

October 31, 2012

Mark Carroll
6458 N. Ionia Ave.
Chicago, IL 60646

Mayor Rahm Emanuel
121 N LaSalle Street
Chicago City Hall 4th Floor
Chicago, IL 60602

Dear Mr. Mayor,

I am writing to talk about the sport of rowing in Chicago and the unique opportunity that is in front of you and the Chicago Park District. I first want to commend you on your decision to expand Chicago's alternative athletic community in the form of four new boathouses on the Chicago River, especially the two rowing boathouses. This development is easily one of the largest expansions of rowing in the history of the sport and I am proud to see it happening in my hometown.

I am personally dedicated to the development of rowing in Chicago and I work to improve the sport on a daily basis. I have seen firsthand the extremely positive impact rowing has had on other cities around the world. I want to do my part to bring those outstanding and proven successes to Chicago.

I am a product of Chicago rowing, born and raised in Edgebrook, having first learned to row at fifteen years old at the Lincoln Park Boat Club. I am who I am today because of the sport of rowing. I have worked in the rowing industry for more than a decade and my perspective is truly unique. There is literally no other individual with my specific international and Chicago-based rowing knowledge.

I would like to work with the Chicago Park District in order to maximize revenue generated from all rowing boathouses through the implementation of universally proven programming designed to offer rowing to people of all skills, ages, physical abilities, as well as to anyone who visits Chicago for business or pleasure. Because of my unique background, I know I have the ability to create new jobs for the community as well as the ability to generate new and unique revenue for the Chicago Park District. These successes will be far slower to develop, if they develop at all, without a rowing expert like me making the programming decisions needed to properly expect a return on the sport of rowing.

Since December of 2011, I have been meeting with all the right people at the Chicago Park District. I attend the monthly CPD board meetings and I frequently speak to the sitting board during the "People in the Parks" section of the meeting. I have met several times with Steffan Schoenauer, who is one of the lead engineers at CPD working on the boathouses. I have met with Joey Harris, a sailor who was oddly asked to run rowing at CPD, and briefly with Bob Foster also of CPD. In addition I have spoken several times to Kelly Sheetz who is the new Director of New Business Development at CPD. I also just had a personal interview with the guys at Park Concessions Management after I applied to be a rowing vendor in the Clark Park Boathouse.

After meeting with all of these individuals over the past ten months, I believe that Chicago is not properly prepared to fully benefit from the development of these rowing boathouses. The people tasked with developing the boathouses do not understand the true power of rowing and I feel there needs to be an experienced individual directing the development of the sport at the Chicago Park District. Every time I meet with Chicago Park District representatives I feel that they do not understand the impact

of the task that they have been assigned. They do not realize the unique and significant impact rowing can have on a community and how rowing can create jobs, lots of them. Rowing needs to be rolled out properly in Chicago in order to expect a significant return for the city. After speaking with folks from CPD, especially the Park Concessions Management guys, I know that Chicago needs to have a well-experienced individual leading this charge.

Rowing generates new and unique revenue that cannot be duplicated by any sport. I have the specialized background needed to truly appreciate the power of rowing and I would like to work for the Chicago Park District to ensure that these proven methods are properly executed for the benefit of the people of Chicago.

As a Chicagoan and a rower, my perspective is unique and I know that I would play a crucial role in the true development of rowing on the Chicago River. I want to have the opportunity to do what I know I can do, to create an extremely fertile environment for the development of the sport of rowing in Chicago and to establish Chicago as a welcome home for alternative sports like rowing.

I currently work with every single rowing program in Chicago, including the Lincoln Park Juniors and the Chicago Training Center. I know that teams like these do not have the time or capacity to focus solely on revenue generation at the boathouses since they are appropriately dedicated to the development of their own crews. By hiring an individual to focus specifically on revenue generation, the Chicago Park District is better able to maximize the returns on these investments in the sport of rowing. I want to be that person for you and the Chicago Park District. I know I am the right person to position rowing properly in Chicago.

Thank you for your time Mr. Mayor, please feel free to contact me at anytime to talk rowing. I love this sport and I work to improve it in Chicago on a daily basis.

Sincerely,

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