

Development of the University of the West Indies, Mona Athletics Stadium



Home of the USAIN BOLT Track

The World's Fastest Man Trains HERE!

“Creating partnership opportunities to build the sports industry and promote athletic excellence in Jamaica, the Caribbean and the world”

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EXECUTIVE SUMMARY

The University of the West Indies (UWI), Mona Campus is seeking to partner with stakeholders to complete the ***UWI, Mona Athletics Stadium***, which will facilitate a strengthening of its focus on sports development. Completion of the stadium is projected for one year following commencement of construction on the outstanding sections. Construction is projected to begin August 2010.

Along with its stakeholders, the UWI hopes to capitalise on the burgeoning *Sports Industry*, with its strong links to health, entertainment and tourism, and which showed earnings of some US\$111 in 2009, with projected increases in years to come. Our corporate partners are guaranteed growth in visibility and brand awareness; exposure to the sports niche market in Jamaica and other such markets globally; access to UWI, Mona's internal population of 19,000 persons, as well as its 75,000 graduates; and prospects for future business relationships with suppliers.

The University's Mission to propel the economic, social, political and cultural development of West Indian society through teaching, research, innovation, advisory and community services and intellectual leadership, will be made true in this effort at the development of the community of young persons who have career intentions in sports.

Features of the ***UWI, Mona Athletics Stadium***, which is an integral part of the *UWI Mona Bowl for Sporting Excellence*, include the already completed eight-lane 400 metres International Association of Athletics Federations (IAAF) certified Regupol ***Usain Bolt*** athletic track; and a Federation of International Football Associations (FIFA) standard football field.

Yet to be constructed are the 10,000-seat capacity stands (*10,000 seats in the first instance*) and corporate boxes, with lighting for night games, scoreboards, offices, meeting rooms, athletes and coaches facilities, medical centre, sports medicine facilities, video control centre, giant video board, press and media mix zones, storage areas, concessionaire stands and a fully furnished fitness centre. The projected cost of construction is ***US\$7,507,385***.

The UWI invites you to be our partner in the attainment of this milestone and perhaps one of the most significant projects undertaken by the University. The project has the scope to transform the institution and its offerings while facilitating developments in new areas of research and study, infrastructure development and student employment, in an area so dear to the peoples of the Caribbean region.

1. BACKGROUND AND RATIONALE

1.1 SPORTS AS A UNIFIER, MOTIVATOR, ECONOMIC FORCE

Sports is perhaps the most significant and impactful social movement globally. It is the single greatest source of national and regional pride and is the most important element of what constitutes the Brand Jamaica. The value created by the global visibility and presence of the Caribbean made possible through the exploits of our sportsmen and women is immeasurable and well beyond any possible investment in marketing and public relations.

Put in perspective, sportswear company and sponsor of Usain Bolt, PUMA, noted that the value of the exposure it received from Bolt's record breaking performance at the 2008 Beijing Olympics was equivalent to some €258 Million



The Caribbean is now a major player in the global sporting arena with the proliferation of world class and record breaking performances from its athletes, and the influential roles being played by several key officials from the region in bodies such as the Federation of International Football Associations (FIFA), the International Federation of Netball Associations (IFNA) and the International Association of Athletics Federations (IAAF). The institutionalisation of sports and its integration with areas such as academics and music have yielded major benefits for countries like Australia, Germany and the USA, and hold huge potential for enhancing economic opportunities across the Caribbean.

Sport is a multi-billion dollar industry with estimated earnings of US\$111 Billion in 2009, and there are projections for significant growth in 2010 and beyond. It spawns or supports other industries including health, nutrition, entertainment and tourism, merchandising, advertising, marketing and branding. Jamaica and the wider Caribbean are uniquely poised at this time in history to benefit from this industry in unprecedented ways.

The establishment of proper sports facilities is a central element in unlocking the true potential sports holds for the Caribbean. Therefore, strategic investments in the development of the Region's sports infrastructure at this time, is needed from all stakeholders. The upgrading and expansion of UWI's sports facilities and the introduction of better management systems is the right prescription for achieving the desired results.

The newly completed Usain Bolt Track, the core of the planned UWI Athletic Stadium



1.2 CARIBBEAN ATHLETIC PROWESS

The Caribbean's track record in sports is unquestionable. The exploits of sporting icons such as Herb McKinley, Donald Quarrie, Merlene Ottey, Brian Lara, Sir Garfield Sober, Sir Vivian Richards, Sir Frank Worrell, Ambassador Courtney Walsh, Hasley Crawford and George Headley set the stage for today's global repositioning.

The Caribbean's dominance in the global sporting arena continues with unparalleled performances from today's sporting icons, such as the golden girls of the Bahamas, Ryan Brathwaite of Barbados, Ato Bolden and Richard Thompson of Trinidad and Tobago, Daniel Bailey of Antigua, and the stars of Jamaica, Veronica Campbell-Brown, Shelly-Ann Fraser, Melaine Walker, Brigitte Foster Hylton, Kerron Stewart, Sherika Williams, Sherone Simpson; Asafa Powell, Michael Frater, Danny McFarlane, and the big man of track Usain Bolt.

The future is secured with our extensive pool of young talents, the likes of Kirani James of Grenada, Akela Jones of Barbados, Jehue Gordon of Trinidad and Tobago, Shaynae Miller of the Bahamas, and the plethora of local talents including Yohan Blake, Latoya Goule, Jazeel Murphy, Kemoy Campbell, Chad Wright and Dexter Lee.

Prior to the development and upgrading of local coaches, Jamaica's successes in sports at the highest level, was by today's standard ephemeral. Traditionally, many of Jamaica's talented

athletes migrated to the North American collegiate system to access better facilities, training and economic opportunities. This practice has not necessarily translated into the development of the various sports and the building of capacity locally. Furthermore, many of our best talents got lost in that system in the absence of the anticipated support and guidance.

West Indies cricketers, on the other hand, pursued economic opportunities in the UK. The reduction in access to that system led to a significant decline in the standard of the regional game. The development of local programmes at the university level and the increased ability to retain the young talent in the Caribbean is therefore important for the advancement of sports.

1.3 THE UNIVERSITY OF THE WEST INDIES AND SPORTS

The University of the West Indies (UWI) has identified sports as a strategic priority. Each of the three main campuses has identified specific areas for development. The Cave Hill Campus in Barbados has established the West Indies Cricket Academy at the 3WS Oval. The facility was developed to the highest international standards, and is one of a few worldwide that is equipped for indoor training and night cricket. The academy seeks to identify and hone new talents for West Indies cricket. The benefits are already being realised with several young talents progressing to West Indies junior and senior cricket teams.

The 3WS Oval at UWI, Cave, home of the West Indies Cricket Academy



The St. Augustine Campus in Trinidad has established a Sports and Physical Education Centre which focuses on developing and delivering state-of-the-art academic programmes in physical education, coaching, training, fitness, nutrition and wellness. This ensures a sustained supply of trained physical education teachers/expertise to prepare future athletes.

The Sports and Physical Education Centre at UWI, St. Augustine



The Mona Campus in Jamaica is focussing on athletics and football. The Campus has been home to the Glenn Mills coached Racers' Track Club featuring triple world record holder, Usain Bolt, since 2002. The Campus hosts the IAAF High Performance Centre. It is now partnering with the JFF for the establishment of the Jamaica Football Academy.

The UWI, Mona Bowl for Sporting Excellence showing existing and proposed facilities



As part of its mandate, the Mona Campus grants scholarships to young sporting talents, thereby allowing Jamaica to retain some of its brightest prospects. In just two years, the UWI football team has transcended two minor leagues, advancing to the second highest league in the country, the super league, with its eyes set on attaining premier league status next year.

The Mona Campus in an effort to sustain these remarkable achievements is seeking to partner with stakeholders for the completion of the stadium in order to strengthen its mandate and focus on sports development.

1.4 THE CHALLENGES

A successful sports development programme requires the following:

- Facilities of an international standard, capable of providing expanded training and development opportunities for local, regional and international athletes, and attracting Regional and International games;
- A cadre of committed athletes who are aware of their responsibility as ambassadors for sports and country;
- Development of first class local coaches, support services and management resources to see to the welfare of athletes; and
- Implementation of a system that facilitates the integration of sports, culture and tourism to exploit the potential economic benefits within a structured sporting industry.

The UWI is taking a proactive and strategic approach to ensure that these elements are achieved. UWI is integrating all aspects of sports development, research and teaching excellence into a programme that is both relevant and cutting edge. This should enhance delivery to the student body, as well as attract international focus and utilization.

1.5 THE UWI MONA ADVANTAGE

The Campus hosts a transitioning population of some 16,000 students, 3,000 members of staff and countless visitors on a daily basis. The student population should be of particular importance to companies in their quest to build strong, positive brand awareness to influence future consumption patterns.

The Campus provides the environment, expertise and supporting institutions for the successful and sustainable development of sports. The assets include:

- The Tropical Medicine Research Institute – Health Intervention Research Unit (TMRI-HIRU) and the Caribbean Food and Nutrition Institute (CFNI), the Region’s leading authority on tropical metabolism and nutrition;

- The Caribbean Genetics Unit (CARIGEN) which led the introduction of genetic testing in the Caribbean, conducts research on the genetic factors that are responsible for the athletic prowess of Jamaican athletes;
- The Caribbean Sports Medicine Centre boasts expertise in sports medicine and sports science, including the Caribbean’s first and only physiatrist;
- The Departments of Chemistry and Biochemistry provide basic and specialised drug testing services for a range of institutions, including the Jamaica Racing Commission, and has the potential to be World Anti-Doping Agency (WADA) certified;
- The UWI Sports Complex - the Mona Bowl for Sporting Excellence, located on 45 acres of prime real estate, houses facilities for a number of sports namely swimming, lawn tennis, basketball, badminton, volleyball, beach volleyball, netball, cricket, rugby, football, hockey and track;
- The Mona School of Business (MSB) provides a body of expertise in business, led by academia and practicing executives whose contribution will support development of the business of sports;
- Accommodation capacity of approximately 2,500 rooms, soon to be expanded to 3,500, located in close proximity to Kingston’s business district, international airport and other social amenities;
- The University Hospital of the West Indies (UHWI), the region’s premier training and research hospital, is equipped with the requisite facilities to strengthen the delivery of sports medicine;
- The Usain Bolt Athletic Track is the latest addition to the campus, which underscores UWI’s commitment to sports development.

These facilities and services are being coordinated, adjusted and expanded to respond to the needs and strengthen the achievements of athletes at all levels. The UWI is strategically positioned to house a much needed world class facility for athletics competition and therefore committed to build the “**UWI Athletics Stadium**”. The establishment of the stadium will complete the package of sports development resources available at the Mona campus.

CARIGEN and MSB, two of the many supporting institutions at the UWI, Mona



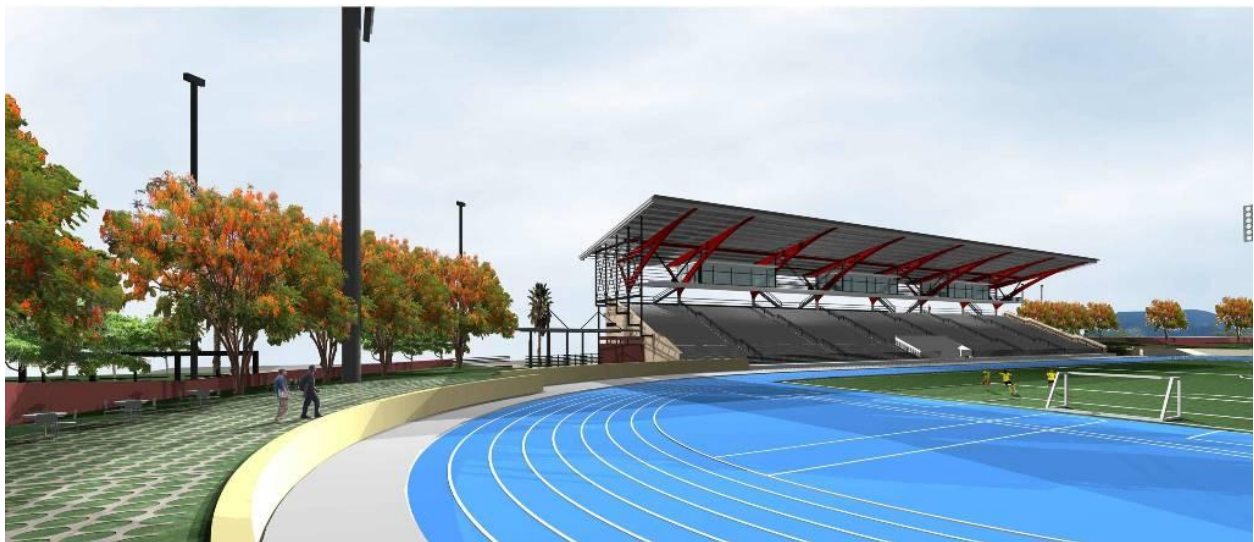
2. THE UWI ATHLETICS STADIUM

The UWI Athletics Stadium will be a world class sporting facility. It will include the 8-lane 400m IAAF certified *Regupol Usain Bolt Track*, donated by BSW of Germany as a token gift to the World's fastest man. It will also feature a FIFA standard football field, complete with a 10,000-seat capacity (*in the first instance*), corporate boxes, adequate lighting, scoreboards, offices, meeting rooms, athletes and coaches facilities, sports medicine, video control center, giant video board, press and media mix zones, storage, concessionaire stands and a fully furnished fitness centre.

This stadium will be available to the university's population, sporting bodies local, regional and international, and other external communities for economic benefits. Both the Cave Hill and St. Augustine campuses will utilize the new facility through Inter Campus Games and Championships. The facility will allow us to host small and medium sized international competitions varying from CARIFTA Games, Junior and Senior Pan-Am Championships, Junior and Senior CAC Championships, IAAF World Youth Championships, IAAF World Junior Championships and IAAF World Athletics Cup. On completion the stadium will be the other IAAF certified facility in Jamaica and a FIFA standard football field.

The football field and track will be equipped with a cover to facilitate hosting of entertainment and non-sporting events. The life of the track is expected to be ten years in the first instance, before depreciation becomes significant.

Artist's impression of the completed UWI Athletics Stadium



2.1 FACILITIES AND FEATURES

The UWI Athletics Stadium will include the following features, among others:

- Changing Rooms (Athletes & Coaches)
- Coaches Rooms
- Warm-up/ Call Room Area
- Ceremony Preparation Room
- Training Room
- Relaxation/Sauna Area
- Public Restrooms
- Meeting Rooms
- Doping and Medical Centre
- VIP Rooms and Seating
- Media Centre
- Media Mix Zone

2.2 PLANNED USAGE

The facility will host local and international sporting events, as well as non-sporting activities such as entertainment events, meetings and conferences; and other community activities.

Proposed events/activities include:

- CARIFTA Games
- CAC Championships
- PANAM Championships
- World Junior Games
- World Cup of Athletics
- Regional University Games
- Regional and international football games – Confederation of North, Central American and Caribbean Association Football (CONCACAF) Championships, International ‘Friendlies’ and World Cup qualifiers
- Conventions, Concerts, and other Economic Events.

2.3 MARKETING

Notwithstanding the appeal that the *UWI Athletics Stadium* is likely to attract, given its status as a new state-of-the-art IAAF certified facility and the official training venue for world triple record holder Ambassador Usain Bolt, proper marketing of the stadium will be critical to its

viability and sustainability. Marketing effort will be led by the UWI Mona Sports Development Officer, in collaboration with the Campus’ Marketing and Communications Office.

The marketing strategy will surround the Usain Bolt track, its location, and available supporting services. The facility’s association with international athletes and world renowned coach Glen Mills will be leveraged. The marketing strategy will also build on the attractiveness of the UWI Brand and its expanded reach to the Diaspora, which invariably will be critical to the success of any marketing campaign. The University’s ability to combine sports, culture and music provides a competitive edge, which will be attractive to advertisers, marketers, media houses, entertainers, and corporate entities.

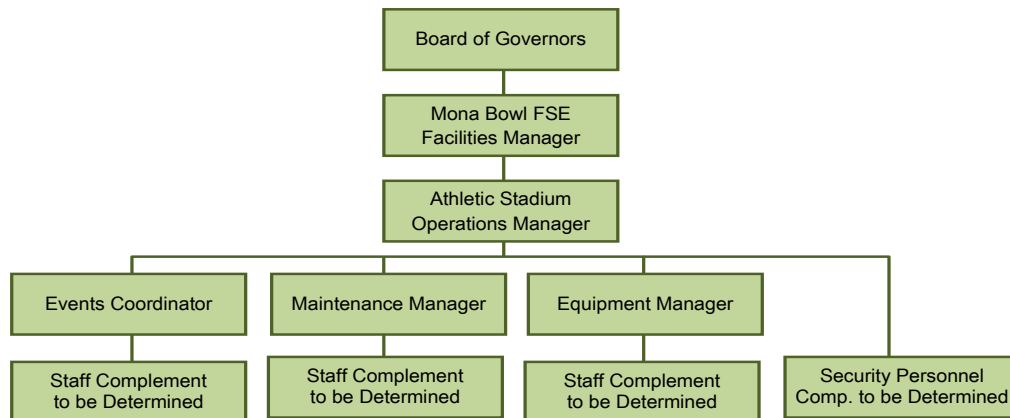
The marketing strategy will be designed to fill the void created by the absence of such a world class facility within the Region. The opportunity will therefore enable the UWI to play a greater participatory role in keeping our talented athletes home. With our most talented crop of athletes staying ‘home’ to train, we will provide a marketing platform for significant branding opportunities and product alignment.

A part of the marketing strategy will allow the University to forge long-term partnership and alliances with business leaders and companies.

2.4 MANAGEMENT STRUCTURE

The Board of Governors will include representation from major stakeholders, including the University of the West Indies, Government of Jamaica; Sports Associations and Practitioners, Racer’s Track Club and the media. The UWI Sports Facilities Management will reflect the skills and expertise necessary for the efficient and viable operation of the facilities at Mona. The Athletic Stadium will have a dedicated Operations Manager, supported by appropriately experienced and trained full and part time professional and support staff.

Proposed Organisational Structure for the UWI, Mona Campus Athletics Stadium



2.5 TRAFFIC MANAGEMENT

The University is cognisant of the traffic hazard at major sporting events. As such, we will be implementing an efficient traffic management system, with consideration for:

- Adequate parking;
- Adequate security; and
- Smooth traffic flow to and from the venue, with dedicated route for emergency vehicles.

2.6 CONSTRUCTION BUDGET

CATEGORY	DESCRIPTION	COST (US\$)
<i>GRAND STAND</i>	Steel Structure and Roof (<i>hurricane and earthquake resistant</i>)	1,228,920
	Rooms Within Structure	1,345,960
	Seating	1,149,500
<i>BLEACHERS</i>	Pre-cast Concrete Seating	580,038
	Infrastructure Below Stands	227,601
<i>GENERAL</i>	Retaining Walls, Perimeter Walls and Fencing	238,406
	Ancillary Spaces, General Lighting & Landscaping	548,625
	Stadium Lighting	689,700
	Scoreboard	334,400
	Covering for Football Field and Track	156,750
<i>Sub-total (Construction Cost Before Insurance)</i>		6,499,900
<i>5% CONSTRUCTION INSURANCE</i>		324,995
<i>Sub-total (Construction Cost plus Insurance)</i>		6,824,895
<i>10% CONTINGENCY</i>		682,490
TOTAL BUDGET		7,507,385

3. RISKS AND MITIGATING MEASURES

The major risks identified for the successful operation of the *UWI Athletics Stadium* and the associated mitigating measures are illustrated below.

RISK FACTORS	MITIGATING MEASURES
Crime and violence and security	<ul style="list-style-type: none"> • UWI Township project • UWI security corps • Engage local neighbouring communities as stewards of the facility and Jamaican athletics • Provide employment opportunities
Crowd management	<ul style="list-style-type: none"> • Physical layout • Training of security and other personnel
Accidents and natural disasters	<ul style="list-style-type: none"> • Liability insurance
Absence of appropriate policy framework to support sports and sports tourism	<ul style="list-style-type: none"> • Engage GOJ
Inability to attract promoters, meets and patrons	<ul style="list-style-type: none"> • Marketing plan • Maintenance of networks with key players in local, regional and international bodies • Maintenance of the stadium to retain world class standard

4. PARTNERSHIP OPPORTUNITIES

The estimated cost for establishing the UWI Athletics Stadium is US\$7,507,385 over a two year period. The financing required to construct, equip and maintain the stadium will be derived from a range of sources and through a variety of partnerships and emanating agreements. The partnership opportunities presented below offer alternatives for engaging with public and private sector and individuals who are desirous of investing in the development of the Stadium and sporting excellence. Many partners will also be engaged as suppliers and could be encouraged to make contributions that align with their interests and support the sustainability of the facility. The partnership opportunities presented also provide our partners with access to a stake in the multi-billion dollar sporting industry.

The identified partnership opportunities include but are not limited to:

- Philanthropic Contributions
- Partnership with the Government of Jamaica (GOJ)
- Naming Rights
- Pouring Rights
- Advertising
- Media Packages
- Concession Stands
- Leasing of Facility
- Opportunities for Individual Partners (*such as purchase of engraved personalized bricks*)
- Establishment of Scholarship Fund for Athletes
- Establishment of an Endowed Chair in Sports Medicine and Research
- Establishment of UWI Athletics Stadium Endowment Fund (*for maintenance*)

4.1 PHILANTHROPIC CONTRIBUTIONS

Contributions are invited from graduates of the University of the West Indies, as well as other members and friends of the UWI community, and sports lovers generally, towards the establishment of the **UWI Athletics Stadium**. These stakeholders have a vested interest in seeing to the continued transformation and growth of the University and the development of the sporting industry towards the greater benefit of the community.

4.2 GOJ CONTRIBUTION

The GOJ's participation is invited, as this is central to nation building. The facility has the potential to bring immeasurable benefits to the country. Entities such as Jamaica Trade and Invest (JTI), the Tourism Product Development Company (TPDCo), the Tourism Enhancement

Fund (TEF) and Ministries of Tourism and Sports, Youth and Culture therefore have an important stake. This project is a significant milestone in the life of the University and presents a unique and transformational opportunity.

4.3 NAMING RIGHTS / ENTITLEMENTS

Entitlement/naming rights has the potential to bring substantial benefits/visibility to corporations, while providing revenue to the UWI to support stadium maintenance and operational costs. In accordance with the UWI's Naming Policy, the opportunity exists for suitable partner(s) to obtain naming rights for the Athletic Stadium at a value to be negotiated. Entitlements may also be packaged around opportunities to name sections of the stadium, including gated entryways, stands and skyboxes.

4.4 POURING RIGHTS

The *UWI Athletics Stadium* is pursuing partnership opportunities with beverage manufacturers or bottlers with a view to obtaining an agreement that grants exclusive permission to a beverage manufacturer or bottler to control beverage distribution at the stadium. In the interest of transparency and in order to optimize the value of such a partnership UWI Mona will auction pouring rights and enter into an agreement with the highest bidder.

4.5 ADVERTISING

Sporting events, particularly those with international coverage provide good advertising exposure to a targeted market for a wide range of products and services. In addition, the population of 16,000 students and 3,000 staff at UWI Mona is a significant audience that can be captured. The available media for advertising include billboards, the perimeter walls and electronic messages on screens and scoreboards. All the media for posting advertisements can be secured for periods of time or for specific events and will attract fees consistent with advertising rates at the time of negotiations.

4.6 MEDIA PACKAGES

The media will be engaged in the first instance as public relations partners who can assist the UWI in stimulating the interest of the public (local and Diaspora) and improving the stadium's marketability to the corporate sector. The UWI is seeking concessionary rates or donations of airtime, commercial spots, programme development and expertise all geared towards the publicity that is required to support the stadium development. After the construction phase,

financial partnerships will be sought with the media through the sale of rights for coverage of the range of events that are likely to be hosted at the stadium.

4.7 CONCESSION STANDS

Concession stands for the stadium will be available for lease to eligible concessionaires. Leases will be negotiated for stipulated periods of time and priced per event in order to reflect the opportunity value presented by each event and ensure equity on both the sides of the concessionaire and the UWI.

4.8 LEASING OF FACILITIES

Leases may be negotiated for the entire Stadium facility in instances where it is being used for entertainment events. Leasing arrangements will also be available for seats, entire stands or sections of stands and sky boxes at each event. Leasing allows for maximum utility of all facilities and provides an important source of revenue for facility maintenance and operations.

4.9 OPPORTUNITIES FOR INDIVIDUAL PARTNERS

Individuals have an opportunity to partner by purchasing bricks that will be personalized and used in the construction of pavements and pathways in the Stadium ground.

4.10 SCHOLARSHIP FUND FOR ATHLETES

In addition to Usain Bolt and athletes in the Racers Track Club, other young aspiring local and international athletes can be encouraged to hone their talents using the facilities offered at the UWI, Mona Campus. The private sector and individuals are being engaged to underwrite scholarships for athletes to cover tuition, accommodation, nutrition, training and medical expenses. The availability of scholarships will encourage more talented high school athletes to remain in Jamaica to develop their craft. In addition to building a pool of outstanding Mona alumni, such arrangements help ensure that athletes have the requisite academic training to prepare for a livelihood beyond athletics. Various individual and corporate donors could give individual named scholarships or contribute to a fund from which a prescribed number of scholarships could be provided to athletes annually.

4.11 OTHER SUPPORT

Partnerships with professional stadia in the US is being sought to enable the conduct of a study tour or work exchange. At an appropriate time shortly after the construction phase, a multi-disciplinary team should visit a professional stadium or a university facility in the US to observe best practices in managing and maintaining a first class sports facility. Such a study tour will ensure that all stakeholders gain exposure and help achieve consensus on the formulation of a maintenance and operational plan for the *UWI Athletics Stadium*. Alternatively, expertise from one such stadium in the US could be brought to Jamaica to assist in the formulation of a maintenance plan.

4.12 UWI ATHLETICS STADIUM ENDOWMENT (FOR MAINTENANCE)

Maintenance of the *UWI Athletics Stadium* will be critical given the role played by that function, alongside proper management of the facility, in ensuring its marketability, full utility, viability and continued delivery of benefits to the various sponsors and donors. While the maintenance costs will be largely earned from the user fees, an opportunity exists to establish a *UWI Athletics Stadium Endowment* with the philanthropic support of an individual or group to guarantee a sustainable stream of funds for maintenance. Such an Endowment Fund would be managed by the UWI Development and Endowment Fund and governed by an agreement that stipulates purpose and scope of how the funds should be utilized. Other opportunities exist through the negotiation of in-kind contributions and service agreements with suppliers of various types of equipment.

4.13 ENDOWED CHAIR IN SPORTS MEDICINE AND RESEARCH

To support the holistic development of sports and to anchor the approach being taken by the UWI to integrate sports development into its curriculum, there is an opportunity to work with interested donors and companies to establish an Endowed Chair in Sports Medicine and Research. The availability of sustained funding for sports related research strengthens Jamaica's position by producing top class athletes, and also by contributing to cutting edge advances in sports. The Chair for Sports Medicine and Research could be anchored in the Caribbean Sports Medicine Institute and the funds could be held in trust by an appropriate entity such as the UWI Development and Endowment Fund.

5. BENEFITS

Strategic alliances with key corporate and individual partners to support construction and future operations of the *UWI Athletics Stadium* will yield major benefits to all stakeholders.

5.1 BENEFITS TO OUR PARTNERS

Research has shown that in Jamaica 9% of the working population, specifically those in higher income brackets are avid sports fans. Exposure to this niche market in Jamaica and other such markets globally is guaranteed. The *UWI Athletics Stadium* also provides access to UWI's internal population of 19,000 persons as well as its alumni, and will positively impact product sales for participating corporate partners. With strong international and local media exposure brand awareness and visibility for corporate partners is likely to grow. Generally strong and credible returns on investment would therefore accrue from strategic alliances forged between corporate donors and the UWI. The proposed partnerships also provide an opportunity for corporate donors to demonstrate their keen sense of social responsibility in response to a development challenge. Tax benefits are also possible given UWI's designation as Approved Charitable Institution by the GOJ and the existence of a US based facility to accept donations specifically for the UWI, Mona Campus and also tax exempt (501 c 3 status) under the US tax system. For partners that are players in the sports industry there are also prospects for future business relationships with suppliers.

5.2 BENEFITS TO THE UWI

A milestone and perhaps one of the most significant projects undertaken by UWI, the *UWI Athletics Stadium* possesses the potential to transform the UWI and its offerings, facilitating developments in new areas research and study, infrastructure development and student employment. It will facilitate further broadening of the UWI's role in the management and development of sports across the region. The presence of the Stadium will further enrich and diversify the student population, as sports hopefuls from far and wide come to exploit the UWI's offerings. The UWI will also be afforded the opportunity to further engage the communities adjacent to the Mona Campus through employment generation and embrace them as stewards of the facility with a role in protecting/preserving Jamaica's legacy and image.

5.3 BENEFITS TO SPORTS DEVELOPMENT

The potential benefits for sports development include:

- Development of more qualified local coaches to international standards;

- Development of expertise in sports management and the creation of strategic alliances with stakeholders for the proper management of the affairs of athletes – e.g. health and wellness, marketability, nutrition, finance and academics;
- Sportsmen and women capable in their role as ambassadors to country and sport;
- Strengthened synergy between sports, culture and tourism, thereby increasing the industry’s contribution to economic growth.

The UWI with modest investments and infrastructure played an important role in the preparation and training of the world’s fastest man. With world class facilities and the ability to attract and retain current and upcoming talent, the possibilities are endless. The investment of the private sector in ensuring those possibilities become realities is critical to the greater good of nation building through the creation of rounded athletes, better ambassadors and a friendlier society, while preserving Jamaica’s athletic dominance.

Images from the Official Handing Over Ceremony for BSW’s Regupol Athletic Track at the UWI, Mona Campus to the Honourable Usain Bolt, April 30, 2010



