

# MEMORANDUM



**To:** Florida Fish and Wildlife Conservation Commissioners  
**From:** Kipp Frohlich, Interim Director, Habitat and Species Conservation  
**Date:** February 8, 2017  
**Subject:** Staff Report – Wildlife Management Area 75<sup>th</sup> Anniversary

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**Purpose:**

Provide Commissioners with an update regarding the celebration of the 75<sup>th</sup> Anniversary of Florida's Wildlife Management Area (WMA) System.

**Summary:**

Spanning January 2017 to January 2018, the FWC held a year-long celebration to celebrate the history and conservation accomplishments of the WMA system. The FWC also used the occasion of the celebration to promote the benefits of Florida's WMAs and the opportunities they provide for fish and wildlife recreation. The endeavor involved sustained communications efforts estimated to have reached hundreds of thousands of Floridians as well as outreach events and a variety of hands-on activities designed to encourage exploration and discovery of WMAs. These included a photo contest, a geocaching challenge, birding and paddling tours, volunteer stewardship events, and bioblitzes (a citizen science event to discover and document wildlife species). Approximately 3,500 people participated in celebration activities. The majority of participants were first time visitors to WMAs. Participant evaluations and anecdotal comments were positive and expressed intent to continue to visit, a positive attitude toward management efforts, and a desire to volunteer.

**Staff Recommendation:**

This review is being provided as information for the Commissioners.

**Staff Contact and/or Presenter:**

Jerrie Lindsey, Director of Public Access Services Office, Division of Habitat and Species Conservation