

# Panacea 2020

## VISION PLAN



A plan funded in part by the Florida Department of Community Affairs, Florida Coastal Management Program, pursuant to National Oceanic and Atmospheric Administration Award No. NA07OZO112. The Views expressed herein are those of the author(s) and do not necessarily reflect views of the State of Florida, NOAA, or any of its subagencies."

## Panacea: The Place

Panacea is an historic fishing and tourism waterfront village located in Wakulla County, FL, southwest of the state capital of Tallahassee. Located between St. Mark's Refuge and National Forest land, the community is one of the few remaining pristine areas of Florida. A complex and rich ecosystem offers abundant opportunities for commercial and recreational fishing as well as a full range of nature and heritage tourism opportunities. In addition to its distinctive natural features, the community retains its origins as a working fishing village that offers amenities to tourists drawn to its waters and surroundings.

Panacea represents both the past and future of Florida. Rich in history and natural resources, it offers an opportunity to preserve living history, protect one of Florida's richest natural environments and build a future which represents the best of what we want for the people of the State. Panacea represents an opportunity for a living laboratory of how to create economically and environmentally sustainable communities.

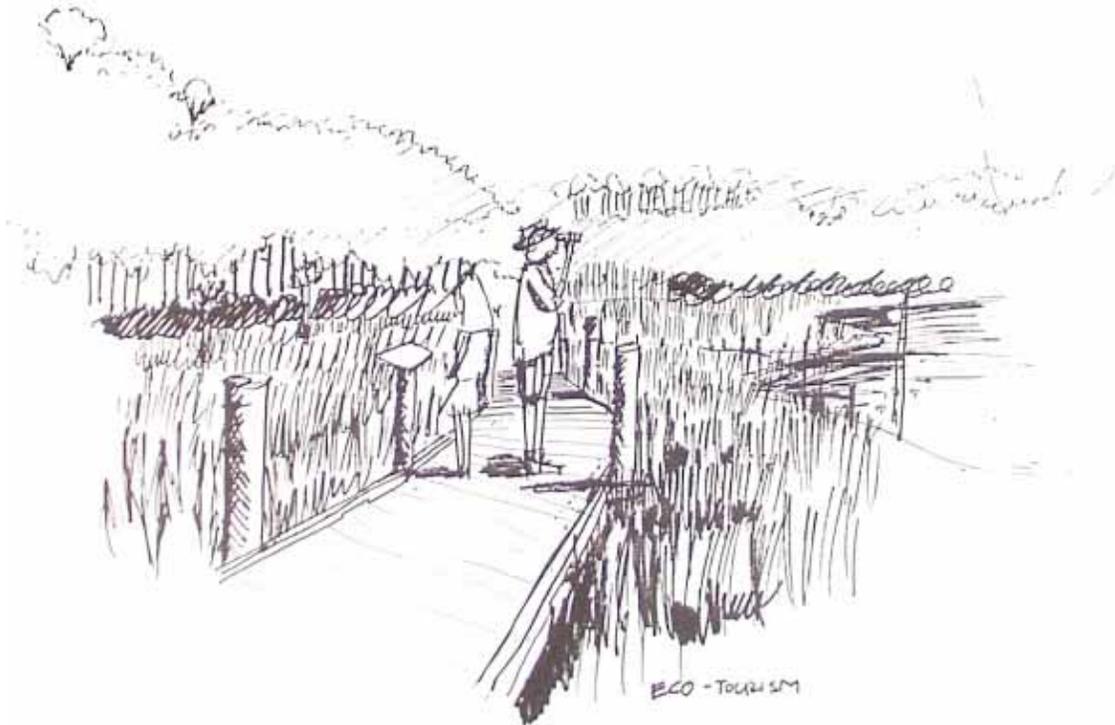


## Community Vision Plan

### *Vision for the Future Panacea.*

When we think about the community that we want to become, we see a waterfront community with the following features:

- A cleaner, more beautiful community that embraces and enhances its waterfronts.
- A community that has maintained its heritage as a fishing and tourism center while adopting the newest technologies and strategies
- A community in which new development or redevelopment is compatible with the historic look of the community and protective of the natural environment
- A community that has maintained its tree canopy
- A community that provides family wage jobs
- A community that has recreational opportunities, medical services and shopping opportunities
- A community with an active civic life of fraternal organizations, social clubs and religious institutions.
- A community of outstanding schools.



### ***Guiding Principles***

In seeking the vision, the community will employ the following guiding principles:

- Protection of its culture, history environment and natural resources.
- Adoption of new technologies and leadership in the use of best management practices to benefit the whole community while not exceeding the carrying capacity of the environment.
- Ensuring the local residents benefit from future growth and development



## ***Economic Engines to Achieve the Vision***

For any community to prosper, it must have at least one economic engine that produces jobs and local wealth. It is this wealth which creates the resources to fulfill the vision. In Panacea, there are three major economic engines that can create the wealth through which this vision can be achieved. They are:

### **The Sustainable Fishing Village.**

This strategy seeks a balance between sustainable commercial fishing, sport fishing and tourism based on protection and enhancement of the area's distinctive environmental, cultural and historic resources. Commercial fishing, sport fishing, and nature & heritage tourism are the economic engines of this strategic choice. Local wealth is created in this strategic choice by a variety of small businesses that provide and/or support one or more of the three key activities of commercial fishing, sport fishing, or tourism.

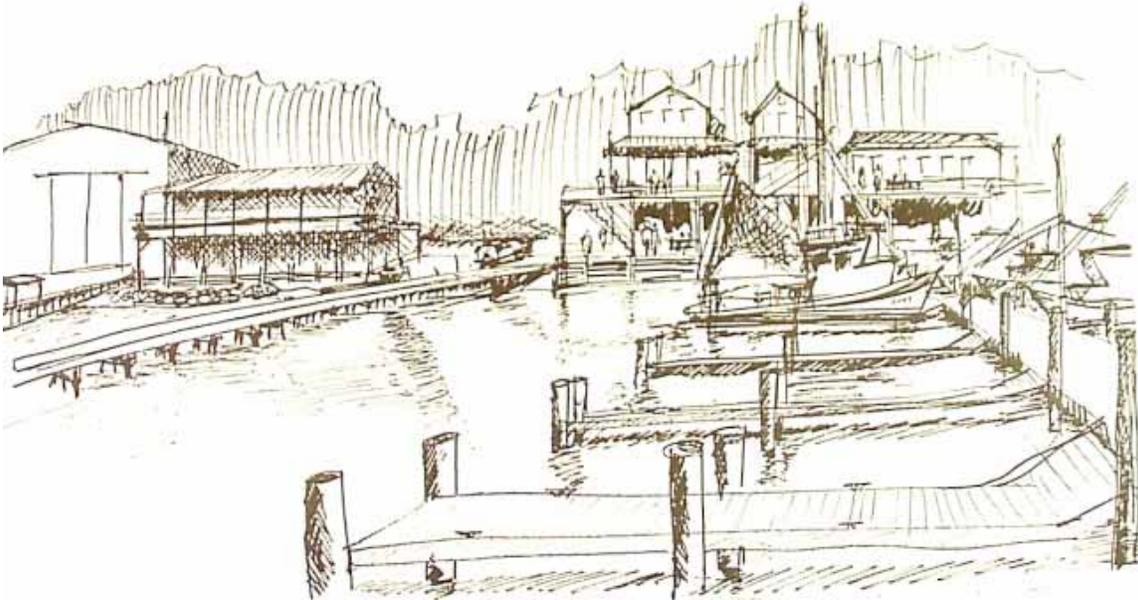
### **The Eco-Friendly Retirement/Vacation Community**

In this strategy, the community capitalizes on its distinctive environment and geography to give it a competitive advantage to other coastal communities in attracting retirees, vacationers and second home owners who have strong environmental interests. The economic engine in this strategic choice is this affluent market of homeowners and visitors that in turn creates the demand for a variety of services that current local residents can provide. This economic engine would require improved medical/health care, social activity and retail services expected by an affluent population of retirees and vacationers.

### **High Value Seafood**

In this strategy, Panacea increases the value of its seafood products. It does this in three ways. One, it expands its range of seafood products by developing new markets for currently underutilized species. Second, it develops new marketing strategies that provide higher returns to the fisherman. Third, it positions itself as a center for technologically advanced practices in aquaculture, mariculture and seafood harvesting and processing. The economic engine in this case is the high value seafood activities which generate a diverse range of jobs in terms of skills and wages. Local wealth is created by employment in the industry or provision of services that the industry requires.

It should be noted that these three approaches to economic wealth in the community are not mutually exclusive. Two or all three approaches can be pursued if each seeks to accommodate the needs and requirements of the others. If properly planned, an eco-friendly retirement strategy can fit with advanced seafood businesses and both could support a sustainable fishing village.



### ***Goals, Strategies & Objectives***

For a community vision plan to be successful, it must address how the community will build capital in four areas.

First, how will it develop financial capital? Financial capital represents the local wealth that can be used for community investment while also creating a positive cycle of local purchases and local business support.

Second, how will it protect and develop its natural and built environment . The natural and developed resources of a community provide it were certain amenities, certain opportunities and certain advantages. A vision plan should address how these resources can be protected and utilized for future community benefit.

Third, how will it develop social capital. Social capital refers to the cultural history and social ties of the community. Communities with stronger social ties tend to do better economically and tend to have a better quality of life.

Finally, the vision plan must address how knowledge capital will be developed. The economy of the future will be a knowledge based economy.. Panacea must have a strategy for improving the skill and knowledge base of its residents if it is to prosper in the future.

## Financial Capital

Goal: Create opportunities so that all members of the community may benefit from current and future growth and development.

Strategy: Position Panacea to obtain federal and state financial support for action on various projects

Objectives:

1. Obtain Waterfronts Florida designation
2. Support designation as a Scenic Byway
3. Examine feasibility of establishing a Community Redevelopment Agency for the Panacea area



Strategy: Position Panacea to obtain significant Foundation funding to pursue national model projects

Objectives:

1. Adopt vision to become a national model for best practices in balancing economic development and environmental protection.
2. Obtain funding to hold a series of best management practices workshops
3. Obtain funding to conduct studies which would determine the carrying capacity of the area.

Strategy: Continue and increase promotion of Greater Panacea as a rich and pristine Nature and Heritage tourism site

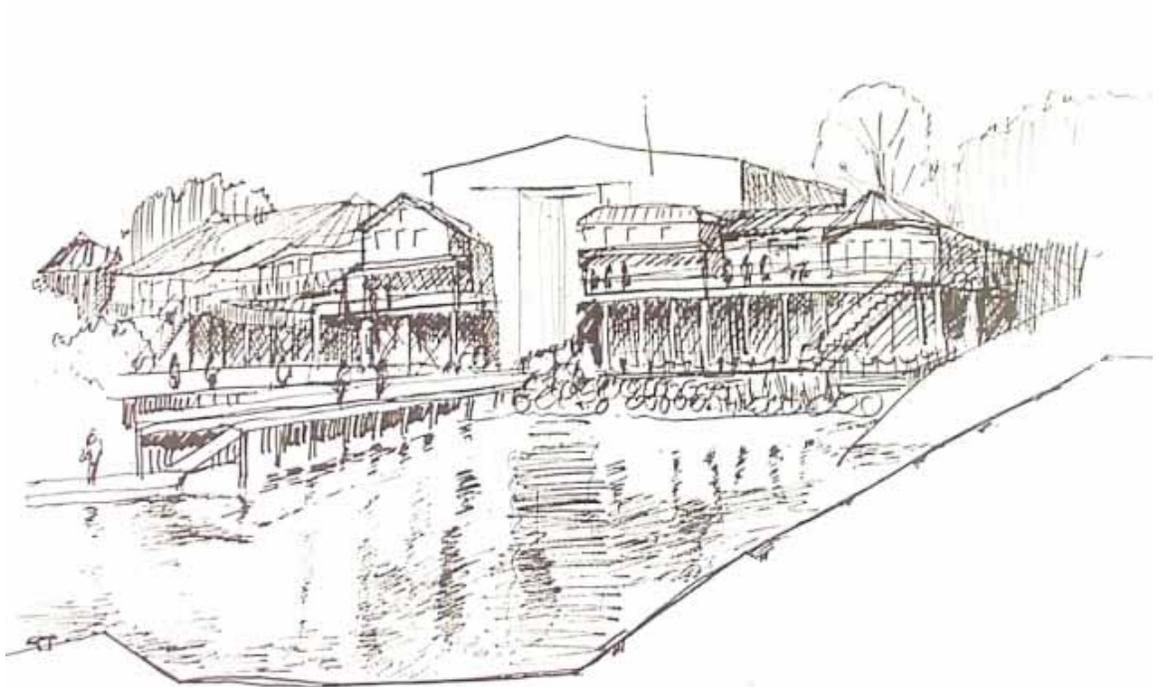
Objectives:

1. Conduct a historic survey and place sites/structures on national register
2. Complete the benches, tables, fishing pier, walking areas and boardwalks at Wooley Park
3. Develop and implement a marketing and promotion plan that ties into Visit Florida, Florida Greenways & Trails, the Great Birding Trail as these develop.
4. Pursue purchase of Mineral Springs and develop it into a tourism/historic site
5. Develop Visitors Center
6. Develop historical museum
7. Develop community education program on the benefits and practices of nature tourism
8. Conduct a biological and botanical survey of Dickenson Bay
9. Improve relationships with the Refuge

Strategy: Enhance support & Opportunities for commercial, sport, and recreational fishing

Objectives:

1. Develop a docking facility. Obtain additional land if needed.
2. Obtain funding for a cost, engineering and environmental impact analysis for the improvement of Dickerson Bay, its ecosystem, carrying capacity and pre-channel construction.
3. Engage the state and federal governments in discussion of best management practices
4. Join in promotion of sport fishing events
5. Develop a marketing cooperative for local seafood.
6. Develop "brand" identity for local seafood



Strategy: Actively pursue scientific and technological advances in the fishing industry

Objectives:

1. Promote post-harvest treatment technology as it develops
2. Provide high technology jobs for local youth.
3. Develop best management practices for mariculture and seafood processing.
4. Pursue state and federal grants and programs in advanced seafood harvesting and processing and mariculture and marketing such as cannonball jellyfish, clams and oyster farming.
5. Develop a commercial seafood marina area.
6. Provide model sustainable seafood harvesting and mariculture programs
7. Develop cooperative programs with local universities, community colleges and technical trade schools for research and work/study programs.

## Natural & Built Environment Capital

Goal: Protect and enhance the natural and historic environment

Strategy: Promote Panacea as a national best practices model

Objectives:

1. Host a series of conferences on national best practices in ecotourism, commercial and recreational
2. Host a planning forum on how to foster development of sustainable residential and commercial development.

Strategy: Beautify the Community

Objectives:

1. Hold an annual clean up day
2. Encourage new developments to have a "look" that is compatible with historic Panacea
3. Establish gateways to the Community
4. Encourage rehabilitation that is compatible with the historic look of the community

Strategy: Improve Water and Sewer services

Objectives:

1. Complete water and sewer system
2. Develop stormwater management system

Strategy: Develop public education programs re environmental protection

Objectives:

1. Establish information kiosks at key public access or use points

Strategy: Develop Hurricane Evacuation Plan

Objective:

1. Hold community workshops on existing county plan.



Strategy: Develop a walkable community

Objectives:

1. Develop sidewalks and bikeways along U.S. 98
2. Develop walks at Wooley Park

Strategy: Develop adequate lodging for visitors and tourists

Objectives:

1. Conduct an inventory of existing tourist and visitor lodging
2. Develop policies that would encourage bed and breakfasts and other lodging.

## Social Capital

Goal: Maintain and enrich the community's culture, heritage and way of life.

Strategy: Enhance recreational facilities and programs

Objectives:

1. Complete Wooley Park
2. Establish recreation facilities
3. Pave road to Otter Lake

Strategy: Develop Visitors Center and Historic Museum

Objectives:

1. Secure the restaurant as a Visitor's Center



Strategy: Document community history

Objectives:

1. Establish a program to document the oral history of the community.
2. Survey historic sites

Strategy: Promote Community Festivals

Objectives:

1. Strengthen the historic aspects of the Blue Crab Festival

Goal: Enhance supports and services for the community

Strategy: Enhance affordable housing opportunities

Strategy: Broaden recreation programs

Goal: Establish Waterfronts Florida Committee

Strategy: Obtain designation as a Waterfronts Florida Community

Objectives:

1. Establish a Waterfronts Florida Committee.
2. Submit application

Strategy: Establish as one role of the Committee an ombudsman function to assist residents in dealing with county, state or federal regulations.

Objective:

1. Establish a Waterfronts Florida Committee.

## Knowledge Capital

Goal: Increase the employability skills of current residents

Objective:

1. Develop cooperative programs with local universities, community colleges and technical trade schools for research and work/study programs.
2. Develop local job preference polices at County Government level.

Goal: Increase the community's expertise in using best management practices from a whole community perspective.

Objective

1. Develop comprehensive list of best practice areas in which the community wishes to provide leadership
2. Identify funding sources that would assist in the development of best practices.
3. Submit funding proposals
4. Develop community education program.



Goal: Provide local training programs that would enhance the abilities of residents to work in advanced aqua and mari culture situations.

Objective

1. Develop cooperative programs with local universities, community colleges and technical trade schools for research and work/study programs

## **NEXT STEPS**

On April 3<sup>rd</sup>, 2001 approximately 50 members of the community accepted the above plan. There was one non-unanimous vote regarding a fishing pier at Wooley Park. That minority perspective and concern is attached.

A Waterfronts Florida Committee was established that will also serve as a Panacea 2020 committee to assist in implementing this vision plan. The membership of the Committee at its formation includes the following persons. Others will be added over time. This first meeting of the Committee will be on April 17<sup>th</sup> to review the Waterfronts Florida application and initial organization.

- Patsy Byrd, POB 884, Panacea
- Gene Charbonneau, POB 959, Panacea
- Eloise Crum, POB 145, Panacea
- Walt Dickson, POB 608, Panacea
- Jack Rudloe, POB 237, Panacea