

CARMEL-BY-THE-SEA

JULY 5TH 5K FUN RUN

BENEFITTING



**WOUNDED WARRIOR
PROJECT®**

PREPARED BY

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OVERVIEW

I. PROJECT BACKGROUND & DESCRIPTION

We propose to the city council that a 5K run be held on July 5, 2021, in Carmel-by-the-Sea, CA. The course will take place along Carmel's coastal Scenic Drive, finishing at the white sands of Carmel Beach. All proceeds from the event will benefit the **Wounded Warrior Project**.

The **Wounded Warrior Project** assists injured veterans and service members serving in the military, on or after, September 11, 2000. They provide a wide array of customized benefits such as healthcare, education, family services, insurance, housing assistance, employment training, mental health programs, PTSD services, and even help provide service dogs. During these unprecedented times of the pandemic, donations are down and veterans need our support more than ever.

II. PROJECT SCOPE

We aim to provide a complete six-month project plan beginning January 5, 2021, and completed July 31, 2021. Implementation and execution of the 5K event will include online registration, budget, day-of tasks lists, amenities, and project timelines to ensure proper permits and approvals are obtained.

The initial stages of the project plan will address: obtaining permits, ensuring access to amenities, soliciting sponsors, hiring security and medical staff, and creating an online registration form. Marketing, volunteer requests, and reviewing budgets will be a continuous process throughout the project. The next stages of the plan will focus on providing detailed information for tasks that must be done the day-of. These may include but are not limited to: marking the route, assigning volunteer teams, registration/finish line set-up, posting signage, manning water stations, and cleaning and striking the event. Finally, a post-event stage will address post-event surveys, vendor payments, thank you notes, and a final event postmortem.

III. HIGH-LEVEL REQUIREMENTS

For a successful 5K event, the following must be included:

- Permits
- Security and medical personnel for event
- Online Registration
- Committee Chair & Event Committee

IV. AFFECTED PARTIES

The **Wounded Warrior Project** is the primary client. For their benefit, we aim to provide a complete six-month project plan to successfully execute a 5K run with all proceeds given directly back to the organization.

The secondary clients are the participants. For them, we aim to provide an event that is foremost safe, as well as fun and memorable.

V. SPECIFIC EXCLUSIONS FROM SCOPE

Though the project plan does include suggestions for soliciting donors, sponsors, and other benefactors, the execution, implementation, or enforcement of securing these sponsors do not fall within the project scope.

PLANNING

VI. PROJECT BREAKDOWN STRUCTURE

The work breakdown for this event has been divided into five phases: **Planning**, **Pre-Event**, **Event**, **Celebration**, and **Post-Event**.

For the full project breakdown structure, please see **Appendix A**.

VII. HIGH-LEVEL SCHEDULE

The scheduled timeline for this project is January 5, 2021, through July 31, 2021, with the event falling on Monday, July 5, 2021. Planning the event will take the majority of the resources and therefore ample time has been allotted to ensure all necessary documentation and staff are obtained.

For the full project schedule, please see **Appendix B**.

VIII. HIGH-LEVEL TIMELINE

Each phase and task mentioned in Sections VI & VII are to ensure that the project is running forward smoothly. Due to the nature of the project, though tasks are scheduled to begin during a certain phase, not all tasks will be complete prior to the start of the next phase.

For the full project timeline, please see **Appendix C**.

IX. BUDGET

The budget for this event is \$9,000.

To ensure efficiency and maximum proceeds benefit the **Wounded Warrior Project**, the project plan includes three team leads: Project Manager, Event Manager, and Committee Chair. The Project Manager is budgeted as a contractor with a flat-rate. The Event Manager is an hourly position with a total of 300 dedicated hours to the project. The Committee Chair is a volunteer position and assists the Event Manager in duties as well as heading the volunteer 5K Committee, and procuring sponsorships.

As this is the first event of its kind, we aim for a goal of 500 participants. Registration rates are \$25 per participant which equals a total of \$12,500. Accounting for the budgeted \$9,000 event expenses, this would provide approximately \$3,500 in proceeds to the **Wounded Warrior Project**.

For the full project budget, please see **Appendix D**.

X. PROJECT CLOSURE

Throughout the project, the team refers to the Project Plan materials (schedule, timeline, budget, etc.) so that the event may move forward smoothly. A Project Closure Checklist not only ensures that tasks are complete but serves as a quick-reference for changes, budget, goals, and phase completions.

For the full project closure checklist, please see **Appendix E**.

LESSONS LEARNED

WHAT WORKED WELL

The Agile Methodology we chose helped guide decisions concerning project changes and any unexpected circumstances that arose. It helped to keep us on track and complete the project on time. The timeline was accurate, and the project was successfully completed.

WHAT DID NOT WORK WELL

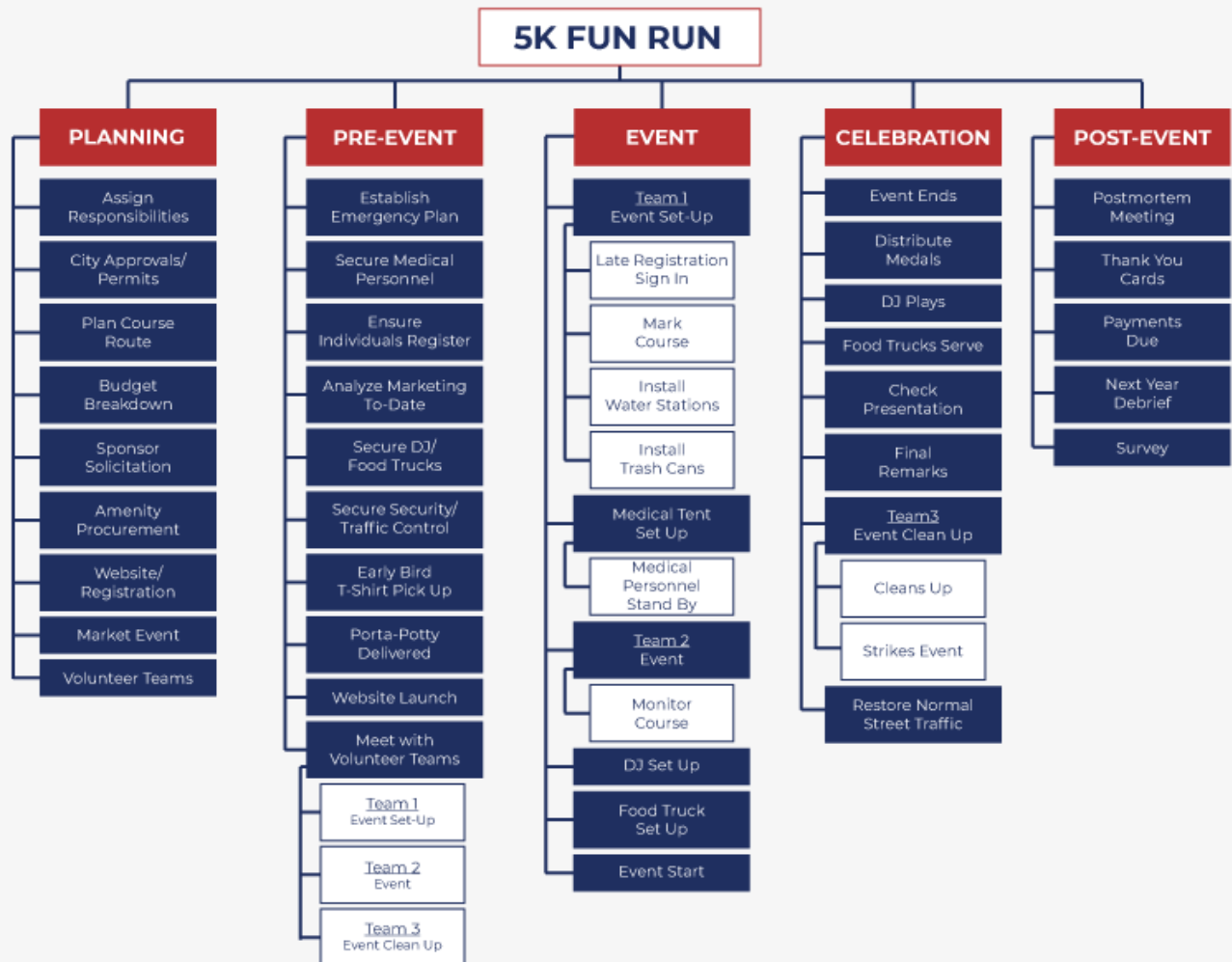
The original project plan called for a Project Manager and three staff members. Staffing did not work well with the budget. After revisions, it was determined that a Project Manager would only be needed on a part-time basis to oversee an Event Manager and to ensure that the schedule and plan were being executed properly and on time. The Event Manager would be responsible for many of the responsibilities in the planning phase. The Event Manager would have a Committee Chair that would be a volunteer position and could be delegated tasks such as heading the 5K Committee and procuring sponsorships.

FUTURE CONSIDERATIONS

To increase proceeds, we would consider adding sponsorship and solicitation to the Project Scope. For example, participants could acquire pledges for every mile they run. A donation button could be added to the registration website to help secure any additional donations from those who do not wish to participate in the 5K event. We would spend more time in the planning phase and solicit one main sponsor for \$10,000 to cover the entire cost of the event so that all of the proceeds would go to the **Wounded Warrior Project**. Partnering with known **Wounded Warrior Project** advocates would be helpful to capitalize on monetary proceeds, volunteers, committee members, donations, etc. No need to reinvent the wheel.

As was recommended, we would add a fifth phase in the future. The Post-Event phase would cover any additional unfinished tasks such as paying bills, sending thank you notes, etc., and would include a team meeting to analyze the event. What worked, what didn't work, what could have been better? We would congratulate the team on a job well done and enumerate the various ways their hard work contributed to the successful event. During this phase, we would set the stage for next year's 5K, as we would take this project on again.

APPENDIX A



APPENDIX B

Task Name	Activity Attribute	Resources	Start (Date)	End (Date)	Duration (Days)	Milestone
Meeting	Team meeting to discuss project details and timeline of 5K Fun Run	Project Manager & Project Team (Staff 1-3)	1/5/2021	1/5/2021	1	Planning of 5K Begins
Project Plan	All details of the project plan will be researched and completed	Project Manager	1/5/2021	1/12/2021	7	Project Plan Completed Important Information Details
Project Schedule	A schedule will be completed as a guide for the project team to follow	Project Manager	1/5/2021	1/15/2021	10	Project Schedule complete with staff and volunteers lined out
Budget	Complete detailed budget will be compiled. Donations from local businesses will be solicited to offset budget.	Project Staff 2	1/5/2021	1/19/2021	14	Budget Completed
Sponsors	Obtain monetary sponsorship from local business in Carmel to cover cost of the event	Project Manager, Big Sur Marathon Foundation, Just Run, Local Carmel Businesses	1/5/2021	5/5/2021	120	Local businesses monetary donations have been collected
Race Logo	Design race logo to be used in all materials	Project Manager, Logos R Us	2/1/2021	2/10/2021	9	Race Logo ready to be used in all marketing materials.
Plan Route	Plan route, manage red lights and road closures. Placement of water stations, medical aid tents, & porta potties.	Project Manager & Event Rental Company for tents, tables, barricades, & porta potties	3/15/2021	3/29/2021	14	Route plan complete and can be used if needed in permitting stage.
Marketing	Event will be promoted through paper flyers, social media, television and radio PSA's	Project Staff 3, Flyers, Facebook, Active.com, Local TV & Radio Personnel	3/15/2021	7/5/2021	112	Social media marketing will be completed day of event
Permits	Obtain permits for food trucks & public event on Carmel Beach	Project Staff 2, City Personnel	4/1/2021	4/14/2021	13	Food Trucks decided and permitted
Procurement of Supplies	Order t-shirts, running bibs, medals, & trophies	Project Staff 1, Running Supply Depot, T-Shirts, Medals, Bibs, Trophies	3/1/2021	3/21/2021	20	Participant memorabilia Obtained.
Registration	Online registration available through active.com	Project Staff 3, Active.com	3/1/2021	7/4/2021	125	Online Registration closes the day before the event starts

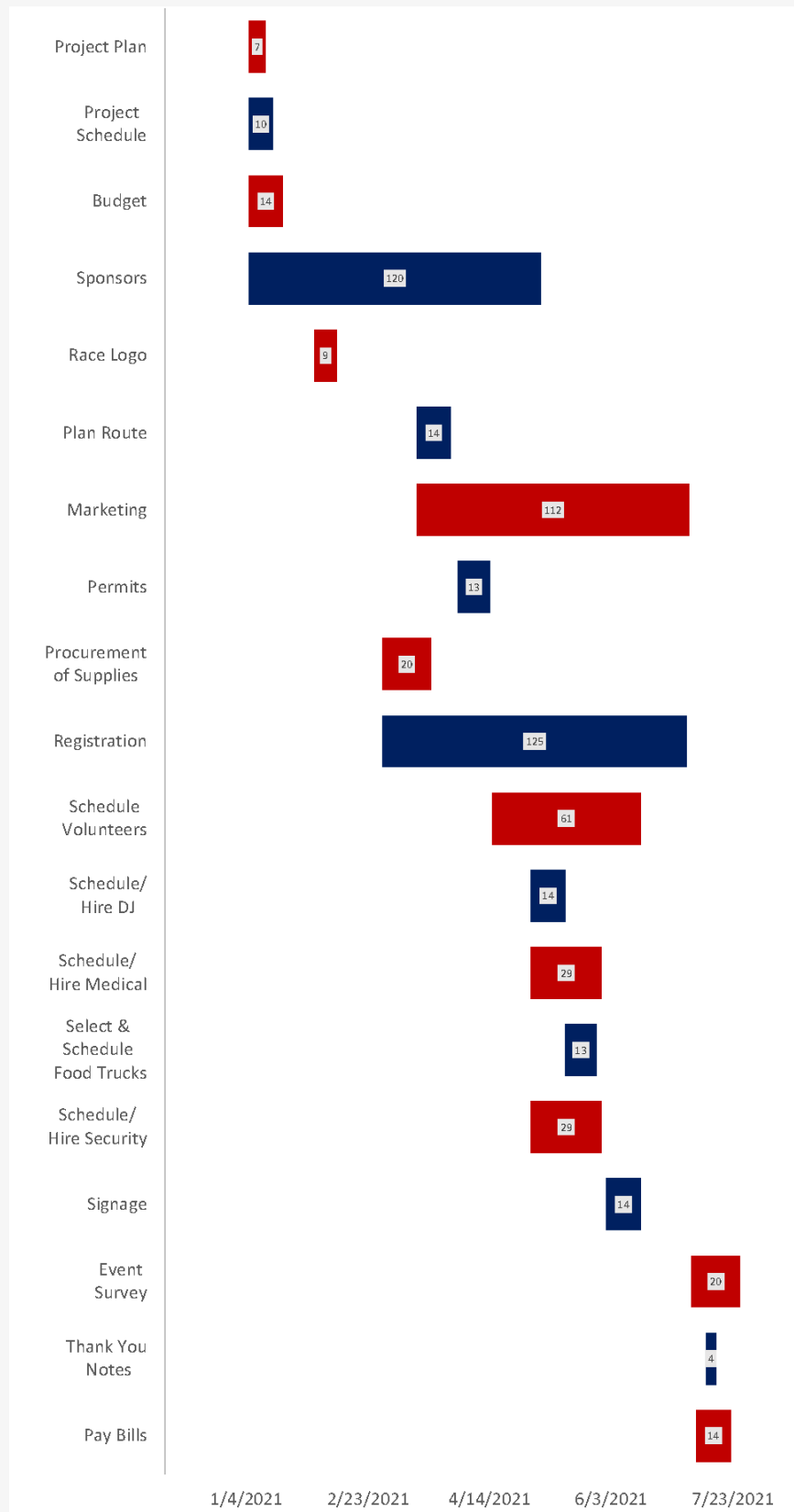
APPENDIX B

Task Name	Activity Attribute	Resources	Start (Date)	End (Date)	Duration (Days)	Milestone
Schedule Volunteers	Schedule and train volunteers for setup, running event and clean up	Project Staff 1, Volunteers (Team 1,2, &3)	4/15/2021	6/15/2021	61	Set up, running and clean up duties have been determined, divided up into 3 teams and scheduled accordingly.
Schedule/ Hire DJ	Select genera of music and go over playlist with DJ	Project Staff 3	5/1/2021	5/15/2021	14	Music selected & DJ Hired
Schedule/ Hire Medical	Schedule medical personnel and verify medical tent placement throughout route with project manager	Project Staff 1, Medical Staffing Agency, Project Manager	5/1/2021	5/30/2021	29	Medical Staff & Tents have been scheduled and placement determined
Select & Schedule Food Trucks	Sample several food vendor's and select 4 food trucks for event	Project Staff 3, Food Vendors	5/15/2021	5/28/2021	13	Food Trucks selected and scheduled
Schedule/ Hire Security	Schedule security officers and determine coverage areas for each officer.	Project Staff 1, Security Agency	5/1/2021	5/30/2021	29	Route Coverage areas for security officer placement determined.
Signage	Design and order route signage that is bold and clear to read	Project Staff 1, Fedex Office, Signage	6/1/2021	6/15/2021	14	Route Signage Secured
Early Bib/ T-Shirt pick up	5K Participants are able to pick up bibs and t-shirts the Saturday before the race at the Carmel Recreation Center from 9Am to 3PM	Volunteer Team 2, Recreation Center Staff, T Shirts, Bibs, 5K Participants	7/3/2021	7/3/2021	1	Early Bib/ T-Shirt pick up completed to relieve some of the congestion on race day
Day of Bib/ T-Shirt pick up	Participants who were not able to previously acquire their bib & t-shirt can collect them starting at 7:00 AM	Volunteer Team 1, tent, tables, t-shirt, bibs	7/5/2021	7/5/2021	1	Day of bib and t-shirt pick up completed
Late Registration	Table stationed near race entrance for late registration begins at 7:00 AM	Volunteer Team 2, table, tent, forms, pens	7/5/2021	7/5/2021	1	Late 5K participants registered
Signage	Clear bold route signage placed out by volunteers directing 5K participants which way to go.	Volunteer Team 1, Event Rental Inc. ,signage, barricades	7/5/2021	7/5/2021	1	5K participant successfully directed through 5K route

APPENDIX B

Task Name	Activity Attribute	Resources	Start (Date)	End (Date)	Duration (Days)	Milestone
Restrooms & Trash Cans	Restrooms and trash cans placed throughout event for convenience	Event Rental Inc. (porta potties, trash cans), Volunteer Team 2	7/5/2021	7/5/2021	1	Trash Cans placed to collect debris and help keep route clean & restrooms to keep event participants comfortable
Water Station Setup	Water Stations to be placed strategically in predetermined spots along the 5K route	Event Rental Inc. (Tents, Water Bottles, Ice, Chests) Volunteer Team 2	7/5/2021	7/5/2021	1	Water stations placed and staffed to keep runners hydrated
Medical Tent Setup	Medical Tent to be placed strategically in predetermined spots along the 5K route.	Event Rental Inc., (Tents, First Aid Supplies) Medical Staff, Volunteer Team 2	7/5/2021	7/5/2021	1	Medical tent erected and staffed to keep runners safe
Award Ceremony	Present medals 1st, 2nd and 3rd place	Volunteer Team 1, 3 Medals	7/5/2021	7/5/2021	1	5K Participants that placed were successfully awards.
Music	Direct DJ where to Set Up	Volunteer Team 1	7/5/2021	7/5/2021	1	Celebration for 5K Participants
Food	Direct Food Trucks Where to Park	Volunteer Team 1	7/5/2021	7/5/2021	1	Celebration for 5K Participants
Present Check	Present Check to The Wounded Warrior Project for all proceeds earned	Project Manager, WWP Charity Head, The Check	7/5/2021	7/5/2021	1	Project Completed & WWP Charity Benefitted
Clean Up	Entire event route, starting line and finish line to be cleaned up and trash free. Tents and barricades picked up. Volunteer Team 3 will also clean up Carmel Beach after the celebration ends.	Volunteer Team 3, Event Rental Inc., trash bags, gloves	7/5/2021	7/5/2021	1	Event route cleaned, debris free, tents broken down & barricades picked up.
Event Survey	Send post-event survey to participants	Event Manager & Committee Chair	7/6/2021	7/26/2021	20	At least 15% response rate.
Postmortem Meeting	Debrief the event, lessons learned, what worked/didn't, suggestions, etc.	Project Manager, Event Manager, Committee Chair, Volunteer Teams	7/26/2021	7/26/2021	1	Lessons learned, debrief for next year
Thank You Notes	Send out Thank You notes	Volunteer Teams	7/12/2021	7/16/2021	4	Thank You notes to participants, vendors, donors, etc.
Pay bills	Pay all outstanding bills	Event Manager & Committee Chair	7/8/2021	7/22/2021	14	All outstanding bills paid

APPENDIX C



APPENDIX D

Activity	Budgeted Cost	Type	Note on Estimation	Estimation Resource	Actual Cost
SALARIES					
Project Manager Contractor Rate (\$1,000/month)	\$6,000.00	Operating Expenses	Historical Data	Glassdoor	In-Kind
Event Manager Salary (\$20/hour not to exceed 300 hours)	\$6,000.00	Operating Expenses	Historical Data	Glassdoor	\$6,000.00
Volunteer Coordinator Salary (\$12/hour not to exceed 300 hours)	\$3,600.00	Operating Expenses	Historical Data	Glassdoor	Removed
Web Designer (Flat Rate)	\$1,000.00	Operating Expenses	Historical Data	Glassdoor	Removed
VENDORS/PERSONNEL					
DJ - 4 hours	\$600.00	Direct Project Cost	Three-Point Estimating	Glassdoor	In-Kind
4 Food Trucks (Must meet minimum of \$300 each)	\$1,200.00	Direct Project Cost	Three-Point Estimating	Facebook	In-Kind
3 Medics (\$100 day rate)	\$300.00	Direct Project Cost	Three-Point Estimating	Glassdoor	\$300.00
4 Police Security (\$100 day rate)	\$500.00	Direct Project Cost	Three-Point Estimating	Glassdoor	\$400.00
PERMITS					
Event Permit	\$550.00	Direct Project Cost	Actual Cost	Monterrey Website	\$550.00
Beach Event Permit (Commercial Use)	\$150.00	Direct Project Cost	Actual Cost	Monterrey Website	\$195.00
Traffic Control Plan	\$116.00	Direct Project Cost	Actual Cost	Monterrey Website	\$116.00
Temporary Food Vendor Permit	\$177.00	Direct Project Cost	Actual Cost	Monterrey Website	NPO Exemption
Temporary Enroachment Permit	\$172.00	Direct Project Cost	Actual Cost	Monterrey Website	\$172.00
Event Insurance	\$350.00	Direct Project Cost	Actual Cost	American Speciality Insurance	\$336.00
CONSUMABLES					
T-Shirts (550x\$5)	\$2,750.00	Direct Project Cost	Actual Cost	Custom Ink	In-Kind
600 Race Bibs & Safety Pins	\$114.00	Direct Project Cost	Actual Cost	Amazon	In-Kind
500 Medals	\$2,585.00	Direct Project Cost	Actual Cost	Just Award Medals	In-Kind
Winner Trophies (Top 3 per age group)	\$310.00	Direct Project Cost	Actual Cost	Just Award Medals	In-Kind
Sam's Pallet Water Bottles (48 cases)	\$370.00	Direct Project Cost	Actual Cost	Sam's	In-Kind
660 ct 3oz paper cups	\$8.00	Direct Project Cost	Actual Cost	Sam's	In-Kind
Finish Banner	\$130.00	Direct Project Cost	Actual Cost	Vistaprint	In-Kind
Box of Printer Paper	\$15.00	Operational Cost	Actual Cost	Office Depot	\$15.00
RENTALS					
10 Table Rental (\$8.25 each)	\$82.50	Direct Project Cost	Actual Cost	Camelot Special Events	Borrowed
20 Chair Rental (\$1.30 each)	\$26.00	Direct Project Cost	Actual Cost	Camelot Special Events	Borrowed
4 Porta-Potty (\$100 per)	\$400.00	Direct Project Cost	Actual Cost	Camelot Special Events	\$400.00
10x10 First Aid Tent Rentals	\$100.00	Direct Project Cost	Actual Cost	Camelot Special Events	\$100.00
4 150-Qt Ice Chest Rental (\$25 each)	\$100.00	Direct Project Cost	Actual Cost	Camelot Special Events	Borrowed
5 5-Gallon Water Cooler Rental (\$20 each)	\$100.00	Direct Project Cost	Actual Cost	Camelot Special Events	Borrowed
MARKETING					
Logo Creation	\$100.00	Direct Project Cost	Historical Data	Fiverr	\$50.00
Website/Registration Hosting (\$26/month)	\$120.00	Direct Project Cost	Historical Data	Glassdoor	\$156.00
TV/Radio PSAs	\$100.00	Direct Project Cost	Actual Cost		\$0.00
Flyers	\$200.00	Direct Project Cost	Actual Cost	Vistaprint	In-Kind
Facebook Sponsored Posts	\$50.00	Direct Project Cost	Actual Cost	Facebook	\$50.00
Instagram Sponsored Posts	\$50.00	Direct Project Cost	Actual Cost	Instagram	\$50.00
Route Signage	\$500.00	Direct Project Cost	Actual Cost	Vistaprint	In-Kind
Budget Total:	\$28,925.50				
				Registration Total	\$12,500.00
				Total Proceeds to WWP:	\$3,610.00

APPENDIX E

Phase 1: Planning	Complete	Date	Notes
Meeting	YES	1/5/2021	
Project Plan	YES	1/12/2021	
Project Schedule	YES	1/15/2021	
Budgets	YES	1/19/2021	
Sponsors	YES	5/5/2021	
Race Logo	YES	2/10/2021	
Plan Route	YES	3/9/2021	
Marketing	YES	7/5/2021	
Permits	YES	4/14/2021	
Procurement of Supplies	YES	3/21/2021	
Phase 2: Pre-Event	Complete	Date	Notes
Registration	YES	7/4/2021	
Schedule Volunteer Shifts	YES	6/15/2021	
Schedule/Hire DJ	YES	5/15/2021	
Schedule/Hire Medical	YES	5/30/2021	
Select & Schedule Food trucks	YES	5/28/2021	
Schedule/Hire Security	YES	3/30/2021	
Signage	YES	6/15/2021	
Early Bib/T-Shirt	YES	7/3/2021	
Phase 3: Event	Complete	Date	Notes
Day-Of Bib/T-Shirt Pick up	YES	7/5/2021	
Late Registration	YES	7/5/2021	
Signage	YES	7/5/2021	
Restrooms & Trash cans	YES	7/5/2021	
Water Station Setup	YES	7/5/2021	
Medical Tent Setup	YES	7/5/2021	
Phase 4: Celebration	Complete	Date	Notes
Award Ceremony	YES	7/5/2021	
Music	YES	7/5/2021	
Food	YES	7/5/2021	
Present Check	YES	7/5/2021	
Clean up	YES	7/5/2021	
Phase 5: Post-Event	Complete	Date	Notes
Analyze the Budget	NO		Will be completed on the 7/6/2021
Complete Payments	NO		Will be completed on the 7/8/2021
Send out Survey email	NO		Will be completed on the 7/8/2021
Pay Outstanding Bills	NO		Will be completed on the 7/14/2021
Allocate Profits	NO		Will be completed on the 7/15/2021
Postmortem Meeting	NO		Will be completed on the 7/16/2021
Close the report	NO		Will be completed on the 7/19/2021