

**The Museum of Discovery and Science and the  
South Florida Ecosystem Restoration Task Force Collaboration Committee**  
***OUTREACH PLAN FOR GREATER EVERGLADES ECOSYSTEM RESTORATION***  
***PHASE II: 2002-2005***

The primary intent of Phase II of the Outreach Plan for Greater Everglades Ecosystem Restoration is to extend the reach and impact of the South Florida Ecosystem Restoration Task Force and Museum of Discovery and Science partnership. This will be accomplished by building upon both the activities undertaken in Phase I and the Museum's efforts to revitalize and enhance its existing facility. Specifically, we seek to undertake activities that will allow the Museum to increase its programmatic offerings serve as a community resource and provide new and/or improved interpretive exhibits. Each of these will help provide useful and engaging public information about the Greater Everglades Ecosystem and its restoration to the nearly 400,000 visitors who come to the Museum of Discovery and Science annually. Designed to include tasks with a range of costs as well as time horizons, Phase II of the plan will take the partnership to the next logical level on a variety of fronts. While some aspects of this Phase have yet to be developed, identified costs of this Phase are \$710,000 over the next three years.

**EDUCATIONAL STRATEGIES IDENTIFIED TO DATE**

**1. Museum-based Education: On-Site Public Programs**

Project Description: In order to bring the Everglades restoration issues to life, the Museum would create and deliver new interactive educational programming on the Museum exhibit floor. These programs will increase visitor awareness and encourage a personal connection to the *Florida EcoScapes* exhibit and the restoration of the Greater Everglades Ecosystem. Sample activities, which have the potential to serve approximately 250,000 people per year, might include:

- Interactive table-top demonstrations
- Theatrical presentations and science shows on the exhibit floor
- Formal demonstrations in the Hammock Theatre
- Staff-led interpretive tours of the *Florida EcoScapes* and/or Outdoor Exhibit areas
- Hands-on inquiry-based classroom programs

Estimated Costs: \$53,000 for the first year, \$86,000 per year thereafter.

**2. Museum-based Education: Off-Site Outreach Programs**

Project Description: In order to bring Everglades restoration issues to life, the Museum would create and deliver new interactive educational programming in South Florida's public schools and community centers. These programs will increase public awareness and encourage a personal connection to the *Florida EcoScapes* exhibit and the restoration of the Greater Everglades Ecosystem. Sample activities, which have the potential to reach 265,000 Broward County School children and an estimated 1.7 million Broward County Cable TV viewers per year, might include:

- Staff-led informal science presentations
- Distance learning through BECON TV shows

Estimated Costs: \$75,000 for the first year, \$87,500 per year thereafter.

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**3. School-based Education**

Project Description: The *Florida Water Story* is an educational initiative designed to help engage the global community in learning more about issues and topics relevant to formal education and the South Florida environment. Developed through a public-private partnership, this project has been created and field-tested with tens of teachers and thousands of students over the past two years. The 3-year, 4-subject curriculum uses the Greater Everglades and its restoration as a framework and as a recurring theme in its lessons. By supporting the completion and dissemination of this project, the Task Force will be able to build upon the success of this project while significantly extending its reach into classrooms and homes throughout Florida (and beyond). Activities that could be undertaken over the next three years include:

- Making lessons ready for implementation
- Maintenance and enhancement of the project website ([www.flh2o.com](http://www.flh2o.com))
- Material development
- Marketing and outreach

Estimated Costs: \$30,000 for the first year, \$60,000 in both the second and third years.

**4. Printed Children's Activities**

Project Description: Agency and Museum staff will collaborate to develop novel children's activities in printed form. Designed to complement the *Living in the Everglades* exhibit created as part of Phase I, these printed pieces will be distributed at the Museum and during other appropriate Museum programs and outreach activities, and will be available to all Museum Collaboration Committee (MCC) member agencies for use during their outreach activities. Sample printed media might include:

- Posters
- Brochures
- Activity sheets
- Coloring sheets
- Pre and post visit materials

Estimated Costs: To be determined based on scope of services/activities undertaken.

**5. Information Dissemination**

Project Description: The Museum Collaboration Committee (MCC) will collect appropriate brochures, posters and other materials developed by Task Force agencies and organizations to disseminate within the Museum and in Museum outreach and educational programming.

Estimated Costs: The Museum will provide these services as an in kind match. This will be completed through in-kind contributions of goods and services to the extent authorized by law. Specifically, agency staff will collect and deliver materials to the Museum and the Museum will then coordinate their dissemination to target audiences.

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**6. South Florida Restoration Science Forum**

Project Description: The Working Group's Science Coordination Team (SCT) has, as one of its priorities, organizing and holding a biennial South Florida Restoration Science Forum. The Forum's main purpose is to enhance the interaction between science and environmental restoration decision making in South Florida. The audience for the Forum ranges from elected officials, to natural resource managers in agencies and tribes, to non-governmental organizations and the general public. As such, the Forum can be an effective component of the MCC Outreach Plan, particularly with respect to the role of science involved in Everglades restoration. However, as the SCT has not yet developed a plan for the next Forum, this aspect of the Outreach Plan is currently on hold.

Estimated Costs: To be determined based on scope of services/activities undertaken.

**7. Renovation and Enhancement of Existing Exhibits**

Project Description: Building upon its many years of success, the Museum plans to update, renovate and enhance the Museum's existing 9,000 square foot *Florida EcoScapes* exhibition (including its 11,000 square foot *Outdoor Exhibit* area). The existing *Florida EcoScapes* immersion-style exhibit currently features hundreds of living and replicated plants and animals displayed in 10 replicated Florida ecosystems. As the exhibition was completed in 1992, it is necessary to update the living exhibits and displays to include new scientific discoveries as well as information about Everglades restoration. The following specific upgrades or additions will be undertaken to improve visitor orientation to, and understanding of, the *Florida EcoScapes* exhibit:

- Replacing and updating exhibit labels and graphic signage to include new scientific discoveries and information about Everglades restoration
- Lighting improvements to modernize the exhibition
- Refurbishment of replicated materials and animal "enclosures"
- Providing technical and safety upgrades to behind the scenes operations
- Adding interactive exhibit components and "real time" environmental information.

To date the Museum has raised and dedicated \$85,000 in funds for FY 2003 to initiate these renovations to *Florida EcoScapes*. Improvements to the outdoor areas of the exhibit, the "Backyard", were completed as part of Phase I of the Outreach Plan.

Estimated Costs: Full costs for this undertaking are yet to be determined.

**FUNDING STRATEGY**

The Museum will seek funding for this Phase II of the Outreach Plan for Greater Everglades Ecosystem Restoration through allocations from local, regional, state and federal governments as well as through grants from public and private sources as appropriate. The MCC is working on an integrated fund-raising strategy designed to bring all aspects of this Phase II of the Outreach Plan to fruition.

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**FUNDING OVERVIEW**

**EDUCATIONAL STRATEGIES FOR WHICH COSTS HAVE BEEN DETERMINED**

<b>ACTIVITY</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>TOTAL</b>
Museum-based Education: On-Site Public Programs	\$ 53,000	\$ 86,000	\$ 86,000	\$ 225,000
Museum-based Education: Off-Site Outreach Programs	\$ 75,000	\$ 87,500	\$ 87,500	\$ 250,000
School-based Education: <i>Florida Water Story</i>	\$ 30,000	\$ 60,000	\$ 60,000	\$ 150,000
Renovation and Enhancement of Existing Exhibits	\$ 85,000 <sup>1</sup>			\$ 85,000
<b><i>Subtotal</i></b>	<b><i>243,000</i></b>	<b><i>233,500</i></b>	<b><i>233,500</i></b>	<b><i>\$710,000</i></b>

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<sup>1</sup> These funds have been raised by the Museum through non-partnership sources as a match for the project.