

1234 Bellflower Blvd
Long Beach, CA 90815

March 15, 2017

Ms. Cecile Fisher
Vice President of Marketing and Communication
Long Beach Aquarium
100 Aquarium Way
Long Beach, CA 90802

Dear Ms. Fisher,

This project proposal is for implementing an event for our volunteers to take place at the end of the year or the beginning of the following year.

The reason for this event is to honor those individuals whose continued support and time have given what the Long Beach Aquarium stands for, a community. This project will be able to honor all of our volunteers, hand out scholarships to select applicants and to display any upcoming projects or exhibits.

With this project, it will be an opportunity to not only honor our wonderful volunteers, but to also accept donations to continue being the leading standard of all aquariums in Southern California.

Sincerely,

Drew I. Mametsuka
Public Relations Officer

Long Beach Aquarium
March 15, 2017

PROJECT PROPOSAL

Recognition Event:
Honoring our Volunteers
A Tank Full of Thanks!

Summary

The purpose of this proposal is to develop an event that would honor our volunteers. This event is designed to honor not just our volunteers, but the community, the staff, those who have donated to the aquarium and for those who have contributed in any way shape or form to continue what we do at the aquarium.

The anticipated results that would come from this event is the continued support from our volunteers to keep returning and helping our community grow. Our organization wouldn't be the same without those who gave given back to this establishment. The volunteers give us their time; a small but very meaningful thing. Positive results from this event will mean future generation of volunteers and potential leaders.

This type of event will require efforts from majority of the current staff and even some volunteers. This event will take place in the end of the year or in the beginning of the next, that way we can have an overview of the year. This project will require multiple months of planning, executing and implementing various tasks and roles.

We anticipate this budget to be roughly \$16,500. It is a very rough estimate and we will work on stabilizing a more realistic budget when the time comes. How the budget will be distributed will be in more detail in the proposal.

The proposal will go in detail on a scope of work and specific requirements that this event may need, but it is not finalized. Everything is subject to change.

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Introduction

Each year, the Long Beach Aquarium works with hundreds of volunteers from education courses to ticket taking, custodial to group liaisons. Without our volunteers, the Long Beach Aquarium would not be the same.

Each day we have volunteers who walk through our front doors ready to interact with all of our guests. It truly is something remarkable to see how much joy and excitement each volunteer brings to our establishment. Our volunteer's ranges from elementary students to high school, stay-at-home moms to grandparents, they are the heart and soul of this establishment.

As the largest aquarium in Southern California, we are leaders in the aquatic forefront and we must recognize all those who have helped us along the way. In 2015, we had a total of 1,601 total volunteers and interns with a total of over 160,000 of contributing hours. That same year, we served over 165,000 students, teachers and community members with a total of over 61,000 hours donated by education volunteers.¹ These numbers show us how the surrounding community contributes and displays their desirable need for knowledge.

This project will be a recognition event for all those who have given their time, money and effort to this aquarium. We wanted to recognize those who have come through these doors with a volunteer shirt on and to show how grateful and thankful we are to have them here with us. Our aquarium is always changing, but our volunteer staff will always remain a critical and valuable aspect to our organization.

The project aims to bring these volunteers and their families back again next year and the years to come. It also aims to display our gratitude to all of our volunteers - past, present and future. The project will honor those who have volunteered with us for increments of years, award scholarships to selected individuals, recognize our donors, special recognitions and certificates for all volunteers.

It will also be an opportunity to showcase new features, displays, exhibits and refurbishments to current attractions throughout the aquarium. There will also be an opportunity for donors to donate for any current or future projects.

The project will be under Ms. Cecile Fisher, the board of director's vice president of marketing/communications, and her team working with her. For any questions regarding this proposal or anything related, you may contact the public relations officer Drew Mametsuka or Ms. Fisher.

¹ See "volunteers" and "education" on pages 16-17 of Aquarium of the Pacific Annual Report 2015

Needs/Problems

- A problem we may face is not reaching our target audience, the volunteers.
 - We need to make sure we are able to reach out to them through contact information. Updated lists will be helpful.
- We will need to look into the date of our event to see if the time frame will conflict with any other events or potential volunteer events.
 - We want to make sure the time we have our event won't clash with holidays or any of the sort.
- We need to make sure those who work at the aquarium are aware of this event and are willing to contribute.
- We may need to look into the length of our event; it may be a long event that we will need to cut down.
- We will also have to take into consideration the surrounding community to see if there are any legal documents stating we are having this event.
- Any issues or problems, we will address immediately.

Goals/Objectives

- The ultimate goal: To honor our volunteers and make this event a successful and smooth one with at least 100 attendees.
- Have open communication between staff, those working on the project, the media and any other personnel on this project.
 - That way, things can run smoother internally and externally.
- Make sure all documents pertaining to this event and future events are up-to-date and ready to be applied throughout the duration of this project.
- Remain on top of assignments given by leaders to assure all deadlines are met.

Scope of Work

Preparations:

- Committee will meet every week or every other week to discuss any issues regarding certain aspects for this event.
- Discuss activities during event, award ceremony, speakers, etc.
- Delegate employees and volunteers to set-up and work event.
- Delegate committees to oversee different aspects of this event.
 - Awards and Program
 - Budget
 - Exhibits/displays

- Marketing
- Gather information related to this event.
- Discuss potential displays and exhibits to showcase at event.
- Finalize a budget for each appointed committee.
- Discuss contents of goodie bags for volunteers who have RSVP'd for the event.
- Contact third party vendors for awards and catering.

***Contact volunteers and/or employees to see if anyone is willing to work event**

***Communicate with marketing team to discuss promoting this event**

Total number of hours: 5-10 per week

Pre-Event:

- Coordinate with third party vendors to discuss delivery or pick up of items before event.
- All members of each committee shall meet prior to the event to discuss final touches.
 - Plan to meet in the morning of the event.
- Volunteers and/or employees will sign in and begin setting up.
 - Set up of tables, chairs, beverages, buffet line, check-in area, coat check-in, etc.
 - Employees will set-up any displays or exhibits.
 - Volunteers will be placed in various committees.
 - Committees will appoint different volunteers to different tasks
- Previous preparations will now be implemented.
- Committee team leaders to meet and discuss any last minutes issues.

Total hours: 2

During Event:

- Volunteers will be placed in different aspects of the event
 - Food, Beverages, Check-in, Coat Check, Usher, Greeter, etc.
 - Volunteers working check-in and greeter will hand out programs.
- Employees will be placed in their respected exhibits and/or displays
- Guests will arrive at 4pm

- Volunteers at check-in, coat check and greeting
- Guests will check-in

***Will need list of RSVPs and nametags (printed or handwritten is up for discussion)**

- Board of Directors and Senior Staff will mingle with guests.
 - Those making speeches will head backstage an hour before program begins.
- Award ceremony will begin promptly at 6pm.
 - Welcome speech from President
 - Video clip honoring our volunteers
 - Cecile Fisher will begin handing out awards and scholarships
 - Certificates to all volunteers will be given as they exit in the assigned goodie bags
 - Closing remarks from volunteer speakers, designated to a member of the board

***Will need microphone, speakers, podium, projector, projector display, photographer and awards**

- Program will end, but guests welcome to stay to enjoy exhibits and displays.
- As guests leave, they will receive goodie bags.
 - Limited to one per person

***Will be labeled with name from RSVP and check-in, handed out to them as they walk out.**

- Event will end at 10pm

Total Hours: 6-8 hours

Closing:

- Begin breaking down of displays, exhibits, tables, chairs, etc.
- Clean up

Total Hours: 1-2 hours

****All rough estimates of time, program and supplies to be used. Subject to change.**

Timetable

Provide information on the expected timetable for the project. Break the project into phases, and provide a schedule for each phase.

	Description of Work	Start and End Dates
Phase One	Preparations of event: -Planning -Gathering information -Discussing possible program -Discuss goodie bag contents -Discuss any displays or exhibits worth promoting or showcasing -Delegate committees for various tasks -Finalize budget	March 15 – June 15 -Meet once or twice a week to discuss preparation -End of May things should be near finalized
Phase Two	Promote event to community and volunteers: -Work with marketing team to discuss how to promote event. -Contact volunteers -Press releases? Media Contacts -Website promotion? -Email list of volunteers -Phone list of volunteer (if no email) -Set up volunteers to phone guests? -Discuss various aspects of previous planning process. -Contact various third party vendors	June 1 – Sept. 30 -Marketing should have begun brainstorming during mid Phase One. -Things should be rolling by June 1. -Mid-June, promotion of event should be up, list of RSVPs should begin. -Contact third parties by end of July
Phase Three	Finalize all aspects of event: caterer, awards, speakers, etc. -Make sure a caterer for this event is secured. -Make sure awards are completed. -Finalize speakers. -Finalize all aspects of the event. -Finalize preparations for actual event. -Finalize volunteers for event	October 1 – Nov. 30

**** Time frame to be more specific when designated committees have been formed.**

****These are rough and estimated timelines**

Budget

Description of Work		Start and End Dates
Phase One	Preparations of event: -Budget minimal: \$100	March 15 – June 1
Phase Two	Promoting event: -Posters, ads or displays in aquarium. \$1000 - \$3000	July 1 – October 31
Phase Three	Finalizing Event and Time of Event: -Program costs: \$100-200 -Caterer: \$750-\$1000 -Awards: \$500 -Scholarships: \$500-\$2000 -Will range in amount -Goodie bags: \$3000 -Photographer: \$500	Nov. 1 – Nov. 30
Total		~\$ 16,500.00

-In order for the budget to be precise and accurate, we will have every personnel document costs in each phase.

-VP of Finance, Anthony Brown, will either keep track of costs himself or have appointed personnel to handle managing these costs.

Key Personnel

Dr. Jerry Schubel: President and CEO

Ms. Cecile Fisher: VP of Marketing/Communication

Mr. Anthony Brown: VP of Finance and CFO

Ms. John Rouse, CP of Operations

Ms. Kathie Nirschl, VP of Human Resources

Mr. Ryan Ashton, Director of Development

Mr. Perry Hampton, VP of Husbandry

Mr. David Bader, Director of Education

Various Board of Directors members

Drew Mametsuka: Public Relations Officer

Zack Alforte: Media Contact for Long Beach and surrounding areas

Volunteers: TBD

Award Company: TBD

Caterer: TBD

Evaluation

In the proposed timetable and the rough scope of work outline, we would need to implement periods throughout the project to evaluate progress. Each designated team would nominate a leader and this leader would meet with the rest of the team leaders to discuss progress. Ms. Cecile Fisher will be the one in charge, meaning she will be present at these meetings. If not Ms. Fisher, she will appoint someone in her place to delegate the progress of this project.

There will be the opportunity to discuss sudden issues, obstacles and/or progress with your team leaders every week. This means that every week, the team leaders will need an update from all their individual team members to see how overall progress is progressing.

There will be no evaluation sheets for the weekly updates, however, we strongly advise at the end of the project that people review and submit an evaluation form of the whole project itself. Things we did right, wrong, what we could've done better, etc. These forms will be anonymous to avoid confrontations of any sort or any accusations. That way, for future projects, we can use these anonymous forms to improve.

In order to keep things moving along in this proposed project timeline, we will need to enforce some level of urgency. This will not only help make sure things are running smoothly, but to see where certain areas need more attention than the others.

Of course, not all teams will be working together or at all, depending on their specific roles, so having these evaluations will only be implemented when needed. It's important to delegate these teams in the beginning of the planning stage. This will help the project run smoothly throughout until the event is over.

Next Steps

The next steps, if this project proposal gets approved, we will need to implement all pre-planning phases:

- Delegate all teams.
 - Once teams are finalized, designate one person as leader by vote.
 - Once leaders are established, meet and assign roles as leaders.
- Develop more accurate timetables and budgets for each team.
- Teams will meet with respected teams to further improve or implement proposed plan.
- Work toward completing this project with positive remarks with goals in mind.

[Name], Project Client

Date: _____

[Name], Project Sponsor

Date: _____

[Name], Project
Manager

Date: _____