



## CITY OF UMATILLA AGENDA ITEM STAFF REPORT

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**DATE:** August 29, 2017

**MEETING DATE:** September 5, 2017

**SUBJECT:** Resolution 2017 - 41

**32ISSUE:** Eighteenth Annual Florida Wildlife Festival

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**BACKGROUND SUMMARY:** The Eighteenth Annual Florida Wildlife Festival is scheduled to be held on Saturday, October 21<sup>st</sup> in Cadwell Park. The mission of this event of this event is “Promoting the safe coexistence with the Florida black bear and all native wildlife species” and by fostering community appreciation of the Florida Black Bear and Florida’s unique ecosystems that serve as its habitat.

This year’s event again offers two themes: “Let’s DO Bear Country” and “Explore Bear Country...Hike, Bike and Paddle”. Planned activities will allow visitors the opportunity to experience free guided tours exploring our area’s vast natural beauty in a variety of ways: paddle tours at Alexander Springs, bike trail rides, equestrian trail rides, hiking at the Clearwater Lake trail head, Jeep rides along the North Lake Trail, and rides on the USFS OHV (Off Highway Vehicle) trail. The popular free bus field trips will depart from Cadwell Park and on-site presentations will include activities for the kids as well as arts and crafts and food vendors.

The Chamber of Commerce has requested closure of Cassady Street from 8:00 a.m. through 5:00 p.m., a waiver of the charge for use of the Recreation Building for educational presentations, and placement of event banners and electronic signs. Public Works employees are stationed in the park to provide assistance with trash collection and other needs.

Chamber representatives have met with the Police and Fire Chiefs to formulate an Emergency Management Plan, establish an officer at SR 19 and Cassady Street for pedestrian traffic and assist with tour busses entering onto SR 19, and participation at the festival regarding gun safety.

There are many partners for this festival: Defenders of Wildlife, Florida Fish & Wildlife Conservation Commission, Lake County, US Forest Service Department, Florida Black Bear Scenic ByWay, Umatilla Chamber of Commerce, and the City of Umatilla.

**STAFF RECOMMENDATIONS:** Approval of Resolution 2017- 41, Eighteenth Annual Florida Wildlife Festival

**FISCAL IMPACTS: N/A**

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**COUNCIL ACTION:**

**Reviewed by City Attorney**    Yes            No            N/A

**Reviewed by City Engineer**    Yes            No            N/A

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**RESOLUTION 2017 -41**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF UMATILLA, FLORIDA, AUTHORIZING THE EIGHTEENTH ANNUAL FLORIDA WILDLIFE FESTIVAL TO BE HELD ON SATURDAY, OCTOBER 21, 2017, IN CADWELL PARK IN UMATILLA, FLORIDA, PROVIDING FOR THE FOLLOWING DURING THE EVENT: THE CLOSURE OF CASSADY STREET; WAIVER OF THE FEE FOR USE OF THE CADWELL PARK RECREATION BUILDING; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the “Eighteenth Annual Florida Wildlife Festival” will be held on Saturday, October 21, 2017, from the hours of 9:00 a.m. until 4:00 p.m., in Cadwell Park in the City of Umatilla; and

**WHEREAS**, the event requires the closure of Cassidy Street from the hours of 8:00 a.m. until 5:00 p.m.; and

**WHEREAS**, a waiver of the fee for use of the Recreation Building in Cadwell Park is requested for use of the attendees;

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Umatilla, Florida:

1. The City Council of the City of Umatilla grants permission for the closure of Cassidy Street from 8:00 a.m. until 5:00 p.m.
2. The City Council of the City of Umatilla waives the fee for use the Recreation Building in Cadwell Park.

**EFFECTIVE DATE:** This Resolution shall take effect immediately upon its adoption by the City Council of the City of Umatilla, Lake County, Florida.

**PASSED AND RESOLVED** this 5<sup>th</sup> day of September, 2017 by the City Council of the City of Umatilla, Lake County, Florida.

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Mary C. Johnson  
Mayor

Approved as to form:  
STONE & GERKEN, P.A.

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Karen H. Howard, CMC  
City Clerk

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Kevin Stone/Grant Watson/Lewis Stone  
City Attorney

Passed First Reading: September 5, 2017



LAKE COUNTY  
DEPARTMENT OF TOURISM  
& BUSINESS RELATIONS



August 23, 2017

Dear Mr. Blankenship and City Council Representatives,

We are eagerly looking forward to the 18<sup>th</sup> annual Florida Wildlife Festival scheduled for Saturday, October 21, 2017 in beautiful Cadwell Park. We are so excited about the recent renovations at the park and are honored to be the first event of the season! Our mission continues to be "Promoting the safe coexistence with the Florida black bear and all native wildlife species" and this year more than ever it is imperative to educate residents and visitors about cohabitating safely in the wild Florida we call home!

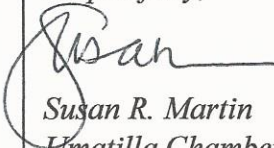
We have continued to work diligently to promote a fresh festival focused on the ecotourism opportunities in and around our community. "Let's DO Bear Country" and "Explore Bear Country...Hike, Bike and Paddle" are two themes we are using again this year promote "do" activities for the event. Please take a moment to review the attached information.

In addition to our new marketing campaign, we are working to improve our established activities and presentations in a variety of ways:

- Please visit our stand-alone website for the festival at [www.floridawildlifefestival.org](http://www.floridawildlifefestival.org) and "like" our Facebook page for event information
- The Partners have made an investment in a digital campaign this year, rather than the postcard mailing that we feel will be more effective targeted at urban areas and those with high bear interaction
- New presentations are being developed that include fishing, native plants and the highly anticipated Black Bear Habitat the Central Florida Zoo that opened in August of 2017
- Our long standing activities, including three free field trips, on site presentations and children's activities, arts and crafts vendors and food vendors.

We welcome all of you to participate in our steering meetings to become engaged in the festival planning and overall mission of the event. We appreciate the support of the City of Umatilla Council representatives and staff and look forward to the festival!

Respectfully,



Susan R. Martin  
Umatilla Chamber of Commerce



LAKE COUNTY  
DEPARTMENT OF TOURISM  
& BUSINESS RELATIONS



Staff Support

- Request closure of Cassady Street for event 9:00 am – 5:00 pm
- Request use of recreation building for educational presentations 9:00 am – 4:00 pm
- Request placement of the SR 19 event banners

Umatilla Police Department

- Officer at SR 19/Cassady St. for pedestrian traffic
- Request assistance for tour buses to enter 19 from festival grounds
- Request participation at festival (ie..gun safety, etc. )
- Request electronic signs at SR 19/Orange for event parking

Umatilla Fire Department

- Emergency Management Plan
- Request emergency management plan for the closure of Cassady Street
- Request participation of County emergency services for event