

# BOCA SURF PARK

**A Public Private Partnership with the  
Greater Boca Raton Beach & Park District  
Palm Beach County, Florida.**



# Vision and Why

Lack of surf due to the shadow of the Bahama's blocking the surf!



## Limited local surf

Boca Raton's beautiful beaches have very unpredictable surf and average approximately 40 surfable days per year.



## A large dedicated surf population that spends hours traveling for waves

Local surfing is unpredictable, and the community relies on out of area travel to simply participate in a growing and thriving sport



## One of top markets in America, more tourism in south florida than LA

The Community is starved for quality surfing opportunities, leading to unsafe overcrowding whenever natural waves appear in south Florida.



## Estimated 350,000 Surfers in Florida, making 2<sup>nd</sup> biggest US surf market.

South Florida has one of the nation's largest surf communities but lacks consistent waves. This has fragmented a vibrant community, and a world class surf park will promote wellness and provide year-round access.

**40 days**

SURFABLE DAYS PER YEAR

**1 – 3 Hours**

AVERAGE DRIVE TO  
FIND WAVES

**2 HOURS  
3-5 WAVES**

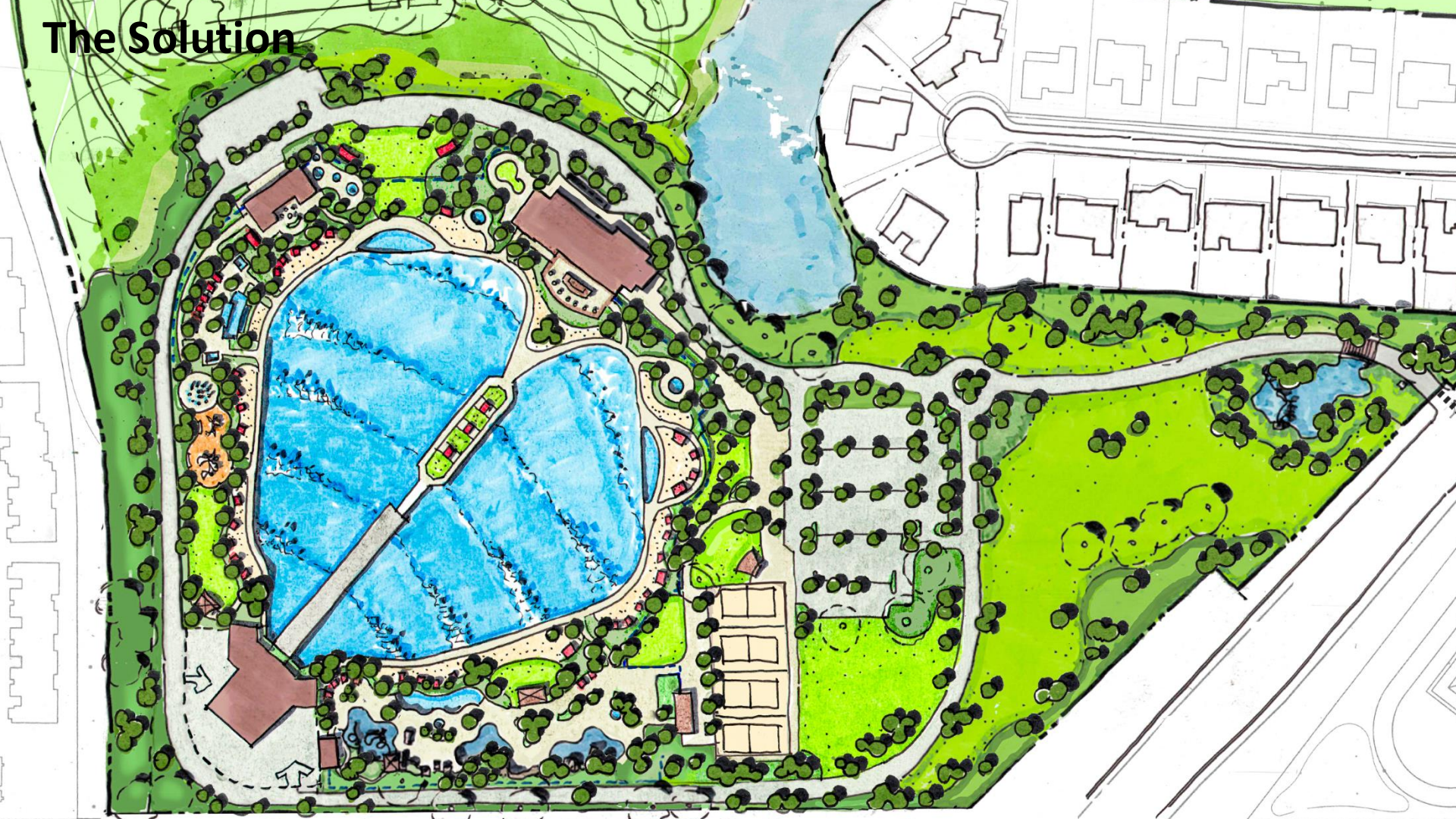
TYPICAL OCEAN  
SESSION OUTCOME

**OCEAN  
HAZARDS**

RIP CURRENTS, SHARKS,  
JELLYFISH, CROWDS



# The Solution





# Location – Boca Ration, Palm Beach County, Florida

South Florida's surfing legacy and future



## Boca roots

Island Water Sports has been a cornerstone of South Florida's surf culture for over 40 years, fostering community and teaching generations of surfers despite challenging ocean conditions.



## Surf school

Island Water Sports has run camps, clinics, safety education, and inclusive programs for four decades. Boca Surf Park extends that legacy.



## Olympic momentum

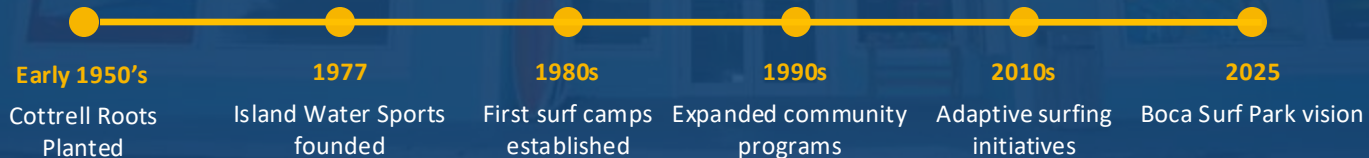
With surfing now an Olympic sport, Boca Surf Park will provide essential training facilities for aspiring athletes who currently must travel extensively to practice.



## For Boca, By Boca

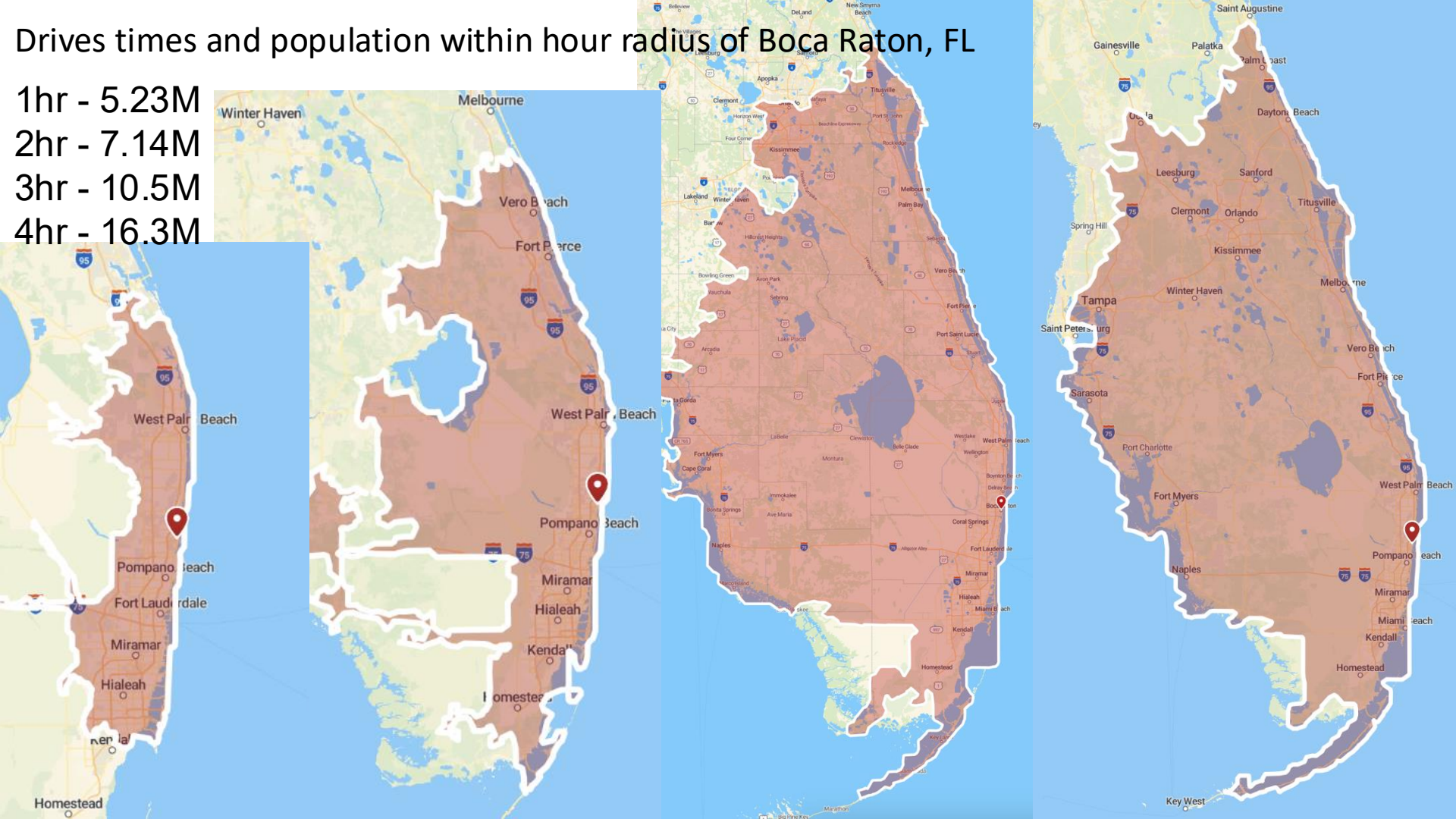
The Cottrell family began at the Boca Resort and has called Boca home for nearly 80 years, long before the first stoplight in town.

### ISLAND WATER SPORTS LEGACY



# Drives times and population within hour radius of Boca Raton, FL

- 1hr - 5.23M
- 2hr - 7.14M
- 3hr - 10.5M
- 4hr - 16.3M



# Market and Demographics

Creating safe access to the sport of surfing for surfers and non-surfers

## **Palm Beach County ranks #1 over 3000 U.S. counties in attracting wealth**

Boca Raton's beautiful beaches have very unpredictable surf and average approximately 40 surfable days per year.

## **Logistics**

Local surfing is unpredictable, and the community relies on out of area travel to simply participate in a growing and thriving sport

## **Crowded, unpredictable ocean**

The Community is starved for quality surfing opportunities, leading to unsafe overcrowding whenever natural waves appear in south Florida.

## **Expanding Boca's surf legacy**

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**40 days**

SURFABLE DAYS PER YEAR

**1 – 3 Hours**

AVERAGE DRIVE TO  
FIND WAVES

**142M  
Visitors**

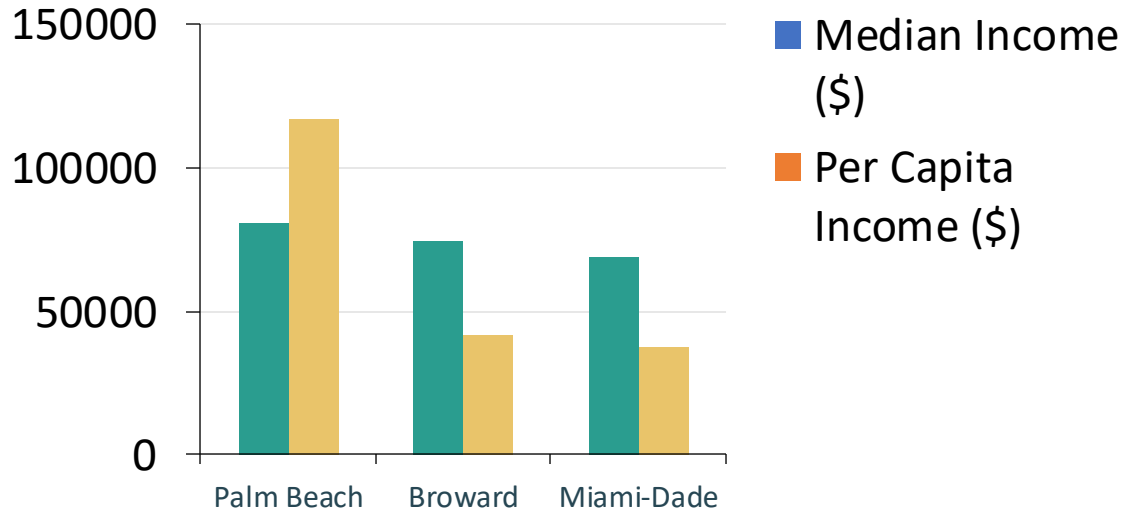
TO FLORIDA IN 2024

**OCEAN  
HAZARDS**

RIP CURRENTS, SHARKS,  
JELLYFISH, CROWDS

# South Florida Demographics Overview (2024)

## Median & Per Capita Income by County



Source: U.S. Census Bureau, Florida Demographic Reports (2024)



# Technology, Amenities and Design



Built by local surfers for Boca Raton



## 1000 Wave per hour

We live and surf here. We tested the leading systems first-hand, compared performance, safety, sustainability, and community fit, and chose Wavegarden for Boca.



## Great waves for everyone

Safe, predictable sessions for first-timers through experts. No sharks, rips, or reefs. Clear settings that help people learn faster.



## More waves, no waiting

Up to 80 surfers per hour with 10 or more waves each and rides up to 25 seconds, delivered on a reliable schedule.



## Proven and trusted

Wavegarden has 12 parks worldwide and more than 50 additional projects underway.



## Efficient blue space

Uses roughly the yearly water of two golf holes and less energy than a single chair lift, with advanced filtration. Community recreation, not a theme park.

80

SURFER PER HOUR

350

SURFABLE DAYS A YEAR

10+ waves

Per person, every hour  
Beginner or Expert!

Water  
Consumption

LESS WATER THAN  
2 HOLES OF GOLF  
IN A YEAR



- 01 ENTRY SIGN
- 02 VEHICULAR ENTRY
- 03 ARRIVAL WATER FEATURE
- 04 OVERFLOW/EVENTS AREA
- 05 PARKING
- 06 WAVEGARDEN LAGOON
- 07 SURF CENTER
- 08 COVERED BAR
- 09 HOT TUB
- 10 DAY CARE PLAY AREA
- 11 EVENT / TRAINING LAWN
- 12 WADING POOLS
- 13 FOOD TRUCK LAY BY LANE
- 14 MEMBERS CLUB & WELLNESS CENTER
- 15 MEMBERS POOL
- 16 MEMBERS KIDS / POOL POP UP FOUNTAIN
- 17 KIDS PLAY (DRY)
- 18 FLEX / EVENT AREA
- 19 EVENT LAWN AND SHADE STRUCTURE
- 20 WAVE GARDEN MECHANICAL
- 21 MAINTENANCE AND EMPLOYEE PARKING / EMPLOYEE PARKING
- 22 MAINTENANCE BUILDING
- 23 ADVENTURE ZONE
- 24 VOLLEYBALL COURTS
- 25 CLIFF JUMPING POOL
- 26 ROCK CLIMBING POOL
- 27 SLIDE POOL
- 28 DEVELOPMENT BY OTHERS
- 29 SHORELINE/ BEACH/ BOARDWALK
- 30 FAMILY POOL



# Business Model

Creating safe access to the sport of surfing for surfers and non-surfers



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# Financials and Fundability

Making surfing accessible, safe, and consistent for a healthy community



## **Safe, reliable waves year-round**

Wave technology delivers consistent, high-quality surf in a controlled environment.



## **Accessible to everyone**

Removes natural barriers. No sharks, no rip currents, no reefs, allowing all ages and skill levels to participate.



## **Faster learning, easier progression**

Consistent waves and coaching shorten the learning curve for beginners.



## **Community and connection**

Creates a gathering space for local surfers, families, and youth to share waves and build bonds.



## **Health and Wellness**

Surf therapy reduces stress, boost happiness, strengthen connection to self, others and nature through the proven Blue Health benefits of water.



# Public Private Partnership for the win-win

Making surfing accessible, safe, and consistent for a healthy community



## **Total Private Investment: \$60 Million**

Economic Impact \$25-\$40 million annually.



## **Concession Terms: 49 year initial term plus two 25 year renewal options**

Removes natural barriers. No sharks, no rip currents, no reefs, allowing all ages and skill levels to participate.



## **District Revenue Share of gross receipts: 3% (yr 1-15), 4% (yr 16-25), 5% (yr 26-49)**

Consistent waves and coaching shorten the learning curve for beginners.



## **No property tax on Beach and Parks land.**

Creates a gathering space for local surfers, families, and youth to share waves and build bonds.



## **Concession Lease commences upon opening.**

Surf therapy reduces stress, boost happiness, strengthen connection to self, others and nature through the proven Blue Health benefits of water.

# THE TEAM

Purpose-built team for Boca Raton



**Cheyne Cottrell**



**Matheus Oliveira**



**Andrew Strange**



**Noah Hamilton**



**Andrew Maggiore**



**Craig Stoddart**



**Damon Tudor**



**Ele Zachariades**



**Bill Marshall**

Team  
Marketing



**Kathy Cottrell**



**Bill Gallo**



**Paul Arcella**



**Kara Savage**



**Jay Wheelchel**



# Fundability (The Ask)

\$60 million private investment with zero taxpayer burden



## Positive revenue share

A progressive profit-sharing model, ensuring long-term public benefit.



## No cost to residents



## Job creation and local impact

Creates 80–100 direct jobs and over 250 indirect and induced positions. Local hiring and partnerships keep dollars in the community.



## Community and nonprofit collaboration

Partners with local charities and youth organizations to expand access, offer scholarships and support inclusive recreation programs.



## Year-round economic activity

Consistent economic activity throughout the year, unlike seasonal attractions, providing stable employment and revenue generation.

**\$60M**

PRIVATE INVESTMENT

**350+/-**

TOTAL JOBS CREATED

**\$0**

**TAXPAYER COST**

FULLY PRIVATE FUNDED

**COMMUNITY**

**ASSET**

SUPPORTING LOCAL  
ECONOMY



A group of surfers are in the ocean. In the foreground, a man with grey hair, wearing a blue wetsuit with "SURF SCHÜLL" and "WAVE GARDEN" printed on it, is kneeling on an orange surfboard with his arms raised in celebration. Behind him, another man in a red wetsuit with "WAVE GARDEN" and "INSTRUKTOR" printed on it is also celebrating with his arms raised. To the left, a third person in a blue wetsuit is visible. The water is a vibrant turquoise color, and white foam from a wave is breaking around the surfers. The overall mood is joyful and celebratory.

# THANK YOU!

[WWW.BOCASURFPARK.COM](http://WWW.BOCASURFPARK.COM)

# B@CA

## SURF PARK



### **Community Focused**

Purpose-built Recreation Asset for the Greater Boca Raton Community, stewarded by an expert team



### **Blue health benefits**

**Harmonious** facility that supports community involvement, wellness and resilience for participants.



### **Proven technology selection**

Local, research-driven choice after testing leading systems; Wavegarden selected for Boca.



### **Public access and inclusivity**

Safe, predictable wave environment for all ages and abilities; no sharks, rip currents, reefs, or inconsistencies



### **Economic Growth**

Privately funded development proposing an escalating revenue share agreement with Greater Boca Raton Beach & Parks District



### **Job creation**

Generates direct and indirect positions, with local staff and Strategic community partnerships

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