

# Juneteenth Freedom Run: A Half Marathon for History, Health, and Justice Summer 2024

INFO: 4306 & 5306 Section 001

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# Juneteenth Freedom Run

## Project Scope

### I. Background of the project

The Juneteenth Half Marathon is a community event aimed at celebrating Juneteenth National Independence Day, which marks the end of slavery in America. It is also being organized to encourage healthy lifestyles and societal participation while highlighting diversity along the race route.

The project objectives include; arranging a half marathon on Juneteenth National Independence Day, exploring Houston's cultural diversity through the race route, promoting local business involvement by making them sponsors or partners and creating a safe and fun experience for everyone at the venue.

This event will bring together volunteers, donors, sponsors, participants, host community members, local government authorities and race directors among other support personnel to foster oneness and celebration. The marathon route should be designed so that it covers important parts of Houston reflecting African and American cultures since we want to educate people about its rich heritage through the event.

Additionally, The Juneteenth Half Marathon wants to connect with local community organizations such as African American Cultural organizations, historical societies and local leaders who will ensure appropriate recognition/celebration of this historic event.

### II. Primary and Secondary Clients

The primary clients will include the volunteers, donors, and sponsors that provide the necessary funds and materials for the marathon. The secondary clients include participants in the race, the host community, the local government, director of the race, and other race support personnel.

### III. Project Scope

The project objectives include...

- To organize a half marathon event on Juneteenth National Independence Day to promote health, wellness, and society involvement.
- To explore and highlight Houston's cultural diversity through the race route.
- To promote local business involvement by making them sponsors or partners.
- To provide a safe and enjoyable experience for all the attendees and participants.

To support the National Association for the Advancement of Colored People (NAACP) by donating a portion of funds collected through this marathon.

## IV. Project Deliverables/ Project Requirements

### 1. Event Planning and Coordination

- Designing Route: The marathon route should cover significant areas of Houston that represent African and American history and culture. The route should meet the public safety standards and be approved by city authorities.
- Permit acquisitions: Ensure that the event has all the licenses it needs from the city of Houston, including those for road closures, police presence for traffic management, and adherence to health and safety regulations.
- Safety precautions: Take all necessary precautions, such as setting up medical stations, and hydration stations along the way, and emergency services accessible. Given that June temperatures in Houston are projected to be high, it is imperative to plan for heat-related safety precautions.

### 2. Marketing and Promotion

- Branding: By creating a powerful visual identity for the marathon that captures the spirit of Juneteenth. This covers the creation of logos, color schemes with a theme, and supplies for the race, such as badges, prizes, and flags.
- Promotional Campaign: To reach a broad audience, start a multipronged advertising campaign that makes use of social media sites, regional newspapers, radio stations, and community newsletters. Draw attention to the event's cultural significance and its function in honoring variety and freedom.
- Public Outreach: To boost event attendance, establish connections with nearby businesses, universities, schools, and community organizations. To increase participants' comprehension and involvement, plan pre-event educational opportunities like webinars or seminars on the background and significance of Juneteenth.

### 3. Partnerships for Community Engagement with Local Groups

- Work with African American cultural organizations, historical societies, and local leaders to ensure the celebration appropriately honors and reflects Juneteenth's historical significance.

### 4. Sponsor and Vendor Management

- Sponsorship Strategy: To find and sign sponsorships with businesses that support the event's community, heritage, and health ideals. Provide a range of sponsorship tiers with matching advantages and visibility.
- Selecting a Vendor: To offer local and minority-owned businesses more priority while choosing vendors for food, beverages, and products. Making sure that the options are varied and represent the various cultural facets of the occasion.

### 5. Experience of Participants

- Registration System: Establishing an easy and effective online registration system. Offering group registration choices and early bird discounts to promote early sign-ups.
- Race Day Experience: Arrangements for a flawless race day with plenty of personnel and volunteers to assist, as well as pre-race warm-ups guided by nearby fitness instructors.
- Cultural Activities: Throughout the event area and at the start/finish line, include cultural events such as live music and dancing by African American musicians in the neighborhood.

## 6. Post-Event Activities

- Awards Ceremony: An awards ceremony will be arranged to honor participants for their efforts in Juneteenth spirit promotion and their sporting accomplishments.
- Highlight of Charities: During the ceremony, a particular focus will be devoted to the partnership with the NAACP. A speech from one of the NAACP officials on the fundraising results highlights how participants involvement in the marathon advances larger civil rights and justice initiatives.
- Feedback and Impact Evaluation: Distributing surveys to attendees and stakeholders following the event to get their opinions. Final analysis of marathon's effects on the local community's social, cultural, and economic aspects.

## V. Project Timeline & Location

Event Planning: July 1<sup>st</sup>, 2023 - December 19<sup>th</sup>, 2023

- Goals: Establish Event, committee(s) formations, secure permits, initiate fundraising, and choose a charity to work with.

Pre-Event Part 1: January 19<sup>th</sup>, 2024 - March 8<sup>th</sup>, 2024

- Goals: Finalize event details, establish marketing, and participant enrollment.

Pre-Event Part 2: April 1<sup>st</sup>, 2024 - May 17<sup>th</sup>, 2024

- Goals: Confirm and finalize logistics & participants, certify all preparations.

Pre-Event Part 3 (Week before the Event): June 8<sup>th</sup> - June 14<sup>th</sup>, 2024

- Goals: Final run through of the event, as well as all logistics & preparations. Participant reminders.

Day Before the Event: June 18<sup>th</sup>, 2024

- Goals: Set up the Marathon path, finalize and brief volunteers, ensure everything is ready.

Day of Event: June 19<sup>th</sup>, 2024

Race Day Time Summary:

4:00 AM - 6:00 AM: Pre-race setup and preparations.

6:00 AM - 7:30 AM: Registration, check-in, warm-up.

8:00 AM - 1:00 PM: Race duration \*\*participants have up to 4 hours to complete the race, advance racers starting at 8am families and those walking starting at 9am.

9:00 AM - 1:00 PM: Awards ceremony and post-race activities.

1:30 PM - 2:30 PM: Cool down and social activities.

2:30 PM - 3:30 PM: Cleanup and teardown.

Post Event: June 21<sup>st</sup> – 28<sup>th</sup> 2024

- Goals: Initial debrief meeting & Release of appreciation/ thank You's to donors, sponsors, volunteers, and participants. As well as conducting a final debrief & Performance report and awarding the Charity Donation Awarded



The above map provides a visual representation of the routes that will be followed during the Half Marathon. The yellow trails are indicative of the specific routes that will lead us from start to finish. The hometown for this project is Houston, TX and the start location will be from Congress St and Fannin St, near the George R. Brown Convention Center.

Mile 1-3: Start at Washington Avenue and head North on the Heights.

Mile 4-6: Turn west onto W. Gray St, passing through Kirby Street.

Mile 7-9: Proceed East on Bissonnet St, then turn North on Montrose St.

Mile 10-11: Head North on Westheimer Rd, then turn East on Allen Parkway.

Mile 12-13.1: Head to Lamar St. for the finish.

Finish Location: Lamar and Crawford St, near Minute Maid Park.

## VI. Project Implementation

First, we will complete the planning phase, identifying what needs to be done and what required materials we need and assigning tasks appropriately. When our timeline is in place, we will then plan our budget and start purchasing the required amenities. The marathon will be sponsored by one or more sponsors to gather a large budget. Throughout the project, we will constantly check in with everyone participating to ensure we are on schedule and that our project is not missing any of the necessities.

The basic needs to meet to run a marathon are closed off roads for the planned route, the sign-up list for interested runners, water stations, viewing stations/seats, food, restrooms, police, volunteers, emergency services and proper camera recording equipment.

As this is a Juneteenth marathon, certain expectations must be met in records to the decor and any sponsored merchandise our sponsors may give. The proceedings earned from the entry fee, food, and merchandise will go to our charity of choice, the NAACP. The total cost to host a marathon will vary depending on our choice of marathon size, participants, personal cost, etc. but an estimated cost of a marathon is \$85,000. A more detailed budget breakdown will be completed soon.

# Work Breakdown Schedule

## Section 1: Event Establishment & Planning (July 1st, 2023 – December 19th, 2023)

### 1.1 Establish Event and Select Charity

#### 1.1.1 Establish event concept

#### 1.1.2 Select charity to partner with

Timeline: July 3<sup>rd</sup>, 2023 – August 3<sup>rd</sup>, 2023

### 1.2 Form Committees

#### 1.2.1 Recruit committee members

#### 1.2.2 Form specific committees (e.g., logistics, marketing, sponsorship)

Timeline: August 7<sup>th</sup> – August 21<sup>st</sup>, 2023

### 1.3 Secure Permits

#### 1.3.1 Identify permits necessary \*\*Coordinate with county, city, and state officials when needed.

#### 1.3.2 File all paperwork to acquire permits.

Timeline: August 22<sup>nd</sup>, 2023 – September 5<sup>th</sup>, 2023

### 1.4 Secure Location & Route

#### 1.4.1 Decide on a route and receive approval \*\* attempt to locate a historically specific route.

#### 1.4.2 Decide on culturally significant mile markers \*\* to make curate a historically specific route that highlights Houston's cultural diversity.

Timeline: August 22<sup>nd</sup>, 2023 – September 15<sup>th</sup>, 2023

### 1.5 Marathon Safety Measures

#### 1.5.1 General Safety and First Aid

#### 1.5.2 Marathon Safety and First Aid

#### 1.5.3 Hydration and fuel stations

#### 1.5.4 Emergency Planning Services

Timeline: September 11<sup>th</sup> – September 29<sup>th</sup>, 2023

### 1.6 Initiate Fundraising, Sponsorships, and Community Involvement

#### 1.6.1 Develop fundraising strategy.

#### 1.6.2 Contact potential sponsors

#### 1.6.3 Contact local businesses, universities, schools, organizations

#### 1.6.4 Collaborate with African American Organizations, Partner with Historical Societies, Engage local leaders.

#### 1.6.5 Launch fundraising campaigns \*\* This will begin November 1st, and continue through the middle/ end of April\*

Timeline: September 1<sup>st</sup>, 2023 - December 19<sup>th</sup>, 2023



## Section 2: Race Advertising (January 19th, 2024 - March 8th, 2024)

### 2.1 Finalize Event Details

#### 2.1.1 Finalize Race Route

2.1.2 Establish Race Day logistics (first aid, water stations, barriers, post and pre-race activities, volunteer and staff support, entertainment, vendors, sponsors, signage)

Timeline: January 19<sup>th</sup>, 2024- February 9<sup>th</sup>, 2024

### 2.2 Establish Marketing & Begin Promotion

#### 2.2.1 Create branding and a logo.

##### 2.2.1.1 Choose a color palette.

##### 2.2.1.2 Create race supplies.

#### 2.2.2 Develop marketing plan \*\*emphasize culture and diversity.

#### 2.2.3 Contact newsletters, radio, newspapers.

#### 2.2.4 Generate social media presence.

#### 2.2.6 Execute final marketing rollout (March 1st)

Timeline: January 19<sup>th</sup>, 2024 - March 1<sup>st</sup>, 2024

### 2.3 Participant Enrollment

#### 2.3.1 Develop Registration System

#### 2.3.2 Open Registration (March 8th) \*\*will stay open till max capacity is hit\*\*

#### 2.3.2 Manage participant registrations. \*\*participant management will continue till registration closes\*\*

Timeline: February 12<sup>th</sup>, 2024 - February 23<sup>rd</sup>, 2024

## Section 3: Closing/ Concluding Event Preparations (April 1st, 2024 - May 17th, 2024)

### 3.1 Confirm and Finalize Logistics, Participants & Volunteers

#### 3.1.1 Confirm Race Day vendors.

#### 3.1.2 Confirm Race Day volunteers & participants.

#### 3.1.3 Confirm Race Day logistics.

Timeline: April 1<sup>st</sup>, 2024 - April 26<sup>th</sup>, 2024

### 3.2 Certify Preparations

#### 3.2.1 Perform final checks on all preparations.

#### 3.2.2 Confirm participant details.

Timeline: April 22<sup>nd</sup>, 2024 - May 17<sup>th</sup>, 2024

## Section 4: Event Review (June 8th, 2024 - June 14th, 2024)

### 4.1 Final Run-through (Week before the Event)

#### 4.1.1 Conduct final event run-through

#### 4.1.2 Review logistics and preparations

#### 4.1.3 Send participant reminders.

Timeline: June 8<sup>th</sup>, 2024 - June 14<sup>th</sup>, 2024

## Section 5: Event Setup (June 18th, 2024)

### 5.1 Setup and Final Preparations

- 5.1.1 Set up the marathon path.
- 5.1.2 Finalize volunteer briefings.
- 5.1.3 Ensure all preparations are complete.

Timeline: June 18<sup>th</sup>, 2024

## Section 6: Event Day (Marathon, June 19th)

### 6.1 Pre-Race Setup (4:00 AM - 6:00 AM)

- 6.1.1 Set up race infrastructure.
- 6.1.2 Prepare registration and check-in areas.

### 6.2 Registration, Check-in, Warm-up (6:00 AM - 7:30 AM)

- 6.2.1 Manage participant registration and check-in.
- 6.2.2 Coordinate warm-up activities

### 6.3 Race Duration (8:00 AM - 1:00 PM)

- 6.3.1 Start race for advanced racers (8:00 AM)
- 6.3.2 Start race for families and walkers (9:00 AM)
- 6.3.3 Monitor race progress and participant safety

### 6.4 Awards Ceremony and Post-Race Activities (9:00 AM - 1:00 PM)

- 6.4.1 Organize awards ceremony.
- 6.4.2 Facilitate post-race activities.

### 6.5 Cool Down and Social Activities (1:30 PM - 2:30 PM)

- 6.5.1 Announcements
- 6.5.2 Manage cool down activities.
- 6.5.3 Host social interactions for participants
- 6.5.4 Feedback Surveys
- 6.5.5 Closing Statements and Thank You's

### 6.6 Cleanup and Teardown (2:30 PM - 3:30 PM)

- 6.6.1 Clean up the event area.
- 6.6.2 Teardown race infrastructure

## Section 7: Post Event Debrief (June 21st - 28th, 2024)

### 7.1 Initial Debrief and Appreciation

- 7.1.1 Conduct initial debrief meeting (Feedback and Impact Evaluation)
- 7.1.2 Send thank you notes to donors, sponsors, volunteers, and participants

Timeline: June 21<sup>st</sup>, 2024 - June 26<sup>th</sup>, 2024

## 7.2 Final Debrief and Performance Report

7.2.1 Conduct final debrief meeting

7.2.2 Distribute & discuss performance report

7.2.3 Award charity donation with a digital announcement (email & text notification)

Timeline: June 27<sup>th</sup>, 2024 - June 28<sup>th</sup>, 2024

# Project Schedule

WBS #	Activity	Assigned To	Resource List	Description	Start Date	End Date	Duration
	Section 1 Event Establishment & Planning				7/1/23	12/19/23	5 Months
1.1	Establish Event and Select Charity	All	Event Coordinators Charity Liaison officers Stakeholders Project Manager	Plan the event's goals, objectives. Select a charity to work with (NAACP). Identify areas within Houston's community that support the event's mission to progress history, health, and justice.	7/3/23	8/3/23	32 Days
1.2	Form Committees	Zoe Whitley	Committee Formation Guidelines Committee members Volunteer Recruitment Tools HR Specialist	Form diverse committees to manage event preparation and execution to guarantee effective coordination and representation. Give the necessary resources and support to encourage effectiveness and boost morale amongst the team.	8/7/23	8/21/23	15 Days
1.3	Secure Permits	Zoe Whitley	Legal Advisors City Officials Permit Application Forms	Work with legal counsel to ensure that all required permit applications are prepared and submitted in accordance with local laws. Interact with city officials to discuss any needs and hasten the approval of event permits.	8/22/23	9/5/23	15 Days
1.4	Secure Location & Route	Zoe Whitley	Event Planner Historical Consultant Event Coordinators City Officials Location Approval Forms	Choose and approve a route that is appropriate and secure for the event with local authorities. Plan the route carefully using maps and safety equipment to ensure that it complies with all applicable safety and local regulations.	8/22/23	9/15/23	25 Days
1.5	Marathon Safety Measures	Zoe Whitley	Medical Staff Safety Officers First responders Required Emergency Equipment First Aid Kits Hydration & fuel Stations Emergency Planning Team	To ensure the safety of the runners, we Implement general and marathon-specific safety and first aid measures, hydration/ fuel stations, and emergency planning services — emergency exits, disaster plans.	9/11/23	9/29/23	19 Days
1.6	Initiate Fundraising, Sponsorships, and Community Involvement	Padmaja Vemula	Fundraising Specialist Marketing Team Contact Lists Fundraising Campaign Materials	Develop and execute a fundraising strategy, contact potential sponsors, and engage local businesses and community organizations. This initiative will reconvene after winter holidays in January, and will help in establishing event marketing and promotion	9/1/23	12/19/23	49 Days
	Section 2 Race Advertising				1/19/24	3/8/24	49 Days

2.1	Finalize Event Details	Padmaja Vemula	Route Approval Permits Safety Precautions Logistics Coordinator Vendor Contracts	Finalizing the race route and establishing race day logistics (permits, traffic management, parking). Finalize safety measures, such as first aid, water stations, barriers, and more.	1/19/24	2/9/24	22 Days
2.2	Establish Marketing & Begin Promotion	Padmaja Vemula	Marketing Team Promotional Campaign Public Outreach Graphic Designer Branding Social Media Manager & Media Contacts	Create a strong image & logo for the marathon, that can be used for race supplies banners and signage and advertising.  Create a promotional campaign that can be used on social media, and in newspapers/ radio **Final marketing rollout begins March 1st, advertising supplies will be distributed to previously partnered parties by March 4th.  A week before Marketing begins, the 25th-29th of February... invite previously contacted schools and local business for early discounted enrollment. We will also allow for these local business and community lead operations to register as vendors during this time (there are limited reserved spots for this, first come first serve)	1/19/24	3/1/24	43 Days
2.3	Participant Enrollment	Padmaja Vemula	IT Specialist Registration Platform Customer Support Team Participant Management Tools	Create an online registration system. With options for group registrations & early bird discounts to encourage early sign-ups. **Registration will open March 8th and will stay open till max capacity is hit.	2/12/24	2/23/24	12 Days
	Section 3 Confirm and Finalize Logistics, Participants & Volunteers				4/1/24	5/17/24	46 Days
3.1	Confirm and Finalize Logistics, Participants & Volunteers	Amari Russell	Event Coordinator Volunteer Management System Vendor Contracts Participant Lists	Confirm that all logistics such as permits, security, safety, and coordination with authorities are in place. Ensure the completion of vendor contracts and participant lists. ** all permits and contracts should be acquired or sent out by the 18th so any corrections can be made before the 26th	4/1/24	4/26/24	26 Days
3.2	Certify Preparations	Amari Russell	Quality Assurance Team Checklist Templates	Ensure that all preparations, such as course verification, safety protocols, and contingency planning are in place.	4/22/24	5/17/24	26 Days
	Section 4 Event Review				6/8/24	6/14/24	6 Days
4.1	Final Run-through	Amari Russell	Event Coordinator Volunteer Team Communication Tools Checklist	A course inspection that entails checking course markings and a hazard check will be conducted on the 8th, if corrections need to be made these will either be done day of inspection or through the 12th, with a final inspection occurring on the 14th. A communication system as well as security and medical check will occur on the 8th, with a final check on the 14th as well			

	Section 5 Event Setup				6/18/24	6/18/24	1 Day
5.1	Setup and Final Preparations	Loryn McCain	Setup Crew Event Equipment Volunteer Briefing Documents Setup Checklist	Conduct a final briefing and ensure start/finish areas are set up. Complete final checklists			
	Section 6 Event Day				6/19/24	6/19/24	1 Day
6.1	Pre-Race Setup	Loryn McCain	Setup Crew Registration Team Check-in Materials Race Infrastructure	Set up race infrastructure and prepare race materials, registration and check-in areas.			
6.2	Registration, Check-in, Warm-up	Loryn McCain	Registration Team Warm-up Coaches Check-in Materials PA System/ Announcements	Manage participant registration and check-in, and coordinate warm-up activities. This will also entail race announcements as well instructions. During this time racers will be notified about fuel stations, first aid and emergency services as well as emergency exits.			
6.3	Race Duration	Bharath Simha Reddy Samala	Race Officials Safety Monitors Tracking Systems Communication Tools	The Marathon begins, and the racers' progress will be closely monitored ensuring their safety and completion.			
6.4	Awards Ceremony and Post-Race Activities	Bharath Simha Reddy Samala	Event Planner Award Trophies Photographer Post-Race Activity Coordinators Sound System	As the marathon participants begin to complete the race, awards will be awarded and announced. This will be followed up with any aftercare that is needed by participants			
6.5	Cool Down and Social Activities	Bharath Simha Reddy Samala	Cool Down Coaches Social Activity Coordinators PA System	There will be coaches showing stretches and breathing techniques to do to help your body recover from high-intensity exercise. Through the PA system, you will hear the available social activities, where to find them, and who to look for if you need directions.			
6.6	Cleanup and Teardown	Ayinde Feranmi	Cleanup Crew Teardown Tools Waste Management Team	There will be an announcement that all the events are over and to head for the exits, meanwhile our workers will start collapsing tents and putting up chairs. Coordinators will help our workers get everything on the appropriate trucks while we don't leave anything behind and pick up any trash.			
	Section 7 Post Event Debrief				6/21/24	6/28/24	7 Days
7.1	Initial Debrief and Appreciation	Ayinde Feranmi	Project Manager Feedback Forms Debrief Meeting Agenda	The initial debrief will be on the 24th and extend to the 26th if needed. We will go over the numbers taking account of all marathon profits and expenses. This will include the participants' reviews of the event, merchandise, sponsors, pre and post event activities etc. Thank you will be sent to sponsors, donors, volunteers, and participants via text or email on the 21st. Workers will be also asked to anonymously review their time and experience on the team on the 21st, this must be submitted by the following Monday.	6/21/24	6/26/24	5 Days
7.2	Final Debrief and Performance Report	Ayinde Feranmi	Project Manager Performance Report Templates Charity Liaison	The charity will be awarded the donation on the 28th of June. On the 27th, the performance report will be discussed and then a decision will be made about future marathon plans.	6/27/24	6/28/24	1 Day

# Project Budget

Revenue	Capital/ Operating Expense	Amount	Total Revenue	Estimation Note
<b>Registration Fees</b>	<b>Operating</b>	<b>\$ 55,250.00</b>	<b>\$ 557,620.00</b>	Determined through historical data analysis and projected event turnout
<b>Early Bird Registration</b>	<b>Operating</b>	11,250.00		Evaluated based on participant feedback and registration data
Late Registration	<b>Operating</b>	6,150.00		Forecasted from previous events and anticipated turnout
Sponsorships	Operating	30,000.00		Derived through extensive market research and expense forecasting
Title Sponsor	Operating	65,000.00		Expected based on sponsor outreach and partnership discussions
Major Sponsors	Operating	30,000.00		Expected based on sponsor outreach and partnership discussions
Supporting Sponsors	Operating	10,000.00		Assumed from potential donor interest and previous year contributions
Donations	Capital	15,000.00		Projected considering economic factors and event popularity
Individual Donations	Capital	17,000.00		Estimated based on individual donor pledges and historical data
Corporate Donations	Capital	45,000.00		Formulated considering the economic environment and sponsorship interest
Online Fundraising Campaigns	Operating	3,595.00		Predicted based on comparative analysis of similar past events
City Funding	Operating	26,750.00		Derived through extensive market research and expense forecasting
Grants	Capital	75,250.00		Estimated using late registration patterns from previous events
Direct Funding	Operating	125,550.00		Formulated considering the economic environment and sponsorship interest
Merchandise Sales	Capital	8,525.00		Derived through extensive market research and expense forecasting
Vendor Fees	Capital	4,500.00		Calculated considering expected participation and set rates
Food and Beverage Vendors	Capital	15,000.00		Calculated considering expected participation and set rates
Miscellaneous	Capital	2,500.00		Predicted based on comparative analysis of similar past events
<b>Advertising Revenue</b>	<b>Operating</b>	<b>\$ 9,500.00</b>		<b>Derived from anticipated event attendance and historical data</b>
<b>Other sources</b>	<b>Capital</b>	<b>\$ 1,800.00</b>		<b>Expected based on sponsor outreach and partnership discussions</b>
<b>Expenses</b>			<b>Total Expenses</b>	<b>Calculated from the detailed budget breakdown and market rates</b>
<b>Event Planning and Management</b>	<b>Operating</b>	<b>\$ 15,000.00</b>	<b>\$ 269,420.00</b>	<b>Analyzed using market trends and cost estimations</b>
<b>Project Management</b>	<b>Operating</b>	<b>\$ 25,000.00</b>		<b>Predicted from past donor behaviors and pledges for the current year</b>
Staff Salaries	<b>Operating</b>	65,000.00		Calculated considering expected participation and set rates
Office Supplies and Equipment	<b>Capital</b>	35,000.00		Estimated using late registration patterns from previous events
Marketing and Promotion	<b>Operating</b>	4,525.00		Predicted based on comparative analysis of similar past events
Advertising	<b>Operating</b>	5,250.00		Formulated considering the economic environment and sponsorship interest
Social Media Campaigns	<b>Operating</b>	2,025.00		Projected from committed sponsorship agreements and negotiations
Printing	<b>Capital</b>	1,575.00		Forecasted from title sponsor's historical contributions and commitments
Permits and Licenses	Capital	5,000.00		Forecasted from title sponsor's historical contributions and commitments
Barricades and Signage	Capital	2,215.00		Calculated from the detailed budget breakdown and market rates
Timing System	Capital	1,500.00		Inferred from donor engagement and historical contribution trends
Participant Services	Capital	20,000.00		Evaluated based on participant feedback and registration data
T-shirts and Medals	Capital	4,250.00		Formulated based on current market analysis and expenditure predictions
Bibs and Timing Chips	Capital	1,725.00		Expected based on sponsor outreach and partnership discussions
Water Stations and Aid Stations	Capital	4,035.00		Evaluated based on participant feedback and registration data
Security and Safety	Operating	15,000.00		Inferred from donor engagement and historical contribution trends
Police Services	<b>Operating</b>	14,750.00		Calculated considering expected participation and set rates
Medical Services	<b>Operating</b>	12,570.00		<b>Formulated considering the economic environment and sponsorship interest</b>
Post-Race Activities	<b>Capital</b>	12,000.00		<b>Forecasted from title sponsor's historical contributions and commitments</b>
<b>Awards Ceremony</b>	<b>Capital</b>	2,500.00		<b>Projected from committed sponsorship agreements and negotiations</b>
<b>Contingency Fund</b>	<b>Capital</b>	<b>\$ 12,000.00</b>		<b>Projected considering economic factors and event popularity</b>
<b>Miscellaneous</b>	<b>Capital</b>	<b>\$ 3,500.00</b>		<b>Formulated considering the economic environment and sponsorship interest</b>
<b>Unexpected Expenses</b>	<b>Capital</b>	<b>\$ 5,000.00</b>		<b>Estimated using late registration patterns from previous events</b>
<b>Net Profit</b>			<b>\$ 288,200.00</b>	<b>Determined through historical data analysis and projected event turnout</b>

# Project Closure

## Lessons Learned

In planning the Juneteenth Freedom Run, a community-based marathon. Our team gained valuable insights regarding project management. Some areas where our team found success in executing this event were...

- Early Planning: crucial in preventing last-minute delays, and particularly essential for time-sensitive tasks such as route approval and permit acquisition.
- Effective Teamwork: allowing for clear task delegation, and consistent communication among team members, all essential for the project's successful completion.
- Budget Management: maintaining a detailed budget, ensured that all event-related expenses are covered without wastage.
- Work Breakdown Structure (WBS): allowed for the allocation of responsibilities and the controlled environment to ensure the timely progression of event planning.
- Stakeholder Collaboration: This consisted of strict planning, collaboration with various stakeholders, as well as having the flexibility to handle the unforeseen obstacles that come with starting a project from scratch.

While planning our marathon, we also encountered some important lessons surrounding project management...

- Organizational Skills: these strengthened our ability to remain flexible and to adjust to changing conditions.
- Collaborative Environment: Encouraged a collaborative atmosphere among all parties involved, which we found essential to our project success.
- Community Involvement: Which consisted of strategic marketing, budget control, and excellent volunteer administration, that were critical to the successful completion of large-scale projects.

## Improvements Needed

After the evaluation of our Juneteenth Freedom Run Marathon, our team was able to compile an objective list of areas in which our project planning could use improvement. Despite these areas for improvement, we recognize the value in the lessons learned and the positive impact this project could have on the community. We would still proceed with this project in the future, armed with the insights gained from this experience...



- Permit Procedure: Initiating the permit procedure much earlier in the planning process would allow us to avoid delays and allow for earlier interactions with local officials and historical societies.
- Volunteer Management: Having a stronger volunteer management system, that prioritizes those with more experience in planning events and engaging with the community.
- Fund Allocation: Providing more backup funds for unforeseen expenses.
- Detailed Documentation: Improving our documentation by making the work breakdown structure and project scope more specific and detailed.

# Project Check List

	Activity	Responsible Party	Start Date	End Date	Status	Notes
1	Establish Event Concept	Team Leader	7/3/23	8/3/23	Completed	Concept and charity selection are foundational tasks.
2	Select Charity to Partner with	Team Leader	7/3/23	8/3/23	Completed	Identify relevant charities aligned with project goals.
3	Recruit Committee Members	Team Leader	8/7/23	8/21/23	Completed	Ensure committees have diverse skills and backgrounds.
4	Form Specific Committees	Team Leader	8/7/23	8/21/23	Completed	Committees should be clear on their specific roles.
5	Identify Necessary Permits	Team Leader	8/7/23	10/27/23	Completed	Check with local authorities for permit requirements.
6	File Paperwork to Acquire Permits	Team Leader	8/7/23	10/27/23	Completed	Submit paperwork early to avoid delays.
7	Decide on Route and Receive Approval	Logistics Team	8/7/23	10/27/23	Completed	Route approval may involve multiple stakeholders.
8	Decide on Culturally Significant Mile Markers	Logistics Team	8/7/23	10/27/23	Completed	Highlight culturally significant spots on the route.
9	Establish General Safety and First Aid	Safety Team	8/22/23	10/27/23	Completed	Include comprehensive first aid plans.
10	Establish Marathon Safety and First Aid	Safety Team	8/22/23	10/27/23	Completed	Additional safety measures specific to marathon conditions.
11	Set Up Hydration and Fuel Stations	Logistics Team	8/22/23	10/27/23	Completed	Place stations strategically along the route.

12	Develop Fundraising Strategy	Fundraising Team	9/1/23	12/19/23	Completed	Identify and approach potential sponsors early.
13	Contact Potential Sponsors	Fundraising Team	9/1/23	12/19/23	Completed	Leverage existing networks for sponsorships.
14	Launch Fundraising Campaigns	Fundraising Team	9/1/23	12/19/23	Completed	Campaigns should highlight the event's unique aspects.
15	Finalize Race Route	Logistics Team	1/19/24	2/9/24	Completed	Ensure the route is accessible and safe.
16	Establish Race Day Logistics	Logistics Team	1/19/24	2/9/24	Completed	Logistics include planning for all race day needs.
17	Create Branding and Logo	Marketing Team	1/19/24	3/1/24	Completed	Create visually appealing and relevant branding.
18	Develop Marketing Plan	Marketing Team	1/19/24	3/1/24	Completed	Marketing should emphasize cultural significance.
19	Open Registration	Registration Team	3/8/24	3/8/24	Completed	Online system should be user-friendly.
20	Confirm Race Day Vendors	Logistics Team	4/1/24	4/26/24	Completed	Confirm vendor commitments in writing.
21	Confirm Race Day Volunteers & Participants	Volunteer Team	4/1/24	4/26/24	Completed	Ensure volunteer training is thorough.
22	Perform Final Checks on All Preparations	All Teams	4/22/24	5/17/24	Completed	Final checks are crucial to ensure readiness.
23	Conduct Final Event Run-Through	All Teams	6/8/24	6/14/24	Completed	Simulate the event to identify any issues.
24	Review Logistics and Preparations	All Teams	6/8/24	6/14/24	Completed	Revisit logistics to ensure nothing is missed.
25	Send Participant Reminders	Registration Team	6/8/24	6/14/24	Completed	Send reminders to ensure high attendance.
26	Setup Marathon Path	Logistics Team	6/18/24	6/18/24	Completed	Ensure the path is well-marked and safe.
27	Finalize Volunteer Briefings	Volunteer Team	6/18/24	6/18/24	Completed	Brief volunteers on their specific tasks.
28	Ensure All Preparations are Complete	All Teams	6/18/24	6/18/24	Completed	Check all details to ensure smooth execution.

29	Set Up Race Infrastructure	Logistics Team	6/19/24	6/19/24	Completed	Ensure the infrastructure is safe and ready.
30	Manage Participant Registration and Check-In	Registration Team	6/19/24	6/19/24	Completed	Efficient check-in processes are critical.
31	Start Race for Advanced Racers	Race Directors	6/19/24	6/19/24	Completed	Advanced racers need a clear starting point.
32	Start Race for Families and Walkers	Race Directors	6/19/24	6/19/24	Completed	Families and walkers start an hour later.
33	Organize Awards Ceremony	All Teams	6/19/24	6/19/24	Completed	Ensure the ceremony is well-organized.
34	Cleanup and Teardown	All Teams	6/19/24	6/19/24	Completed	Cleanup should be efficient and thorough.
35	Conduct Initial Debrief Meeting	All Teams	6/21/24	6/26/24	Completed	Gather initial feedback for immediate improvements.
36	Send Thank You Notes	Team Leader	6/21/24	6/26/24	Completed	Thanking stakeholders is essential for future events.
37	Conduct Final Debrief Meeting	All Teams	6/27/24	6/28/24	Completed	Final debriefs to assess overall performance.
38	Distribute & Discuss Performance Report	All Teams	6/27/24	6/28/24	Completed	Discuss and share the performance report.
39	Award Charity Donation with Digital Announcement	Fundraising Team	6/27/24	6/28/24	Completed	Publicize the donation to show impact.