



The First Butterfly City

An Action Plan for Gainesville, Florida

- Establish Our Identity
- Think Locally, Act Locally
- Collaborate with Community Groups and Media
- Link to the “E” Factors—Excellence, Economics, Education, Environment, Energy, Experimentation



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Why publicize now?

- Accentuate the positive in difficult economic times
- Demonstrate that Gainesville is a creative city
- Focus on something everyone can enjoy
- Call attention to E factor efforts
- Promote new economic opportunities



History of the Project

- Seeing landscapes with a fresh viewpoint
- Imagining the Butterfly Rainforest
- Discovering Kaleidophotos™
- Encouraging visual thinking
- Creating a unifying



Project goals

- Boost to the economy, especially small businesses
- Unique vision for Gainesville
- Non-political Web site for brainstorming
- A lasting signature event
Butterfly Fest 2009



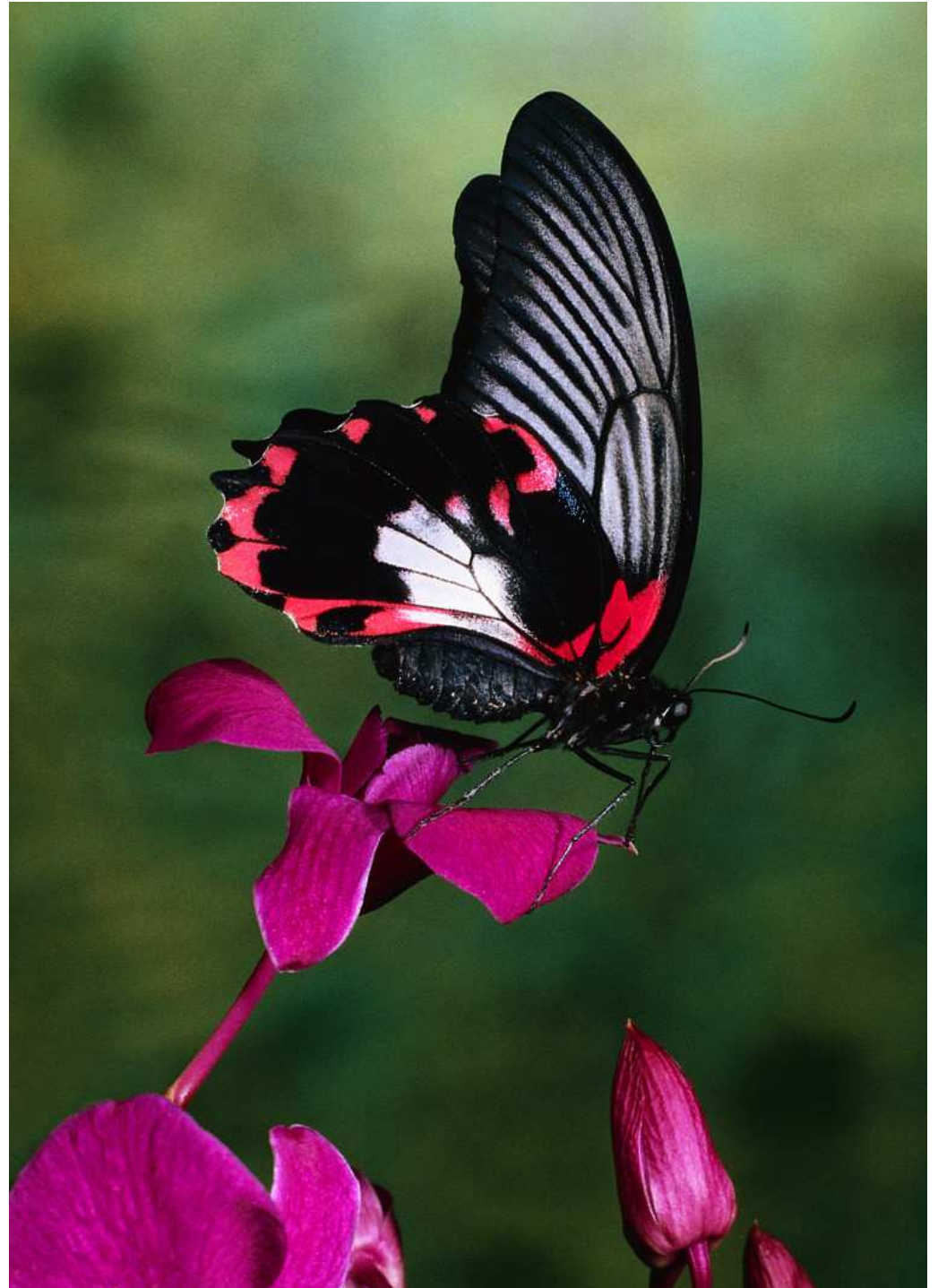
Distinctive aspects

- Butterfly City/Tree City standards
- Community/butterfly gardens
- Butterfly representations everywhere
- Kaleidophoto™, insect photography
- “The Gainesville Vision”



Signature events

- October: National Hispanic Month
 - Friday, October 23: Latino music/dance at the Downtown Plaza
- US Halloween/Mexican Days of the Dead
 - Return of the Monarchs to Mexico
 - Showing the PBS-TV Monarch Migration at the Hippodrome
 - Organize High School debate competition on immigration, pesticides, and deforesting





After October 24-25

- Recruit business mentors for children's gardening activities
 - Promote the Kaleidophoto™- Gainesville connection
- Establish official connection with Monarch butterfly sites in Mexico
 - Create a Monarch video game

<http://www.firstbutterflycity.org>



Support we are asking you for

- A letter of commitment
- Staff support
- City seed money
- Foundation grant support
- Support creating more butterfly cities

