

Action Plan



2 Action Plan

The Action Plan is a list of activities and tasks to be accomplished by the Ridge Scenic Highway Corridor Management Entity within the next five years. The Corridor Advocacy Group created the plan by reviewing the Goals and Strategies and determining reasonable completion schedules. The Corridor Advocacy Group has segregated the Short Term Action Items into work tasks for the establishment of committees. The CME Board and committee chairs will prioritize the action items. Following the short-term actions is a list of Long Term Action Items, those that the CME will accomplish after the initial five years.

Summary of Short Term Action Items

This section summarizes the Action Items that have been assigned to the Corridor Management Entity committees. Each Action Item is fully described in the next section.

Byway Designation

- Inclusion of Ridge Scenic Highway in Local Government Comprehensive Plans
- Revised and Updated Corridor Management Plan

Education/Awareness/Community Participation

- Proactive Speakers Bureau
- Website, Video, Handouts, Brochures, Visitor's Guide, Press Releases

Environmental/Land Use

- Agricultural and Ecological Content for Website
- Agriculture Future Land Use Designation on Local Comprehensive Plan Map and Land Development Regulations that Encourage Agriculture Land Uses
- Clearinghouse of Innovative Incentives that Support Alternative Family Farming Businesses
- Clearinghouse of Innovative Methods that Promote Conservation
- Clearinghouse of Innovative Methods that Protect the Cattle and Citrus Industries
- Close Coordination with Local Governments

- Environmentally Sensitive Lands Surrounding Lake Livingston Listed with Polk County Environmental Lands Program
- Executed Conservation Easements
- Land Development Regulations that Preserve SR 17 Buffers and Viewsheds

Fundraising/Grants

- Funding for International Carillon Festival
- Tax-Exempt Status from IRS

Membership

- Mailing List of CME Members
- Scenic Highway P.O. Box
- Successful Annual Meeting

Nominating Committee

- Prominent Board Members within the Tourism, Cultural/Historic, Commercial/Developers, and Environmental Fields
- Prominent Local Agriculture Landowners and Producers as Active CME Members and Board Members

Projects

- Bartow-to-Lake Wales Trail and Highlands County Connector
- Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Rd and North of Sixth Street
- Bicycle Facilities and Appropriate Design between US 27 and Webber International University
- Haines City to Lake Wales Trail
- Corridorwide Yard Sale
- Ground Breaking Ceremony for New Park on Lake Easy
- Haines City Downtown Master Plan that Supports the Scenic Highway
- North Lake Wales Selected Area Plan that Preserves Vistas of Bok Tower
- Ridge Scenic Highway Adopt-a-Highway
- Scenic Pull-Off Areas
- Successful Scenic Highway Event

Publicity

- Distribution of Scenic Highway Printed Materials to Travel Agents and Travelers
- Gateway Markers on SR 17 in Haines City south of 17/92, on Chalet Suzanne Road at SR 17, and on SR 17 north of US 27
- Ridge Scenic Highway Interpretive Center
- Scenic Highway Event Plan and Schedule

- Supply of “The Ridge Scenic Highway” T-Shirts
- Wayfinding Design Template
- Widely Recognized Coordinating Calendar

Telephone

- Action Alert Networking System

Descriptions of Short Term Action Items

Each description of the Action Item includes:

Action Item

Action Item Title

Strategy:

The strategy(ies) that the Action Item helps accomplish.

Plan of Action:

The step-by-step process overview to accomplish the task.

Potential Partners:

A list of potential individuals, organization, businesses, or government entities that should be contacted when accomplishing this Action Item. Partners should be encouraged to become a member of the CME.

Potential Funding:

When appropriate, potential funding sources available to the CME or through a partnership with a local government.

Protection Techniques:

Regulations and protections that are currently in effect. Most regulations will assist in the protection of the corridor’s resources, while some Action Item will require modifications. Also, potential additional protection techniques.

Bylaws

The intent of the Bylaws Committee is to review the bylaws annually or as needed to meeting changing conditions.

Byway Designation

The intent of the Byway Designation Committee is to submit all required elements for byway designation, including the Corridor Management Plan; and to reply to all Federal and Florida Department of Transportation requests.

Action Item	Inclusion of Ridge Scenic Highway in Local Government Comprehensive Plans
Strategy:	Strategy 1.2: Review existing projects and participate in future planning with community leaders to synthesize mutual goals.
Plan of Action:	Inclusion of Scenic Highway within the Transportation or Future Land Use map and a policy that supports the CME
Potential Partners:	Local governments
Potential Funding:	N/A
Protection	Local government comprehensive plans
Techniques:	

Action Item	Revised and Updated Corridor Management Plan
Strategy:	Strategy 2.3: Update the Corridor Management Plan every 5 years.
Plan of Action:	In 2009, brainstorm within CME and with the public on new or revised ideas for the corridor. Coordinate with local governments.
Potential Partners:	Local governments, FDOT Scenic Highway Coordinator, community groups, residents
Potential Funding:	N/A
Protection	N/A
Techniques:	

Education/Awareness/Community Participation

The intent of the Education/Awareness/Community Participation Committee is to develop and implement education programs to promote a better understanding of the heritage of the Ridge Scenic Highway, develop and implement programs to increase the community’s awareness of its heritage, including a speakers program and the utilization of the local media; promote the knowledge of the Ridge Scenic Highway within the community through related programs and activities.

Action Item	Proactive Speakers Bureau
Strategy:	Strategy 9.3: Present and promote our information, programs, materials to non-profit, business, and community groups. Strategy 9.6: Sponsor a speakers bureau.
Plan of Action:	Create multiple presentations in PowerPoint about the Corridor Story, groups of intrinsic resources, and the Corridor Vision and Goals. Recruit and train speakers for clear enthusiastic and consistent delivery. Contact local community groups and ask that they invite the CME to present.
Potential Partners:	Local history museums, environmental groups, Historic Bok Sanctuary
Potential Funding:	Presentation equipment lending from local governments, community groups, libraries, or museums.
Protection	N/A
Techniques:	

Action Item	Website, Video, Handouts, Brochures, Visitor’s Guide, Press Releases
Strategy:	Strategy 9.2: Develop standardized presentation on the Ridge Scenic Highway, (e.g. interactive website, video, handouts, brochures, others means as needed). Strategy 10.2: Develop pamphlets and brochures of sites along the corridor, including a visitor’s guide to local culture, ecological information about the corridor (i.e. topographical information). Strategy 10.7: Develop an interactive web site with links to sites, attractions, and events along the corridor.
Plan of Action:	Create subcommittee to research and draft content for products. Contact local partners to produce products. Arrange to have video play on Polk County TV. Distribute per Action Item: Distribution of Scenic Highway Printed Materials to Travel Agents and Travelers.
Potential Partners:	Content: USGS, The Nature Conservancy, The Audubon Center, Historic Bok Sanctuary Production: Print, video and web production companies, Enterprise Florida, Visit Florida, FDOT Scenic Highways coordinator, America’s Byways Resource Center, Polk County TV, Webber International University’s Marketing Program
Potential Funding:	Pro-bono or discounted work from local print and video production companies, local web designers
Protection Techniques:	N/A

Environmental/Land Use

The intent of the Environmental Committee is to provide expert advice on all matters concerning natural resources and environmental issues and concerns; and serve as the organization’s primary source of environmental data, investigation, and preservation.

Action Item	Agricultural and Ecological Content For Website
Strategy:	Strategy 13.1: Create interactive website documenting the unique agricultural and ecological assets of the region.
Plan of Action:	Research reports and conference proceedings that describe unique assets. Summarize the resources and why the area is an international resource for agricultural and ecological research. Provide links from website.
Potential Partners:	Florida universities, Lake Wales Ridge Ecosystem Working Group, planning and environmental consulting firms, Historic Bok Sanctuary, The Nature Conservancy, Audubon Center.
Potential Funding:	N/A
Protection Techniques:	N/A

Action Item	Agriculture Future Land Use Designation on Local Comprehensive Plan Map and Land Development Regulations that Encourage Agriculture Land Uses
Strategy:	Strategy 11.2: Work with cities and county to maintain land in agricultural use.
Plan of Action:	Review and understand Future Land Use elements of comprehensive plans and the land development regulations of cities and county. Research and review best practices for regulating and protecting Florida agriculture. Research and review state and regional laws and policies for agricultural protection. Research and review development patterns that are compatible with adjacent agricultural uses. Suggest to local governments revisions to plan and code that could encourage and protect agriculture. Target Evaluation and Appraisal Report (EAR)-based amendments in 2008 (County) and 2009 (cities).
Potential Partners:	Local governments, Florida Department of Agriculture and Consumer Services, American Farmland Trust, Florida universities, USDA, Florida Department of Community Affairs, Polk County Environmental Lands Program, Florida Forever, Green Horizon Land Trust, Trust for Public Lands, The Nature Conservancy, Polk Group of the Sierra Club, state and national cattle and citrus associations
Potential Funding:	N/A
Protection Techniques:	Florida Freedom to Farm laws Potential: SR 17 Overlay (multi-jurisdictional); cluster subdivision regulations or zoning; modify Agricultural Zoning districts to provide flexibility for agriculture-related economic development (e.g. bed and breakfast, grove tours)
Action Item	Clearinghouse of Innovative Incentives that Support Alternative Family Farming Businesses
Strategy:	Strategy 11.3: Promote incentives for alternative family farming businesses.
Plan of Action:	Review current local and regional agriculture protections and family farm economics. Research and review best practices. Brainstorm new approaches to protecting and supporting family farms. Tailor approaches to local farmer needs. Suggest policy changes to local and regional government officials.
Potential Partners:	Local family farms, USDA extension office, Florida Farm Bureau, Florida universities, local and regional governments, rural planning, and economic firms.
Potential Funding:	N/A
Protection Techniques:	Potential: Local government buying cooperatives, urban farmers markets
Action Item	Clearinghouse of Innovative Methods that Promote Conservation
Strategy:	Strategy 3.1: Support and expand existing conservation efforts. Strategy 4.3: Develop innovative ways to protect environmentally sensitive lands.
Plan of Action:	Review current local and regional conservation regulations. Research and review best practices. Brainstorm new approaches to providing incentives and requiring developers to preserve environmentally sensitive lands. Tailor approaches to local resources and growth patterns. Suggest policy changes to local and regional government officials.
Potential Partners:	Lake Wales Ridge Ecosystem Working Group, Southwest Florida Water Management District, local governments, local and national environmental groups, environmental planning firms, land use lawyers

Potential Funding: N/A
 Protection Techniques: Potential: less-than-fee conservation easements, mitigation banking, transfer of development rights, priority County review for quality development, impact fee credits

Action Item Clearinghouse of Innovative Methods that Protect the Cattle and Citrus Industries

Strategy: Strategy 11.2: Develop innovative ways to protect cattle and citrus industry.
 Plan of Action: Review current local and regional agriculture protections. Research and review best practices. Brainstorm new approaches to protecting and supporting agricultural industry. Tailor approaches to local farmer and grower needs. Suggest policy changes to local and regional government officials.
 Potential Partners: USDA extension office, state and national citrus and cattle associations, Florida universities, local and regional governments, rural planning firms.
 Potential Funding: N/A
 Protection Techniques: Potential: Local government buying cooperatives; agricultural economic development (e.g. agritourism); resource land taxing and fee structure

Action Item Close Coordination with Local Governments

Strategy: Strategy 1.2: Review existing projects and participate in future planning with community leaders to synthesize mutual goals.
 Strategy 14.4: Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural/Historic, Commercial/Developers, Environmental).
 Plan of Action: Review existing Polk County and local government Comprehensive Plans and master plans to ensure scenic highway is appropriately included in all planning, zoning, and infrastructure decisions. Attend meetings and coordinate directly with local officials.
 Potential Partners: Local government planners and city managers
 Potential Funding: N/A
 Protection Techniques: Florida Open Records and Sunshine Laws

Action Item Environmentally Sensitive Lands Surrounding Lake Livingston Listed with Polk County Environmental Lands Program

Strategy: Strategy 3.1: Support and expand existing conservation efforts.
 Plan of Action: Coordinate with a land trust to contact property owners of environmentally sensitive lands surrounding Lake Livingston to discuss acquisition or conservation easement. Contact Polk County Environmental Lands Program and complete Project Site Nomination Form.
 Potential Partners: Green Horizon Land Trust, Polk County Environmental Lands Program (which acquires, preserves, protects, manages and restores endangered and environmentally sensitive lands, water resources and important wildlife habitat), Southwest Florida Water Management District
 Potential Funding: Countywide, the recreation/conservation ad valorem tax raises \$2.7 million annually.
 Protection Techniques: The US Army Corps of Engineers (ACOE), under Section 404 of the Clean Water Act, exerts regulatory authority for dredge and fill activities over the

“waters of the United States,” including wetlands.

Action Item	Executed Conservation Easements
Strategy:	Strategy 4.2: Coordinate and encourage the purchase of land development rights on environmentally sensitive lands. Strategy 6.1: Coordinate the purchase of land development rights within key viewsheds.
Plan of Action:	The Lake Wales Ridge Ecosystem is a Group A Project of Florida Forever. Contact local landowners and promote the benefits of conservation easements. Interview landowners to determine interest in conservation easements. Connect interested landowners with land trusts and Polk County Environmental Lands Program.
Potential Partners:	Lake Wales Ridge Ecosystem Working Group, Southwest Florida Water Management District (Save our Rivers), Polk County Environmental Lands Program (which acquires, preserves, protects, manages and restores endangered and environmentally sensitive lands, water resources and important wildlife habitat), Green Horizon Land Trust, Trust for Public Lands, The Nature Conservancy, Polk Group of the Sierra Club, Florida Forever, local, state and federal governments, agricultural associations, Historic Bok Sanctuary (private efforts to preserve views through scenic easements)
Potential Funding:	N/A
Protection Techniques:	Lake Wales Ridge National Wildlife Refuge Potential – scenic overlay zoning, cluster subdivision regulations or zoning, transfer of development rights, North Lake Wales Selected Area Plan. Polk County’s Environmental Lands Program currently only acquires land and does not pursue less-than-fee conservation easements.
Action Item	Land Development Regulations that Preserve SR 17 Buffers and Viewsheds
Strategy:	Strategy 6.2: Encourage new development to include roadside buffers and encourage local governments to require them for new development. Strategy 6.3: Encourage local governments to provide incentives for clustering to preserve key viewsheds.
Plan of Action:	Coordinate with local government representatives and stress the importance of SR 17 buffers and clustering throughout the rural areas of the corridor. Proactively contact land developers and describe the kinds of buffers and clustering that the community supports. Loudly support development projects that include buffers and clustering.
Potential Partners:	Private land developers and owners, local government planning staffs, planning and landscape architecture firms
Potential Funding:	N/A
Protection Techniques:	Bok Tower Viewshed: Lake-of-the-Hills/North Lake Wales Master Plan, North Lake Wales Selected Area Plan Other viewsheds (Lake Gordon, Lake Marie, Windy Hill, Lake Moody): SR 17 Overlay (multi-jurisdictional); cluster subdivision regulations or zoning; innovation methods researched in Action Item: Clearinghouse of Innovative Methods that Promote Conservation.

Fundraising/Grants

The intent of the Fundraising/Grant Committee is to enlist individuals to write grants, to sponsor projects and to plan activities of the corporation.

Action Item	Funding for International Carillon Festival
Strategy:	Strategy 5.2: Pursue grants to fund local celebrations, festivals, and other cultural events. Strategy 12.2: Support historical and cultural events.
Timeframe:	2005
Plan of Action:	Create plan to expand and improve the festival. Create subcommittee to implement plan. Seek and secure funds for that plan.
Potential Partners:	Historic Bok Sanctuary, Visit Florida, Polk County Convention and Visitors Bureau
Potential Funding:	Florida Department of State, foundations committed to arts
Protection	Historic Bok Sanctuary National Historic Landmark (1929)
Techniques:	

Action Item	Tax-Exempt Status from IRS
Strategy:	Strategy 14.1: Form non-profit organization with 501(c)(3) status.
Plan of Action:	To apply for recognition by the IRS of exempt status as an organization described in section 501(c)(3) of the Code, use Package 1023 (Application for Recognition of Exemption). The application must be complete and accompanied by the appropriate user fee. For more information, see Publication 557 (Tax-Exempt Status for Your Organization). See Application Process for a step-by-step review of what an organization needs to know and to do in order to apply for recognition by the IRS of tax-exempt status.
Potential Partners:	FDOT Scenic Highways Coordinator, America’s Byways Resource Center, Internal Revenue Service, local pro bono legal
Potential Funding:	N/A
Protection	Internal Revenue Service code
Techniques:	

Historian

The intent of the Historian Committee is to serve as the custodian of the organization’s archive and maintain complete documentation of the year’s activities in both written and pictorial form. This information shall be included in a scrapbook at the end of the year.

Hospitality

The intent of the Hospitality Committee is to provide refreshments at public events, meetings and as needed, and welcome guest speakers.

Membership

The intent of the Membership Committee is to develop methods to increase the membership of the corporation; insure that there is no discrimination with regard to age, race, sex, religion, national origin, or physical or mental impairment; review membership applications; insure that members of the corporation are kept informed of future activities; and maintain an up to date membership information list.

Action Item **Mailing List of CME Members**
Strategy: Strategy 14.3: Address and complete necessary operational functions and tasks such as establishing and maintaining mailing lists, CME logo, etc.
 Strategy 10.9: Work with tourism and tour groups, such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, etc. to promote the Ridge Scenic Highway and provide information about the Corridor Story.
Plan of Action: Collect the names and contact information of those that participated in the CAG. Research the names and contact information for those that should be sent CME information – potential partners in government, business, nonprofits; potential funding sources; newspaper contacts; tourism and tour groups; agriculture industry supporters. Compile contact information divided into categories – regular contact, special contact, press, Agriculture Action Alert.
Potential Partners: Other community organizations
Potential Funding: Administrative support by the Lake Wales Depot Museum or Polk County TPO
Protection N/A
Techniques:

Action Item **Scenic Highway P.O. Box**
Strategy: Strategy 14.2: Establish P.O. Box for CME correspondence.
Plan of Action: Establish P.O. Box at local post office
Potential Partners: US Postal Service
Potential Funding: N/A
Protection US Postal Service regulations
Techniques:

Action Item **Successful Annual Meeting**
Strategy: Strategy 14.5: Convene Annual Meeting, as specified in the CME Bylaws.
Plan of Action: Form subcommittee to plan and execute Annual Meeting.
Potential Partners: Local governments, local community groups, local newspapers.
Potential Funding: Local businesses donate food and services.
Protection Florida Sunshine Law
Techniques:

Nominating

Before the Annual Meeting, the Nominating Committee shall assemble a slate of CME members for consideration for Board Membership for the five (5) at-large positions. Nominated individuals must have been members of the CME for at least six (6) months before the Annual Meeting.

Action Item **Prominent Board Members within the Tourism, Cultural/Historic, Commercial/Developers, and Environmental fields**
Strategy: Strategy 14.4: Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural/Historic, Commercial/Developers, Environmental).
Plan of Action: Brainstorm within the CME, local governments, and local community groups for board members with high profiles and commitment to the scenic highway.
Potential Partners: Local governments and community groups
Potential Funding: N/A
Protection N/A
Techniques:

Action Item	Prominent Local Agriculture Landowners and Producers as Active CME Members and Board Members
Strategy:	Strategy 11.1: Develop strong relationships with the agricultural industry. Strategy 11.3: Develop partnerships with representatives of agricultural industries or groups. Strategy 14.4: Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural/Historic, Commercial/Developers, Environmental).
Plan of Action:	Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit partners. Make presentations to local agriculture associations.
Potential Partners:	Local USDA Ag Extension Office, Polk County, Florida Department of Citrus, growers and cattlemen associations
Potential Funding:	N/A
Protection	N/A
Techniques:	

Projects

The intent of the Projects Committee is to oversee the execution of all projects listed in the Corridor Management Plan; identify and record any additional projects generated by the implementation to the Corridor Management Plan; develop and implement strategies to promote the Ridge Scenic Highway; and ensure the implementation of projects are accomplished in accordance to the Action Plan.

Action Item	Bartow-to-Lake Wales Trail and Highland County Connector
Strategy:	Strategy 8.1: Construct safe and convenient bicycle facilities along and parallel to SR 17.
Plan of Action:	These two trails are possible two rails-to-trails conversions. Encourage community groups in Bartow, Sebring, and along the trail to contact FDOT and Polk County TPO to express the need for the trail.
Potential Partners:	FDOT, Polk County Planning (Greenways Master Plan), Polk County TPO, Polk County Recreation, local state legislatures, railroad corporation, Sebring, Highland County, Bartow
Potential Funding:	FDOT/TPO Transportation Enhancement monies, Office of Greenways and Trails, Florida Recreation Development Assistance Program
Protection	Polk County Greenway Master Plan, Polk County 2030 Long-Range
Techniques:	Transportation Plan

Action Item	Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Rd and North of Sixth Street
Strategy:	Strategy 6.4: Assure lighting, signage, landscaping and hardscape reflect the historic character of the corridor while conforming with standards presented in the Manual on Uniform Traffic Control Devices, FDOT guidelines, and other engineering standards. Strategy 8.1: Construct safe and convenient bicycle facilities along and parallel to SR 17.
Plan of Action:	FDOT’s short-term Transportation Improvement Project list has funds committed to resurfacing between Mountain Lake Cutoff Rd and North of Sixth Street. Work with the FDOT to include safe bike lanes in the design and that the resurfacing reflects historic character.

Potential Partners: FDOT, Polk County TPO, Lake Wales, local traffic engineering firms, cycling clubs
 Potential Funding: N/A
 Protection Techniques: Mountain Lake Estates Historic District

Action Item Bicycle Facilities and Appropriate Design between US 27 and Webber International University

Strategy: Strategy 6.4: Assure lighting, signage, landscaping and hardscape reflect the historic character of the corridor while conforming with standards presented in the Manuel on Uniform Traffic Control Devices, FDOT guidelines, and other engineering standards.
 Strategy 8.1: Construct safe and convenient bicycle facilities along and parallel to SR 17.

Plan of Action: FDOT’s short-term Transportation Improvement Project list has funds committed to resurfacing between US 27 and Webber International. FDOT now plans to designate the shoulders in this area as bike lanes, with marking and signage. Work with the FDOT to ensure safe bike lanes remain in the design and that the design reflects historic character.

Potential Partners: FDOT, Polk County TPO, Frostproof, Hillcrest Heights, Babson Park, Webber International University, local traffic engineering firms, cycling clubs

Potential Funding: N/A
 Protection Techniques: Potential: Proposed Frostproof Historic Preservation Area

Action Item Haines City to Lake Wales Trail

Strategy: Strategy 3.2: Support and expand existing recreational efforts.
 Strategy 3.4: Provide access to intrinsic resources by biking, hiking, walking, canoeing, and horseback riding.

Plan of Action: Closely coordinate with Polk County on its Greenways Master Planning process. Research the location and ownership of abandoned right-of-way, including railroad and infrastructure. Create maps of potential bicycle trails. Coordinate with Polk County Planning and Polk County TPO and Polk County Recreation, and encourage inclusion of trails on project list. If appropriate, encourage private landowners to allow trails.

Potential Partners: Polk County Planning, Polk County TPO, Polk County Recreation, local governments, community recreation and cycling clubs, railroad corporations, private landowners, Reid Hardman

Potential Funding: N/A
 Protection Techniques: Haines City Downtown Master Plan, Chalet Suzanne (National Register of Historic Places, 1990), Lake Wales Historic Residential District (NRHP, 1997), and Lake Wales Commercial Historic District (NRHP, 1990), North Lake Wales Selected Area Plan, Polk County Greenway Master Plan, Polk County 2030 Long-Range Transportation Plan

Action Item **Corridorwide Yard Sale**
 Strategy: Strategy 10.8: Sponsor events establish a wide advertisement base.
 Plan of Action: Choose a time that supports the events of local community groups and institutions. Advertise heavily within the community for participation. Advertise regionally for event.
 Potential Partners: Local retailers, Local and regional newspapers
 Potential Funding: N/A
 Protection
 Techniques: N/A

Action Item **Ground Breaking Ceremony for New Park on Lake Easy**
 Strategy: Strategy 3.2: Support and expand existing recreational efforts.
 Plan of Action: Survey the residents of Highland Park to assess support for formalizing the County land on Lake Easy. Contact Polk County Recreation to assist in designing the park to include a picnic area, fishing pier, non-motorized boat access, and parking. Fencing should restrict vehicular access along lakefront. Coordinate funding and construction with Polk County Recreation.
 Potential Partners: Village of Highland Park, Polk County Recreation, Florida Department of Environmental Protection
 Potential Funding: Polk County Recreation, Village of Highland Park, materials donated by home improvement retailers
 Protection
 Techniques: The US Army Corps of Engineers (ACOE), under Section 404 of the Clean Water Act, exerts regulatory authority for dredge and fill activities over the “waters of the United States,” including wetlands.

Action Item **Haines City Downtown Master Plan that Supports the Scenic Highway**
 Strategy: Strategy 8.2: Develop and coordinate implementation of a plan for sidewalk construction and enhancements in incorporated and unincorporated communities. Strategy 10.1: Develop a wayfinding program.
 Plan of Action: Participate in the drafting and adoption of the master plan. Lobby for inclusion of streetscaping along 6th Street, sidewalks along east side of SR 17, and a Scenic Highway wayfinding program along SR 17.
 Potential Partners: Haines City, Haines City Community Redevelopment Agency, local planning, and landscape architecture firms.
 Potential Funding: N/A
 Protection
 Techniques: Downtown Haines City Commercial District (National Register of Historic Places, 1994), Central Business District zoning district, Haines City and FDOT signage regulations (see *Section 7: Background Conditions Analysis*)

Action Item **North Lake Wales Selected Area Plan that Preserves Vistas of Bok Tower**
 Strategy: Strategy 6.2: Encourage new development to include roadside buffers and encourage local governments to require them for new development.
 Strategy 6.3: Encourage local governments to provide incentives for clustering to preserve key viewsheds.
 Strategy 6.4: Assure that lighting, signage, landscaping and hardscape reflect the historic character of the corridor while conforming with standards presented in the Manual on Uniform Traffic Control Devices, FDOT guidelines, and other engineering standards.
 Plan of Action: Attend public meetings and contact Polk County and Lake Wales staff and elected officials. Emphasize the need to maintain open vistas to Bok Tower and rural character outside of cities. Encourage requirements for native rural

Potential Partners:	landscaping, wide buffers to SR 17, and open space preservation. Polk County, Lake Wales, Lake of the Hills, FDOT, Lake Wales development community, Historic Bok Sanctuary
Potential Funding:	N/A
Protection Techniques:	The North Lake Wales Selected Area Plan could be one of the most effective regulatory protection techniques for preserving Bok Tower views. The Corridor Management Entity must work diligently to ensure that the Selected Area Plan fulfills its intended goal of scenic view preservation.
Action Item	Ridge Scenic Highway Adopt-a-Highway
Strategy:	Strategy 3.5: Sponsor an Adopt-a-Highway and other litter control programs along SR 17.
Plan of Action:	Contact FDOT's Adopt-A-Highway Coordinator in Tallahassee at 1-800-BAN-LITT(er) or 1-800-226-5488. Adopt a minimum of 2 miles along the corridor. Organize volunteers. Schedule and advertise minimum of 4 annual litter clean-ups.
Potential Partners:	FDOT's Adopt-A-Highway Coordinator
Potential Funding:	FDOT's Adopt-A-Highway Program provides safety meetings, safety vests, and litter bags, picks up litter at specified locations, and posts signs at the beginning and end of section.
Protection Techniques:	
Action Item	Scenic Pull-Off Areas
Strategy:	Strategy 10.4: Provide additional pull-off areas. Strategy 10.5: Develop interpretive signs at pull-off and other locations along the corridor.
Plan of Action:	Reconsider the feasibility of the scenic overlook locations pinpointed in Scenic Resources subsection of <i>Section 8: Designation Criteria</i> . Negotiate with public and private landowners to secure the right to the land. Reconsider the design of the overlooks contained in the Concept Plan. Coordinate with Polk County TPO and FDOT to issue permits and schedule funding. Research, design, and construct site-specific display markers. Coordinate with Polk County and FDOT to construct pull-offs. In considering the design of the pull-off areas contained in the concept plan, the CME should be respectful of private property located adjacent to the pull-off areas, particularly citrus groves. To protect against the spread of trash, picking of fruit and possible spread of diseases, fencing and/or signage of the property line/edge of right-of-way in the vicinity of the pull-off area should be considered. Additional fencing and signage should be designed to protect the scenic views.
Potential Partners:	FDOT, Polk County TPO, Florida Department of State, FDOT Scenic Byways Coordinator, America's Byways Resource Center, Enterprise Florida, Visit Florida, Polk County Convention and Visitors Bureau, Keep Polk County Beautiful, local graphic artists; local, state and federal governments, Florida Forever, Trust for Public Lands, The Nature Conservancy, Polk Group of the Sierra Club, Agricultural associations
Potential Funding:	FDOT, Polk County, materials donated by home improvement retailers
Protection Techniques:	Local government signage standards (see <i>Section 7: Background Conditions Analysis</i>), FDOT clear zone requirements.

Action Item	Successful Scenic Highway Event
Strategy:	Strategy 10.8: Sponsor events establish a wide advertisement base. Strategy 12.1: Host special events. Strategy 12.2: Support historical and cultural events.
Plan of Action:	Form CME subcommittee to expand on product of Action Item: Scenic Highway Event Plan and Schedule . Brainstorm on the nature and scale of the event. Secure location and appropriate infrastructure and materials. Apply for necessary permits. Schedule volunteers. Contact local and regional media outlets to advertise widely to residents and travelers.
Potential Partners:	Local cultural groups, local governments, local and regional media. Depending on character of event: local history museums, The Audubon Center, schools and libraries, local and regional sports clubs.
Potential Funding:	Florida Department of State Cultural Grants Program; local businesses donate food, drinks and/or prizes; local institutions provide space
Protection Techniques:	N/A

Publicity

The intent of the Publicity Committee is to disseminate information to the community and public at-large by announcing upcoming meetings and activities with local news media; distribute educational brochures; advertise audio tour of the Scenic Highway; provide travel information to establish travel services; oversee the construction of and placement of interpretive signage, and information kiosks; and work with established funding partnerships.

Action Item	Distribution of Scenic Highway Printed Materials to Travel Agents and Travelers
Strategy:	Strategy 10.9: Work with tourism and tour groups, such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, etc. to promote the Ridge Scenic Highway and provide information about the Corridor Story. Strategy 12.3: Work with tourism and tour groups, such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, etc.
Plan of Action:	Make contact with tourism and tour groups. Secure permission to provide and stock scenic highway printed materials.
Potential Partners:	AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, local travel agents, regional associations of travel agents, Webber International University's International Tourism Management Program, Polk County Sports Marketing, Tourist Development Council.
Potential Funding:	N/A
Protection Techniques:	N/A

Action Item	Gateway Markers on SR 17 in Haines City south of 17/92, on Chalet Suzanne Road at SR 17, and on SR 17 north of US 27
Strategy:	Strategy 10.6: Design and construct gateways for the corridor.
Plan of Action:	Review preliminary designs contained in the Concept Plan. Work with local engineers/designers for final design. Coordinate with local governments and FDOT on placement of gateways.
Potential Partners:	Haines City, Lake of the Hills, Lake Wales, Frostproof, Polk County, Community Redevelopment Agencies, Main Street programs, Polk County TPO, FDOT Scenic Highways Coordinator

Potential Funding: Pro bono design work by local engineers, materials donation by home improvement retailers, local governments

Protection Techniques: Haines City: Downtown Haines City Commercial District (National Register of Historic Places, 1994), Central Business District zoning district, Haines City Downtown Master Plan, FDOT clear zone requirements, local government signage regulations (see *Section 7: Background Conditions Analysis*)

Action Item Ridge Scenic Highway Interpretive Center

Strategy: Strategy 10.3: Locate, establish, and staff an Interpretive Center for the corridor.

Plan of Action: Locate and negotiate an agreement with one or several cultural institutions that can host an interpretive center. Stock center with scenic highway presentation materials. Coordinate staffing schedule of volunteers.

Potential Partners: Dundee Depot Museum, Lake Wales Depot Museum, Frostproof Historical Museum and Library, Tourist Development Council, East Polk Committee of 100

Potential Funding: Florida Department of State Cultural Facilities Program, Tourist Development Trust Fund

Protection Techniques: Local government zoning and parking regulations

Action Item Scenic Highway Event Plan and Schedule

Strategy: Strategy 10.8: Sponsor events establish a wide advertisement base.
Strategy 12.1: Host special events.

Plan of Action: Strategy 12.2: Support historical and cultural events.
Brainstorm within CME on type of scenic highway event that would coordinate and support other local events. Seek support of event idea from local institutions, museums, and governments. Schedule event date and location that is supportive of other events.

Potential Partners: The Nature Conservancy, the Audubon Center, local history museums, local cultural groups, local governments

Potential Funding: N/A

Protection Techniques: N/A

Action Item Supply of “The Ridge Scenic Highway” T-Shirts

Strategy: Strategy 10.10: Develop, produce, and sell “The Ridge Scenic Highway” t-shirt and other marketing items.

Plan of Action: Design logo and content for t-shirt. Produce through t-shirt production company. Stock t-shirts at interpretive centers. Recruit local museums, history centers, and retailers to display and sell t-shirts.

Potential Partners: Local graphic designer and t-shirt production company. Local museums, history centers, and retailers.

Potential Funding: Pro-bono or discounted professional services.

Protection Techniques: N/A

Action Item **Wayfinding Design Template**
 Strategy: Strategy 10.1: Develop a wayfinding program.
 Plan of Action: Revise the wayfinding ideas contained the *Section 1*'s Concept Plan into a design template. Promote the design template to local Main Street programs and Community Redevelopment Agencies.
 Potential Partners: Haines City and Lake Wales Main Street Programs, Community Redevelopment Agencies, local governments, FDOT
 Potential Funding: Main Street Programs, Community Redevelopment Agencies, Enterprise Florida, Visit Florida, FDOT (as part of landscaping budget connected to a roadway improvement)
 Protection Techniques: Signage regulations of local governments (see *Section 7: Background Conditions Analysis*)

Action Item **Widely Recognized Coordinating Calendar**
 Strategy: Strategy 5.3: Develop a clearinghouse or coordinating calendar for cultural events.
 Strategy 5.4: Promote local cultural organizations.
 Strategy 12.2: Support historical and cultural events.
 Plan of Action: Contact local arts and cultural organizations and ask that they forward event information to CME. Establish website and publish events to the website. Advertise website through regional and state arts and cultural clearinghouse sources.
 Potential Partners: Regional and state arts and cultural clearinghouse sources, local arts/culture organizations that host regional events (Haines City Community Theatre, Historic Bok Sanctuary, Lake Wales Little Theatre, Lake Wales Art Center, Life of Christ Passion Play, Webber International University, Frostproof Art League and Gallery), Polk County, Visit Florida, Polk County Convention and Visitors Bureau, local newspapers
 Potential Funding: N/A
 Protection Techniques: N/A

Telephone

The intent of the Telephone Committee is to secure and enlist individuals to use the telephone to stimulate interest and to notify the membership of the activities of the organization; and confirm reservations.

Action Item **Action Alert Networking System**
 Strategy: Strategy 11.1: Participate in lobbying efforts.
 Timeframe: 2004
 Plan of Action: Recruit local government officials, organizations, businesses, and residents that are concerned about the sustainability of citrus and cattle in the corridor. Establish a mailing list. Join associations that monitor the agricultural policy debates of the Florida Legislature and US Congress and subscribe to their legislative updates. In preparation for critical votes, write draft letters in support of sustainable agriculture. Distribute to mailing list.
 Potential Partners: Local and regional governments, Florida Citrus Commission/Department of Citrus, Florida Citrus Mutual, Florida Citrus Processors Association, Florida Fruit & Vegetable Association, Florida Cattlemen's Association, Florida Agriculture Coalition, American Farm Bureau, Florida Farm Bureau, National Cattlemen's Beef Association, and similar organizations

Potential Funding: N/A
 Protection: N/A
 Techniques:

Long Term Action Items

The Long Term Action Items are specific actions contained in the Vision and Corridor Management Plan. These projects will occur more than 5 years after scenic highway designation, and thus the specific products, action plan, partners and funding are unspecified. At the time that these action items are moved to the Short Term Action Item list, the Corridor Management Entity will complete the necessary specifics.

As a catalytic organization, the Corridor Management Entity will capitalize on the actions and investments of others in the community. As new opportunities for cooperation arise, the Corridor Management Entity will respond by updating its Action Plan. Based on the circumstances at the time, the CME will accomplish the following strategy:

Strategy 14.6: Regularly review and update the Short Term Action Items.

As the following events occur, the Corridor Management Entity will add the indicated items to the Short Term Action Items list.

Initiation of Master Plan/Main Street Program in Dundee

- Extend sidewalks north of school site along SR 17
- Streetscaping on Main Street and Center Street
- Intersection improvement at SR 17 and Main Street

Initiation of Master Plan in Frostproof

- Wall Street streetscaping within proposed Frostproof Historic Preservation Area

Initiation of Master Plan in Lake Wales

- Trailhead at SR 17 and trail
- Streetscape/bicycle trail along 3rd Street (within Lake Wales Residential Historic District)
- Passive recreational park with visual connection to commercial historic district and lake, SR 17 and Park Ave.
- Streetscaping along SR 17 (within Lake Wales Downtown Historic Commercial District)

Initiation of Master Plan in Lake Hamilton

- Redevelop park between Smith and Hill at 2nd Street

Update of Master Plan for Webber International University

- Construct passive recreational park on Crooked Lake (a Department of Environmental Protection “Outstanding Florida Waters”)

Revision of Polk County Greenways Master Plan

- Construct park on Lake Moody
- Construct Multiuse (Bicycle and equestrian) Trail connecting Crooked Lake Prairie (Polk County Recreation) to Tiger Creek Preserve (The Nature Conservancy)
- Construct Multiuse (Bicycle and equestrian) Trail in Railroad ROW from Haines City to Lake Wales

Update of Polk County TPO Long Range Transportation Plan

- Intersection improvement at SR 17 and Main Street, Dundee
- Safety study along SR 17 that addresses safe speeds for motorists, pedestrians, bicyclists and other users of the road
- Construct Multiuse (Bicycle and equestrian) Trail connecting Crooked Lake Prairie (Polk County Recreation)

to Tiger Creek Preserve (The Nature Conservancy)

- Construct Multiuse (Bicycle and equestrian) Trail in Railroad ROW from Haines City to Lake Wales

Update of Chalet Suzanne Master Plan

- Construct Multiuse (Bicycle and equestrian) Trail in railroad right-of-way connecting Haines City to Lake Wales

Update of Historic Bok Sanctuary Master Plan

- Construct Multiuse (Bicycle and equestrian) Trail in railroad right-of-way connecting Haines City to Lake Wales

Update of Southwest Florida Water Management District Plan

- Construct recreational park on Crooked Lake (a Department of Environmental Protection “Outstanding Florida Waters”) that features passive activities but does not provide water access
- Construct park on Lake Moody