



Legislation Details (With Text)

File #: 19-0219 **Version:** 1 **Name:**
Type: Ceremonial Item **Status:** Agenda Ready
File created: 3/11/2019 **In control:** City Commission Special Meeting
On agenda: 7/11/2019 **Final action:** 7/11/2019
Title: Present Smokey Bear 75th Birthday Proclamation
Sponsors:
Indexes:
Code sections:
Attachments: 1. Proclamation

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

TO: Honorable Mayor & Members of the North Port Commission

FROM: Peter D. Lear, CPA, CGMA, City Manager

TITLE: Smokey Bear 75th Birthday Proclamation

Recommended Action

Proclamation to acknowledge that August 9, 2019 Smokey Bear will celebrate his 75th Birthday.

Background Information

Smokey Bear will celebrate his 75th birthday, which also marks his wildfire prevention campaign as the longest running public service campaign in U.S. history. Since 1944 Smokey has taught millions of Americans just like you about their role in preventing wildfires. Smokey's message is as relevant today as it was in 1944 and more people are living closer to natural areas throughout the city.

After the Japanese attack of Pearl Harbor in 1941 and the surfacing of submarines that fired shells that exploded close to the Los Padres National Forest, off the coast of California Americans fears grew that more attacks would bring disastrous loss of life and destruction of property by igniting wildfires. Protections of forests became a matter of national importance and a new idea was born. To rally Americans the Forest Service organized with the help of other organizations posters and slogans, including "forest Fire Aid the Enemy," and "Our Carelessness, Their Secret Weapon."

Walt Disney released "Bambi" and allowed the Cooperative Forest Fire Prevention to use the film's characters on their posters for one year.

August 9, 1944 Smokey Bear was created and authorized by the Forest Service posters were created. Smokey became popular and by 1952 an Act of Congress passed which removed Smokey from the public domain and placed him under the control of the Secretary of Agriculture. This Act provided for the use of collected royalties and fees to continue the wildfire prevention education.

In 2017, 88% of wildfires were caused by humans.

Strategic Plan

Financially Responsible City Providing Quality Municipal Services.

Financial Impact

None,

Procurement

Attachments:

1. Proclamation for Smokey Bear 75th Birthday Celebration.

Prepared by: Scott Titus

Department Director: Scott Titus