



2011 Wildflower Viewing Marketing Plan



www.VISITFLORIDA.com

This project received financial assistance from VISIT FLORIDA.

I. Purpose

Establish wildflower tourism in Florida in conjunction with the 500th anniversary in 2013 of Ponce de Leon's naming of Florida (La Florida), "land of flowers."

II. Situational Analysis

The potential for wildflower viewing – which goes hand-in-hand with wildlife viewing – as a Florida tourism activity is enormous, especially in flower-profuse areas. More than 87 million Americans ages 16 years and older (38% of the U.S. population) participated in some recreational activity related to fish and wildlife in 2006 (U.S. Fish & Wildlife Service, 2007). Wildlife viewing was particularly popular with more than 71 million participants, ages 16 years and older, and 11.5 million participants, ages 6 to 15 years. Wildlife viewing also is attracting an increasingly larger audience, with a 13% boost between 1996 and 2006.

Florida ranks second (after California) in the number of people participating in wildlife-viewing recreation (U.S. Fish & Wildlife Service, 2007). The resulting ecotourism potential and economic benefits are significant. For example, since 2001, the number of people who visited Florida to view wildlife increased 50 percent. In 2006, there were 746,000 non-resident wildlife viewers in Florida who contributed \$653 million to the state's economy.

Wildflower tourism each year brings hundreds of thousands of dollars to communities in Texas, Georgia, Colorado, North Carolina and regions of plentiful wildflowers. Tourism activities have been built around spring blooms. These activities include festivals, photography, sightseeing and farm tours, specialty hotel and resort packages, 5K runs and more.

Similar interest in wildflower viewing as a nature-based tourism opportunity is expected as promotion of wildflower viewing in Florida grows. The Florida Wildflower and Garden Festival in DeLand is an excellent example of increasing interest in wildflowers. Now in its fourth year, the event brought nearly 10,000 people to town on March 26, up from 3,500 in 2010. It featured a daylong roster of expert speakers, an art contest, field trips and booths offering book sales and author signings, wildflower information, gardening equipment and native wildflower and plant sales. Bike Florida Inc. also launched its weeklong spring



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ride from the festival, drawing up to 500 cyclists.

III. SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)

Strengths:

- Plentiful, colorful seasonal displays of existing roadside flowers
- Existing ecotourism operators with passion for and knowledge of wildlife and the “real” Florida
- Existing outdoor-related festivals
- Plentiful public lands with hiking, cycling trails
- “Real Florida” branding exists in most counties
- Wildflower protection resolution in place in Leon, Gadsden and Wakulla counties
- Good working relationship with key personnel within FDOT
- New photography from John Moran available from FWF and Visit Florida
- Existing visitor programs into which wildflower viewing could be integrated
- Nature-viewing “app” under development by the Florida Wildflower Foundation, Florida Fish and Wildlife Commission and Florida Museum of Natural History

Weaknesses:

- Lack of funds to organize effort and advertise
- Lack of infrastructure (hotel space in the rural North Florida areas)
- Lack of leadership and organization
- Counties participating in project are not geographically conjoined
- Lack of buy-in, enthusiasm, compared to other successful wildflower states

Threats:

- Indiscriminate roadside mowing that reduces roadside wildflowers
- Lack of partnership with other counties in the region
- Restricted FDOT funding for new plantings
- Reduced funding/grants available due to poor economy

Opportunities:

- Profuse wildflowers already exist on roadsides
- North Florida region could “own” wildflower tourism
- Florida Wildflower Foundation grants for counties that adopt a wildflower resolution
- Visit Florida grants that could help produce and distribute marketing materials
- Visitor tax base that could be partially devoted to effort
- FDOT wildflower program could provide more plantings

IV. Target Area and Target Market

Target Area: The Florida Wildflower Foundation is committed to the establishment of Florida wildflower tourism, especially *in rural areas like North*



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Florida, where blooms are most profuse. We believe this nature-based opportunity can boost regional economies while creating beauty and

emphasizing the sense of place that is unique to our state. Representatives already are working with **North Florida organizations**, land managers, and county, state and tourism officials to identify areas of profuse blooms; define possible wildflower driving, cycling and walking trails; and develop management plans that will increase native wildflowers.

Meanwhile, **Gadsden, Leon and Wakulla counties in North Florida** recently adopted resolutions recognizing the heritage, cultural and environmental importance of Florida's native flowers. The counties also have joined the Florida Department of Transportation in a pilot project that is managing roadsides to produce more naturally occurring wildflowers. Additionally, sites in these counties have been seeded as part of FDOT's own roadside wildflower program and are producing impressive spring and fall blooms.

The organization is also working to establish the **St. Johns River to the Sea Loop**, a walking, cycling and driving route in **Volusia, St. Johns, Flagler, Putnam and Brevard counties** that will likely become Florida's first Wildflower Trail by 2013.

Target Market:

Wildlife Enthusiasts

Bird-Watchers

Photographers

Vacationers to Florida, specifically those that travel for historical educations

Floridians and stay-cationers (a person who spends their vacation in their home state rather than traveling outside of the state or abroad)

Campers and outdoor enthusiasts

Runners, cyclists, motorcyclists and hikers

V. Goals

1. Organize a special event (festival) that has a focus on Florida Wildflowers
 - a. This could be an event that is in conjunction with a Visit Florida event for the 500th anniversary celebration
 - b. or this could be an independent annual event put together by the partners of the Florida Wildflower Foundation.
2. Create a Web site specifically for wildflower tourism. This site would be the go-to site for visitors seeking information on where to see wildflowers, maps, how to plant their own, seasons, etc.



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- a. This site would be cross-promoted by the partners with links from their web sites (economic development councils, chambers of commerce, FWF, etc)
3. Build and utilize the strong network of supporters already involved. Capitalize on the new incoming FDOT Secretary. Host a special event in his honor or a "picnic" lunch at a wildflower location and make a presentation on the

importance of Florida wildflowers. Invite influential leaders like a Visit Florida representative and perhaps a DOT and Wildflower affiliate counterpart from North Carolina and Texas.

4. Develop an advisory board or council that has ambassadors from other similar like-minded groups. These ambassadors share the wildflower story and viewing opportunities to their audiences.
5. Create a print ad campaign, having ads available that can run as PSA's in travel publications throughout the state and in other states.
6. Build up the use of social networking communication tools for the Florida wildflower industry as a whole. Use Facebook, Twitter and more to connect with potential tourists and current wildflower enthusiasts.

VI. Marketing Strategies

This regional marketing plan has five strategic components.

1. Special Event (Wildflower Festival)
2. Web Design (Wildflower Tourism specific site)
3. FDOT Networking (working with new FDOT Secretary)
4. Like-Industry Collaborations (all other organizations)
5. Ad Campaign
6. Social Media

VII. Implementation Tactics

Tasks required to implement and monitor each strategy are listed in this section. With each task, the person or partnering agency responsible for the task, and a completion target date are left available for the board and partners to decide.

1. Florida – Land of Flowers Wildflower Festival

Strategy Synopsis

To host a wildflower festival in the North Florida region to celebrate the 500th anniversary in 2013 of Ponce de Leon's naming of Florida (La Florida), "land of flowers." Before the economic downturn, it was likely that Visit Florida was planning an event to recognize this anniversary. If so, the Florida Wildflower Foundation can partner with that event depending on timing and location. If not,

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the Foundation, along with the partners, can host a festival similar to the one in Deland.

Ian Ragsdale, blog writer, says "Fairs and festivals empower communities to attract new visitors while capitalizing on local commercial and cultural value. The impact of these events can be counted in dollars, but indirect value is also created through the positive presentation of the community. The net impact of festivals includes money spent throughout the community on accommodations, food, entertainment and services. Taxes and fees imposed on fair vendors can be reinvested into tourism promotion."

Task	Description	Person Responsible	Completion Date
a)	Determine if an outside event planning company or a partner is needed to lead the effort.		
b)	Meet with Visit Florida staff, explain idea, see if they plan to host a 500 th anniversary event. If so, consider partnering with them.		
c)	Determine the official name of the event and create 3-5 short talking points that are easy to remember and share with the partners on how this event is significant.		
d)	Determine a location. Location options could and should be suggested by partners in that area.		
e)	Determine date - Location and date need to be determined ASAP in order to promote the event.		
f)	Set agenda and activities for the day. Speakers, Vendors, Possibly Tours.		
g)	Tours, while labor intensive, could be handled by only having one or two tours during the event. One in the morning and one in the afternoon. Perhaps you could rent or enlist the help of Dept of Forestry in Tallahassee as they sometimes offer their large 15 passenger vans for events, which would reduce or eliminate the coach fee.		
h)	Create a press release on the event with the: who, what, why, when and where and contact information. Send out to partners and board to distribute.		
i)	Set goals for the event. Do you want to reach a certain number of people? Do you want a certain number of people to be from outside of Florida? Do you want to capture a specific number of email addresses?		
j)	Enlist a media volunteer or coordinator as someone who will cross promote and manage the outflow of information to the partners. This person would make sure the Festival information is listed on the Wildflower Foundation site, New Wildflower tourism site (see below) all the partners web sites (economic development councils and chambers) Visit Florida site, etc. This person would also send the press release to newspapers, radio and TV stations and work with any contacts of the target market group listed above. They would coordinate social media messages.		
k)	At the event, cross promote the St. Johns River to the Sea Loop, a walking, cycling and driving route in Volusia, St. Johns, Flagler, Putnam and Brevard counties that should be open by 2013		
l)	After the event address the overall success. Will this be a recurring event that all areas and partners support? Should partners start their own festivals within State Parks? Create a "where do we go from here" plan after gauging the successes and challenges of this event.		



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Special Event Budget

Special Event – Florida Land of Flowers Wildflower Festival

- Note, the budget is influenced by a number of factors. Should the Visit Florida event happen, the budget would change, as it would if partners or volunteers ran the event instead of a professional event provider.

Expenses

Outside Planning Agency to Coordinate Event	\$5,000
Location Rental	\$3,000
Flyers, Brochures, Signage	\$3,000
Wildflower Viewing Tours (2 coach rentals \$800/each)	\$1,600

Income

80 tours X \$25	\$2,000
20 vendors X \$150 each	\$3,000
10 signature event sponsors X \$500 each	\$5,000

2. Create a Florida Wildflower Web site specifically for wildflower tourism and those seeking information on where to view, seasons, and all things wildflower

Strategy Synopsis

While the current Florida Wildflower Foundation Web site is current and informational, its purpose is to serve as a comprehensive educational and research arm of the industry. A web site specifically for tourists or wildflower enthusiasts would cut through the clutter and point them quickly where they need to go, linking them back to the Foundation site for more resources as they need them. Important areas would be where to see wildflowers, when to see them, things to do in the area, lodging. Additionally you could create an online PDF document that would look like passport or photo book where they could “collect” photos of wildflowers they see in Florida, adding to it during each visit. A sample of how one web site does something similar is linked here:

<http://www.myamericanfarm.org/docs/Passport.pdf>

A good example of a web site that focuses on one key tourism activity is <http://floridabirdingtrail.com/>

Task	Description	Person Responsible	Completion Date
a)	Set-up a web committee or point person. This committee or point person will need authority to act quickly as this site will need to be launched immediately.		
b)	Committee to determine navigation (pages, content). Sample pages to		

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	include: Home, Where to View, When to View, Events (festival info), Links, Photo Gallery, Social Media Links. Very important that point person or committee chair is available to gather necessary content, photos, maps, etc to get to web designer in a timely fashion.		
c)	Hire web contractor to begin build out and launch		
d)	Determine if you want to have ads on the site or paid links. After the site is up for 6 months and has received traffic you could participate in Google AdSense. You could also have a links or partners page and charge an annual or a one-time fee for the link. A one-time fee would be less labor intensive from a management perspective. Consider getting lodging sponsors. Sunbelt Ag Expo charges \$100 per lodging ad on their site for their 3-day festival. They have 35, totaling \$3,500. See sample here - http://www.sunbeltexpo.com/lodging.html		

Web Site Budget

Web Site – Stand Alone Web Site for Florida Wildflower Tourism promotion

Expenses

Creation and build out of Web site	\$7,500 - \$10,000
Annual recurring fees for maintenance, domain renewal, hosting will apply	\$500 - \$700

Income

AdSense (depending on traffic after 6 months) Usually very small residual income but could grow over the next five years	\$50
Paid Vendor or Partner Links \$100 one time fee (25)	\$2,500

3. FDOT Networking – Specifically develop a better working relationship with FDOT, be it through educating and creating interest from the new FDOT secretary or educational training within the department. Tasks and budget below are developed around a one-day event involving key personnel at FDOT.

Strategy Synopsis:

In Texas and North Carolina, two of the most prominent wildflower growing states in the country, the Department of Transportation and the state government in general, recognize that wildflowers are good for state tourism and those DOT's see themselves as partners in a state-wide program to market the state to visitors. When you Google "Texas State Highway," you will get images and content about blue bonnets and they like that. The same is true for North Carolina. The wildflower tag revenue from North Carolina goes toward planting wildflowers. In Florida, the FDOT didn't want that responsibility. The program, as noted by some insiders, has been called "the redheaded step-child" of the department. Because of the tremendous success in the other two states and the harmonious working relationship, it is evident that time cultivating relationships within the FDOT would be time well spent. Since tourism is Florida's No. 1

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industry and agriculture is a close second, it seems natural that this would be something of importance to all entities. As the new FDOT Secretary comes on board in the coming weeks (4/11) it would be advantageous for the Wildflower Foundation Executive Director and board members to make a special welcome and update the Secretary on the state of the industry making it a full or half-day event showing him wildflower plots, bringing in FDOT members from North Carolina and Texas, and explaining the importance of their program, making a presentation on the state of Florida Wildflower industry and all of the educational and research outreach taking place. One major challenge to address at this meeting is the mowing of the wildflowers. Mowing continues on some of the prime roadsides in the Panhandle. Liberty County, for instance, continues to mow one of the best wildflower roads in the state. An emphasis to keep roadsides from being mowed during prime viewing months is essential.

Task	Description	Person Responsible	Completion Date
a)	Work with FDOT staff to set up a meeting with the new Secretary for a full or half day event to discuss the Wildflower initiative		
b)	Create a Wildflower Welcome invitation and agenda for the new FDOT Secretary, his spouse and key FDOT personnel. Agenda could include a basic overview presentation from the Exec Director of FWF, an overview of the FDOT involvement and history of the program as it related to FDOT (Jeff Caster), a testimonial from a North Carolina and Texas FDOT rep – followed by a picnic lunch to a Wildflower plot. The second half of the day could be spent listing the challenges (see task c below) of the FL Wildflower program and setting goals on how the groups could work together, perhaps ending with county reps that have resolutions and schools that have received seed grants.		
c)	Mowing of prime wildflower areas continues to be a significant challenge. Address the various components of the issue including mowing times, contractors not being able to read English, lack of cooperation in certain counties. If conversation so warrants, ask Secretary or FDOT representative to work more closely with Liberty County. Create bi-lingual “no mow” signs. Perhaps the signs could reflect the 2013 La Florida event date. Consider creating County Wildflower Training Workshop – offering a 2-hour educational session for county staff and contractors about the importance of wildflowers. Offer a large prize for employees and contractors to show up to the training, like a \$500 cash prize or gift card. Perhaps get a donated trip from Visit Florida or a matching gift.		
d)	Contact speakers from NC and Texas and make travel arrangements		
e)	Decide on location to visit for viewing		

Industry Networking and Outreach Budget

Expenses

Travel for Exec. Director	\$300
Travel for Texas Representative	\$700
Travel for North Carolina Representative	\$700
Lunch	\$300



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Incidentals for meeting (materials, etc)	\$250
County Staff Training, as needed (travel and materials)	\$450
County Staff Training Workshop Prize	\$500

Income

N/A

4. Like-Industry Collaborations

Strategy Synopsis

Because there are a number of organizations that target the same market, it is important to develop those relationships and contacts. These groups should not be considered competitors but instead collaborators. Wildflower viewing can be added to the list of activities that these groups and audiences are already involved with. Examples of these organizations include the birdwatchers, bicyclists, hikers, nature photographers, etc.

Task	Description	Person Responsible	Completion Date
a)	Create a list of similar target market groups *See sample groups in the addendum.		
b)	Make contact with each group, establish a key contact and create an email list.		
c)	Use contacts for reciprocal web links, calendar information and information delivery to members.		
d)	Establish regional ecotourism council to lead overall ecotourism effort and integrate wildflower viewing. Consider creating separate councils for the Big Bend and Panhandle areas and perhaps other areas of the state as the need arises. Each council would select one representative to correspond regularly with the other council. This representative would also attend the other's council meeting (in person or via conference call) or at least send a written report of what each are working on so collaboration between groups is established. Another option is to create one tourism council and have a 1-hour round-table discuss by the partners on updates and happenings then break into specific areas (Panhandle, Big Bend) for an hour of regional discussions and then back together again for ½ hour to discuss any collaborative efforts. Time and money are limited and additional meeting are a turn-off to some. This option may alleviate that challenge.		
e)	The FWF is developing a bird/butterfly/wildflower app that keys to the Great Birding Trail with the Florida Wildlife Commission and the Museum of Natural History. Send out press release, highlight and link to download on partner web sites, announce via social media.		
f)	Continue good working relationship with Bike Florida (St. Johns River to the Sea Loop) to promote wildflower routes in Panhandle and Big Bend.		

5. Ad Campaign



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Strategy Synopsis

Create an ad campaign (print and web) to compliment wildflower tourism in Florida in conjunction with the 500th anniversary in 2013 of Ponce de Leon's naming of Florida (La Florida), "land of flowers." Although funds may not be readily available to place ads in publications, it is advisable to have ads ready to use in print, and on the web as requests become available. Since the Florida Wildflower Foundation is a non-profit organization, many publications would consider placing these ads for free as a PSA. If these ads are not created or available, the FWF will miss out on an opportunity for free marketing and publicity. The creation of the ads is the least expensive part in an ad campaign. Once ads are created, they can be placed on the web site for various

organizations to download and use. Partners would be encouraged to make contact with various organizations they know and work with to get these ads placed. These could be simple ads that have one clear message and ads about the Festival with the date and location. Thanks to photographer John Moran, the Foundation already has many wonderful images to use in the ads, another cost saver. Furthermore, with the state of the economy, ad rates for all media have dropped considerably. The Foundation could create a budget closer to the event for paid ads in targeted publications. Create a co-op pricing plan, giving area hotels and restaurants the opportunity to co-op the ads with you, sharing the cost. This strategy's emphasis should be on locating free advertising space, but some funds have been allotted to pay for ad placement as well. Also within this strategy will be the distribution of the new map (viewing area) brochure that is being created. *Co-op Advertising Programs are popular among corporations that have affiliates. For example, John Deere gives co-op advertising dollars to various local dealerships that run their ads in local publications, paying for most or at least half of the ad, encouraging the local dealership to place ads.

Task	Description	Person Responsible	Completion Date
a)	Decide on Ad campaign theme – sample ideas.... "Before the leaves change, the flowers bloom in Florida. Visit Florida for Wildflower Season" or "Take a "real" Spring Break to Florida – Florida Wildflower Season" or "Go Wild –Florida Wildflower Season"		
b)	Hire a graphic designer		
c)	Create multiple size print ads for a 8 X 11.5 publication, including a full page, ½ page, ¼ page		
d)	Create multiple size web ads for use on partners and affiliates web sites (Chambers, tourism councils, Visit Florida, FDOT). Ads would obviously link back to the wildflower tourism web site.		
e)	Create downloadable versions from the Wildflower Tourism Web site for art departments to easily access.		
f)	Contact various travel publications in Florida and the Southeast to let them know the ads are available.		
g)	Locate and price publications with good circulation to promote the 2013 Wildflower Festival and Wildflowers in Florida. Find local businesses (hotels, restaurants, chambers) to partner with to co-op the		



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	advertisement.		
h)	Make available the new map (viewing area) brochure to partners in PDF format to be listed on web sites and all the like-minded organizations listed below. Place brochure into Florida Visitor centers		

Ad Campaign Budget

Expenses

Graphic Design for Ads \$1,125 - \$1,875
\$75 - \$125/ hr X 15 hours

This could be substantially less if you hired a graphic student, but remember you get what you pay for in most instances and in many cases “free or low cost” workers can’t be given a deadline.

Ad Placement

Estimate: 20-30 ½ page ads \$5,400.00

Income

Co-op money with local businesses \$2,700.00
Restaurant or Hotel pays half the ad cost

6. Engage audiences with social media.

Strategy Synopsis

A few words about Social Media by John Jantsch, Duct Tape Marketing *“Not long ago, social media seemed so new and different that it was treated as an appendage of sorts—a kind of marketing that should be tried only by “experts.” While that view still exists to some degree today, it’s become clear to many that social media is no longer marketing’s new thing. It’s now simply part of the way we do marketing today. I believe that the proper way to view social media from a small-business owner’s point of view is as more of an evolution than a revolution. Traditional marketing tactics such as advertising, referrals, and public relations are still very important, but social media tactics have now become a part of everyday marketing’s fabric and need to be considered at the strategic level of your marketing decision-making process. So, rather than asking yourself if you should or should not use Facebook or Twitter, the question is: “How can Facebook and Twitter help you achieve your marketing objectives?” It’s the same as asking how direct mail or having two more salespeople might fit into the plans.*

- The top three social networks—Facebook, Twitter and LinkedIn—collectively received more than 2.5 billion visits in the month of September 2009 alone. Twitter grew by more than 600% in 2009, while Facebook grew by 210% and LinkedIn by 85%.
- As of this writing, Google and Yahoo are the only websites that receive more daily traffic than Facebook. Current trends suggest that may not last much longer.
- In fact, if Facebook were a country, it would be the world’s fourth largest.

With that said, engaging your audience with social media is a must and while very cost effective, it can be labor intensive if done properly to keep in touch with

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your audiences. It should be determined whether a partner or a hired consultant will manage the Facebook page. Set up a Facebook account for Wildflower Tourism allowing wildflower enthusiasts to interact with others, post photos, discuss local areas, where to stay and eat, etc. It is important to engage the audience consistently and if that can't be done, don't spread yourself too thin across the social media realm. The two most popular are Facebook and Twitter and you can link your Facebook account to Twitter so when you make a status update on Facebook it automatically gets sent to Twitter so you can cover them both in one keystroke.

Task	Description	Person Responsible	Completion Date
a)	Determine which social media you will be engaged with. Facebook, Twitter, LinkedIn, etc		
b)	Determine if the Exec. Director, a partner or a hired consultant will manage the social media account		
c)	Determine the frequency and content of the posts. There is an application called Hootsuite that creates a dashboard of all your social media outlets and lets you manage them from one location. You can even schedule your status updates and tweets, therefore your information can be submitted once a week to be posted throughout the week. (FWF currently using Posterous to streamline posts to Facebook, Twitter and blog.)		
d)	Set goals for social media campaign. Perhaps 500 "likes" by the 2013 Anniversary.		

Social Media Budget

Expenses

Hired Social Media Consultant – Set-up of account	\$500- \$700
Monitor account and create content – \$200/month	TBD

Income

N/A

Evaluation of Results

- Special Event (Wildflower Festival) – Offer a free packet of seeds to all attendees at the Florida Wildflower Foundation booth. Only give the packet of seeds if they provide name, address and email address and perhaps have 1-3 key questions for them to answer as to how they heard about the event, why they attended the event, and to rate the event. Those contacts can be added to the database for future use and a more detailed post event survey.
- Web Design – enable Google analytics. Compare stats from the Foundation web site to the tourism site. After six months, review the stats to see what the most popular search terms are and what are the most popular referring sites.
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At that time re-evaluate the site content to make sure it matches and make sure key sites have added reciprocal links.

- Networking (new FDOC Secretary, partner collaboration) Was the new Secretary receptive of the meeting/picnic? Have any changes been made within the department? Have any new plantings occurred? Have new resolutions been signed by new counties?
- Ad Campaign – Have ads been placed in publications? If so, what and what was the circulation and reach? Were billboards placed? Outdoor advertising and publications will provide you reach and circulation numbers.
- Social Media – How many “likes” does your Facebook page have? Set a goal to reach 500 “likes” on the new La Florida 500 Anniversary Page. Ask yourself – What was the goal? What was the outcome? What did others say? With social media it is important to check the pulse of the campaign and listen to the conversation. Are other bloggers or online outlets picking up the campaign? Retweeting, reposting?

Marketing Addendum

During my research for this marketing plan, many good ideas and strategies were uncovered. While they aren't discussed in depth above, they should be reviewed and considered as this marketing plan is implemented, and as new versions are created over the years.

- **Web Cam**

The internet sensation of the owl web cam in 2010 is proof that web cams can be very popular. The owl web cam had over 27,000 views. This could be a great addition to the Wildflower Tourism web site. The Lady Bird Johnson Wildflower Center has a Web cam <http://www.wildflower.org/bbcam/>

- **Farm Stays**

Farm Stays with wildflower growers are an option. Growers could open their home for visits during the season. The Farm Stay listings could be listed on the tourism site.

- **Wildflower Tours**

This has been mentioned several times but no true effort has been put forth to create a wildflower tour. This could be a day-long tour or it could be extended longer to cover 2-3 days with other stops and visits incorporated along the way.

- **Historical Tie-In**

It is well known that the sector of history buffs in this country is a group that travels. They like to travel to learn about more history and Florida has a rich history. The founding of Florida and the naming of Florida is an interesting story



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that those interested in history would like to research. The spin for Florida has always been for beaches and Mickey Mouse but perhaps list one of Florida's major benefits; its rich historical background and how that relates to our eco-system and native plants.

- Celebrate National Wildflower Week – May 2-8

In Texas, at the Lady Bird Johnson Wildflower Center, they celebrate the week with a photo exhibit partnering with Texas Highways Magazine and sponsor Canon. In Florida we could partner with AAA, headquartered in Lake Mary about a similar promotion.

- Do Not Mow Signs

I believe that "Do Not Mow Signs" have already been created, perhaps re-evaluate those signs to discuss their effectiveness. Are they in Spanish and English, do they need to be more specific and state "No Mowing Feb – August"? When you conduct the county workshops, can you survey contractors about what they link when they see the signs?

Like-Industry Collaborator Groups

- <http://www.spacecoastbirding.com/>
- <http://www.nbbd.com/ecotourism/festivals.html> (lists over 14 festivals)
- <http://www.spacecoasthiking.com/>
- <http://www.merrittislandwildlifeassociation.org/>
- <http://www.floridahikes.com/>
- <http://www.cfbw.com/>
- <http://floridabirdingtrail.com/>
- <http://www.birdphotographers.net/forums/forum.php>
- <http://www.floridanaturephotography.com/>
- <http://www.johnmoranphoto.com/>
- <http://www.nanpa.org/history.php>
- <http://www.weddingphotousa.com/florida/photographerfl.htm>
- www.roycerolstadphotography.com
- <http://www.floridatrail.org/>
- <http://myfwc.com/viewing/>
- <http://www.wec.ufl.edu/extension/>
- <http://www.fwfonline.org/Index.htm>
- <http://www.nature.org/>
- <http://www.floridabigbendscenicbyway.info/official/>
- <http://www.PalmettoExpeditions.com/>
- <http://www.fgga.us/>
- <http://fl.audubon.org/>