

# Scenic Watch



Covering  
News From  
April  
2019

Undergrounding:  
"Florida could soon bury more  
power lines. Customers might pick  
up the cost."



Photo: Tampa Bay Times

"Supporters say the proposals would keep more  
homes and businesses out of the dark when future



Fun Festivals  
and Events

Central

Thurs June 3  
Epcot International  
Flower and Garden  
Festival, Lake Buena Vista  
Thurs September 27  
Bandshell Concert Series,

hurricanes inevitably wreak havoc on the state. The legislation may result in higher bills for customers, whether power lines go underground in their neighborhoods or not..."

House Bill 797 status: "Placed on Special Order Calendar, 04/26/19" Senate Bill 796 status: "CS/CS/CS by Appropriations read 1st time - SJ 353"

-- Samantha J. Gross, Tampa Bay Times

[Read entire article](#)

Follow the progress of each bill

[House Bill 797](#)

[Senate Bill 796](#)

## "City of Sarasota's Community Canopy Program Returns"



Photo: Thomas Bender, Sarasota Herald Tribune

"The Community Canopy program, which gives away free trees to help expand the urban canopy while reducing energy bills, has returned to the City of Sarasota. In partnership with the Arbor Day Foundation and the Florida Forest Service, the city will provide 250 trees to residents at no cost—double last year's allotment.

Daytona Beach  
May 2  
Blues Night with The Smoking Torpedoes, Daytona Beach  
May 3-5  
Orchid Show and Sale, Merritt Island  
May 3  
Clearwater Beach Taste Fest, Clearwater  
May 4  
St Pete Indie Market, St Petersburg  
May 4  
First Saturday Jam, Barberville  
May 4  
Art Stroll and Gallery Walk, New Smyrna Beach  
May 4-5  
St Johns River Festival of the Arts, Sanford  
May 9  
Alive After 5, Sanford  
May 9  
The Outdoor Kitchen Farm to Table Dinner, Lake Wales  
May 11  
Second Saturday St Petersburg ArtWalk, St Petersburg  
May 11-12  
Jazz on the Vineyard Green, Clermont  
May 11-12  
Mayfaire-by-the-Lake, Lakeland  
May 14-27  
Orlando Fringe Festival, Orlando  
May 15-19  
Orange Blossom Jamboree, Brooksville  
May 18  
Beer 'Merica festival Orlando  
May 18  
Temple Terrace Craft BrewFest, Temple Terrace  
May 18  
Night in the Islands, Tarpon Springs  
May 19  
Tampa Indie Flea, Tampa

Three species of trees will be offered: Dahoon holly, live oak and red maple. All the species are native trees, sourced from within Florida.

The trees will be delivered to the resident's home in a one gallon container...

'As the trees grow so do the benefits to the community, with less carbon and cleaner air and water,' says City of Sarasota Sustainability Manager Stevie Freeman-Montes.

'Since 2017, 559 trees have been planted in Sarasota through the Community Canopy program. Those trees, once mature, will have filtered approximately 25.7 million gallons of stormwater, absorbed 9,000 pounds of air pollutants and captured 3.3 million pounds of carbon. This is a real impact, creating a healthier environment and more livable Sarasota...'"

-- Sarasota Magazine

[Read entire article](#)

[Visit the Sarasota Herald Tribune to see additional photos by Thomas Bender of Scenic parts of Sarasota.](#)

## "Pepsi Drops Plans to Use Orbital Billboard"



May 23

My Big, Fat, Greek Cooking Class, Ormond Beach

May 25

Wine Walk and Art Walk, New Smyrna Beach

May 25

Tampa Bay Margarita Festival, Tampa

May 25-26

Sunset Music Festival, Tampa

May 26

Orlando Carnival Downtown, Orlando

May 27, 31

Memorial Day 1 Mile, 5K and 10K, Orlando

## South

Thurs July 15

Miami International Piano Festival, Miami Beach

May 2-5

Key West Paddle Classic, Key West

May 2-5

Sunfest, West Palm Beach

May 4-5

Fort Lauderdale Air Show, Fort Lauderdale

May 6

Taste of the Beach, Fort Myers

May 8-12

Key West Songwriters' Festival, Key West

May 10

Yappy Hour, Fort Myers

May 10-12

Rolling Loud Festival, Miami

May 11

Great Dock Canoe Race, Naples

May 11

7th Annual Key Lime Festival, Punta Gorda

May 16

Alive After Five, Punta Gorda

May 16-19

Key Largo Original Music

Illustration: StartRocket on Space.com

"A major soft drink company says it will not pursue plans to advertise its products in space using a Russian startup, avoiding what likely would have been significant public criticism.

The publication Futurism reported April 13 that PepsiCo's Russian subsidiary was working with a startup there called StartRocket to advertise an energy drink called 'Adrenaline Rush' using satellites. The company has proposed flying a set of small satellites in formation, reflecting sunlight with Mylar sails to create logos or other advertising messages visible from the ground after sunset and before sunrise.

In one illustration on StartRocket's website, a logo of a fictional soft drink company, "LocaCola," is visible in the night sky over a city. 'Space has to be beautiful. With the best brands our sky will amaze us every night,' the website states.

Olga Mangova, a spokesperson for PepsiCo Russia, told Futurism that the company had agreed to partner with StartRocket on an orbital advertising campaign. 'Orbital billboards are the revolution on the market of communications,' she said. However, PepsiCo's headquarters in the United States has shot down the idea. 'We can confirm StartRocket performed an exploratory test for stratosphere advertisements using the Adrenaline GameChangers logo,' a company spokesperson told SpaceNews April 15. 'This was a one-time event; we have no further plans to test or commercially use this technology at this time...'

Federal law in the United States restricts the ability of companies to perform such advertising. A provision of law covering commercial space transportation prohibits the Secretary of Transportation from approving launch licenses for payloads that are for the purpose of 'obtrusive space advertising,' which is defined as 'advertising in outer space that is capable of being recognized by a

Festival, Key Largo  
May 17-19  
Redland International  
Orchid Show, Homestead  
May 17-19  
KEYS100 Ultra-Marathon,  
Florida Keys  
May 25  
FATVillage Artwalk, Fort  
Lauderdale  
May 30-June 12  
Summer Sizzle SWFL  
Restaurant Week, Naples

## North

May 1-5  
Thunder Beach Spring  
Rally, Panama City Beach  
May 1-14  
Suwannee River Jam, Live  
Oak  
May 3-5  
Gamble Rogers Folk  
Festival, St Augustine  
May 3-5  
Isle of Eight Flags Shrimp  
Festival, Amelia Island  
May 3-12  
Romanza Festivale Week,  
St Augustine  
May 5  
Cinco de Mayo Pub Crawl  
Fiesta, Destin  
May 5  
Florida Safari, Ocala  
May 5-6  
Spring Garden Show and  
Festival, Williston  
May 9-12  
Free Shakespeare in the  
Park, Macbeth,  
Tallahassee  
May 11  
Ironman 70  
3 Gulf Coast, Panama City  
May 11  
Riding Into History, St  
Augustine  
May 12  
Windsor Zucchini Festival,  
Windsor  
May 13-26  
Jacksonville Jazz Festival,  
Jacksonville

human being on the surface of the Earth without the aid of a telescope or other technological device.' The law does not prohibit other forms of advertising, including placing logos on the sides of launch vehicles or spacecraft.

The law, though, only applies to payloads that would be launched commercially on an American vehicle, and would only apply to a venture like StartRocket if it chose to launch its satellites on such a rocket.

-- Jeff Foust, Space.com

[Read entire article](#)

## Heading to Orlando and Tampa: "McDonald's drives 8.4K in-app actions by tying geofenced billboards to Waze"



Photo: Waze on Mobile Marketer

"McDonald's earned 6.4 million mobile impressions by tying together out-of-home (OOH) billboards and in-app advertising on Waze, according to case study details shared with Mobile Marketer. The fast-food chain is the world's largest spender on OOH media and worked with its outdoor agency Outdoor Media Group on the push.

The campaign [Pilot in Southern CA] leveraged more than 300 billboards equipped with geofencing

May 14-19  
Jeep Beach Jam, Panama City Beach  
May 17-18  
Digital Graffiti Art Festival, Alys Beach  
May 17-19  
Wild Amelia Nature Festival, Amelia Island  
May 24-26  
Florida Folk Festival, White Springs

[For many more events and details please visit the Orlando Times Travel Calendar here](#)



technology in the Southern California market to serve Waze users in close radius an in-app ad format called Zero Speed Takeover. The full-screen ads were served anytime a user's car came to a full stop for several seconds.

Messages shown in the ads reflected those on the billboards, touting McDonald's menu promotions, like the limited return of the McRib, and carrying a call-to-action to 'Drive There,' wherein Waze navigation guided consumers to nearby restaurants. The campaign resulted in more than 8,400 navigations – meaning a user decided to activate the call-to-action – and reached 1.9 million unique consumers across an eight-week run in October and November last year...

McDonald's will continue to work with Waze in Southern California through 2019 following the fall pilot and is expanding the partnership to five additional markets: Las Vegas, Arizona, Tampa, Orlando and Houston. "

-- Peter Adams, Mobile Marketer

[Read entire article](#)

## Florida Scenic Highways Program Annual Report



Photo: Ormond Scenic Loop & Trail (OSLT)

"An important role of Florida's byway organizations is to support the conservation of the resources that earned the scenic highway designation. The 2018 Florida Scenic Highways Annual Report focuses on natural resource conservation and the important role byway organizations play in raising awareness of conservation issues.

From guided trail walks to environmental education fairs, the Department is proud of the way byway organizations lead by example. Byway programs and events are popular and enjoyable opportunities to learn and raise awareness of the need to protect Florida's most precious resources and inspire the next generation of conservationists.

We encourage byway organizations to use this report as an opportunity to update byway stakeholders on what byways are doing. The 2018 Florida Scenic Highways Program Annual Report is only available electronically. Byway organizations have permission to print and distribute the document, and it is designed to print on laser printers."

-- Florida Scenic Highways

[Read entire report](#)

[Ormond Scenic Loop Trail has an informational site here](#)

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