

## K.E.L.P. Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Trista Lara	Junior	Philosophy and Criminology
Cristian Mascorro	Junior	History
Yair Cervantes Horta	Junior	Philosophy and Sociology
Arushi Pattar	Sophomore	Political Science and Economics
Tomohiko Ueda	Freshman	Philosophy

**Advisor(s):** Veli Aydoner, Adrian Jacobs, Matthew Madruga

**Topic Title:** Brighter Skies: Drone Shows and a More Sustainable Seaworld

**Audience:** United Parks & Resorts Board of Directors

### Sustainable Development Goal

SDG #12 : Responsible Production and Consumption

SDG #13 : Climate Action

SDG #14 : Life Below Water

SDG #15 : Life On Land

### Executive Summary

As one of the most visited amusement parks in the United States, and an AZA-accredited aquarium, SeaWorld San Diego and its umbrella company United Parks & Resorts represent a brand that symbolizes the synthesis of entertainment and environmental sustainability. However, recent debates in the local community surrounding SeaWorld San Diego's use of firework shows highlight how this synthesis can be fragile to maintain. Harmful pollution of the Mission Bay area caused by these fireworks shows negatively impacts the environment and local wildlife. In addition to the lingering concerns over the harmful impacts of noise pollution, this persistent environmental risk presents an ethical conundrum that does not properly reflect United Parks & Resorts' sustainable brand. However, we at K.E.L.P. Consulting have a cheaper and more ethical solution to fireworks: drone shows.

Though still a relatively new innovation in the entertainment industry, with exponential growth in technology over the past several years, drone shows have never been more popular. This technological progress has not only meant increased entertainment value, but has also dramatically heightened the financial feasibility for companies who choose drone shows over fireworks. Such is especially evident in large-scale multi-use cases like SeaWorld San Diego, where we predict a switch from fireworks to drone shows would save the park millions in operating costs, with a 2-3 times higher return on investment.

By switching from fireworks to drone shows, SeaWorld San Diego can boost ticket sales by addressing concerns from the local community, act diligently to prevent future legal hurdles, and elevate United Parks & Resorts' brand by inspiring their guests with entertainment that is environmentally sustainable.