



William

Bartram Scenic & Historic Highway

2026 Work Plan

November 2025



Introduction

The William Bartram Scenic and Historic Highway - State Road 13 (SR 13) - is a 17-mile corridor located in western St. Johns County, Florida, running along the eastern bank of the St. Johns River. This picturesque route passes through the historic communities of Orangedale, Switzerland, and Fruit Cove (see Figure 1). The corridor was officially designated a Florida Scenic Highway in 2005.

Since its designation, the Byway Organization has remained committed to preserving and protecting the corridor's natural, cultural, and historical resources through advocacy, education, and community engagement. While the organization operated modestly in its early years, it has grown significantly in both membership and impact. Recent accomplishments include collaborative efforts with community advocates to preserve the region's unique way of life amid increasing development pressures, as well as ongoing initiatives to protect and promote a cherished historical landmark along the byway.



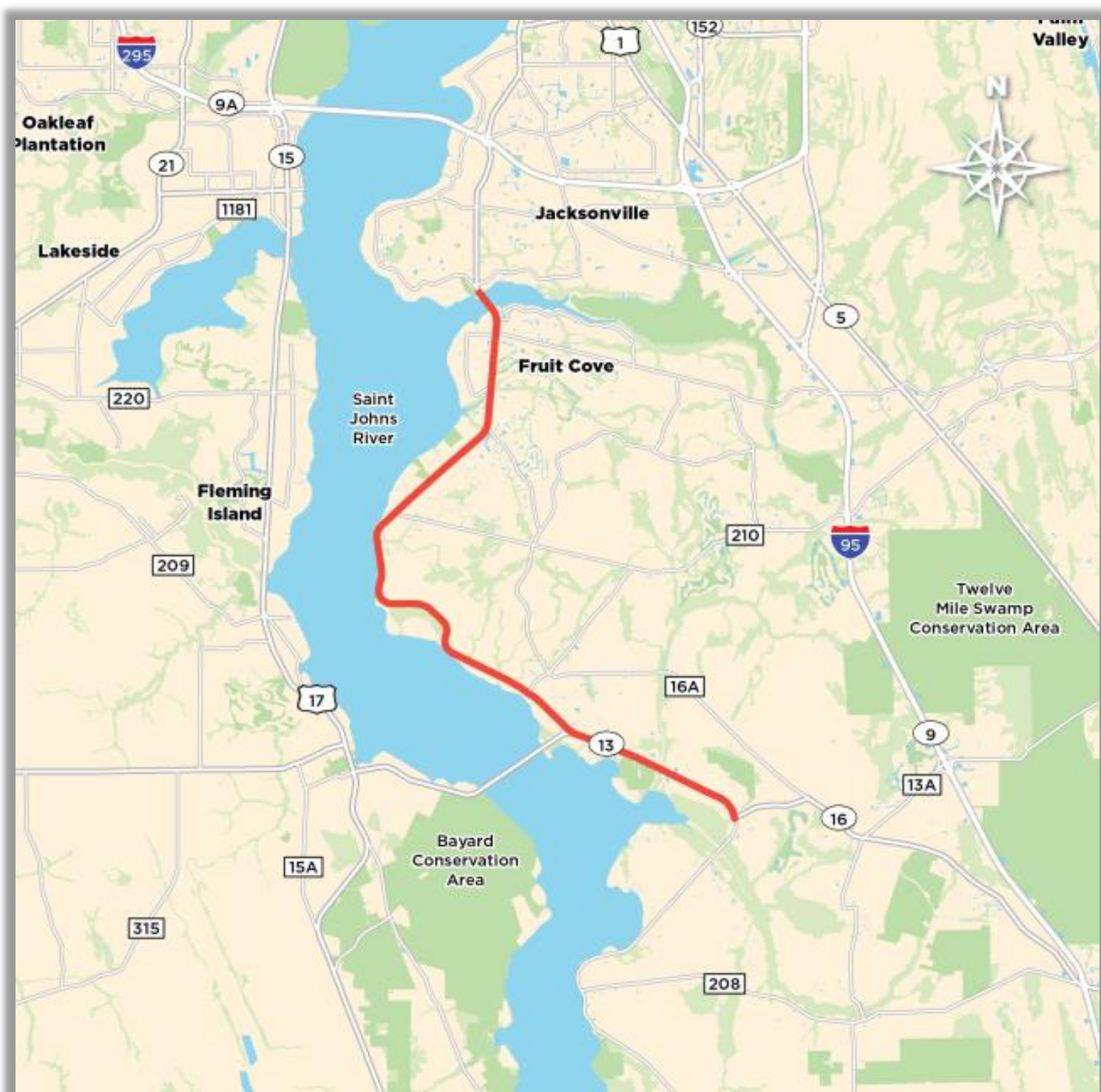


Figure 1: William Bartram Scenic & Historic Highway, a Florida Scenic Highway. Source: www.floridascenichighways.com

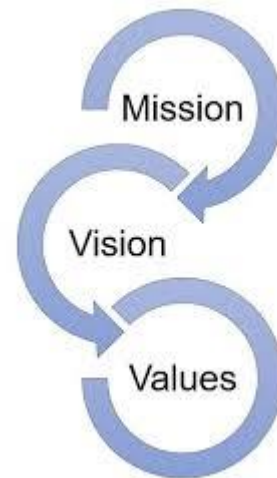
Work Plan Development

The Florida Scenic Highways Program (FSHP) requires each designated byway to develop an annual work plan to guide its activities and priorities for the upcoming year. This planning process encourages byway organizations to be intentional and forward-thinking in their efforts.

To meet this requirement, the William Bartram Scenic and Historic Highway Leadership team has developed the following 2026 Work Plan. The Board considers this plan to be both realistic and reflective of the organization's available human and financial resources, ensuring that goals are achievable and aligned with current capacity.

Defining Values

- A deep appreciation for the St. Johns River and the stories it tells.
- A commitment to educating the community about the region's rich history and natural beauty.
- Preservation of a "path less traveled" lifestyle that reflects the corridor's unique character.
- Support for a vibrant local economy that complements the byway's values.
- Recognition of the importance of balancing community needs with the preservation of the region's natural beauty.



Mission

Within the organization, the Mission Statement ensures everyone is aligned and can clearly articulate the purpose of their efforts. Externally, it helps the public understand the significance of the byway designation and the group's responsibilities.

The mission of the William Bartram Scenic and Historic Highway Corridor Group is to protect, preserve, inform and promote our treasure – the Scenic & Historic Highway and the American Heritage St. Johns River.

This will be done through various channels including schools, public events, St Johns County and State agencies and other Historical resources.

Vision

A Vision Statement defines the organization's long-term aspirations and serves as a benchmark for success. It provides stakeholders with a clear picture of where the group is headed.

The organization's vision statement was first established in its approved 2005 designation document. As part of this work plan development effort, the byway organization reviewed their original statement and refined it slightly - although it remains consistent with the original intent first developed in 2005 by the organization's founders.

Over the next 20 years, the William Bartram Scenic and Historic Highway will continue to serve as a living tribute to Florida’s natural and cultural heritage. Winding along the St. Johns River, this corridor will offer residents and visitors a peaceful, immersive experience through preserved hardwood wetlands, majestic live oak canopies, and panoramic river vistas. The highway will remain a gateway to “Old Florida,” where archaeological, historical, scenic, and recreational resources are thoughtfully protected and interpreted through restored landmarks, interpretive signage, and community-based programming.



The corridor will be a model of sustainable development and rural preservation, where local communities, developers, and government agencies collaborate to maintain the area’s cultural character and scenic integrity. Through conservation tools such as greenway and blueway systems, transfer of development rights, and habitat acquisition, the highway will support both environmental stewardship and recreational access. Fruit Cove, Switzerland and Orangedale will continue to thrive as cultural anchors, offering vibrant town centers, historic sites, and parks that host community events and celebrate local traditions.

As the corridor evolves, it will expand its network of trails, parks, and water access points to accommodate a growing interest in outdoor recreation, nature observation, and heritage tourism. Wide multi-use trails will parallel the highway, connecting neighborhoods to natural areas and cultural destinations. Visitors will find well-maintained overlooks, kiosks, and corridor information centers that enrich their journey with stories of the region’s first peoples, early settlers, and the explorations of William Bartram himself.

The William Bartram Scenic and Historic Highway organization will continue to lead efforts in preservation, education, and community engagement. Through strategic partnerships and long-term planning, the corridor will remain a treasured destination where the natural beauty, cultural legacy, and tranquil spirit of the St. Johns River are safeguarded for future generations.

Recent Accomplishments

As part of its annual planning process, the Board reviewed recent accomplishments to assess the organization’s current status and trajectory. This reflection brought into focus the organization’s growing footprint and provided a roadmap for future priorities.

The following achievements align with the organization’s long-term Mission, Vision, and Goals:

Community Engagement & Events

- Participated in several major community events: the St. Johns River Bartram Frolic and Bartram Bash (April 2025) and the Alpine Park Winter Festival (December 2025).
- Continued publishing editorials and collaborating with local media to raise awareness of issues affecting western St. Johns County
- In celebration of its 20th anniversary as a designated Florida Scenic Highway, the byway received formal recognition from the St. Johns County Board of County Commissioners. The proclamation honored the organization's leadership in preserving the natural, cultural, and historical resources of western St. Johns County.
- Promoted the new FSHP-sponsored *Florida Crossroads* byway video throughout the community.
- Authored multiple articles for the FSHP newsletter and the organization was recognized in the FSHP Annual Report.



Organizational Development

- Held regular membership meetings and maintained not-for-profit status with all required reporting.
 - Welcomed Joe McAnarney as the new Chair following Al Abbatiello's retirement.
 - Strengthened volunteer recruitment efforts, resulting in increased membership and the formation of active working committees (e.g., membership and social media).
- Maintained a volunteer tracking log to document donated time and contributions.



Partnerships & Advocacy

- Advanced partnerships with local advocacy groups and St. Johns County to support the rehabilitation of the historic Switzerland Community Center.
- Initiated collaboration efforts with the business community along the corridor including the design of a window cling to be promoted to partner businesses.
- Participated in A1A Scenic & Historic Byway yearly workshop to exchange ideas and discuss shared challenges.



- Attended the Bartram Trail Society Annual Convention to share teaming ideas.
- Participated in the St. Johns County Comprehensive Plan update process.
- Established a working partnership with a local master gardener to assess future wildflower planting opportunities in the community.
- Continued working with FDOT/District Two to identify locations for wildflower and Perennial Peanut Grass plantings.



Planning & Infrastructure

- Continued to upgrade the byway website and maintained an active social media presence.
 - Explored opportunities for byway extensions with neighboring communities.
 - Began planning for aesthetic enhancements at the north/south entry points of the corridor.
 - Initiated discussions with the Bartram Trail Branch of the St. Johns County Public Library System to create a “Bartram Education Center” focused on William Bartram’s travels and legacy.
- Continued to work with partner organizations to advocate for sensible growth initiatives along the corridor.



Goals & Objectives

The Board also reviewed their Goals & Objectives as part of this planning effort to ensure they remain the navigational tools needed to attain their vision for the corridor. As listed below, the William Bartram Scenic & Historic Byway Goals and Objectives are:

Goal 1/ Resource Protection: To protect, preserve and enhance the natural, scenic, historic, cultural and recreational resources along the corridor, in concert with the appropriate governmental agencies and volunteers.

- **Objective 1.1: Promote the development of a Master Plan for activities along the corridor by encouraging the following strategies:**
 - **1.1.1:** Use databases and maps the describe both natural and manmade features along the corridor.
 - **1.1.2:** Identify specific elements in each of the following areas:
 - Native vegetation and buffers
 - Infrastructure and development
 - Historic and cultural heritage restoration

- Parks and recreation facilities
- **1.1.3:** Prioritize projects and use of available funding.
- **Objective 1.2: Formulate Corridor Maintenance Program to enhance and preserve the scenic and historic integrity of the corridor.**
 - **1.2.1:** Maintain and enhance the oak canopies and other native plant species including landscape buffers along the corridor.
 - **1.2.2:** Encourage developers and private property owners to retain and plant additional oak and other native trees, native vegetation, and roadside wildflowers.
 - **1.2.3:** Promote opportunities for participation in planting and beautification programs.
 - **1.2.4:** Promote compliance with existing government regulations and ordinances to protect trees, native vegetation and landscape buffers.
 - **1.2.5:** Encourage use of the “Detailed Viewshed Analysis” referenced in the Byway Master Plan as a guide to reinforce the cultural and environmental significance of the St Johns River viewshed.
 - **1.2.6:** Request that stormwater retention areas along the right-of-way be designed to blend with the rural landscape.
- **Objective 1.3: Promote controlled naturalization along right-of-way with regular seasonal mowing and selective vegetation removal to maintain sight lines and healthy growth.**
 - **1.3.1:** Promote “Best Management Practices” to control invasive plants, tree growth in sensitive areas and pruning to enhance corridor view.
 - **1.3.2:** Promote good maintenance procedures to protect all vegetation.
 - **1.3.3:** Promote volunteer programs to maintain trash free roadside.
- **Objective 1.4: Encourage safe public service for recreational, cultural, and historic facilities and their maintenance.**
 - **1.4.1:** Support the St. Johns County Land Acquisition Program to investigate lands available for various programs and facilities identified in the Master Plan.
 - **1.4.2:** Meet regularly with the County Parks and Recreation Department to identify opportunities to enhance the “river experience” including access, parking, restrooms, shelter, biking rest areas, informational areas and informational kiosks. Also, work with the Parks and Recreation Department to encourage additional ideas for enhanced public events that help tell the region’s story at County facilities along the byway.
 - **1.4.3:** Propose lighting standards to ensure that lighting does not interfere with native wildlife while still ensuring a safe public environment.
- **Objective 1.5: Promote compliance with regulations for stormwater management and utilities.**
 - **1.5.1:** Encourage implementation of a stormwater management plan that addresses:

- Flooding and water quality improvement.
- Reduction or elimination of untreated sewage disposal into the St. Johns River, creeks and ravines.
- “Reuse” water lines for residential irrigation if applicable.
- Treatment at all estuary and river stormwater discharge points when needed.
- **Objective 1.6: Promote buffering and installation of underground utilities where feasible.**
 - **1.6.1:** Work with local partners to establish a utility coordinating group intended to educate the industry on the significance of the byway corridor and to better understand utility priorities and options.
 - **1.6.2:** Work with County planners to ensure developer compliance with the St Johns County Comp Plan - Northwest Sector Plan.
- **Objective 1.7: Recommend coordination and maintenance of public and private signage/visual clutter standards for the corridor.**
 - **1.7.1:** Establish a taskforce to develop design guidelines and an implementation plan for signage within the corridor that meet or exceed State and Federal standards.
 - **1.7.2:** Work with appropriate County agencies to provide incentives for businesses to replace or eliminate non-conforming signs.
- **Objective 1.8: Cooperate with County and State agencies to establish and monitor special protection mechanisms for the scenic highway corridor.**
 - **1.8.1:** Suggest amendments to the County Comprehensive Plan to include an additional element for the designated scenic highway corridor to assure special recognition and protection. Guidelines should acknowledge the distinct character of SR 13.
 - **1.8.2:** Propose overlay district(s), incorporating details about the scenic highway.
- **Objective 1.9: Establish a Corridor Management Council (CMC) to maintain the Corridor Management Plan (CMP) for the William Bartram Scenic & Historic Highway. Promote the preservation and beautification of this significant historic, scenic and natural resource. Uphold a sustainable balance between conservation and land use, which will improve the traveling experience as well as the community’s quality of life.**
 - **1.9.1:** Establish bylaws, rules and procedures for operation of the CMC.
 - **1.9.2:** Investigate incorporating the CMC as a 501(c)(3) or 501(c)(4) organization.
 - **1.9.3:** Coordinate the implementation of the CMP by establishing various task forces to undertake identified responsibilities.
 - **1.9.4:** Provide an annual report to FDOT on the activities within the corridor and update the action plan as needed.
 - **1.9.5:** Work with FDOT to complete regular updates of the William Bartram Corridor Management Plan.

Goal 2/ Transportation and Safety: Promote safe, enjoyable vehicular and non-vehicular transportation along the Bartram Trail Scenic & Historic Corridor.

- **Objective 2.1: Identify roadway improvements necessary to promote ease of access into and within the corridor for both vehicles and pedestrians/cyclists.**
 - **2.1.1:** Coordinate with the County/FDOT in their scheduling for roadway and intersection maintenance and resurfacing and propose the integration of appropriate traffic calming and pedestrian facilities into this process where feasible.
 - **2.1.2:** Pursue methods of diverting non-local commuter traffic to more appropriate traffic arteries by coordinating with County/FDOT.
 - **2.1.3:** Support the Northwest Sector Plan to provide alternative routes to accommodate truck and other traffic growth in order to protect SR 13.
 - **2.1.4:** Monitor State, County and private development plans for alternative roads to accommodate traffic growth to avoid the need for additional lanes on SR 13.
- **Objective 2.2: Identify the needs for, and the design of, roadside safety measures within the corridor.**
 - **2.2.1:** Identify the location of potential safety problems within the corridor and request FDOT to conduct a safety analysis.
 - **2.2.2:** Ask FDOT to identify and treat the locations where highway reflectors are necessary.
- **Objective 2.3: Review the concept of developing a system of off-the-road multi-use paths in key locations within the corridor to link selected overlooks or other site-specific resources that will be highlighted.**
 - **2.3.1:** Identify desired locations for paths that focus on their connection to other paths in the community and linkage to the intrinsic resources within the corridor.
 - **2.3.2:** Support the Greenway, Blueway & Trails Plan to provide various path surfaces.
 - **2.3.3** Work with the County's Intergovernmental Affairs and Grants Department (IAGD) and LAMP Board to identify opportunities to develop new trails and to seek funding and grants for those trails. Support efforts to add priority segments to the FDEP Trails Priority List.
- **Objective 2.4: Promote enhancement of the scenic drivee by regulating signs and reducing the negative impact of utility wires.**
 - **2.4.1:** Promote any needed and required revisions to the sign ordinance.
 - **2.4.2:** Coordinate with local code enforcement personnel to improve enforcement of land development regulations.
 - **2.4.3:** Consult with utility companies for consideration of underground replacement.

Goal 3/ Community Support and Participation: Seek support and participation throughout the implementation process upon selection of the William Bartram Scenic and Historic Corridor as a Florida State Scenic Highway.

- **Objective 3.1: Establish events and projects that foster public awareness and support for the Scenic Highway Corridor.**
 - **3.1.1:** Encourage public participation in creating and maintaining an up-to-date listing of activities and events taking place, or pertaining to, the corridor.
 - **3.1.2:** Encourage support for neighborhood entrances signs that enhance the corridor, comply with corridor guidelines and are non-intrusive.
 - **3.1.3:** Support and promote landscaping improvements to the corridor and the neighborhoods.
- **Objective 3.2: Identify all available media sources, design informational materials appropriate to the media and distribute this information, in order to notify the community about the Scenic Highway implementation process.**
 - **3.2.1:** Coordinate with volunteers from local schools, universities and/or private advertising agencies in the creation of brochures and informational materials, when needed or necessary.
- **Objective 3.3: Invite residents, agencies and businesses to be members of the CMC.**
 - **3.3.1:** Publicize schedules of events.
 - **3.3.2:** Continue to invite residents, agencies and businesses to become members of the CMC.

Goal 4/ Education and Corridor Story: Promote awareness of the corridor and the St. Johns River through education and public outreach.

- **Objective 4.1: Identify all available media sources and design information and promotional materials appropriate to the specific media.**
 - **4.1.1:** Coordinate with volunteers from local schools, universities and/or private agencies in the development of brochures and informational materials, and the distribution of these materials.
 - **4.1.2:** Identify all educational resources in the region and work with their staff to develop educational programs and forums.
- **Objective 4.2: Develop a system of informational kiosks and other informational facilities within the corridor.**
 - **4.2.1:** Identified desired locations for museums, kiosks and other informational facilities within the corridor.
 - **4.2.2:** Coordinate with local and regional governmental agencies in the identification and pursuit of local/State/federal grant programs that are available for development of Kiosk/information facilities.
 - **4.2.3:** Develop an “Oral History Program” and speakers bureau.

- **4.2.4:** Work with others to identify options for the relocation of historic/informational markers to enhance viewer accessibility and safety.
- **Objective 4.3: Establish viewing areas for birds and other wildlife at publicly owned properties.**
 - **4.3.1:** Work with garden clubs and other groups to identify suitable locations for bird and wildlife viewing.
 - **4.3.2:** Establish access and construct improvements where necessary at selected locations.

Goal 5/ Economic Development & Tourism: Economic activity shall preserve the ambiance and scenic vistas of the corridor.

- **Objective 5.1: Enhance opportunities for residents and visitors to experience the native, colonial, and plantation history of the corridor.**
 - **5.1.1:** Ensure all heritage tourism initiatives respect resident privacy and preserve scenic, cultural, and ecological values by incorporating community feedback into project planning
 - **5.1.2:** Create a digital/print corridor guide that maps at least 15 recreational, historical, and ecological sites, with interpretive content and accessibility information.
 - **5.1.3:** Launch a volunteer curator program to lead interpretive tours and maintain historical signage and exhibits.
 - **5.1.4:** Collaborate with local code enforcement agencies to monitor corridor signage compliance with local, state, and federal regulations.
- **Objective 5.2: Encourage developers and other corridor businesses to incorporate the scenic highway vision in their development plans and urge existing businesses to upgrade frontage to blend with the natural surroundings.**
 - **5.2.1:** Participate in public conferences required by the Northwest Sector Plan with all developers along the corridor to share relevant information.
 - **5.2.2:** Collaborate with corridor businesses and establish awards and incentives to encourage compliance.
 - **5.2.3:** Encourage visitors to follow common sense rules, good manners and responsible stewardship regarding litter, flowers, plants, wildlife and fire hazards.
 - **5.2.4:** Promote Neighborhood Watch Programs with law enforcement agencies along the corridor.
 - **5.2.5:** Seek a private business to produce and market audiocassettes tapes to narrate tours of the Scenic Highway.

Goal 6/ Growth Management: Retain the scenic and historic quality of the corridor through applicable growth management tools used by St. Johns County and the State.

- **Objective 6.1: Cooperate with the State FDOT, and when applicable St. Johns County, to identify new road corridors that provide travel and transportation alternatives.**

- **6.1.1:** Provide input to the Board of County Commissioners on growth projects and rezoning applications that are located along SR 13.
- **6.1.2:** Provide suggestions to the state and St. Johns County on federal, state and county transportation plans pertaining to SR 13 and encourage methods to alleviate traffic on SR 13.

Goal 7/ Protect Tree Canopy.

- **Objective 7.1: Make special efforts to prevent destruction of the existing tree canopy and encourage continued growth.**
 - **7.1.1:** Map existing tree canopy locations.
 - **7.1.2:** Prepare correspondence describing existing canopy areas, explaining value, and encouraging consideration of protection. Send to prospective developers, FDOT, and county planning department etc.
 - **7.1.3:** If highway widening were ever considered or required, suggest and promote selected divided highway segments to maintain centerline tree cover.
 - **7.1.4:** Work with local advocates to get “Special and Specimen Tree Protection” language added to the Land Development Code.

Goal 8/ Quality of Life: William Bartram Scenic & Historic Overlay District shall outline a focused plan for the future.

- **Objective 8.1: Identify conditions of specific concern to the William Bartram Scenic and Historic Highway.**
 - **8.1.1:** Advocate for designation of a scenic and historic overlay district(s) confined to the area contained within the William Bartram Scenic & Historic Highway.
 - **8.1.2:** Promote a uniform standard for building and signage style, including colors.
 - **8.1.3:** Promote the maintenance of the existing tree canopy along Route 13 (SR 13).
 - **8.1.4:** Promote the enhancement of the William Bartram Scenic & Historic Highway with appropriate landscape materials and removal of unsightly items (i.e., dumpsters from the sight line).
 - **8.1.5:** Suggest amendments to the County Comprehensive Plan to include an additional element for the designated scenic highway to ensure special recognition and protection. Guidelines should acknowledge the distinct character of SR 13.
 - **8.1.6:** Propose overlay district(s), incorporating details about the scenic highway.

2025 Work Plan in Review

The following table reviews the status of the organization's **2025** work plan. Many tasks remain underway.

The William Bartram Scenic & Historic Highway 2025 Annual Work Plan Review

Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Comments
Conduct an Annual Meeting	Goal 1, 3	Chair	Completed	<i>The organization conducted an annual meeting that included a financial update and election of the executive committee for the upcoming year. Al & Phillis Abbatiello were recognized for their long service to the community. Joe McAnarney was elected the new Chair.</i>
Maintain contact with organization membership	Goal 1, 4	Chair	Ongoing	<i>Regular in person/virtual organization meetings were conducted. All meetings were announced ahead of the meeting date and included an agenda. Periodic organization/event updates were distributed via emails. A new volunteer recruitment letter was distributed in the 3rd quarter.</i>
Increase the organization's visibility through social media tools	Goal 3, 4	Social Media Coordinator Volunteer?	Ongoing	<i>The organization maintains an active Facebook page that draws viewers, volunteers and donors. The organization's Florida Crossroads video was promoted by the FSHP.</i>
Update website		Social Media Coordinator Volunteer?	Ongoing	<i>The website update effort continued through 2025 and remains a work in progress.</i>

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Develop/implement a member recruitment plan.	Goal 1, 3	Board/All	Ongoing	<i>A recruitment plan was implemented starting in late 2022. Recruitment efforts have resulted in a significant increase in volunteers. Volunteer numbers waned in 2025. A news member recruitment letter in hopes of increased traction was issued in the 3rd quarter of 2025. Member recruitment remains a priority.</i>
Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Comments
Maintain an up-to-date stakeholder list	Goal 1, 3	Board/All	Spring 2025 and Ongoing	<i>The current list was reviewed to ensure accuracy and completeness (additions, deletions). All new recruits were added to the database.</i>
Continue restoration efforts for the Switzerland Community Center	Goal 1, 3, 4	Chair/Board	Ongoing	<i>The byway organization continues to encourage County leadership to prioritize the needed restoration efforts. A structural study was completed in 2024 allowing the County to now establish project goals. The organization established a partnership with another nonprofit focused on using the structure, in part as a veterans training center. Funding remains a challenge.</i>
Participation in byway community events.	Goals 1, 3, 4	Board/All	Yearly Ongoing	<i>Accomplished for 2025. Byway volunteers participated in several community events.</i>

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2025 Annual Work Plan Review

Assess options for byway extension	Goal 1, 6	Chair	Ongoing	<i>The organization was approached by several neighboring communities (Mandarin, Fruit Cove, and Scenic County Road 13) with interest in possible extensions. While these discussions have stalled for now, the organization remains open to possible extensions.</i>
Review byway mission, vision and goals on yearly basis	Goal 1	Chair	Yearly Ongoing	<i>Accomplished</i>
Review the Bartram Master Plan (2012) on a yearly basis	Goal 1	Board	Yearly But discuss progress Bi-Annually	<i>The byway Master Plan is a source for future improvement project opportunities including the historic Switzerland Community Center. The organization continues to use its recommendations as the basis of its work plan.</i>
Maintain partnerships with William Bartram advocacy organizations	Goal 3, 4	Chair/Board	Ongoing	<i>The Byway organization continues to coordinate its efforts with its partners.</i>
Establish relationships with the local business community thru the establishment of a WBSHH Business Advisory Group.	Goal 3	Chair	Ongoing	<i>Letters were sent out inviting commercial area property managers to join the WBSHH Business Advisory Group. The intent of the group is to seek creative ideas to enhance the corridor's commercial areas.</i>

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Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Comments
Maintain a photo log of byway, events, community meetings, review and organize historical data etc.	Goal 3, 4	Board/All/Social Media Coordinator	Yearly Ongoing	<i>Accomplished for 2025</i>
Maintain Corporate Records/Filings	Goal 1	Chair	Ongoing	<i>Accomplished - Annual organizational requirement.</i>
Identify funding options for byway projects	Goal 1, 4	Chair Board	Ongoing	<i>Ongoing - The organization remains interested in any grant funding opportunities that might arise – particularly those that can be applied to community center restoration efforts. The recruitment of a grants coordinator in 2024 has allowed an enhanced focus on available opportunities.</i>
FDOT Annual Reporting	Goal 1	Chair	February/November 2025	<i>Accomplished - Annual organizational requirement.</i>

2026 Annual Work Plan

Before developing its 2026 Work Plan, the Board undertook a thoughtful assessment of recent accomplishments to better understand the organization's current trajectory. This reflection revealed a growing and passionate group that remains firmly rooted in its original mission: to advocate for the region's rich history, cultural heritage, and natural beauty, while serving as a catalyst for sustainable economic development in western St. Johns County.

In crafting its 2026 Work Plan, the byway organization prioritized continuity and capacity. Each initiative builds on past successes, reflects the dedication of its volunteer base, and helps to advance the organization's mission. The plan is designed to be both aspirational and achievable - ensuring that the organization continues to make meaningful progress while remaining grounded in its core values and community partnerships.

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Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Comments
Conduct an Annual Meeting	Goal 3	Chair	Fall 2026	Consistent with organization bylaws. In-person and virtual. To be advertised ahead of the event consistent with Florida Sunshine Laws.
Maintain contact with organization membership	Goal 3, 4	Chair	Ongoing	Virtual or in-person events. Review/update stakeholder list. Digital stakeholder updates as needed via E-mail, Facebook, and website. Create an organization newsletter for periodic distribution to stakeholders (newsletter as stretch goal for 2026).
Enhance the organization's visibility through the use of social media tools	Goal 3, 4	Social Media Coordinator	Ongoing	Utilize website, Facebook, and direct mail platforms to draw volunteers and contributors. Take advantage of FSHP/Visit Florida promotional tools. Produce regular posts. Make sure to take photos at organization events.
Maintain website	Goal 1, 3, 4	Social Media Coordinator	Ongoing	Continuing platform update process. Review/edit content as needed to remain current. Include mtg. minutes, website blogs and posting existing educational media.
Develop tools to enhance the visitor experience.	Goal 3, 4, 5	Social Media Coordinator	Fall 2025	1) Create a trip itinerary for posting on website. 2) Plan for a digital byway tour using GeoTourist stye app. (Stretch goal for 2026).

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					3) Work with FDOT to update the byway brochure.
Develop/implement a member recruitment plan	Goal 3, 4	Board	Ongoing	Maintain current member recruitment momentum. Ensure volunteers are offered opportunities to help advance the mission. Maintain working committees for ongoing projects. Recognize volunteers for their contributions/accomplishments.	
Continue to engage the business community along the byway	Goal 3	Chair	Ongoing	Continue to advance the concept of a WBSHH Business Advisory Group.	

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Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Comments
Maintain an up-to-date stakeholder list	Goal 3, 4	Board	Ongoing	Review and update current list to ensure accuracy and completeness (additions, deletions).
Monitor St. Johns County Parks and Recreation Department restoration/new construction efforts for the Switzerland Community Center	Goal 1, 3, 4	Board	Ongoing	Assist SJC Parks Dept. in seeking grant opportunities that support County and Wm. Bartram Scenic Highway restoration or new construction efforts. Support the Veterans advocacy organization as they seek supplemental funding to help rehabilitate the center.
Build relationships with other like-minded community advocacy organizations for the betterment of the byway community	Goals 4, 5, 8	Chair	Ongoing	Master Gardner partnership is an ongoing example.
Advocate for smart growth and sensible development along the corridor	Goal 1, 2, 6, 8	Board	Ongoing	Review and ensure compliance with St Johns County NW Sector Comp Plan language, Scenic Highway Corridor and Scenic Viewshed Plans. Advocate the importance of smart growth planning with local decision makers. Work with planning authorities to identify innovative methods to manage vehicle traffic on the corridor.
Participation in byway community events.	Goals 1, 3, 4	Board	Ongoing	1) Based on volunteer availability, participate in pertinent events that help advance the organization's mission. 2) Participate in FSHP events when possible.

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				3) Ensure that event photos are taken and posted to social media.
Organizational Sustainability	Organizational goal	Chair	2026-2027	Complete a Byway Management Plan Update.
Monitor requests to extend the byway limits.	Goal 1, 6	Chair	Ongoing	Monitor interest and commitment. Weigh compatibility with the organization's values. Engage FDOT in discussions as needed.
Complete a review of byway vision and goals.	Goal 3	Chair	Yearly Ongoing	Review Goals/Objectives as part of yearly byway work plan development process.
Promote the organization's mission statement.	Goal 3	Board	Ongoing	Post on website and incorporate in organizational materials.

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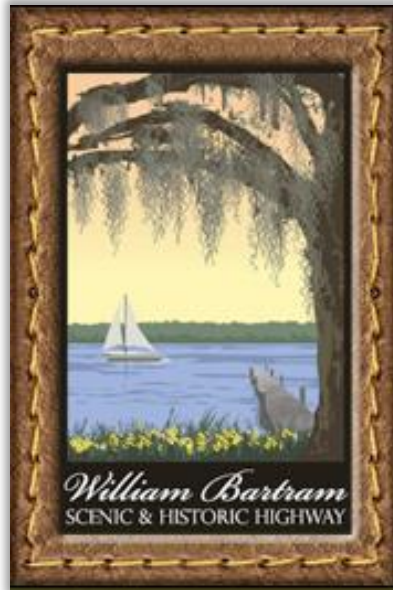
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Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Comments
Review the Bartram Master Plan (2012) on a yearly basis	Goal 1, 8	Board	Yearly But discuss progress Bi-Annually	Ensure byway efforts are consistent with organization's Byway Management Plan (CMP/BMP) and Master Plan.
Maintain partnerships with William Bartram advocacy organizations	Goal 3, 4	Chair/Board	Ongoing	William Bartram Conference (Georgia), Bartram Trail Society (Palatka), Volusia County Bartram Trail at Stetson University (Dr. Tony Abbott) and other byways with a "Bartram" connection (e.g., River of Lakes Heritage Byway).
Maintain a photo log of byway, events, community meetings, review and organize historical data etc.	Goal 3, 4	Board	Ongoing	Take photos at organization events (board members). Manage organization records and make available for stakeholder review/study. When possible, scan historic organization files for a more permanent electronic retention.
Maintain Corporate Records/Filings	Goal 3	Chair	Completed annually	Annual organization requirement. Maintain database of organization meeting minutes. Incorporate FSHP guidance on Sunshine Law compliance into organization's procedures.
Identify funding options for byway projects	Goal 1, 4	Chair Board	Ongoing	Identify priority projects. Weigh funding options to meet goals (i.e. Go Fund Me, donations/memberships,

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				and potential small grants from local business organizations). Task Grants Coordinator to seek out/pursue viable grant opportunities.
				Identify options to install a community aesthetic feature at the entry points of the byway.
FDOT Annual Reporting	Goal 3	Chair	February/November 2026	Annual organizational requirement.



[Contact:](#)

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