



CIRCLE
OF
HEROES
AT VETERANS REEF

October 2019



Circle of Heroes Video



BOBBY-LEWIS-ON-THE-ROAD

Circle of Heroes underwater memorial honors military veterans

The newly opened scuba diving site is the first of its kind in the United States.

[x Close Ad](#)

Dedication – August 5, 2019



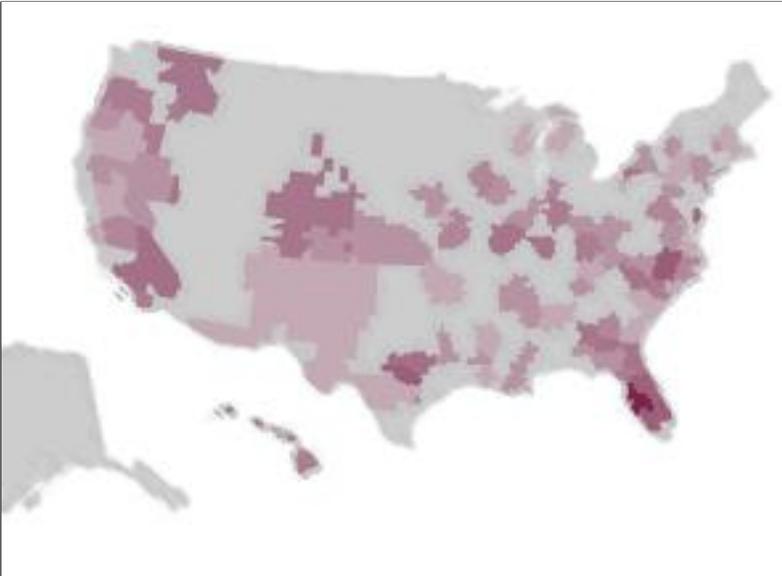
Currently 12 life-size concrete statues **of men and women serving in all military branches.**

By the end of 2020, **the goal is to add 12 statues** to complete the 100-foot Circle of Heroes.

Media Reach

**\$350
MILLION**
Value of publicity
worldwide in first
72 hours

CIRCLE OF HEROES HAS BEEN FEATURED ON:



Social Media Impact

On Facebook, Tampa Bay Times' feature reached more than 52,000 people alone

The screenshot shows the Facebook profile for the Circle of Heroes Veterans' Memorial. The profile picture is a circular logo with the text "CIRCLE OF HEROES AT VETERAN'S REEF". The cover photo shows several large concrete statues of military personnel in uniform, standing on a pier overlooking the water. The profile name is "Circle of Heroes Veterans' Memorial" with the handle "@circleofheroesFL". The page has 1,404 total likes and 1,470 total follows. A public post from "SVJ Creative Designs" dated October 13 at 7:58 PM is visible, mentioning a photo of a female statue.

Tampa Bay Times

Diving in on a new memorial for veterans | Editorial

The Circle of Heroes underwater memorial about 10 miles off the coast of Clearwater is a wonderful addition to Tampa Bay's efforts to honor the military veterans who have served this nation so well.

It's a unique veterans memorial, a certain tourist draw and a free attraction — if you can dive down more than 40 feet into the Gulf of Mexico. The Circle of Heroes underwater memorial about 10 miles off the coast of Clearwater was dedicated this week, and it is a wonderful addition to Tampa Bay's efforts to honor the military veterans who have served this nation so well. Much of the credit goes to former U.S. Rep. David Jolly, who embraced a relative's vision and led the fundraising effort to make it a reality.

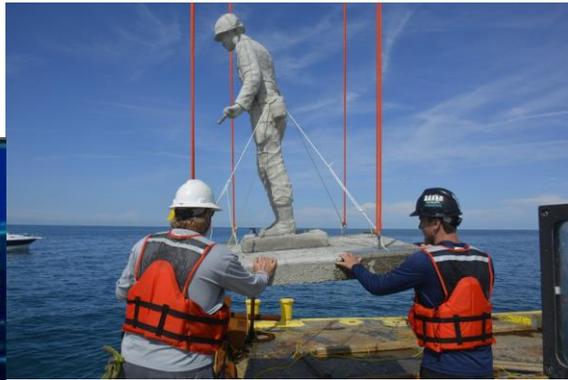


The result: The Circle of Heroes, which ultimately will feature two dozen 6-foot concrete statues depicting members of the military and arranged in a 100-foot circle. Half of the statues, nine men and three women featuring five military branches, have been positioned and were shown off this week. The rest are expected to be added next year.

A Facebook post from "Dive Travels" dated October 7 at 5:30 AM from Clearwater Beach. The post text reads: "Great day gulf diving with Steel2Reel Charters on Saturday! Calm seas, good viz and warm water! Perfect day for a visit to the new Circle of Heroes Veterans' Memorial. The memorial will include 24 different life-size concrete statues of men and women serving in the United States Air Force, Army, Coast Guard, Marines and Navy. It is a beautiful living tribute to our military. This is a nice easy dive in 45' water, just a few miles out from Clearwater. #Scuba #DiveVacation #Bucketlist #UnderwaterPhotography".



Impact on Tourism & Economy



- SCUBA diving is **4th fastest growing sport in America.**
- In Florida, **4.5 million visitor-days** annually.
- Circle of Heroes to **support 84 permanent jobs.**
- Total economic impact is estimated to **exceed \$7.6 million per year.** *(Fishkind and Associates, 2017)*
- Local Dive Shops already report more sold out dive trips and new divers from all over the world visiting Circle of Heroes

Veterans Therapy & Partnerships



“I felt a sense of peace within myself that I could not find anywhere else.”

My only wish is that every Veteran can experience this memorial to fallen heroes.”

- Rich, U.S. Army Veteran

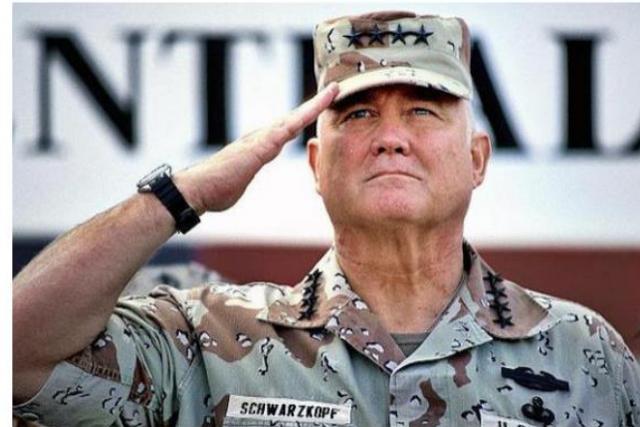


INTERNATIONAL INSTITUTE
of ORTHOTICS & PROSTHETICS

The Next Statues – A Custom Approach



USCG Blackthorn
William Flores



Gen. Norman Schwarzkopf



Tuskegee Airmen

Next Steps



- Circle of Heroes is a **a true public-private partnership** for the betterment of our community.
- **Completing the Circle will make history, and can only be achieved by great teamwork.**
- Phase 2 completion cost is approximately \$350,000



Thank You!