

Scenic Watch



Covering
News From
Sept
2019

"McDonald's Sweden is putting
beehives in billboards"



Photo: Macdonalds Sweden

"Earlier this year, McDonald's Sweden received global attention for a fun little (literally) publicity stunt that also raised awareness of the ongoing issue of dwindling bee populations. Billed as 'the world's



Fun Festivals
and Events

Central

Thr Oct (weekends)
30th Annual Pumpkin
Festival, Sarasota
Oct 4-7
Port Orange Family Days,
Port Orange

smallest McDonald's,' this 'McHive' didn't serve any food. Instead, it was a fully-functioning beehive designed to mimic a MickeyD's outpost with features like small Golden Arches and a not-particularly-functional drive-thru.

Yet, as intentionally silly as the concept was, McHives caught on, with other Swedish locations adding one of the beehives to their roof. And now, after seeing the success of that campaign, the creative agency behind it, Nord DDB, are back again with another bee-benefiting concept for McDonald's Sweden: building habitats for wild bees into and behind billboards.

'It is estimated that 30 percent of Sweden's wild bees are threatened,' the announcement explains. 'A big problem is that they lack places to rest.' The solution is twofold: Some McDonald's locations have replaced their usual billboards with wood installations that wild bees and other insects can use as a kind of 'bee hotel.' These signs are available to be ordered by any of McDonald's' Swedish franchises and can be customized to include whatever messaging the location wants.

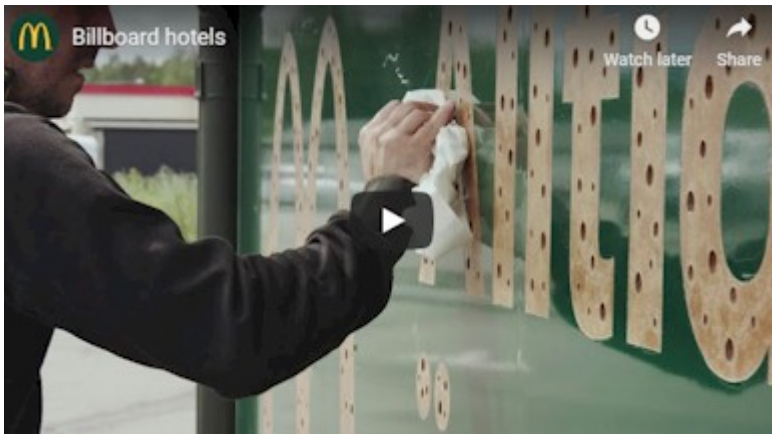


Photo: Macdonalds Sweden

But even simpler still, the fast food chain has also teamed up with the massive billboard brand JC Decaux to place habitats for wild bees behind existing billboards in spaces that aren't otherwise

Oct 4-7
44th Annual Bicycle Festival, Mount Dora
Thr November 4 (select nights)
A Petrified Forest, Altamonte Springs
Oct 5-7
Mineral, Gem, Bead and Fossil Show, Orlando
Oct 6
First Saturday Jam and Farm Swap, Barberville
Oct 6
10th Annual Mims Mullet Festival, Mims
Oct 6,27
Oktoberfest, Casselberry
Oct 5
Jazz Friday at Foosaner Museum of Art, Melbourne
Oct 25-28
Southern Women's Show, Orlando
Oct 13
Come Out With Pride Festival, Orlando
Oct 20
Rocky Water Brewfest, Melbourne
Oct 11
Alive After 5, Sanford
Oct 12-14
BBQ and Blues Festival, Clermont
Oct 12-14
Oktoberfest Tampa, Tampa
Oct 12-28
Boo at the Zoo, Melbourne
Oct 13
Oktoberfest on the Beach, Indian Rocks Beach
Oct 13-14
Winter Park Autumn Art Festival, Winter Park
Oct 18-20
Clearwater Jazz Holiday, Clearwater
Oct 18-21
Biketoberfest, Daytona Beach
Oct 20-21
Winter Springs
ARToberFEST, Winter Springs

used. 'Bees are most comfortable if their nests are in a south facing position,' the campaign states. 'The first test is now live in Jarfalla outside Stockholm, where six large bee hotels have been mounted on the backside of a north facing billboard with hopes of scaling up the initiative in spring 2020.'

You can see both styles of 'bee hotels' in action in this video:



'The survival of bees is an important issue for society as a whole,' Henrik Nerell, environmental manager at McDonald's in Sweden, said. 'That we can use our signs for a good cause feels great. The initiative, which has sprung from our franchisees' personal commitment to the issue, has been made possible in collaboration with JCDecaux and we are proud and excited to welcome our flying guests soon as they move into our bee hotels.'"

-- Mike Pomranz, Food and Wine Magazine

[Read entire article](#)

[Read additional article](#) in Good News Network

Tracey Arpen presented with 2019 Charles E. Bennett Champion of the Environment Award

Oct 20-21
Fall Art and Craft Festival, Cocoa
Oct 20
Annual Autumn in the Oaks Festival, DeLeon Springs
Oct 19
City of DeLand's Hay Day Fall Fest, DeLand
Oct 19-21
Necronomicon, Tampa
Oct 19-21
Upper Tampa Bay Oktoberfest, Oldsmar
Oct 20
Tampa Pig Jig, Tampa
Oct 21
Florida Harmonica Championships, New Smyrna Beach
Oct 21
Festival Calle Orange, Orlando
Oct 22-Nov13
Space Coast Fair, Viera
Oct 25-28
John's Pass Seafood Festival, Madeira Beach
Oct 26-27
6th Annual Haunted Trails, Osprey
Oct 26-27
Swan and Dolphin Food and Wine Classic, Walt Disney World
Oct 27
Sand Art Festival, New Smyrna Beach
Oct 20-28
Zoo Boo Bash, Sanford
Oct 27-28
Mount Dora Craft Fair, Mount Dora

South

Oct 5-28 (select nights)
Fright Nights, West Palm Beach
Oct 5-7
Oktoberfest, Oakland Park
Oct 5 - 6
Oktoberfest, Port St Lucie
Oct 6



"...The Charles E. Bennett Champion of the Environment Award which was created in 2001 originally by the Florida Coastal School of Law. The Jacksonville Environmental Protection Board took over presenting the award in 2010. The award is presented to recognize someone who has served as an advocate for the environment and its protection for many years.

Our recipient this year, Tracey I. Arpen, Jr., has been a quiet champion for Jacksonville's environment, responsible land use, tree protection and scenic beauty for more than thirty years. During that time, he has been involved in or led virtually every effort promoting the enhancement of these issues.

Harvest Fest, Jupiter
 Oct 6
 Southernmost Marathon and Half, Key West
 Oct 5-7
 Miami Carnival Parade and Festival, Miami
 Oct 20
 Lantern Festival, Delray Beach
 Oct 19-21
 Florida International Air Show, Punta Gorda
 Oct 19-21, 26 - 28
 Oktoberfest, Cape Coral
 Oct 19-28
 Fantasy Fest, Key West
 Oct 20-21
 19th Annual Downtown Stuart Craft Festival, Stuart
 Oct 13-14
 Coconut Grove Pumpkin Patch Festival, Coconut Grove
 Oct 27-28
 Haunted Pirate Fest and Mermaid Splash, Boynton Beach
 Oct 22
 Heroes and Villains 5K, Key West
 Oct 26
 The Smallest Parade in the Universe, Key West
 Oct 27
 10th Annual Palm City Fall Fest, Palm City
 Oct 27-28
 Stone Crab Festival, Naples

North

Oct 5-6
 Florida Scallop and Music Festival, Port St Joe
 Oct 5-7
 Destin Seafood Festival, Destin
 Oct 5-7
 Pirates of the High Seas Fest, Panama City Beach
 Oct 6
 North Central Florida

Tracey has devoted his life and career to efforts that have preserved, protected and enhanced our beautiful North Florida environment. He has been president of JaxPride (and City Beautiful Jax), CAPSigns (Scenic Jacksonville), Greenscape of Jacksonville, JCCI, The Mandarin Community Club and currently serves on the board of directors of Citizens for a Scenic Florida, Scenic Jacksonville and Greenscape. He is a former member of the City's Comprehensive Plan Advisory Committee and served as chair of the State Attorney's Select Committee on Environmental Crime. In 1990 he received the Jacksonville Bar Association's Lawyer of the Year Award. He is also the recipient of the Lee and Mimi Adams Environmental Award, the JaxPride Leadership Award and the Distinguished Leadership Award presented by the National Association of Community Leadership Organizations.

Tracey Arpen's lifetime commitment of leadership and dedication to the environment has had a significant and lasting impact on our community for which we are all grateful. Congratulations on this honor!"

-- Jacksonville Environmental Protection Board

[Visit Environmental Protection Board Awards site](#)

Complete Streets:
Ft Lauderdale ranked one of five cities nationwide in "Made to Move" grant program

Peanut Festival, Williston
Oct 6
12th Annual Ocala Pride Festival, Ocala
Oct 6
Founding of the Castillo, St Augustine
Oct 6-7
Creekside Festival, Palm Coast
Oct 6-Nov 4
Corn Maze at Sykes and Cooper Farm, Elkton
Oct 7-4
Amelia Island Jazz Festival, Fernandina Beach
Oct 7
Flora-Bama's Oktoberfest, Pensacola
Oct 12-14
Panama City's Ukulele Festival, Panama City
Oct 12-14
59th Pensacola Greek Festival, Pensacola
Oct 12-14
Greek Festival, St Augustine
Oct 13
Artrageous Artwalk, Amelia Island
Oct 13
ButterflyFest, Gainesville
Oct 15-21
St Augustine Independent Restaurant Week, St Augustine
Oct 18-28
Pensacola Interstate Fair, Pensacola
Oct 20
Bloody Mary and Music Festival, Panama City Beach
Oct 20
14th Annual Florida Bat Festival, Gainesville
Oct 20-21
WasabiCon, Jacksonville
Oct 24-28
Thunder Beach Autumn Rally, Panama City Beach
Oct 26-28
Ocala Pumpkin Run Car Show and Festival, Ocala



Photo: Prnewsfoto/Degree, Forbes

"Five cities in the United States are going to make it a little easier for their residents to be healthy.

On September 18, 2019, Degree Deodorant announced the five winners in the brand's first Made To Move grant program, a national competition that will dedicate \$500,000 in funding for city projects that encourage healthy, active lifestyles...

After reviewing applications submitted from 46 communities representing 28 states, the following cities were selected to receive funding and project support: Hartford, Connecticut; Fort Lauderdale, Florida; Jersey City, New Jersey; Chattanooga, Tennessee; and Richardson, Texas...

Fort Lauderdale

Within the past five years, 'A Complete Streets Policy' Plan was adopted and more than 28 new miles of bike lanes, 11 miles of new sidewalks, and 102 new or enhanced crosswalks were installed. This

- Oct 27
St Marks Stone Crab Festival, St Marks
- Oct 27
First Coast Arts and Crafts Fall Show, St Augustine
- Oct 27
Family Pumpkin Festival, White Springs
- Oct 27-28
23rd Annual Festival of the Arts, Destin

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



grant will enhance accessibility and connections to the Flagler Greenway in a designated Transportation Equity Zone with bike and micro-mobility parking, adding both recreation-based and utilitarian-based transportation opportunities. These changes will transform the infrastructure into a comfortable and inviting experience for all ages, abilities, and modes of transportation."

-- Alan Kohll, Forbes

[Read entire article](#)

Coco Village: Murals on benches, electrical boxes and storm drains



Photo: Olivia McKelvey

"Growing up in the Historic Cocoa Village, Vashti Verschoor remembers clothing boutiques and restaurants lining the village streets.

The Cocoa Village she knows now has completely different look.

Today, the 42-year-old mom of two is one of many artists who has work represented throughout the village. Whether it be intricately and whimsically painted benches, electrical boxes or even storm drains, Cocoa Village is bursting with color around every corner.

"Artwork is our primary, first written language," Verschoor said. "The way that we speak to each other, the way that we documented our history, it all started with drawings on a cave wall. So, I think that when we support local art, we're supporting our primary language, and I'm so proud the village has supported me and others alike."

Cocoa Village has numerous community art projects such as the painted benches, the artwork displayed across electrical boxes at traffic lights, and now even storm drains that are displaying artwork, leaving "marks of beauty" throughout Cocoa...

If you are interested in learning more about the community art projects in Cocoa Village or would like to become a sponsor for one of the benches, please visit cocoafl.org/1438/Community-Art-Projects. "

-- Olivia McKelvey, Florida Today

[Read entire article](#)

Clearwater, Tampa, Pinellas:

Murals on storm drains



Photo: City of Clearwater

"The city of Clearwater welcomes its residents to apply to paint their own storm drain mural. In addition to their artistic value, painted storm drains serve a very important educational purpose by addressing the misconception that it's acceptable to dispose of trash, grass clippings, and chemicals down storm drains. The water that flows through Clearwater's storm drains goes directly into the Gulf of Mexico or Tampa Bay without treatment. Therefore, messaging to prevent the disposal of waste in storm drains is pivotal to maintaining safe, clean oceans and beaches.

To encourage residents, volunteers, and students to get involved, the city of Clearwater will provide all supplies free to participating groups.

Materials the city of Clearwater will provide: Traffic safety vests, traffic cones, pre-made stencils, wire bristle brush, Sherwin Williams ProPark traffic paint, Shark Grip anti-skid additive, paint brushes, sidewalk chalk for outlining mural, plastic gloves, tarp to protect the pavement from paint, paint stirring sticks, paint mixing containers, spray paint (Rustoleum Ultra Cover 2x Indoor Outdoor), and painters tape..."

Very [detailed instructions and additional information](#) on City of Clearwater website.



Photo: City of Clearwater

Tampa and Pinellas Park:

"Recognizing the need for information, cities across the region are creating murals and posting signs that inform people that only water belongs in stormwater drains. Last year, in partnership with the city of Tampa, Keep Tampa Bay Beautiful volunteers painted stormwater drain murals in Tampa.

This past summer, Pinellas Park worked with artists to paint five stormwater drains near a middle school and a senior center — both areas with higher-than-average foot traffic — to increase visibility and educational opportunities."

-- Vicki Parsons, Tampa Bay Soundings

[Read entire article](#)

President signs National Scenic Byways bill into law



Photo: Acadia All-American Road, Scenic America

"Last night the White House announced that President Trump signed into law the 'Reviving America's Scenic Byways Act of 2019.'

This is a great victory for all of us! Together we made phone calls and sent emails to our Members of Congress and that work paid off. Congratulations, and thank you for making Scenic America who we are today.

The law requires the Secretary of Transportation to start the application process for new byways within 90 days and designate a round of new National Scenic Byways within one year. We'll keep you updated as this process unfolds.

Click [here](#) to read Scenic America's full statement, along with those of allied organizations, on the signing of the legislation. To better understand how this new law will benefit communities along scenic byways everywhere, please read our editorial published in *The Hill* last week.

We would again like to thank Rep. David Cicilline (D-RI) and Rep. Garret Graves (R-LA) for their leadership in the House, and Sen. Susan Collins (R-ME) and Sen. Ben Cardin (D-MD) for their leadership in the Senate. "

-- Scenic America

[Visit Scenic America for more information](#)



Citizens for a Scenic Florida
www.scenicflorida.org
Citizens for a Scenic Florida, Inc. P.O. Box 8952
Jacksonville, FL 32239
