

Florida Wildflower Foundation Strategic Plan 2016-2021

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| Mission | The Foundation mission is to nurture awareness, understanding and enjoyment of Florida native wildflowers through conservation, preservation and education. | | | |
| Vision | Florida native wildflowers are widely recognized as vital to the states culture, economy, ecology and beauty. | | | |
| Values | Conservation, Restoration, Stewardship, Beauty, and Joy | | | |
| Goals - Objectives | Activities | Performance Indicators | Targets | Person(s) Responsible |
| Research - Learn to grow and manage Florida native wildflowers through sponsored and FWF-led research projects. | 1. Expand the presence of native wildflowers to increase numbers of pollinators and improve ecosystem services. 2. Continue research on pollinator interaction with wildflowers. | 1. Project outlined, funding and partners identified. 2. Project proposal received, funding in place, contract executed. | 1. Sept 2016 2. In place Sept 2016; midyear and annual reports. | Research committee, research contractor, ED |
| Education - Teach about Florida native wildflowers. | 1. Educate and inform regional stakeholders about roadside wildflowers' value. 2. Develop educational and informational documents and presentations. 3. Develop and maintain partnerships that fulfill education objectives. | 1. Prioritize projects and costs. 2. Partnership meetings. | 1. April 2017; plan review annually. 2. Annual review. 3. Biannual review. | Education committee, ED, program manager |
| Planting - Expand the presence of native wildflowers at public facilities and on roadsides. | 1. Develop demonstration projects with state parks, botanical gardens, nature centers, county extension offices. 2. Develop a technical planting manual and landscape maintenance procedures. | 1. Grant programs and awards. 2. Distribute publication at 2018 FL ASLA meeting. | 1. Annually. 2. July 2018. | Planting committee, program manager |
| Roadsides - Support and enhance the Department of Transportation wildflower program | 1. Advocate for conservation of naturally occurring roadside wildflowers 2. Advise FDOT and county agencies 3. Promote wildflower resolutions and community involvement in roadside management | 1. Engage contractor, FDOT and Florida Chapter of American Public Works Association; develop draft MOA committing to increase wildflowers. 2. Advise FDOT and county agencies. 3. Promote wildflower resolutions and community involvement in roadside management | 1. April 2017. 2. Biannual review and update. 3. Biannual review and update. | ED, Roadsides contractor |
| Development - Ensure adequate funding to pursue and accomplish mission, vision and goals. | 1. Update and execute the State Wildflower license plate marketing plan. 2. Update and execute development plan. | 1. Tag sales. 2. Plan on budget. | 1. Biannual review and update. 2. Biannual review and update; monthly report to BOD | ED |