

A World Class Aquatic Center

For Greater Williamsburg and the Region

The Vision, The Need & The Opportunity

July 17, 2008

Aquatic Center Development Commission

Aquatic Center Development Commission

- Virginia non-profit corporation formed by interested citizens in 2007
- 501(c)3 tax exempt status recognized by the IRS
- Board of Directors, with a larger advisory board of citizens in:
 - Commercial construction
 - Land use
 - Insurance
 - Landscape design
 - Government planning
 - Recreational and competitive swimming
 - Finance and capital campaigns
 - Law
 - Non-profit management

Purpose

- To promote the establishment of a world class aquatic fitness facility to serve the greater Williamsburg area.
- To provide citizens with greater access to aquatic health, fitness, and recreational programs
- To provide schools with enhanced capacity for instruction in swimming and water safety
- To provide competitive swimming opportunities for high schools, William & Mary and regional swim clubs
- To strengthen the area's economy and overall quality of life

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The Role of ACDC

- To educate community leaders and the public about the needs and benefits of such a facility
- To promote and bring together a community-wide Public/Private collaborative partnership to address the need
- To serve as a catalyst for study, regional cooperation and funding
- To assist in project financing and implementation

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Work to Date

- Incorporating the commission and obtaining tax exempt status
- Reviewing the size, scope and potential uses of the facility
- Identifying potential sites for the facility
- Meeting with approximately 20 regional governmental and private sector community leaders to introduce and obtain input on the project, and to seek their endorsement of the concept
- Exploring funding opportunities for a market/economic impact study

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Concept Endorsements

We have met with and obtained endorsements or approving comments from the following:

- Area State legislators
- The region's municipal executives and heads of the region's recreational departments
- School board members and high school athletic directors
- Officials of the Virginia High School League and Virginia Swimming, Inc.
- William & Mary leadership, including its athletic director and recreational leaders
- Economic development and business leaders, including the Greater Williamsburg Chamber and Tourism Alliance and the Williamsburg Hotel-Motel Association

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The Vision



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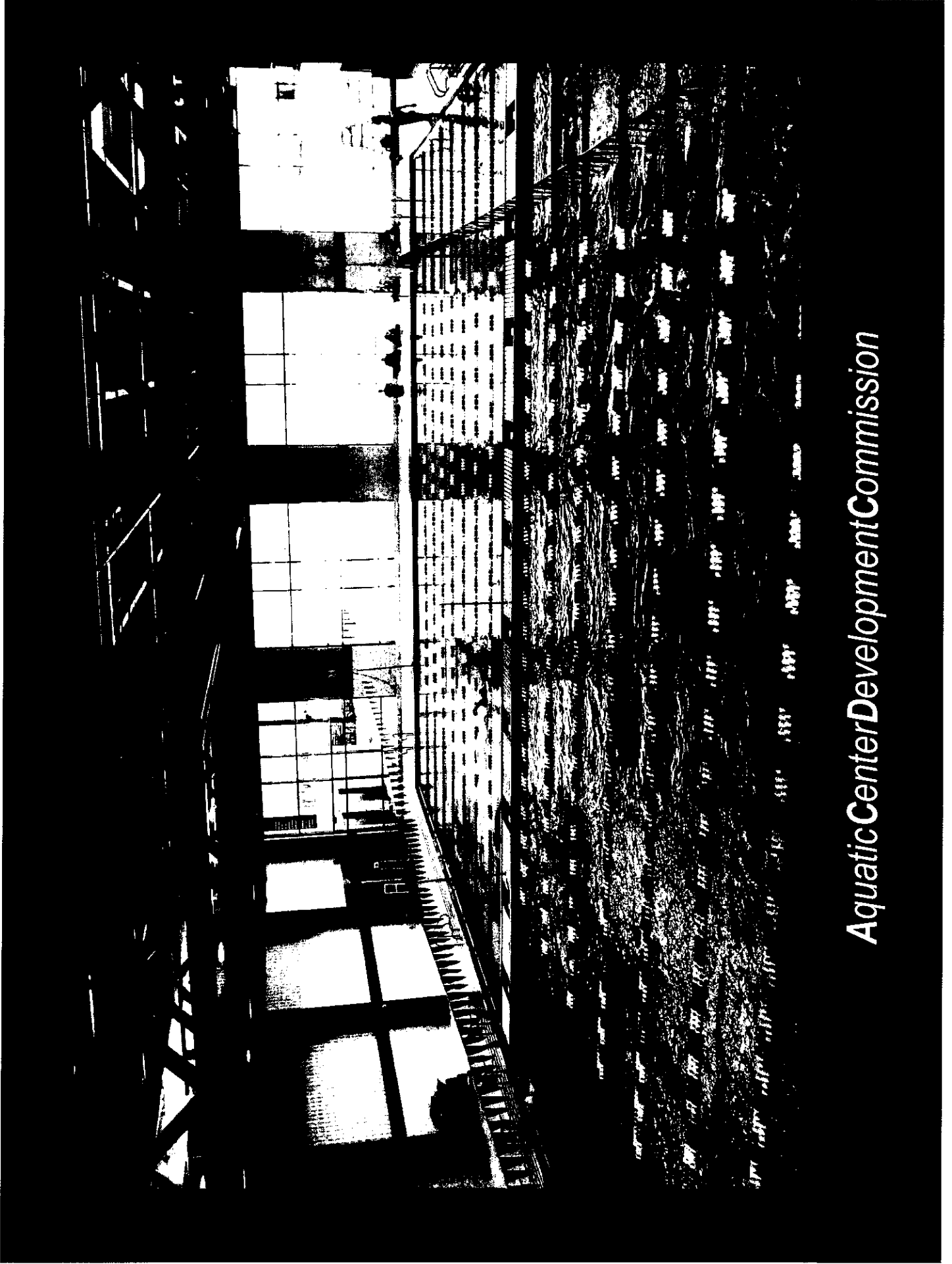
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The Need,
And The Opportunity

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A Much-Needed Facility for Local Educational and Health Programs

- Local school systems can use the facility for much-needed aquatic education
- Greater availability for learning to swim and water safety programs
- Free up other facilities for more dedicated warm-water uses, such as lap swimming for the elderly, health therapy, etc.

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Meeting Community Needs of Today and the Future

- Meeting Health And Recreational Needs of A Growing Community
- Studies show interest and growth in aquatic recreation programs
- Aging and overcrowded James City County facilities
- 1st priority is serving residents of our greater community

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A Long-Needed Venue for High School Programs and W&M

- Six local high school programs among the best in the State --- Includes State AA Champs and Private School Champs in each year for almost 10 years running
- (JHS, LHS, WHS, Bruton, Walsingham, New Kent)
- Local competitions often must be held at Hampton Univ.
- Require 5 a.m.-6 a.m. practice times for students
- W & M is the *only* Division I program in Virginia with an inadequate swimming facility

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Providing for one of the largest youth programs in the Region

- Competitive Swimming involves over 2,500 area youth
- Fostering health, social interaction, discipline, confidence, academics
- Outreach to underprivileged communities for aquatic education and recreation to counter national stats on higher incidence of drowning

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Swimming is a Year Round Sport

- Year Round swim programs with local Club Teams such as CGBD and WAC
- 13 Williamsburg area Virginia Peninsula Swim Union teams and Championship meet
- Rec Racers and “learn to swim” activities
- Opportunity for Swim Camps

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Need and Opportunity for Competitive Swimming Venue

- No area venue to meet needs: swimming, diving, water polo, and synchronized swimming meets (e.g., Virginia Swimming State Champs to be held in N.C.)
- Hosting Local, State, Regional, and national swim competitions (USA Swimming, AAA/AA/ private high schools team championships)
- W & M (Dual Meets, Conference & NCAA competitions)

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Meeting the Need:

a positive, achievable and demonstrably
necessary step for the benefit of:

- area youth
- local citizens
- the community
- the regional economy

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The Opportunity

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An Unique Added Benefit - -- Strengthening Our Local and Regional Economy

- Swim competitions bring 100's...1000's to our area, youth, adults, families, multiple times/yr;
- They visit our historic triangle & tour other areas, stay in our hotels & motels; eat in our restaurants, shop in our stores, etc.
- Year-round - but a focus period of Nov. to March -- our quietest period for occupancy/tourism

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The Opportunity

- Potential venue for championship meets: High School AAA/AA/Private Schools; W&M Conference Meets; NCAA championship meets; USA Swimming Meets (300-700 swimmers & families per meet)
- Great potential and opportunity to impact our economy; potential for projected income to help in building a great facility
- Concept endorsed by Greater Williamsburg Chamber and Tourism Alliance
- Concept Endorsed by Williamsburg Hotel-Motel Association

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Economic Impact

Potential of at least 20 major annual meets and a goal of 10 weekends/year produces:

- Upwards of 10,000 room nights with taxes and fees.
- Upwards of 50,000 local restaurant meals purchased.
- Plus visits to area attractions, shopping and movie theaters.
- Plus many minor events and repeat visitors.

= Clean economic development and tourism in traditional lowest season.

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Cooperating Financing-Funding

Virginia Precedents with Collaborative Efforts:

- Freedom Center, Manassas: City of Manassas, Prince William County, George Mason University
- Christiansburg Aquatic Center: City of Christiansburg, Virginia Tech
- Sports and recreational facilities qualify for tax exempt revenue bond financing
- Private capital campaign can supplement the effort

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Next Steps:

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- Initiating Marketing and Economic Impact Study
- Planning; identifying and consolidating partnerships; architectural and land use studies; investigating potential locations
- Hosting Katie Hoff -- Olympian who swam with Virginia Peninsula Swim Union and Williamsburg Aquatic Club endorses the project and will actively support after the Olympics
- Obtaining Immediate Funding Needs & Initiatives – Efforts To Date (State/Norment initiative; WCHF)

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Comprehensive Plan

Because aquatic facility has been identified by a decade of citizen input and study as a high priority for the rec system, for youth and families, and for the school system, and because of the substantial economic and quality of life benefits,

We ask you do two things:

- Make sufficient land uses available in the comprehensive plan to accommodate such a facility; and
- Make an aquatic facility a high priority to enhance the quality of life and economic development in the region

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Comprehensive Benefits to the
Community

Recreation

Health

Education

Quality of Life

Competition

Tourism / Destination
Economic Impact

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