

## Williamsburg Boat Club



**WBC VISION:** Establish WBC as the center of excellence for community (recreational and competitive) rowing in the Upper South region.

**OUR MISSION:** Provide a high-quality rowing experience, in a positive environment, to members of the surrounding communities from every skill level, age, and background.

To accomplish this, we must focus on developing outstanding coaching and quality training facilities and equipment while doing all that is possible to create a broad range of rowing opportunities for those across the rowing spectrum. No rower's potential or access should be limited by our programs or cost.

As a steward of this approach to rowing, we must continually attack the cost of participation, raise public awareness of what we have to offer, reassess the effectiveness of existing programs, and be willing to explore new program development.

To do so effectively, we must be engaged with US Rowing and local rowing organizations to develop a regional rowing community that supports our shared goals.

## **WILLIAMSBURG ROWING CENTER**

The Williamsburg Boat Club (WBC) is a 501 c(3) community rowing organization serving rowers of all abilities, aged 11 to 80+. Our beautiful venue and programs attract rowers throughout our region in Virginia, and including vacationers.

WBC is working with JCC Parks & Recreation in creating a much-needed Rowing Center as the centerpiece in revitalizing Chickahominy Riverfront Park's non-motorized boating access. The overall multi-year project includes waterfront and handicap access, boat storage and indoor facilities, and improved traffic access and parking.



## **PHASE 1 FUNDING AND DEVELOPMENT**

While the overall Rowing Center funding will exceed \$500,000, we are breaking the development into smaller projects that provide high functional improvements, quickly. Phase 1 starts this Fall with the Park adding rest rooms and relocating RV storage to reroute boat house traffic for safer rower drop off and pickup. The Park is also granting WBC access to an existing storage facility that will be repurposed for indoor training, electronics storage, coaching office, classroom for learn to row and other programs, and a bad weather shelter. WBC is seeking to raise \$50,000 for re-purposing the storage facility as part of Phase 1.

## **WHY SUPPORT THE WILLIAMSBURG ROWING CENTER?**

WBC is one of just a few community rowing programs in our region, and a champion for recreational small boating opportunities on our area's beautiful water venue. The Rowing Center will:

- Expand outreach to young athletes, scholarships
- Build rower leadership, fitness, teamwork
- Add community programs, indoor training
- Retain outstanding coaches, preserve equipment
- Develop adaptive rowing capability



[www.williamsburgboatclub.org/](http://www.williamsburgboatclub.org/)

## WBC ROWING CENTER OF EXCELLENCE

WBC is working with JCC Parks & Recreation in developing a more comprehensive non-motorized small boat facility at Chickahominy Riverfront Park that will enhance clean, recreational use of our community's incredible water venue. This will include a much-needed Rowing Center as the centerpiece in this large undertaking.



The WBC Rowing Center will not only ensure we can improve and increase programs we offer to the community in the coming years but will also enable James City County to better host regional rowing events with the potential to draw rowers from across our Region (Washington, DC to SC, and west to TN and Pittsburgh).

The Rowing Center will provide sheltered storage for our expanding fleet, regatta and adaptive rowing equipment, and electronics. Importantly for our Youth Program, Phase 1 re-purposing of an existing park facility provides shelter from bad weather and a more affordable indoor training facility.

**Phase 1 Development** will also enable WBC to immediately broaden its ability to serve the surrounding community with Learn-to Row classes or camps, adaptive rowing land training, and indoor fitness classes. We also hope to offer the community Learn to Kayak/Canoe/Paddle Board classes and camp options from our experienced coaches.

The Park waterfront project will also improve safe water access for all small boats, safety lighting, and ADA access, a critical first step for building Adaptive rowing options.

The projected cost for the WBC Rowing Center is \$500,000+ over several phases of construction, with success dependent on the support of foundation grants, donations from corporate sponsors, and generous gifts from the expanded community.

Please join us in realizing the dream of building a new home for small boating and rowing on the historic water first explored by Captain John Smith in 1607





## **WILLIAMSBURG ROWING CENTER – THE NEED**

WBC has always been a proud partner with JCC Parks & Recreation offering recreational opportunities on the water, but current facilities and water access are not adequate for serving the rapidly expanding interest in clean recreational use of the community's invaluable waterfront resource.

Though WBC has enjoyed great success in building community rowing the lack of indoor teaching and training facilities, protected boat storage and limited workshop space has limited our ability to extend comprehensive programs and services.

As our program has grown, traffic flow and parking have become challenging and there is a need for public sanitation facilities along with outdoor safety lighting for all that use the small boating area.



The current shared boathouse facility (with the College of William & Mary) has neither the space nor capabilities needed for supporting the needs of the Club or greater community. Team planning, education sessions, coach and team meetings, and boat maintenance take place outdoors, all subject to the fast-changing area weather.

The Rowing Center will not only ensure WBC can extend programs and increase the number and diversity of rowers we serve in the coming years but will also enable the Club to support multi-purpose use of the waterfront, offering small boat classes and Youth camps, and supporting greater public use of the Chickahominy Riverfront Park resource.

We hope you will join us and the dozens of supporters who have already made generous contributions towards the completion of the WBC Rowing Center.

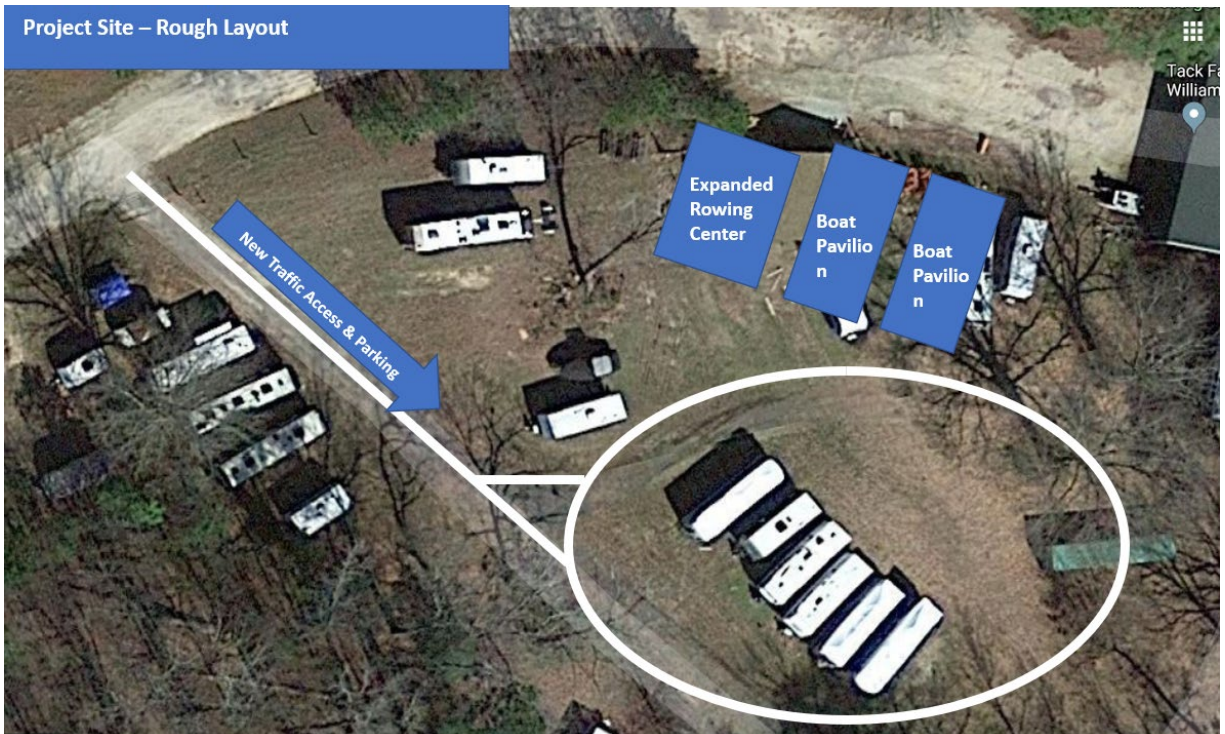
## WILLIAMSBURG ROWING CENTER – THE PLAN

Located in the Northeast corner of Chickahominy Riverfront Park on the quiet waters of Gordon Creek, the WBC Rowing Center will become a multi-function centerpiece in the Park space created to support clean, recreational use of the lower Chickahominy watershed.

Thanks to the support and guidance of JCC Parks & Recreation, a comprehensive design of the dedicated small boating section of the Park has been created in the long-term Master Plan. WBC has been the steward of this space for over a decade with our army of volunteers.

The Rowing Center will be started by repurposing a Park facility that will be expanded over time to provide indoor, temperature-controlled space that can accommodate indoor training and meetings, and support “learn to” classes for rowing, adaptive rowing, small boat classes, and team building events.

The initial phase of development starting this Fall and Spring will include repurposing this facility and improving safety and flow of traffic to the small boating area.





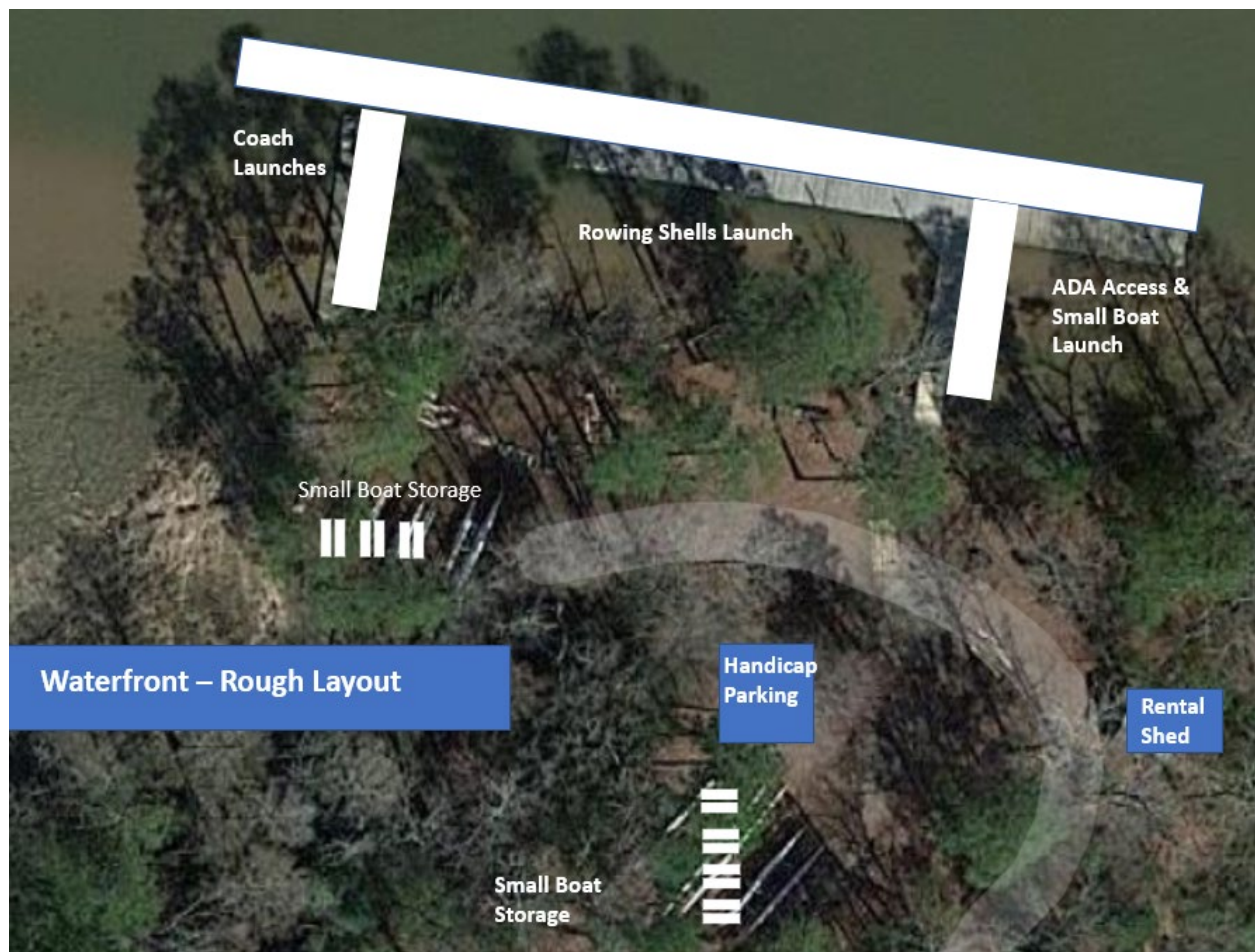
With the rapid growth of our Middle and High School programs and growth of William & Mary Rowing, our overlapping training sessions create safety, traffic and parking issues.

Phase 1 development will re-route traffic through the vacated RV storage space behind the current facilities that already has an ideal gravel turnaround circle (perfect for child drop-offs) and with additional space for parking.

Phase 2 work will include pavilions for protected storage of shells, oars and other equipment, and under cover maintenance to help extend the life of our fragile equipment.

Additional planned Park improvements include the addition and maintenance of sanitation facilities for the use of all park visitors to the area.

**Waterfront:** As part of the Park's approved Master Plan, extensive improvements to the existing waterfront will be implemented over the next several years. Dock access ramps will be extended to resolve low tide issues. Both ramps will connect to a new, modernized dock to eliminate launch/recovery bottlenecks with increasing usage.



One of the ramps will become ADA accessible and docking will be extended for added capacity. ADA access to the waterfront will include gravel road improvement and handicap parking. Finally, the Park will move its kayak and canoe rental and storage to this area.

## **WILLIAMSBURG ROWING CENTER – PROGRESS**

WBC has been working with the JCC Parks & Recreation department for over 10 years in developing and improving the small boat and rowing area of Chickahominy Riverfront Park. Recently, our work has focused on contributing a plan for our space in the Park's Master Plan, with those projects starting to be implemented this year.

We believe our partnership with the Park is an example of how cooperation between public and private organizations can add great value to the community. WBC's clean, recreational use for training and regattas has helped highlight the Park and waterfront as a hidden gem for the community. Our Stewardship and support of the Park has made us a valuable partner.

We have received approval in the Park Master Plan for the longer-term development vision, and agreement in principle on granting WBC a long-term lease for re-purposing and developing existing on-site facilities.

The Park has also received approval to update the Master Plan for our area, with budget allocations approved for adding rest rooms, and moving RV storage to re-route traffic to the Rowing Center and create safe drop off areas and additional parking.



Park grounds improvements are scheduled to start late this year, along with submission of plans and permitting for gutting and modifying the existing Park storage facility. WBC is holding its first annual facilities fundraising event in November and construction will start as soon as permits are approved (targeted for February/March, 2023).

Please join WBC in raising the roof of the WBC Rowing Center. The early stage of our fundraising campaign is critical for planning and permitting. Each delay at this stage has an echo timing effect on completion, and every single donation counts.

## WILLIAMSBURG ROWING CENTER – COMMUNITY

Despite the growing popularity of our sport, there are limited opportunities across our region to participate due to the cost of equipment and facilities, and access to rowable water. WBC attracts rowers from Richmond to Poquoson with the breadth of our programs. Chickahominy Riverfront Park provides unique access to an outstanding water venue that can highlight one of our community's great resources.

Our facilities have not been able to keep up with growing community interest and programs. Our High School and Adult programs are among the largest in our extended region and we offer one of the only community wide Middle School programs outside of private schools.

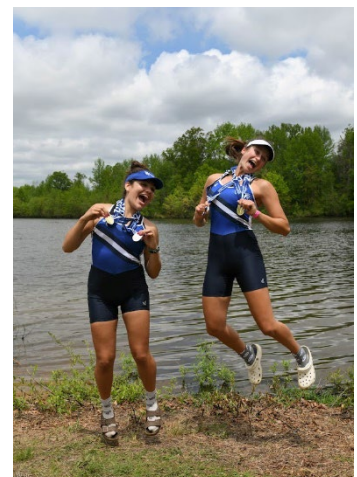


Since our formation, WBC has actively supported the growth of both rowing and clean, recreational use of our waterfront. We have always made our equipment, facilities, and our volunteer "army" available for the community's benefit when feasible. This includes running a learn to row camp for the Bacon Street Youth Group, staffing and safety for Rev3 Triathlon, Paddle Around the Island, and Mark & Finley's Bridge Chase for Children's Hospital of the King's Daughters.

We currently share the limited rowing facilities with the College of William & Mary (along with a spirit of cooperation and mutual support). The ability to share coaching and other resources is invaluable for both programs, but the infrastructure is limiting for supporting the demand for meaningful programs.

The Rowing Center provides us with the opportunity to expand outreach on our current efforts and expand community programs including adaptive rowing, indoor fitness, learn to row, boating classes and camps:

- The new Rowing Center will enable WBC to bring all the positive benefits of rowing to a wider audience. Our programs foster teamwork, commitment, and healthy lifestyles, while our organization promotes multi-generational connections and activities.
- Handicap access is a critical need for adding adaptive sports options.





- Our rowers have their own unique stories – a number of Youth rowers are Eagle Scouts (boys & girls), Fife and Drummers, academic achievers. We have Seniors racing for the first time, or the first time since college. We have teachers, plumbers, and MD's picking up a new sport and we have many of our Youth rowers going on to row in college and in National Team programs.

Please help us continue to grow community outreach and impact and make rowing more accessible to our surrounding community by supporting the new WBC Rowing Center.



## WILLIAMSBURG ROWING CENTER – THE FUTURE VALUE



- Community Programs & Indoor Training
- Protected Boat Storage
- Expanded & Safer Water Access
- Handicap Access
- Outstanding Coaching Retention
- Youth Scholarships

The completion of the WBC Rowing Center will greatly enhance our ability to deliver life-changing rowing programs, making all the positive attributes of rowing including fitness and nature fully accessible to all members of our community and regardless of capability.

Access to indoor training and a multi-function community learning facility, along with expanded climate protected storage will enable WBC to serve more of our surrounding community than ever before.

### Community Programs & Indoor Training

**More Youth Rowers:** WBC's "no-cuts" and no rower turned away policies have meant we often run very close to our safe operating capacity and limit our outreach. The Rowing Center will ease this pressure by allowing multiple group activities (on water rowing, indoor training, video or classroom learning) to take place safely and simultaneously.

- An indoor Winter fitness facility eliminates renting separate space with limited hours, keeping operating costs and fees lower. It also provides a safe, bad weather training space during rowing season.
- WBC anticipates rower training capacity to increase by 25% or more without adding rowing shells.

**Adaptive Rowing:** WBC's humble beginnings and facilities have limited our ability to offer adaptive rowing to athletes with special needs – to this point. The new Rowing Center plus modifications to the waterfront dock and access will change that picture completely. In anticipation, we are working on building a limited pilot program so we are prepared when our capability expands. With your support, WBC's goal of making rowing accessible to all can take on a whole new meaning.





**More Community Programs:** WBC will be able to offer a variety of land-based workouts in the multi-purpose training facility. In addition, our certified coaches can teach water safety and learn to row/kayak/canoe/paddle board classes. In cooperation with the Park, this can be extended to youth summer camps.

- The Center adds a public fitness option in an area of James City county with lower access to public options. Given the low impact, high-quality workout provided by erging machines and open space for other exercise class options, WBC anticipates adding a broader menu of fitness programs for all ages.
- The Center also adds the capability of building Corporate Team Building programs, a great option for both local and visiting companies looking for these options.



**Protected Boat Storage:** Proper stewardship of our valuable rowing equipment will play a vital role in extending the life (estimated at +10%) of our current gear. It will also reduce current repair expenditures and enable more timely repairs that will keep our fleet on the water.

- These savings are considerable with new rowing shell costs in the \$40,000+ range, and annual maintenance costs representing 5-10% of fleet costs.

**Retaining Outstanding Coaching:** The Club is blessed with an amazing lineup of coaches across programs. They've achieved great success within the sport and/or in

other life careers, and love to share not just their knowledge, but also their passion. The new Center will deliver the audience, our coaches their passion.

- The WBC Rowing Center will form a vital link in expanding the Club's programs and community impact, ensuring our ability to attract world-class coaching.

**Youth Scholarships:** WBC is committed to making rowing accessible, offering discounted and free places in our programs on a needs-basis. Current programs generate enough revenue for around 5% to be made available each year for these scholarships. The Rowing Center will offer many additional revenue streams to help fund new scholarship opportunities.

- We anticipate being able to support at least a 50% increase in rowing scholarships through operating revenues generated by new or expanded programs.

**Please Donate today.**





## WILLIAMSBURG ROWING CENTER – CONSERVATION



WBC is a passionate steward of the Park and the Chickahominy River watershed. Our rowers appreciate nature by living it.

Osprey row becomes more than a landmark in the 5k row to the dock – as the season progresses the young ospreys become family. The eagle dive bombing into icy waters in late Fall becomes a fellow warrior spirit and boatmate.

Our rowers become navigators by experiencing the river, understanding the effects of tide, current, and wind on a tiny sliver of a boat; learning how to pilot a boat by using power vs. a rudder, using the wind to turn a boat, and current to gently dock.

For years, the water on the James and Chickahominy rivers was tainted with pollution. Many have forgotten the pristine watershed this used to be, and now through hard work, conservation, and time, has become again. Williamsburg's hidden gem can find more ways to open the water to the public through clean, recreational activity. The waterfront can become one of the community's most valuable assets.

The rowing and small boat facility at Chickahominy Riverfront Park opens more public water access for exercise and an experience with nature. WBC's Rowing Center and regattas will help publicize our natural water resource and support the Park as a destination for camping and clean water sports.



**Please Donate today.**

## WILLIAMSBURG ROWING CENTER

### CORPORATE SPONSORSHIPS

WBC has created several high visibility sponsorship opportunities available to select local companies and national brands that want to publicize their commitment to community, outdoor recreation, youth development, and adaptive rowing.



Please join WBC in supporting rowing and other recreational boating by helping to make rowing more logistically, financially, and physically accessible with a sponsorship from your company or organization.

Sponsors have a variety of options for facility, event, and rowing shell naming rights, VIP event access and attendance, and dedicated custom signage. Every opportunity also includes digital and social media opportunities, and local press coverage.

### ORGANIZATIONAL TEAM BUILDING

The WBC coaching staff has developed a unique, engaging ½ day program that promotes teamwork and leadership in beautiful surroundings. This program should have strong appeal for corporate training and meetings departments and can be themed around an organization's training or meeting theme.



The completion of the Rowing Center will enable us to serve even more organizations, more effectively.

The new revenue generated by an expanded number of corporate team building events will utilize our coaching staff, support more rowing programs, more scholarships, and improved program accessibility.

## **TOURISM**

The WBC Rowing Center will build a better base for rowing and staging regional regattas, featuring our recreational water resource as part of expanding Historic Triangle tourism.

In less than ten years, the Club has become a leader in the Region, with limited equipment and facilities but great support from the community and Park. Our rowing venue has become a hidden gem and unmatched rowing venue, an invaluable asset for Williamsburg. WBC stages two regattas annually, attracting Youth and Adult teams from Maryland to South Carolina, and west to Pittsburgh.



The WBC Rowing Center helps feature the Park and its facilities to visitors that attend one of our two regattas. The Head of the Chickahominy has become an important regional event extending its reach within the mid-Atlantic each year. Park improvements along the Chickahominy are turning this into a destination event for Youth, Adult, and College teams.

WBC's Head Coach is a member of US Rowing's Youth Coaches Council, and also head of Safety for US Rowing. The WBC Rowing Center and waterfront improvements will give Williamsburg, James City County and the Historic Triangle a venue for events that can attract local, regional, and even national rowing competitions.

Please consider a donation to build rowing as an asset for generating corporate and individual visits to our community.



## **WILLIAMSBURG ROWING CENTER – YOUR GIFT MATTERS!**

Since 2014, the Williamsburg Boat Club (WBC) has provided a safe and challenging high-fitness rowing environment for hundreds of school-aged students and adults. Over 25 have gone on to collegiate rowing programs. We've had boats medal in Regional Championship regattas, qualify and compete in the US Rowing National Championships, and we've had rowers selected for Olympic Development teams.

However, our least experienced rower is just as important as our most outstanding athlete, and our staff is committed to the overall development and well-being of all our rowers. Your donation directly supports WBC's effort to become a center of excellence for rowing, for coaching, and for community engagement.

Funding the needed growth of this organization helps provide the best and most consistent opportunities for all rowers whether their dream is to develop lasting friendships or to row in college or the Olympics. With your help, WBC is ensuring that our athletes have a place to call their own and to continue our commitment to their success.



Gifts to WBC can be directed specifically to any of our needs – and now, for our most ambitious goal yet, the WBC Rowing Center. Continued success depends on donors who share their appetite for grit and dedication to rowing. It takes a village. You can donate to WBC in any of four, simple ways:

1. Online via PayPal and credit card using the "Donate" button
2. Mail a check to WBC at PO Box 6428 Williamsburg, VA 23188
3. Matching funds via your employer
4. Stock transfer donations

Full details of WBC's official non-profit status and the tax benefits of your charitable donations are on the Corporate Documents page on our website.

If you have any questions about making a donation or gift, please contact our President. Click on "Contact Us" at [www.williamsburgboatclub.org/](http://www.williamsburgboatclub.org/)

## **WILLIAMSBURG ROWING CENTER – FAQ’S**

### **Why does James City County need a rowing center?**

Since WBC’s scrappy start with a few experienced adult rowers almost two decades ago, through to today’s Club that boasts one of the strongest Youth Rowing programs in the Region, we have helped change hundreds of lives through the positive physical, psychological, social, and sporting impact of rowing. Though WBC has enjoyed success both on and off the water, a lack of facilities for indoor training, all-season storage, meetings, and classrooms has limited our ability to offer comprehensive programs and services to the surrounding community.

Please click to read more about [The Need for the WBC Rowing Center](#).

### **Why is this rowing center located in Chickahominy Riverfront Park?**

The Park and its water access on Gordon Creek is uniquely suited to provide easy, safe access to wind protected waters that also feed into the Chickahominy River, an incredible rowing and regatta venue that is a jewel within the Historic Triangle. The Club draws members from the surrounding communities from New Kent to Poquoson. Visitors to our area can add to their historic experience by rowing or kayaking in the historic water Captain John Smith explored in 1607 when he was captured by the Powhatans.

Riverfront Park is also a very popular public camping facility, with boating a major attraction. The location of the non-motorized boat facility provides a safer access for these boaters away from the traffic of motorboat launching. This location also provides more direct access for exploring wildlife areas perfect for small boats.

Other proposed improvements in the Park further enhance the experience of visitors. In addition to the parking and traffic flow safety enhancements around the Rowing Center, the Park’s plan includes rest rooms and eventually direct road access from the Park entrance. The addition of docking and recent Chickahominy River waterfront grading for erosion abatement has also created a regatta venue unmatched in our Region.

Rowing also helps participants enjoy the beauty of our surrounding waters, promoting a healthy respect for the environment through direct personal interaction with it.

For more details on the location of the WBC Rowing Center, see [The Plan](#).

### **Who will use the rowing center?**

WBC's mission is to offer rowing opportunities to every member of the public and to include all those that wish to participate. We offer rowing programs year around for middle and high school students as well as adults, and we have members ranging in age from 11-80+

Approximately 150 Youth and Masters rowers currently participate in WBC programs. Another 40-50 children and adults participate in our National Learn to Row day we offer for free in the Park. We run active outreach programs to schools and home schoolers, and we are a place where our community comes together rather than as separate schools or teams.

WBC has always discreetly subsidized costs of our Youth programs when needed to extend accessibility and enable young athletes to participate in rowing regardless of cost. Our Learn to Row programs and camps all athletes of all ages, skill, and fitness levels to be introduced to the basics of rowing along with the positive physical, psychological, and social benefits of the sport.

In any given year, 30-40% of our members are part of military families, and an adaptive rowing program is a high priority for the Club. The Rowing Center and enhanced water access will allow us to create this program, starting with a pilot to make sure we get the details right.

To learn more, please click [The Community Served](#).

### **Will non-rowers have access to the rowing center?**

Absolutely! The overall development project will enhance access and enjoyment of the water for everyone. In addition, the Rowing Center will offer Learn to Row and indoor rowing fitness classes to the public. And, we are expert at creating boating enthusiasts and navigators. The Center enables our outstanding coaching resource to extend their experience by offering small boat classes and camps.



Williamsburg is also a destination for corporate or organizational meetings. WBC has already staged several successful team building events. The improved facilities will make these programs more popular and an attractive event for organizations to choose Williamsburg as a meeting location.

