



MARINESCAPE  
E C O A Q U A R I U M S

NAUTICA AQUARIUM - CLEVELAND, OHIO

DESIGN | CONSTRUCTION | MANAGEMENT



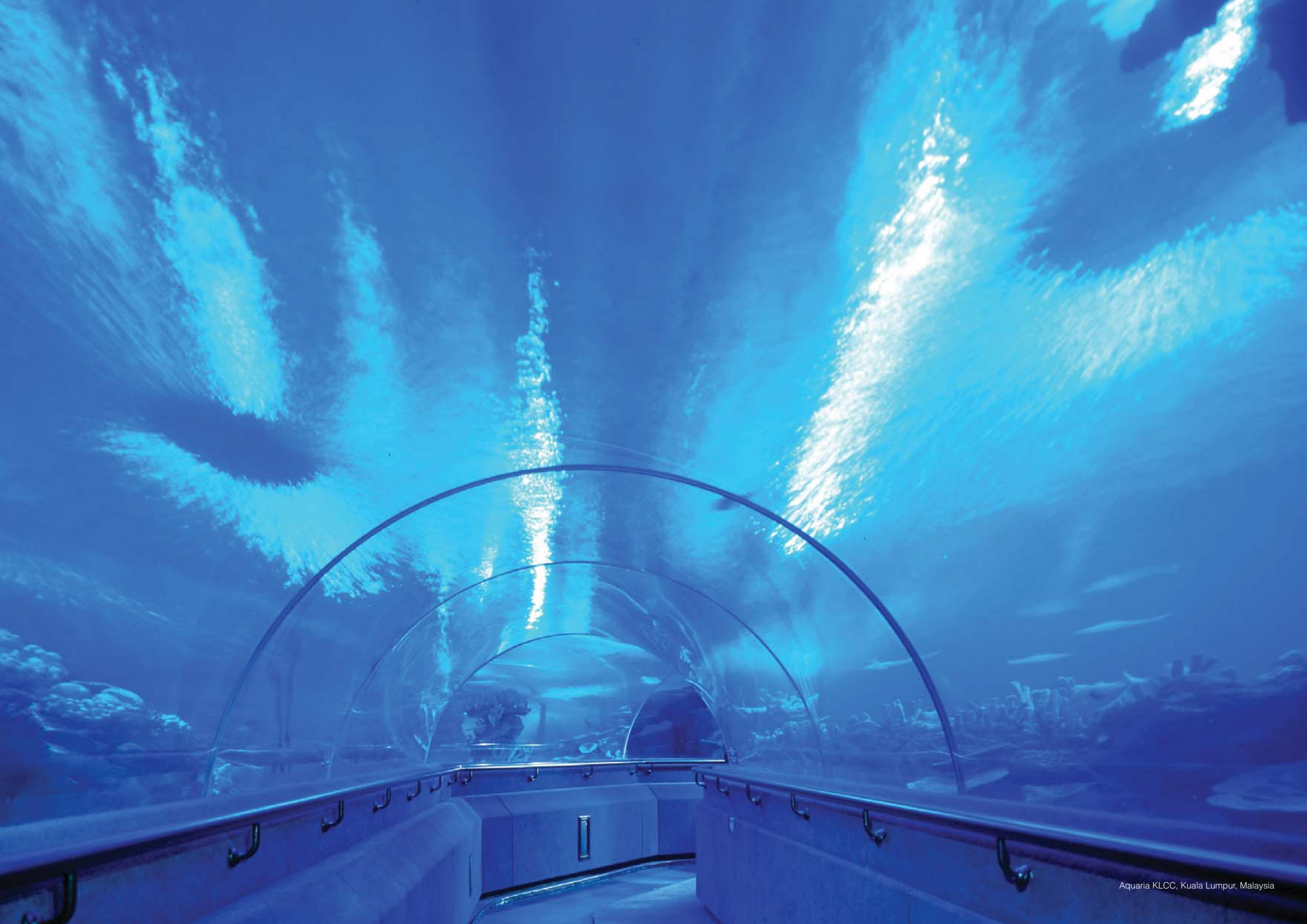
# MARINESCAPE

E C O A Q U A R I U M S

155 Richmond Road, Grey Lynn, Auckland, New Zealand

Phone: +64 9 360 2892 | Facsimile: +64 9 360 2860

[www.marinescape.co.nz](http://www.marinescape.co.nz) | [aquarium@marinescape.co.nz](mailto:aquarium@marinescape.co.nz)





# INTRODUCTION

Marinescape created the Underwater World walk-through aquarium which has become one of the greatest attractions in the leisure industry today.

Consumers world-wide continue to demand attractions which entertain the whole family with a trend towards understanding and protecting the environment as opposed to youth-oriented leisure parks.

Marinescape is especially successful in this rapidly expanding market with its development of the horizontally curved underwater tunnel. This concept revolutionized aquariums into becoming dynamic visitor attractions using the "Three E's" philosophy (Education of the Environment by Entertainment).

The oceans, seas, rivers and lakes cover two thirds of the earth's surface and all contain unique eco-climates and specialist habitats. The Marinescape concept captures the public's curiosity for the unexplored depths of the underwater world.

The Marinescape SeaTube™ offers a panoramic view of marine life, allowing visitors to explore this strange world from under the sea, leaving them with a strong desire to return. It provides an exciting experience for visitors of all ages.

The Marinescape Underwater World concept is unique and widely accepted as "state of the art" in aquaria worldwide.



Cleveland Aquarium will be a revolutionary new Aquarium development in the United States.

The aquarium will have special Exhibits such as:

- Great Lakes Exhibition
- Lake Erie Exhibition
- Cuyahoga River Exhibition
- Freshwater Asian River Exhibition
- Discovery and Education Exhibition
- Main Tropical Walk-through Tank

The design integrates the existing building facade and structure to create an exciting new aquarium development.

To maintain ease of movement throughout the Aquarium, level changes have been kept to a minimum, thus avoiding the use of stairs and expensive escalators or lifts.

The visitor journey is kept to a gentle transition of ramps which connect the various areas.

Consumers world-wide continue to demand attractions which entertain the whole family with a trend towards understanding and protecting the environment. Marinescape is especially successful in this rapidly expanding market with its development of the horizontally curved underwater tunnel. This concept revolutionised aquariums into becoming dynamic visitor attractions.

Marinescape developed the "Three E's" philosophy Education of the Environment by Entertainment.

Marinescape aquariums are not "museums for fish".

The oceans, seas, rivers and lakes cover two thirds of the earth's surface and all contain particular eco-climates and specialist habitats.

Filtration is via a bank of gravity sand filters constructed adjacent to the tank, provision for supplementary filtration via Protein Skimmers is available. A period of operation is required to fully assess the most optimum arrangement. All incoming water will pass through a system of pressure sand filters. This ensures clean water is introduced to the Aquarium.

# TERRACE LEVEL AXONOMETRIC VIEW

Design Legend:

1. Entrance to Aquarium
2. Ticketing
3. Great Lakes Exhibition
4. Mechanical Room
5. Electrical Room
6. Existing Chminney Stack
7. Lake Erie Exhibition
8. Cuyahoga River Exhibition
9. Freshwater Asian River Exhibition
10. Special Sardine Exhibition
11. Classroom
12. Discovery and Education Exhibition
13. VIP Viewing Room
14. Emergency Exit



15. Main Tropical Walk-through Tank
16. Main Window Viewing
17. Aquarium Shop
18. Cloak Room

# CONCEPT DESIGN

## Design Statistics:

### 1. Overall Floor Areas

Total Aquarium Related Space = 55,530 Square feet

2. Total Water Volume: 800,000 Gallons (Main Tank)  
Other exhibits: 200,000 Gallons

4. Tube Tunnel Length: 250 Foot

5. Number of Exhibits in Aquarium: 22



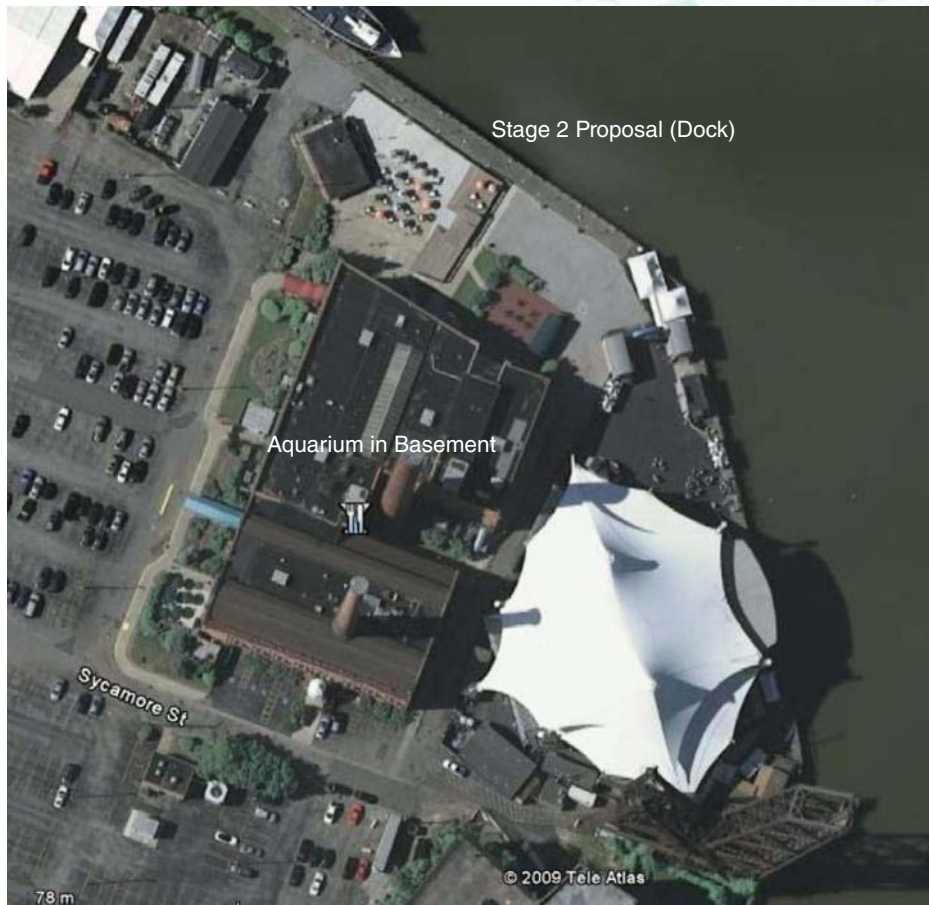
Great Lakes Exhibition Zone



Freshwater Asian Exhibition Space

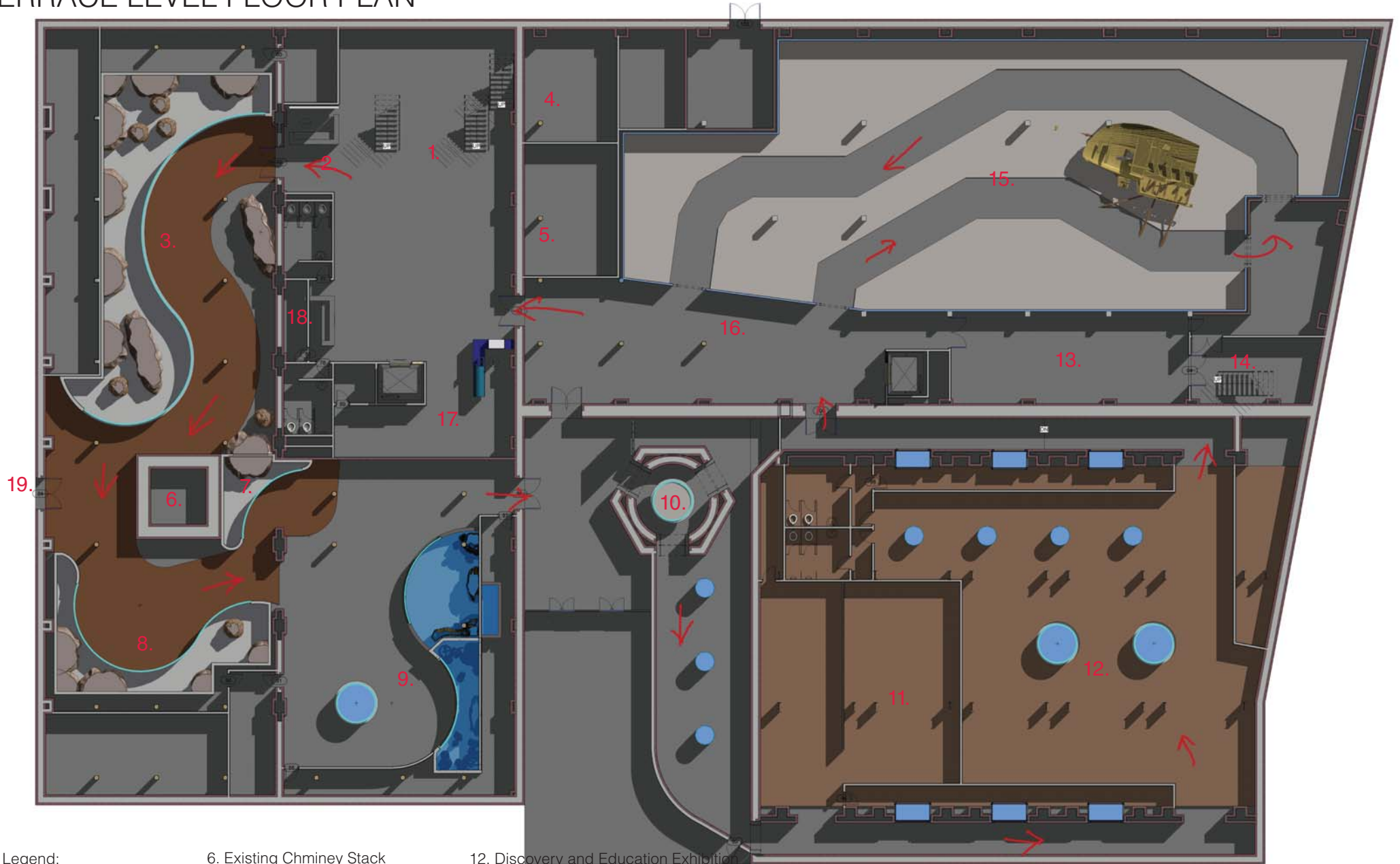


Tube Tunnel Typical View



Location of the Cleveland Aquarium

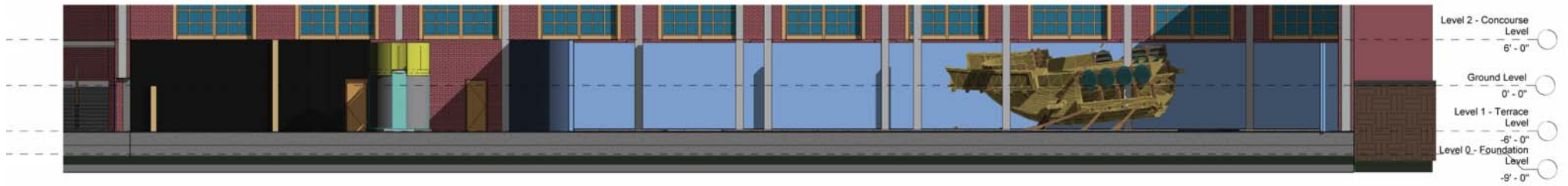
# TERRACE LEVEL FLOOR PLAN



**Design Legend:**

- |                           |                                      |  |
|---------------------------|--------------------------------------|--|
| 1. Entrance to Aquarium   | 6. Existing Chmينة Stack             | 12. Discovery and Education Exhibition |
| 2. Ticketing              | 7. Lake Erie Exhibition              | 13. VIP Viewing Room                   |
| 3. Great Lakes Exhibition | 8. Cuyahoga River Exhibition         | 14. Emergency Exit                     |
| 4. Mechanical Room        | 9. Freshwater Asian River Exhibition | 15. Main Tropical Walk-through Tank    |
| 5. Electrical Room        | 10. Special Sardine Exhibition       | 16. Main Window Viewing                |
|                           | 11. Classroom                        | 17. Aquarium Shop                      |
|                           |                                      | 18. Cloak Room                         |
|                           |                                      | 19. Stage 2 Option                     |

# SECTION VIEWS



Section through Discovery Area and Main Tank Exhibition Space



Section through Entry and Asian Exhibition Space

## PROJECT SUMMARY

Marinescape NZ Limited, a New Zealand based company and Jacobs Investment, Inc. are teaming up to bring a new and exciting project to Cleveland. Marinescape is the world leader in the development of walk-through aquariums.

Located in the Historic Powerhouse on the west bank of the Flats in Cleveland, Ohio, the proposed 50,000 s.f. facility will add a new and exciting dimension to tourism in Cleveland, Ohio.

## AMONG THE HIGHLIGHTS

The Nautica Aquarium is expected to attract 400,000 visitors annually following an initial year's attendance of 560,000.

The Nautica Aquarium will be designed using as a guide Marinescape's 3Es Motto "Environmental Education through Entertainment".

The Nautica Aquarium is expected to generate an annual economic impact of between \$9.6-27.2 million, while providing 40 jobs (FTE's) and a local payroll of \$1.6 million.

## NAUTICA ENTERTAINMENT COMPLEX

The Nautica Entertainment Complex, with its three multi-use buildings on 22 acres, features 2,000 parking spaces and an over ¼ mile of frontage along the Cuyahoga River. It is an ideal location for an aquarium because of the synergistic possibilities. Consider:

- Lolly the Trolley, the Cleveland tour bus trolley based at Nautica.
- Nautica Queen, the dinner cruise ship offering visitors a panoramic tour of Lake Erie and the Cuyahoga River and a stop at the aquarium as well as part of the package.
- Nautica Pavilion, a 5,000 seat out-door amphitheater which is expected to home to special events related to the Nautica Aquarium.
- The Canal Corridor Towpath will be able to feature a stop at the Nautica Aquarium on its way to Lake Erie as part of the Lakefront Link.

## MARINESCAPE AND JACOBS: A TEAM WITH EXPERIENCE!

• Marinescape – Marinescape is the world's leading developer of walk-through aquariums. They have over 25 year's of industry experience, are currently working on their 21st project. Its team of Marine Biologists, Aquarists, architects and designers, bring hundreds of combined years of experience.

Marinescape intends to invest \$1 million in equity, with another \$2 million in equity expected to come from affiliated investors.

• Jacobs Investment, Inc. – Jacobs Investments, Inc. has been involved in Cleveland for many decades. In 1988, Jacobs Investments Management Co, Inc. ("JIMCO") and affiliates, completely renovated the Historic Powerhouse building and as part of a nationally-recognized adaptive re-use project. It was part of the overall nautical Entertainment Complex which helped the Flats become one of the largest tourist destinations in the mid-west. Nautica is home to Shooter's on the Water, Windows on the River, the IMPROV Comedy Club, Rockbottom Restaurant and the Nautica Charity Poker Festivals, among other tenants.

JIMCO and affiliates intend to invest \$2,000,000 in the aquarium project, \$1,000,000 as a tenant allowance and \$1,000,000 as a term-loan.



## “Environmental Education through Entertainment”

When designing aquariums Marinescape emphasizes the need to provide environmental education in an entertaining fashion. The Nautica Aquarium will have 1-2 classrooms that are staffed by fully trained teachers who are providing lessons that are ideally developed in conjunction with the local board of education. Experience has shown that students learn best when they are emotionally attached to the subject matter and when the information is presented in an entertaining fashion. Marinescape aquariums have successfully used entertainment to provide environmental education to an amazing 150 MILLION VISITORS worldwide.

### CONTRACT HIGHLIGHTS

- **Preferential Lease Rate.** The Nautica Aquarium will be located on the entire Terrace Level of the Historic Powerhouse under a 20-year lease with preferential terms.
- **Turn Key Contract.** The Nautica Aquarium will be developed and constructed by Marinescape under a fixed price turn-key contract discounted from other aquaria of similar size.
- **Management.** Marinescape will manage the aquarium under the leadership of its experienced staff and a team of local employees hired for such purpose.

### NON-PROFIT PARTNER

The Venture is expected to include a local non-profit partner deemed the “Friends of the Nautica Aquarium”. Its mandate will include

1. Work with local universities at research projects using the aquarium as a base.
2. Develop local community-based outreach programs (e.g. AquaVan, lakefront and river cleanup, etc.)
3. Sponsor educational aquarium class trips for students in the Cleveland metropolitan area and surrounding communities.
4. Use the aquarium as a foundation for fundraising activities for local ecological and educational programs.

### A \$30 Million Aquarium for less than \$10 Million!

The Historic Powerhouse is one of the most iconic buildings in the City of Cleveland and the State of Ohio. The Nautica Aquarium will usher in the second significant adaptive re-use in the long history of this remarkable structure.

Locating the aquarium in the Powerhouse allows Marinescape and JIMCO to take advantage of dramatic elements inside and outside the building to enhance the walk-through experience of visitors. Imagine-

- Walking through the historic tunnels inside the structure while viewing exciting exhibits.
- Creating opportunities for visitors to view the significant architectural features of the Powerhouse in new and interesting ways!
- Observing the world’s first aquarium exhibit inside a 60’ high chimney.

## Use of Funds

The expected Use of Funds is as follows:

Uses:

Tenant Improvements	\$ 1,000,000
Exhibits and Displays	6,500,000
Pre-Opening/Signage	750,000
Contingency	750,000
<b>Total Uses:</b>	<b>\$ 9,000,000</b>

## Visitors, Jobs & Taxes

Annual Visitors	300-600 thousand
Jobs Created	40 (averaging \$35,000)
Annual State and Local Taxes	\$ 500-750 thousand

## Economic Impact

	LOW	HIGH
Payroll *	320,000 Visitors	480,000 Visitors
X 2	\$ 3,200,000	
X 5		\$ 8,000,000
Visitor Impact **		
\$ 20 Per Person	\$ 6,400,000	
\$ 40 Per Person		\$ 19,200,000
<b>Total Low</b>	<b>\$ 9,600,000</b>	
<b>Total High</b>		<b>\$ 27,200,000</b>

\* The multiplier effect of local payroll (i.e. re-distribution throughout the local economy).

\*\* Expenditures for food, fuel, lodging, other attractions, etc.



# MARINESCAPE

E C O A Q U A R I U M S

155 Richmond Road, Grey Lynn, Auckland, New Zealand

Phone: +64 9 360 2892 | Facsimile: +64 9 360 2860

[www.marinescape.co.nz](http://www.marinescape.co.nz) | [aquarium@marinescape.co.nz](mailto:aquarium@marinescape.co.nz)

