

St. Marks Waterfronts Florida Partnership A Vision for Our Future

Preserving & Expanding The Genuine St. Mark's Experience

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EXECUTIVE SUMMARY

St. Marks is a small community located along the forgotten coast in the panhandle of Florida. The St. Marks area has historical significance dating back to 1527. The city is located 18 miles south of Tallahassee at the junction of the St. Marks and Wakulla Rivers. In the past, St. Marks has been an industrial and fishing community. It was a distribution point for oil and gas with numerous barges coming into town weekly and, on most weekends, was known for attracting large crowds into town to eat and watch the charter boats unload. Over the years these industries have been phased out, leaving much of the downtown areas vacant and undeveloped. Commercial fishing has been largely replaced with recreational boating and fishing. On a positive note, the city has not been consumed by the condo frenzy that has affected many coastal cities in Florida. This lack of development has left the city of St. Marks basically unchanged with a unique laid back atmosphere. We refer to this as the “Genuine St. Marks Experience”. The St. Marks Waterfronts Partnership in partnership with the St. Marks City Commission and the Citizens of St. Marks want to maintain the laid back fishing community atmosphere while promoting controlled economic development. The Waterfronts Partnership is proposing a world class conference center to be the focal point for the controlled economic development. Our vision is to make St. Marks a place to live, work and invest for a life time. This vision includes St. Marks as a day destination, a weekly destination and life-long destination.

The vision of St. Marks as **day destination** will incorporate the historic aspect, the boating and water related activities, biking and ecotourism activities. The Waterfronts Partnership and the citizens are working to make our history more available to the public through signage and a possible historical museum. Many projects are under way to support more public access to the St. Marks and Wakulla Rivers for boating, kayaking and canoeing. St. Marks is the terminus of the bike trail from Tallahassee which is located on the old historic railway. The City of St. Marks and the State of Florida are working together to expand the bike trail along the river to the St. Marks River Park. There is a need to develop the ecotourism by



EXECUTIVE SUMMARY



working to bring more businesses catering to the bird watchers and people that want to see the rivers.

The vision of St. Marks as a **weekly destination** revolves around bringing a world-class conference center to the city, which would cater to business, governmental, educational, and religious groups. The Waterfronts Partnership's vision is banking on the pristine location, the laid back atmosphere, location in relation to air and auto travel and proximity to many recreational activities as being key draws. The conference center will be the cornerstone for further development --- both commercial and residential. The vacant property in the downtown area leaves a blank canvas for

development. The Waterfronts vision includes strict architectural control to make certain the "Genuine St. Marks Experience" is not compromised. St. Marks has the opportunity to be a model city by supporting green development, increasing public access and making the downtown a walking area. This development--which will create permanent jobs---is essential to the future of St Marks.

The vision of St. Marks as **life-long destination** will depend on controlled economic development. The proper scale of commercial development in the downtown area will create the need for more controlled residential development. The Waterfronts Partnership's vision is to make St. Marks the kind of place where the individuals and families --- who fall in love with St. Marks --- can enjoy living, working and investing in the area for a lifetime.

Through the cooperation and hard work of the Citizens of St. Marks, the St. Marks City Commission, and the St. Marks Waterfronts Partnership, the Waterfronts Vision will become reality in the foreseeable future. We believe this will make St. Marks truly a popular destination for a **Day, a Week** and perhaps a **Lifetime**.

VISION/MISSION STATEMENTS

VISION STATEMENT: To promote controlled economic development while preserving the “Genuine St. Marks Experience”.

We see St. Marks as a waterfront community that:

- ❖ Preserves the fishing community and enhances the experiences of the natural environment, including life on the water
- ❖ Preserves and enhances the unique, significant history of the City of St. Marks and adjacent areas
- ❖ Ensures public access and open areas on the river
- ❖ Provides a retreat/getaway atmosphere
- ❖ Is a place to live, work, and relax for a lifetime
- ❖ Is a fruitful place to invest financially and personally



MISSION STATEMENT: To participate in the development and guide implementation of a comprehensive revitalization plan and strategy that will enhance our natural environment and promote economic growth of the community. Our guiding principle is to preserve the natural, historic, and environmental resources, character and identity of the area while preserving the rights of our citizens and landowners.

INTRODUCTION/HISTORY OF THE AREA

“Preserving and Expanding the Genuine St. Marks Experience” outlines the vision of the *St. Marks Waterfronts Florida Partnership* committee. It is our vision for the City of St. Marks to become known as a day trip destination for people who love water-related recreation, natural history, social and political history and entertainment in a “laid-back” atmosphere.

The European-American history of St. Marks dates back to the Spanish explorers in the 1500’s. The first fort was constructed in 1679. Between 1792 and 1801, *Panton, Leslie and Company* operated the first trading post in West Florida north of the fort on the Wakulla River across from the Aute Indian village.

In 1823, the City of St. Marks, at the confluence of the St. Marks and Wakulla Rivers, was the meeting place for representatives from East and West Florida who located the hills of Tallahassee as the site for the state capitol. In an unusual move, the city was first incorporated by the U.S. Congress in 1833, but it was 1961 when residents voted overwhelmingly to reactivate a 1927 charter. Today, St. Marks is the only city on either the St. Marks or Wakulla Rivers. In contrast to other coastal cities in Florida, St. Marks’ population has been declining. This plan will capitalize on this rich history to revitalize the city.

In the 1800’s St. Marks was known as “Tallahassee’s Port City,” especially after the Tallahassee-St. Marks Railroad was completed in 1837. As many as 50,000 bales of cotton a year were shipped from St.

Marks. In the early twentieth century St. Marks was known primarily for commercial and recreational fishing. In the 1940’s and 50’s the area of the Shell Island Fish Camp was built and continues to be maintained as one of the last traditional fish camps in the county. By the 1960’s the storage and handling of petroleum products became the primary economic engine in the town. There were six terminals, an asphalt refinery and an electric power plant owned by the City of Tallahassee.

Today the fort, San Marcos de Apalache, is a state park and museum showing remnants of other by-gone structures. Many of the petroleum businesses have closed, leaving behind blighted



INTRODUCTION/HISTORY OF THE AREA

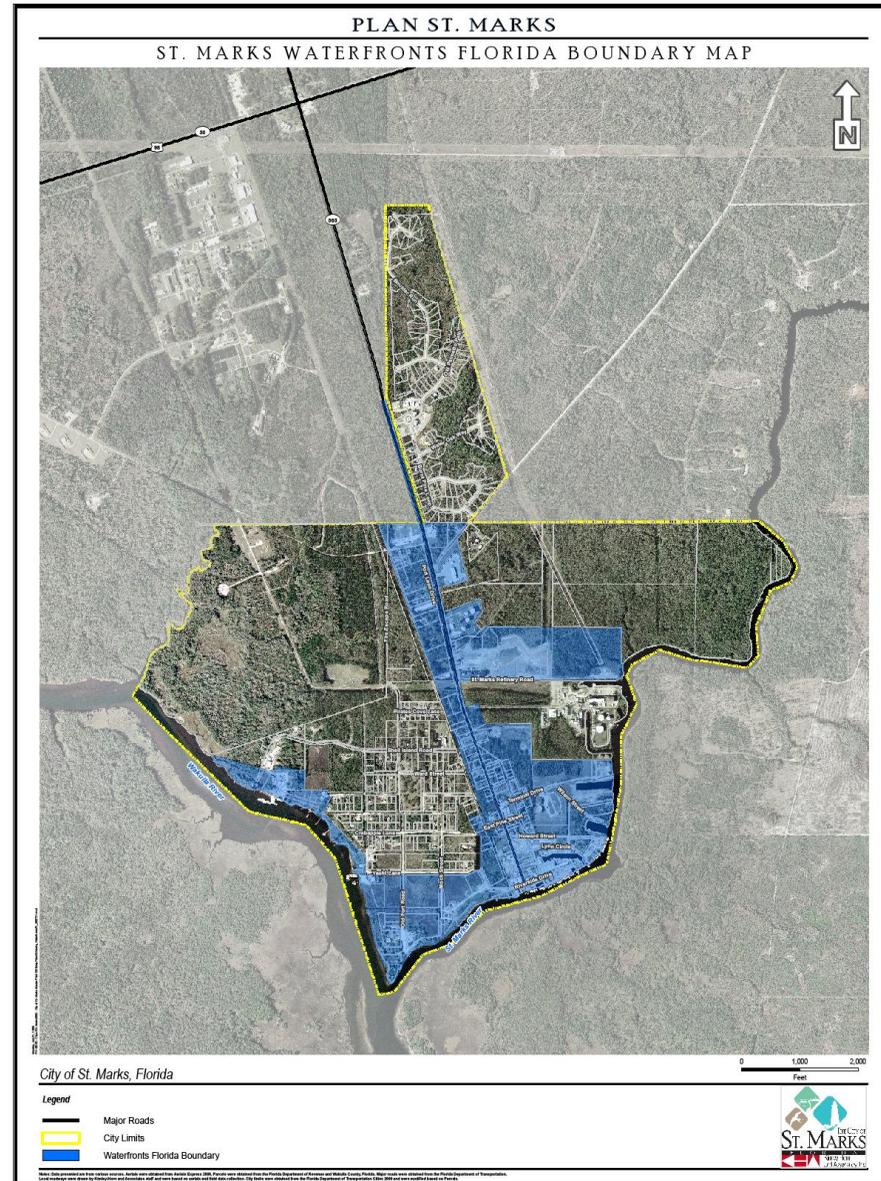
areas. The old railroad bed has become a heavily used state park in the *rails to trails* movement. Boating, fishing, many natural resources and the enthusiasm of the residents remain.

The vision is to create a retreat venue for corporate, governmental and education meetings as the driving economic engine for preserving and expanding the genuine St. Marks experience. The unique cultural and natural history of the area, as well as the location between two rivers and close proximity to the state capital are the primary assets for revitalization.

The goals, objectives and strategies show how the environment and cultural resources will be protected as eco-tourism is expanded. Through planning, zoning, and development policies, a public access river walk, viewing platforms and public plaza will be created to enhance enjoyment of the waterways by all. Signs, tours and special events will give visitors an opportunity to appreciate the people, events and sites of this area's long, significant history. Planning will promote community safety even during emergencies or disasters, and the community will welcome new businesses while maintaining the unique character of the old village of St. Marks.



ST MARKS WATERFRONTS FLORIDA BOUNDARY



GOALS, OBJECTIVES & STRATEGIES

PUBLIC ACCESS



Strategy 1.3.2: Work with Wakulla County Sheriff’s office/FWC to routinely patrol public access points/facilities.

Objective 1.4: Work with the city to create local policies that will help to establish a “river walk” along the St. Marks River.

Strategy 1.4.1: Facilitate completion of the boardwalk from the bike trail to the St. Marks River Park by attending and providing support and input at public meetings held by Florida Greenways and Trails on the project.

Strategy 1.4.2: Ensure the boardwalk will be completed in accordance with the “Plan St. Marks” by establishing policies in the city’s land development code.

Goal 2: Preserve and enhance the waterfront parks and publicly-owned waterfront properties.

Objective 2.1: Locate possible funding sources to acquire new or enhance existing local parks and publicly-owned properties.

Strategy 2.1.1: Create a matrix of possible funding sources for land acquisition and park improvements.

Strategy 2.1.2: Prioritize grant funding sources on a yearly basis and get approval by the City Commission.

Strategy 2.1.3: Work with City Commission to establish funding priorities for future CRA funds if a CRA is established.

Objective 2.2: Create Beautification Committee under the umbrella of the Waterfronts Florida Partnership to make recommendations and help implement beautification projects in parks and publicly-owned properties.

GOALS, OBJECTIVES & STRATEGIES

PUBLIC ACCESS

Strategy 2.2.1: Create a work plan for the Beautification Committee.

Strategy 2.2.2: Share work plan, projects, and established priorities with City Commission for approval.

Strategy 2.2.3: Complete two or more beautification projects by December 2009.



GOALS, OBJECTIVES & STRATEGIES

ENVIRONMENTAL RESOURCE PROTECTION

Goal 1: Protect and improve the pristine water quality of the St Marks and Wakulla rivers.

Objective 1.1: Address debris that washes down to the City of St. Marks along the Wakulla River.

Strategy 1.1.1: Work with the Wakulla Springs State Park to remove or prevent dead vegetation before reaching the lower part of the river.

Strategy 1.1.2: Work with state agencies to address debris removal from the river.

Strategy 1.1.3: Partner with Keep Wakulla County Beautiful to help host clean-up activities for the Wakulla and St. Marks Rivers.

Objective 1.2: Make sure that the current slow speed zones and minimum wake zones on the rivers are maintained and that signage is clearly marked.

Strategy 1.2.1: Work with federal, state, and local law enforcement agencies to enforce the marked wake zones.

Objective 1.3: Prevent pollution in the St. Marks and Wakulla Rivers.

Strategy 1.3.1: Work with local marinas to adopt Florida's Clean Marina Program.

Strategy 1.3.2: Work with County Extension Office to educate property owners along river on sustainable practices (ie: Florida Yards and Neighborhoods).



GOALS, OBJECTIVES & STRATEGIES

ENVIRONMENTAL RESOURCE PROTECTION



Strategy 1.3.3: Promote the use of living shorelines.

Strategy 1.3.4: Develop comprehensive plan policies that dictate post-development runoff will not exceed pre-development conditions.

Goal 2: Ensure that visitors and local residents are good stewards of the local environment and waterways.

Objective 2.1: Educate boaters on the rules, regulations and best practices for boating on the waterways.

Strategy 2.1.1: Provide all water-dependent businesses lists of resources to obtain educational materials that inform boaters of the current boating rules and regulations.

Strategy 2.1.2: Coordinate with FWCC and the Coast Guard to host a class in St. Marks boating rules and regulations and boating safety.

Strategy 2.1.3: Establish a booth at local festivals and events to distribute boating rules and regulations, boating safety, and information about the Clean Marina Program.

Objective 2.2: Establish a recycling program for visitors, businesses and residents.

Strategy 2.2.1: Identify a company willing to collect plastics, glass, aluminum, and paper for recycling.

Strategy 2.2.2: Create a marketing plan to encourage recycling.

GOALS, OBJECTIVES & STRATEGIES

ENVIRONMENTAL RESOURCE PROTECTION

Goal 3: Protect local wildlife and their habitat.

Objective 3.1: Educate local residents and tourists on the value of wildlife.

Strategy 3.1.1: Promote viewing stations with interpretive displays along the riverwalk.

Strategy 3.1.2: Establish partnerships with environmental and eco-tourism groups to implement the environmental resource protection goals, objectives, and strategies.

Goal 4: Encourage present and future local businesses to become “green” and “eco-friendly”.

Objective 4.1: Provide information and assistance to help business “go green”.

Strategy 4.1.1: Host training opportunities by appropriate resource agencies/organizations to educate existing businesses on techniques for becoming “green” or “eco-friendly”.

Objective 4.2: Work with city and local officials to establish policies for new commercial construction that are consistent with

Leadership in Energy and Environmental Design (LEED) certification, DEP’s Green Lodging Designation Program, and Florida Green Building Coalition certification.

Strategy 4.2.1: Identify incentives that encourage sustainable “green” initiatives in accordance with “Plan St. Marks”.

Strategy 4.2.2: Develop policies in the comprehensive plan and land development regulations that promote green building practices and incentives.



GOALS, OBJECTIVES & STRATEGIES

CULTURAL RESOURCE PROTECTION



Goal 1: Expand the “Genuine St. Marks Experience” that distinguishes St. Marks through its exclusive, unique, and significant history.

Objective 1.1: Create a group of persons interested in the history of the area to research, preserve, and promote the history of St Marks and the surrounding area.

Strategy 1.1.1: Expand membership of the Partnership’s History Committee.

Strategy 1.1.2: Distribute newsletters, flyers, mail outs, and make presentations about the History Committee to increase membership.

Strategy 1.1.3: Partner with Fort San Marcos and other state park personnel to promote and preserve St. Marks history.

Strategy 1.1.4: Contact older members of the community regarding history for collection of oral histories, photographs, and information that can be used for historical interpretive displays.

Objective 1.2: Create a system of historical markers recognizing important historical persons, events and places in the St. Marks area.

Strategy 1.2.1: Collect historical information about the area.

Strategy 1.2.2: Identify the persons, events and places to be commemorated by historical markers.

Strategy 1.2.3: Design the historical markers.

GOALS, OBJECTIVES & STRATEGIES

CULTURAL RESOURCE PROTECTION

Strategy 1.2.4: Establish a system for financing the purchase, erection and maintenance of historical markers.

Strategy 1.2.5: Create a long term system for expansion of the historical marker project.

Objective 1.3: Ensure that the historic structures in the City are identified and recognized.

Strategy 1.3.1: Study the current status of structures in the City that may be of historic significance, reporting recommendations for recognition to the City Commission.

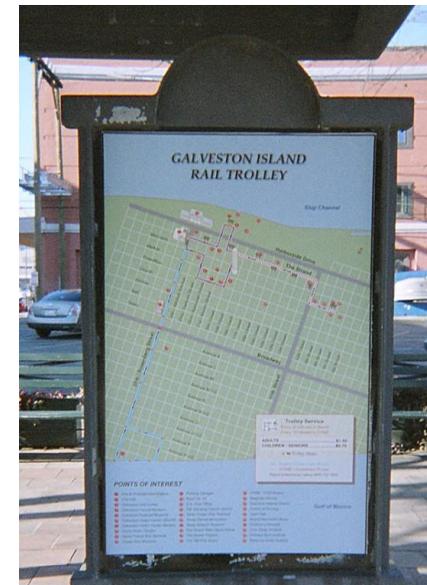
Strategy 1.3.2: Establish a system for public recognition of historic structures, such as, a designated historic district, local landmark designation, self-guided tours, special events, etc.

Objective 1.4: Create an information system to showcase the history of the area for visitors.

Strategy 1.4.1: Erect a City Directory/Map of historic sites.

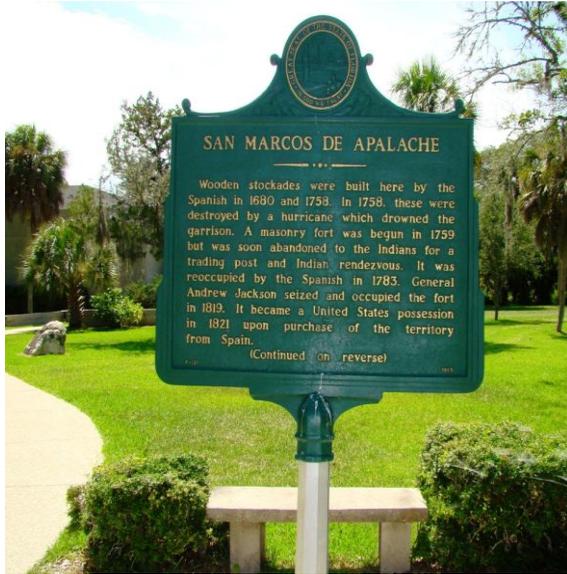
Strategy 1.4.2: Create print materials such as self-guided walking tour brochures, historical information brochures, etc. and audio programs such as walking tour pod casts to highlight the history of the area.

Goal 2: Showcase the rich cultural heritage and history of the St. Marks area through annual festivals and events.



GOALS, OBJECTIVES & STRATEGIES

CULTURAL RESOURCE PROTECTION



Objective 2.1: Collaborate with San Marcos State Park personnel, Wakulla County Historical Society, and other related groups to celebrate the history of the area through annual events.

Strategy 2.1.1: Create event committee made up of representatives from above organizations to brainstorm ideas for a new historical celebration.

Strategy 2.1.2: Partner with above organizations as well as local businesses, the Wakulla County TDC, and the Wakulla County Chamber of Commerce to promote and contribute to the event.

Strategy 2.1.3: Collaborate with local organizations to participate in other cultural heritage events such as the St. Marks River and Stone Crab Festival, 4th of July Celebration, and Christmas events and parades.

Strategy 2.1.4: Develop “booth” materials such as banners, posters, printed brochures, and flyers to promote St. Marks Waterfronts Florida Partnership activities.

GOALS, OBJECTIVES & STRATEGIES

PREVENTING LOSSES FROM DISASTERS

Goal 1: Promote community safety in an emergency/disaster situation.

Objective 1.1: Educate local residents on alternate evacuation routes through workshops, mail outs, flyers, etc.

Strategy 1.1.1: Work with local Emergency Management Director to identify alternate evacuation routes.

Strategy 1.1.2: Request EM Director to speak at locally hosted workshop to educate residents on evacuation routes and procedures.

Objective 1.2: Work with local emergency management officials to identify solutions for emergency warning system.

Strategy 1.2.1: Implement strategies outlined in local emergency management plan regarding an emergency warning system in St. Marks.

Strategy 1.2.2: Work with local EM officials to improve emergency warning system.

Objective 1.3: Collect education materials on emergency preparedness and recovery and identify locations in the community to post them.

Strategy 1.3.1: Contact federal, state, and local emergency management agencies and obtain printed materials on emergency preparedness and recovery for distribution.

Strategy 1.3.2: Identify strategic locations throughout the community to post above materials such as City Hall, the Post Office, local marinas, etc.

Objective 1.4: Work to create a community structure of “buddy systems” for all residents.



GOALS, OBJECTIVES & STRATEGIES

PREVENTING LOSSES FROM DISASTERS



Strategy 1.4.1: Work with local emergency management officials to identify special needs residents that may be unable to evacuate on their own.

Strategy 1.4.2: Work with local emergency management officials to create a volunteer network of citizens who can help special needs residents evacuate.

Goal 2: Enhance the ability of St. Marks to prevent losses from disasters.

Objective 2.1: Enhance the ability of commercial establishments to prevent losses and restore business following a loss from disasters by linking them with resources to help prepare, withstand, and recover from disaster.

Strategy 2.1.1: Obtain and distribute training materials from federal, state, and/or local emergency management agencies, American Red Cross, Small Business Administration and the Chamber of Commerce to local businesses.

Strategy 2.1.2: Host annual workshops for local businesses related to disaster resiliency including preparedness, recovery, and business continuity planning.

Objective 2.2: Enhance the ability of local residents to prevent loss to lives and property by linking them with resources to help prepare, withstand and recover from disaster.

Strategy 2.2.1: Obtain and distribute training materials from federal, state, and/or local emergency management agencies, American Red Cross, Small Business Administration and the Chamber of Commerce to local residents.

Strategy 2.2.2: Host annual workshops for local residents related to disaster preparedness and recovery.

GOALS, OBJECTIVES & STRATEGIES

ENHANCING THE WATERFRONT ECONOMY

Goal 1: Promote St. Marks as a day trip destination for water-related recreation, eco-tourism activities, historical interest, entertainment and education.

Objective 1.1: Develop a marketing plan and campaign that targets visitors from the local areas within a day's drive of St. Marks.

Strategy 1.1.1: Develop press releases and advertisements for distribution to local area newspapers and special interest publications.

Strategy 1.1.2: Develop website and system for maintaining current information on event dates, visitor tracking system, etc.

Strategy 1.1.3: Partner with area waterfront communities and organizations such as the Big Bend Scenic Byway to promote St. Marks as part of a “travel package” for marketing the regional tourism resources through media FAM tours, promotional giveaways, etc.

Strategy 1.1.4: Partner with local businesses to establish year round special events to draw visitors to the area.

Strategy 1.1.5: Develop city brochure that shows local businesses and points of interest.

Goal 2: Establish St. Marks as a venue for corporate, governmental, and educational meetings and retreats.

Objective 2.1: Develop concept for a “world class” conference center located in the downtown area of St. Marks that would serve as the anchor for future business expansion.



GOALS, OBJECTIVES & STRATEGIES

ENHANCING THE WATERFRONT ECONOMY



Strategy 2.1.1: Contract with a nationally-recognized real estate marketing firm to perform marketing study to determine feasibility, scale, and marketing plan for the conference center.

Strategy 2.1.2: Promote conference center concept to potential developers, property owners, and stakeholders.

Goal 3: Promote additional economic development to provide employment that will make St. Marks viable as a place to live and work for a lifetime.

Objective 3.1: Work with and encourage eco-tourism related businesses and assist in their establishment in St. Marks.

Strategy 3.1.1: Host business mixers and participate in Chamber of Commerce activities to promote the St. Marks Vision and encourage location of compatible businesses in St. Marks.

Strategy 3.1.2: Work with the city to create local land use and zoning policies that will encourage location of new eco-tourism businesses in the downtown area.

Strategy 3.1.3: Highlight the importance of the waterfront connection to the Tallahassee-St Marks Rail Trail by identifying incentives that will encourage water-dependent or water-related commercial development that services this land-water connection.

Objective 3.2: Share the Vision for St. Marks and a list of brainstorming about potential new businesses, such as, a water taxi, historic water tours, wildflower tours, simulated ride on the original Tallahassee-St. Marks Railroad, etc. with local business owners, Chamber of Commerce, Tourist Development Council and other community/economic development organizations.

GOALS, OBJECTIVES & STRATEGIES

ENHANCING THE WATERFRONT ECONOMY

Strategy 3.2.1: Prepare visual and print materials for visitors who may be interested in establishing a new business for distribution by the city, local permitting offices, and the local chamber of commerce.

Strategy 3.2.2: Make presentations to local community/economic development organizations that include our “wish list” of potential new businesses.

Objective 3.3: Partner with the City of St. Marks to identify infrastructure needs, such as parking and stormwater facilities, to improve capacity for development of downtown businesses.

Strategy 3.2.1: Identify resources related to funding and permitting of infrastructure facilities.

Strategy 3.2.2: Work with the City to help identify appropriate locations for parking.

Goal 4: Ensure continued operation and viability of local seafood houses and water-dependent businesses.

Objective 4.1: Work with local seafood house owners and commercial fisherman to identify specific strategies to ensure

long term operation of local seafood markets and availability of local seafood.

Strategy 4.1.1: Identify resources such as state and federal tax incentives for operation of working waterfront operations.

Strategy 4.1.2: Identify potential funding sources for development of targeted marketing strategies to increase sales of local seafood.

Strategy 4.1.3: Promote local seafood markets through printed promotional materials, website, and other venues developed by the St. Marks Waterfronts Florida Partnership.



GOALS, OBJECTIVES & STRATEGIES

ENHANCING THE WATERFRONT ECONOMY

Strategy 4.1.4: Hold a workshop with the University of Florida Conservation Clinic to discuss recommendations provided in their report to strengthen policies that protect water-dependent and water-related uses along the riverfront.

Goal 5: Create a network of people and organizations to preserve and promote the natural environment of the St Marks area, which is so vital to the economic engine of eco-tourism and retreat venue.

Objective 5.1: Identify persons and groups involved in businesses and activities related to enjoyment of the natural environment to be recruited for the network.

Strategy 5.1.1: Work to educate all civic groups and volunteer organizations on the Vision for St. Marks.

Strategy 5.1.2: Create a system for sharing information among the network, as the Vision for St. Marks continues to become reality.

Objective 5.2: Create market synergy through working with environmental and eco-tourism groups.

Strategy 5.2.1: Organize familiarization trips (Fam Trips).

Strategy 5.2.2: Identify persons and organizations to seek out marketing and public relations opportunities.



IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: PUBLIC ACCESS

Objective 1.1: Create an open-air plaza on the St. Marks riverfront to enhance the “downtown” experience for locals and visitors to St. Marks.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>1.1.1: Work with the City to develop incentives for property owners who agree to provide easements or property for development of the open-air plaza.</p> <p>1.1.2: Hold meetings/talks with property owner(s) about acquiring waterfront property.</p> <p>1.1.3: Apply for grants to acquire riverfront property for development of plaza and day-dock.</p>	City of St. Marks	St. Marks Waterfronts Florida Partnership, UF Conservation Clinic, Department of Community Affairs	Florida Communities Trust	XX				
Objective 1.2: Work with the city to create local policies to preserve/maintain view sheds to natural areas and waterfront.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>1.2.1: Ensure development and enforcement of land development codes that require view sheds and public access to the rivers.</p> <p>1.2.2: Determine the City’s correct boundaries by working with the City to define the southern city limit over the rivers and right-of-way along the rivers.</p>	City of St. Marks	St. Marks Waterfronts Florida Partnership, UF Conservation Clinic, Department of Community Affairs	Florida Coastal Management Program/Coastal Partnerships Initiative	XX	XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: PUBLIC ACCESS

Objective 1.3: Establish and/or maintain adequate facilities at public access points, such as restrooms, parking and signage identifying launching points, etc.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>1.3.1: Ensure proper placement of directional signage to public access points.</p> <p>1.3.2: Work with Wakulla County Sheriff's office/FWC to routinely patrol public access points/facilities.</p>	City of St. Marks	St. Marks Waterfronts Florida Partnership, DEP Office of Greenways and Trails, Wakulla County Sheriff's Office, Florida Fish and Wildlife Conservation Commission	DEP Office of Greenways and Trails, Florida Recreation Development Assistance Program	XX	>	>	>	>	
				XX	>	>	>	>	
Objective 1.4: Work with the city to create local policies that will help to establish a "river walk" along the St. Marks River.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>1.4.1: Facilitate completion of the boardwalk from the bike trail to the St. Marks River Park by attending and providing support and input at public meetings held by Florida Greenways and Trails on the project.</p> <p>1.4.2: Ensure the boardwalk will be completed in accordance with the "Plan St. Marks" by establishing policies in the city's land development code.</p>	City of St. Marks	St. Marks Waterfronts Florida Partnership, DEP Office of Greenways and Trails	DEP Office of Greenways and Trails, Florida Recreation Development Assistance Program, Florida Coastal Management Program/Coastal Partnerships Initiative		XX				
					XX				

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: PUBLIC ACCESS								
Objective 2.1: Locate possible funding sources to acquire new or enhance existing local parks and publicly-owned properties.				Priority/Timeline				
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<p>2.1.1: Create a matrix of possible funding sources for land acquisition and park improvements.</p> <p>2.1.2: Prioritize grant funding sources on a yearly basis and get approval by the City Commission.</p> <p>2.1.3: Work with City Commission to establish funding priorities for future CRA funds if a CRA is established.</p>	City of St. Marks	St. Marks Waterfronts Florida Partnership, Office of Trade, Tourism, and Economic Development/REDI, Florida Redevelopment Association	Florida Coastal Management Program/Coastal Partnerships Initiative	XX	>	>	>	>
Objective 2.2: Create Beautification Committee under the umbrella of the Waterfronts Florida Partnership to make recommendations and help implement beautification projects in parks and publicly-owned properties.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>2.2.1: Create a work plan for the Beautification Committee.</p> <p>2.2.2: Share work plan, projects, and established priorities with City Commission for approval.</p> <p>2.2.3: Complete two or more beautification projects by December 2009.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Beautification Committee, Keep Wakulla County Beautiful, Coast Charter School, local businesses	Florida Coastal Management Program/Coastal Partnerships Initiative, Florida Recreation Development Assistance Program	XX				

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENVIRONMENTAL RESOURCE PROTECTION

Objective 1.1: Address debris that washes down to the City of St. Marks along the Wakulla River.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>1.1.1: Work with the Wakulla Springs State Park to remove or prevent dead vegetation before reaching the lower part of the river.</p> <p>1.1.2: Work with state agencies to address debris removal from the river.</p> <p>1.1.3: Partner with Keep Wakulla County Beautiful to help host clean-up activities for the Wakulla and St. Marks Rivers.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida State Parks, Department of Environmental Protection, Keep Wakulla County Beautiful	Florida Department of Environmental Protection, Exotic Invasive Species Removal Program, Florida Coastal Management Program/Coastal Partnerships Initiative	XX	XX	>	>	>
Objective 1.2: Make sure that the current slow speed zones and minimum wake zones on the rivers are maintained and that signage is clearly marked.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
1.2.1: Work with federal, state, and local law enforcement agencies to enforce the marked wake zones.	City of St. Marks	Florida Fish and Wildlife Conservation Commission, Department of Environmental Protection, Wakulla County Sheriff's Office	Florida Boating Improvement Program	XX	>	>	>	>

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENVIRONMENTAL RESOURCE PROTECTION									
Objective 1.3: Prevent pollution in the St. Marks and Wakulla Rivers.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>1.3.1: Work with local marinas to adopt Florida’s Clean Marina Program.</p> <p>1.3.2: Work with County Extension Office to educate property owners along river on sustainable practices (ie: Florida Yards and Neighborhoods).</p> <p>1.3.3: Promote the use of living shorelines.</p> <p>1.3.4: Develop comprehensive plan policies that dictate post-development runoff will not exceed pre-development conditions.</p>	City of St. Marks	St. Marks Waterfronts Florida Partnership, Wakulla County Extension Office, Department of Environmental Protection, local marinas, DEP Clean Marina Program	Florida DEP Clean Marina Program, Florida Coastal Management Program/Coastal Partnerships Initiative	XX	XX	XX			
Objective 2.1: Educate boaters on the rules, regulations and best practices for boating on the waterways.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>2.1.1: Provide all water-dependent businesses lists of resources to obtain educational materials that inform boaters of the current boating rules and regulations.</p> <p>2.1.2: Coordinate with FWCC and the Coast Guard to host a class in St. Marks boating rules and regulations and boating safety.</p> <p>2.1.3: Establish a booth a local festivals and events to distribute boating rules and regulations, boating safety, and information about the Clean Marina Program.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida Fish and Wildlife Conservation Commission, U.S. Coast Guard, St. Marks Volunteer Fire Department, St. Marks Yacht Club	Florida Boating Improvement Program	XX					
				XX					
				XX					

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENVIRONMENTAL RESOURCE PROTECTION								
Objective 2.2: Establish a recycling program for visitors, businesses and residents.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>2.2.1: Identify a company willing to collect plastics, glass, aluminum, and paper for recycling.</p> <p>2.2.2: Create a marketing plan to encourage recycling.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, local recycling companies, Keep Wakulla County Beautiful, Wakulla County	Department of Environmental Protection/Litter Control Program, Keep America Beautiful			XX		
Objective 3.1: Educate local residents and tourists on the value of wildlife.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>3.1.1: Promote viewing stations with interpretive displays along the riverwalk.</p> <p>3.1.2: Establish partnerships with environmental and eco-tourism groups to implement the environmental resource protection goals, objectives, and strategies.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida DEP Office of Greenways & Trails, local environmental organizations, Wakulla Tourist Development Council	Florida Department of Environmental Protection, Office of Greenways and Trails, Florida Recreation Development Assistance Program	XX	XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENVIRONMENTAL RESOURCE PROTECTION								
Objective 4.1: Provide information and assistance to help business “go green”.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
4.1.1: Host training opportunities by appropriate resource agencies/organizations to educate existing businesses on techniques for becoming “green” or “eco-friendly”.	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida Green Building Coalition, Council for a Sustainable Florida, U.S. Green Building Council, Wakulla County Chamber of Commerce	USDA/ Rural Economic Development Program, Florida Coastal Management Program/Coastal Partnerships Initiative			XX		
Objective 4.2: Work with city and local officials to establish policies for new commercial construction that are consistent with Leadership in Energy and Environmental Design (LEED) certification, DEP’s Green Lodging Designation Program, and Florida Green Building Coalition certification.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
4.2.1: Identify incentives that encourage sustainable “green” initiatives in accordance with “Plan St. Marks”. 4.2.2: Develop policies in the comprehensive plan and land development regulations that promote green building practices and incentives.	City of St. Marks	St. Marks Waterfronts Florida Partnership, Florida Green Building Coalition, Council for a Sustainable Florida, U.S. Green Building Council	USDA/ Rural Economic Development Program, Florida Coastal Management Program/Coastal Partnerships Initiative	XX	XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: CULTURAL RESOURCE PROTECTION									
Objective 1.1: Create a group of persons interested in the history of the area to research, preserve, and promote the history of St Marks and the surrounding area.				Priority/Timeline					
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
1.1.1: Expand membership of the Partnership's History Committee.	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida State Parks, Wakulla County Historical Society, Big Bend Maritime Center	Florida Department of State/Division of Historical Resources, Florida Humanities Council, Florida Coastal Management Program/Coastal Partnerships Initiative	XX					
1.1.2: Distribute newsletters, flyers, mail outs, and make presentations about the History Committee to increase membership.				XX					
1.1.3: Partner with Fort San Marcos and other state park personnel to promote and preserve St. Marks history.				XX					
1.1.4: Contact older members of the community regarding history for collection of oral histories, photographs, and information that can be used for historical interpretive displays.				XX					
Objective 1.2: Create a system of historical markers recognizing important historical persons, events and places in the St. Marks area.				Priority/Timeline					
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
1.2.1: Collect historical information about the area.	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Historical Society, local businesses/sign sponsors	Florida Department of State/Division of Historical Resources, Florida Humanities Council, Florida Coastal Management Program/Coastal Partnerships Initiative	XX					
1.2.2: Identify the persons, events and places to be commemorated by historical markers.				XX					
1.2.3: Design the historical markers.				XX					
1.2.4: Establish a system for financing the purchase, erection and maintenance of historical markers.				XX					
1.2.5: Create a long term system for expansion of the historical marker project.								XX	

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: CULTURAL RESOURCE PROTECTION									
Objective 1.3: Ensure that the historic structures in the City are identified and recognized.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>1.3.1: Study the current status of structures in the City that may be of historic significance, reporting recommendations for recognition to the City Commission.</p> <p>1.3.2: Establish a system for public recognition of historic structures, such as, a designated historic district, local landmark designation, self-guided tours, special events, etc.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida State Parks, Wakulla County Historical Society	Florida Department of State/Division of Historical Resources, Florida Humanities Council, Florida Coastal Management Program/Coastal Partnerships Initiative		XX				
Objective 1.4: Create an information system to showcase the history of the area for visitors.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>1.4.1: Erect a City Directory/Map of historic sites.</p> <p>1.4.2: Create print materials such as self-guided walking tour brochures, historical information brochures, etc. and audio programs such as walking tour pod casts to highlight the history of the area.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida State Parks, Florida DEP Office of Greenways & Trails, Wakulla County Historical Society	Florida Department of State/Division of Historical Resources, Florida Humanities Council, Florida Coastal Management Program/Coastal Partnerships Initiative		XX	XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: CULTURAL RESOURCE PROTECTION

Objective 2.1: Collaborate with San Marcos State Park personnel, Wakulla County Historical Society, and other related groups to celebrate the history of the area through annual events.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>2.1.1: Create event committee made up of representatives from above organizations to brainstorm ideas for a new historical celebration.</p> <p>2.1.2: Partner with above organizations as well as local businesses, the Wakulla County TDC, and the Wakulla County Chamber of Commerce to promote and contribute to the event.</p> <p>2.1.3: Collaborate with local organizations to participate in other cultural heritage events such as the St. Marks River and Stone Crab Festival, 4th of July Celebration, and Christmas events and parades.</p> <p>2.1.4: Develop “booth” materials such as banners, posters, printed brochures, and flyers to promote St. Marks Waterfronts Florida Partnership activities.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Florida State Parks, Wakulla County Historical Society, St. Marks Volunteer Fire Department, Wakulla County Tourist Development Council, Wakulla County Chamber of Commerce	Florida Department of State/Division of Historical Resources, Florida Humanities Council, Florida Coastal Management Program/Coastal Partnerships Initiative	XX		XX		
				XX	>	>	>	>

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: PREVENTING LOSSES FROM DISASTERS									
Objective 1.1: Educate local residents on alternate evacuation routes through workshops, mail outs, flyers, etc.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
1.1.1: Work with local Emergency Management Director to identify alternate evacuation routes.	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Emergency Management		XX					
1.1.2: Request EM Director to speak at locally hosted workshop to educate residents on evacuation routes and procedures.				XX					
Objective 1.2: Work with local emergency management officials to identify solutions for emergency warning system.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
1.2.1: Implement strategies outlined in local emergency management plan regarding an emergency warning system in St. Marks.	City of St. Marks	St. Marks Waterfronts Florida Partnership, Wakulla County Emergency Management, St. Marks Volunteer Fire Department	Department of Community Affairs, Emergency Response Program		XX				
1.2.2: Work with local EM officials to improve emergency warning system.					XX				

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: PREVENTING LOSSES FROM DISASTERS

Objective 1.3: Collect education materials on emergency preparedness and recovery and identify locations in the community to post them.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>1.3.1: Contact federal, state, and local emergency management agencies and obtain printed materials on emergency preparedness and recovery for distribution.</p> <p>1.3.2: Identify strategic locations throughout the community to post above materials such as City Hall, the Post Office, local marinas, etc.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Emergency Management , FEMA, Department of Community Affairs		XX					
Objective 1.4: Work to create a community structure of “buddy systems” for all residents.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
<p>1.4.1: Work with local emergency management officials to identify special needs residents that may be unable to evacuate on their own.</p> <p>1.4.2: Work with local emergency management officials to create a volunteer network of citizens who can help special needs residents evacuate.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Emergency Management, St. Marks Volunteer Fire Department	Department of Community Affairs, Emergency Response Program			XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: PREVENTING LOSSES FROM DISASTERS								
Objective 2.1: Enhance the ability of commercial establishments to prevent losses and restore business following a loss from disasters by linking them with resources to help prepare, withstand, and recover from disaster.					Priority/Timeline			
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>2.1.1: Obtain and distribute training materials from federal, state, and/or local emergency management agencies, American Red Cross, Small Business Administration and the Chamber of Commerce to local businesses.</p> <p>2.1.2: Host annual workshops for local businesses related to disaster resiliency including preparedness, recovery, and business continuity planning.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Emergency Management , FEMA, Department of Community Affairs, American Red Cross, Wakulla County Chamber of Commerce			XX			
Objective 2.2: Enhance the ability of local residents to prevent loss to lives and property by linking them with resources to help prepare, withstand and recover from disaster.					Priority/Timeline			
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>2.2.1: Obtain and distribute training materials from federal, state, and/or local emergency management agencies, American Red Cross, Small Business Administration and the Chamber of Commerce to local residents.</p> <p>2.2.2: Host annual workshops for local residents related to disaster preparedness and recovery.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Emergency Management , FEMA, Department of Community Affairs, American Red Cross, Wakulla County Chamber of Commerce			XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENHANCING THE WATERFRONT ECONOMY								
Objective 1.1: Develop a marketing plan and campaign that targets visitors from the local areas within a day's drive of St. Marks.					Priority/Timeline			
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>1.1.1: Develop press releases and advertisements for distribution to local area newspapers and special interest publications.</p> <p>1.1.2: Develop website and system for maintaining current information on event dates, visitor tracking system, etc.</p> <p>1.1.3: Partner with area waterfront communities and organizations such as the Big Bend Scenic Byway to promote St. Marks as part of a "travel package" for marketing the regional tourism resources through media familiarization tours, promotional giveaways, etc.</p> <p>1.1.4: Partner with local businesses to establish year round special events to draw visitors to the area.</p> <p>1.1.5: Develop city brochure that shows local businesses and points of interest.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Tourist Development Council, Panacea Waterfronts Florida Partnership, Big Bend Scenic Byway, Carrabelle Waterfronts Florida Partnership, Apalachicola Waterfronts Florida Partnership, Wakulla Chamber of Commerce	VISIT Florida, National Scenic Byway Program, Florida Coastal Management Program/Coastal Partnerships Initiative	XX	>	>	>	>
				XX				
					XX			
						XX		
				XX				

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENHANCING THE WATERFRONT ECONOMY									
Objective 2.1: Develop concept for a “world class” conference center located in the downtown area of St. Marks that would serve as the anchor for future business expansion.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
2.1.1: Contract with a nationally-recognized real estate marketing firm to perform marketing study to determine feasibility, scale, and marketing plan for the conference center. 2.1.2: Promote conference center concept to potential developers, property owners, and stakeholders.	St. Marks Waterfronts Florida Partnership	City of St. Marks, property owners and stakeholders, Office of Tourism, Trade, and Economic Development/Rural Economic Development Initiative	Property owners and stakeholders, Florida Coastal Management Program/Coastal Partnerships Initiative	XX					
				XX					
Objective 3.1: Work with and encourage eco-tourism related businesses and assist in their establishment in St. Marks.					Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013	
3.1.1: Host business mixers and participate in Chamber of Commerce activities to promote the St. Marks Vision and encourage location of compatible businesses in St. Marks. 3.1.2: Work with the city to create local land use and zoning policies that will encourage location of new eco-tourism businesses in the downtown area. 3.1.3: Highlight the importance of the waterfront connection to the Tallahassee-St Marks Rail Trail by identifying incentives that will encourage water-dependent or water-related commercial development that services this land-water connection.	City of St. Marks	St. Marks Waterfronts Florida Partnership, Wakulla County Chamber of Commerce, Apalachee Regional Planning Council Economic Development Committee, University of Florida Conservation Clinic	Florida Coastal Management Program/Coastal Partnerships Initiative	XX					
				XX					
					XX				

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENHANCING THE WATERFRONT ECONOMY								
Objective 3.2: Share the Vision for St. Marks and a list of brainstorming about potential new businesses, such as, a water taxi, historic water tours, wildflower tours, simulated ride on the original Tallahassee-St. Marks Railroad, etc. with local business owners, Chamber of Commerce, Tourist Development Council and other community/economic development organizations.					Priority/Timeline			
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>3.2.1: Prepare visual and print materials for visitors who may be interested in establishing a new business for distribution by the city, local permitting offices, and the local chamber of commerce.</p> <p>3.2.2: Make presentations to local community/economic development organizations that include our “wish list” of potential new businesses.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Chamber of Commerce, Wakulla County Planning and Building Departments, Apalachee Regional Planning Council	Florida Coastal Management Program/Coastal Partnerships Initiative, USDA Rural Economic Development Program, US Economic Development Administration			XX		
Objective 3.3: Partner with the City of St. Marks to identify infrastructure needs, such as parking and stormwater facilities, to improve capacity for development of downtown businesses.					Priority/Timeline			
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>3.2.1: Identify resources related to funding and permitting of infrastructure facilities.</p> <p>3.2.2: Work with the City to help identify appropriate locations for parking.</p>	City of St. Marks	St. Marks Waterfronts Florida Partnership	Florida Coastal Management Program/Coastal Partnerships Initiative, Northwest Florida Water Management District	XX	XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENHANCING THE WATERFRONT ECONOMY								
Objective 4.1: Work with local seafood house owners and commercial fisherman to identify specific strategies to ensure long term operation of local seafood markets and availability of local seafood.						Priority/Timeline		
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>4.1.1: Identify resources such as state and federal tax incentives for operation of working waterfront operations.</p> <p>4.1.2: Identify potential funding sources for development of targeted marketing strategies to increase sales of local seafood.</p> <p>4.1.3: Promote local seafood markets through printed promotional materials, website, and other venues developed by the St. Marks Waterfronts Florida Partnership.</p> <p>4.1.4: Hold a workshop with the University of Florida Conservation Clinic to discuss recommendations provided in their report to strengthen policies that protect water-dependent and water-related uses along the riverfront.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Chamber of Commerce, Florida Department of Agriculture, University of Florida Conservation Clinic	Florida Department of Agriculture, USDA, Florida Coastal Management Program/Coastal Partnerships Initiative		XX			

IMPLEMENTATION PLAN

WATERFRONTS FLORIDA PRIORITY ISSUE AREA: ENHANCING THE WATERFRONT ECONOMY

Objective 5.1: Identify persons and groups involved in businesses and activities related to enjoyment of the natural environment to be recruited for the network.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>5.1.1: Work to educate all civic groups and volunteer organizations on the Vision for St. Marks.</p> <p>5.1.2: Create a system for sharing information among the network, as the Vision for St. Marks continues to become reality.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Chamber of Commerce, local civic groups/organizations	Florida Coastal Management Program/Coastal Partnerships Initiative		XX	XX		
Objective 5.2: Create market synergy through working with environmental and eco-tourism groups.				Priority/Timeline				
Action	Lead Role	Potential Partners	Possible Funding Sources	2009	2010	2011	2012	2013
<p>5.2.1: Organize familiarization trips (Fam Trips).</p> <p>5.2.2: Identify persons and organizations to seek out marketing and public relations opportunities.</p>	St. Marks Waterfronts Florida Partnership	City of St. Marks, Wakulla County Tourist Development Council, Big Bend Scenic Byway	VISIT Florida, National Scenic Byway Program, Florida Coastal Management Program/Coastal Partnerships Initiative		XX	XX	>	>

APPENDIX

THE VISIONING PROCESS

The foundation for *The Genuine St. Marks Experience* was established through a series of visioning exercises conducted to establish the *Plan St. Marks*, a city-wide plan that would determine how the City should grow and to help guide its future. These exercises included participants from within the community, local elected officials, and local/ state agency staff. The following describes the Visioning exercises that established the foundation for *The Genuine St. Marks Experience*, and *Plan St. Marks*:

Advance Preparations:

In 2006, a small vision committee was established by the City Commission that included local citizens and stakeholders. This committee came up with a process to develop a city-wide master plan that would enhance and guide future growth of the City. Based on the recommendations of this committee, the services of a professional planning and engineering firm were retained to help guide the City through the process of establishing a viable, City-wide Master Plan. The original vision committee began to identify other stakeholders in the community that would provide valuable input for the master plan and city-wide public meetings were advertised in the local papers and posted in key points around the city to encourage broad-based participation in the process.

In 2007, the City of St. Marks successfully applied and was designated as a Waterfronts Florida Community. Pursuant to the requirements of the Waterfronts Florida Program, the St. Marks Waterfronts Florida Partnership was established and the City contracted the services of a designated Program Manager for the St. Marks Waterfronts Florida Program. The St. Mark's Waterfronts Committee consists of fifteen members, including the Program Manager- Billy Bishop, Charlene Bishop, Leah Bowman, Elinor Elfner, Allen Freeland, Mike Hoover, Durward Jackson, Pam Portwood, Mike Pruitt, Debbie Putnam, Wayne Putnam, Denise Savoie-Butler, Jackie Youngstrand, Johnny Lynn, and Gail Warren.

Community Visioning Meetings:

The initial community input meeting was held in June, 2007 and was attended by 43 residents and community stakeholders. The meeting participants were divided into small groups and were provided with a comment sheet and a series of aerial maps of the City of St. Marks for the exercise. The group discussions were led by facilitators for each group and the participants were asked the following three questions:

What do you like and do not like about St. Marks?

What is your vision for St. Marks?

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THE VISIONING PROCESS

What is needed to support your vision?

The visioning exercise was followed by a map exercise where participants were asked to provide specific recommendations for improvements.

A second community meeting was held in February 2008. Approximately 40 residents and community stakeholders (including the majority of the St. Marks Waterfronts Florida Partnership) participated in a presentation outlining the preliminary land use plan, overall project recommendations, and funding opportunities available to the City to implement *Plan St. Marks*. A presentation was also made by the St. Marks Waterfronts Florida Partnership Program Manager regarding the City's designation as a Waterfronts Florida Community and the role this designation would play in the redevelopment of St. Marks. Following the presentations, meeting participants were able to examine maps and aerials depicting the land use recommendations. Consultant staff was available to answer questions. The meeting participants were then asked to rank the land use recommendations presented at the meeting.

Simultaneous to the above visioning meetings, the St. Marks Waterfronts Florida Partnership was formed and began meeting on a monthly basis. The Partnership was tasked with a more focused plan within the identified Waterfronts Florida boundary that would meet

the desires of the citizens and community stakeholders as identified in the early visioning meetings. This plan was to include the four priority areas of the Waterfronts Florida Program: 1) public access to the waterfront area; 2) hazard mitigation; 3) environmental and cultural resource protection; and 4) enhancement of the waterfront economy.

Results:

Five main themes were identified from comments during the group exercise conducted at the June, 2007 community meeting:

Image: One of the most recurrent themes in the workshop was that of the image of the City. All the groups commented unanimously on preserving the small town quaintness of the City. The residents were proud of the close knit community character, the fact that 'everybody knows everybody' in the city, and the compact structure of the City which lends itself to walking. The residents felt strongly about the neglected and unkempt properties in the City and agreed that they spoil the image of the City. Residents felt that the industrial properties in the City are an eyesore and that public parks are generally neglected.

Policy/economic aspects: The residents commented on the need for increased commercial activity in the downtown, and the need for cleaner and greener business in the City

THE VISIONING PROCESS

instead of existing industrial uses. Most of the groups emphasized the need for marketing St. Marks as a tourist destination and creating jobs through promoting fishing, eco-tourism, wildlife-based businesses, and promoting local artisans. During group exercises, participants stated that there is a lack of restaurants and commercial activity in the downtown area. They also commented on the real estate potential due to these factors.

Infrastructure: The workshop participants commented on the need to improve infrastructure within the City. These infrastructure improvements include providing public parking and street lighting, paving roads and installing sidewalk, creating a gateway to the City, constructing a stormwater treatment facility and building a connection between the St. Marks Trail and the Florida National Scenic Trail.

Recreation: The workshop participants proposed recreational facility improvement such as improvements to the St. Marks Trail, providing opportunities for fishing, boating, and kayaking in the St. Marks and Wakulla rivers, providing waterfront parks and access to water, creating a riverwalk along the rivers, providing information kiosks and way finding signage in places of recreational or historic significance, and providing recreational facilities such as tennis courts, baseball, football and soccer fields.

Zoning and land use: The main themes identified under

zoning and land use were the needs to increase mixed land use in the downtown, to reduce the industrial uses near the town center, encouraging clean industries in the City, to preserve the housing style and architectural character of the City, to limit mobile homes only to a specific area in the City and to invest in the planned growth of the City.

The main themes identified through the mapping exercise were consistent with the vision exercise:

Downtown: Creation of a more defined downtown with a mix of commercial and residential land uses.

Residential Land Use: Creation of higher density residential land use near the downtown.

Connectivity: Provide sidewalks that connect the residential area with places of interest; provide a ferry or water taxi connection between the City of St. Marks and the St. Marks National Wildlife Refuge.

Parks: Enhance the Wakulla River Park and providing nature trails for visitors.

Sewer treatment: Move the sewer treatment plant, which is currently situated near the St. Marks River, to a different location.

Based on the priorities established during the community input meetings and the visioning process, the City was separated into Planning Districts. These Districts were designed to take advantage

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THE VISIONING PROCESS

of existing land use characteristics, as well as to encourage specific redevelopment activities in specific areas. On the whole, these districts are designed to promote a full range of land use options, provide framework for future development, and to enhance the livability of the City.

The St. Marks Waterfronts Florida Partnership over several monthly meetings identified a specific plans for growth in the Riverwalk and River Park Districts. *The Genuine St. Marks Experience* vision included focused attention, interpretation and marketing of the significant and unique history of St. Marks that dates back to the early 1500's. Additionally, the Partnership identified a concept for a world-class conference center that would provide the "anchor" for commercial redevelopment of the downtown area. A key component of this concept is the establishment of an open-air public plaza on the St. Marks Riverfront surrounded by a hub of commercial establishments that would serve the eco-tourists, conference attendees, and local residents of St. Marks.

A Powerpoint presentation was developed to show the City Commission, citizens, and community stakeholders the vision of the Partnership. A workshop was held with the City Commission to obtain their support to move forward with the concept plan. Several presentations were made to community stakeholders to garner support for a market study to determine size, scale, and feasibility

of the conference center concept. Finally, a city-wide public meeting was held in May 2008 to present the plan to the citizens. The meeting was attended by over 70 local residents and positively received by all in attendance.

Lessons Learned:

Overall, the entire visioning process has been a very positive experience for the City of St. Marks. The process has encouraged wide-spread community participation in planning for the future of St. Marks. *The Plan St. Marks* and *The Genuine St. Marks Experience* are well on their way toward implementation with solid grass-roots support.

Lessons learned during the visioning process include the importance of public participation in the process from the beginning. The grass roots approach taken by the City Commission and the citizens of St. Marks has been key to the success of the entire effort. Several presentations have since been made to the County Commission and local area civic organizations, however, one area of improvement might have been to make a more concerted effort to include participation from county and surrounding communities earlier in the process.

COMMUNITY EVENTS

It is the intention of the St. Marks Waterfronts Florida Partnership to help foster community pride and spirit by participating in the following ongoing community events:

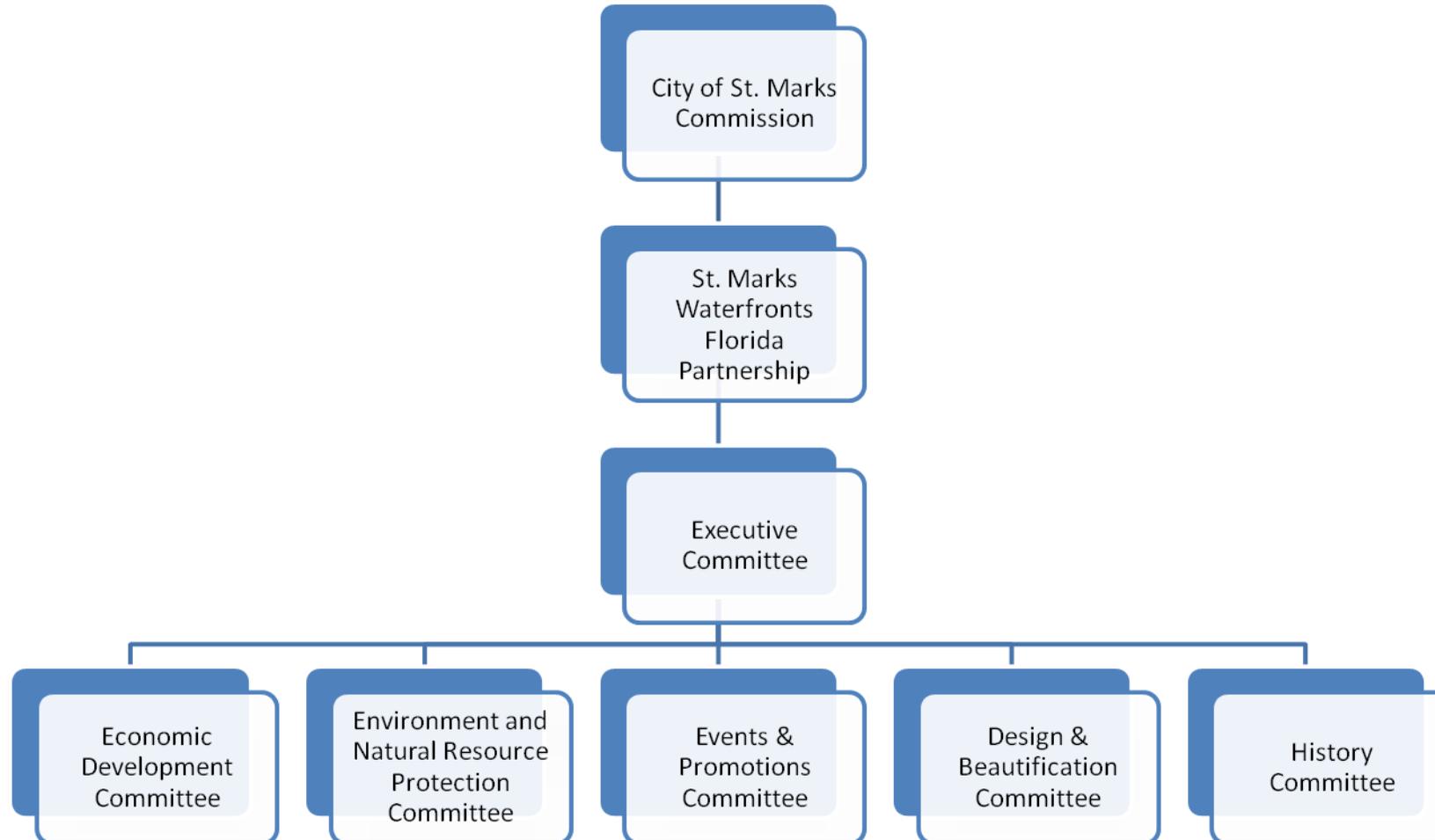
- ❖ St. Marks River and Stone Crab Festival
- ❖ July 4th Celebration
- ❖ Coastal Cleanup
- ❖ Humantee Festival
- ❖ Christmas Boat and Golf Cart Parades
- ❖ Community Christmas Dinner

A future goal of the Partnership is to create an event to bring visitors to the area to celebrate the “Genuine St. Marks” Experience and learn more about the significant, unique history of St. Marks.



APPENDIX

ST MARKS WATERFRONTS FLORIDA PARTNERSHIP ORGANIZATION CHART



ST MARKS WATERFRONTS FLORIDA PARTNERSHIP BYLAWS

ARTICLE I – ORGANIZATION NAME

The name of the organization shall be the ST.MARKS WATERFRONTS FLORIDA PARTNERSHIP, hereafter referred to as the PARTNERSHIP.

The organization is recognized as the agency of record under the State Waterfronts Florida Partnership program by resolution (Attachment 1) of the City of St. Marks Commission.

ARTICLE II – GEOGRAPHICAL AREA

The primary area covered by the PARTNERSHIP is the area of St. Marks bounded by the area described in the St. Marks Waterfronts Florida Partnership Grant of 2007; however the PARTNERSHIP may focus on programs, events, businesses, projects and enhancements in the greater St. Marks area in order to support development goals of the primary area.

ARTICLE III – PURPOSE

The PARTNERSHIP is a cooperative effort between the City of St. Marks Commissioners, private citizens, private business, seafood industry, and other organizations to revitalize the St. Marks waterfronts area by focusing on economic development, natural resource protection, encouraging beautification and tourism

enhancement projects, and encouraging business, government and visitors to invest in the area.

ARTICLE IV – MISSION STATEMENT

“To participate in the development and guide implementation of a comprehensive revitalization plan and strategy that will enhance our natural environment and promote economic growth of the community while preserving the natural, historic, and environmental resources, character and identity of the area and preserving the rights of its citizens and landowners.”

ARTICLE V – MEMBERSHIP

The initial membership of the PARTNERSHIP is open to those willing to serve and carry out the mission of the organization. Additional members shall be appointed by majority vote of the current membership.

ARTICLE VI – ORGANIZATION

The PARTNERSHIP shall be organized as follows:

MEETINGS

The PARTNERSHIP shall meet regularly, at least ten times each year.

APPENDIX

ST MARKS WATERFRONTS FLORIDA PARTNERSHIP BYLAWS

Regular meetings will initially be held on the third Tuesday of each month at 6:00 p.m. at City of St. Marks City Hall. Special meetings may be held upon call of the Chair upon twenty-four (24) hours notice to the other members. Special meetings shall be held at times and places specified in calls therefore. A quorum shall be a majority of the members of the PARTNERSHIP.

OFFICERS

The PARTNERSHIP shall elect a Chair, Vice-Chair, and a Secretary/Treasurer to serve a one (1) year term. Elections will be held during the month of December from among its membership. These officers shall assume office on the first day of the month following the elections. However, upon approval of the majority of the PARTNERSHIP members, extensions of the term of office for any of the offices of the Partnership may be authorized.

No later than October 1st of each year, the Chair shall appoint a nominating committee of three members from among the membership. The nominating committee shall recommend nominations for the Chair, Vice-chair, and Secretary/Treasurer, and shall report those nominations to the membership at an election meeting to be held prior to January 1st. Nominations from the floor

will be accepted at the meeting, with elections decided by simple majority of members present.

The Chair shall serve as the elected leader of the PARTNERSHIP, shall preside at all meetings, and shall represent the PARTNERSHIP in all matters that are not contrary to law or the by-laws.

The Vice Chair shall, in the absence of the Chair or in the event of an inability to act, perform the duties of the Chair, and when so acting, shall have all the powers and be subject to all the restrictions upon the Chair. The Vice-chair shall also perform such other duties as from time to time may be assigned by the Chair or by the membership.

The Secretary/Treasurer shall record all votes and minutes of all proceedings, give or cause to be given notice of all meetings, prepare and have available for each meeting copies of the minutes of the immediate prior meeting, draft and mail PARTNERSHIP correspondence, and such other duties as assigned by the Chair or the membership. In the absence of the Chair and the Vice-Chair, the Secretary/Treasurer shall act as Chair and when so acting, shall have all the powers and be subject to all the restrictions upon the Chair.

ST MARKS WATERFRONTS FLORIDA PARTNERSHIP BYLAWS

COMMITTEES

The Chair of the PARTNERSHIP may create such committees, task forces, study groups and other advisory bodies as may be deemed necessary to assist the PARTNERSHIP in the performance of its duties and responsibilities. Committees shall be composed of members of the PARTNERSHIP and other non-voting individuals as necessary and approved by the Chair. Task forces, study groups and other advisory bodies, including Ad Hoc Committees, may include persons who are not members of the PARTNERSHIP. In those instances where the Chair of the PARTNERSHIP creates a task force, study group or other body, the Chair of the PARTNERSHIP shall designate a member of the PARTNERSHIP as the Chair of the Advisory body. A Committee, task force, study group or other body shall report on its progress to the PARTNERSHIP at such times as the PARTNERSHIP requires and no report or recommendation, favorable or adverse, may be made by a task force, study group or other advisory body unless the matter is considered by the PARTNERSHIP.

Executive Committee – There shall be an Executive Committee composed of the elected officers. The Executive Committee shall have the authority and responsibility to act for the PARTNERSHIP in

the day-to-day operation of the PARTNERSHIP, consistent with the current PARTNERSHIP policies and these Bylaws, but shall have no authority to modify the Bylaws. Policy decisions made by the Executive Committee are subject to review by the PARTNERSHIP as a whole. Minutes shall be kept of the meetings of the Executive Committee, and the actions of the Executive Committee shall be reported to the PARTNERSHIP at its next meeting.

Economic Development Committee – This committee shall be composed of a Chairperson and at least one other Partnership Member as appointed by the Chair and a minimum of two members as selected from the St. Marks business community. The duties of this committee shall be to work with business owners to coordinate and promote new business opportunities consistent with the PARTNERSHIP mission, goals and objectives.

Environment and Natural Resources Protection Committee - This committee shall be composed of a Chairperson and at least one other Partnership Member as appointed by the Chair and a minimum of two members as selected from the St. Marks community. The duties of this committee shall be to work with local, state and regional agencies and organizations to coordinate and promote environmental and natural resources protection

APPENDIX

ST MARKS WATERFRONTS FLORIDA PARTNERSHIP BYLAWS

opportunities consistent with the PARTNERSHIP mission, goals and objectives.

Events & Promotions Committee – This committee shall be composed of a Chairperson and at least one other Partnership Member as appointed by the Chair and a minimum of two members as selected from the St. Marks community. The duties of this committee shall be to develop and maintain an area events calendar and work with the local businesses and community to sponsor promotional events and tourism activities consistent with the PARTNERSHIP mission, goals and objectives.

Design & Beautification Committee – This committee shall be composed of a Chairperson and at least one other Partnership Member as appointed by the Chair and a minimum of two members as selected from the St. Marks community. It shall be the duty of this committee to assist all new and existing businesses with new signs, landscaping, and all other storefront building and roadway related improvements; both public and private, for opportunities to beautify the community. This committee shall monitor redevelopment work, oversee beautification projects and other infrastructure enhancements to improve the area.

Historical Committee – This committee shall be composed of a Chairperson and at least one other Partnership Member as appointed by the Chair and a minimum of two members selected from the St. Marks community. This committee shall be responsible for gathering and archiving historical information about the St. Marks area, including historical preservation, designations and restoration.

Nominating Committee- This committee shall be composed of a Chairperson and two Partnership Members as appointed by the Chair. The Nominating Committee will prepare a slate of nominations for Officers for the Executive Committee to be presented to the full PARTNERSHIP in November of each year. Elections of Officers will take place in December. The Nominating Committee shall also have responsibility for recommending new Partnership Members for approval or when a vacancy may occur.

Ad Hoc Committees –The Chair of the PARTNERSHIP will appoint ad hoc committees to perform specific tasks as the needs arise. The members of the ad hoc committees need not be members of the PARTNERSHIP, except for the Chair.

ST MARKS WATERFRONTS FLORIDA PARTNERSHIP BYLAWS

ARTICLE VII – DUTIES AND FUNCTIONS

The duties and functions of the ST. MARKS WATERFRONTS PARTNERSHIP members include:

Gather and be the repository for information about the St. Marks area and the PARTNERSHIP organization including maps, projects, history, environment, natural resources, economy, financial records, promotions and events and activities.

Participate in the development and implementation of a master and strategic plan for the revitalization of St. Marks.

Select and support projects that further the mission, goals and objectives of the PARTNERSHIP and the master plan.

Regularly attend PARTNERSHIP meetings and actively participate in committee work.

Promote the PARTNERSHIP and its activities in the community and act as an ambassador for the St. Marks Waterfronts Program throughout the state.

No person shall be authorized to make any public statements, whether written or oral, purporting to represent the official policy,

position, or opinion of this PARTNERSHIP, without first having obtained the approval of the PARTNERSHIP.

Any person who is authorized to make any public statement, whether written or oral, purporting to represent the official policy, position, recommendation or opinion of the PARTNERSHIP, shall first make it clear that he or she is representing the PARTNERSHIP. Thereafter, throughout the entire presentation, he or she shall confine his/her presentation only to those matters which have been properly approved by the PARTNERSHIP. He or she shall not at the same time present any statement purporting to represent any other firm, group, or organization, or purporting to represent his or her own personal views.

ARTICLE VIII – FINANCIAL MATTERS

1. No loans shall be contracted on behalf of the PARTNERSHIP, and no evidence of indebtedness shall be issued in its name.

2. All purchases or expenditures for supplies, equipment, or services for the benefit of the PARTNERSHIP, whether by contract or not, shall follow and adhere to laws, policies and standards governing purchases and expenditures as specified by the grant and/or the grant recipient.

APPENDIX

ST MARKS WATERFRONTS FLORIDA PARTNERSHIP BYLAWS

ARTICLE IX – PARLIMENTARY AUTHORITY

1. The PARTNERSHIP shall be governed by the most recently published edition of Roberts Rules of Order; however these rules may be preempted in such cases in which they are not consistent with these By-Laws and any special rules of order the membership may adopt.
2. Only members have the right to cast one vote on all issues presented before the PARTNERSHIP. Votes by proxy shall be submitted in writing to the Chairman or Program Manager prior to the meeting.
3. Non-members shall have the right to present views before the PARTNERSHIP while it is in session when the Chair recognizes them. A general time period for “public views” will be included in the Order of Business at each PARTNERSHIP meeting. Although all meetings of the PARTNERSHIP will be open to the public, the PARTNERSHIP is not obligated to honor requests from the public to participate in the meetings. The Chairman may limit participation by the public if deemed appropriate.
4. The PARTNERSHIP shall be governed by the laws of the State of Florida with respect to Open Meetings. Each member of the

PARTNERSHIP shall comply with the Florida Government in the Sunshine Law, Chapter 286, Florida Statutes, as may be amended from time to time.

5. Members of the ST. MARKS WATERFRONT PARTNERSHIP may be removed for continual non-attendance (three consecutive meetings), except for extenuating circumstances, or conduct that brings discredit on the PARTNERSHIP. Removal for reason of misconduct shall require a majority vote of members of the PARTNERSHIP when a quorum has been declared, provided that the proposed action(s) has been mailed to each voting member at least (10) days prior to the meeting.

ARTICLE X- ORDER OF BUSINESS

The Order of business shall be as follows:

- Call to Order
- Approval of minutes of previous meetings
- Comments by Chair (introduction of guests)
- Committee Reports
- Old Business
- New Business
- Other Business
- Public Views
- Adjournment

ST MARKS WATERFRONTS FLORIDA PARTNERSHIP BYLAWS

ARTICLE XII – AMENDMENTS TO BY-LAWS

1. The Charter of By-laws may be amended by a majority vote of members of the PARTNERSHIP when a quorum has been declared, provided that the proposed amendment(s) has been mailed to each voting member at least (10) days prior to the date of the meeting.

ATTACHMENT 1

**CITY OF ST. MARKS
RESOLUTION NUMBER 07-11**

**A RESOLUTION RECOGNIZING THE ST. MARKS
WATERFRONTS FLORIDA PARTNERSHIP AS THE
AGENCY OF RECORD UNDER THE
WATERFRONTS FLORIDA PARTNERSHIP
PROGRAM**

**City of St. Marks
Resolution No. 07-11**

WHEREAS, the City of St. Marks recognized that the community was in need of a plan for revitalization of its waterfront, and;

WHEREAS, funding was sought and received for the development of a revitalization plan, and;

WHEREAS, the citizens of St. Marks have and will continue to work to coordinate and develop the master plan, and;

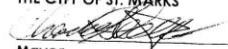
WHEREAS, the St. Marks City Commission recognizes the significance of this planning effort and has applied for designation as a Waterfronts Florida Community, and;

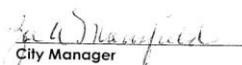
WHEREAS, the St. Marks community was designated a "Waterfronts Florida Community" by the Florida Department of Community Affairs as of July 1, 2007, and;

WHEREAS, the Waterfronts Florida Partnership program requires the establishment of an organization or core group of individuals who have the ability to develop and oversee implementation of a revitalization plan for the waterfront, and;

WHEREAS, St. Marks residents, business owners, civic club members, and other interested volunteers have come together to form the St. Marks Waterfronts Florida Partnership,

NOW THEREFORE, BE IT RESOLVED by the St. Marks City Commission that the St. Marks Waterfronts Florida Partnership is recognized as the agency of record under the Waterfronts Florida Partnership Program and is responsible for working with the St. Marks Waterfronts Florida Program Manager on the development and implementation of the waterfront revitalization plan.

THE CITY OF ST. MARKS

Mayor

ATTEST:

City Manager