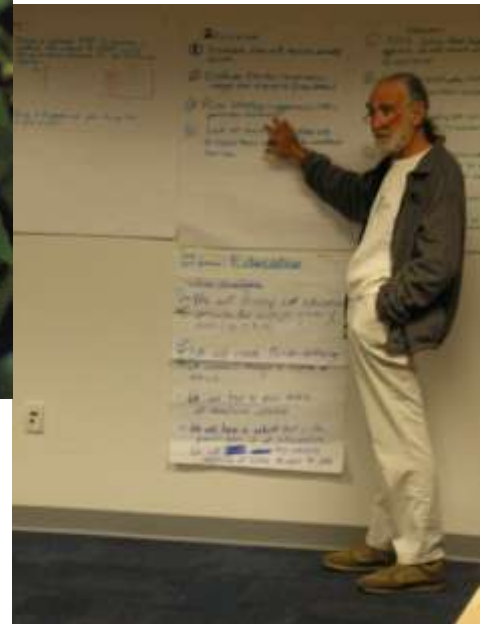


Florida Wildflower Foundation Strategic Plan

April 2009

The Florida Wildflower Foundation Strategic Plan is the product of a two-day meeting held January 29-30, 2009. The plan outlines the mission, vision, and priorities of the Foundation. The majority of the goals are achievable within a five-year time span.



Mission, Vision, and Core Values

Mission

The mission of the Florida Wildflower Foundation is to enrich lives with Florida native wildflowers.

Vision

The Foundation is the worldwide ambassador for inspiration on and information about Florida native wildflowers. Wildflowers in La Florida are recognized as vital to the state's culture, economy, ecology, and beauty.

By 2020, the Florida Wildflower Foundation has achieved the following:

- **High Visibility Plantings** – All rest areas on Florida's interstate highways are planted with highly visible wildflower areas that have associated educational resources.
- **Research Gardens** – Florida has two fully funded research gardens established in key locations; one in North Florida, one in South Florida.
- **Elementary Education** – The Foundation has an elementary curriculum on wildflowers that can be integrated into the statewide curriculum standards.
- **Wildflower Tourism** – Florida is known as a destination for wildflower tourism, much as New England is known for fall foliage.
- **Statewide Florida Wildflower Festival** – The Florida Wildflower Festival is a highly recognized statewide event.
- **Staff** – The Foundation is fully staffed to meet the Foundation's needs.
- **Wildflower center** – The Foundation has acquired and constructed its Florida wildflower center.

Core Values

The Florida Wildflower Foundation's core values represent the internal culture as well as the organizational priorities of the Foundation.

- **Beauty** – The Foundation works to enhance the beauty of the state with wildflowers.
- **Environment** – The Foundation furthers the conservation and preservation of diverse wildflower ecosystems.
- **Education** – The Foundation supports education about wildflowers.
- **Unity** – The Foundation utilizes wildflowers as a tool to bring people together.
- **Heritage** – The Foundation promotes the heritage of wildflowers by fostering local pride and tourism.
- **Passion** – The Foundation is passionate about wildflowers and shares this passion through its work.

Legislative Mandate

Florida Statute 320.08058 mandates that proceeds from the sale of the Florida wildflower license plate may be used in two ways:

- The Florida Wildflower Foundation, Inc., shall develop procedures of operation, research contracts, education and marketing programs, and wildflower planting grants for Florida native wildflowers, plants, and grasses.
- A maximum of 15 percent of the proceeds from the sale of such plates may be used for administrative and marketing costs.

To implement its legislative mandate, the Foundation has identified three priority areas: education, planting, and research. The resources of the Foundation will be used to invest in products and services in each of these program areas over the next five years.

Goals

Goals for the Foundation are established for the four program areas: education, planting, research and outreach.

EDUCATION

Goal 1: Develop wildflower education curricula for multiple grade levels.

Goal 2: Create Florida-defining wildflower awareness through all aspects of tourism.

Goal 3: Develop a mass media wildflower educational initiative.

Goal 4: Create a website that is the premier source of wildflower information.

Goal 5: Support educational wildflower festivals throughout the state.

PLANTING

Goal 1: Develop a technical planting and maintenance procedures manual for widespread use by landscapers.

Goal 2: Develop a “How-to Guide” on planting and maintaining Florida native wildflowers and disperse widely to homeowners.

Goal 3: Support the development of schoolyard habitats and native landscape demonstration projects that use native wildflowers.

RESEARCH

Goal 1: Identify and develop Best Management Practices (BMPs) for the preservation and expansion of existing, naturally occurring populations of native herbaceous species.

Goal 2: Develop a literature survey of past research on propagation and the use of native herbaceous species.

Goal 3: Develop seed conditioning protocols for commercially utilized species.

Goal 4: Develop regionally appropriate establishment and management protocols for up to 10 species.

Goal 5: Develop sexual/asexual propagation protocols for species for which there are no known protocols.

OUTREACH AND FUNDING

Goal 1: Develop a marketing program for the wildflower tag including but not limited to at all county offices and for all their websites where possible.

Goal 2: Substantially increase the membership of FWF.

Goal 3: Aggressively seek grant proposals and extramural funding to support administration and marketing efforts.