

# Proposal to Host the 2020

# MELGES<sup>24</sup>

International Melges 24 Class Association

## World Championships

May 1-9, 2020

Charleston, South Carolina



Presented by  
Regatta Management

# Table of Contents



- 1. Regatta Management**
- 2. Summary**
- 3. Charleston Race Week**
- 4. Historic Charleston, South Carolina**
- 5. Charleston Area Beaches**
- 6. Event Venue and Accommodations**
- 7. Shore Facilities**
- 8. Locator Map**
- 9. Race Course and Weather**
- 10. Access and Transportation**
- 11. Marketing, Media and Sponsorship**
- 12. Schedule**
- 13. Budget**

# Regatta Management



Regatta Management is a full service, turn-key yacht race management company, which has proven its capacity to host and run successful, first-class international regattas.

Regatta Management was founded by Randy Draftz, a thirty year veteran of the marine industry and recipient of Seahorse Magazine's Sailor of the Month Award. He also owns Charleston Yachting, a marine outfitter and rigging shop. In 1995, he helped establish Charleston Race Week which, under his leadership, has evolved to become the largest keelboat regatta in North America. The event has also been recognized with US Sailings coveted One Design Award for Regatta Excellence.

One reason behind Regatta Management's success with Charleston Race Week is the cooperation and support they receive from four local yacht clubs and more than 300 volunteers.

***"Regatta Management knows how to run a great event and deliver a quality product for participants and sponsors alike.***

***Randy Draftz and his team are open to new ideas, support sponsor objectives and deliver solid value to their sponsors.***

- Ed Reynolds, President, Quantum Sails

***"Randy is a driver of innovation in the sport of sailing. He does this by listening to the sailors, continually trying new things, and partnering with the entire sailing community.***

- Jack Gierhart, US Sailing

In addition, Regatta Management has strong ties with the Charleston Harbor Pilots Association, US Coast Guard station, the Town of Mount Pleasant, the S.C. Department of Parks and Tourism, and the Charleston Area Convention and Visitors Bureau, all of which are very supportive of this proposal.

Regatta management has run several M24 events - the Miami Worlds, Charleston Nationals, Miami Midwinter Tune-Up helped with the M24 Worlds in Victoria - and consulted with the Inland Yachting Association regarding their Championship event.

Regatta Management's services include promotion, staffing, sponsorship acquisition and activations, website creation, social media, fundraising consulting, financing, officiating and social event management.

# SUMMARY



## Benefits of Hosting the 2020 Melges 24 World Championship in Charleston, SC:

**The 2020 Melges 24 World Championship would be a stand-alone event, with the added advantage of coming on the heels of Charleston Race Week, Regatta Management's flagship event.**

- Charleston Race Week consistently draws the largest Melges 24 fleets in North America. This shows strong potential for a record turnout at the 2020 Melges 24 World Championship. This would also give the Melges 24 teams the convenience of less travel and the advantage of great practice and competition as they head into the World Championship.

- Many of the same professional race officers, committee boats, volunteers and sponsors from Charleston Race Week would already be in place and are committed to being involved with the 2020 Melges 24 World Championship.

- Regatta Management and the race officers from Charleston Race Week have an extensive working knowledge of the Melges classes, having run Melges 24 Nationals, 56-boat Melges 24 North Americans, the Melges 20 Nationals, and other large Melges fleets year after year.

### **Location, Location, Location.**

- Charleston, South Carolina has been voted as the Number 1 destination city in the U.S. and Number 2 in the world for tourists, making it the perfect place

to combine a regatta with a family vacation.

- The venue is superb and touted as the “best in the sport.”

### **Exposure and Marketing.**

- The 2020 Melges 24 World Championship will be highlighted in marketing, promotional and PR material produced for Charleston Race Week, resulting in unprecedented exposure prior to the Worlds. (This would be in addition to an exclusive marketing campaign for the 2020 Melges 24 World Championship.)

- The added exposure leading into Charleston Race Week, and the large fleet expected in attendance, presents a great opportunity to grow the Melges 24 class.

### **Ease of Access.**

- Charleston is centrally located on the East Coast and within a comfortable driving distance from most of the United States, which should have a positive impact on attendance. Charleston International Airport is only 14 miles from the venue and served by numerous airlines. The Port of Charleston, the 3rd largest on the East Coast, has multiple convenient terminals for the receiving and shipping of boats.

### **Disclaimer**

*This proposal is subject to change based on the requirements or needs of the IMCA. The budget is subject to change and contingent on the revenues received from entry fees and sponsorships.*



### A Regatta Unlike Any Other - April 11-14, 2019

Now celebrating its 24th year, Charleston Race Week has evolved to become the most popular and largest multi-class regatta in all of North and South America. This premier event attracts top sailors from around the world, including former America's Cup winners, Olympic medalists, professional sailors, and numerous national, North American and world champions, and amateurs alike.

There are several elements that have contributed to the growth and popularity of this event:

- **Superb Venue** - The Regatta Village is touted as *"the best venue in the sport."*
- **Event Experience** - Race debriefs and seminars by professionals help participants become better sailors.
- **Professional Race Management** - The event is known for its professional race management across 18 classes of boats on six courses and excellent equipment and infrastructure.

*"The destination city, ideal venue, excellent race management and reliable winds combined with southern hospitality make for a great regatta."*

- David Pritchard, President, Gill NA

*"If you're trying to outsmart your competition, there are plenty of ways to challenge. The wind is always good. You guys have great sea breezes. The water temperature is good. The hospitality and food is good. There's nothing not to like."*

- Bora Gulari, a Melges 24 competitor and Moth World Champion

It's a formula that works - combining high-caliber racing, superb management, fun and engaging social activity and family vacation opportunities – to attract approximately 3,000 participants from around the world. And each year, Regatta Management makes subtle tweaks to refine the event and to accommodate the interests of the competitors.

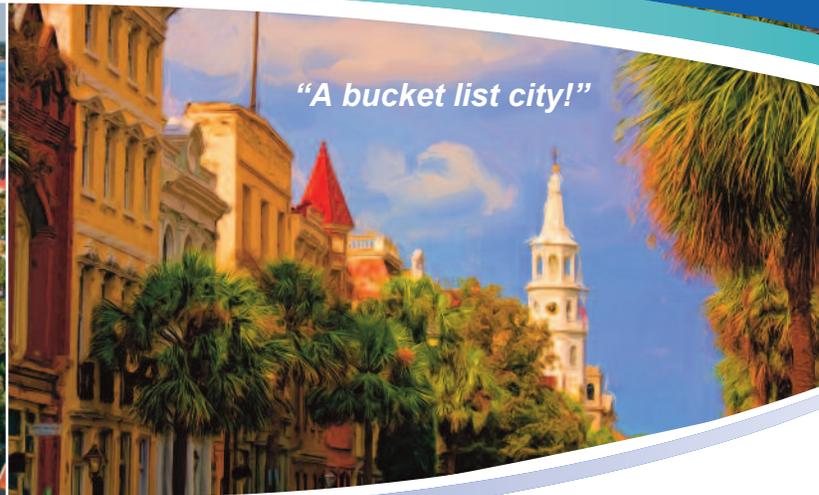
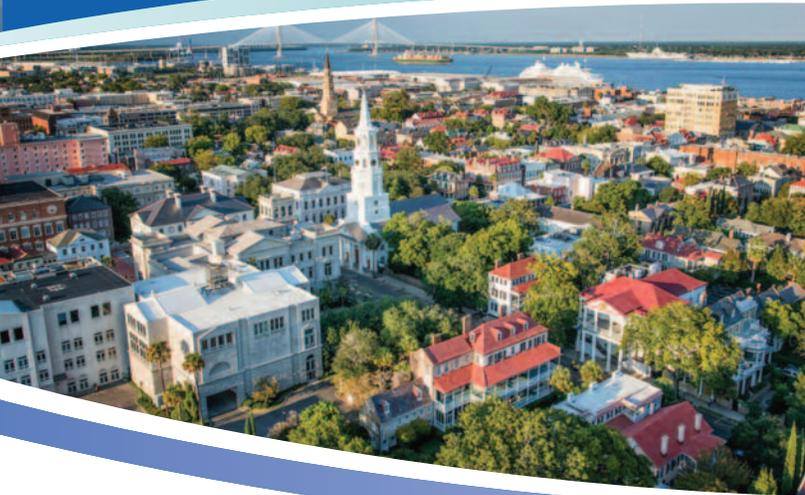
### The Best of the Best

Regatta Management is known for successfully reaching a national and international audience and attracts the best of the best in all of the major keelboat classes to Charleston Race Week.

Its no wonder the event has been dubbed "A Regatta Unlike Any Other."

# Historic Charleston, South Carolina

A Southern coastal city where history lives



One of North America's most architecturally significant destinations, Charleston sits on a peninsula overlooking the Atlantic Ocean. Conceived as a "great port town," Charleston was married to the sea from the start. Local maritime history began when the first colonists sailed into the harbor in 1670. The tales of merchant traders, pirates and naval foes who subsequently navigated these waters are among the area's most notorious lore.

Captivating and walkable, Charleston attracts people from around the world for its cosmopolitan aura, preservation of history, cultural diversity, and exceptional culinary and shopping delights.

## Renowned Culinary and Nightlife Scene

Named one of the world's 10 Best Delicious Destinations by Travelocity, Charleston is an epicure's dream. From hidden gems serving up local flavor to five-star spots with innovative menus, Charleston is home to a volume of world-class dining normally associated with cities five times its size. Three Charleston chefs consecutively won the esteemed James Beard Foundation Best Chef award, one of the culinary world's highest honors. Today's chefs are inspired by nature, harvesting from the region's estuaries, rich with shrimp, fish, crabs and oysters, and marshlands, where rice and vegetable production thrives.

Charleston also has an invigorating nightlife scene, with a wide choice of quaint historic pubs, music venues, and bars.

## Shopping Mecca

From the famous King Street Shopping District to specialty shops along Market and East Bay Streets, you can find everything from trinkets and antiques to high fashion. Shopping and strip malls in the surrounding areas provide all the additional stores you could possibly need.

## Vibrant Cultural Offerings

Charleston has developed a reputation as an international cultural destination. With more than 500 live performances annually, high energy festivals, popular gallery walks and outdoor concerts, the opportunity to experience theatrical, musical magic exists every day. The area is also home to many wonderful museums.

**Charleston is known as  
America's Favorite Destination!**  
(Voted No. 1 city in the U.S.  
and Canada by readers of  
*Travel + Leisure* magazine.)



### Beautiful Beaches

Charleston is more than just one of the country's most beloved cities, it's home to five beautiful beach towns, each with its own distinctive character, and all offer an array of outdoor activity and water sports.

- **Isle of Palms** - Here you will find a balanced blend of full-time residents and visitors, a 1,500-acre resort, two championship golf courses and a marina.
- **Sullivan's Island** - The only island in the world that's been the setting for both an Edgar Allan Poe novel and a Revolutionary War battle, Sullivan's Island is a warm and welcoming seaside village that sits proudly at the mouth of the Charleston Harbor.
- **Folly Beach** - Affectionately known as "the Edge of America," Folly Beach is an eclectic, laid back beach community just 15 minutes from downtown Charleston.

### Spectator and tourist facilities:

There are numerous options for touring and on-the-water excursions for family members and spectators:

- Charleston Harbor Tours
- Coastal Excursion
- Classic Boat Charleston

- **Kiawah Island** - A 10,000-acre barrier island with 10 miles of uninterrupted beaches, Kiawah Island is home to world-class golf and an acclaimed resort.
- **Seabrook Island** - This 2,200-acre tranquil, private island community offers championship golf, a deep-water marina, horseback riding, and wide beaches.



**Charleston is the perfect locale to combine the  
2020 Melges 24 World Championships  
and a family vacation!**

# EVENT VENUE

## Charleston Harbor Resort & Marina and Beach Club



***“The best venue in the sport!”***

### Accommodations

Home to Charleston Race Week, Charleston Harbor Resort & Marina and Beach Club is a premier meeting and event venue on the historic banks of the Cooper River. In addition, this facility is adjacent to a gorgeous 18-hole golf course and a 10-minute water taxi ride to downtown Charleston. The new Beach Club is rated one of the best hotels in the world.

Overlooking the Charleston Harbor and downtown Charleston skyline, the resort offers 200 guestrooms with traditional, deluxe, or suite options and luxury amenities. The resort offers many amenities, including a pool/hot tub, spa, bike rentals, recreation programs for adults and children, and transportation to downtown Charleston via the resort trolley. *(There are also numerous other hotels and rental homes in the immediate vicinity.)*

### Meeting Space

The resort houses over 40,000 square feet of indoor and outdoor meeting space, and a 33-seat theatre, perfect for presentations.



### Regatta Village

The outdoor beach area and terrace provide the perfect setting and space for catered dinners and regatta parties, sponsor exhibits, stage for live music and presentations, panel discussions and award ceremonies.



### Dining

All regatta social events and dinners will be catered by Charleston Harbor Resort. Outside of regatta functions, the resort offers a variety of on-site dining options.

- The Charleston Harbor Fish House seats 350 and features an outdoor patio and rooftop bar. The Fish House can host private dining events and has an additional 2,100 square feet of meeting and event space called the Yacht Club, as well as a Marina Store. The entire building offers beautiful views of the Charleston harbor, historic Downtown Charleston, and dramatic sunsets.
- The Indigo Grille, located off of the main lobby area, offers breakfast and spectacular views from the wrap-around terrace. This space can also be rented for private lunch or dinner events.
- The Reel Bar offers a casual setting overlooking the marina.

## Shore Facilities

**Lookout Pavillion** is a state-of-the-art, outdoor venue with the ability to comfortably host 100 to 350 guests for a seated meal or up to 550 for a standing reception. This ideal, covered facility has been utilized by Charleston Race Week for skippers' meetings, sail measurement, weigh-ins and receptions. It also provides two flat screen TV's, roll-down screen, projector, wood-burning fireplace, private restrooms and lawn area. For large groups who wish to utilize both the covered area and the lawn, events can grow to over 1,500 guests.

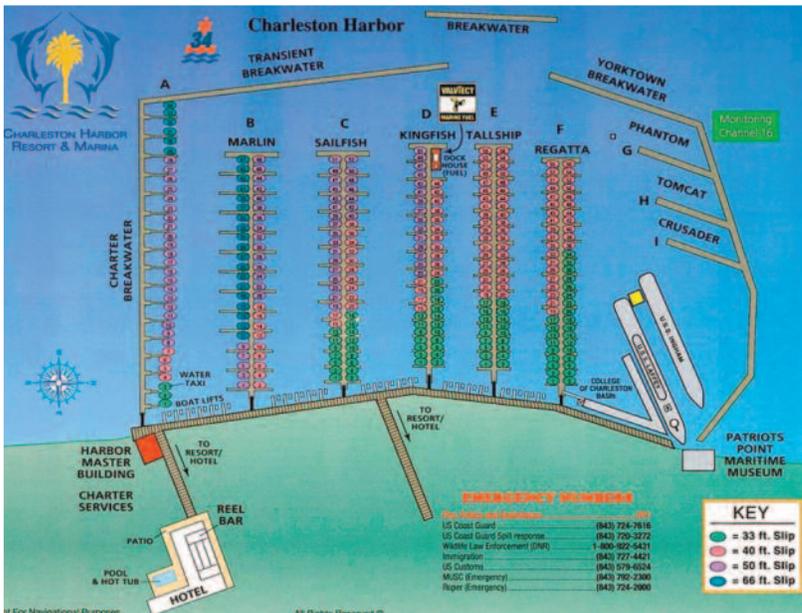
Capacity:  
 350 Seated  
 550 Standing  
 1,500 Pavilion and Lawn  
 Square Feet: 4,900



## On-Site Marina Facilities



Charleston Harbor Marina, the premiere marina in Charleston and largest in the state, offers over 17,000 linear feet of floating dock space, 459 slips ranging in size from 33 to 66 feet, and Boat Lifts to 25 feet elevated. Amenities include laundry facilities, showers, and internet service. The staff is available 24 hours a day and offer a full concierge service.



## Parking and Additional Trailer Storage:

There is ample parking at the Charleston Harbor Resort & Marina. Trailer storage is available on-site and less than a mile away at the Mount Pleasant Recreational Pier park under the Ravenel Bridge, and at the Columbus Street Terminal, the launch/haul-out site across the Cooper River from the venue.

## Boat Yards, Chandlery and Sail Lofts:

There are numerous marinas, yacht clubs, boat yards and sail lofts in the vicinity:

- Charleston Harbor Marina
- City Marina
- High and Dry Boatworks
- Charleston Boatyard Marina
- Quantum Sails
- North Sails
- UK Sails

# Storage, Launch & Haul:

There are numerous launch and storage sites available:

**Carolina Yacht Club** – Hoist launching, trailer storage and dockage.

**Charleston Yacht Club** – Hoist launching and haul. Mast stepping by gin pole only.

**James Island Yacht Club** – Hoist launching and trailer storage, approx. 2 miles from the Race Village (by water).

**Hobcaw Yacht Club** – Ramp launching. Limited trailer storage, approx. 3 miles from the Race Village.

**Remley's Point Boat Ramp** – Ramp launching – close to trailer storage area under the Ravenel Bridge, less than 1 mile to the Race Village.

**Columbus St. Terminal** – Launch/haul-out, mast stepping and trailer storage. Located directly across the Cooper River from the venue.



## Race Course

The courses would be set in the Atlantic Ocean in the area just south of the harbor jetties, and in Charleston Harbor, if requested.

During the days proposed for the regatta, the tides will be high in the morning, which is ideal for competitors to sail out of the harbor to the offshore race course. For each days initial race, the tide will be slack. The later races and the subsequent transit back to the marina will take place on a flood tide, an ideal scenario for maximizing the time available for competition.

### Average Conditions for April:

High Temperature - 76

Low Temperature - 54

Wind speed - 14/15 knots

Water Temperature - 68

Wind Direction - South/Southwest

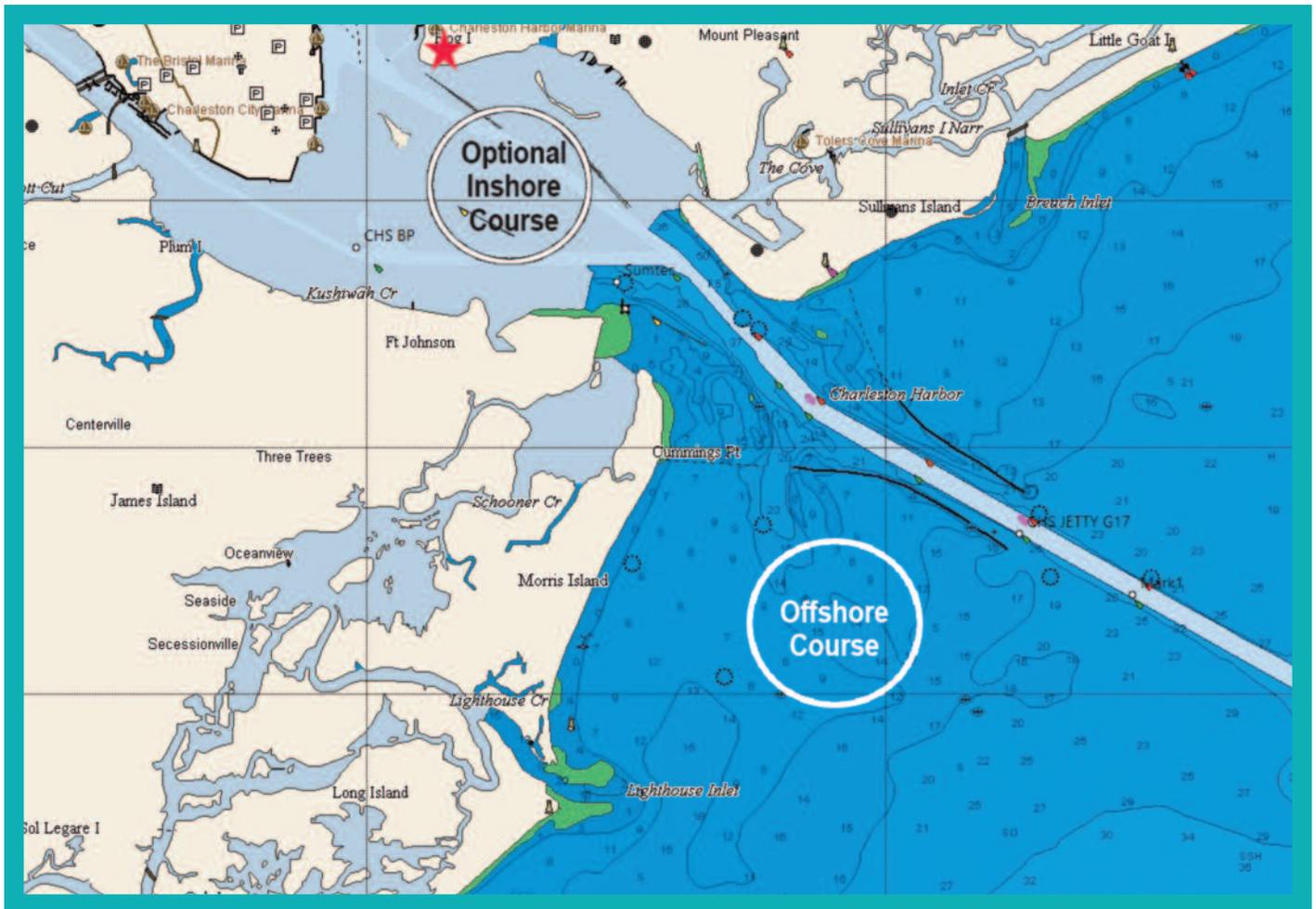
Rainfall per month - 2.7 inches

## Weather

During May, the Charleston area enjoys a predictable seabreeze, and the racing agenda will be scheduled to take maximum advantage of this.

Temperate weather and warm 60 to 80 degree temperatures makes spring one of the best times to visit Charleston. And excellent sailing conditions and facilities have helped Charleston earn itself a new moniker as the Sailing Capital of the South.

Sailflow will provide wind and weather data for the regatta. Using WeatherFlow's smart phone wind meters, committee boats will be able to provide real-time wind measurements from the marks on the course and submit reports to SailFlow along with any additional information they observe (wave heights, gust factors, shiftiness of the winds, currents, etc.) Those readings will then be available via the Onsite Reports map on the SailFlow website and mobile applications. This provides the race committee and competitors unparalleled real time conditions for making better decisions.



# Easy Access

## Getting here

Charleston is centrally located and easily accessible by roads and air. Charleston International Airport (CHS) is only 14.4 miles from the Charleston Harbor Resort & Marina and serves nearly 3 million passengers annually.

## Driving Times to Charleston:

- Atlanta, Ga. - 5 hours
- Tampa, FL - 7 hours
- Miami, FL - 9 hours
- Annapolis, MD - 8 1/2 hours
- New York - 12 hours
- Detroit, MI - 13 hours
- Chicago, IL - 14 hours
- Newport, RI - 15 hours
- Houston, TX - 16 hours
- Los Angeles, CA - 36 hours
- Vancouver, BC - 45 hours



## International, domestic and regional airlines include:

- |                    |                    |
|--------------------|--------------------|
| Alaska Airlines    | Frontier Airways   |
| Allegiant Airlines | JetBlue Airways    |
| American Airlines  | Southwest Airlines |
| Delta Air Lines    | United Airlines    |

## Ports and Shipping

Boats can be shipped to The Port of Charleston, which is the 3rd largest port on the east coast, with multiple convenient terminals for receiving 40' containers. The Columbus St. terminal - a roll-in, roll-off facility - is located directly across the Cooper River from Charleston Harbor Resort & Marina.

## Legend

- ★ Charleston Harbor Resort & Marina
- 1. Columbus St. Terminal
- 2. Wando Welch Terminal
- 3. N. Charleston Terminal



## Marketing

A public relations, marketing and advertising budget will be developed and implemented by the same team that promotes Charleston Race Week, working closely with the IMCA media and marketing coordinators. This will include a dedicated event website and social media, managed regularly with updates and breaking news.

In addition, the 2020 Melges 24 World Championship will be highlighted in marketing, promotional and PR material produced for Charleston Race Week, resulting in unprecedented exposure. This will be an on-going, year-round effort utilizing top national and international sailing magazines and websites, sailing news sites and blogs, and social media.

The marketing campaign will be designed to reach potential participants and to achieve a high number of impressions (Charleston Race Week achieves approximately 7 million impressions.)

## Media

Our media team (to include photographers and videographers) will be out on the water and make constant updates on the event website and social media accounts. An on-site media room will also be available to provide a comfortable environment for news media covering the event.

Live-streaming video will also be shown on televisions throughout the regatta village and on social media and sailing news sites.

The event will receive extensive regional, national and global media coverage.

## Sponsorships

The organizers will work with IMCA in obtaining sponsors for the event. Many existing sponsors of Charleston Race Week have expressed an interest in supporting the 2016 Melges 24 World Championship.

## Retail Sales

The organizers will develop a budget for the production and sale of event apparel and merchandise at the regatta and online. We will also work closely with IMCA in regards to decisions about the selection and design of regatta merchandise.

## On-Site Visit

An on-site visit for the IMCA Championship Coordinator and other IMCA officials can be arranged at their convenience.

Most of the national and international Melges 24 Class Presidents have been to Charleston Race Week in the past and/or will be attending in 2019.



# Thank You for the Opportunity to Host the 2020 Melges 24 World Championship!

### Contact Information:

Randy Draftz  
Principal  
Regatta Management  
info@regattamanagement.org • regattamanagement.org  
(843) 557-6082

# Schedule

2020 MELGES 24 WORLD CHAMPIONSHIP		
Day	Date	Event
Friday	May 1	Measurement & Registration
Saturday	May 2	Measurement & Registration
Sunday	May 3	Practice Race – Opening Event for Worlds
Monday	May 4	Practice Race – Opening Event for Worlds
Tuesday	May 5	Race One and Two – Daily Awards and Post Race Celebration
Wednesday	May 6	Race Three, Four and Five – Daily Awards and Post Race Celebration
Thursday	May 7	Race Six, Seven and Eight – Daily Awards and Post Race Celebration
Friday	May 8	Race Nine, Ten and Eleven – Daily Awards and Post Race Celebration
Saturday	May 9	Final Race Twelve – Final Awards and Gala Awards Dinner

*Times to be determined - and schedule subject to change - based on input from the IMCA.*