

Georgia Aquarium

*We believe in the impossible and
achieve the unimaginable.*

IFMA

***Managing Projects at the
Georgia Aquarium***

where **imagination**
go to play.



GEORGIA AQUARIUM

at Pemberton Place

We aim...

To be a premier institution delivering an awe-inspiring entertainment experience which supports animal research and conservation, inspires learning and instills a passion for the aquatic world.





Local Impact: By the Numbers

- The Aquarium made a \$1 billion impact on the economies of Atlanta and Georgia in the first five years of operation
- Almost 40,000 members support the Aquarium through the purchase of Annual Imagination Pass
- More than 2,800 local residents are involved in the operation of the Aquarium
- Local vacation travel increased by 2 million visitors the year following the Aquarium's opening



A Very Successful Endeavor

➤ Project Performance

- Met Program
- Met Budget
- Met Schedule
- Met Quality Expectations
- Met Client Expectations

➤ Operations

- One million guests visited within the first 100 days, and 3.6 million guests visited in the first year.
- Guests from 6 continents, all 50 states and 143 countries have visited the Aquarium.
- 2.1 million per year average
- Over 18 Million guests to date



“Begin with the End in Mind”

Steven Covey

THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE





Project Management Challenges

Scope changes

Uncertain dependencies

Unrealistic deadlines

Customers & end-users are not engaged during the project

Visions & goals not well-defined

Lack of accountability

Failure to manage risk

Resource competition

Communication deficit

Insufficient team skills



Management Process

- The Management Plan
- Assembling the Team
- Program Checklist
- Understanding Your Surroundings
- Communication and Risk

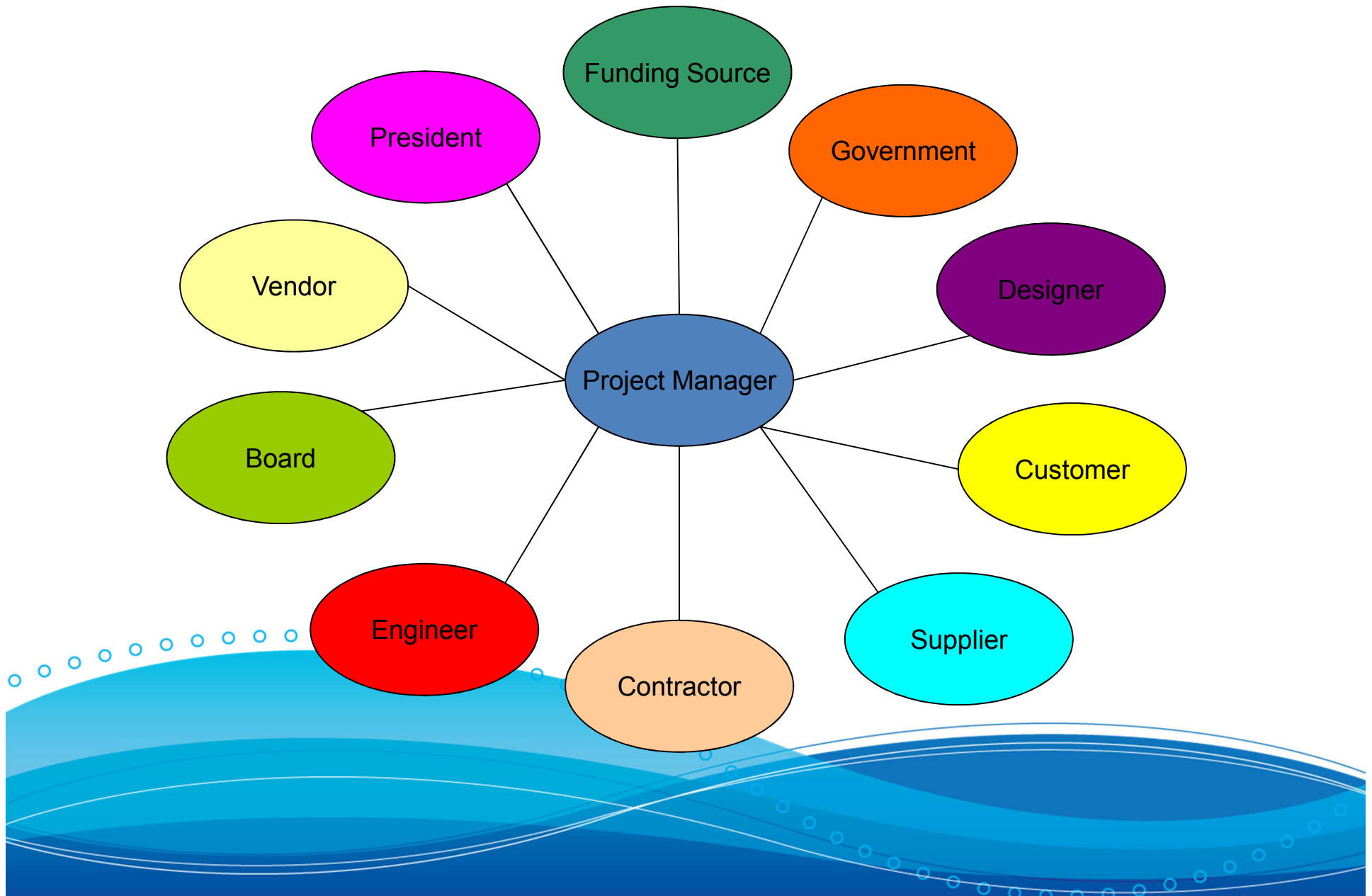


The Management Plan

- Establish a Clear Vision in the Form of a Written Program
- Checks and Balances
- Establish Clear Communications Plan
- Family of Contracts to Govern All Team Members
- All for One, One for All
- Control the Risks



Assembling the Team



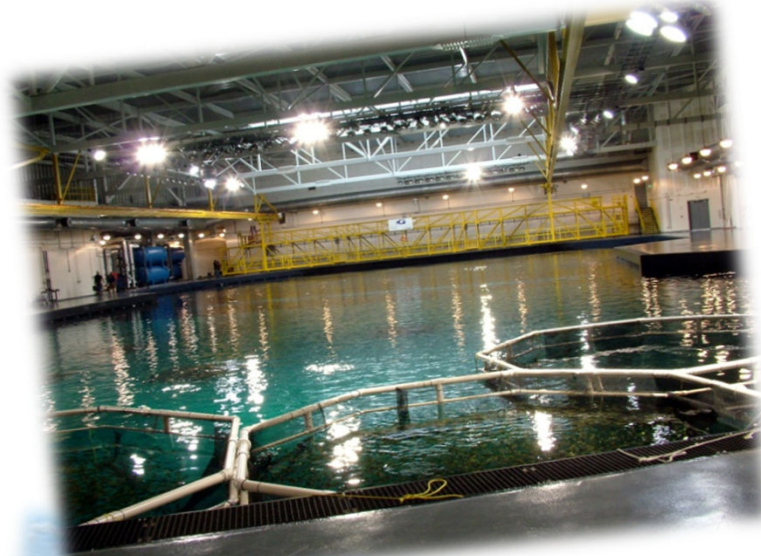
Program Checklist

- ✓ Identify and clarify the vision or mission
- ✓ Establish a clear budget and schedule
- ✓ Develop Programming Diagram
- ✓ Meet with All Project Entities from the Largest to the Smallest
- ✓ Apply Program Management to the Project from the Start
- ✓ Scope the Competition
- ✓ Don't Forget the User Groups



Understanding Your Surroundings

- New Technologies
- Physical Location
- Land
- People
- Animals
- Economic Settings
- Business or Industry
- Existing Conditions
- Management



Communication and Controlling Risks

➤ Coordination

- Team Meetings
- Staff Briefings
- Constant Communication

➤ Face to Face Meetings

- Address Problems
- Find Solutions
- Move Forward

➤ Site Visits – Go to where the work is done

➤ Source / Material Management

➤ Project Management Tools

- Budgeting Programs
- Scheduling Software
- Contracts



Report Card

➤ What did we do well?

- Event Facilities
- Husbandry Commissary
- Animal Surgical Suites
- Water Quality Lab
- Life Support Systems
- Behind the Scenes

➤ What would we do differently?

- Peer reviews
- Guest Area Analysis
- Quarantine / Holding
- Alternative programs

➤ Lessons Learned

- Operational Costs
- Flexibility
- Flow
- Office space
- Employees
- Technology
- Amenities



What is our plan?
Where are we?
Where do we want to be?



Facility Planning

- Strategic Planning
 - Understanding / Analyzing / Planning / Acting
- Strategic Plan vs. Master Plan
 - Strategic plan – maintenance, replacements, smaller upgrade, small exhibit projects
 - Master plan – major capital improvements
- Team
 - Executive Management
 - Managers
 - Staff



Facility Planning

- A clear grasp of external opportunities and challenges
- A realistic assessment of the organization's strengths and limitations
- An inclusive approach
- Involvement of senior leadership
- Learning from best practices
- Clear priorities and an implementation plan
- A commitment to change



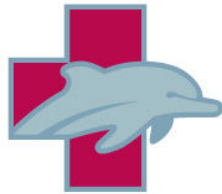


Q & A



GEORGIA AQUARIUM

at  Pemberton Place*



GEORGIA AQUARIUM
**CONSERVATION
FIELD STATION**



Marineland
dolphin adventure



