



## Legislation Text

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**File #:** 19-0219, **Version:** 1

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**TO:** Honorable Mayor & Members of the North Port Commission

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

**TITLE:** Smokey Bear 75<sup>th</sup> Birthday Proclamation

### **Recommended Action**

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

### **Background Information**

Smokey Bear will celebrate his 75<sup>th</sup> 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 American 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 75<sup>th</sup> Birthday Celebration.

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