

April 18, 2008

Eileen Maher
Port of San Diego
P.O. Box 120488
San Diego, CA 92112

Dear Eileen,

Thank you for the opportunity to submit a grant request to the Port's Environmental Advisory Committee. We hope you will consider the enclosed request to further our outreach this year!

As the SDOF expands and grows to meet the high demand, consequently, program related expenses also increase. Please carefully consider this request – as it is a major component of how successful this program will continue to be!

Please do not hesitate to contact me for supplemental information.

Thank you,

John Valencia
Executive Director
San Diego Oceans Foundation
www.sdoceans.org
619.523.1903

Project Title: White Seabass Restocking Project

Project Description:

This restocking project is a working link to the community and the restoration of a local species. The goals of the program are to annually raise and release approximately 40,000 white seabass into San Diego Bay while also giving volunteers an opportunity to participate in the project by feeding fish and maintaining the grow-out facility.

Project Manager:

John Valencia, john@sdoceans.org 619-523-1903

Cost of Proposal: \$22,000

Timeline of Project: July 2008 – June 2009

Benefit to San Diego Bay:

Most of the natural estuaries and shallow lagoons along the coast of Southern California are being overtaken by often poorly planned development. This poses an environmental threat to native fish species that use these sensitive areas for nursery habitats. Surveys show the loss of habitat, along with heavy commercial and sport fishing, and the development of gill nets have depleted local fishes (specifically the white seabass) to 10 percent of what they were 50 years ago.

To minimize the rapid decline of the white seabass, various groups have formed partnerships including the San Diego Oceans Foundation (SDOF), the Port of San Diego, Hubbs-SeaWorld Research Institute (HSWRI), the California Department of Fish and Game, and the United Anglers of Southern California to restore the white seabass fishery to its historic levels. The SDOF has been working with these partners since 1997 and has been an active partner with the Port of San Diego since 2003.

Source of Matching Funds: Sempra Energy, SDOF Volunteers, Dive-a-thon fundraiser.



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I. Introduction

The White Seabass Restoration Project was established to reintroduce white seabass to California coastal waters. Once an important game fish and commercial food fish, white seabass have virtually disappeared from California. Surveys show the loss of habitat, specifically the loss of wetlands that are important nursery habitats for the fish, along with heavy commercial fishing, and the development of gill nets have depleted the white seabass populations to 10% of what they were only 50 years ago.

To change this course, the California Department of Fish and Game instituted the "Oceans Resources and Hatchery Enhancement Program" (ORHEP), and funded the Hubbs-Seaworld Research Institute's (HSWRI) experimental marine fish hatchery in Carlsbad, California. At this facility, white seabass are bred from larval stage to 3-inches at which point a small "tag" inscribed with fertilization date and brood stock information is inserted into the jaw bone of the juvenile fish. The fish are then transported to one of 15 grow-out facilities along the California coast.

SDOF maintains two grow-out facilities and is one of the major volunteer components of the HSWRI program. The grow-out facilities consist of netted pens in the bay. This is an economical way to maintain large volumes of fish prior to release and allow the developing fish to acclimate to ocean water.

After 3-4 months, the fish reach a size of about 12 inches and are released from the pens directly into local waters - in hopes that they will survive to adulthood. To date, more than 1,000,000 white seabass have been released to the ocean through the ORHEP Program - 90,000+ of which were reared by SDOF volunteers!

Project Need

Statement of Need: Most of the natural estuaries and shallow lagoons along the coast of Southern California are being overtaken by often poorly planned development. This poses an environmental threat to native fish species that use these sensitive areas for nursery habitats. Surveys show the loss of habitat, along with heavy commercial and sport fishing, and the development of gill nets have depleted local fishes (specifically the white seabass) to 10 percent of what they were 50 years ago.

Solution: To minimize the rapid decline of the white seabass, various groups have formed partnerships including the San Diego Oceans Foundation (SDOF), the Port of San Diego, Hubbs-SeaWorld Research Institute (HSWRI), the California Department of Fish and Game, and the United Anglers of Southern California to restore the white seabass fishery to its historic levels. The SDOF has been working with these partners since 1997 and has been an active partner with the Port of San Diego since 2003.

II. Qualifying Experience

SDOF History

Since 1984 the San Diego Oceans Foundation has built a legacy of pioneering grassroots volunteer programs which increase our understanding of marine animals, protect ecosystems, and provide solutions to environmental challenges.

Through our programs, we engage community members of all ages and backgrounds in meaningful hands-on volunteer work. Whether raising white seabass, hiking canyons, educating youth or surveying local fish populations, every volunteer gains a deeper understanding and appreciation for San Diego's oceans and bays, and helps spread our message of ocean stewardship.

White Seabass Restocking Project – Outcome

This restocking project is a working link to the community and the restoration of a local species. The goals of the program are to annually raise and release approximately 40,000 white seabass into San Diego Bay while also giving volunteers an opportunity to participate in the project by feeding fish and maintaining the grow-out facility.

References

Mike Gafford, HUBBS Sea World Research Institute (619) 226-3870

III. Cost Proposal

Program Budget

Please see attached budget.

Itemized Cost Proposal for \$22,000 Grant

There are minimal overhead costs associated with the program – as volunteers conduct most of the daily operations at the grow-out facility. However, as with any structure in saltwater, the facility requires seasonal upgrades and monthly maintenance. Mechanical parts need to be upgraded and/or replaced to ensure the facility is in good working order for the rearing of the juvenile fish.

Specific financial needs include: maintenance supplies, a vehicle upgrade, stipends for our volunteer coordinator, testing kits, marketing, liability insurance, and volunteer incentives.

Maintenance Supplies: \$1,000

\$500 will be allocated towards the purchase of general maintenance supplies, which includes PVC piping, stringers for the fish delivery pipe, stainless steel cable and hardware, storage boxes, replacement feeder motors, and two dock dollies to help with food transport. \$500 will be used to purchase volunteer supplies such as wet wipes, plastic baggies, latex gloves, paper towels, trash bags and disinfectant.

Vehicle Rhino Lining: \$1,000

Our new van needs Rhino Lining on the bed of the van to help with the transport of supplies and fish food to Grape Street Pier (each week we deliver over 800 pounds of food).

Program Supplies: \$4,500

This includes program related documentation, computer for coordinator, heavy duty tools (i.e. electric saw, etc.)

Sustainable Seafood PSA: \$5,000

Looking to launch effective PSA through Clear Channel Radio Broadcasts that will help promote bay stewardship and focus on sustainable seafood purchasing through local fisheries and fisherman to encourage consumers.

Liability Insurance: \$900

\$900 of the grant will be used to help pay 30% of the SDOF's liability insurance premium.

Volunteer Incentives: \$600

Often times the San Diego Oceans Foundation hosts volunteer maintenance activities at the Grape Street Pier facility. Because these activities can last four to six hours, we provide food and beverages for all participants.

Program Coordinator: \$3,000

The volunteer coordinator position is critical to the success of the program! The coordinator conducts all volunteer orientations, leads 2-3 public tours per week and coordinates the scheduling of over 100 active participants!

Testing Kits, Marketing, Gas: \$5,300

Costs associated with direct mailers, brochures, water testing kits, and gasoline.

IV. Personnel

Organizational Chart of Key Personnel:

Board of Directors (12) → Executive Director → Program Director → Intern(s)

V. Non-profit status

See attached IRS letter

VI. Sub-consultants

++ Horizon Charters, Sandy Grivetto (858)277-7823. Founded in 1971, the Horizon provides the research vessel for our floating classroom component.

<http://www.horizoncharters.com/>

VII. Applicant Disclosure

Not applicable

VIII. Agreement

The San Diego Oceans Foundation will accept an agreement, drafted by the Port of San Diego that includes acceptance of insurance and indemnification clauses.

IX. Conflict of Interest

Not applicable

ATTACHMENT A

Scope of Work and Financial Assistance Agreement White Seabass Restocking Project San Diego Oceans Foundation

Port of San Diego Recognition and Benefits	Estimated Annual Impressions	Estimated Annual Value*
MEDIA OUTREACH		
KGTV 10 1 mid-day weather spot by James Quinones promoting the white seabass project	100,000	\$1,325
Clear Channel Launching Radio PSA	1,000,000	Added Value
Union-Tribune Human-interest story in the Union-Tribune – highlighting the Port’s support of the program	850,000	\$4,624
MARKETING OUTREACH		
Literature Box Attached to the Grape Street Pier fence – holding flyers with program description – giving recognition to the Port of San Diego for their partnership support	5,000	\$229
Kiosk Display Kiosk located in front of grow-out facility on Harbor Drive sidewalk with permanent recognition for the Port of San Diego	4,000,000	\$10,200
SDOF Website / Newsletter Recognition on the award winning San Diego Oceans Foundation website including recognition in the SDOF eNewsletter.	12,000 website hits 12,000 eNewsletters	Added value
Mobile Vehicle Recognition On the road 3-4 days a week. The Port’s logo will be an integral part of the graphic design. Your logo size 3’ x 3’ on both sides of the van.	2,400,000	\$22,320
Recognition Banner 20-ft recognition banner attached to the Grow-out pens – highlighting the partnership of the Port.	1,000,000	\$8,420
EDUCATION OUTREACH		
Volunteer Support 100+ active program volunteers with an additional 30 who volunteer occasionally	1,000 hours (1,000 hrs at \$10/hr)	\$10,000
Education Outreach: Mt. Carmel HS + High Tech High 50 active students conducting research to benefit the Port of San Diego and SDOF’s knowledge of the San Diego Bay	50 students	Added value
Estimated Reach and Value	7,379,150	\$57,118++

* Dollar figures provided by “The San Diego Non-Profit Valuation Survey”

Budget Description

CAPITAL AND EQUIPMENT	SDOF's Cost	Port's Cost
Vehicle Rhino Lining		\$1,000
Research Testing Kits		\$1,500
Maintenance Supplies Storage boxes, replacement motors, dock dollies, bird net, tools, replacement PVC piping, etc.	\$7,800	\$1,200
Program Supplies	\$2,500	\$4,500
MARKETING AND FUNDRAISING		
Launch Sustainable Seafood PSA		\$5,000
Marketing/SDOF Outreach	\$11,000	\$3,500
OPERATING		
Gas	\$1,000	\$300
Program Coordinator 1/5 full-time salary	\$36,000	\$3,000
Liability Insurance 30% of SDOF's annual premium		\$900
Volunteer Incentives Food and beverages at volunteer events	\$750	\$600
MISCELLANEOUS EXPENSES		
Gloves, baggies, wet wipes, paper towels, disinfectant, power washer	\$750	\$500
TOTAL	\$59,800	\$22,000

JOHN VALENCIA

OBJECTIVE

To obtain a position that will challenge and invigorate my current management, finance and marketing experience.

SKILLS SUMMARY

Self starter; entrepreneur; excellent at solving problems
Exceptional people skills; effective communicator; professional public speaker
Executive leadership; extensive marketing and finance experience

WORK EXPERIENCE

July 2005 – Present A Joyous Moment San Diego, CA

CEO

Built an international holiday light manufacturing company with \$400,000 gross sales, 4 employees, and 38 sales representatives. Personally invented product, designed patent, coordinated manufacturing of product in China and importing to the USA, attended trade shows, implemented marketing campaign and solicited sales to retailers. Key accomplishments include: acquired large exclusive contract with Home Shopping Network; created unique product and packaging; and launched effective new product marketing campaign that doubled sales revenues from previous year.

April 2007 – December 2007 NeighborHelp San Diego, CA

Executive Director (8 Month Contract)

Served as the leader of a nonprofit that provides funding for educational and recreational programming to low income families. Responsible for a \$500,000 budget and 75 active volunteers. With 16 member board of directors, developed the policies and direction of the organization, oversaw business operations and fiscal management, and developed and executed a comprehensive fundraising plan, including major gift solicitation, grant writing and all aspects of public relations and marketing. Key accomplishments include: solicited \$275,000 in grants and \$225,000 in donations; expanded participation in sponsored programs by 300%; recruited 4 new prominent and effective board members; implemented networking with other nonprofit organizations; created marketing and branding campaign that increased community awareness; launched PR campaign that resulted in news coverage and highlights in several magazines. Reason for leaving: Contract/funding expired.

November 2004 – July 2005 Y.M.C.A. of San Diego County La Jolla, CA

Program Director

Served as an executive team leader with responsibility for a program budget of \$2.5M and a staff of 115, serving 10,000 youth in 300 Day Camps. Key accomplishments include: implemented new programs that increased camp participation by 175%; co-chaired annual campaign to raise \$370,000; introduced new staff manual and trainings; led workshops and trained colleagues, effectively cut program expenses without compromising program integrity, and received Director of the Year Award.

September 2003 – November 2004 McCormick Consulting Group, Inc. San Diego, CA

Finance Manager

Managed finance department for a \$80M revenue mold remediation company with 100 employees and 8000 customers, provided financial and accounting reports, oversaw all aspects of billing, payroll, daily deposits, and statements. Key accomplishments include: designed a new billing system; streamlined vendor billing process, and integrated new financial reporting software.

June 2000 – September 2003 United Students El Cajon, CA

Executive Director

Served as leader of nonprofit organization that helps empower youth to be proactive in promoting tolerance in their community. Responsible for an \$850,000 budget and 6 employees. Served a 20 member board of directors. Planned, administered, and implemented all fundraising activities; proactively identified, cultivated and solicited major gifts, developed annual fundraising and marketing plan, and developed and maintained close working relationships within the philanthropic community. Key accomplishments include: led a 600 person "Stop the Hate" march which aired on 20/20; acquired large corporate donations; and personally convinced city officials to allocate funding for a Teen Center.

EDUCATION

University of San Diego B.B.A: Business Administration/Marketing/Finance May 2004
American Humanics Non-Profit Management & Leadership Certificate – GPA: 3.75

COMMUNITY SERVICE & AWARDS

Board of Directors: Heartland Human Relations & Fair Housing Association & Santee Community Theater
Awards: American Humanics Community Award, Kiwanis Community Award, San Diego's Citizen of the Year Award 2000

SPECIALIZED SKILLS

Non Profit Seminar/Workshop Trainer – "Motivating Staff", "Making the Pie Bigger", "Fundraiser vs. FriendRaiser"
Expertise in MS Office, Dreamweaver, Raiser's Edge, Photoshop, DonorWorks, Compass CRM, Flash, DonorPerfect

REFERENCES

- Upon request