

SECTION 11 FUNDING, PROMOTION AND STEWARDSHIP

Current Funding and Grants

The St. Johns County Planning Division will be researching and preparing a scenic highway grant through the Florida Department of Transportation. These funds are available through the Federal Scenic Byways Grant Program. A Grant application will be prepared to meet the next fiscal deadline.

Promotion and Funding Opportunities

Over the years, the Corridor Group has initiated or participated in various events and community participation activities. Within the last year alone, the Corridor Group has assisted in the establishment of the much-anticipated first annual William Bartram Birthday Bash (held at the County's Alpine Groves Park on the Saturday closest to Bartram's birthday), and the unveiling ceremony and dedication of the William Bartram's Plantation historical marker, erected near the foot of the Shand's Bridge. Meetings or forums have been held by Corridor Group members and County staff to study new plans and programs affecting the corridor. Corridor Group members have spoken to civic groups and organizations in the County. Corridor Group members and County staff have worked with elementary and middle school-aged children to clean up the Alpine Groves Park property. In addition, the Corridor Group has identified a host of other promotional and community participation activities which will be scheduled upon official designation. These ideas include the following:

1. Design and mass produce promotional materials such as brochures and flyers.
2. Design and make periodic newsletters for communication with corridor residents.
3. Design and launch William Bartram Scenic & Historic Highway website.
4. Facilitate introduction of a Heritage Education program in local schools (already occurring).
5. Provide Speakers Bureau for local organizations and businesses (already occurring informally).
6. Expand Adopt-a-Highway program.
7. Organize promotional and special events (already occurring informally).
8. Develop format/outline/agenda for periodic CMC meetings.
9. Develop Oral History Program.

Potential Partners

Additional assistance and funding opportunities for scenic highway development and enhancements could include private and public resources. These identified potential partners could promote and/or fund stewardship and community participation activities, tourism, cultural events, linkages, etc., for the William Bartram Scenic & Historic Highway, such as the ones mentioned above, and in Section 3, Community Participation Program. Potential partners may include the following:

1. Private Donors/Local Fundraising and Sponsorship Opportunities
2. St. Johns County
3. St. Johns County Tourist Development Council
4. St. Johns County Chamber of Commerce & Northwest Business Council
5. Tourist Development Council
6. Conservation, Environmental, and Historic Groups (Audubon Society, Sierra Club, St. Johns County Visions Task Force, North Florida Land Trust, etc.)
7. Civic and Social Organizations
8. Local Government Programs (St. Johns County)
9. Florida Division of Historic Resources (Historic Preservation Grants in Aid, Historical Museums Grants in Aid, Cultural Grants Program, etc.)
10. Florida Communities Trust Land Acquisition Grants
11. Florida Recreation and Development Assistance Grants
12. Florida Department of Environmental Protection Boating Improvement Program
13. St. Johns River Water Management District
14. St. Johns Riverkeeper
15. Section 319 Non Point Source Management Implementation (Storm Water Management)
16. Florida Department of Agriculture and Consumer Services
17. Florida's Plant-a-Tree Trust Fund
18. Florida Tourism Industry Advertising Match Grants
19. Visit Florida
20. Florida Inland Navigation District (Grants)
21. University of Florida Cooperative Extension Office
22. Great Florida Birding Trail
23. Florida Greenway and Trails Program
24. National Scenic Byways Grants
25. Federal Transportation Enhancement Funds
26. Transportation Equity Act (TEA-21)
27. Florida Highway Beautification Council Grants
28. Northeast Florida Regional Council
29. State of Florida Adopt-a-Highway Program
30. Florida Forever (CARL)

31. Florida Agricultural Museum
32. Citizens for a Scenic Florida
33. St. Johns River Florida Blueway Program
34. Garden Club of Switzerland
35. Stewards of the St. Johns River Inc.
36. The Nature Conservancy
37. Northwest St. Johns County Community Coalition
38. St. Johns River Heritage Trail Program
39. Local Businesses
40. Historic Societies
41. Bartram Foundation & B. Moore Contacts
42. Environmental Education Resources Council of Northeast Florida
43. St. Johns County Environmental Council
44. Worship Centers

Recently, a Federal-Aid Highway and Transit Grant Application was submitted for the St. Johns River Trail Network Project. If awarded, funds would be available to partly fund the multi-use trail concept outlined in this Corridor Management Plan.

Stewardship Techniques

The William Bartram Scenic & Historic Highway is one of St. Johns County's most beautiful regions with large sleepy trees and a wide slow moving river that encompasses exceptional natural, scenic, cultural, archeological, historical, educational and recreational resources. This area is not well known to Florida's visitors and residents. Amazingly, many people who visit and live in nearby areas have never traveled here. An effective stewardship program focuses on informing an interested public, most notably residents of the area, of the intrinsic resources of the corridor using a multi-media approach. Also, the CMC will work with other "designation entities" near the corridor, such as the Florida Birding Trail and the East Coast Greenway, to include the Scenic Highway and its resources in their literature. The main objective is to educate the residents of the area and thereby foster their knowledge and stewardship of the special features, which hold such high significance and opportunities for cultural enrichment and recreational pursuits. Stewardship activities and methods have been emphasized in the action plan.

Building Public Awareness

The first step in any comprehensive stewardship plan is to build awareness by listing the intrinsic resources and activities that induce residents to become caretakers and thoughtful users of the

resources. Besides the scenic qualities of the corridor, the significance of education will become apparent by the presence of the Marywood Conference Center, the future development of the Alpine Groves Park and Museum, Petty Branch Ravine Park and the Trout Creek Park and Switzerland Community Center. These facilities provide both marine and land based educational programs to people of all ages.

In the conceivable future a visitor to this region would include an alternate location such as the William Bartram Scenic & Historic Highway in order to obtain a comprehensive view of Florida. Aided by the close proximity to the important tourist destinations of St. Augustine, World Golf Village and Jacksonville, the corridor could provide additional environmental, historical and recreational avenues to experience. These proposed corridor improvements as outlined in the Corridor Management Plan would provide the infrastructure and facilities to make the William Bartram Scenic & Historic Highway a worthy destination for the visitor seeking to learn about and see some of "Old Florida."

Measuring Stewardship Success

The success of the stewardship campaign could be tangibly measured by the increase in residents' use of our public parks and an increased use of other adjacent attractions such as the Marywood Retreat and Conference Center. However, the ultimate measure of success will depend upon our achievement of enhancing and maintaining the corridor's rural character while still providing quality cultural and recreational facilities. The CMC proposes to make periodic assessments to measure the success of the William Bartram Scenic & Historic Highway Stewardship Program.