

# DAR ES SALAAM AQUARIUM FOUNDATION: DRIVING MARINE CONSERVATION, EDUCATION, AND SUSTAINABILITY

A VISION FOR REVITALIZING DAR ES SALAAM AND SUSTAINING MARINE  
ECOSYSTEMS

BY

RENAE BRUCE-MILLER

DIRECTOR EAST AFRICA SEAWEED COMPANY LIMITED

255 746780980

# EAST AFRICA SEAWEED COMPANY LIMITED



- Our business heavily depends on high quality seaweed therefore sustainability and marine conservation is at the heart of our business.
- Conducted pollution studies on 8 beaches in Dar es Salaam and studies on the impact of Sea Urchins on Seaweed and Sea Cucumber growth in Northern Dar es Salaam.
- We are signatories to the United Nations Social Development Goals using Seaweed as an economic development tool
- We have recently partnered with Kinondoni Municipality and was granted an area of 200 Acres in Ununio /Mbweni to build the Dar es Salaam Marine Conservation Complex through the World Bank Resilient Africa Blue Economy Initiative.
- On this land we will be building the first Public Aquarium in East Africa and creating the Dar es Salaam Aquarium Foundation and SeaSafariv to support our initiatives.
- As this is a Public Good, we are seeking partnerships and board members to establish our foundation and accompanying public education television network.

# THE CASE FOR MARINE CONSERVATION

- Critical Need: Overfishing, pollution, and climate change are depleting marine biodiversity.
- Education Gap: Public awareness about marine ecosystems in Africa remains low.
- Vanishing Endangered Species
- Eco Systems on the Brink of Collapse
- Urgent Public Need for Marine Education and Ocean Impact



# WHY A FOUNDATION?



- Most Aquariums around the world are established by foundations so that they can have collaboration with education and researchers around the world.
- Foundations also allow us to have flexibility and offset cost of operations.
- A foundation allows us to raise funds from charities, governments, corporations and individuals all around the world.
- Our Foundation is an educational institution focusing on marine conservation education for the public and children.





# DAR AQUA MISSION STATEMENT



- **Mission:** To inspire marine conservation, through public education while advancing sustainable practices, scientific research and eco-tourism and create employment opportunities on Mainland Tanzania and Zanzibar.
- **VISION:** To establish the Dar Es Salaam Aquarium Complex and Planetarium, as a beacon for marine research, good ocean conservation stewardship, scientific studies, community development, and regional marine collaboration in the Western Indian Ocean States.



# WHAT IS A PUBLIC AQUARIUM?



- **A Public Aquarium is a marine conservation, education and research facility, where aquatic species are on display in super large tanks to replicate their natural habitat for public viewing.**
- **Aquariums are usually funded through a foundation responsible for donations and management of the Aquarium.**
- **Example 1**
- **Example 2**



**Aquariums are costly to build and maintain, therefore we have developed a strategy to maximize funding for our build and maintenance**



# SUSTAINABILITY AND PUBLIC GOOD



- **Education:**
  - Engage schools and universities with marine science programs.
  - Public workshops on sustainability.
- **Research:**
  - Foster collaborations on marine biodiversity and climate resilience.
- **Conservation:**
  - Promote sustainable aquaculture practices.
  - Protect endangered marine species.



# WHY A PUBLIC AQUARIUM?



- **Job Creation**
- **Public Aquariums Revitalize Cities**
- **Entertainment**
- **Revenue**
- **Tourist Attraction**
- **Increase Educational prospects**
- **Increase Marine Education**
- **Conservation for marine species**

## • **Case Studies:**

- **Two Oceans Aquarium South Africa 500,000 Visitors per Year**
- **Monterey Bay Aquarium (USA): \$400 million annual economic impact.**
- **Georgia Aquarium (USA): Over 2.5 million visitors annually.**

## • **Potential for Dar Es Salaam:**

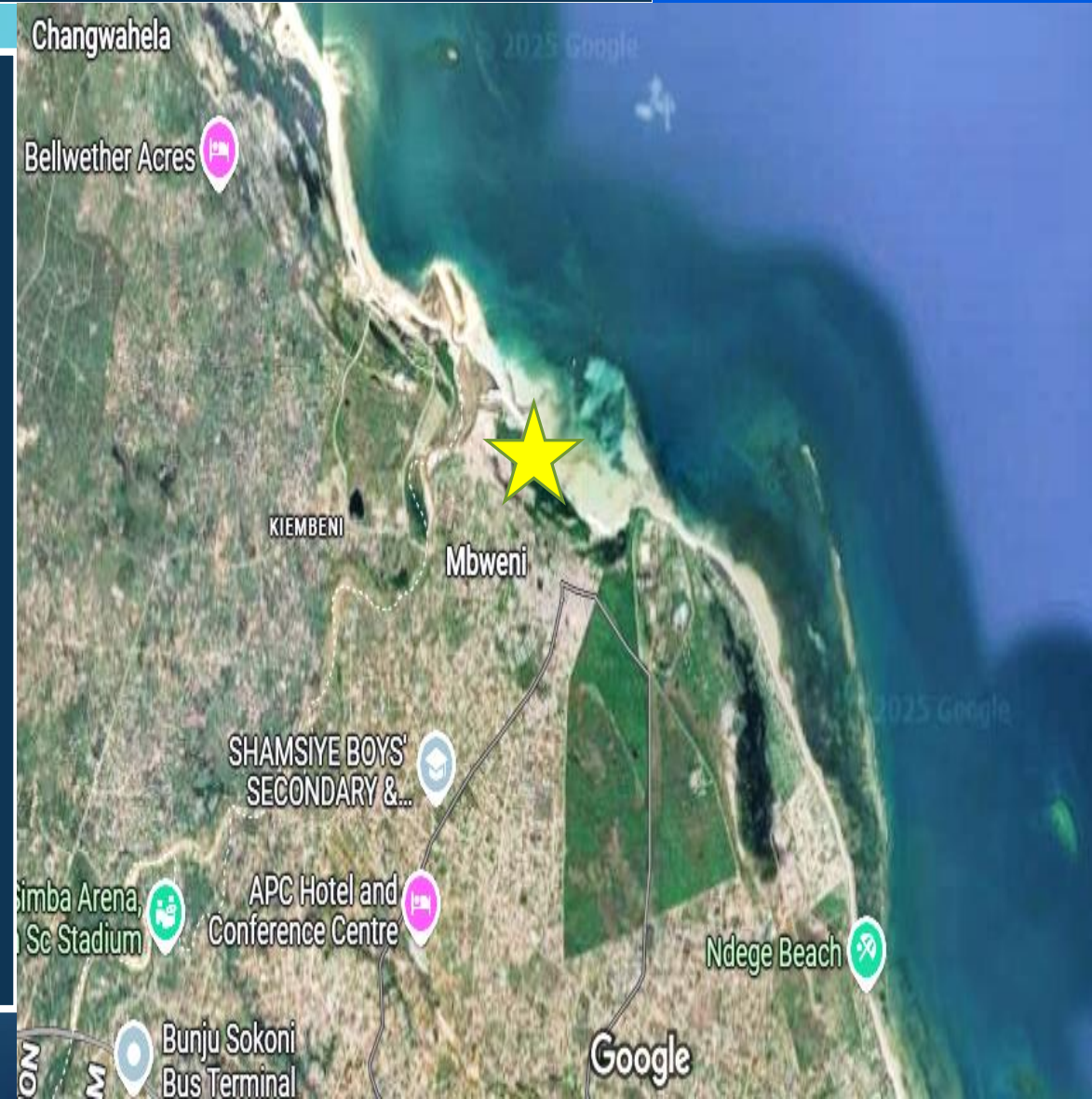
- Boost tourism and local business.
- Create 1,000+ direct and indirect jobs.
- Establish Dar Es Salaam as a global eco-tourism destination.



# THE DAR ES SALAAM AQUARIUM COMPLEX



- **Location:** Mbweni/Ununio Dar es Salaam, Tanzania,
- **Project Components:**
  - World-class aquarium, research laboratory, and classrooms.
  - Planetarium for research & Education
  - Shopping Area
  - Event Venue
  - Marina, pier, and eco-tourism attractions.
  - Collaboration opportunities for global brands in entertainment, hospitality, dining, and leisure.





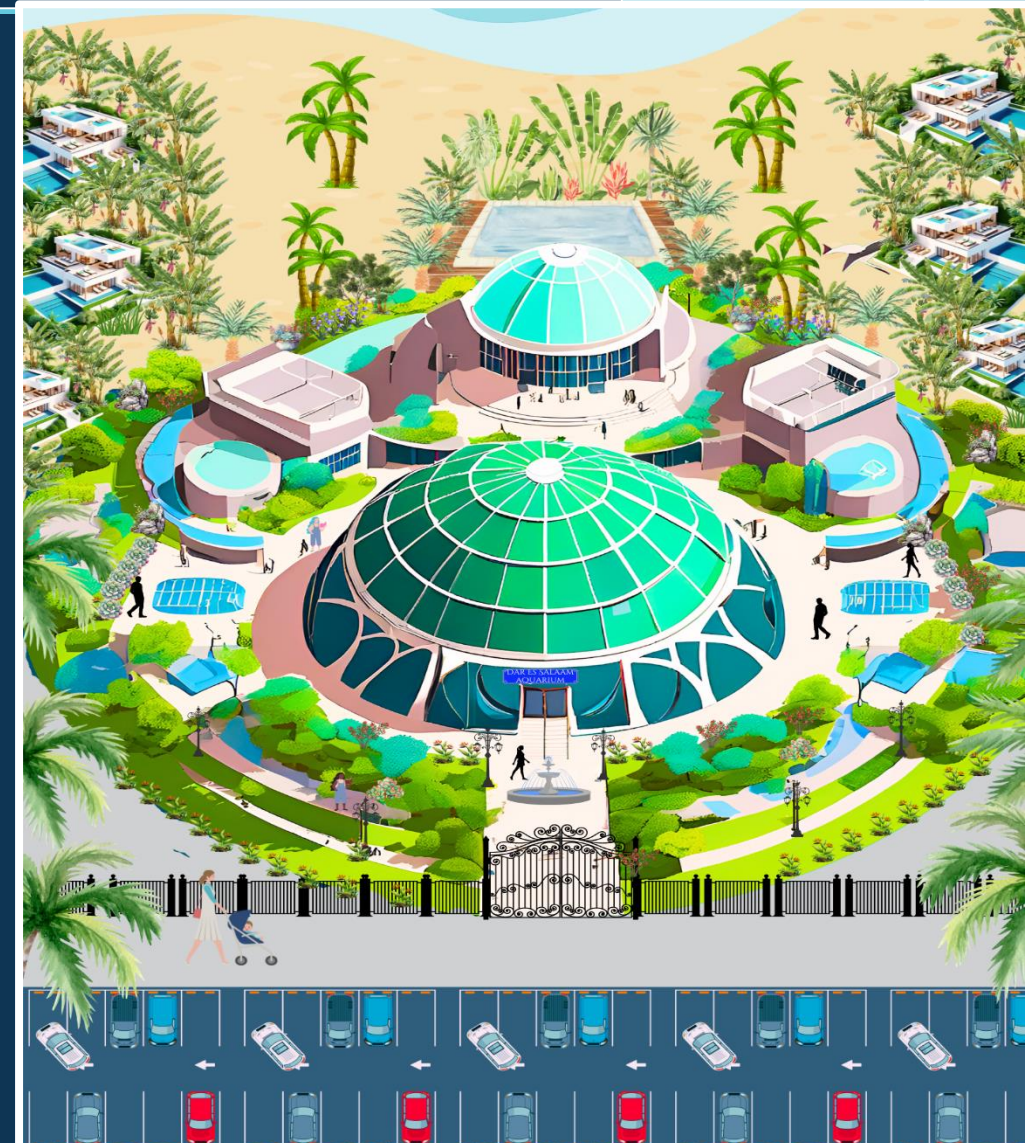




# THE DAR ES SALAAM AQUARIUM COMPLEX



- Overview: A state-of-the-art marine education and research facility.
- Key Features:
  - Aquariums showcasing local and regional marine biodiversity.
  - Planetarium supporting STEM
  - Marine research labs and classrooms to promote education
  - Public event spaces and interactive exhibits.
  - Integrated Resort-Contract
  - Marina for transport to and from Zanzibar-Contract
  - Entertainment Areas-Contract
  - Sustainable Seas Sea Cucumber & Seaweed Farms-Contract
- Impact:
  - Educate 1 million visitors annually.
  - Create 1,000 Plus Job
  - Serve as a hub for marine science and eco-tourism in East Africa



# DAR ES SALAAM AQUARIUM DETAILS



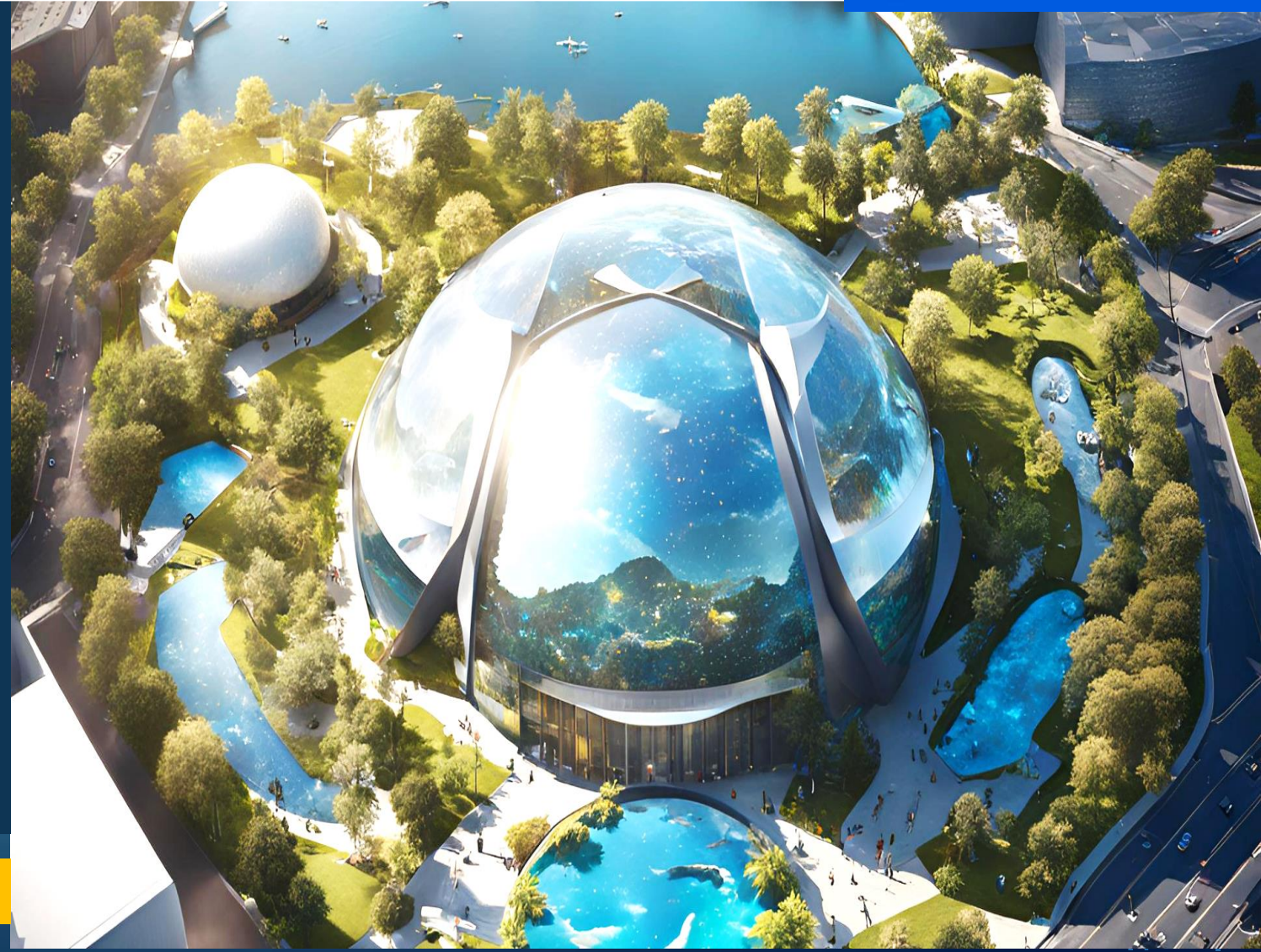
- The Great Indian Ocean-10,000,000 Saltwater Exhibit focusing on large species found in the Indian Ocean, such as whale sharks, Sea Turtles, Rays, Dugongs , Coelacanths and humpback dolphins
- Tropical Seas-Exhibit focusing on Coral Reef species and tropical biodiversity such as octopus, eels, tangs and sharks
- Abundant Lakes-Fresh Water Exhibit focusing on species found in the great African Lakes such as chiclids etc.
- Touch Pools-where visitors can touch and feed rays and starfish.
- Reptile Displays including crocodiles, Komodo dragons and snakes
- Avian sanctuary displays such as flamingoes and exotic creatures
- Mini Zoo with small creatures such as Koalas, Monkeys, pangolins, Dik, Dik
- Dar Aqua Marine Conservation Center: A facility lead by marine scientists, zoologists, trained rescue personnel and animal care experts with a special emphasis on marine biodiversity, ecosystem resilience, sensitive wildlife conservation, critical habitats restoration, fisheries, pollution and wildlife health



# DAR ES SALAAM AQUARIUM



- Aquarium Complex
- Mini Zoo
- Planetarium
- Mini Mineral Museum
- Marine life exhibits showcasing local biodiversity.
- Shopping Area
- Event Venue
- Botanical garden
- Library



APPROXIMATELY 3-5 YEARS TO BE BUILT AND OPEN







# WHAT IS A PLANETARIUM?



- A planetarium is a special type of domed theater that provides visitors with a completely immersive viewing experience.
- planetarium takes you on visual joyrides that both thrill and educate.
- Films are projected onto a dome ceiling to give the patron the feeling of space travel or diving through a coral reef depending on the film.
- Planetariums provide educational and entertaining experiences.
- Fundamental to understanding global climate change and big picture solutions



# DAR AQUA FUNDING REQUIREMENTS



Total Capital Needed: \$100 million.

- \$20-40 million for the aquarium complex.
- \$10-15 million for land reclamation the marina and pier.
- \$30 million for Resort
- \$30 Million for entertainment Areas



# FINANCIAL OPERATIONS OVERVIEW



## • Funding Needs:

- Construction of the aquarium complex and associated facilities.
- Studio equipment for Sea Safari TV.
- Licensing and operational costs for broadcasting.
- Programming Catalog Purchasing and Development

## • Revenue Streams:

- Aquarium ticket sales.
- Public Donations
- Advertising and sponsorships on Sea Safari TV.
- Grants and donations from board foundations.
- Real Estate Development Partnerships

## • Funding Sources:

- Seaweed and Sea Cucumber Sales from East Africa Seaweed Company Limited
- Donations from East Africa Seaweed Company
- Sponsors and Donors
- Green Initiative Partners
- Pre Sales
- Aquarium Entry Fee Pre-Opening
- Seasafarityv Potential Earnings \$30,000,000
- Goal 100,000,000
- Goal: Bring on Anchor Brands in Entertainment and Real Estate to lease land and pay royalties to fund Operations

# DAR ES SALAAM AQUARIUM FOUNDATION FUNDRAISING STRATEGY



- 1) Hire & Retain Competent Staff, Grant writer, project manager, television producer, Sales and Marketing Business Development Manager, Secretary
- 2) Obtain Scale Models, CAM, CAD, Architectural Project Renderings and Virtual Reality Models.
- 3) Obtain quality profile rental office
- 4) Carbon Credit Certification
- 5) Engagement with local donors & Tourist based initiatives
- 6) Engagement with potential Hospitality, Real Estate and Entertainment Developers for Building model
- 7) Register NGO in USA non-profit database
- 8) Prepare call for proposals for grants and engage grant makers.
- 9) Purchase Distribution set and servers for SeaSafariTV
- 10) Create Content line-up for Sea Safari TV
- 11) Obtain Licenses and Distribution partnerships
- 12) Develop Social Media content for Sea Safari TV
- 13) Plan High Profile Kick Off Event at Site-inviting regional and local media and influencers to launch Project and Sea Safari TV 06/22/2025
- 14) Saba Saba Public Engagement- July 2025
- 15) Begin Ad Sales on Sea Safari TV
- 16) Boat Tours

# SOURCE OF IMMEDIATE FUNDING



- Kinondoni Municipality Blue Economy Grant.
- East Africa Seaweed Company Limited In Kind Film Equipment \$15,000
- East Africa Seaweed Company Limited 2 Website Build Donation \$3000



# EAST AFRICA SEAWEED FUNDING EFFORTS



HELP US BUILD  
THE  
DARES SALAAM  
AQUARIUM  
DONATE NOW!



- 10% of Sales into perpetuity from seaweed and sea cucumbers to be donated to the foundation
- Fundraising Sticker with QR on Every Product to foundation website.
- Hands on Cross Training, Incubation & Development integration for Dar Aquarium Employees at EASCL Aqua Farms.





# SEA SAFARI TV



# SEA SAFARI TV



- **Overview:** A pioneering cable and public television channel rooted in the Western Indian Ocean States focusing on:
  - Marine education.
  - Sustainable aquaculture.
  - Eco-tourism across the Western Indian Ocean.
- **Languages:** English and Swahili.
- **Distribution Channels:** DSTV, AZAMTV, ZUKUTV, and Digital channels Roku, Amazon Fire, Google TV and Apple and Youtube.
- **Revenue Model:**
  - Advertising sales targeting hotels, tour operators, and eco-friendly brands.





# WHY SEA SAFARI TV?



- **Public Education Opportunities**
- **Regional and Global Reach:**
  - Showcase marine conservation efforts to millions.
- **Sponsorship Opportunities:**
  - Promote brands on a platform dedicated to sustainability.
- **Community Engagement:**
  - Highlight the Dar Es Salaam Aquarium Complex and its programs.
  - Highlight Regional Marine sustainability initiatives
  - Allows us to actively fundraise, remain visible and relevant.
- **Economic Development:**
  - Drive tourism and regional collaboration through targeted storytelling.
- <https://SeaSafariTV.com/>



# BENEFITS OF ADVERTISING ON SEA SAFARI TV



- **Brand Visibility:**
  - Logo placement on all materials, including Sea Safari TV programming.
  - Recognition in aquarium events and campaigns.
- **Ad Revenue Opportunities:**
  - Advertise your foundation's efforts on Sea Safari TV's global platform.
- **Tax Benefits:**
  - Contributions to a non-profit cause.
- **Community Impact:**
  - Contribute to public education and job creation.

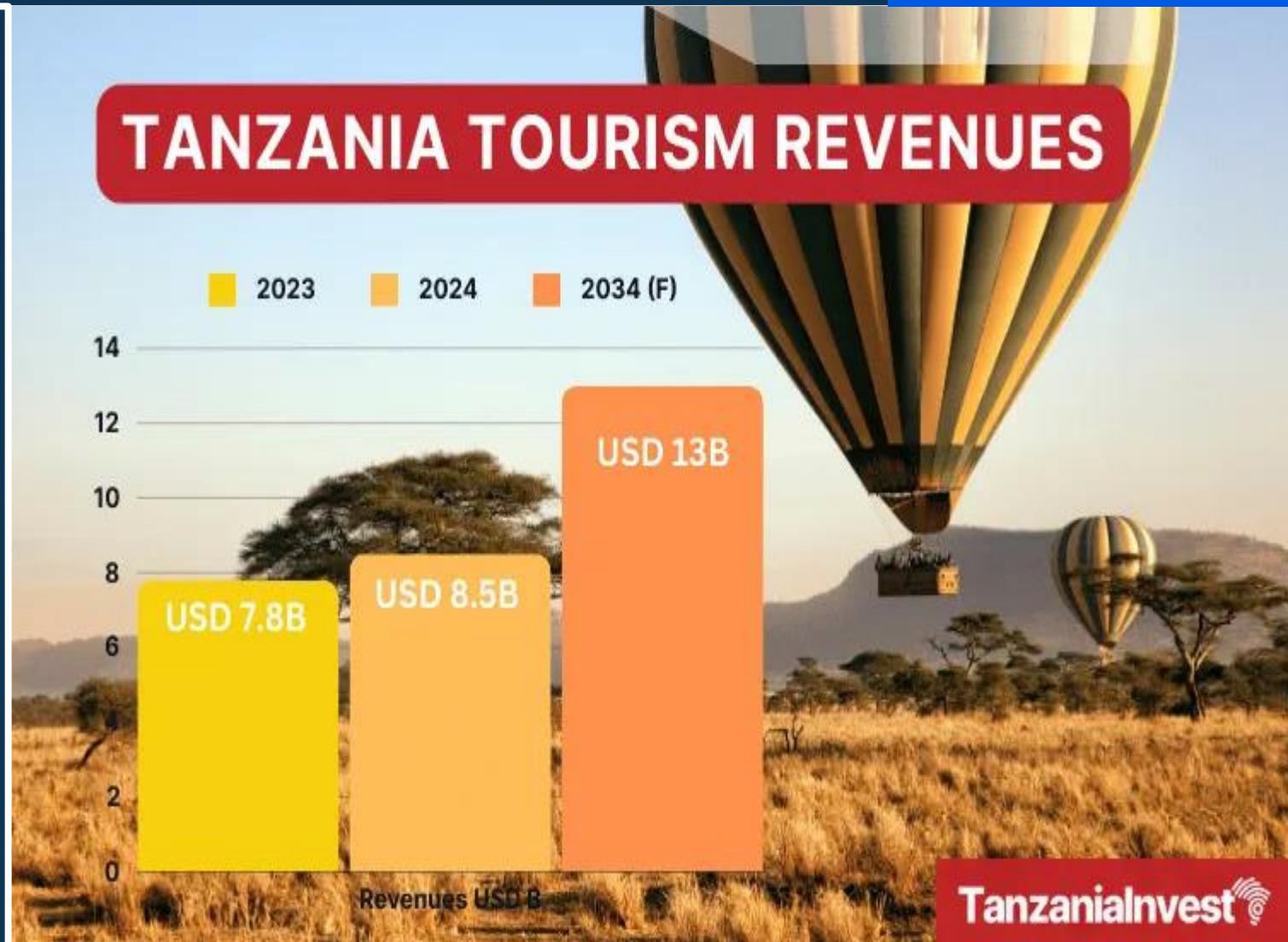




# TOURISM DEVELOPMENT OPPORTUNITY



- Tanzania's Growing Tourism Sector: \$7.8 billion USD in revenue (2023), with double-digit annual growth.
- Eco-Tourism Demand: Rising interest in sustainable travel
- Proximity to major international markets in Europe, Asia, Africa and the Middle East.
- In 2023, Tanzania received 1,808,205 International Tourists and 638,495 from Zanzibar. If each visitor donated only 1 dollar to build the aquarium-we could have tremendous tourism support.
- Sources:  
<https://www.tanzaniainvest.com/tourism/tourism-sector-record-revenue-2023>



# HOW CAN TOURISM SUPPORT US?



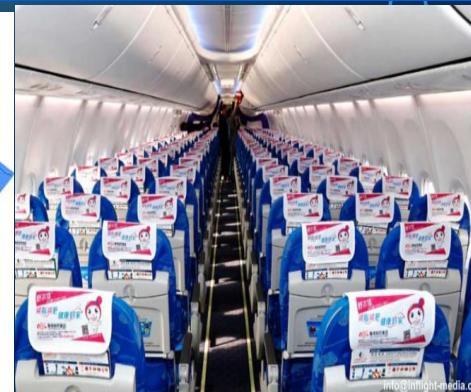
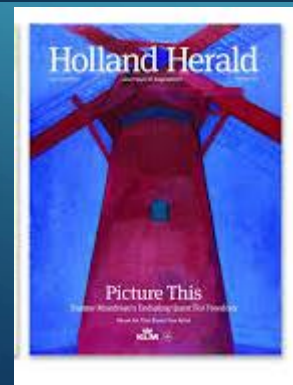
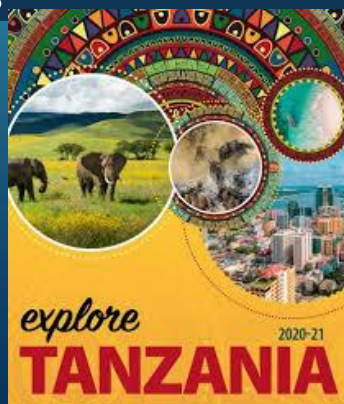
- Provide Airlines with our donation flyer when distributing customs forms
- Allow us free advertising in Explore Tanzania Magazine
- Provide us with database of hotels to advertise on sea safari tv
- Distribute our flyer and stickers and door tags to all hotels in Tanzania and Zanzibar
- Support us to add head rest covers to all National Tanzanian Airlines Flights



HELP US BUILD  
THE  
DAR ES SALAAM  
AQUARIUM  
DONATE NOW!



Scan Me!





# THE DAR ES SALAAM AQUARIUM COMPLEX GREEN FUNDING INITIATIVES



- **Sustainability:** LEED-certified Building.
- Green solar energy operations
- **Carbon Credits:** Eligibility for carbon offset funding and investor incentives.
- Shoreline Reclamation Restoration of mangrove forests, seagrass beds, and coral reefs.-eligible for carbon offset programs.

HIGH-IMPACT PROJECT THAT ALIGNS WITH ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE) GOALS.

# WHY WILL THEY SUPPORT US?



DAR ES SALAAM AQUARIUM COMPLEX FOLLOWS THE WORLD BANK BLUE CARBON FRAMEWORK FOR INVESTMENT READINESS

- **Corporate Social Responsibility (CSR):** Align with a globally relevant cause.
- **Public Relations:** Enhances organization's reputation as a champion of sustainability.
- **Networking:** Collaborate with industry leaders, conservationists, and policymakers.
- **Impact:** Directly influence marine conservation, education, and regional sustainability.
- **Aligns with Global Sustainable Initiatives**



# ONGOING SOURCES OF FUNDING



1. International donations and grants from foundations, governments, and private entities.
2. Private Donors: individuals who wish to support our mission.
3. 10% Perpetual Annual Revenue from East Africa Seaweed Company Limited
4. In Kind Donations such as: Building Materials, Media Equipment, Construction Services, Minerals, Computers, Solar Panels, Fiber Optic Cables etc.
5. Revenue from in house media , including advertising income and sponsorships.
6. Revenue from event venue rentals.
7. Membership fees and corporate sponsorships from corporations seeking to support our mission.
8. Public fundraising activities, events, and merchandise sales.
9. Partnerships with eco-tourism and marine research initiatives.
10. Pre Ticket Sales
11. Tourism Activities
12. Other Public Aquariums who will train our staff and support our mission.
13. Revenue from leased land to developers of hotels and entertainment facilities.

# GROUND LEASE STRATEGY



## Ground Lease

*[graund 'lēz]*

A long-term lease agreement that allows the tenant to build on and improve the leased property.

- 1) Identify and Engage Developers to Build specific projects for a set period of time with renewability
- 2) Ability to earn income from lease agreements
- 3) Allows tenants to earn return on investments based on attractions such as Aquariums and Stadiums





**UNIVERSAL**  
PARKS & RESORTS™





# PROJECT ENTERTAINMENT OPPORTUNITIES



- **Entertainment:** Universal Studios & Marvel to create - Wakaland
- **Proposal:** Partner with Universal Studios to create *Wakaland*, themed entertainment experience inspired by African innovation and culture as portrayed in the movie
- **Land Allocation:** 10 acres.
- **Potential Attractions:** Interactive exhibits, marine-themed rides, cultural showcases, and educational programs.
- **Why Tanzania?** Aligns with Africa's rising prominence as a global cultural and economic powerhouse,
- Opportunity to enter the growing African Market
- Peaceful Country
- Universal Studios spends Billions Worldwide to develop theme parks. Our project will be the first in Africa.
- Source <https://www.theparkdb.com/blog/the-business-of-theme-parks-part-ii-how-much-do-they-cost-and-earn/>





**Hard Rock**  
HOTEL & CASINO





# PROJECT HOSPITALITY OPPORTUNITIES



- **Hospitality: Hard Rock Hotel & Casino**
- **Proposal:** Collaborate with Hard Rock to establish a luxury hotel and resort under BOL Model
- **Land Allocation:** 5 acres.
- **Features:**
  - Beachfront property with live entertainment.
  - Eco-friendly luxury accommodations powered by renewable energy.
  - Integration with the aquarium and marina for exclusive guest experiences.
- **WHY TANZANIA? CASINO AND GAMING LICENSE**
- Opportunity to enter the growing African Market and Tanzania's Multi Billion Dollar Tourism Sector







NIKKI <sup>TV</sup> BEACH





# PROJECT BEACH CLUB OPPORTUNITIES



- **Beach Club: Nikki Beach**
- **Proposal:** Develop a flagship Nikki Beach Club
- **Land Allocation:** 1 acres.
- **Features:** Exclusive beachfront access, signature music and lifestyle events, luxury cabanas, and eco-conscious designs.
- **Alignment:** Perfect synergy with the project's focus on leisure, sustainability, and luxury.
- **Opportunity to Access Tanzania's Tourism Market.**







EASCL  
DEVELOPMENT  
PROJECT

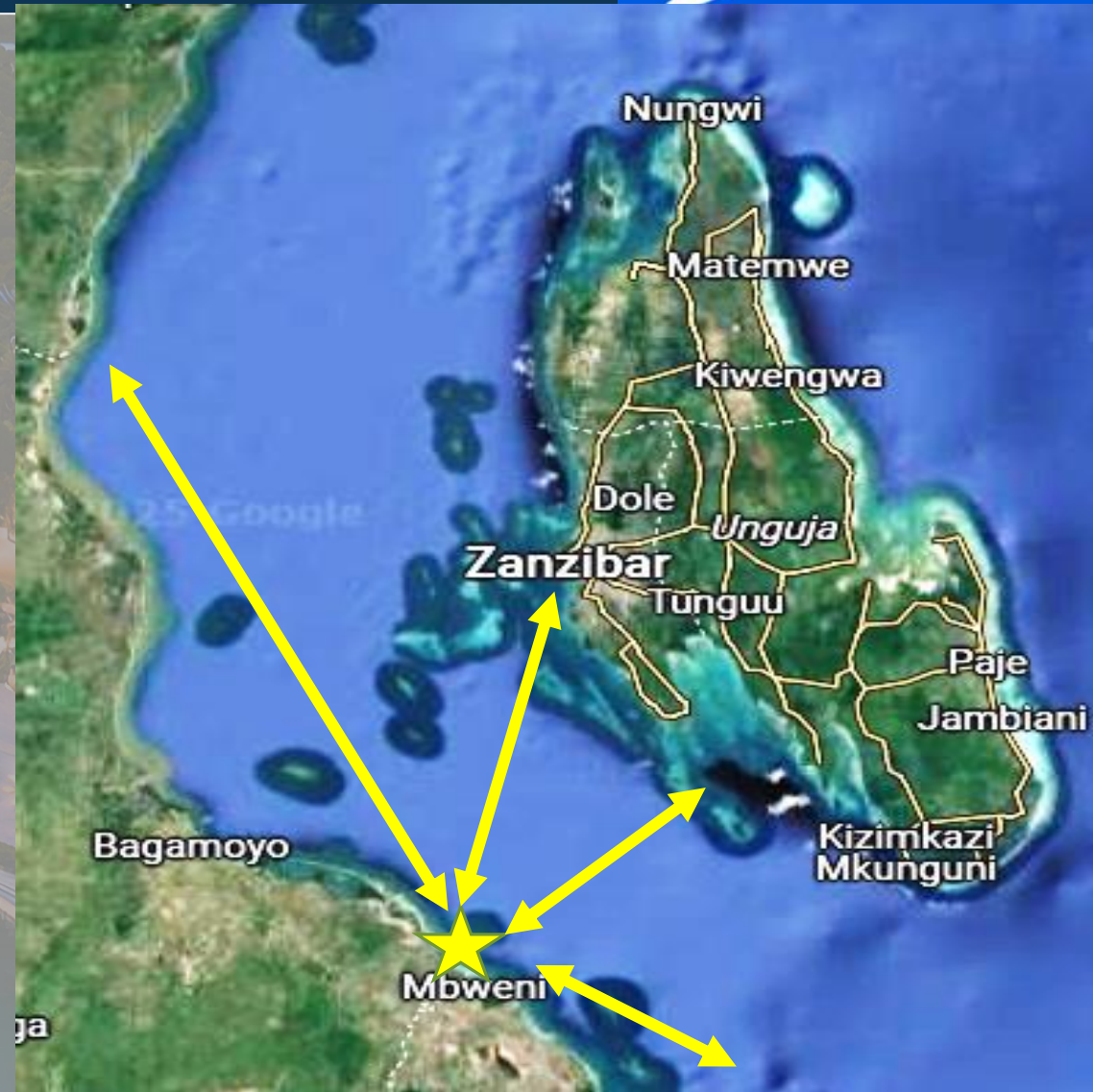




# POTENTIAL MARINA PROJECT



- Strategic Location to Main Tourist Market
- Land Allocation 3 Acre
- Land Reclamation Opportunity
- Earning Marine Credits
- Revenue Opportunity from Boat Slip Rentals
- Revenue Opportunity from Retail & Restaurants







Hakkasan



# POTENTIAL PROJECT DINING PARTNER



- **Dining: Hakkasan Group Restaurant**
- **Proposal:** Partner with Hakkasan Group to open a signature restaurant & nightclub at the Marina.
- **Focus:** Fusion of African & global culinary excellence.
- **Why Hakkasan?:** Elevates the Marina's status as a luxury dining destination, attracting high-net-worth individuals and tourists.





مجموعة الإمارات الدولية للمشاريع القابضة



Emirates International Holdings Group

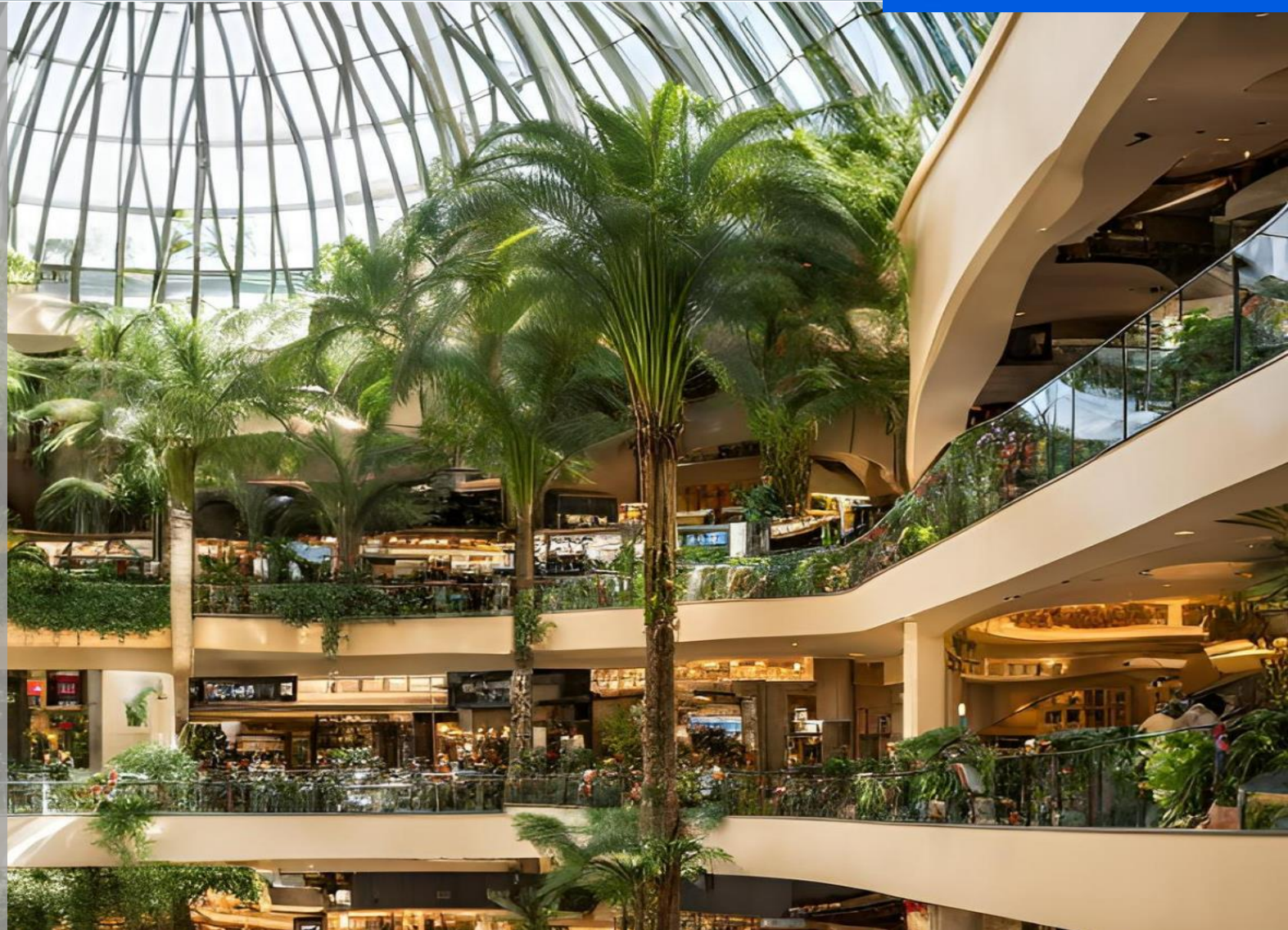




# POTENTIAL PROJECT SHOPPING PARTNER



- **First Class Retail Shopping Experience**
- **Proposal:** Partner with Developer to open a signature shopping mall at the Dar es Salaam Aquarium.
- **Why Tanzania?** Growing Middle Class with opportunities for disposable income.







DAR ES SALAAM  
AQUARIUM  
FOUNDATION  
DEVELOPMENT  
PROJECT





# POTENTIAL VILLA DEVELOPER PARTNERSHIP



- 50 Private Villas with Own Swimming Pool
- Off plan Unit Sales to fund aquarium build cost
- Owners purchase will become a tax write off as they will be writing funds as a donation to Dar es Salaam Aquarium Foundation.
- Hospitality Management Potential Project.





# DAR ES SALAAM AQUARIUM FOUNDATION FINANCIAL PROJECTIONS



- EAST AFRICA SEAWEED COMPANY DONATIONS: \$1,500,000 per year
- Tourism Revenue: \$10 million/year from aquarium admissions, eco-tours, event venue rentals.
- Corporate Donations: \$3,000,000 Per Year
- Carbon offset special projects \$25-50,000,000 Once
- Global Build Donations: \$20,000,000-\$100,000,000-Once
- Individual Donations from Tourism Advertising : \$5,000,000 Per Year
- Sea Safari TV: \$30 Million/year from advertising sales
- Partnership Revenue: \$40-\$60 million/year from collaborations with global brands.
- Off Plan Villa Sales \$3,000,000 Each =\$150,000,000/year
- High Return Potential: Diversified revenue streams from aquaculture, tourism, and partnerships.



# DAR AQUARIUM COMPLEX COMMUNITY IMPACT



## PERMANENT JOBS

- DAR ES SALAAM AQUARIUM COMPLEX 1,000-1,500 JOBS
- HOSPITALITY PARTNER JOB CREATION: 300-500 JOBS
- ENTERTAINMENT PARTNER JOB CREATION: 500-1,000 JOBS
- RETAIL SHOPPING EXPERIENCE PARTNER JOB CREATION: 200-300 JOBS
- BEACH CLUB PARTNER JOB CREATION: 100-200 JOBS
- RESTAURANT PARTNER JOB CREATION: 50-100 JOBS
- MARINA JOB CREATION: 50-100 JOBS
- INTEGRATED SEA FARMS JOBS: 50-100 JOBS

## INDIRECT JOBS

- BOATING COMMUNITY
- TOUR GUIDES
- MUNICIPALITY & LOCAL GOVERNMENT
- FOOD SERVICE PROVIDERS
- CLEANERS
- TRANSPORTATION WORKERS
- VENDORS
- CARETAKERS

## TEMPORARY JOBS

- ENGINEERS, ARCHITECTS  
BUILDERS, SERVICE PROVIDERS,  
FOOD SERVICE PROVIDERS
- PROJECT MANAGERS
- LAWYERS
- FINANCIAL PROFESSIONALS
- CONSULTANTS

# DAR AQUARIUM BUILD STRATEGY



## Build-Operate-Transfer Contract

*['bɪld 'æ-pə-rət tran(t)s-'fɜːr 'kæn-trakt]*

Granting another entity a concession to finance, build, and operate a project for a set number of years.

- 1) Identify and Engage Architectural Advisors, Consultants, Engineers, Project Managers and Developers. (0-2 months)
- 2) Develop Blue Prints, Architectural Renderings, CAM, CAD and Virtual Reality and miniature Models (0-3 months)
- 3) Arrival at Final Cost Estimate and Fundraising Strategy Implementation.
- 4) Fundraising Operation 12-24 months
- 5) Building Phase: 36-48 Months
- 6) Build Operations: 24-36 Months

- Most BOT Developers hire their own people from abroad
- Most BOT Developers seek 20-30 year contracts
- We Must Finance the Build of the Aquarium Ourselves to keep the jobs for Tanzanians and have a developer build it for us.



# KNOWLEDGE ACQUISITION STRATEGY



Aquarium Operations  
Training Program &  
Foundation  
Collaboration

Opportunity for inclusive employment, allowing Tanzanians to also benefit from high paying jobs at our aquarium

- 1) Engage with other Aquarium Foundations to train our staff in Aquarium Management & Best Practices such as Filtration Systems.
- 2) Marine Veterinarian hands on training at other Aquariums around the world.
- 3) Collaboration for research lab set up and operations.
- 4) 90 Day Program hands on training at overseas aquarium returning to Dar es Salaam Aquarium with confident knowledge.
- 5) Consultant training

# PARTNERSHIP GUIDANCE DESCRIPTION



- Tanzania Tourist Board - Support us with marketing initiative



- Tanzania Fisheries and Research Institute- support us with research and training



Ministry of Livestock and Fisheries- support us with species acquisition and research



- University of Dar es Salaam
- Supports us with research education



- Kinondoni Municipality
- Supports us with licensing, funds & documentation



- World Wildlife fund
- Supports us with marine conservation and community education initiatives and funding



- East Africa Seaweed
- Supports us with funding, training and sustainability programs



- Dar es Salaam Yacht Club
- Supports us with divers and filming



**Educators**



**Community Members**



# DAR ES SALAAM AQUARIUM FOUNDATION OUTCOME EXPECTATIONS



- Mission: To become East Africa's leading marine conservation, research, and eco-tourism hub.
- Impact Goals:
  - Reduce Ocean Pollution in Coastal Tanzania
  - Encourage Sustainable marine practices in Western Indian Ocean States
  - Restore shoreline and conserve Mangrove Forests
  - Create sustainable and meaningful Employment for 3000+ Tanzanians
  - Position Dar es Salaam as a global tourist destination.

# DAR AQUARIUM ACTION PLAN



- Schedule individual meetings with interested stakeholders.
- Secure MOUs (Memorandums of Understanding) with key brand partners.
- Finalize funding agreements with donors.
- Engage Architects and Engineers
- Develop Sea Safari TV



# JOIN US TODAY



- **Join Us Today:** Be part of our transformative journey to protect marine ecosystems and empower communities in Tanzania
- **Contact Information:**
- Email: [Renaebm@gmail.com](mailto:Renaebm@gmail.com)
- Phone: +255 764780980