

Rosarito Beach Marine Safety Center {

P-2532 Lifeguard Marine Safety Center

at

MatchingGrants.org

Rosarito Beach Lifeguards

- ∞ +/- 800,000 Patrons Yearly
- ∞ Thousands of Water Safety Contacts
- ∞ 70 Ocean Saves in 2017
- ∞ 100s of Medical Aids
- ∞ Deaths by Drowning
 - ∞ 1975: 50
 - ∞ 2017: 5 (1 at Main Beach)
- ∞ Main Beach = 5 km
- ∞ Patrol/Call Zone = +/- 100 km
- ∞ Two Year-Round On-Call Lifeguards
- ∞ +/- 20 Seasonal Lifeguards

The Need

- ⌘ Improve Monitoring of Swimmers and Surfers
- ⌘ Shorten Rescue and Medical Aid Response Times



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P-232 Lifeguard Marine Safety Center

The Problem

- ⌘ **No Beachfront Marine Safety Center**
 - ⌘ Inadequate Medical Aid Facilities
 - ⌘ Poor Situational Awareness & Extended Response Times, Especially in Fall, Winter & Spring
 - ⌘ Lifesaving and Patrol Equipment Stored Far From Beach, Hampering Response Times
 - ⌘ No Dedicated Training Venue

The Solution

& Baja & Southern California Rotary clubs, and foundation and corporate sponsors, collaborate to design, build and outfit Marine Safety Center at a City of Rosarito Beach oceanfront site.

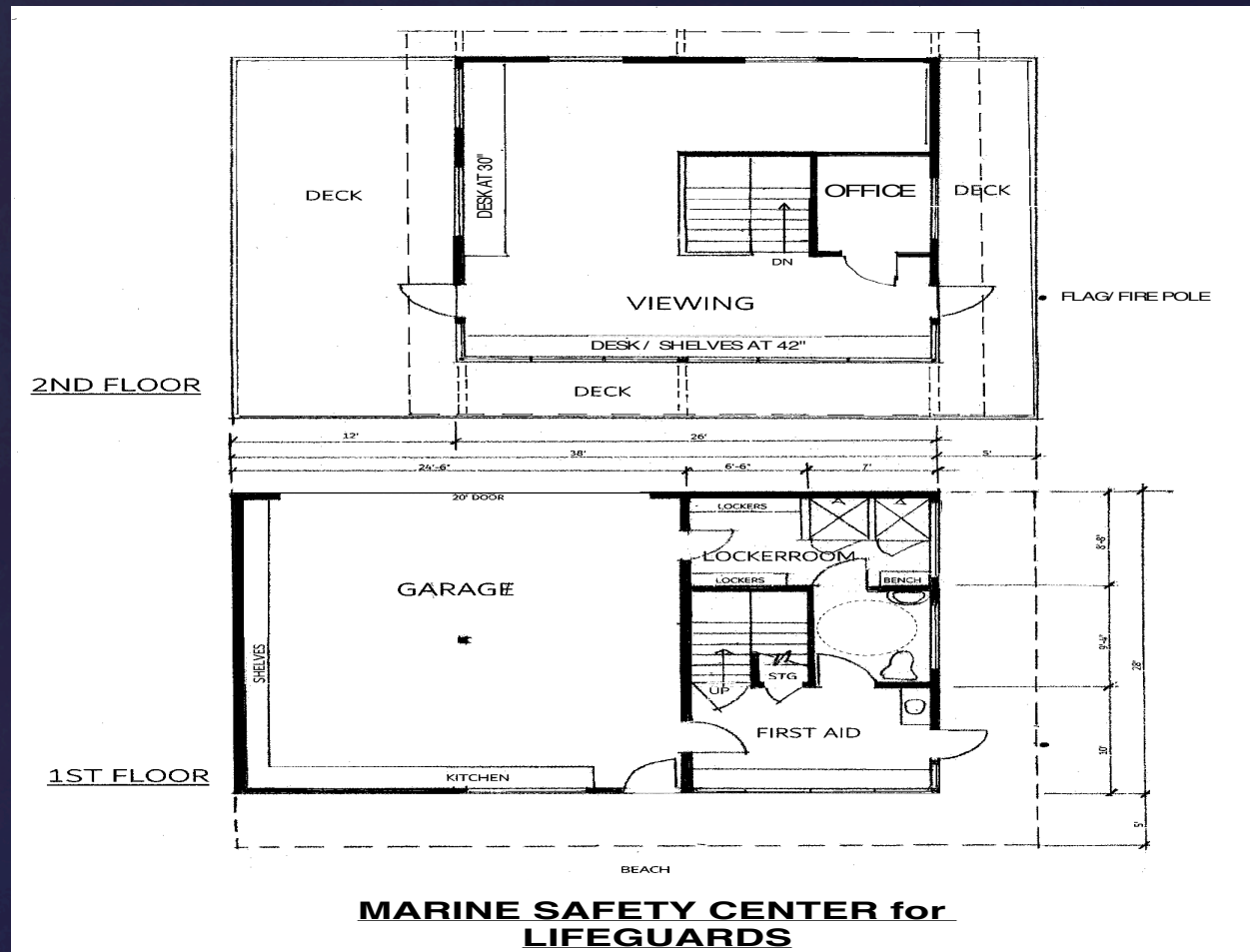


OBE Site at Main Beach Parking Lot Near Public Change & Restroom Facility

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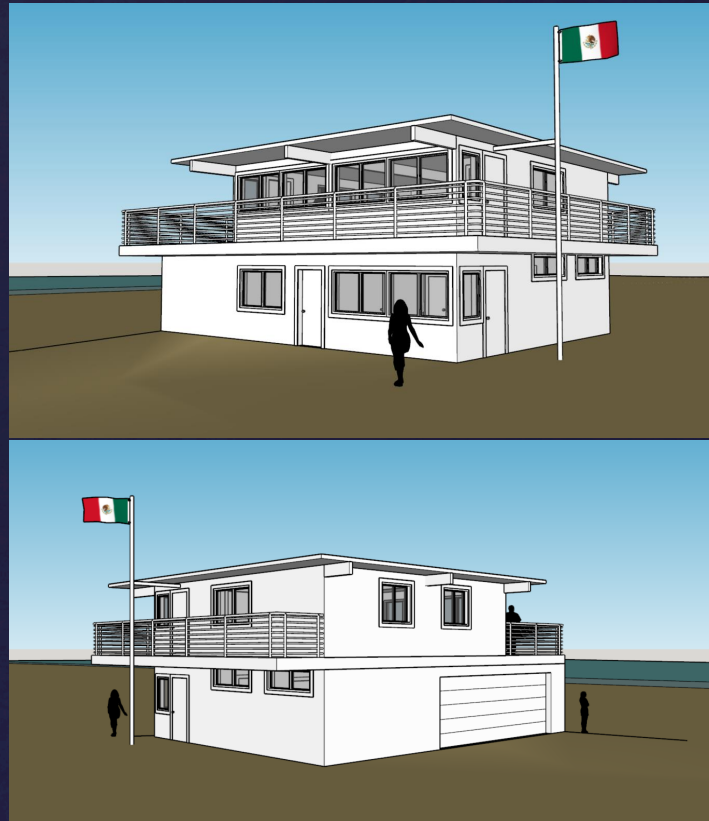
Concept Drawing:

6



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Plan (Green = Task Completed) March – December 2018

& INITIAL CONSULTATIONS:-

- ☞ Rosarito Beach (RB) Lifeguards Confirm Requirement
- ☞ RB City Officials Identify Beachfront Property –
 - ☞ Re-start Search January 2019
- ☞ RB City and Donor Commit to Sustainment of Facility
- ☞ Lead Baja Rotary Club Identified RC Playas de Rosarito
- ☞ Supporting Partner Rotary Clubs Identified

& PRE-DESIGN:

- ☞ RB and Del Mar (DM) Lifeguards Define Requirements of Marine Safety Center
- ☞ Architect Kit Leeger (RCDM Member) Sketches Draft Marine Safety Center Concept Drawing and Floor Plan
- ☞ RB & DM Lifeguards Refine Draft Drawing and Floor Plan

Plan (Green = Task Completed)

↳ SCHEMATIC DESIGN:

- ⌘ U.S. Architect Kirk McKinley Refines Drawing and Floor Plan into Initial Architectural Schematic (Ongoing),
- ⌘ McKinley Adapts Plan to New Site
- ⌘ RB City Officials & Leaders Approve Design

↳ BUDGET ESTIMATE:

- ⌘ TBD Donors Develop Initial Site Preparation and Construction Project Budget (\$100K)

↳ ROTARY PROJECT DEVELOPMENT:

- ⌘ **Lead Club(s) and Supporting Partner Clubs** in Baja and Southern California Commit to Fundraising and Project Management
- ⌘ Leads and Supporting Partner Clubs Devise Project Pitch

Plan (**Green** = Task Completed)

October 2019 – October 2020

↳ FUNDRAISING:

⌘ Bi-national Team Deploys Fundraising Campaign, Targeting:

- ⌘ San Diego, Imperial & Orange County Rotary Clubs & District Grant Funds
- ⌘ Baja California Club In-kind and financial support
- ⌘ Foundations
- ⌘ Corporate Donors (funds, supplies, services)

(* RI Global Grants Not Available for Construction)

↳ DESIGN DEVELOPMENT:

⌘ TBD Expert Completes Architectural Construction Drawings

Plan (Green = Task Completed)

GOVERNMENTAL APPROVALS:

- ☞ RB City Officials Deliver All Construction Permits, Regulatory Requirements, Program Management Support, Site Security, Etc.

☞ FINAL BUDGET:

- ☞ Bid Materials & Services Not Donated
- ☞ Finalize Budget

November 2020 – May 2021

☞ CONSTRUCTION:

- ☞ November 2020:
 - ☞ RB Government Fences, Secures Site
 - ☞ Site Prep
 - ☞ Service Connections Prep
- ☞ December 20
 - ☞ Slab Poured

☞ ETC., ETC., ETC.

How Can You Help?

- ⌘ Support RCDM International Committee Contribution in Rotary Year 2020-2021
- ⌘ Add Project to Personal and/or Corporate Giving in 2020
- ⌘ Join Fundraising Team:
 - ⌘ Devise Campaign, November 2019 Launch
 - ⌘ Raise Funds from Rotary Clubs & Districts
 - ⌘ Raise Funds from Other Sources



Save Lives!

Improve monitoring of swimmers and surfers

Shorten rescue and medical aid response times

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P-2532

Lifeguard Marine Safety Center

Administration



Description

Financing

Documents

Photos

History Logs

Project Description

Country: Mexico **Location:** Rosarito Beach, Baja CA **Total Budget:** \$120,000

Area of Focus: Economic and community development

Activity Type: Community Development: General

Summary: Construct a Marine Safety Center to Save Lives and Promote Rosarito Beach's Top Economic Driver: Tourism

Save lives and promote economic development!

Construction of a Marine Safety Center at Rosarito Beach in Baja California will improve monitoring of beachgoers and shorten ocean rescue and medical response times. This upgrade in public safety resources will spur growth of one of the region's top economic drivers: tourism.



BACKGROUND:

Rosarito Beach is a popular oceanfront recreation zone in northern Baja California, Mexico that attracts locals, residents of Greater Tijuana and Americans throughout the year. A team of professional lifeguards was created in response to dozens of drownings in 1975. In 2017 alone, Rosarito Beach lifeguards rescued 70 swimmers and delivered hundreds of medical treatments in addition to monitoring more than 800,000 beachgoers. Nonetheless, five drowning deaths in that year show that additional improvements are needed to ensure beachgoer safety.

Currently, Rosarito Beach lifeguards patrol a five-kilometer stretch of busy oceanfront and maintain a 100-kilometer on-call emergency response zone that stretches from Tijuana to Ensenada. During the busy spring and summer seasons, as well as holiday periods, up to 20 lifeguards staff five small portable towers along the oceanfront in the Rosarito Beach tourism district. Lifeguard supervisors and off-season lifeguards work from a remote beach-blind public safety facility in the town center.

Moving all lifeguards and their equipment from the town center to the proposed oceanfront Marine Safety Center (MSC) would improve situational awareness of existing and emerging dangers, and dramatically shorten ocean rescue, rescue back-up and medical aid response times throughout the year. Moreover, the MSC would help meet the U.S. Lifesaving Association standard of one drowning death per 18 million guarded swimmers.

Tourism drives economic development and eradication of poverty in Baja California, while employing various personnel at all levels, ranging from unskilled workers to hospitality industry executives. Safe beaches provide confidence for beachgoers that will spur additional visits and encourage investments in the tourism sector.

Project Contact Person

District: 5340

Rotary Club of: Del Mar

Primary Contact: Brett Mattei

Email: brettmattei@yahoo.com

Project Status

Need \$113,000

This project needs to receive some pledges to go to the next level. Please check the "Financing" tab to see the list of current pledges. Once the amount pledged is equal to the project budget, the status of the project will be automatically changed to "Fully Pledged".

[Click here](#) to pledge support for this project.

Project listed for the 2019-20 Rotary Year.



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Donated Architecture/Design/Engineering



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