

**REQUEST FOR  
YOU, YOUR AGENCY  
OR BUSINESS  
TO SERVE AS A  
COOPERATING PARTNER  
FOR THE  
HILLSBOROUGH 100  
April 21 – May 6, 2018**



**WILL YOU MEET THE CHALLENGE?**

Be one of one hundred groups in Hillsborough County that agrees to complete a conservation project between Earth Day Weekend (April 21, 2018) and National Stewardship Weekend (May 6, 2018). Your group chooses the project, works with HSWCD and reports outcomes.

- Official kickoff of the 2018 Challenge will be October 11, 2017 with governmental, business and community leaders participating.. Those committing to completing a project become part of the Hillsborough 100. Current cooperating partners include: Hillsborough County Commission \* Florida Department of Agriculture \* Hillsborough County Extension Service \* USDA-NRCS \* Hillsborough Environmental Protection Commission \* Hillsborough County Ag in the Classroom \* Hillsborough County 4-H Foundation \* Hillsborough County Farm Bureau \* Hillsborough County Fair \* Florida State Fair Authority \* Hillsborough County Property Appraiser \* Hillsborough County Fire Rescue \* Commissioner Stacy White \* Hillsborough County Republican Executive Committee \* Hillsborough Community College – Brandon Campus \* The Community Roundtable \* Center Place Fine Arts & Civic Association \* Florida Strawberry Growers Association \* Kiwanis Club of Greater Brandon \* Rotary District 6890 and Clubs of Fishhawk/Riverview, Brandon South Global, Lutz and Temple Terrace \* Tampa Metro Civitan \* Lions \* Brandon Republican Club \* 4-H Clubs \* Girl Scouts \* Boy Scouts \* FFA Chapters and Federation \* Suncoast Chapter, Florida Native Plant Society \* Greater Brandon Chamber of Commerce \* Greater Plant City Chamber of Commerce \* Greater Riverview Chamber of Commerce \* Greater Seffner Chamber of Commerce \* Sun City Center Area Chamber of Commerce \* Blue Thong Society \* NAUI Green Diver Initiative \* Busch Gardens \* Odiorne Insurance \* American Legion Auxiliary \* Lipman Family Farms \* The Southern Peach Company, Fancy Farms \* T.R.E.E. Inc. \* M & B Products \* Blues Berry Farm \* Brandon Auto Salvage \* Tampa Bay Times and numerous other groups and businesses. Each group is planning between one and eight projects with project selection assistance available. Current projects include:
  - Community and school gardens and green spaces.  
Goal: To develop garden programs for elementary, middle, and high schools throughout the county, as well as community gardens in areas where food deserts, underserved populations and inadequate availability of fresh produce exist.
  - Tree plantings and environmental enhancements.
  - Clean up campaigns and recycling programs throughout the county.
  - NAUI Green Diver Initiative, with other groups to clean Tampa Bay & area waterways.
  - Advocacy and educational programs for youth and adults in inner-city, urban, suburban and rural communities.
  - Special programs, projects and activities directed towards underserved and disadvantage populations.

Request for you, your agency or business to join agricultural, business, civic and community organizations, schools, and other youth organizations to commit to a project and serve as a cooperating partner during this challenge. Your group's logo will be used in conjunction with this project.

Coordinated by: Betty Jo Tompkins, Executive Director for the Hillsborough Soil and Water Conservation District (813) 752-1474, X3 or (813) 477-8332.

201 S. Collins Street, Suite 202  
Plant City, FL 33563  
(813) 759-6530 (fax)



# HILLSBOROUGH 100 CONSERVATION CHALLENGE

April 21 – May 6, 2018

**WILL YOU MEET THE CHALLENGE?**

**Purpose:** To provide a comprehensive program involving urban, suburban and rural communities in a coordinated effort to complete 100 Conservation projects in one week in Hillsborough County, Florida. The projects will involve school groups, youth organizations, civic clubs, educational institutions, governmental entities, Chambers of Commerce, associations, corporations and individuals working together to spread the conservation message. Projects will be determined by the individual groups and coordinated by the Hillsborough Soil and Water Conservation District. Each project will enhance the overall conservation effort.

**History:** The Conservation movement truly began in the 1930's when, along with the Great Depression, America experienced its worst ecological disaster, the Dust Bowl. A severe and sustained drought resulted in extensive soil erosion in the Great Plains. Massive black dust storms covered the countryside and blocked the sun, extending across the country and over 300 miles into the Atlantic.

It is said that while testifying before Congress, Soil Scientist Hugh Hammond Bennett threw back the curtains revealing a sky blackened by dust. At that time the Congress unanimously passed legislation declaring soil and water conservation a national priority and policy.

In 1937, President Roosevelt wrote all state governors recommending legislation to allow landowners to form soil conservation districts. That same year the Florida Legislature passed Florida Statutes, Chapter 582, known as the Soil and Water Conservation Law. Today there are over 3,000 soil and water conservation districts within the United States, 58 of which are in Florida. These Districts provide a multitude of services to the agricultural and urban communities alike (see logo above).

**Why: Significant reasons why this effort is so vital:**

- Water issues continue to be dominate in communities throughout the United States. Water Conservation is everyone's business and even small conservation efforts.... turning off faucets, using low-flow systems, recycling water, planting drought-tolerant yards and trees, can greatly enhance water savings if practiced by everyone.
- Approximately 2 million people die worldwide as a result of ingesting polluted water and another twenty million are debilitated annually.
- As the world's population grows, it is estimated that food production must increase 70% by 2050 to meet worldwide demand.
- To meet such a demand agricultural operators, science, technology and industry must mobilize within every county, state, nation and throughout the world. American agriculture is a world leader in this effort. Hillsborough County ranks in the top 5 in Florida and top 60 of the nation's largest agricultural producing counties.

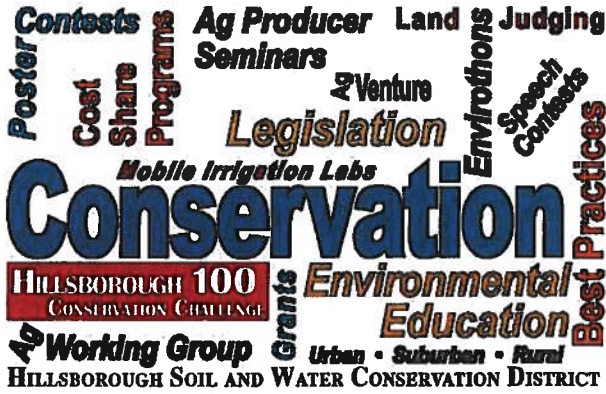
**Goal: To bring greater awareness of how everyone can become committed to conservation and to make Hillsborough County a national model in this effort.**

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***Thanks for your commitment to conservation and our Hillsborough Soil and Water Conservation District . . . . LEADING FOR TOMORROW!***

Project # \_\_\_\_\_



# HILLSBOROUGH 100

## CONSERVATION CHALLENGE

April 21, 2018 – May 6, 2018

### PROJECT PARTICIPATION APPLICATION

Name (business/organization/school/other): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Project or Activity \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Our business/organization/school agrees to participate in the 2018 Hillsborough 100 Conservation Challenge and agrees to the use of our logo/photos in news/promotional activities.

Print: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return to:**

Betty Jo Tompkins, 201 S. Collins Street, Suite 202, Plant City, FL 33563  
 (813) 752-1474 Extension 3 (office), (813) 477-8332 (cell), or bjt6890@yahoo.com

**Thanks for your commitment to conservation and our Hillsborough Soil and Water Conservation District . . . . LEADING FOR TOMORROW!**

Betty Jo Tompkins