

Proposal to Convert the Whigham and Claxton Rattlesnake Roundup to a
Whigham/Claxton Rattlesnake Festival

The Georgia Department of Natural Resources' Wildlife Resources Division (WRD), along with the National Fish and Wildlife Foundation (NFWF), proposes financial, personnel, services and promotional support to the Whigham Wildlife Club (WCC) in exchange for converting the roundup to a wildlife-friendly festival. In return for our proposed support, we are requiring a guarantee that no snakes will be removed from the wild or killed as part of the event, no wildlife parts are to be sold or displayed (except for educational purposes), no presentations or literature encouraging the killing of nongame wildlife be made or distributed, and the event name must be altered from "roundup" to "festival."

Proposed Financial Support

- \$5,000 from National Fish and Wildlife Foundation grant to be used for wildlife-education related shows, exhibits, etc.
- \$3,000 from WRD for additional wildlife-related shows, exhibits, etc.

** The combined \$8,000 will be available for only the first year, with overall financial obligation reducing to \$5,000 in year two, and \$3,000 in year three (no additionally financial support after three years). This money will be provided directly to wildlife educational program providers, exhibitors, etc., rather than directly to the WCC. However, the WCC will have full say on how the money is spent, provided the funds are used on wildlife-related programs, activities, items, etc.

Proposed Personnel and Services Support

- Provide ~30 large rattlesnakes for display and safe "close encounters" (I will establish a captive source of snakes that can be used each year)
- Assist WCC in attracting hunting, fishing and other outdoors sporting equipment vendors
- Provide WRD's DART shooting game exhibit
- Provide WRD's traveling gamefish aquaria
- Assist WCC in contracting various wildlife educational or wildlife-based recreational shows and demonstrations such as raptor shows, snake shows, archery demonstrations, shooting demonstrations, snake milking demonstrations, turkey calling demonstrations/contests, antler scoring booths, etc. (shows not provided for free will be funded by the \$8000 previously mentioned)
- Provide wildlife educational programs using the LE "Discovery Boxes"
- Provide Project WILD wildlife education programs (Charlie Elliott Wildlife Center)

Proposed Promotional Support (See attachment):

- Develop a media plan and create promotional opportunities through media relations prior to the event to encourage attendance. Encourage Florida Game and Fish Commission to do the same for media outlets in Tallahassee area

- Potentially make mention of the festival on Georgia Outdoors TV show prior to the event
- Promote the festival to other conservation organizations and encourage them to make mention of the event in their newsletters, etc.
- Department of Industry, Tourism, and Trade (ITT) has agreed to provide the following:
 1. Promote the festival at ITT Visitor Centers throughout the state
 2. Promote the event on the various calendars that magazines and other outlets publish
 3. Promote the event to outdoor magazines
 4. Provide technical assistance with their promotional efforts

WRD and NFWF would provide all of this the first year, and gradually over the following two years relieve our responsibility for financial, personnel, services and promotional support. Certain things such as providing the snakes, the DART system, traveling aquaria, etc. would continue to be provided beyond the three years.