

MEMORANDUM

TO: Governing Board Members

FROM: Deena Reppen, Deputy Executive Director – Regulatory and Public Affairs

DATE: May 13, 2010

SUBJECT: Public Education Partnership for Northern Everglades and Kissimmee Basin (Contract Request Form No. 700000000365) (Barbara Ross, ext. 2066)

Background: Documentary producer Elam Stoltzfus is seeking for the District to partner in the production of a new documentary entitled, *Kissimmee Basin: The Northern Everglades*. Specifically, the Live Oak Production Group, is seeking total funding from the District in support of this effort in the amount of \$75,000 (\$40,000 in FY10 and \$35,000 in FY11, pending budget availability and Governing Board approval) and authorize a Waiver of Competition as an exception to the general standards of competition. Among the aspects to be featured in this documentary—in addition to extensive visual coverage of the unique Kissimmee Basin and Northern Everglades—will be Central Florida’s environmental and cultural heritage, best management practices, protecting water resources, preservation of natural landscapes and the Kissimmee River Restoration.

Mr. Stoltzfus has been successful in producing other documentaries, including *Big Cypress Swamp – The Western Everglades*, which was produced in partnership with the National Park Service, Friends of Big Cypress and the District and which widely aired on public television. His documentary host and project partner is renowned photographer Clyde Butcher.

This partnership, also designed for public television, will allow a large audience to understand and appreciate the importance of the Kissimmee Basin and Northern Everglades and will educate the public on this system’s functions and value as headwaters to America’s Everglades.

How this helps meet the District’s 10-year Strategic Plan: This public education partnership will support the District’s mission by providing effective communication with the public through education and outreach efforts.

Funding Source: This item would be funded through \$40,000 in ad-valorem funds for FY10, with additional funding of \$35,000 in FY11 to be based on availability of funds and Governing Board approval of the FY11 budget.

This Board item impacts what areas of the District, both resource areas and geography: This partnership advances the District’s mission by providing for continual education of the public on the importance of environmental restoration, emphasizing and explaining the natural system in the Northern Everglades and Kissimmee Basin.

What concerns could this Board item raise? There are no negative concerns raised by this item, other than whether the Board wishes to use FY10 & FY11 ad-valorem funds to fund this partnership.

Why should the Governing Board approve this item? Approval of this item will advance the District’s outreach and public education efforts and will promote restoration and ecosystem goals and issues in the public arena.

If you have any questions, please do not hesitate to call me at ext. 6232.

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