



Celebrating over 34 years of Lakes Education
Lakes Education / Action Drive

LE/AD is an organization dedicated to preserving the quality and beauty of our lakes.

LE/AD Annual Report of Activities
FY 2018-2019

The Lakes Education/Action Drive (LE/AD) is a non-profit organization dedicated to providing public education to the community on lake preservation and protection. In 1985 the City of Lakeland provided funding for the creation of LE/AD. Through the years, LE/AD has grown and evolved into an organization that provides public education countywide. The need for community education and activism in the management of our water resources is as important today as it was in 1985. The past year LE/AD celebrated its 34th Anniversary. LE/AD Partnership with municipalities continues. The contributions to LE/AD from the cities and County have allowed for LE/AD projects to count as credit towards NPDES requirements for their respective areas. This report is a summary of these accomplishments.

Current Executive Director:

Danny Kushmer

Officers on the Board of Directors 2018-2019:

President: Laurie Smith

Vice President: Mary Thornhill

Treasurer: Tom Jennings

Secretary: Jacqueline Hollister

The LE/AD Board of Directors consists of twelve volunteer members including a representative from each of the municipalities at LE/AD partnership levels. The board meets every other month. Our budget year is October 1 through September 30 Below is a list of projects and events that LE/AD has accomplished during the first quarter FY 2018-2019.

FIRST QUARTER (Oct. 1 through Dec. 31, 2018) PROJECT ACCOMPLISHMENTS:

- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Membership:** LE/AD continues to solicit new individual and family members. LE/AD has also increased its outreach in soliciting additional corporate partners.
- **Cardboard Boat Challenge:** LE/AD coordinated the Cardboard Boat Challenge and Lakes Festival on October 6, 2018 at Lake Hollingsworth was the 15th annual Lakeland Cardboard Boat Challenge with the City of Lakeland. LE/AD coordinated the event with amazing teamwork from City of Lakeland. Well over 40 teams participated in the event, and an estimated 2,000 people in attendance. Amazing community event again and lots good interaction with the exhibitors.

SECOND QUARTER (Jan. 1 through March 31, 2019) PROJECT ACCOMPLISHMENTS:

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lakeseducation@hotmail.com*

- **Lakeside Signage:** Pet waste stations signage and receptacles have been provided upon request to various local partners.
- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Membership:** LE/AD continues to increase awareness and add new individual, family, and corporate members.
- **OUTREACH:** LE/AD provided coordination assistance and funding for the WWWT Kids festival, where over 2,000 2nd graders were engaged and learn more about water process, ground water/aquifer, water conservation and much more at the 50 vendors on site. LE/AD partnered with FNPS & Sierra Club for a cypress tree planting for Arbor Day on January 20th at Circle B Bar Reserve where 1,00 cypress trees and 200 live oaks were planted restoring natural habitats around the Banana Creek Marsh.
- **Membership:** Partners Polk County and City of Lakeland have been sent the quarterly invoice and annual reports. In addition, LE/AD provided City of Winter Haven with necessary NPDES numbers and are working to complete requested information for Polk County and Lakeland.
- **Water, Wings & Wild Things Kids Festival** – LE/AD provided an information booth and hands-on kids activity, about the water cycle, letting kids make a bracelet based on their travel as a water drop through the water cycle. Several volunteers helped with the event that reached more than 2,000 2nd graders from Polk County. LE/AD also assisted with recruiting some of the water resource related vendors, resulting in educational booths at the event.

THIRD QUARTER (April 1 through June 30, 2019) PROJECT ACCOMPLISHMENTS:

- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Membership:** LE/AD continues to increase awareness and add new individual, family, and corporate members.
- **Lakes Appreciation Month:** LE/AD coordinated with the City of Lakeland Lakes & Stormwater Division, Haines City, Polk County, and the City of Winter Haven Natural Resources Division to organize a presentation for Lakes Appreciation for the month of July. These proclamation presentations reach approximately 4,500 people through the onsite board/commission meetings and the televised airings of these meetings.
- **Seven Rivers Water Festival:** LE/AD exhibited at Lake Eva Park and provided watershed outreach information for almost 1,000 participants.

FOURTH QUARTER (July 1 through Sept. 30, 2019) PROJECT ACCOMPLISHMENTS:

- **Lakes LE/ADer Website and Social Media:** LE/AD continues to build upon past success with our website and social media presence.
- **Membership:** LE/AD continues to increase awareness and add new individual, family, and corporate members.
- **Local Television:** LE/AD participate in PGTV and Lakeland Vision public television in promoting the up-coming 16th Annual Cardboard Boat Challenge and Lakes Festival.

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