

BROWN BAG LUNCH

September 18, 2002 (Noon – 2:00 p.m.)

THE MUSEUM OF DISCOVERY AND SCIENCE

*presents a program on a new permanent exhibit at the Museum about the
Greater Everglades Ecosystem and efforts to restore and protect the Everglades*

WHO: Communications staff from local, state, federal and tribal government agencies represented on the South Florida Ecosystem Restoration Task Force and Working Group, as we implement the public/private partnership between the Museum and the South Florida Ecosystem Restoration Task Force. All agency communications personnel are invited to participate!

WHAT: A Brown Bag Lunch Presentation by Museum staff on developing their new interactive exhibit on the Greater Everglades Ecosystem Restoration. The content for the “*Living in the Everglades*” exhibit at the Museum of Discovery and Science in Ft. Lauderdale was conceived by the Museum Collaboration Committee using existing agency documents, developed by Museum staff and the Paris Design Group, and reviewed by all of the government agencies and organizations represented on the Museum Collaborating Committee. Museum staff will provide a presentation on designing the Exhibit including coming to an agreement on content, how to interpret complicated environmental subjects, and how visitors read and understand exhibit copy, graphics and the overall presentation. *(Please see page 2 for background on the Museum’s partnership with the Task Force.)*

While we have everyone together, we will also be discussing the promotion of the new exhibit, and the **Ribbon Cutting Reception** for the South Florida Ecosystem **Restoration Task Force** on the evening of September 30th (during the 9/30/02 – 10/1/02 Task Force meeting in Ft. Lauderdale).

WHEN: **Wednesday, September 18th, 2002, Noon until 2:00 p.m.**

WHERE: South Florida Water Management District
The Storch Room (3rd Floor, next to Executive Offices)
3301 Gun Club Road, West Palm Beach, FL 33416-4680
** There is a cafeteria on site if you forget your brown bag*

WHY: Learn about this informative educational exhibit and other Everglades outreach efforts. Get all partners’ help in getting the right people to the Ribbon Cutting, and publicizing the exhibit and ongoing efforts. Meet and interact with colleagues in other organizations!

FOR MORE INFORMATION: Contact Peg McPherson, South FL Water Management District Broward Service Center at 954-713-3200, Extension #4984 or at mmcper@sfwmd.gov

MUSEUM COLLABORATING COMMITTEE
Museum of Discovery and Science
South Florida Ecosystem Restoration Task Force

BACKGROUND

In September 1999, the South Florida Ecosystem Restoration Task Force entered into a public/private partnership with the Museum of Discovery and Science. All activities will allow the Museum to provide useful and engaging public information about the Greater Everglades Ecosystem and its Restoration to its nearly 400,000 annual visitors and through its outreach to urban, minority and underserved communities throughout South Florida. The scope and vision of the partnership agreement is defined by a long-range plan with three phases.

Phase I: includes designing and building an exhibit on the restoration of the Greater Everglades Ecosystem to be displayed in the Museum as an enhancement of the existing *Florida Ecoscapes* exhibit. The Museum has also designed a new Everglades web page at their existing site (www.mods.org) that includes Expedition Everglades and a separate *Florida Water Story* site (www.flh2o.com). The Museum provided environmental education opportunities through the *Dr. Roots Discovery Lab* and its related programming. Existing greenspace adjacent to the new Everglades exhibit is being redesigned and developed into an outdoor exhibit. As a part of the outreach programming, the Museum Collaborating Committee also designed a logo to represent all of the different partners participating in the Task Force and the Museum Collaborating Committee.

Approximately \$121,000 was raised for Phase I. Funding provided by members of the partnership (\$76,500) was donated to the effort from the Florida Department of Environmental Protection, the South Florida Water Management District, the Broward County Department of Planning and Environmental Protection (DPEP), the Florida Keys National Marine Sanctuary, the National Park Service, the United States Geological Survey and the Executive Director's Office of the South Florida Ecosystem Restoration Task Force. This amount was nearly doubled through related grants acquired by the Museum (\$66,367) from Broward County DPEP and the Florida Division of Forestry.

Phases II and III of the outreach plan approved by the Working Group and the Museum's Board of Trustees will take the partnership to the next logical level on a variety of fronts. During phases two and three, the reach and impact of the partnership will be extended by building upon both the activities undertaken in Phase I and by working with the Museum as it utilizes grants received to revitalize and enhance its facility. Phase II activities include developing and delivering new programmatic offerings, serving as a community resource and providing new and/or improved interpretive exhibits. Phase III has the potential to utilize the Museum's 4.4 million dollar PECO grant and matching funds to build the Florida Environmental Education Center. All of these activities will allow the Museum to provide useful and engaging public information about the greater Everglades ecosystem and its restoration to its nearly 400,000 annual visitors; and through its outreach to urban, minority and underserved communities throughout South Florida.