



October 19, 2015

RE: Suncoast Aquatic Nature Center Associates (SANCA) Quarterly Update

Dear County Commissioners and Staff,

Please accept this letter as our quarterly update to the Board of County Commissioners. As In accordance, with the License and Operating Agreement between Sarasota County and Suncoast Aquatic Nature Center Associates, Inc., BC Contract No. 2014-280., attached is the annual schedule of events with estimated attendance as of October 16, 2015, as required in Section 1.12.4

In addition we wanted to give you a general update on the park and SANCA operations.

1. SANCA's Growth

SANCA is growing with events, team training, daily park use and programming. To meet the upcoming challenges and our largest upcoming season yet, we are very excited to have both Meredith Scerba and Melissa Mitchell join the SANCA team.

Meredith Scerba was selected by a team from SANCA, Sarasota and Manatee Counties to coordinate all activities surrounding the 2017 World Championships. She comes to SANCA from a ten year tenure at the Greater Cleveland Sports Commission where she most recently served as senior vice president of marketing and operations.

Melissa Mitchell will assist with the management of the marketing, promotion and communications of the park. She has more than five years of experience in retail management and national non-profit marketing and has spent time managing fundraising events. She received a Bachelor of Arts in Communications from University of Washington and, while there, was involved with sports marketing.

Our next hire will be the community programming manager which means that we are building our daily programming outreach directives outlined in our long term business plan. This effort will eventually be part of the boathouse operations to allow for the whole community to access the water,



learn to row, paddle and exercise. We hope to have our programming manager on board within the next month.

2. Finish Tower Update

SANCA is working diligently with County staff and Nathan Benderson Community Park Foundation to finalize the funding agreement for the development of the Finish Tower. We are within the final stage in this agreement which we hope to start in the next few weeks. We are very grateful for the donation of the tower which we expect the construction to take 9 months for completion.

3. Events and Team Training Numbers

The 2015-2016 event season is off to a great start and we are excited to share that we will have over 45 events on the schedule already. Team training is also filling up with over 30 teams already booked for their winter and spring training sessions.

In addition we are looking forward to hosting many national team level athletes here this spring as they prepare for the Olympic Trails and Olympics.

Thank you once again for the opportunity to represent an amazing nature and aquatic center. We have great events coming to the venue this coming year that will only continue to grow Sarasota County and this venue as the "must visit" destination.

Sincerely,

Paul A. Blackketter
President, SANCA

cc.

Bill Robinson, SANCA Chair
Tom Harmer
Lee Ann Lowery
Carolyn Brown
Sheriff Tom Knight
Virginia Haley