



# Building Our Future

## The Expansion of the Finn M.W. Caspersen Rowing Center

A Vision for the Future of Rowing



Presented by  
the Princeton National Rowing Association  
[Rowpnra.org](http://Rowpnra.org)

# Rowing is Growing

It is growing around the world,  
around the country and especially  
in Mercer County, New Jersey



Dear Friends of Rowing,

Rowing is growing! It is growing around the world, around the country, and especially in Mercer County, New Jersey.

Finn Caspersen had a vision to create a world-class home for rowing on Mercer Lake, and the original boathouse facilities were built through his efforts. Tim Hosea shared Finn's dream and continued to guide it to reality. During Tim's tenure as president of PNRA, the Caspersen Rowing Center became an Olympic Training Site and home to the United States National Teams; the Mercer Junior Rowing Club grew from 20 to over 190 junior rowers; our Learn to Row camps and classes taught hundreds of people of all ages to row; and over 600 high school students from Trenton began to discover the benefits of rowing. Major events hosted by PNRA grew to have a local annual economic impact of over \$10 million.

But Finn and Tim's dream of a world-class facility is not complete, and it is time to take the next step. The foundation has been laid to expand the facilities at the Caspersen Rowing Center, to recognize the rich history of our nation's oldest sport through the National Rowing Hall of Fame and Museum, and to build on this history in developing the next generations who realize the team spirit, fitness and discipline that rowing builds. The expansion will add the indoor workout, locker rooms and sports medicine capacity required for our teams to compete at the top national and international levels; a home for USRowing; conference and meeting rooms; boat repair facilities; and additional boat storage space. It will allow PNRA to better serve all the citizens of Mercer County through expanded programs and to teach new generations of athletes the fitness, dedication and teamwork that are the essence of rowing.

With this expansion, we will take the next important step in realizing Finn and Tim's dream. I invite you to be a part of that dream. I invite you to help us build the epicenter of rowing in America.

Kristopher Grudt  
Executive Director

# History of PNRA

In 1997, driven by the needs of the nearby Lawrenceville School and Peddie School rowing programs, ground was broken for a three-bay boathouse on the north shore of Mercer Lake in West Windsor, New Jersey. Built with financial support from Peddie alumnus Finn M.W. Caspersen and others, two of the bays served the respective schools; the third was dedicated to public use. Soon, the U.S. Men's National Team was using the boathouse as a training site. By 2001, the Princeton International Regatta Association (PIRA) had been formed and had hosted its first FISA World Cup event.

Within a year of its founding, PIRA established the Mercer Junior Rowing Club (MJRC), a youth rowing program open to students throughout central New Jersey. MJRC grew rapidly.



2016 Rio Olympic USA Women's Gold Medal Women's Eight calls the Caspersen Rowing Center home.



Olympian Anna Goodale showing future a rower how to row on the rowing machine.

By 2003, with generous support from private donors and the National Rowing Foundation, the boathouse underwent a major expansion, doubling in size to include a total of seven bays, nominal locker space, and coaches' offices, in addition to the original workout and multi-purpose rooms. At approximately 19,400 square feet, The Caspersen Rowing Center now hosts MJRC, Novice Summer Rowing Camps, the Mercer U23 Elite Summer Program, the Rowing is Growing (RIG) Outreach Program, Mercer Masters, Peddie School, The Lawrenceville School, The Hun School and the United States National Team.

World-class facilities and a FISA-certified racecourse have attracted a number of major rowing events and regattas to the site, including:

- 1988, 1992, 2004, 2008, 2012 and 2016 U.S. Olympic Team Trials
- 2002-2017 USRowing National Selection Regattas
- 2006, 2012 and 2017 NCAA Women's Rowing Championships
- 2006 FISA World Masters Regatta
- 2005, 2009 and 2014 Scholastic Rowing Association Championships
- 2014-2016, 2018 and 2020-21 Intercollegiate Regatta Association (IRA) National Championship Regatta
- 2016 and 2019 USRowing Youth National Championships



The regattas PNRA hosts contribute over \$10 million in local economic impact each year

In 2005 PIRA became the Princeton National Rowing Association (PNRA) to reflect its greater mission to promote rowing at all levels. The success of this mission inspires and requires another expansion of the Caspersen Rowing Center.



## PNRA Facts

- Over 500 people regularly use the Caspersen Rowing Center.
- More than 190 junior athletes are participating in the 2016-2017 MJRC season, their numbers limited only by the capacity of the existing boathouse.
- 98% of MJRC graduates go on to college; 75% continue to row on college teams.
- Former MJRC rowers and coaches now coach at over 12 collegiate rowing programs.
- Since 2001 all of the U.S. Olympic and National Team athletes have trained or been selected at the Caspersen Rowing Center.
- The Women's Olympic and National Team, based at the Caspersen Rowing Center, is the most successful women's rowing team in history with 11 straight W8+ World Rowing Championships including 3 Olympic Gold Medals.



Women's Collegiate crews race in the 2012 NCAA Women's Rowing Championship on Mercer Lake.

- Since 2014, PNRA partnered with Special Olympics to train its athletes and host the indoor rowing events.
- Last year PNRA introduced more than 600 students at Trenton Central High School campuses to indoor rowing.
- Over 200 7<sup>th</sup> through 12 graders learned to row through the 2016 Novice Learn to Row Summer Camps.
- Mercer Masters programs offer competitive as well as fitness/recreational options to adult members of the community.



Sculler training on Mercer Lake.

With growing interest in the sport and the recognition of its advantages for developing mental and physical strength and endurance, the Caspersen Rowing Center no longer meets the needs of the constituents who use it on a year-round basis.

Each winter, PNRA must turn away 120 junior rowers for lack of indoor workout space. Similarly, limited indoor facilities compel the National Team to find training options off-site.

The potential for Rowing Is Growing Outreach Program as a vehicle for raising the fitness and achievement levels of students in the Trenton public schools is curtailed by the limitations of the boathouse.

Further, incorporating popular public programs and high-profile rowing entities under one roof will enable PNRA to continue to attract major events to Mercer Lake, with a proven benefit to local communities and businesses. According to an economic impact studies performed by PNRA and the Princeton Regional Chamber of Commerce, PNRA's regattas contributed over \$10 million in sales, over 800 jobs, and \$440,000 in tax revenue to the local economy in each of 2014, 2015 and 2016. PNRA regattas draw more than 75,000 athletes and spectators to Mercer County Park each year.

*"If your criteria for choosing a team sport values above all the work that it takes to excel in it, and the disciplines and virtues that attach to that sort of activity, and absolute trust and dependence upon your teammates, and how it can provide, more than any other sport, the ideal training and testing ground for life's challenges, you cannot beat rowing."* Tom Weil, Rowing Historian

# Why Is The Expansion Needed



2012 London Olympic Bronze Medal Women's 4x

The expansion will allow PNRA to continue to attract and build on our reputation as one of the premiere rowing and regatta venues in the country.

- This will allow PNRA to enhance the current \$10+million in annual economic impact to Mercer County.

USRowing, the National Governing Body for the Sport of Rowing could move its headquarters into Mercer County creating 15-20 new permanent jobs.

Mercer County has long been the historical center for rowing in the United States.

- Washington Rowing across the Delaware in 1776.
- More Olympic Rowing Team Trials have been held in Mercer County than any other county in the USA.
- Locating the National Rowing Hall of Fame and National Rowing Museum is an extension of this history.
- The relocation will bring rowing enthusiasts to the area and build on the area's art and history legacy.
- Over 65% (882) of USRowing's Member clubs are within 300 miles of Mercer County

# Why Is The Expansion Needed



The Caspersen Rowing Center is the home of the USRowing/Olympic Rowing Teams and the only Olympic Training Site in the Mid-Atlantic States

- To retain the team and the Olympic Training Site in Mercer County, we need to provide a state of the art training facility.
- The athletes of the National Team contribute to the Mercer Rowing Programs and the community. – They are coaches and role models to programs from the Mercer Rowing to the local YMCA.

The expansion will allow the National Teams to have a comprehensive training facility .

- Most major sports organizations take it for granted that at one location they
  - can practice on the field of play;
  - have immediate access to stretching; weight training and cool down space;
  - have a physiotherapist available to provide early diagnosis and intervention to enable maximum performance;
  - Change and shower in locker rooms;
  - Have space for relaxing and refueling between practices; and
  - Have conference rooms and offices for athlete-coach meetings.
- The expansion of the Caspersen Rowing Center would allow the athletes of the USRowing National Teams for the first time to have access to the above at a dedicated rowing facility.

# Why Is The Expansion Needed

The Mercer Rowing Programs have outgrown the current building.

- Every winter we must turn away 120 Junior athletes seeking to participate in the winter program. Winter crew can significantly enhance an athletes skills/fitness aiding collegiate recruitment.
- Due to inadequate indoor protected areas practices must be cancelled in inclement weather, many times at the last minute.
- Currently there is inadequate indoor storage resulting in valuable boats and equipment stored outside subject to weather and vandalism.
- Lack of a climate controlled boat repair space limits the ability to properly repair boats which means sending boats out for costly repairs and decreased equipment life.
- The expansion would allow:
  - *An increase in the number of students served to more than 1,000 annually – including increasing numbers from Trenton;*
  - Build on PNRA's Outreach programs;
  - Increase the Learn To Row activities for both adults and juniors;
  - Additional adult/community programming (e.g. Cardio Erg classes);
  - Expand PNRA's Under-23 Programs, encouraging college students to return and stay in the area.



Trenton Central High School West students working out on PNRA supplied rowing machines

# Why Is The Expansion Needed

## Safety

- Better safer traffic flows: dedicated drop-off area, traffic turnaround and bus parking will reduce athletes ducking in and around traffic and parked cars
- More parking: from less than 95 spaces to over 200
- Repair bay means maintenance can be done as required, increasing the safety, availability and durability of equipment
- Onsite physio-therapy office means better, more immediate advice and intervention in fitness and injury issues

## Additional Function and Meeting Space

- Ability to hold receptions, events and training conferences utilizing the multi-use, conference rooms and museum spaces.

## Why Is The Expansion Needed

The project will support \$9 million in construction work and jobs for over 18 months.

The expansion of the Caspersen Rowing Center can bring together rowing's history, its governing body, Olympic and National Team athletes, one of the nation's premier junior rowing programs and a top rowing venue together to create *the epicenter of rowing* in the U.S.A.!



# Addressing The Needs



## Overview

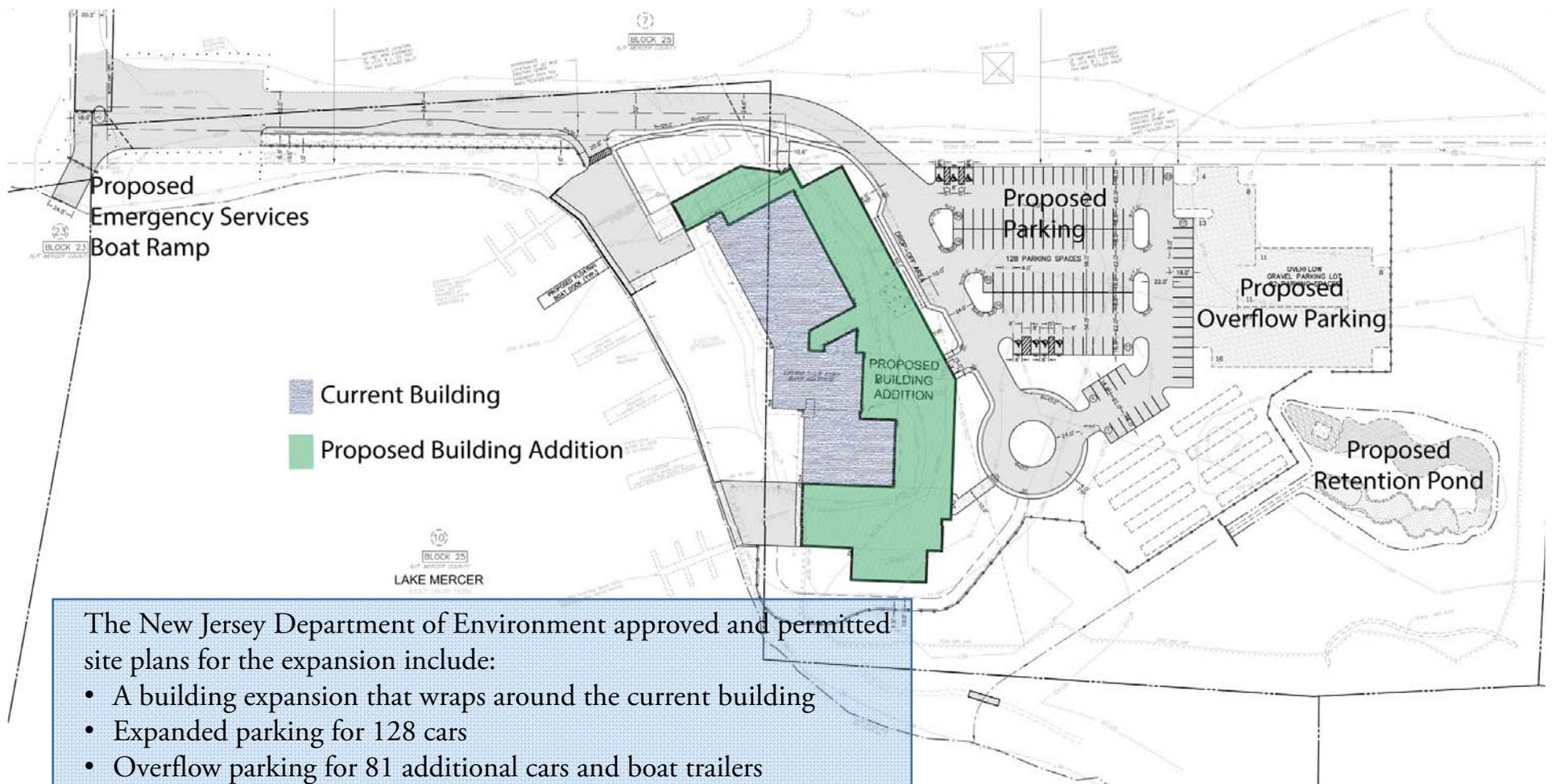
The proposed expansion will add 29,900 square feet to the existing facility to better serve the training needs of the **U.S. National Team**, support the growth of the **Mercer Rowing Programs** and other public programs for students in grades 7-12, broaden the scope of the **Rowing Is Growing (RIG)** outreach program for students in the Trenton public schools, and meet the needs of local collegiate and adult rowers. The expansion will also enable PNRA to accommodate the headquarters of USRowing, now located near the Princeton Airport, and house the National Rowing Hall of Fame



and National Rowing Museum, previously based in Mystic, Connecticut, and currently without a physical space.

The need is estimated at \$9million. Partial funding is anticipated from several public and private sources. PNRA expects to break ground in March of 2018.

# The Site Plans



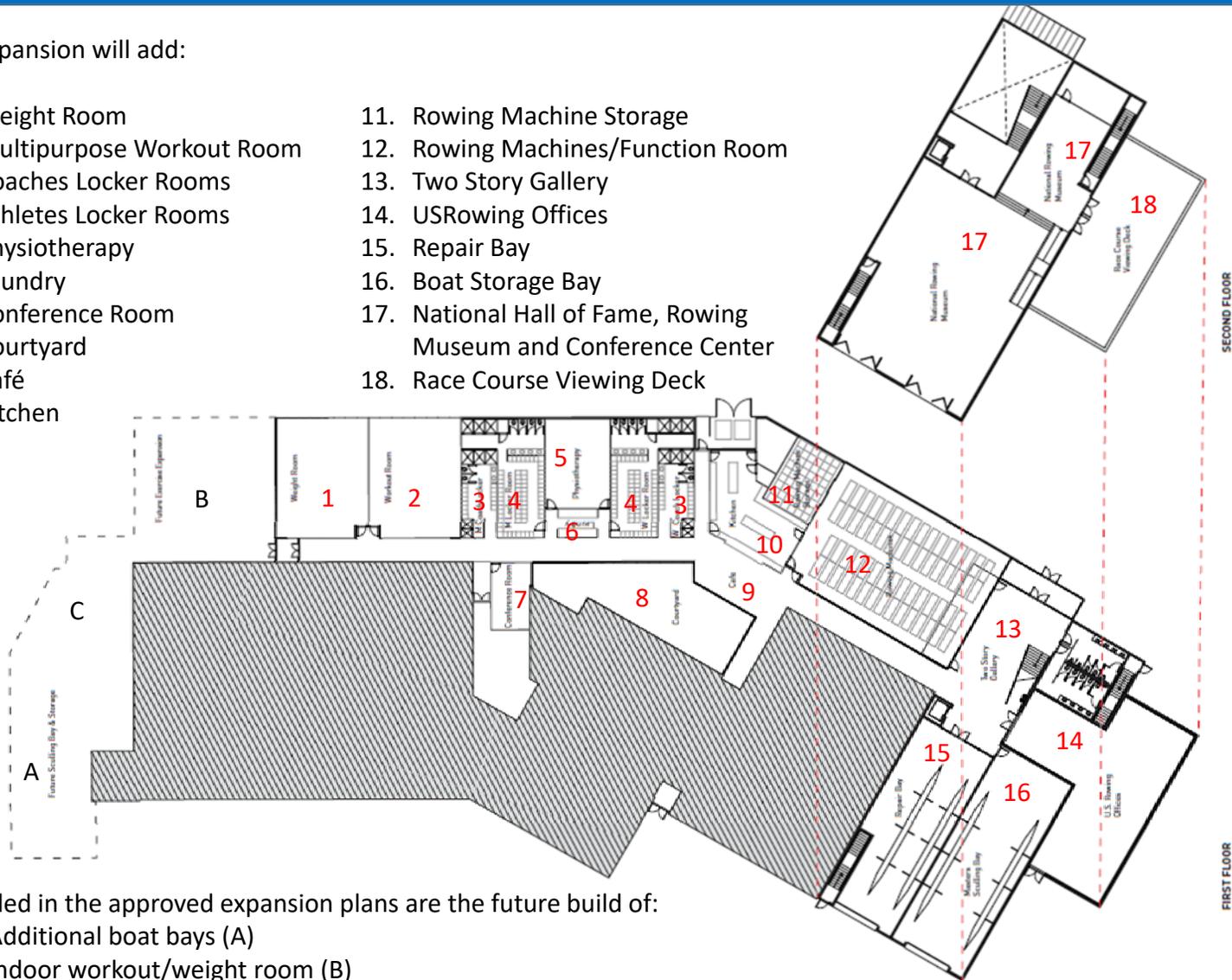
The New Jersey Department of Environment approved and permitted site plans for the expansion include:

- A building expansion that wraps around the current building
- Expanded parking for 128 cars
- Overflow parking for 81 additional cars and boat trailers
- An additional launch dock for rowing boats
- Emergency services boat ramp
- Retention pond for parking lot and building run-off

# The Design

The expansion will add:

- |                              |   |
|------------------------------|---|
| 1. Weight Room               | 11. Rowing Machine Storage  |
| 2. Multipurpose Workout Room | 12. Rowing Machines/Function Room                                 |
| 3. Coaches Locker Rooms      | 13. Two Story Gallery   |
| 4. Athletes Locker Rooms     | 14. USRowing Offices  |
| 5. Physiotherapy             | 15. Repair Bay  |
| 6. Laundry                   | 16. Boat Storage Bay  |
| 7. Conference Room           | 17. National Hall of Fame, Rowing<br>Museum and Conference Center |
| 8. Courtyard                 | 18. Race Course Viewing Deck                                      |
| 9. Café                      |   |
| 10. Kitchen                  |   |



Included in the approved expansion plans are the future build of:

- Additional boat bays (A)
- Indoor workout/weight room (B)
- Indoor Storage and bathrooms (C)

## How The Facility Will Be Used



## Use Analysis (est Square feet)

	Current	Expanded Building	
	Sq Ft	Sq Ft**	% increase
Total	19,400	49,300	160%
Mercer	2,400	8,000	233%
National Team*	4,800	9,225	92%
Mercer/ National Team Shared	4,600	11,050	140%
Prep Schools	7,200	7,200	-
Museum/ Conference Center		7,856	-
Common		6,000	-

\* Includes USRowing Offices

\*\* Includes current building

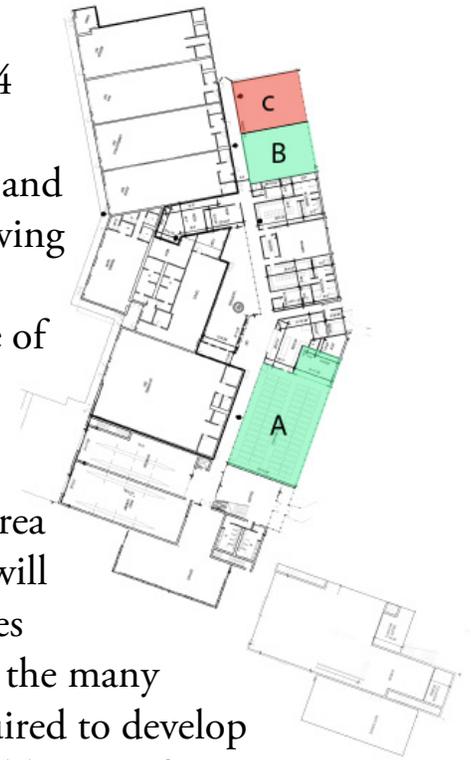
## Functional Areas

- **Indoor Training Room (3,300 sq.ft.)(A):** The new training room will add 64 rowing machines to the 30 now available, providing adequate facilities to accommodate the growth of the Juniors, Masters and RIG Outreach Programs and enabling the National Teams to train on-site. With adequate storage for the rowing machines, the training room will be readily convertible to meeting space for receptions, banquets, workshops and conferences, creating an additional source of funds to support the day-to-day operations of the Rowing Center.
- **Multipurpose Room (1,300 sq.ft.) (B):** Indoor workout space is always at a premium, especially in the off-season and in inclement weather. Access to an area for stretching and cooling down is critical for the development of rowers, as it will enhance muscle conditioning. A flexible indoor workout area will allow coaches



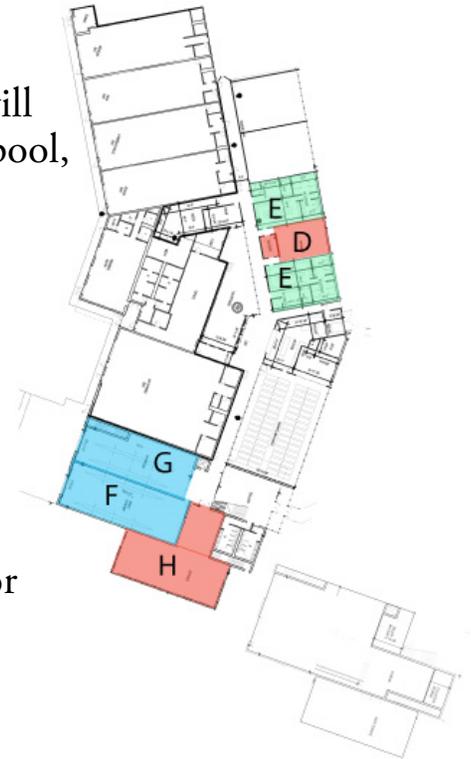
and athletes to focus on the many difference activities required to develop each athletes ultimate athletic performance.

- **Weight and Conditioning Room (1,300 sq.ft.)(C):** As a “power-endurance” sport, rowing requires highly specialized weight training. With a focus on free weights, the weight room will be designed to accommodate the very specific strength training needs of rowers.



## Functional Areas

- **Physical Therapy Room (700 sq.ft.)(D):** Injuries and strains do occur, particularly among the most competitive athletes. The physiotherapy room will be outfitted with an EMS/ultrasound machine, hydrocollator, ice bath/whirlpool, and standard and hi-lo treatment tables.
- **Locker Rooms (2,400 sq.ft.)(E):** New locker rooms with shower facilities will accommodate 50 men and 50 women. The expansion will also include facilities for coaches.
- **Masters/Sculling Bay (1,900 sq.ft.)(F):** Currently, the Masters and Juniors share a boat bay and smaller boats and some large boats are stored outside, where they are exposed to the elements. These bay swill provide space both for the Masters Program to expand and for the Juniors to benefit from rowing in small boats.
- **Heated Repair Shop (1,800 sq.ft.)(G):** The winter months present an ideal time to address repairs and recondition crew shells. Diligent maintenance not only improves the competitiveness of the rowers, but it also helps to ensure their safety.
- **USRowing Headquarters (2,500 sq.ft.)(H):** Currently, USRowing occupies a small office in the Caspersen Rowing Center to accommodate the onsite needs of the U.S. National Teams. Its larger headquarters are located some 10 miles away due to lack of space in the Rowing Center. USRowing is anxious to consolidate its offices in the Rowing Center and plans to do so as part of this expansion.

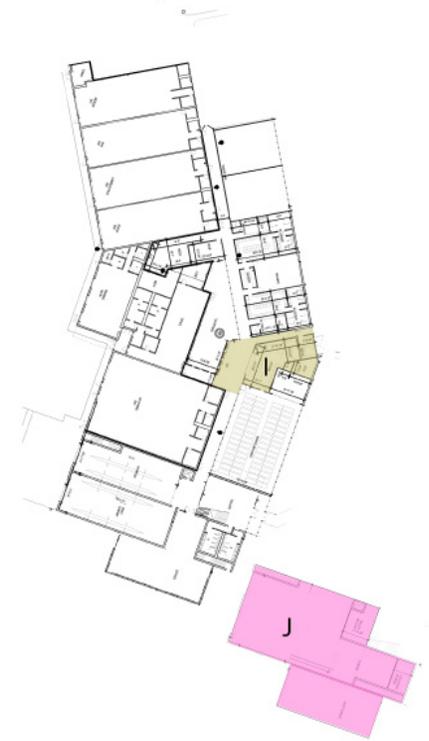


## Functional Areas

- **National Rowing Hall of Fame, National Rowing Museum and Conference Center(5,100 sq.ft.) (I):** Previously located in Mystic, Connecticut, the National Rowing Hall of Fame and National Rowing Museum are currently without a home. Their furnishings and artifacts are in storage. Combining the National Rowing Hall of Fame and an Olympic Training Site will not only recognize our sport's greatest athletes but will serve to inspire future Hall of Fame candidates. It will also allow athletes and regatta participants to experience the rich heritage of America's oldest team sport. The Museum looks forward to having a permanent dock in the expanded Caspersen Rowing Center. It will also provide additional space for receptions and meetings.



- **Café/Lounge and Catering Kitchen (1,300 sq. ft.)(J):** Expanding our facility requires expanding the services we provide our athletes and guests. Athletes need a space for “down” time between practices to rest and recuperate. Juniors need an area to do homework while waiting for practice. The availability of reception space in the new indoor training room also requires corresponding kitchen facilities.
- **Parking:** Already inadequate on a daily basis, additional parking will accommodate 128 cars plus an 81-vehicle overflow.



## Project Time Line

- November 2016 – DEP Permits complete
- November 2016-June 2017 – Secure funding commitments
  - \$4 million public sector
  - \$5 million private sector
- June 2017 – Begin detailed architectural drawings
- November 2017 – Request for Bids
- March 2018 – Groundbreaking
- July 2019 – Building completion

# Naming Opportunities

- Building
- National Rowing Hall of Fame Exhibit Area
- Museum
- Museum/Viewing Terrace
- Museum Reading/Conference Room
- Indoor Training Room (2)
- Offices (PNRA)
- Offices (USRowing)
- 2-story Gallery/Lobby
- Boat Bays (6)
- Physical Therapy Room
- Weight Room
- Heated Repair Shop
- Men's Locker Room
- Women's Locker Room
- Coaches' Locker Rooms (2)
- Conference Rooms (2)
- Café/Lounge and Kitchen
- Courtyard

# Ways to Give

## Donor Recognition

All donors will be recognized in a final report following completion of the project. Donor names will be listed according to level of support. All named gifts will be recognized with a plaque prominently displayed in the named location. Major donors will also be acknowledged on a permanent plaque in the Gallery/Lobby.

## Gift Levels

Donors will be recognized at the following levels:

- Olympian, \$100,000 and over
- Gold Medal \$50,000 to \$99,999
- Silver Medal \$25,000 to \$49,999
- Bronze Medal \$10,000 to \$24,999

## Making a Gift

**Cash:** This includes gifts made by personal, business or foundation check; wire transfer; and credit card. Credit card gifts through Visa, MasterCard or American Express can be made securely online at [www.rowpnra.org](http://www.rowpnra.org).

**Securities:** Not only can the full dollar value of the securities be counted as a charitable gift for tax purposes, but in the case of appreciated securities, donors can avoid paying capital gains taxes on the gifted securities.

**Pledges:** By making a pledge, donors have the option of fulfilling their gift intention over an extended period of time, up to three years, while receiving immediate credit for the full amount of the gift.

**Matching Gifts:** Many organizations will match employees' charitable gifts, often doubling or even tripling the original amount. Donors will receive full credit for both the original gift and the match. Matching gift forms are generally available from an employer's human resources department.

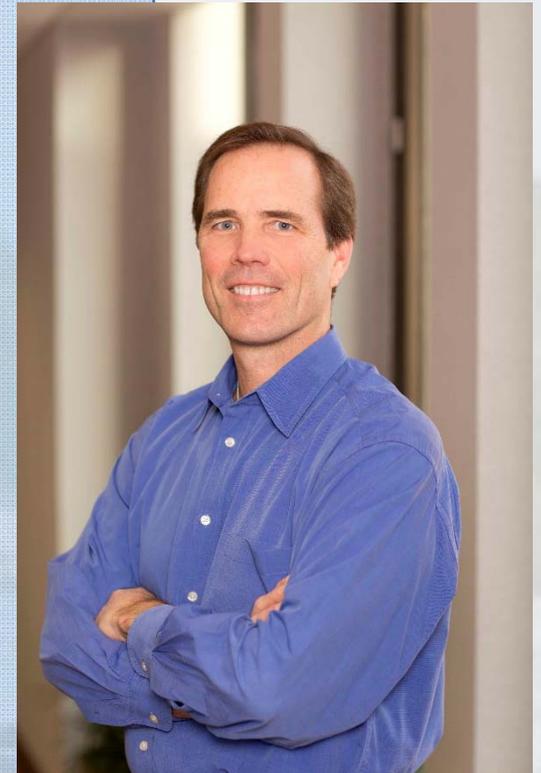
Finn M.W. Caspersen had a dream to create a world-class rowing facility in Mercer County and took the first steps to make it a reality. Tim Hosea took up the work that Finn started and built on it, guiding it to be one of the foremost rowing facilities in the country. But the work that Finn and Tim began is not complete. I hope, after what you have read here, that you will realize this too.

We have begun the process to expand the Caspersen Rowing Center into a truly world-class rowing facility, to create America's Henley. This expansion will add much-needed workout space, physiotherapy capabilities, locker rooms, and boat repair and storage space. The new building will also bring the National Rowing Hall of Fame and Museum to a major rowing venue, where it will inspire not only our nation's top athletes but athletes and enthusiasts of all ages.

The expansion of the Finn M.W. Caspersen Rowing Center will benefit not only the Mercer Rowing Family and National Teams, but it will also be an asset for all of the residents of Mercer County. It will enable us to expand our reach and bring the lifelong advantages of rowing, fitness, teamwork and dedication, to new generations of athletes. This facility will inspire and benefit not only the current generation of rowers but many more in the future.

I ask that you join us to help make the Caspersen Rowing Center America's rowing epicenter.

James Millar  
President/Vice Chair  
PNRA Board of Directors



From PNRA's President

# PNRA's Board of Directors

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