

**MOVING FLORIDA
FORWARD**



2024 ANNUAL CONFERENCE & EXHIBITION

June 25 - 28, 2024
Signia Hilton Bonnet Creek
Orange County

PRESENTED BY:



Overview

Welcome and Objectives

Video on History of Florida Local Land Conservation Programs

Introduction of Speakers

Background on Funding Options, Recommended Process,
Private Campaigns

Case Study of Osceola County SAVE Program

Case Study of Nassau Florida CLAM Program



Workshop Objectives

- Understand mechanisms for local funding of land conservation in Florida
- Learn from successful case studies in Florida
- Network with experts and stakeholders in conservation finance



Show me the **MONEY**: Funding Land Conservation at the Ballot Box

Speakers in Order

Meredith Budd, Director, Strategic Initiatives
Live Wildly Foundation

Pegeen Hanrahan, P.E., Southeast Conservation
Finance Director, Trust for Public Land

Brandon Arrington, Osceola County Commissioner

Taco Pope, AICP, Nassau County Manager





Introduction of Speakers

Background on Funding Options, Process, Roles and Responsibilities

The Trust for Public Land has helped pass nearly 650 ballot measures for parks, land, trails and schoolyards since 1996, representing over \$93 billion in funding.



In Florida we've assisted Alachua, Brevard, Collier, Flagler, Hillsborough, Indian River, Manatee, Martin, Miami-Dade, Lee, Nassau, Sarasota, St. Lucie, Volusia and other Counties and are currently working with Clay, Lake and Osceola Counties.



Three Most Common Local Funding Options for Land Conservation, Parks, Trails, Schoolyards

1

General Obligation Bonds

Single subject, should focus on capital projects, typically backed by ad valorem property tax millage

2

Property Taxes or Budget Allocation

City or County Commission can allocate on their own, without voter approval; voter approval is a “straw poll”

3

Sales Taxes – Usually for Capital Projects

Referred by County Commission for voter approval. smaller Florida counties can approve by BOCC.



Recommended Process to Assess Feasibility



We follow a well-tested road map to help local governments assess funding options to see if there is one your community will embrace.

Feasibility Research



Public Opinion Survey



Program Recommendations



Ballot Language



Campaign

Ballot Language is Critical

- Legal constraints
- Best practices
- Integrate community priorities and policy goals
- Work with attorneys, bond counsel
- Must be clear, transparent
- Can have additional information in implementing resolution or ordinance

**“CLEAN WATER, WILDLIFE HABITAT, BEACHES AND PARKS
ONE-HALF PERCENT (1/2%) SALES TAX”**

TO PURCHASE CONSERVATION LANDS TO PROTECT THE INDIAN RIVER LAGOON, ST. LUCIE RIVER, AND DRINKING WATER SOURCES, TO PRESERVE NATURAL AREAS, WILDLIFE HABITAT AND BEACHES; TO CREATE AND IMPROVE PARKS, OTHER RECREATIONAL OPPORTUNITIES, AND TRAILS FOR WALKING, HIKING AND BIKING; AND FOR CITY-PRIORITIZED CONSERVATION, RECREATION OR INFRASTRUCTURE PROJECTS; SUBJECT TO CITIZEN OVERSIGHT, ZERO SPENDING ON ADMINISTRATION AND ANNUAL INDEPENDENT AUDIT, SHALL MARTIN COUNTY LEVY A 1/2 CENT SALES TAX FOR 5 YEARS?

“FOR THE ONE-HALF PERCENT SALES TAX”

“AGAINST THE ONE-HALF PERCENT SALES TAX”

Privately Funded Public Opinion Polling

I'm going to read you some specific things which MIGHT be funded by this proposal. Some of these may sound similar so please listen carefully and tell me how important each one of these is to you personally. Is it extremely important, very important, somewhat important, or not very important to ensure funding is dedicated to that purpose?

RANKED BY % EXTREMELY/VERY IMPORTANT

	TOT EXT/VERY IMPT	EXT IMPT	VERY IMPT	SMT IMPT	NOT VERY IMPT	(DNR) DK	(DNR) REF
The (first/next) is... (RANDOMIZE)							
12. Protecting water quality of rivers, creeks, and streams (SAMPLE A)	90%^	36%	55%	6%	3%	1%	--
7. Preserving land to protect drinking water sources (SAMPLE A)	89%	39%	50%	8%	3%	--	--
19. Protecting natural areas that help to prevent floods (SAMPLE B)	88%	42%	46%	9%	3%	--	--
8. Conserving wildlife habitat (SAMPLE A)	82%^	43%	38%	14%	5%	--	--
15. Preserving coastal salt marshes (SAMPLE B)	77%	33%	44%	16%	6%	1%	--
14. Protecting land around the Saint Mary's River and the Nassau River (SAMPLE B)	76%	29%	47%	15%	7%	2%	--

84% of Florida's Conservation Ballot Measures Have Passed

Local Conservation Finance Mechanisms in Florida

Summary of local ballot measures from 1996-2023

Mechanism	# Passed	# Failed	Total	% Passed
Bond	54	8	62	87%
Sales Tax	16	8	22	73%
Property Tax	13	2	15	87%
Other*	2	0	2	100%
Total	85	18	101	84%

*Budget allocations

Source: TPL LandVote Database - measures that include \$ for land conservaton.

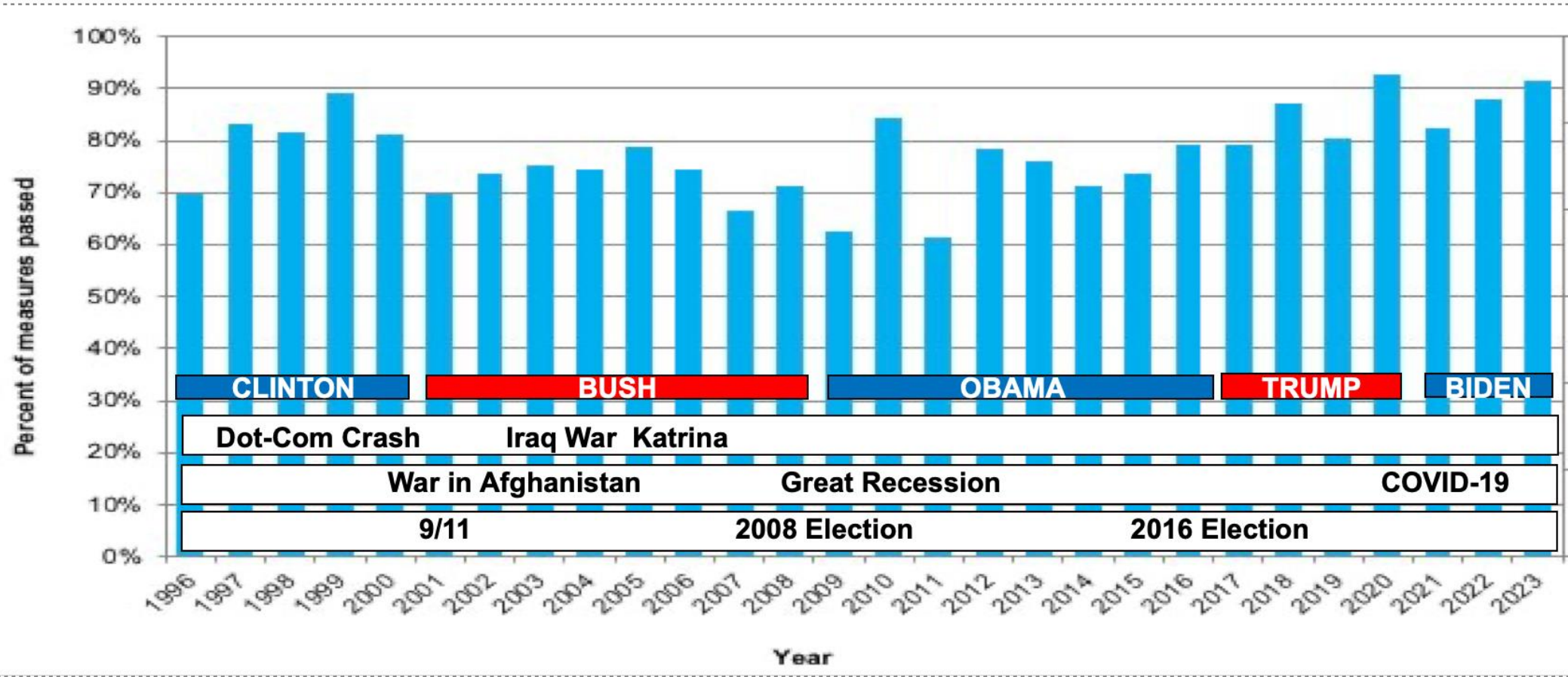


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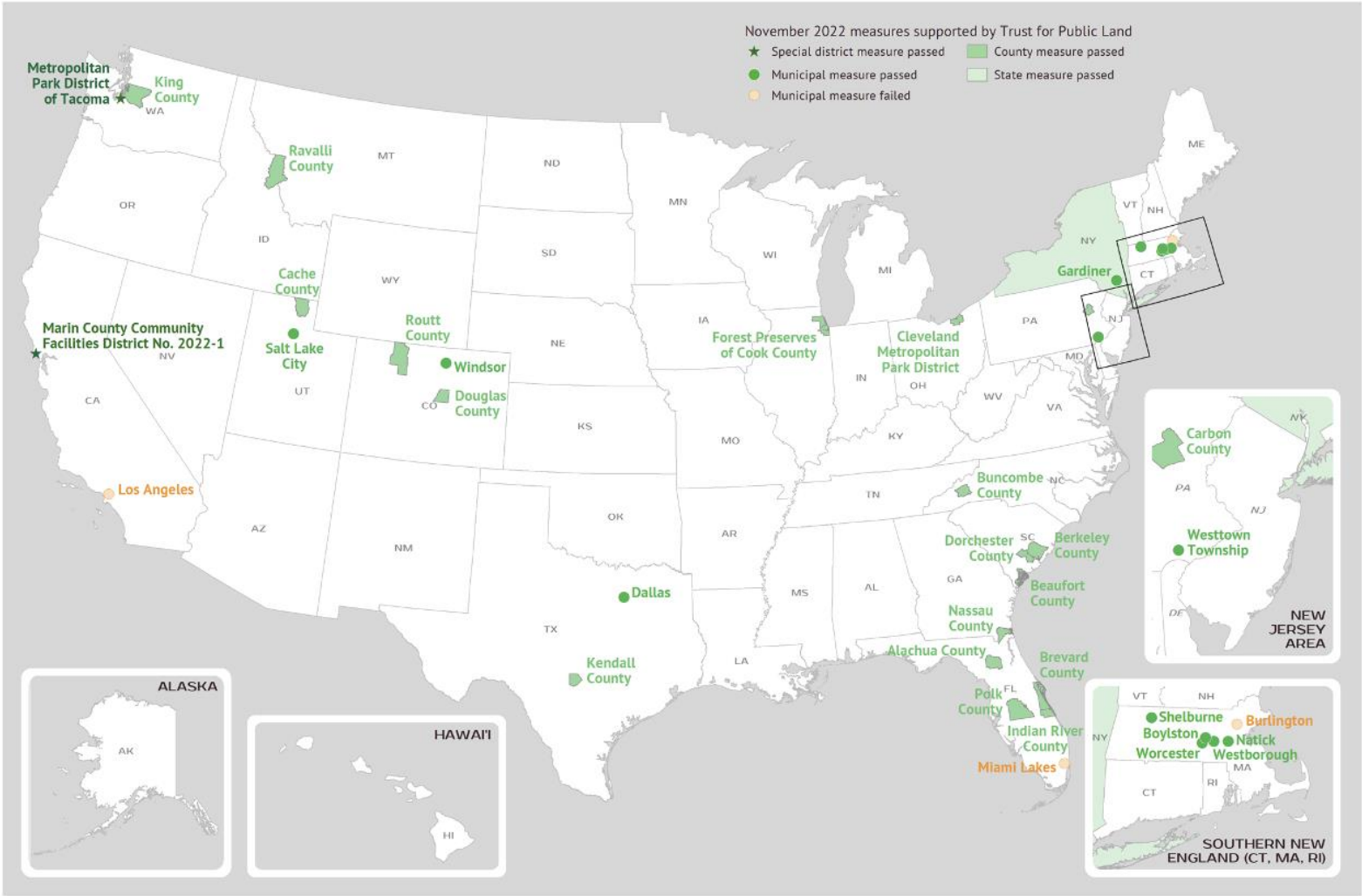


This is True in Good Times and Bad

77% Overall Approval Rate Across the United States



This is True in Red Counties and Blue



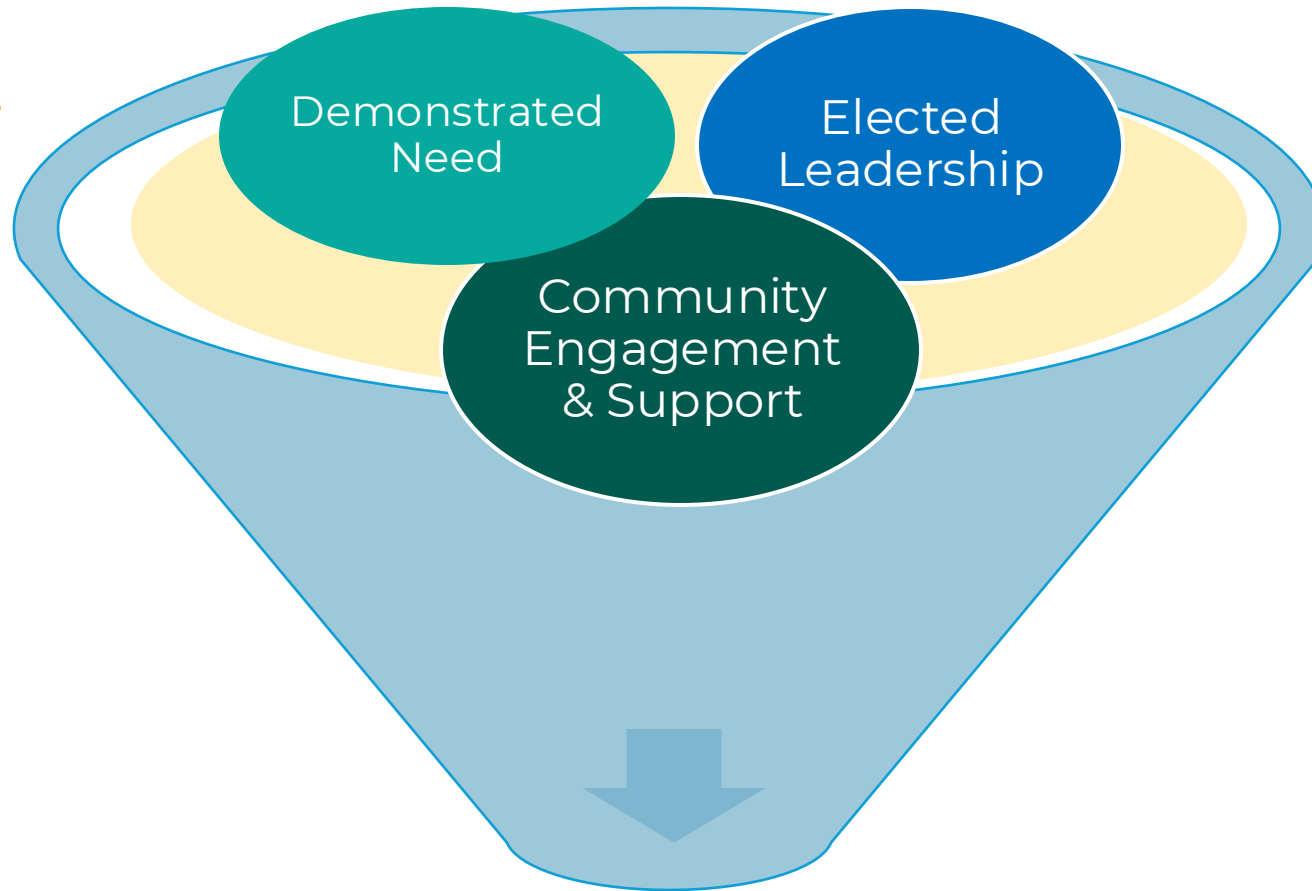
LandVote

NOVEMBER 2022 STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES SUPPORTED BY TRUST FOR PUBLIC LAND

December 9, 2022. Copyright © Trust for Public Land. Trust for Public Land and Trust for Public Land logo are federally registered marks of Trust for Public Land. Information on this map is provided for purposes of discussion and visualization only. www.tpl.org

KEY Ingredients to Voter Approved Funding Sources

We want all parts of the community (different neighborhoods, urban/suburban/rural, different constituencies) to be able to see value in the projects. “Put the voters in the picture.”



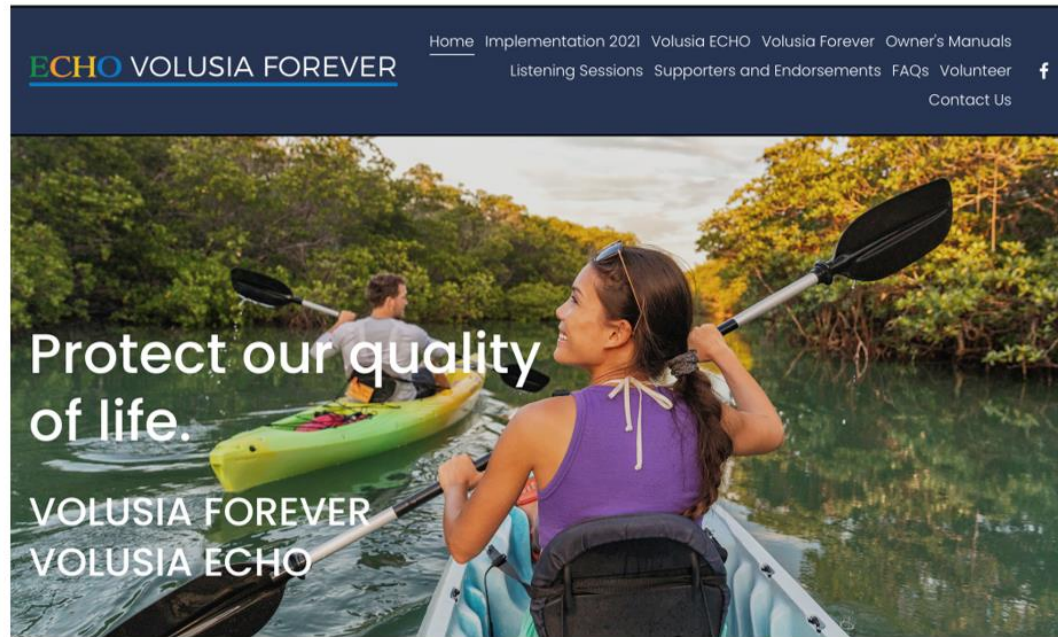
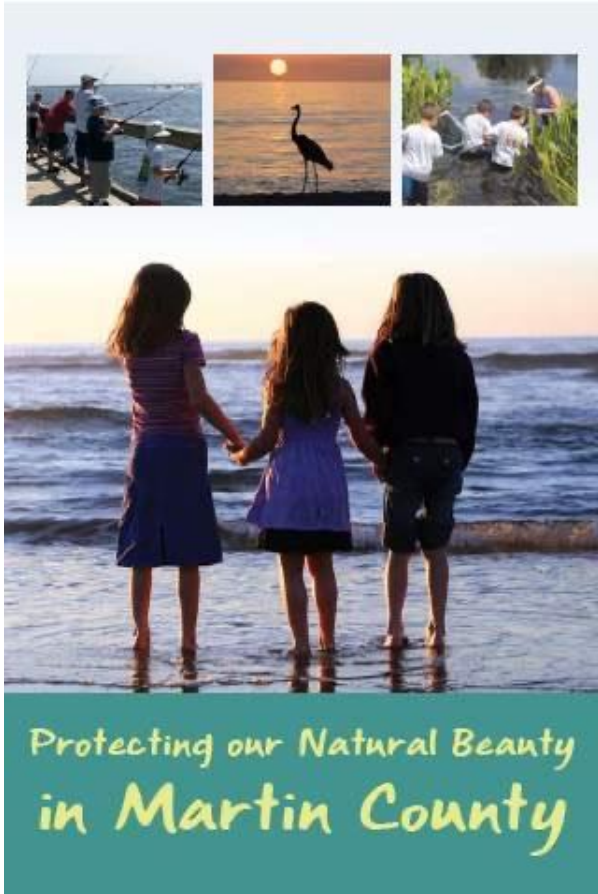
Community support, and support from advocacy groups, is important.

CLEAR, LEGAL, DESCRIPTIVE BALLOT LANGUAGE

APPROVED BY VOTERS FOR THOSE DEMONSTRATED NEEDS

Local Government Cannot Campaign

Florida Statute now limits local government from advocating for or against ballot measures. Staff should NOT expend any paid time or resources. Campaigns are privately funded. Non-profits can legally assist using non-public funds.



Often Include Other Capital Needs



Vote For Wild Spaces and Public Places



Wild Spaces Public Places, Road Repair, Fire Stations, and Affordable Housing One Percent Sales Tax

Shall Alachua County: Acquire and improve lands for conservation, wildlife habitat, water quality, and recreation; operate and maintain parks and recreation facilities; repair roads and improve road safety; construct and renovate fire stations and other public facilities; acquire lands for affordable housing; fund economic development projects pursuant to Florida Statute 212.055(2)(d)(3); provide citizen oversight and independent audit; by levying a one percent sales surtax for ten years starting January 1, 2023?

☒ FOR the one-cent sales tax

☐ AGAINST the one-cent sales tax

Vote FOR by November 8 or Vote Early From Oct 24 to Nov 5



VOTE YES! OPEN SPACE

Protect our natural resources, wildlife, farmlands, and clean water in our streams and rivers for future generations.



Pictured are actual affordable homes and true local homeowners
Photos courtesy of Alachua Area Habitat for Humanity



VOTE YES! HOUSING

Ensure stable homes for children, homeownership for working families, and safe housing for seniors.



Additional Protections are Possible

Alachua County and Gainesville voters adopted registries of protected public places that require a majority vote at the ballot box to sell or convert lands acquired or used for conservation, recreation or cultural purposes. Conservation easements and deed restrictions also can be used.



Protection of County-Owned Lands Acquired or Used for Conservation, Recreation, or Cultural Purposes	
Shall the Alachua County Charter be amended to require that the sale or conversion to another use of County-owned lands acquired or used for conservation, recreation, or cultural purposes be effective only if approved by a majority of the electors in the County in a County-wide referendum election?	
<input type="radio"/>	YES
<input type="radio"/>	NO

CITY OF GAINESVILLE CHARTER AMENDMENT 2	
Protection of City-owned Lands Acquired or Used for Conservation, Recreation, or Cultural Purposes	
SHALL THE CITY OF GAINESVILLE CHARTER BE AMENDED TO REQUIRE THAT THE SALE OR CONVERSION TO ANOTHER USE OF CITY-OWNED LANDS ACQUIRED OR USED FOR CONSERVATION, RECREATION, OR CULTURAL PURPOSES BE EFFECTIVE ONLY IF APPROVED BY A MAJORITY OF THE ELECTORS IN THE CITY IN A CITY-WIDE REFERENDUM ELECTION?	
<input type="radio"/>	YES - for adoption of the amendment
<input type="radio"/>	NO - against adoption of the amendment

Everyone Has a Role to Play, County Staff is Most Constrained

Activity	Citizens/Volunteers/Businesses/ Civic Groups	Elected Officials	Staff	Consultants and Non-Profits
Participate in Establishing Process to Prioritize Projects, Expenditures	Yes	Yes	Yes	As Requested Only
Ensure Public Integrity, Transparency, no Quid pro Quos, etc.	Yes	Yes	Yes	Yes
Research Funding Options, History, Fiscal Impact	Probably Not - Most Don't	Probably Not - Most Don't	Yes	Yes
Conduct Public Opinion Polling	Probably Not - Most Don't	Probably Not - Most Don't	Probably Not - Most Don't	Yes
Write Ballot Language	Probably Not - Most Don't	Probably Not - Most Don't	Yes	Yes
Discourage Opposition	Yes	Yes	Probably Not - Most Don't	Yes
Raise Funds for Campaign	Yes	Yes	No	Yes
Advocate for YES votes	Yes	Yes	Probably Not - Most Don't	Yes
Stay on Key Messages	Yes	Yes - Remain Neutral, Share Costs too	Yes - Remain Neutral, Share Costs too	Yes
Respond to Citizen, Press Questions, Speaking Events	Designated Individuals Only	Yes	Yes - Remain Neutral, Share Costs too	As Requested Only
Volunteer Time for Campaign	Yes	Yes	Probably Not - Most Don't	Yes
Donate to Campaign	Yes	Yes	Probably Not - Most Don't	Yes
Access Voter File, Send Mail, Buy Ads, etc.	Yes	Probably Not - Most Don't	No	Yes
Put up signs, hand out shirts, staff booths, etc.	Yes	Yes	Probably Not - Most Don't	Yes
Offer Anything of Value in Exchange for Support	No	No	No	No

Case Studies – Osceola and Nassau

There IS an important public policy role for the county to establish an effective, transparent land conservation program that leverages private, state and federal funds.

Osceola County SAVE Program



History of the SAVE Program

July 2004

Ordinance 04-08 approved by Board of County Commissioners, formalizing program and voter referendum.

November 2004

Voters approve *Save and Value Environment* (SAVE Osceola) referendum

October 2005

Board of County Commissioners Appointed Land Conservation Advisory Board.

January 2006

Land Acquisition Process Began

July 2016

Land Acquisition Process Completed



Purpose of the SAVE Program



Acquire, improve, and manage environmentally significant land

20-year program, expires in 2025 (FY26)

\$60 Million

85% for acquisition

15% for facilities and management

Partnerships

- City of Kissimmee
- Osceola County
- South Florida Water Management District
- Trust for Public Land
- U.S. Forest Service
- Florida Fish and Wildlife
- Private Developers



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SAVE Site Purchases

Camp Lonesome

2,443 Acres

Cherokee Point

183 Acres

Lake Lizzie

53 Acres

Lake Runnymede

43 Acres

Shingle Creek

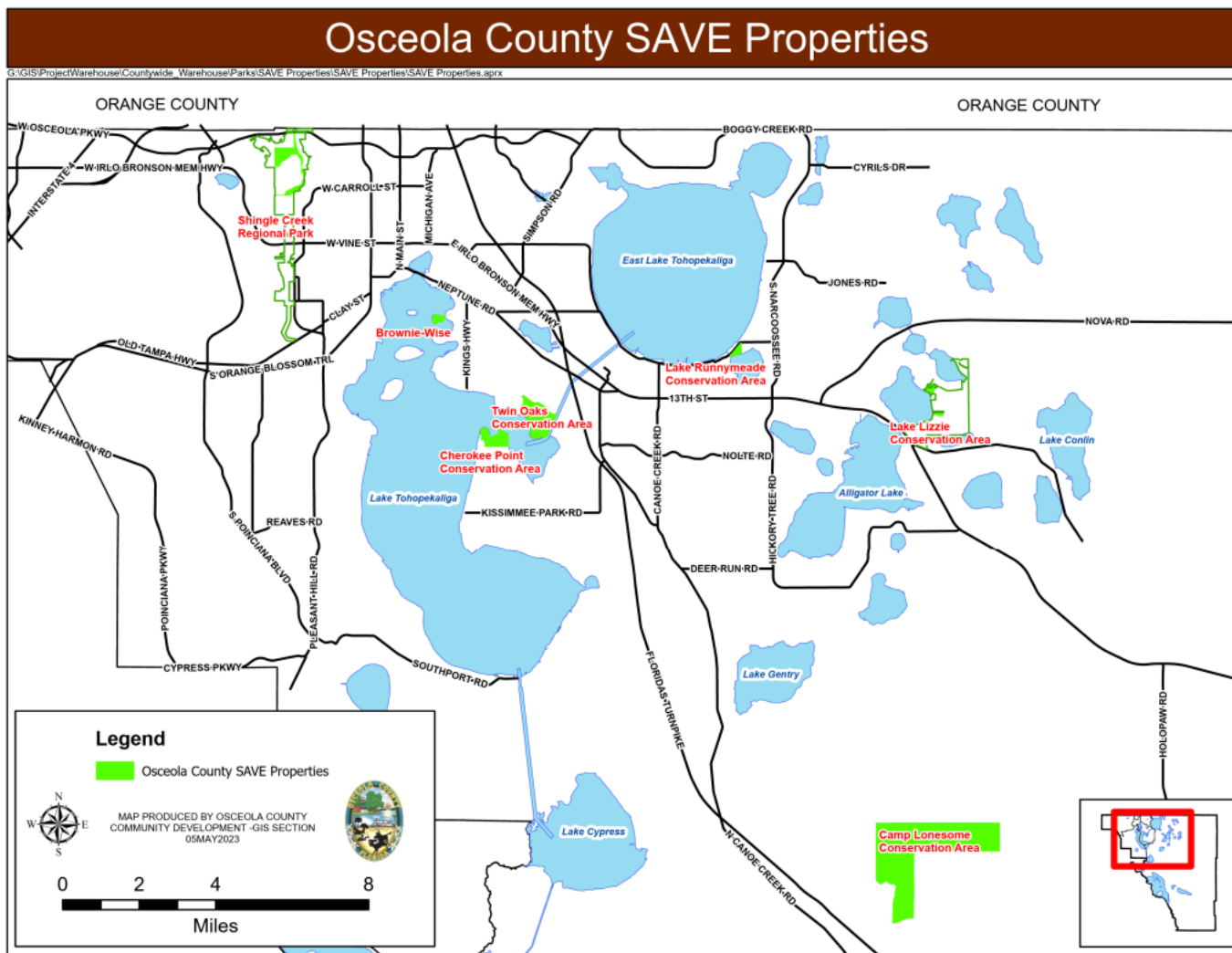
217 Acres

Twin Oaks

370 Acres

Tupperware Island

25 Acres



Program Status



- 19 properties acquired
- 3,300 acres purchased between 2006 and 2014 @ \$53 million
- All acquired properties are open to the public
- Annual restoration and maintenance activities for all facilities ongoing
- Management plans completed for all properties

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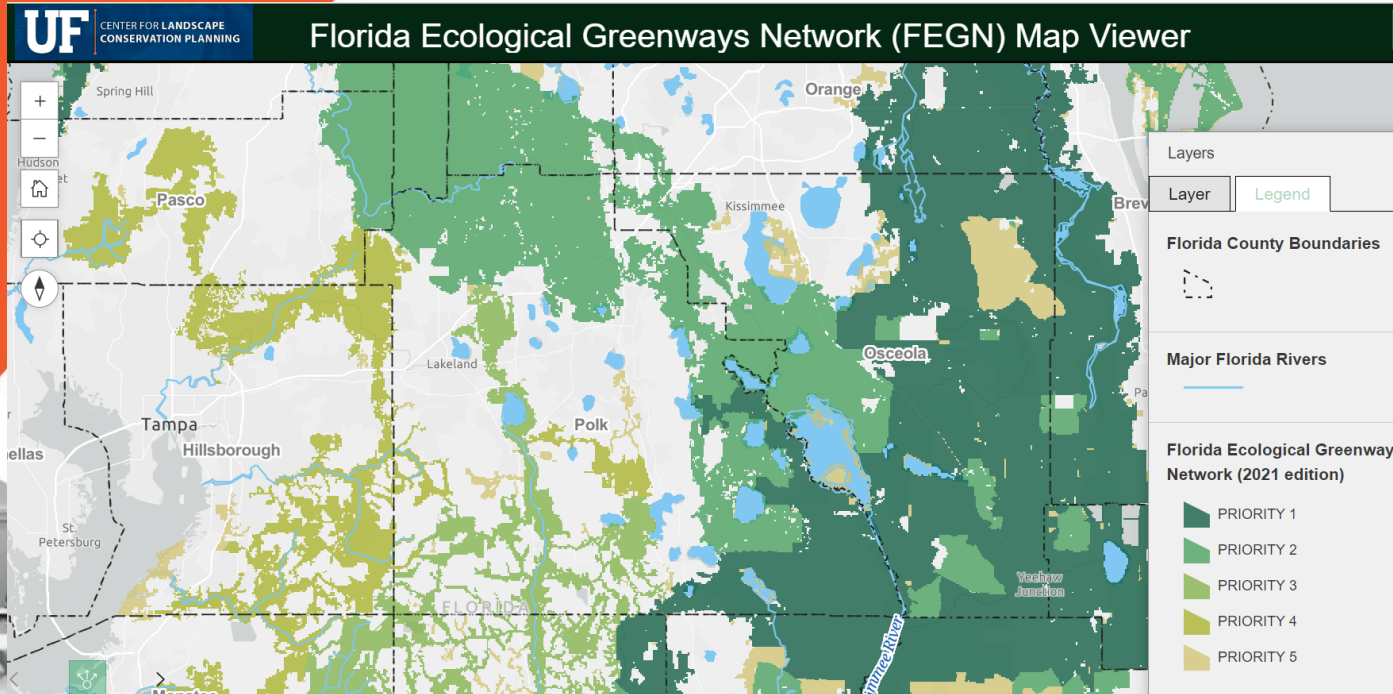
Reauthorization in Process

- **Intent and elements of Ordinance for Voter Referendum**

- Acquire: natural or wetland communities; improved property for restoration; flood prone areas; greenways, blueways, trails; and lands with aesthetic and recreational value
- Describe potential uses for funding restoration, removal of invasive species, replanting, user-oriented recreational facilities, and plantings on public lands
- Establish criteria for identifying lands and prioritizing purchases
- Authorize County to issue tax-exempt bonds to finance land acquisition
- Authorize County to levy 0.25 mills of ad valorem taxes to secure payment of debt service on bonds
- Establish maximum principal of bonds at \$70 million
- Establish implementation plan – maximum annual principal and interest payment 50% of levy
- Surplus revenue to operate, maintain, and manage acquired properties
- Reaffirm funding shall be in addition to current and future funds for parks and recreation land acquisition and management



Importance of Osceola County



County	County Acres	Corridor in County - Acres	Corridor Conserved Lands in County - Acres	Corridor Opportunity Areas in County - Acres
Osceola	963,862	673,862	218,342	455,520
Taylor	672,469	407,856	97,166	310,690
Polk	1,286,684	586,581	282,057	304,523
Hendry	761,490	465,016	166,092	298,924
Glades	631,608	354,430	69,272	285,158
Highlands	707,858	469,354	185,393	283,961
Gulf	364,177	347,097	66,385	280,711
DeSoto	409,263	309,421	54,991	254,430
Calhoun	367,559	257,356	6,963	250,392
Hardee	408,541	253,010	11,121	241,889
Levy	728,745	397,037	172,303	224,735
Lafayette	350,660	283,816	60,216	223,600
Bay	495,577	265,465	47,606	217,858
Volusia	782,700	426,759	215,225	211,535
Washington	394,211	247,589	50,932	196,657
Collier	1,306,533	1,070,184	877,363	192,821
Dixie	457,867	320,308	136,452	183,856
Flagler	324,981	212,558	40,898	171,660
Hamilton	332,051	196,992	25,565	171,427
Jefferson	391,642	279,118	111,392	167,726
Okeechobee	570,815	263,459	95,901	167,558
Leon	449,061	304,772	158,144	146,627
Putnam	529,231	254,200	108,793	145,407
Santa Rosa	656,466	388,883	245,428	143,456
Escambia	428,528	158,703	15,439	143,264

Of all 67 Counties in Florida, Osceola County has the highest percentage of Florida Wildlife Corridor lands that are functional ecosystem yet to be protected.

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County Actions for Reauthorization

- **Process for Reauthorization:**

- Statement of Legislative Intent Adopted by Board on June 3, 2024
- Board to adopt Ordinance for Voter Referendum on July 15, 2024
- Publication requirements and notice to Supervisor of Elections on August 2, 2024
- Referendum could be held on any election cycle (§100.261, F.S.) on November 5, 2024
- New requirements regarding local government education requirements apply

Trust for Public Land Assistance

- Entirely privately funded
- Completion of feasibility report
- Completion of public opinion polling
- Recommendations on program elements
- Work with private, Osceola County citizens to communicate to voters



Osceola County, Florida

Public Finance Feasibility Study
May 2024



Feasibility Research

- Formally Requested by County
- Demographics
- Current Budget, Conservation Planning
- Fiscal Capacity and Finance Options
- Political Profile
- Election History
- Election Requirements
- Ballot Language Requirements
- Pathways to the Ballot
- Best Practices



OSCEOLA
COUNTY

BOARD OF
COUNTY
COMMISSIONERS

Peggy Choudhry
Commissioner
District 1

Viviana Janer
Commissioner
District 2

Brandon Arrington
Commissioner
District 3

Cheryl Grieb
Commissioner
District 4

Ricky Booth
Commissioner
District 5

1 Courthouse Square
Suite 4700
Kissimmee, FL 34741

O: 407.742.2000
F: 407.742.2391



February 19, 2024

Mr. Will Abberger
Vice President
Director Conservation Finance
The Trust for Public Land
306 North Monroe Street
Tallahassee, Florida 32301

Mr. Adam Snyder
The Nature Conservancy
120 19th Street North, Suite 200
Birmingham, Alabama 35203

Dear Mr. Abberger and Mr. Synder,

By this letter, Osceola County requests technical advice and assistance from the Trust for Public Land and The Nature Conservancy in connection with our efforts to develop and sustain reliable, ongoing sources of funding for land conservation, open space, and natural area protection and stewardship.

As part of your advice and assistance, I understand you will conduct research with affected groups to develop recommendations for Osceola County on strategies for supporting dedicated, ongoing sources of public funds for land conservation and parks.

We are interested not only in the factual information that you can provide, but also your opinions and recommendations on public funding measures available to us and strategies to enact such measures. That would include understanding the public's priorities and attitudes concerning land conservation, water quality, and natural areas—including parks, trails, and fish and wildlife habitat—and how the public would respond to different methods of presenting those issues.

Information provided to Osceola County will be public record as a matter of law. This request does not in any way commit public funds to the efforts of the Trust for Public Land and The Nature Conservancy related to this request, nor does it require public disclosure of any confidential information of either organization.

This request will continue in effect for any advice you offer or presentations you submit for the use of this body related to such matters. In addition, we would like to take this opportunity to request that you continue to be available to provide technical advice and assistance in this area and on related matters in the future.

Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cheryl L. Grieb".

Cheryl L. Grieb
Chairwoman
Board of County Commissioners

Currently Assessing Options

Considering a mill levy with bond authority in Osceola County

The table below illustrates the revenue potential from a 0.25 mill levy. For example, 0.25 mill levy would generate approximately \$9.5 million annually at a cost of roughly \$40 a year to the average homeowner in the county. A \$70 million bond with a 20-year maturity would require roughly \$5.2 million of this annual revenue stream, leaving slightly more than \$4.4 million per year to support operations, restoration, and maintenance.

Osceola County Bond Financing Estimates							Additional Millage		
Bond Issue	Interest Rate	Maturity (Years)	Annual Debt Service	Total Taxable Value	Required Millage	Annual Cost for Avg. Home*	Remaining from \$0.25 Millage	Remaining Revenue	Total Annual Cost for Avg. Home*
\$60,000,000	4%	20	\$4,414,905	\$37,961,255,005	0.1163	\$24	0.13370	\$5,075,409	\$40
\$70,000,000	4%	20	\$5,150,723	\$37,961,255,005	0.1357	\$27	0.11432	\$4,339,591	\$40
\$100,000,000	4%	20	\$7,358,175	\$37,961,255,005	0.1938	\$39	0.05617	\$2,132,139	\$40
*Average single family residential property taxable value = \$202,117.									
Sources: Osceola County Property Appraiser, 2022 Certified Tax Roll.									

Nassau Florida CLAM* Program

‘Nassau Now or Never Campaign’

**CLAM = Conservation Land Acquisition & Management*





Nassau Florida

Context:

- **Northeast most County on Atlantic Ocean**
- **725 square miles**
- **County Pop: 101k/double by 2050 (BEBR)**
- **Jacksonville MSA Pop: 1.8M**
- **STRONG Conservative Republican**
 - **Smaller Government/Less Regulation/Lower Taxes**
- **2006/2008 – Measure Failed** [didn't make it to the ballot]
- **2022 – Passed @ 68%**

5 Takeaways:

1. **Patience + Time Perspectives**
2. **Think Big, Generational**
3. **Integrity of 'Science'**
4. **Funding Strategy**
5. **Leverage + Learn from Others**



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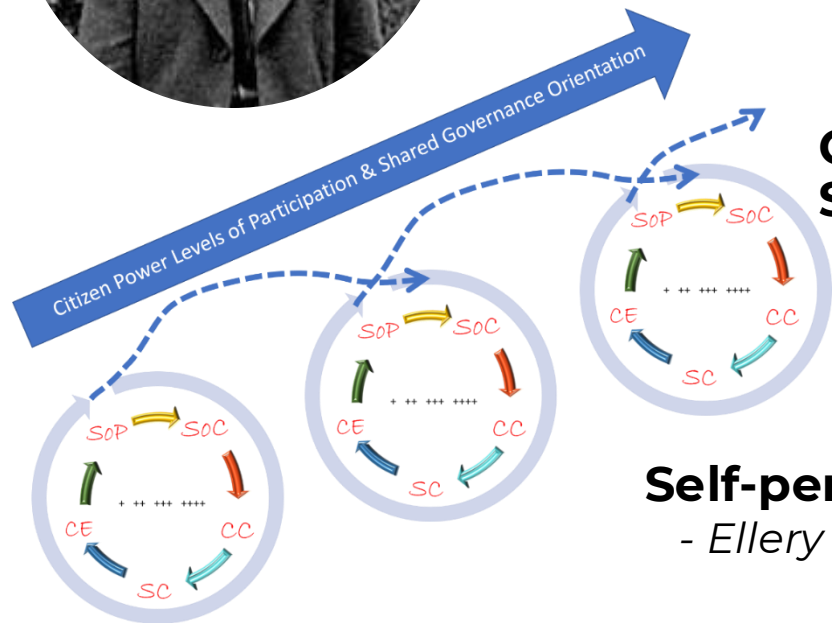
Patience + Time Perspectives

Challenge: Get a Conservative Republican county to self tax.



Kurt Lewin – Change Theory: Unfreeze, Move, Refreeze *[thoughts, feelings, and values]*

- Unfreeze: *Establish that change is needed/motivation for change.*
- Move: Adjust thoughts, feelings, & values
- Refreeze: Shared vision/direction/perspective + positive reinforcement



Citizen Power Levels of Participation & Shared Governance Orientation

- Arnstein's Ladder of Citizen Participation
- IAP2 Spectrum of Public Participation
- Ellery/Ellery's Continuum of Community Participation
- Banyan's Expanded IAP2 Shared-Governance Model



Self-perpetuating 'virtuous cycle and mutual stewardship'

- Ellery & Ellery, 2019

Tip: Patience/Time Perspectives

1. Real change takes time, authentic engagement, and nurturing trust
2. Don't get ahead of your citizens' thoughts, feelings, & values
3. Success isn't going to be measured in a single election cycle



Nassau Florida CLAM

2006 to 2008 – First attempt to create a conservation program, failed to get support of referendum, partially great recession/largely lack of broad consensus

2016/2017 – Preliminary research, mapping/modeling, ULI TAP, WNHP Project

2018 – Established a technical advisory group + more formal citizen engagement program. County initiated conservation study, TPL Part of team

2019 – TPL research, polling, measure referred to ballot, contracted with NFLT & NGN, PA

2020 – CLAM program plan & manual published along with implementing ordinances, Conservation and schools measures removed from ballot because of COVID
[Included direction to come back in 2022]

2021 – CLAM program adopted, citizen oversight committee appointed, over 750 parcels nominated by citizens

May 2022 – Both Conservation and Schools put back on the ballot

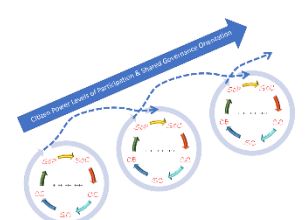
August 2022 – Top 25 Conservation Projects consisting of 221 individual parcels adopted by BOCC, Directed to pursue Top 15 Priority Conservation Projects totaling 84 individual parcels.

Sept. – Nov. 2022 – Citizen Led ‘Nassau Now or Never’ private campaign

November 2022 - Ballot measure wins at 68%, Schools measure also successful

Tip: Patience/Time Perspectives

1. Real change takes time, authentic engagement, and nurturing trust
2. Don't get ahead of your citizens' thoughts, feelings, & values
3. Success isn't going to be measured in a single election cycle



UNFREEZE

Robust CE, lots of ‘science’, built a coalition, developed civic capacity - why change was needed

MOVE

Community ownership, grass-roots movement, took on a life of its own

REFREEZE

Action, citizen power to choose, citizen oversight



Think Big, Generational

Challenge: Your plan is too big, the cost exceeds your \$30M bond, it will fail.



Make no little plans. They have no magic to stir men's blood ... Make big plans ... long after we are gone [they] will be a living thing, asserting itself with ever-growing insistency.

- Daniel Burnham

Self-perpetuating 'virtuous cycle and mutual stewardship'

- Ellery & Ellery, 2019

TIP: Think Big, Generational in Scale

1. Aim to inspire, 'stir men's blood'
2. Assume Florida will exist in perpetuity & construct a program foundation on a generational scale
3. Bond is just seed money to prime the pump
4. Success isn't measured in years or elections cycles; it's measured over the course of generations
5. Block out the hate ['small minds'].



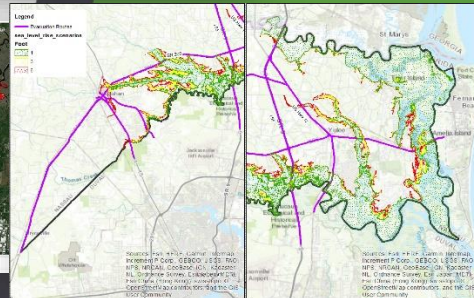
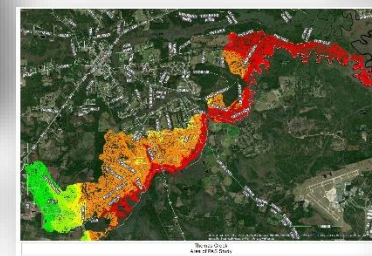
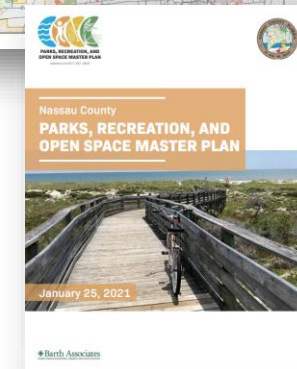
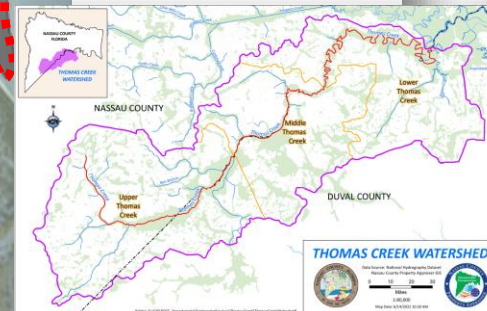
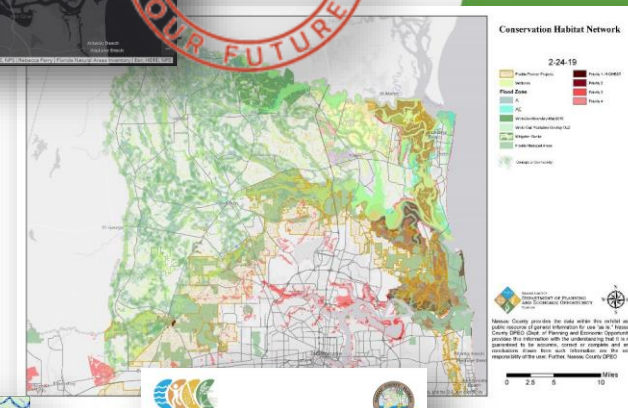
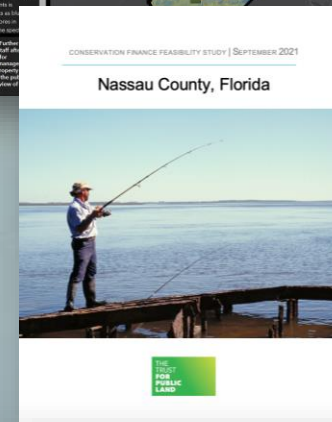
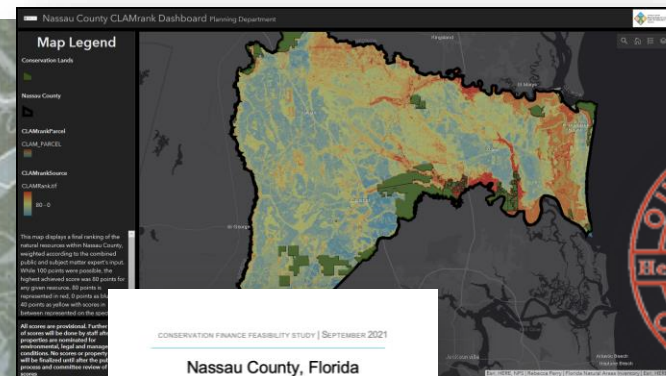
Great minds discuss ideas;
Average minds discuss events;
Small minds discuss people.

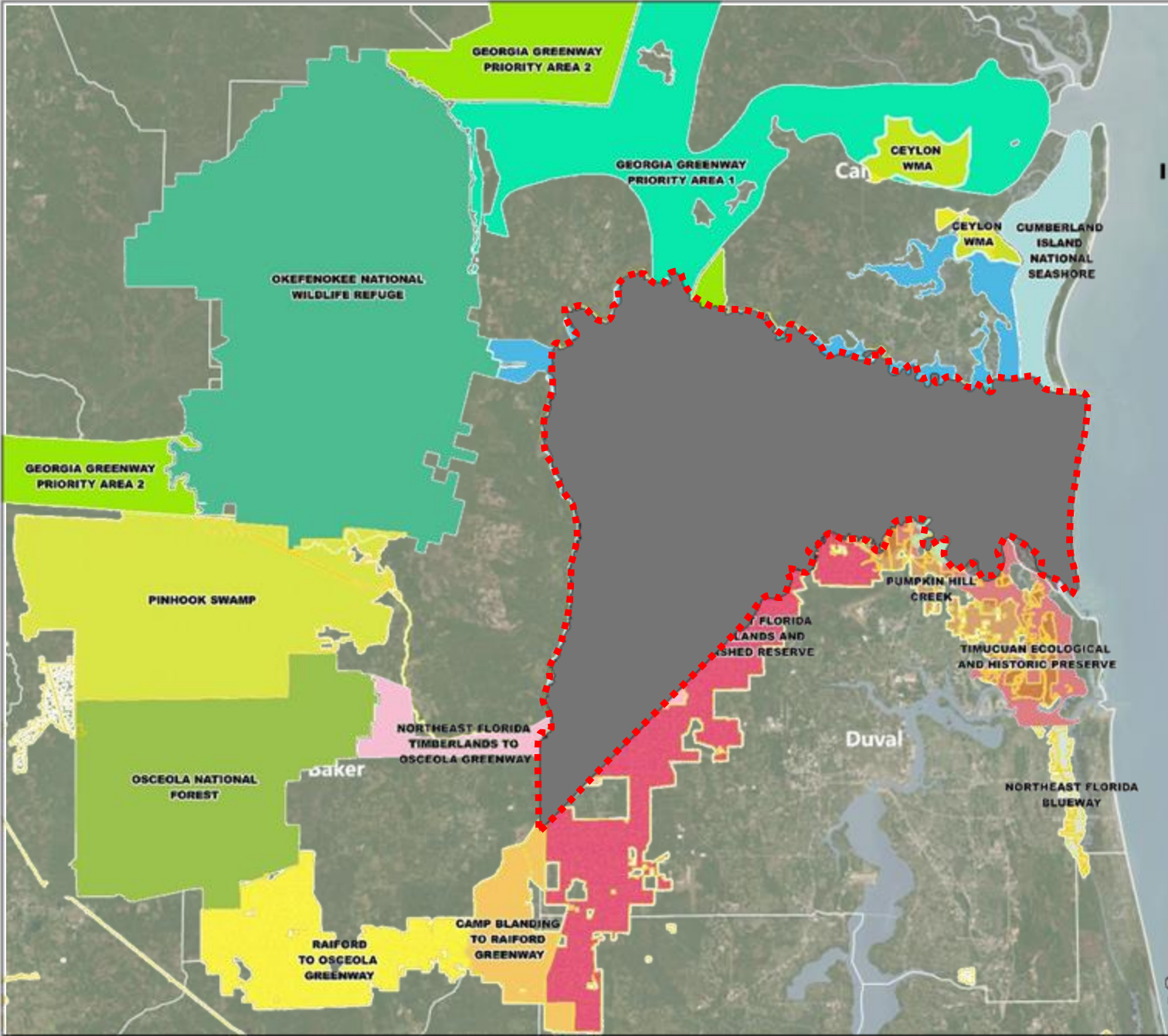
- Eleanor Roosevelt



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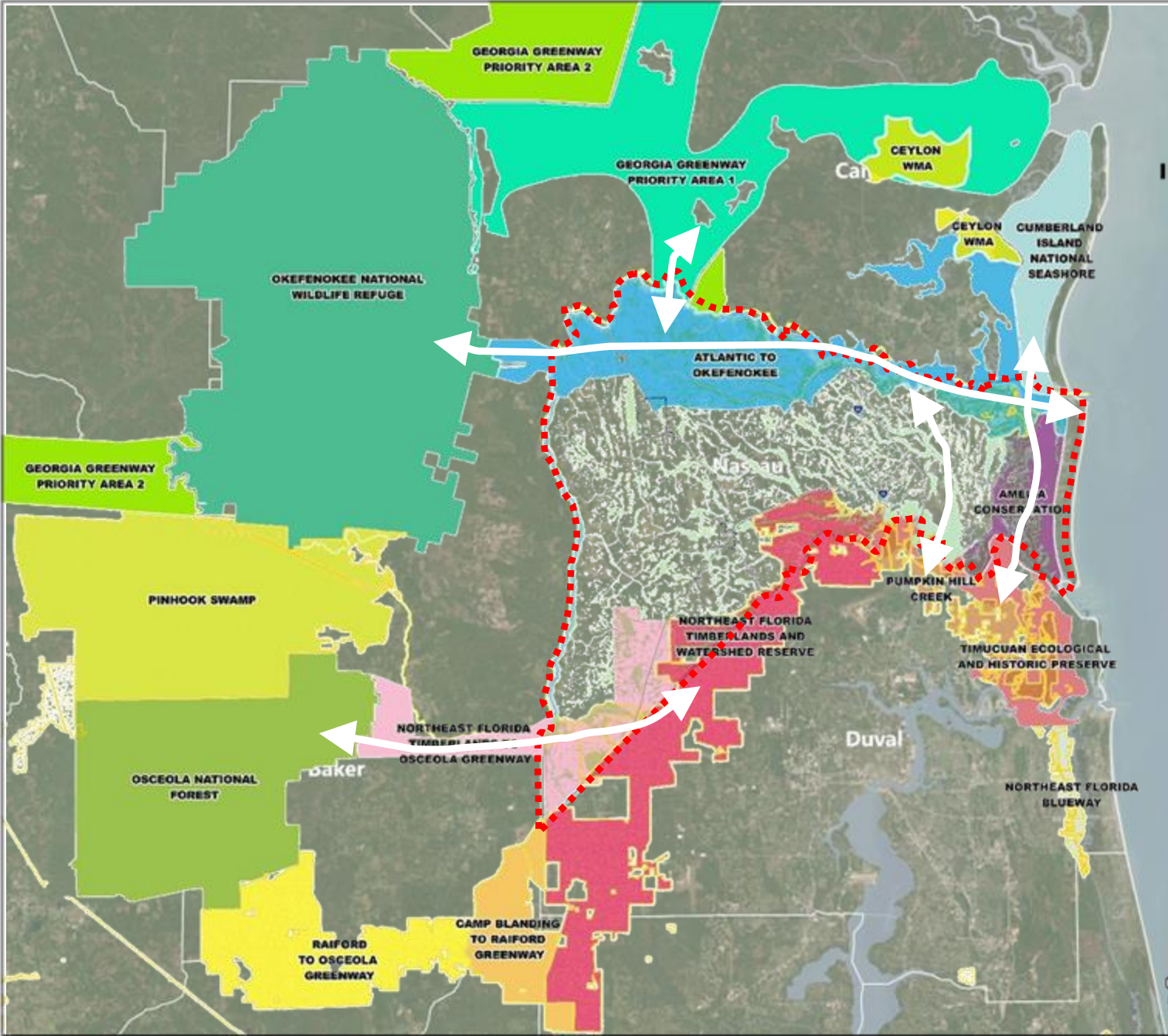
NASSAU COUNTY CONSERVATION NETWORK IMPLEMENTATION FRAMEWORK

Legend

- Florida Forever Projects
- Ceylon WMA
- Georgia Greenway Priority Area 2
- Georgia Greenway Priority Area 1
- Amelia Conservation
- Cumberland Island National Seashore
- Atlantic to Okefenokee
- Northeast Florida Timberlands to Osceola Greenway
- Northeast Florida Blueway
- Pumpkin Hill Creek
- Camp Blanding to Raiford Greenway
- Raiford to Osceola Greenway
- Okefenokee National Wildlife Refuge
- Pinhook Swamp
- Osceola National Forest
- Northeast Florida Timberlands and Watershed Reserve
- Timucuan Ecological and Historic Preserve
- County Boundary
- Municipal Boundary
- Major Roads



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NASSAU COUNTY CONSERVATION NETWORK IMPLEMENTATION FRAMEWORK

Legend

- Florida Forever Projects
- Ceylon WMA
- Georgia Greenway Priority Area 2
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- Northeast Florida Blueway
- Pumpkin Hill Creek
- Camp Blanding to Raiford Greenway
- Raiford to Osceola Greenway
- Okefenokee National Wildlife Refuge
- Pinhook Swamp
- Osceola National Forest
- Northeast Florida Timberlands and Watershed Reserve
- Timucuan Ecological and Historic Preserve
- County Boundary
- Municipal Boundary
- Major Roads



**MOVING FLORIDA
FORWARD**

Nassau County Conservation Land Acquisition and Management (CLAM)

Legend

- Potential Land Conservation
- Conservation Network Extension
- Northeast Florida Timberlands and Watershed Reserve
- Florida Forever Projects
- Explore Future Connections
- ENCPA Conservation Habitat Network
- Florida Managed Areas
- Mitigation Banks Florida
- Florida Audubon Society
- State of Florida TIITF
- Murphy Act Lands
- White Oak Plantation
- Conservation Area
- State Park
- NWI - Wetlands
- Outstanding Florida Waters
- FNAI Rare Species Habitat**
 - Priority 1- HIGHEST
 - Priority 2
 - Priority 3
 - Priority 4
- Flood Zone**
 - Flood Zone A
 - Flood Zone AE
 - Flood Zone AO
 - Flood Zone VE
 - Flood Zone X
- Blueways**
 - Existing Blueway
 - Proposed Blueway Expansion
 - Major Roads
 - Municipal Boundary
 - County Boundary

CLAM Project Summary

Location	Number of Projects	Number of Parcels	Acres	Value
Amelia Island	9	33	193.92	\$63,649,631.00
Callahan/Bryceville	8	130	6066.92	\$34,225,841.00
Hilliard	5	46	6975.94	\$25,033,155.00
Yulee	3	10	212.77	\$3,245,466.00
Total	25	219	13449.55	\$126,154,093.00

0 1.5 3 6 9 12 Miles



**MOVING FLORIDA
FORWARD**

GEORGIA AND FLORIDA CONSERVATION ALIGNMENT

Legend

- Potential Land Conservation
- Atlantic to Okefenokee
- Cumberland Island National Seashore
- Greenway Priority Area 2
- Greenway Priority Area 1
- Amelia Conservation
- Okefenokee National Wildlife Refuge
- Ceylon WMA
- Cabin Bluff
- Kings Bay Naval Base
- St. Mary's River Corridor
- St. Marys River Ranch Conservation
- State Park
- White Oak Plantation
- Murphy Act Lands
- Florida Audubon Society
- State of Florida TIITF
- ENCPA Conservation Habitat Network
- Explore Future Connections
- Wetlands
 - Estuarine and Marine Deepwater
 - Estuarine and Marine Wetland
 - Freshwater Emergent Wetland
 - Freshwater Forested/Shrub Wetland
 - Freshwater Pond
- Outstanding Florida Waters
- County Boundaries

GREENWAY
PRIORITY AREA 2

CAMDEN
COUNTY

CEYLON WMA

CHARLTON
COUNTY

GREENWAY
PRIORITY AREA 1

CABIN BLUFF

CEYLON WMA

CUMBERLAND
ISLAND
NATIONAL
SEASHORE

ATLANTIC
OCEAN

KINGS BAY
NAVAL BASE

10

RALPH E. SIMMONS STATE FOREST
ST. MARYS RIVER RANCH
CONSERVATION AREA

2

ORANGE BLUFF

9

21

13

WHITE OAK PLANTATION
LITTLE ST. MARYS RIVER CORRIDOR

25

ATLANTIC TO
OKEFENOKEE

TIGER ISLAND
VIEWSHED
FORT CLINCH
STATE PARK

7

20

1

AMELIA
CONSERVATION

PINEY ISLAND
VIEWSHED

NASSAU COUNTY

ENCPA CONSERVATION
HABITAT NETWORK

PINEY ISLAND
VIEWSHED

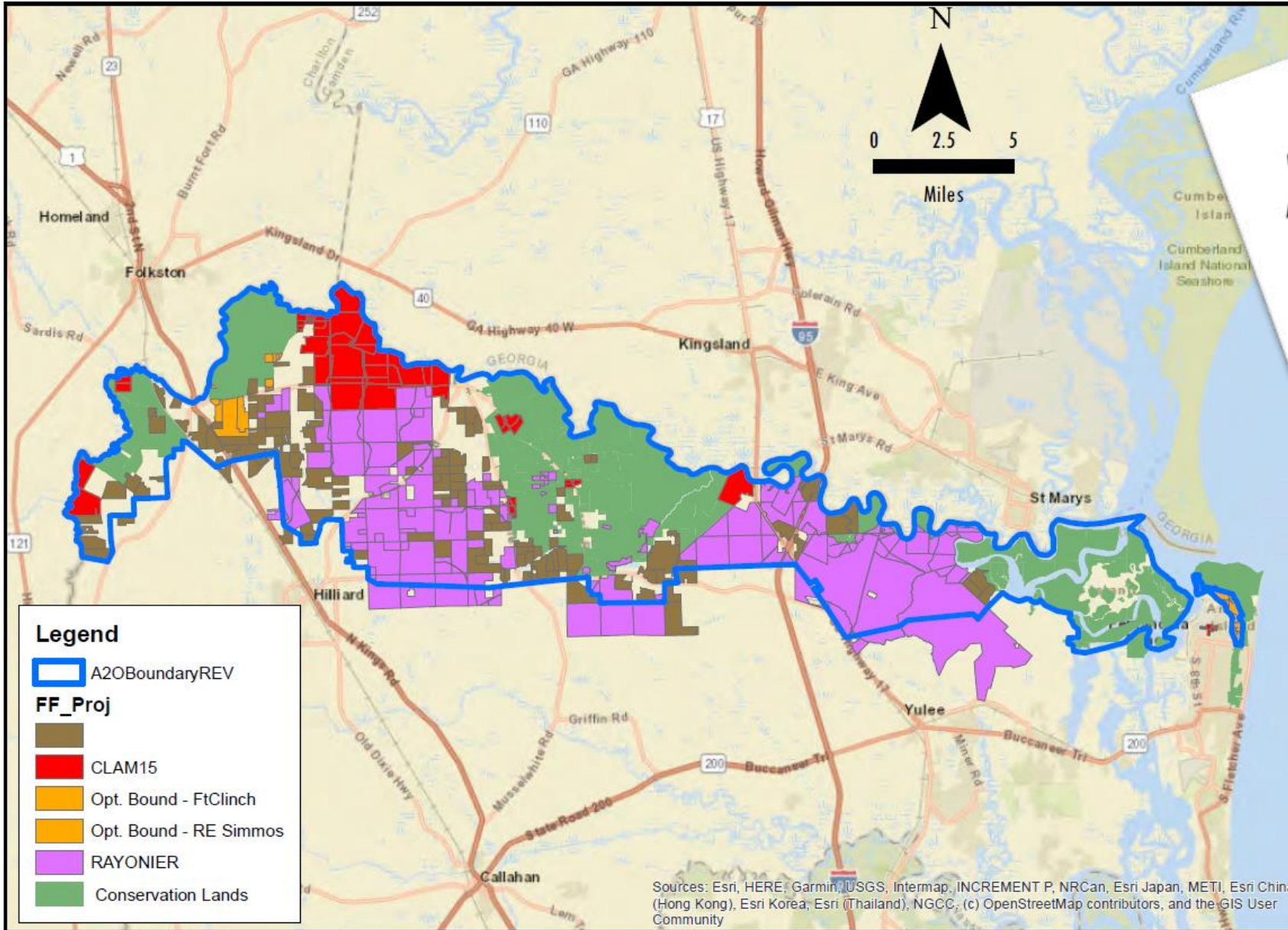


0 1 2 4 6 8
Miles



MOVING FLORIDA
FORWARD

Atlantic-to-Okefenokee Conservation Corridor



Florida Forever Project Evaluation Report Atlantic to Okefenokee Conservation Corridor Nassau County



Acquisition Type: Less-than-Fee and Fee Simple
Tax Card Acres: 65,819
Just Value: \$223,718,522
Application Date: October 30, 2023
Project Sponsors: North Florida Land Trust and Nassau County

Prepared By:
Division of State Lands
Office of Environmental Services



Submitted to the Acquisition and Restoration Council
June 7, 2024

June 2024 ARC Meeting

Page 2 of 123

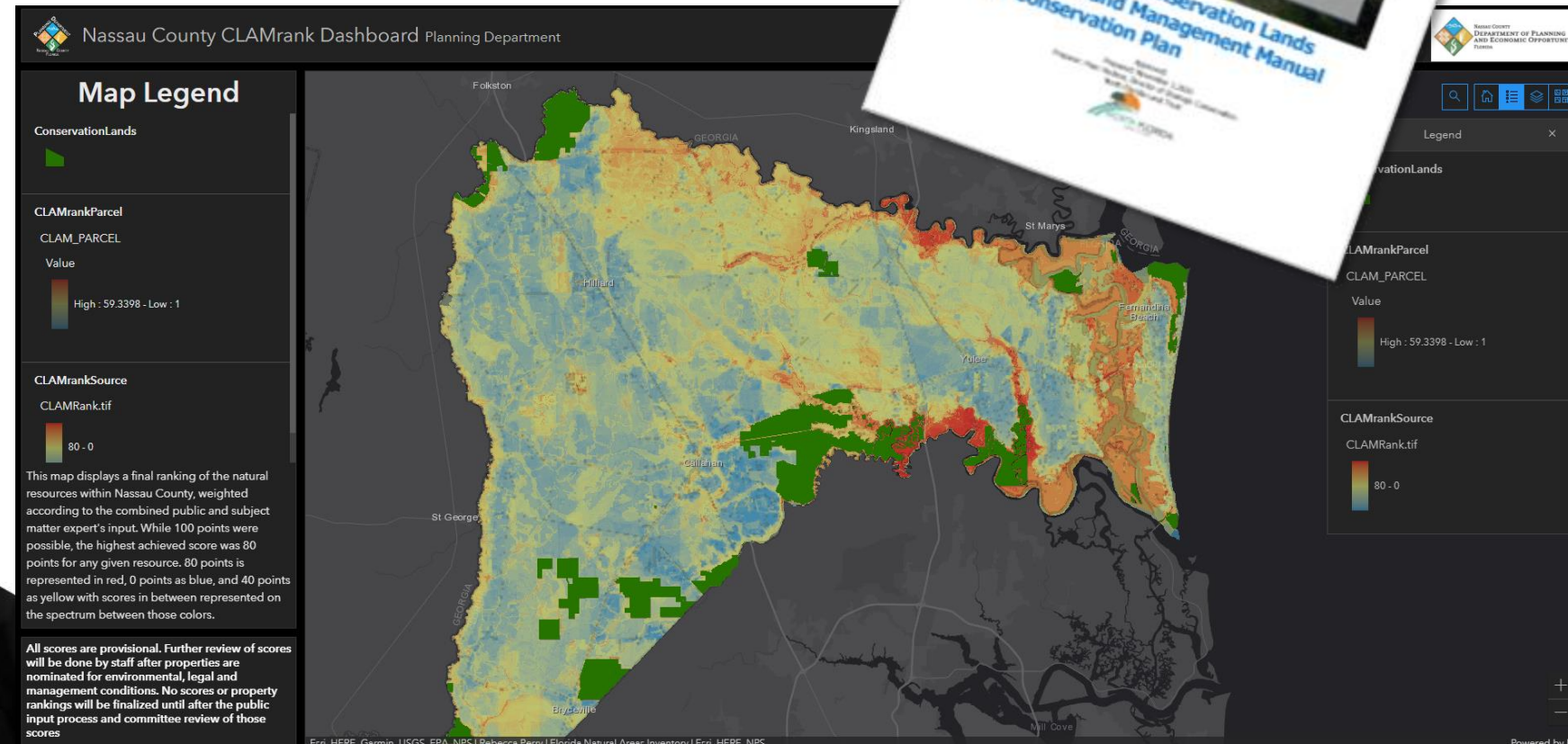


**MOVING FLORIDA
FORWARD**

Integrity of 'Science'

TIP: Integrity of Science

1. Conservation based on scientific reasoning
2. Protection of natural resources, systems and functions.
3. Not based on politics, jurisdictional boundaries, or the good-ole-boy network.
4. Program transparency, build trust, defend challenges



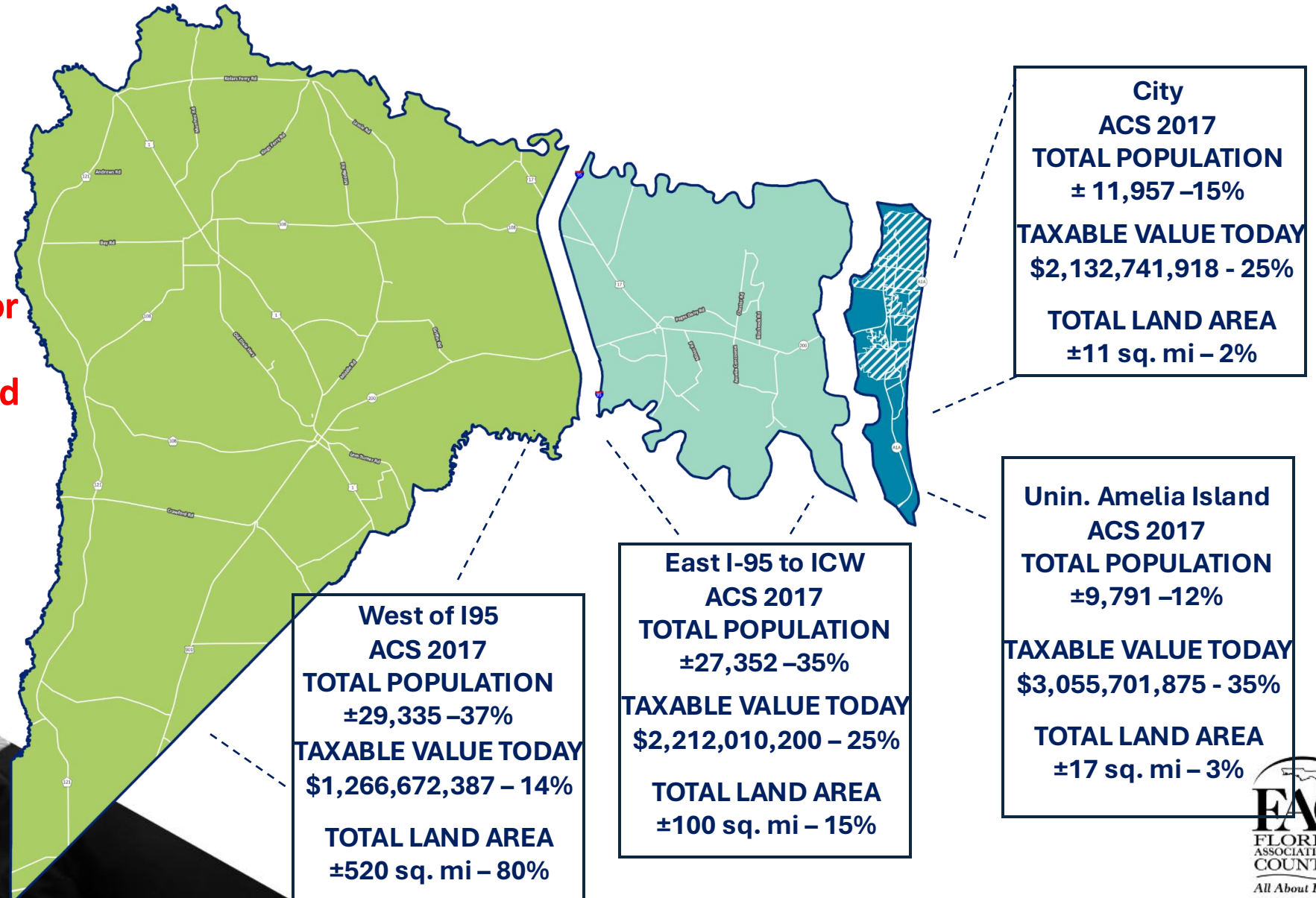
**MOVING FLORIDA
FORWARD**

Integrity of 'Science'

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Challenge: Municipality wanted “their share” of bond proceeds based on % ad valorem property tax collected within the municipal boundary.



**MOVING FLORIDA
FORWARD**



Funding Strategy

Challenge: How do you lower the millage rate & finance a land acquisition program?

AD VALOREM TAXES					
TAXING AUTHORITY	MILLAGE RATE	ASSESSED VALUE	EXEMPTION AMOUNT	TAXABLE VALUE	TAXES LEVIED
BOARD OF COUNTY COMMISSIONERS					
GENERAL FUND	6.3356	734,595	0	734,595	4,654.10
GENERAL FUND CONSERVATION/RESILIENT	0.1400	734,595	0	734,595	102.84
GENERAL FUND DEBT/CAPITAL	0.0531	734,595	0	734,595	39.01
TRANSPORTATION	0.5553	734,595	0	734,595	407.92
MUNICIPAL SERV FUND (C120)	2.2087	734,595	0	734,595	1,622.50
SCHOOL BOARD					
ADDITIONAL VOTER MILLAGE	1.0000	734,595	0	734,595	734.59
BASIC DISCRETIONARY	0.7480	734,595	0	734,595	549.48
CAPITAL OUTLAY	1.5000	734,595	0	734,595	1,101.89
SCHOOL BOARD LOCAL EFFORT	3.2120	734,595	0	734,595	2,359.52
ST JOHNS RIVER MGMT DIST	0.1793	734,595	0	734,595	131.71
FL INLAND NAVIGATION DIST	0.0288	734,595	0	734,595	21.16

TIP: Funding Strategy

1. Reallocated a portion of millage rate from GF to CR
2. Dedicated allocation of the millage rate
3. Make it a separate line item on tax bill

- 100% of bond proceeds go to land acquisition
- Land management and administration is covered by millage allocation
- Dedicated funding source in perpetuity



Adopted Ballot Language

NASSAU COUNTY GENERAL OBLIGATION BONDS FOR LANDS TO PROTECT WATER QUALITY, WILDLIFE HABITAT, AND RIVERS

To acquire lands that improve water quality in rivers, creeks, and drinking water sources; protect natural areas, beaches and the St. Mary's, Nassau and Amelia Rivers; reduce flooding, conserve wildlife habitat, and provide outdoor recreation, shall Nassau County be authorized to issue General Obligation Bonds, not exceeding maximum lawful interest rates, maturing within 30 years, not exceeding 30 million dollars payable from ad valorem taxes, with citizen oversight and full public disclosure of all spending?

____ YES, FOR BONDS
____ NO, AGAINST BONDS

Leverage + Learn From Others

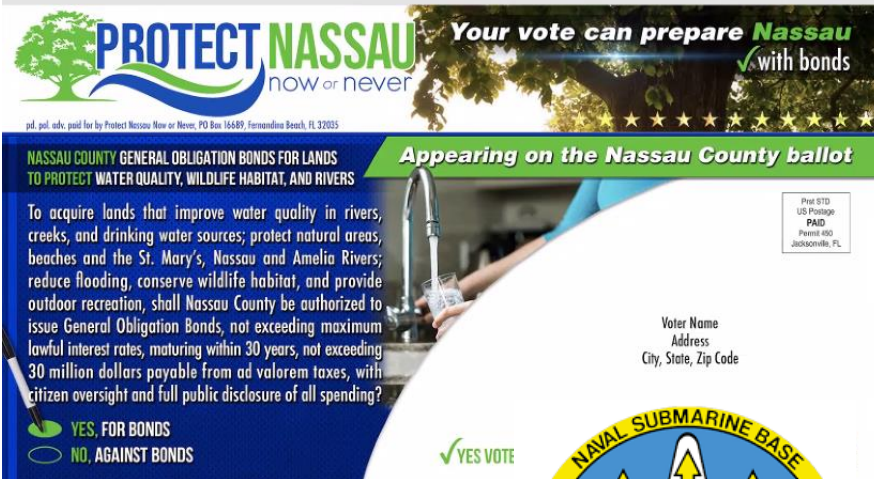
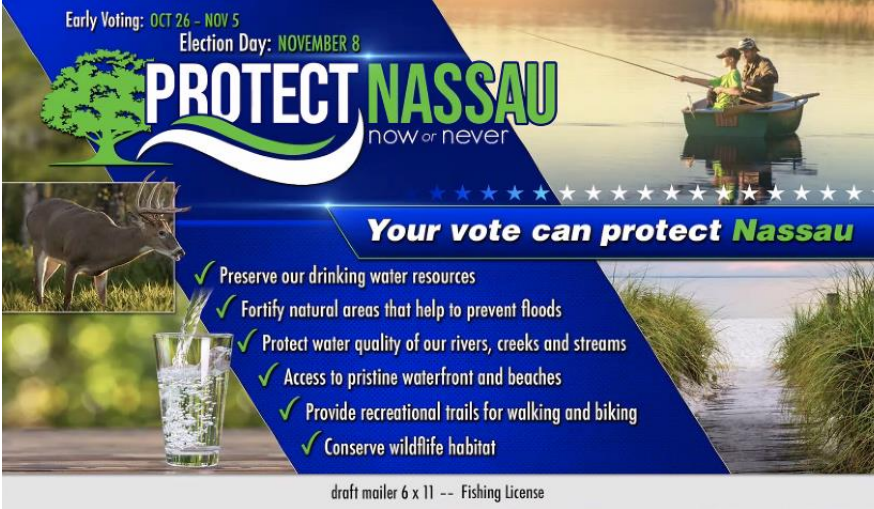
TIP: Leverage + Learn From Others

1. Leverage relationships/build a diverse coalition
2. Leverage money local, state, federal, and private
3. Leverage existing bodies of knowledge/lessons learned
4. Maintain leverage in acquisition negotiations/be nimble/don't hesitate to walk away

Goal: 3 to 1 leverage \$\$\$

[3 outside dollars to 1 local dollar]

- Local: \$30M GO Bond/Millage
- State: Florida Forever Program
- Federal: MYA EPA with the US Navy
- Private: Amelia Forever Campaign



Nassau Florida CLAM* Program

‘Nassau Now or Never Campaign’

5 Takeaways:

1. **Patience, Time Perspectives**
2. **Think Big, Generational**
3. **Integrity of ‘Science’**
4. **Funding Strategy**
5. **Leverage + Learn from Others**





Roundtable Discussion and Questions

Exercise for Your Own Community



Which Priorities Need Funding? Trails?
Parks? School Yards? Natural Lands?
Farmland? Forests? Watershed Protections?



What Are Your Strongest Messages? What is
your “elevator speech?”



How Much Money Do You Need? Can it be
matched with state/federal/philanthropic
sources?



What is Your Best Funding Source? Bonds?
Sales Taxes? Private funds? Grants?

Exercise for Your Own Community



On your county commission, who are your allies? Who will oppose? Can you get them on board? Let voters choose!



Which organizations will be helpful? Do they come from all parts of the community?



Who are your potential opponents? Are they funded? Do they know what they're doing? Who listens to them?



Provide your information for follow-up!