, NC State Rowing Club, Raleigh Rowing Center, and City of Raleigh to stage a number of annual regattas and other significant competitive events at the Wake County Rowing Facility. These events will be specifically selected to benefit the local rowing programs, bring significant visitor traffic to Wake County, and drive major positive economic benefits.

Estimated Food and Beverage Spending Taxes Collected

Prepared Food Taxes Collected

Year 1: \$250; Total Meal Spending: \$25,000 (500 visitors-100 overnight)

Year 2: \$625; Total Meal Spending: \$62,500 (1,150 visitors-230 overnight)

Year 3: \$875; Total Meal Spending: \$87,500 (1,650 visitors-330 overnight)

Year 4: \$1250; Total Meal Spending: \$125,000 (2,500 visitors-500 overnight)

Year 5: \$1650; Total Meal Spending: \$165,000 (2460 visitors-660 overnight)

Estimated Occupancy Tax Collected

Year 1: \$570; Total Room Spending: \$9,500; 100 overnight visitors

Year 2: \$1311; Total Room Spending: \$21,850; 230 overnight visitors

Year 3: \$2451; Total Room Spending: \$40,850; 330 overnight visitors

Year 4: \$2850; Total Room Spending: \$47,500; 500 overnight visitors

Year 5: \$3,762; Total Room Spending \$62,700; 660 overnight visitors

Organizational Information

The Triangle Sports Commission is celebrating its 15th anniversary this year and has an extensive and successful history with Wake County and City of Raleigh Grants of interlocal funds and with respect to developing capital projects for sports in the County. Current leaders and sponsors of the Sports Commission created the initial concept for WakeMed Soccer Park and secured over \$18 million in interlocal funds to develop the park and the recent expansion to 10,000 seats.

The Triangle Sports Commission, a North Carolina 501(c)(3) charitable non-profit organization, led the recruitment of USA Baseball to the Triangle and put together over \$15 million in local governmental and private support that developed the USA Baseball National Training Complex in Cary. TSC leadership helped secure over \$4 million in interlocal funding for the USA Baseball NTC.

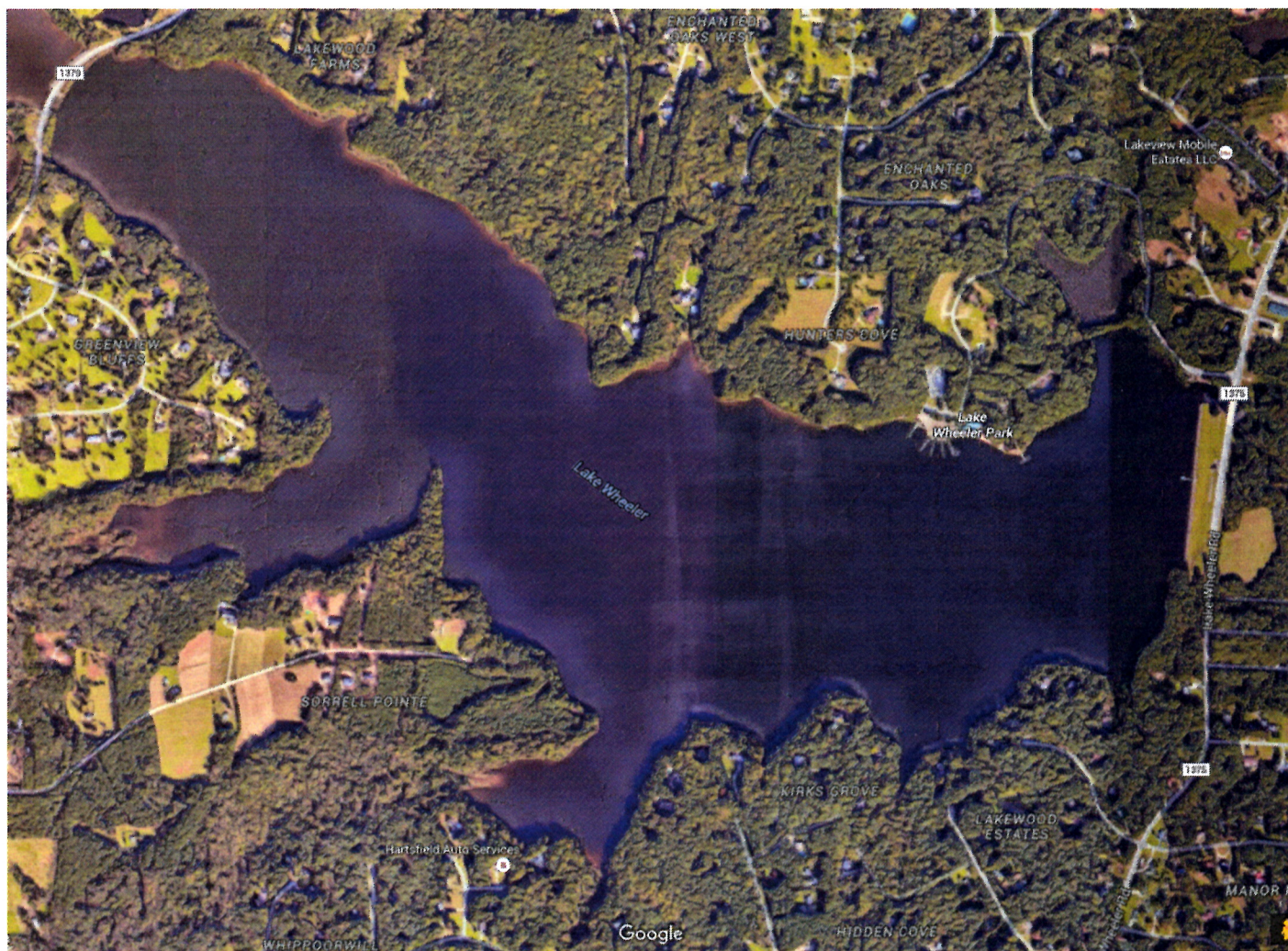
In 2015 the TSC assisted Jeff Ammons with Ammons Development's grant request to Wake County for \$3 million in interlocal funds for a \$13 million multi-sport complex to be developed in Morrisville. Land has been acquired for the WCC and the complex is slated to open in late fall of 2017 or early spring 2018.

Most recently the TSC together with USA Rugby donated over \$30,000 in international rugby goalpost permanent anchors, goalposts and installation costs to WakeMed Soccer Park, thus enabling the Stadium Field and Fields 2 and 3 at WakeMed to be able to host many of the largest and best international Rugby championship events.

In addition, Hill Carrow, CEO of the Triangle Sports Commission, previously served as the President of North Carolina Amateur Sports where he was personally involved in installing, maintaining, and hosting major events on a 2000-meter Rowing Course and a separate 1500

meter Canoe/Kayak Course on Lake Wheeler. These prior courses on Lake Wheeler hosted events ranging from the US Olympic Festival Rowing Competition to the Canoe/Kayak National Championships and Canoe/Kayak Olympic Trials events. These events brought national and international athletes, publicity, and broadcast exposure to Raleigh and Wake County





ADDITIONAL
DOCKS

COURSE }

