

Update: Chesapeake Bay Restoration 30th Anniversary Celebration



The collaborative efforts to restore the Chesapeake Bay watershed were effectively launched with the signing of the 1983 Chesapeake Bay Agreement. The Agreement spawned 30 years of cooperative state, federal, local, and NGO efforts including the establishment of the Chesapeake Bay Program Partnership.

Status: Over the last 2 months, discussions among NGOs have raised questions regarding the complications of hosting a single celebration event, the timing of an event with the new Bay agreement and EC Meeting, and the general “optics” of a celebration. Also, without a clear or defined budget, event planning has been difficult. We now have a reasonable plan with objectives and actions that have a high likelihood of success without many of the issues plaguing the single celebration event.

A small consortium of NGOs has been supporting this effort to date. This includes the Alliance for the Chesapeake Bay, Chesapeake Bay Foundation, Choose Clean Water Coalition, Foundation for PA Watersheds and a couple members of the Chesapeake Bay Funder’s Network. Financial support for the activities described will largely come from this group.

The Plan: The 30th Anniversary Celebration will not be a single big event as earlier envisioned but rather a series of smaller more casual events focused on thanking people and institutions for their commitment and contributions. Media and communication products would support these efforts

Objectives

1. Thank those in the environmental and Bay Program community who have supported and put in the hard work to get us to where we are.
2. Celebrate the accomplishments that have come from collaborative action and encourage that collaboration to continue in order to meet the challenges ahead.
3. Recognize the heroes and inspirational figures on whose shoulders we stand and on whose leadership we need to build for the future.

Actions

- #1: The Alliance will complete a timeline display and PSA Video highlighting significant events during the 30 year history of the Bay restoration effort.
- #2: Alliance will host a gathering, interactive activity, and thank you event at the 2013 Chesapeake Watershed Forum on Friday night, September 27. This event may unveil the timeline display and will include 2-3 Brief speakers and an activity designed to engage Forum participants.
- #3: The Alliance will work with the CBP and NGOs to formulate an online “registry” that will allow the public to nominate individuals and organizations that they feel have made significant contributions to restoration locally or regionally. This “Hall of fame” or “Honor Role” of citizen stewardship and organization leadership and accomplishment would grow over time.
- #4: NGOs will organize a set of coordinated volunteer restoration events on the same day combined with a thank you to the Bay community and 30th celebration media message -encourage broad participation from NGO, State, Federal and other employees. Third or fourth week of October..
- #5: Heroes Breakfast at the EC Meeting. An invite only recognition event prior to EC with a limited group with some form of formal recognition ceremony, proclamation or award, media invited.

Management Board Role *(envisioned at this time):*

Provide review of draft timeline to ensure accuracy. Attend, market and encourage employees to participate in October volunteer events and celebration. Help to market registry. Assist in identification and recognition of Heroes at EC Breakfast.