DIVE INTO THE MARITIME EXPERIENCE

PROJECT AQUA

PARTNERING WITH THE BLOCK ISLAND MARITIME INSTITUTE

BIMI

PROJECT AQUA

BUSINESS SOLUTIONS
LAURA GELSOMINI
KING PHILIP REGIONAL HIGH SCHOOL
201 FRANKLIN STREET
WRENTHAM, MA 02093

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I. EXECUTIVE SUMMARY

INITIATING

The **Block Island Maritime Institute (BIMI)** is a nonprofit organization located on Block Island, Rhode Island. BIMI focuses on educating the local population and visitors about native marine life. BIMI's primary source of income is from on-site traffic and a few fundraisers held during the summer season. While small in scope, this secluded institute is a great source of education and entertainment for those who are aware of its existence!

RESEARCH METHODS:

SECONDARY RESEARCH

The BIMI website was an extremely useful resource regarding factual intel about the institute.

LOCAL SURVEY

A google form survey was sent out to residents to discover the extent of knowledge islanders had about BIMI.

BIMI BOARD MEETINGS

I worked closely with the BIMI executive board to develop an effective solution to their low attendance rates.

STATEMENT OF THE PROBLEM:

Through personal experience, Project Aqua observed that the Block Island Maritime Institute was not experiencing a successful visitor influx, thus unable to raise enough funds to operate their nonprofit. Throughout the summer, the project manager, Laura Gelsomini, worked as a volunteer at BIMI and successfully implemented our strategies to configure solutions.

SCOPE

PURPOSE:

My main purpose is to bring more visitors to BIMI and increase the visitors' knowledge about how to keep our ocean habitable. I also strive to raise funds for BIMI to aid in the creation of new programs.

RATIONALE:

My rationale is to increase traffic flow into BIMI in an effort to preserve and protect the natural envioremnt of Block Island so it remains healthy for the forseeable future.

BENEFITS:

BIMI will benfit from an influx of visitors and funds. Customers will benefit from knowledge of how to keep the environment clean and Block Island beautiful.

PLANNING AND ORGANIZING

PROJECT GOAL

The goal of our project is to increase awareness of the BIMI nonprofit among locals and tourists, as well as increase the number of visitors they receive in the summer season. In addition, I strive to help them organize and run a variety of fundraisers to produce supplementary donations to keep their educational programs running.

PROJECT AQUA

HUMAN RESOURCE MANAGEMENT PLAN

PROJECT AQUA: Laura Gelsomini (Project Manager)
BI MARITIME INSTITUTE: Valerie Preler (BIMI President and Director) and Bayley McKeon (Aquarist)

SURVEY & SIGN IN SHEETS + **FUND-RAISERS** = **KEY METRICS**

QUALITY MANAGEMENT PLAN	RISK MANAGEMENT PLAN
To accurately track my key metrics, I monitored BIMI's daily attendance sheets. While BIMI used these for grant purposes, my aim was to determine if the visitor rates were increasing throughout the summer. In addition, I tracked the amount of money I was able to make from our fundraisers by keeping detailed spreadsheets each time I held an event.	To avoid any problems that could deter my project's success, I identified issues that could possibly pose as a threat to the success of Project Aqua. My problems of not having enough auction donations and not selling enough lemonades were easily resolved. Strong solutions were implemented to eliminate these possible risks to our project's success.

PROJECT MANAGEMENT TOOLS:

- **Gantt Chart (Page 15)**
- **SWOT Analysis**

S	W	O	T
STRENGHTHS	**WEAKNESSES**	**OPPORTUNITES**	**THREATS**
-BIMI is well liked by those aware of its programs -Educational courses help educate people about keeping a clean environment	-BIMI is not well known by residents -The location away from town makes it hard for tourists to find	-Increased advertising via flyers in town -Successful fundraisers increase BIMI revenue	-Champlin's Marina also has aquatic activities -Camp Mohegan day camp offers educational classes for kids

BIMI

MONITORING AND CONTROLLING

MONITORING

I utilized the Gantt Chart tool to create a timeline outlining important milestones and events. In addtion, my schedule outline of past and future events allowed me to manage my time as well as anticipate any possible problems.

CONTROLLING

To keep my project on track, I devised an issue log to monitor any problems that could arise during my project's implementation. This log allowed me to find quick and effective solutions.

EXECUTION

$9,376 RAISED FOR BIMI

On June 15th, a survey was sent out to local islanders to discover what they knew about BIMI. The results confirmed the problem, establishing the fact that many locals did not know about this local hidden gem.

On July 20th and August 17th, I held Shark Attack Lemonade Pop-Up Stands to increase funding for BIMI and raise awareness for the sharks we rehabilitate there. These lemonades were ocean colored with a plastic shark and grenadine, each selling for $10. A total of $591 was raised for the nonprofit.

On August 17th-18th a Silent Auction was held at BIMI as a more extensive fundraising and awareness event. All the prizes and food were donated, creating pure profit for BIMI. The auction resulted in $8,785 raised for BIMI.

On August 30th, an Amazon Smile Account was set up as a final fundraiser. People can register to support this nonprofit on Amazon. Every time they make a purchase a portion of that purchase will be donated to BIMI. As of now, over 200 customers have bought more than 600 products to support this nonprofit.

CLOSING THE PROJECT

NEXT SUMMER

Valarie Preler has offered me, the project manager, a *full-time paid internship* at **BIMI** and asked for me to host another Silent Auction as well as help her develop future fundraisers.