



# Florida Wildflower Foundation Strategic Plan

*Adopted June 2013*

## Mission

The mission of the Florida Wildflower Foundation is to enrich lives with Florida native wildflowers through education, research and planting projects.

## Vision

The Foundation is known worldwide as the most reliable source of inspiration and information about Florida native wildflowers. Wildflowers in *La Florida* are widely recognized as vital to the state's culture, economy, ecology and beauty.

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

- **Highly Visible Roadside Wildflowers** – Highly visible, naturally occurring and planted wildflower areas are managed and planted along Florida's interstate and scenic highways.
- **Research** – Adequate and reliable funding is allocated to scientific research that will increase the natural presence and commercial production of native wildflowers throughout the state.
- **Elementary Education** – Classroom worksheets and activities about native wildflowers are integrated into statewide curriculum standards.
- **Wildflower Tourism** – The abundant seasonal color and beauty of native wildflowers has established Florida as a destination for wildflower tourism, much as New England is known for fall foliage.
- **Wildflower festivals** – Seasonal festivals throughout the state spotlight spring and fall wildflowers.
- **Florida Wildflower Symposium** – FWF's annual symposium is the premier event of its kind in the Southeast.



## 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:** Continue to develop wildflower education materials for multiple grade levels.

**Goal 2:** Continue to create Florida-defining wildflower awareness through all aspects of tourism.

**Goal 3:** Develop a mass media wildflower educational initiative.

**Goal 4:** Continue to help to establish educational wildflower festivals throughout the state.

**Goal 5:** Develop traveling exhibits for nature centers, libraries and other venues.



### **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:** Continue to support the development of schoolyard habitats and native landscape demonstration projects that use native wildflowers.

**Goal 4:** Continue to support the development of native demonstration projects in public parks, on roadsides, at nature centers, etc.

### **RESEARCH**

**Goal 1:** Guide research projects with graduate students at the UF Environmental Horticulture Department.

**Goal 2:** Continue present format for the literature survey, adding 50 species per year, and add an invasive species category with a focus on control.

**Goal 3:** Continue the Plant for Wildlife landscape research project being conducted by Dr. Jaret Daniels through the end of 2014.

**Goal 4:** Develop management protocol for roadside wildflower sites identified in previous studies.

**Goal 5:** Establish an experimental plot for wildflowers in Southwest Florida.

### **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 FWF membership.

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

**Goal 4:** Aggressively pursue new partnerships.