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

Summer 2024

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Juneteenth Freedom Run Project Scope

##### 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.

##### 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.

##### 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.

#### 1

##### 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

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* + 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.

1. 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.

##### Project Timeline & Location

Event Planning: July 1st, 2023 - December 19th, 2023

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

Pre-Event Part 1: January 19th, 2024 - March 8th, 2024

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

Pre-Event Part 2: April 1st, 2024 - May 17th, 2024

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

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

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

Day Before the Event: June 18th, 2024

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

Day of Event: June 19th, 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.

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

Post Event: June 21st – 28th 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.

##### Project Implementation

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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.

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## Work Breakdown Schedule

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

* 1. Establish Event and Select Charity
     1. Establish event concept
     2. Select charity to partner with Timeline: July 3rd, 2023 – August 3rd, 2023
  2. Form Committees
     1. Recruit committee members
     2. Form specific committees (e.g., logistics, marketing, sponsorship) Timeline: August 7th – August 21st, 2023
  3. Secure Permits
     1. Identify permits necessary \*\*Coordinate with county, city, and state officials when needed.
     2. File all paperwork to acquire permits. Timeline: August 22nd, 2023 – September 5th, 2023
  4. Secure Location & Route
     1. Decide on a route and receive approval \*\* attempt to locate a historically specific route.
     2. Decide on culturally significant mile markers \*\* to make curate a historically specific route that highlights Houston's cultural diversity.

Timeline: August 22nd, 2023 – September 15th, 2023

* 1. Marathon Safety Measures
     1. General Safety and First Aid
     2. Marathon Safety and First Aid
     3. Hydration and fuel stations
     4. Emergency Planning Services

Timeline: September 11th – September 29th, 2023

* 1. Initiate Fundraising, Sponsorships, and Community Involvement
     1. Develop fundraising strategy.
     2. Contact potential sponsors
     3. Contact local businesses, universities, schools, organizations
     4. Collaborate with African American Organizations, Partner with Historical Societies, Engage local leaders.
     5. Launch fundraising campaigns **\*\* This will begin November 1st, and continue through the middle/ end of April\***

Timeline: September 1st, 2023 - December 19th, 2023

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

* 1. Finalize Event Details
     1. Finalize Race Route
     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 19th, 2024- February 9th, 2024

* 1. Establish Marketing & Begin Promotion
     1. Create branding and a logo.
        1. Choose a color palette.
        2. Create race supplies.
     2. Develop marketing plan \*\*emphasize culture and diversity.
     3. Contact newsletters, radio, newspapers.
     4. Generate social media presence.

2.2.6 Execute final marketing rollout (March 1st) Timeline: January 19th, 2024 - March 1st, 2024

* 1. Participant Enrollment
     1. Develop Registration System
     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 12th, 2024 - February 23rd, 2024

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

* 1. Confirm and Finalize Logistics, Participants & Volunteers
     1. Confirm Race Day vendors.
     2. Confirm Race Day volunteers & participants.
     3. Confirm Race Day logistics. Timeline: April 1st, 2024 - April 26th, 2024
  2. Certify Preparations
     1. Perform final checks on all preparations.
     2. Confirm participant details. Timeline: April 22nd, 2024 - May 17th, 2024

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

* 1. Final Run-through (Week before the Event)
     1. Conduct final event run-through
     2. Review logistics and preparations
     3. Send participant reminders. Timeline: June 8th, 2024 - June 14th, 2024

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

* 1. Setup and Final Preparations
     1. Set up the marathon path.
     2. Finalize volunteer briefings.
     3. Ensure all preparations are complete. Timeline: June 18th, 2024

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

* 1. Pre-Race Setup (4:00 AM - 6:00 AM)
     1. Set up race infrastructure.
     2. Prepare registration and check-in areas.
  2. Registration, Check-in, Warm-up (6:00 AM - 7:30 AM)
     1. Manage participant registration and check-in.
     2. Coordinate warm-up activities
  3. Race Duration (8:00 AM - 1:00 PM)
     1. Start race for advanced racers (8:00 AM)
     2. Start race for families and walkers (9:00 AM)
     3. Monitor race progress and participant safety
  4. Awards Ceremony and Post-Race Activities (9:00 AM - 1:00 PM)
     1. Organize awards ceremony.
     2. Facilitate post-race activities.
  5. Cool Down and Social Activities (1:30 PM - 2:30 PM)
     1. Announcements
     2. Manage cool down activities.
     3. Host social interactions for participants
     4. Feedback Surveys
     5. Closing Statements and Thank You’s
  6. Cleanup and Teardown (2:30 PM - 3:30 PM)
     1. Clean up the event area.
     2. Teardown race infrastructure

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

* 1. Initial Debrief and Appreciation
     1. Conduct initial debrief meeting (Feedback and Impact Evaluation)
     2. Send thank you notes to donors, sponsors, volunteers, and participants Timeline: June 21st, 2024 - June 26th, 2024

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* 1. Final Debrief and Performance Report
     1. Conduct final debrief meeting
     2. Distribute & discuss performance report
     3. Award charity donation with a digital announcement (email & text notification) Timeline: June 27th, 2024 - June 28th, 2024

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## 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 |

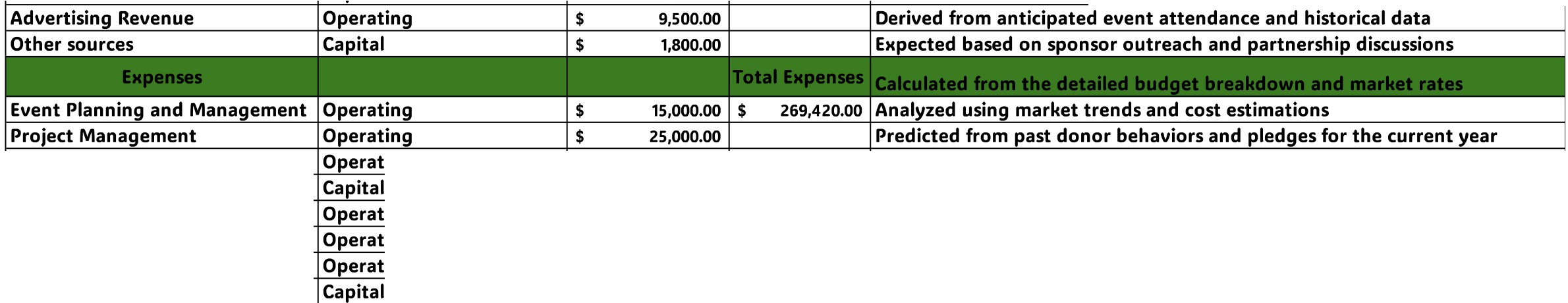
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| --- | --- | --- | --- | --- | --- | --- | --- |
| 2.1 | Finalize Event Details | Padmaja Vemula | Route Approval Permits  Safety Precautions Logistics Coordinator Vendor Contracts | Finalizing the race route and establishing race day logistics (permits, 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 |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 Debreif |  |  |  | 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 |

#### 12



## Project Budget

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Late Registration | | Determined through historical data analysis and projected event turnout | | | |
|  | 11,250.00 |  | Evaluated based on participant feedback and registration data |
|  | 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 | 0 erating | | 3,595.00 |  | Predicted based on comparative analysis of similar ast events |
| City Funding | Operating | | 26,750.00 |  | Derived through extensive market research and expense forecasting |
| Grants | Capital | | 75,250.00 |  | Estimated using late registration atterns from revious 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 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Staff Salaries | ting | 65,000.00 |  | Calculated considering ex ected partici ation and set rates |
| Office Supplies and Equipment |  | 35,000.00 |  | Estimated using late registration patterns from previous events |
| Marketing and Promotion | ting | 4,525.00 |  | Predicted based on comparative analysis of similar past events |
| Advertising | ting | 5,250.00 |  | Formulated considering the economic environment and sponsorship interest |
| Social Media Cam aigns | ting | 2,025.00 |  | Projected from committed sponsorship agreements and negotiations |
| Printing |  | 1,575.00 |  | Forecasted from title sponsor's historical contributions and commitments |
| Permits and Licenses | Capital | 5,000.00 |  | Forecasted from titles onsor'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 |  | 14,750.00 |  | Calculated considering expected participation and set rates |
| Medical Services |  | 12,570.00 |  |  |
| Post-Race Activities |  | 12,000.00 |  |  |
|  |  | 2,500.00 |  | Projected from committed sponsorship agreements and negotiations |

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## 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 the 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…

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* 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.

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# 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. |

#### 16

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| 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. |

#### 17

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| 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. |

#### 18