

# INTERNATIONAL SWIMMING HALL OF FAME PHASE TWO UPDATE

MARCH 4, 2025



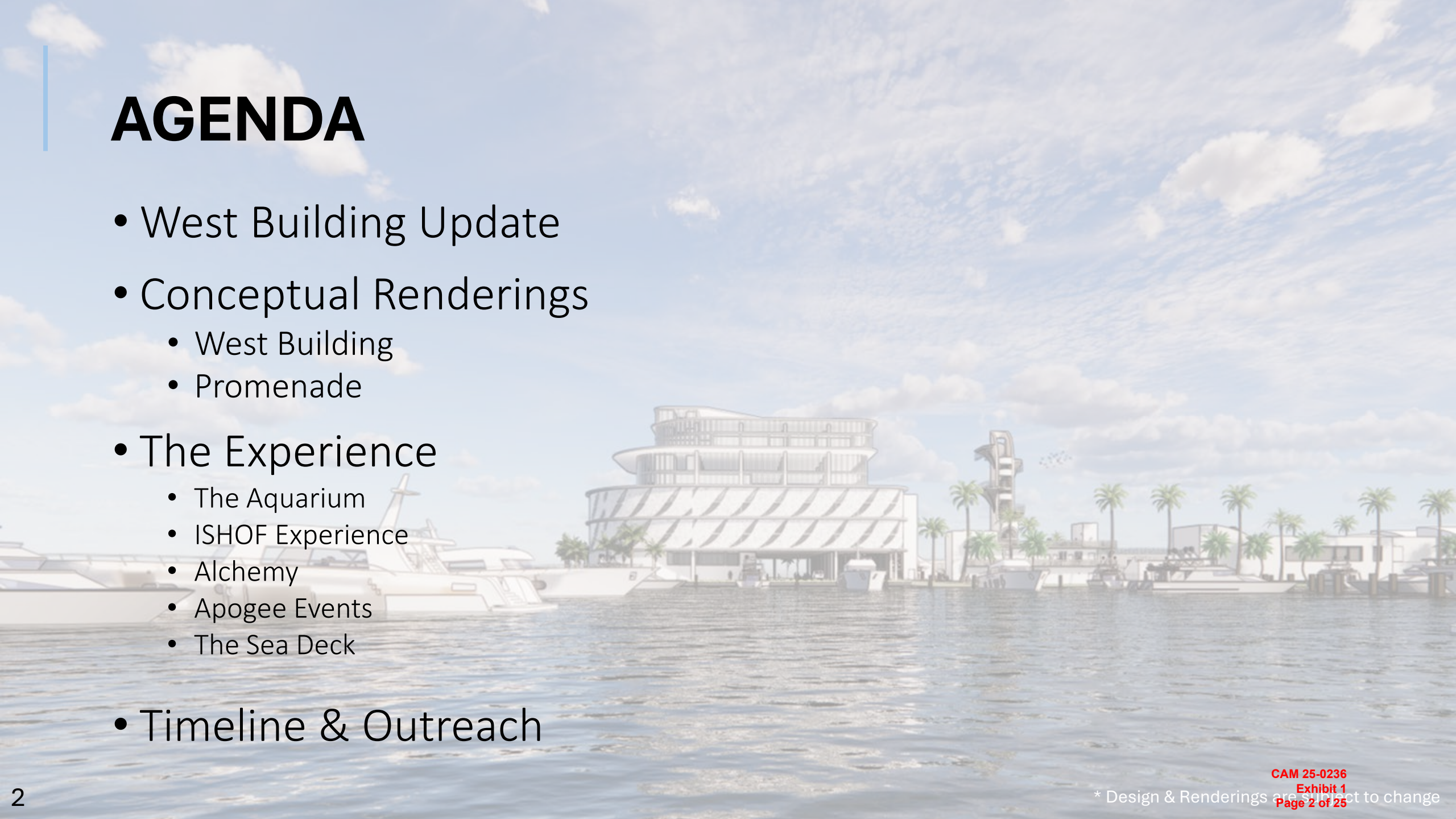
CAM 25-0236

\* Design & Renderings are subject to change



# AGENDA

- West Building Update
- Conceptual Renderings
  - West Building
  - Promenade
- The Experience
  - The Aquarium
  - ISHOF Experience
  - Alchemy
  - Apogee Events
  - The Sea Deck
- Timeline & Outreach





# WEST BUILDING UPDATES

ORIGINAL



PROPOSED





# WEST BUILDING UPDATES

## Key Building Changes

- Addition of Aquarium
- Reprogramming of Use Types
- Pedestrian & Site Access

## Research & Due Diligence

- Aquatic Consultant
- FINA (Now World Aquatics)
- International Swimming Hall of Fame
- Fort Lauderdale Aquatic Center





# THE WEST BUILDING

CONCEPTUAL RENDERINGS – VIEW A



CAM 25-0236

Exhibit 1

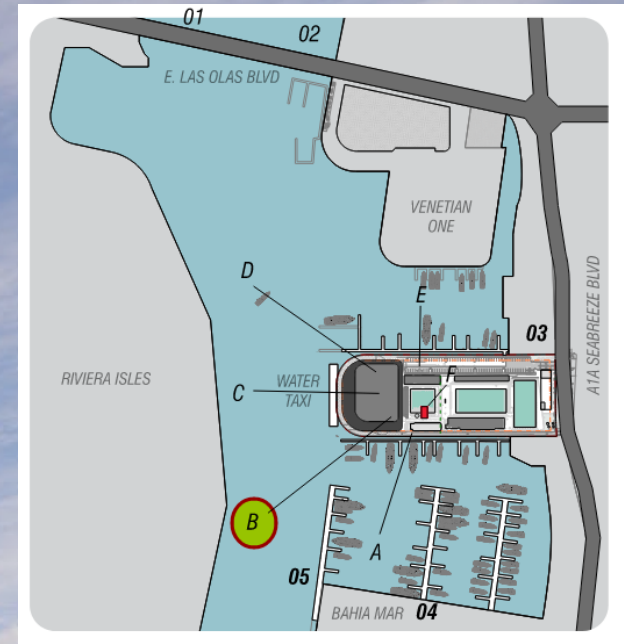
Page 6 of 23

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# THE WEST BUILDING

CONCEPTUAL RENDERINGS – VIEW B



CAM 25-0236

Exhibit 1

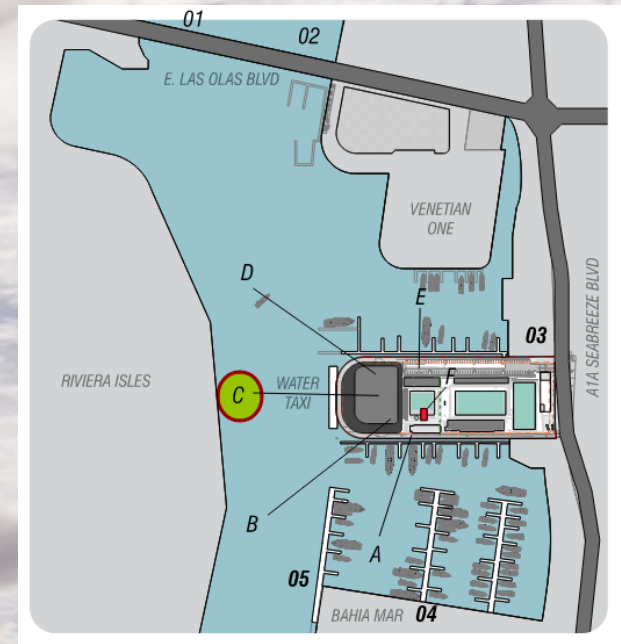
Page 6 of 25

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# THE WEST BUILDING

CONCEPTUAL RENDERINGS – VIEW C



CAM 25-0236

Exhibit 1

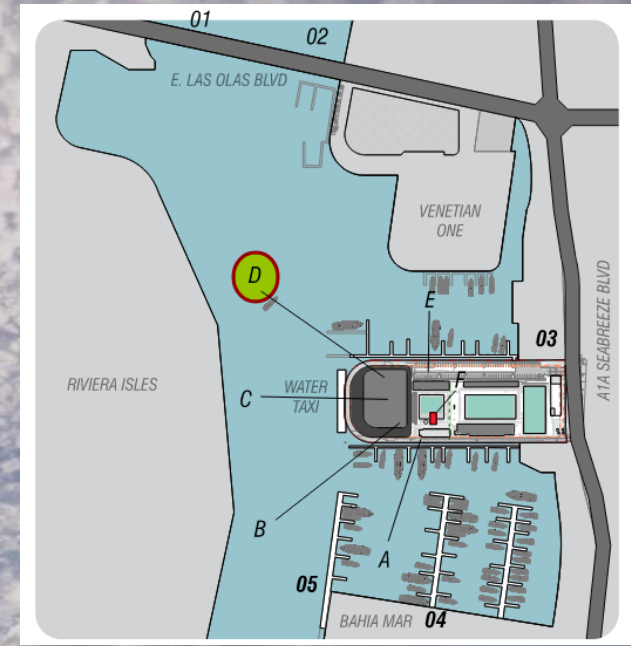
Page 7 of 25

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# THE WEST BUILDING

CONCEPTUAL RENDERINGS – VIEW D



CAM 25-0236

Exhibit 1

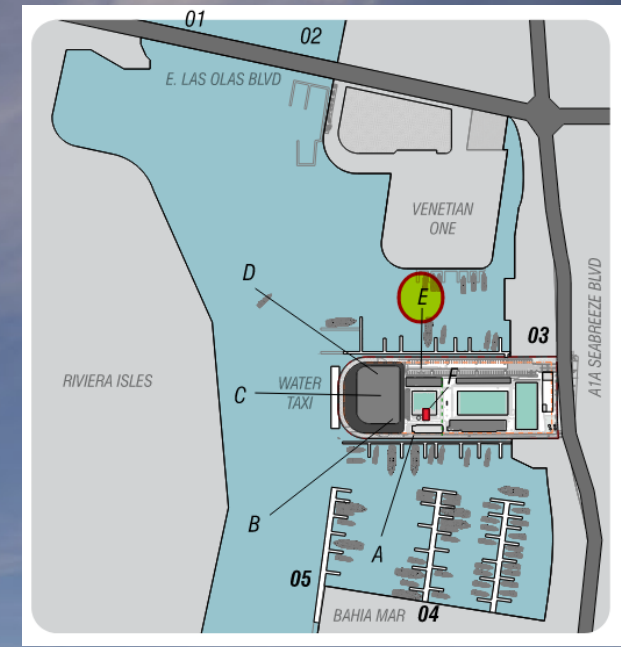
Page 8 of 23

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# THE WEST BUILDING

CONCEPTUAL RENDERINGS – VIEW E



CAM 25-0236

Exhibit 1

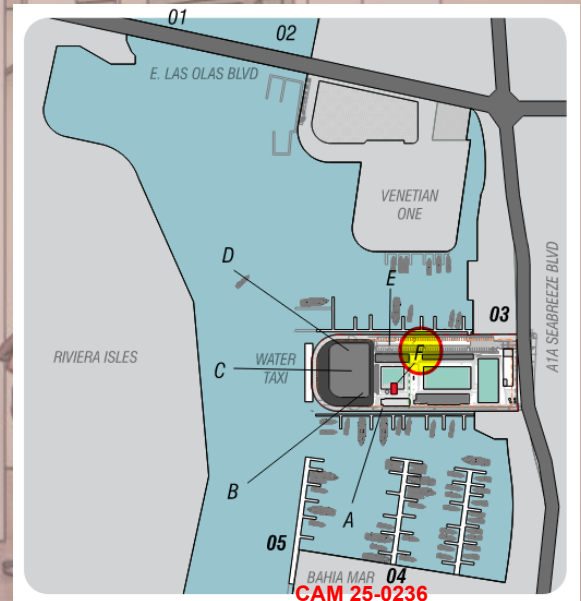
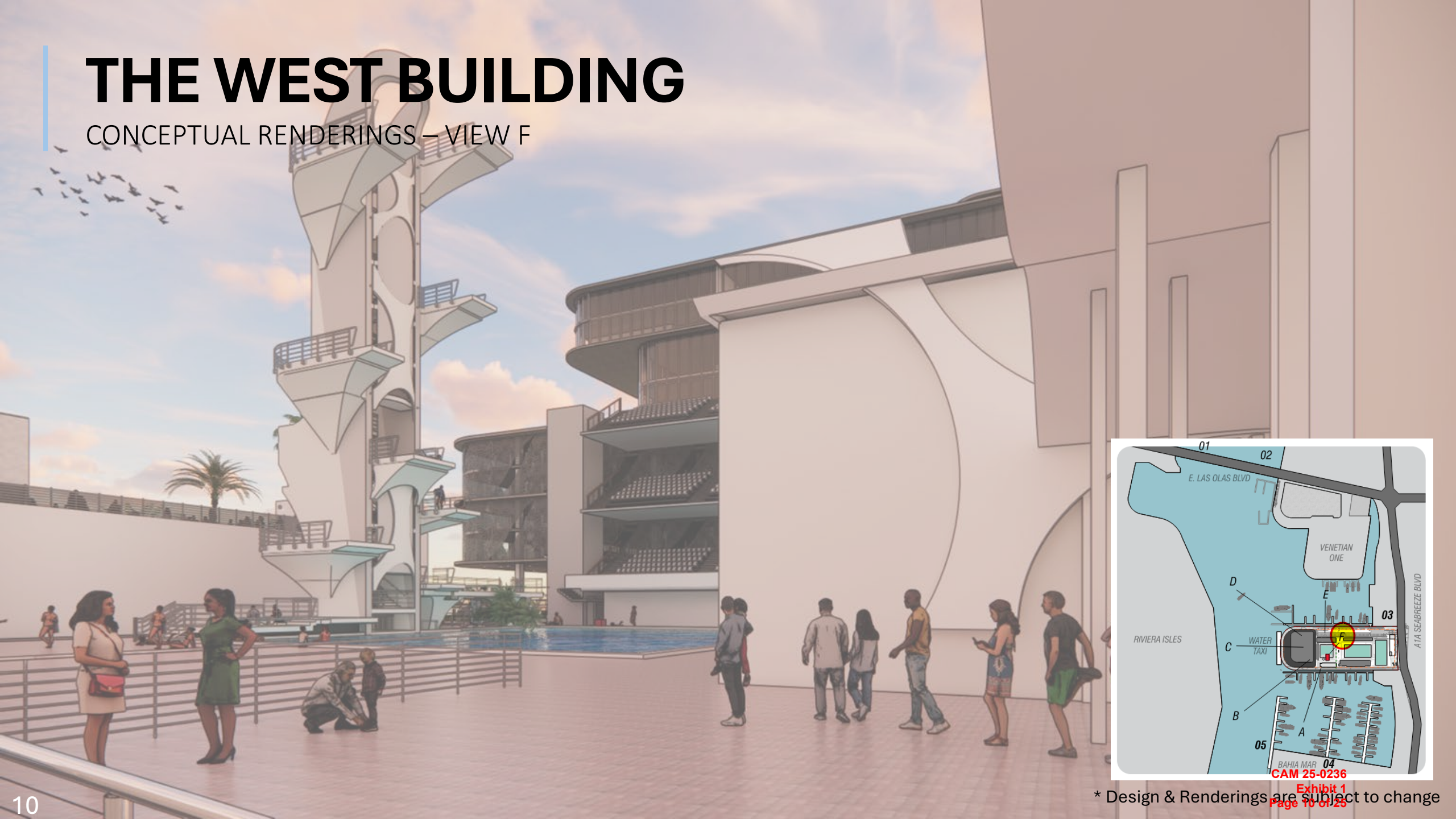
Page 4 of 23

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# THE WEST BUILDING

CONCEPTUAL RENDERINGS – VIEW F



CAM 25-0236

Exhibit 1

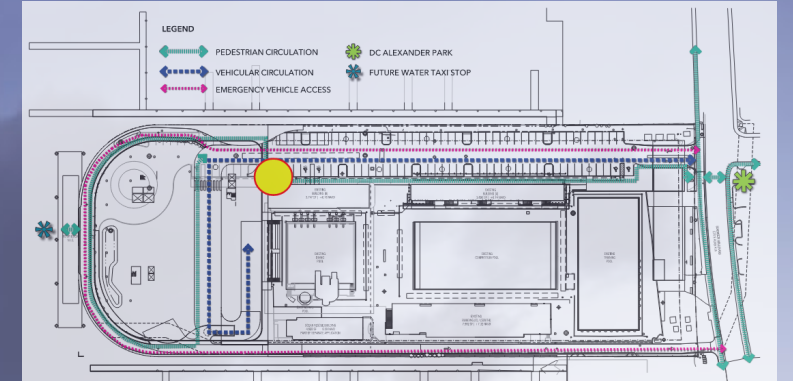
Page 10 of 25

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# THE PROMENADE

NORTHSIDE - 1



CAM 25-0236

Exhibit 1

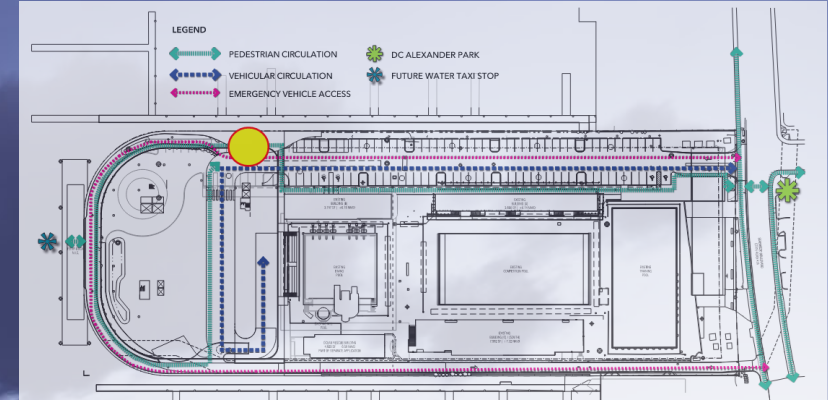
Page 11 of 25

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# THE PROMENADE

NORTHSIDE - 2



CAM 25-0236

Exhibit 1

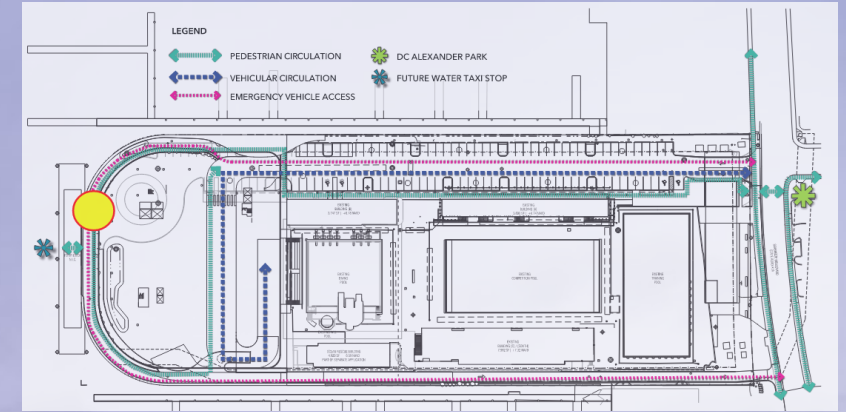
Page 12 of 25

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# THE PROMENADE

WESTSIDE - 1



CAM 25-0236

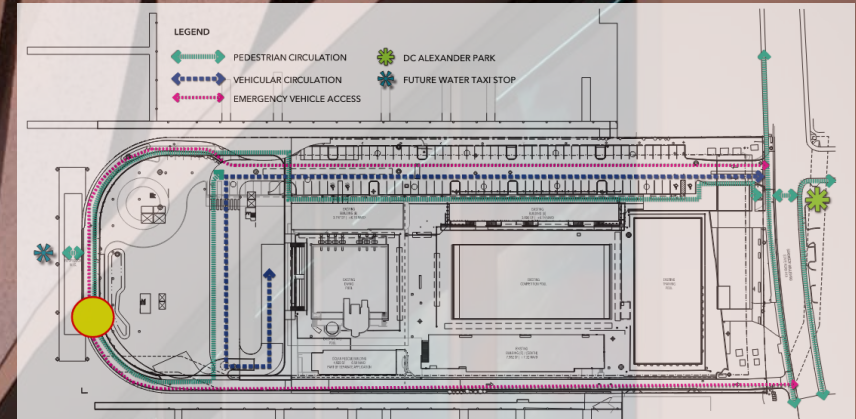
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Exhibit 1  
Page 13 of 26



# THE PROMENADE

WESTSIDE - 2



CAM 25-0236

Exhibit 1

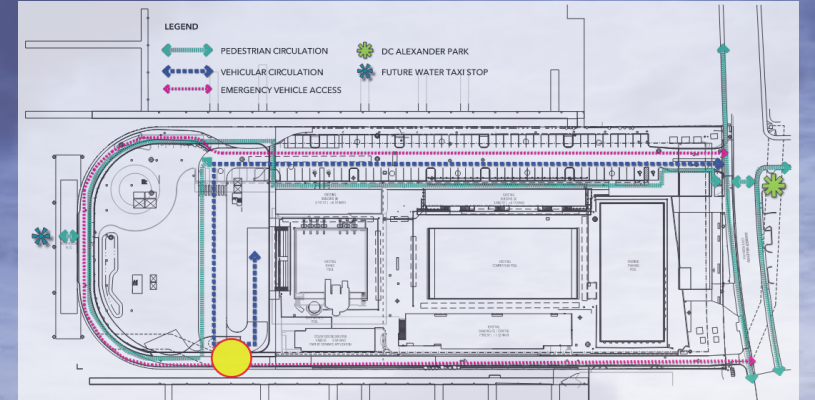
Page 14 of 25

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# THE PROMENADE

SOUTHSIDE - 1



CAM 25-0236

Exhibit 1

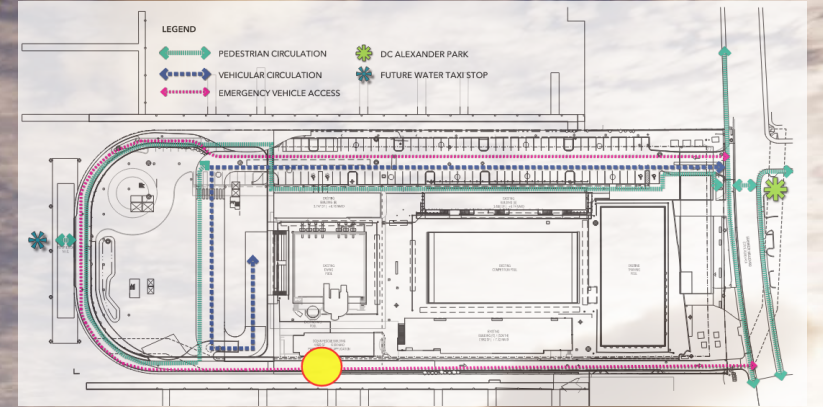
Page 13 of 25

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# THE PROMENADE

SOUTHSIDE - 2



CAM 25-0236

Exhibit 1

Page 16 of 25

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# THE PROMENADE

## LANDSCAPING ELEMENTS



1



2



3



4



BUILDING FACE



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Exhibit 1

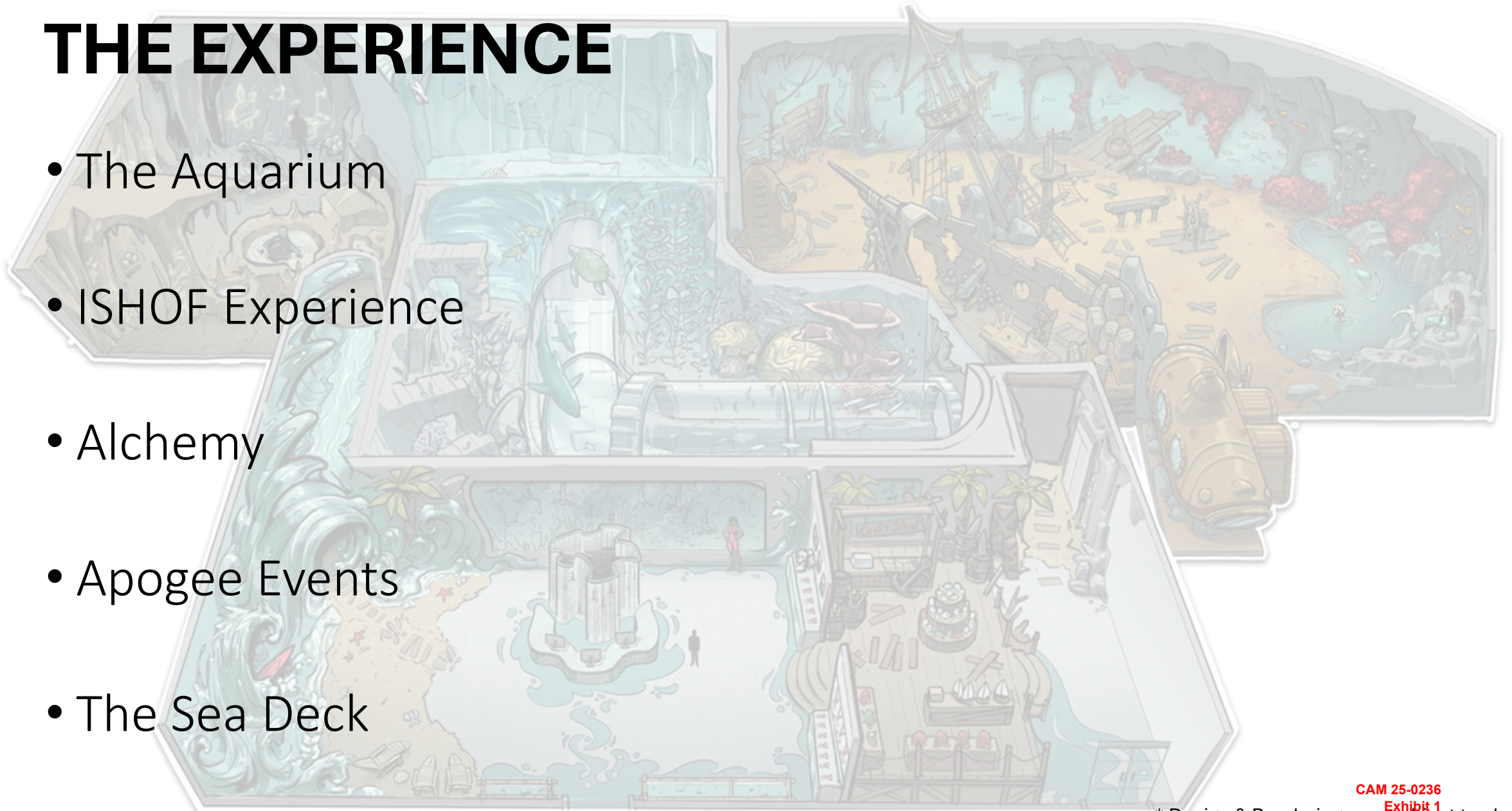
Page 17 of 25

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# THE EXPERIENCE

- The Aquarium
- ISHOF Experience
- Alchemy
- Apogee Events
- The Sea Deck





FORT LAUDERDALE WELCOMES YOU TO

# THE WATER DISTRICT

DIVE INTO ADVENTURE

# THE WATER DISTRICT

Fort Lauderdale's iconic water destination

Featuring a reimagined International Swimming Hall of Fame and a breathtaking, innovative aquarium that when combined create a one-of-a-kind world class experience... and that's just the beginning! With themed dining, vibrant retail, and activities for all ages, there is something for everyone....

Get ready to dive into adventure!

Home of





# THE AQUARIUM

## AQUARIUM

FIRST FLOOR IS OCCUPIED BY THE FORT LAUDERDALE  
AQUARIUM EXPERIENCE WHICH COMPRISES OF 8 CORE  
ZONES AND A 60 MINUTE LINEAR GUEST EXPERIENCE.



CAM 25-0236

Exhibit 1

Page 20 of 25

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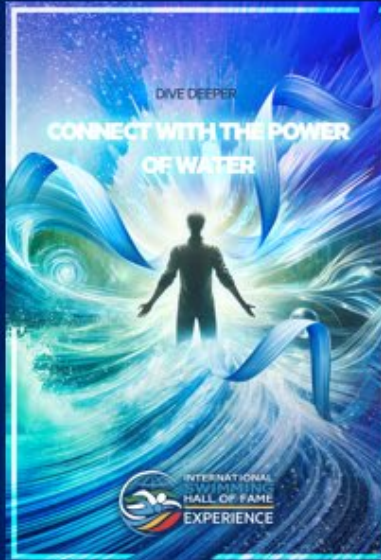


# THE ISHOF EXPERIENCE ZONES

The ISHOF Experience will feature 6 compelling zones:



**THE BUBBLE**



**THE FLOW**



**THE TIDES OF  
TIME**



**SPLASH LABS**



**LEGENDS  
UNLEASHED**



**THE DEPTHS**



# Alchemy

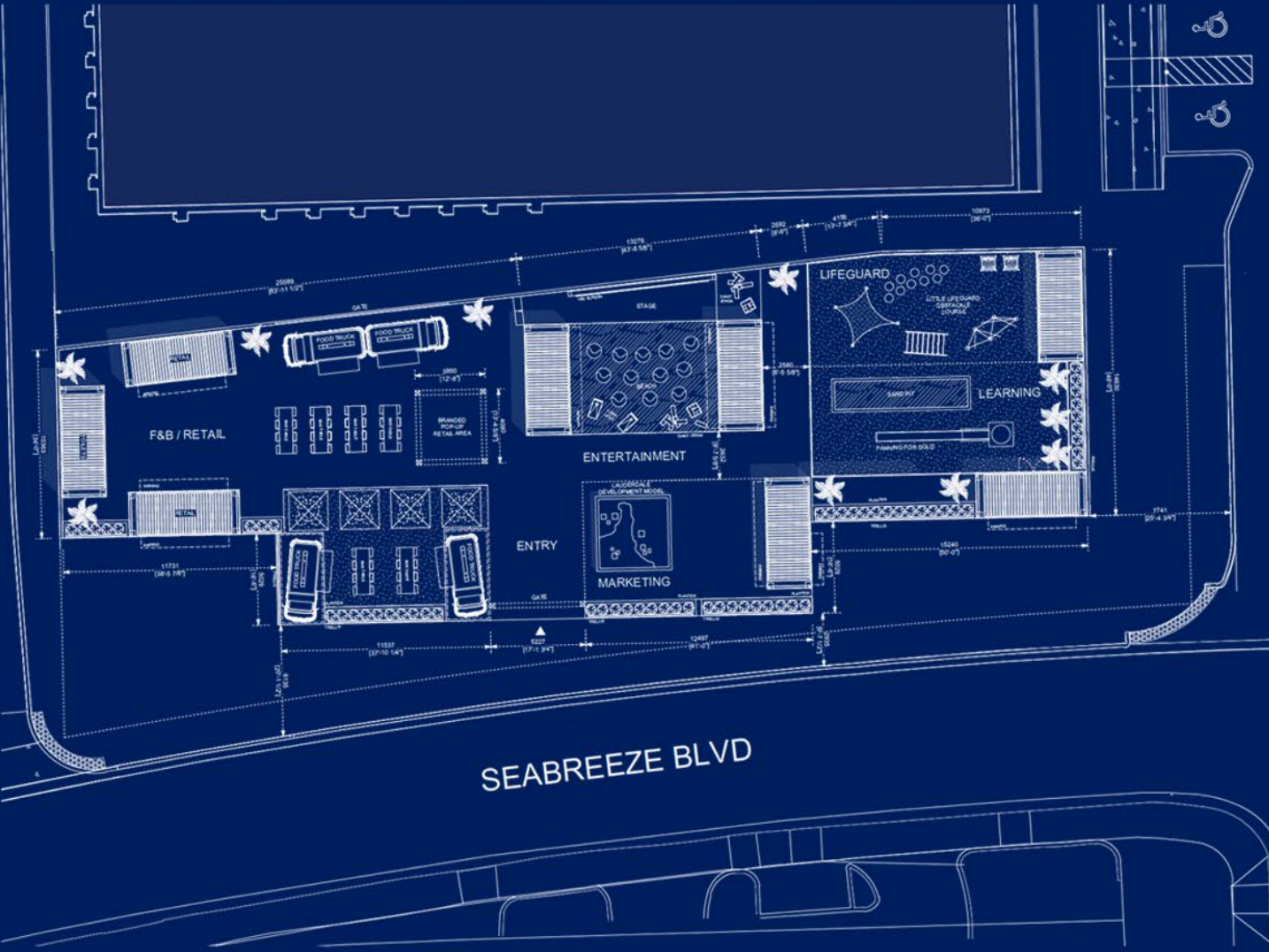
## Where Imagination Meets Experience

We create bold, immersive attractions that captivate audiences and redefine entertainment.  
From blockbuster destinations to pop up spectacles.

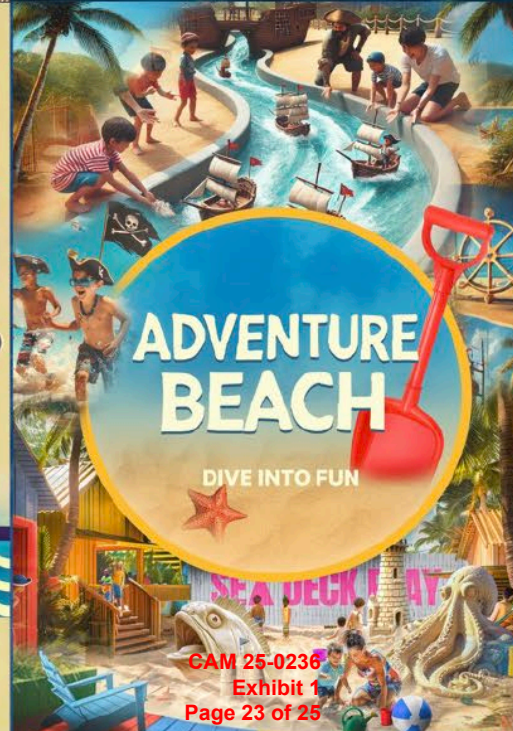
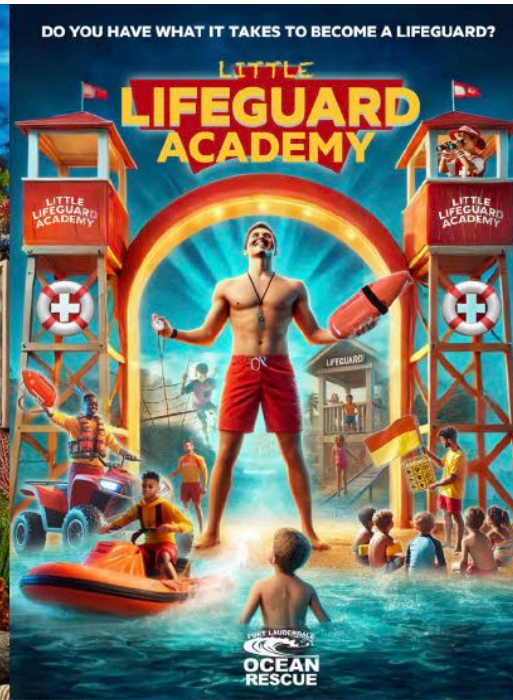




# SEA DECK



SEABREEZE BLVD





# APOGEE EVENTS

- With venues across multiple states, Apogee Events is a renowned event and food & beverage provider
- As a new amenity to the water district, Apogee Events will offer events with stunning rooftop views and provide food & beverage on the peninsula





# TIMELINES & OUTREACH

- Public Outreach Efforts Underway
- Need more information? Email us at: [ISHOF@CapitalGroupUSA.com](mailto:ISHOF@CapitalGroupUSA.com)

Activity Description	2025				2026				2027				2028				2029			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Design																				
DRC Review & Approval																				
Permitting																				
Construction																				