



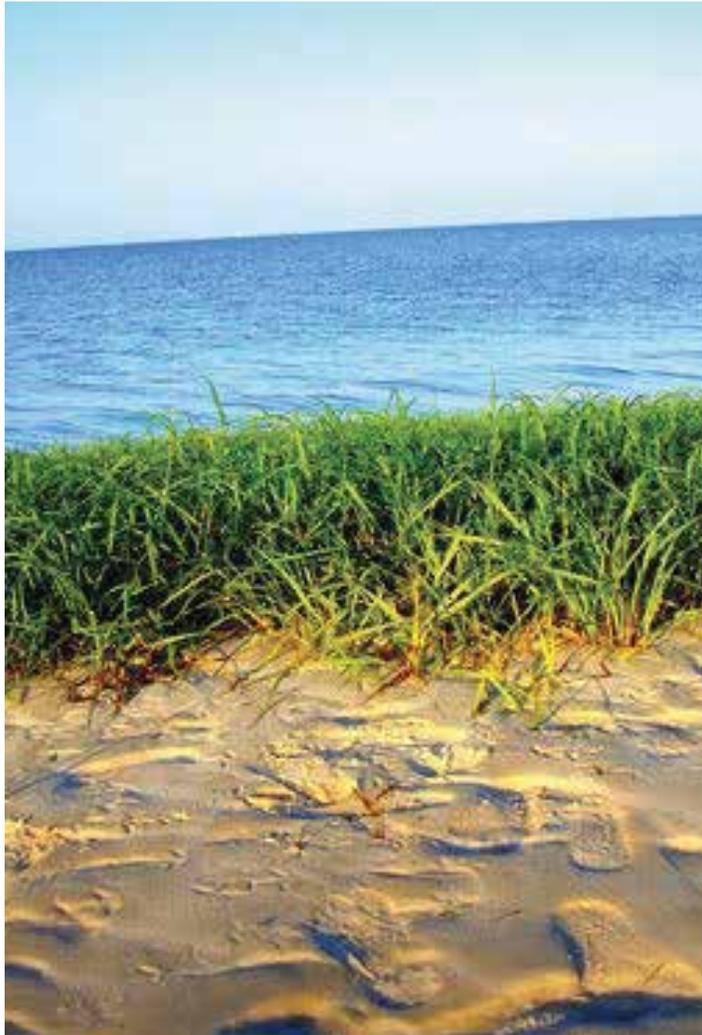
# ECONOMIC DEVELOPMENT & COMMUNITY REVITALIZATION

2020-2040





This report was prepared through a grant with the Florida Department of Economic Opportunity & with assistance from Apalachee Regional Planning Council, Ovid Solutions, & Panacea Waterfront Communities.





# **TABLE OF CONTENTS**

**ACKNOWLEDGEMENTS**

**OVERVIEW OF PANACEA**

**HISTORY**

**DEMOGRAPHIC SNAPSHOT**

**COMMUNITY ASSETS**

**COMMUNITY ENGAGEMENT**

**TOP PROJECTS & ACTIONS FOR PANACEA**

# PANACEA GOALS, LISTED BY PROJECT TYPE



**COMMUNITY REVITALIZATION:** Panacea's Mineral Springs Redevelopment; Anonymous Code Enforcement Violation; Street Light Improvements; Community Clean-up/Community Pride Campaign; Panacea Placemaking: Way Finding Signage & Murals; Panacea Placemaking: Way Finding Signage & Murals; Landscaping Along Highway 98; Repair Welcome Center; Rehabilitate Housing Stock



**HISTORIC PRESERVATION:** Panacea's Mineral Springs Redevelopment; Panacea Main Street Organization: Community wide Historical Survey



**QUALITY OF LIFE:** Explore Incentives for New Businesses to Locate in Existing Shopping Plaza; Panacea Women's Club Enhancements; Youth Program Development; Monthly Community Event; Rehabilitate Housing Stock



**RECREATION:** Panacea's Mineral Springs Redevelopment; Partner with FDOT on Capital City to Sea Bike Trail; Dock at Woolley Park



**SMALL BUSINESS DEVELOPMENT:** Panacea Main Street Organization; Doing Business In Panacea Guide; Oyster Nursery; Explore Incentives for New Businesses to Locate in Existing Shopping Plaza; Partner on Use of Commercial Shopping Plaza Parking Lot; Monthly Community Event; Support the Growth of Gulf Specimen Aquarium; Enhance AIRBNB Offerings



**TOURISM:** Panacea's Mineral Springs Redevelopment; Panacea Main Street Organization; Panacea Placemaking: Way Finding Signage & Murals; Panacea Placemaking: Oysters on Parade; Panacea Placemaking: "Go Straight on 98" Campaign; Partner on Use of Commercial Shopping Plaza Parking Lot; Monthly Community Event; Repair Welcome Center; Support the Growth of Gulf Specimen Aquarium; Enhance AIRBNB Offerings; Partner with FDOT on Capital City to Sea Bike Trail



**WORKFORCE DEVELOPMENT:** Oyster Nursery



**YOUTH DEVELOPMENT:** Panacea Women's Club Enhancements; Youth Program Development; Support the Growth of Gulf Specimen Aquarium

# OVERVIEW OF PANACEA

## HISTORY

Panacea, an unincorporated rural community in Wakulla County, was founded in 1895 and still maintains the “Old Florida” feel. Named after its legendary mineral springs, with Panacea meaning cure-all or remedy in Latin, the community drew much tourism related to the purported healing powers of the springs.

The Panacea Mineral Springs Hotel was a prominent establishment until it burned down in the 1920s, after which the Great Depression and a major hurricane subsequently depressed the local economy. During World War II, the community thrived again due to its proximity to U.S. Army Camp Gordon Johnston in Franklin County and continued to grow as the fishing industry prospered. While the community has declined in recent years, Panacea still maintains its rich maritime traditions, including boat-building, crabbing, and fishing. Yet some old traditions are successfully transitioning into new formats, like the transition of wild oyster harvesting into oyster farming.

Certain institutions and organizations also have a long history in Panacea, including the Gulf Specimen Marine Laboratory and Aquarium and the Panacea Waterfronts Board, which was established in 2001 to guide community and economic development. By implementing this Economic Development and Disaster Resilience Plan, the Community of Panacea can further support these institutions, traditions, and improve quality of life for future generations.

## SOCIO-ECONOMIC SNAPSHOT

Panacea is a census-designated place within Wakulla County. Comparing 2018 American Community Survey (ACS) 5-year estimates data for Panacea, Wakulla County, and Florida illuminates some of the local, regional, and state-wide trends as well as areas where Panacea varies from the region and state.

## DEMOGRAPHICS

Panacea has seen a population increase from 931 in 2010 to an estimated 1,001. Wakulla County has also experienced an increase from 29,368 to 31,877 in the same 8 years, however Florida estimates have shown a decrease in population from 20,984,400 to 20,598,139. Despite Wakulla County being part of the Big Bend region often referred to as the “Forgotten Coast”, population changes indicate that growth is coming to the Big Bend area, providing an opportunity for Panacea to plan for the growth in an economic and sustainable way. In terms of population by gender, Panacea’s population is 63% male, whereas in Wakulla County 55% of the population is male, and Florida overall is 49% male. This discrepancy could be due to employment opportunities or family-related factors such as school district or cost of living. The median age of Panacea residents has decreased since 2010 from 51.7 to 46.9. This is a



# ECONOMIC PROFILE

<b>DEMOGRAPHICS:</b>		Panacea	Wakulla County	Florida
Population	2010	931	29,368	20,984,400
	2018	1,001	31,877	20,598,139
Median Age	2010	51.7 years	39.2 years	42.0 years
	2018	46.9 years	40.7 years	41.9 years
Population by Sex (2018)	Male	63%	55%	49%
	Female	37%	45%	51%
Population by Race (2018)	White	100%	82%	75.4%
	Black	0%	14.9%	16.1%
	Hispanic	0%	3.7%	25% of total pop.
	Asian	0%	0%	3.7%

<b>EDUCATION:</b>		Panacea	Wakulla County	Florida
Educational Attainment (2018)	Less than high school diploma	27%	35.9%	12%
	High school diploma/GED	27%	12.1%	28.8%
	Some college	27%	25.5%	20.2%
	Associate degree	6.7%	8.2%	9.8%
	Bachelor's degree	11%	12.2%	18.5%
	Graduate degree	0%	6.1%	10.6%

<b>INCOME &amp; EMPLOYMENT</b>		Panacea	Wakulla County	Florida
Unemployment Rate (2018)		3.7%	5.2%	6.3%
Poverty Rate (2018)		13.3%	11.5%	14.5%
Median Household Income (2018)		\$43,221	\$62,778	\$53,267
Average Earnings by Educational Attainment (2018)	Less than high school diploma	\$65,096	\$29,412	\$29,412
	High school diploma/GED	\$48,917	\$33,514	\$33,514
	Some college	\$19,031	\$37,538	\$37,538
	Associate degree			
	Bachelor's degree		\$55,030	\$46,374
	Graduate degree	N/A	\$52,546	\$61,731
Percent Population with Health Insurance (2018)		71%	91%	86.5%

## HEALTH INSURANCE

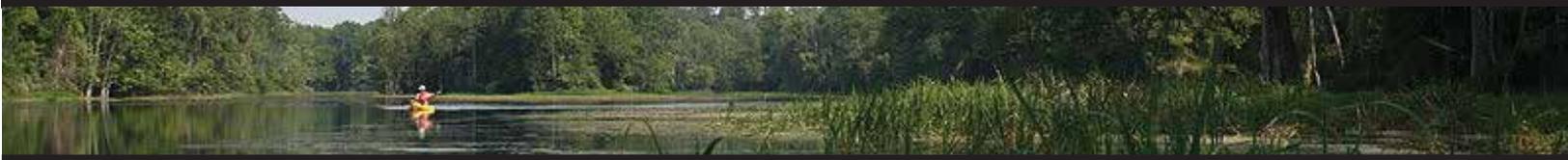
Another statistic that varies considerably between Panacea and Wakulla County is health insurance coverage. Panacea estimates only show 71% of the population covered by health insurance while Wakulla overall has 91% coverage and the state has 86.5% coverage. Economic and community development policy decisions should consider why the community percentage is so low compared to the county and work to fill that gap.

## HOUSING

When considering community and economic development, it's critical to consider housing statistics to determine gaps and needs. Panacea has 440 total housing units, with 398 total occupied units, or 90.5%. This percentage of occupied units is high compared to the county 83.1% occupied and the state 81.5%. Having a higher percentage does not provide much variety of opportunity for new residents to find housing that fits their needs or for current residents to upsize or downsize. In addition to minimum available units, more than 70% of the units available were built before 1990, indicating vulnerability to wind and surge that's considerably higher than only 35% built before 1990 in the rest of the county and 59% built before 1990 in the state as a whole.

Additionally, 100% of the owner-occupied housing stock is between \$50,000-\$299,000, with approximately half of the housing stock between \$50,000 and \$99,999. Both Wakulla County and the state see a much broader range of options in owner-occupied housing values. 9.8% of Wakulla County's housing stock is less than \$50,000, 19.8% is between \$50,000-99,999, 60.2% is between \$100,000-299,999, 7% is between \$300,000-499,999, and 3.2% is between \$500,000-999,999. The state shows a similar breakdown with 8.2% of the housing stock at less than \$50,000, 13.4% is between \$50,000-99,999, 42.7% is between \$100,000-299,999, 17.7% is between \$300,000-499,999, 7.2% is between \$500,000-999,999, and 2.4% is over \$1,000,000. When considering average rent costs, Panacea at \$835 and Wakulla County at \$855 are well below the state average of \$1,12





## **COMMUNITY ASSETS**

The community of Panacea is rich in local assets, including a wide variety of local businesses, extensive outdoor recreational activities, and unmatched natural resources. The area was known as Smith Springs until 1893 when the land around the five springs was purchased by Bostonians and renamed the town Panacea, after the goddess of universal remedy, because of the curative properties of the waters. While Panacea has experienced setbacks due to natural disasters and changing fishing regulations, the community never loses its charm and perseverance. This report has collected the top existing local resources that the city can build upon to strengthen the local economy.

## **NATURAL RESOURCES**

Panacea's most valuable asset is its surrounding environment. Located between the St. Marks National Wildlife Refuge and Apalachicola National Forest, Panacea is a nature lover's paradise. A variety of opportunities exist to enjoy and experience these resources, whether that be through a bird watching hike, biking on nearby bike trails, hunting in forestlands, kayaking on one of the paddling trails, and fishing by land or boat.

### **ST. MARKS NATIONAL WILDLIFE REFUGE**

St. Marks National Wildlife Refuge is one of the oldest wildlife refuges in the United States. Established in 1931 as a wintering ground for migratory birds, it encompasses 68,000 acres spread between Wakulla, Jefferson, and Taylor Counties. St. Marks NWR provides numerous recreation opportunities to thousands of visitors every year, providing an opportunity for Panacea to capitalize upon that tourism draw. People enjoy viewing the unique geology and diverse wildlife. While the most well known portions of the St. Mark's NWR (like the Lighthouse & Visitor's Center) are not located in Panacea, the natural forested areas offer beautiful landscape for hiking, hunting, and other activities.

### **OTTER LAKE**

Otter Lake Recreation Area, located within the St. Mark's National Wildlife Refuge, is only minutes from downtown Panacea and cooled by beautiful moss-draped oaks, making it a favorite picnic spot for locals and visitor. The scenic view of Cypress tree reflections in the still lake waters make a beautiful backdrop for photos. A nice hiking trail circles the lake, & activities for residents and tourists include picnicking, hiking, fishing, boating, nature photography, and wildlife viewing. Facilities include picnic tables and shelters, hiking trails, restrooms, and a small boat launch. This beautiful asset in Panacea's core is an excellent resource for capturing visitors and an opportunity to more deliberately connect the park with other local assets.

### **OCHLOCKONEE RIVER STATE PARK**

Another regional natural asset only a few miles from Panacea, Ochlockonee River State Park has trails that allow visitors to explore the park and see the diverse wildlife and a variety of natural communities such as pine flatwoods and sandhill. A boat ramp provides easy access to the river for paddling or fishing. Both freshwater and saltwater fish inhabit the waters around the park, including largemouth bass, bream, catfish and speckled perch. For overnight visitors, the park has full-facility campsites with access to restrooms and showers as well as youth group camping options. Canoes and kayaks are available for rent at the ranger station.

## **APALACHICOLA NATIONAL FOREST**

The largest forest in Florida, Apalachicola National Forest has an abundance of freshwater streams, rivers, lakes, and natural springs. It encompasses 632,890 acres and is the only national forest located in the Florida Panhandle. The National Forest provides water and land-based outdoors activities such as off-road biking, hiking, swimming, boating, hunting, fishing, horse-back riding, and off-road ATV usage.

## **DICKERSON BAY**

Panacea lines Dickerson Bay's west coast, providing a long waterfront landscape for homes, parks, and commercial uses. The Rock Landing dock on the south end of Panacea features breathtaking views of Dickerson Bay. This is where commercial and sport fishermen bring home their daily catches of blue crab, oysters, pink and white shrimp, mullet, trout, and grouper, which is sold to local restaurants and markets.

## **WOOLLEY PARK**

48 Mound St, Panacea, 32346

A local community gathering spot, Woolley Park is located on Dickerson Bay and offers Playground Equipment, a Walking Trail (One lap is 1,080 feet or approximately .20 of a mile), Restroom Facility, Parking, and a Boardwalk.

## **MINERAL SPRINGS**

Located directly across from the Wakulla County Welcome Center, the Panacea Mineral Springs have the potential to be restored to their original glory, including creating a replica of the early 1900s hotel at the site. Founded in 1895, Panacea was named for the healing properties of its many mineral springs. There are at least seven small springs on the site. Six of the springs have the remnants of concrete structures around them, vestiges of their use in the early 1900s as a spa to which people traveled to seek cure in the mineral waters. In addition to a hotel in the early part of the century, the site had baths and trails. The historical and ecological significance of this site is immense and there is substantial potential to make it a more celebrated local asset.



## **ACTIVITIES**

### **FLORIDA CIRCUMNAVIGATIONAL SALTWATER PADDLING TRAIL (SEGMENT 5)**

Beginning at Big Lagoon State Park near Pensacola, extending around the Florida peninsula and Keys, and ending at Fort Clinch State Park near the Georgia state line, the Florida Circumnavigational Saltwater Paddling Trail (commonly referred to as the CT) is a 1,515-mile sea kayaking trail. The CT is divided into 26 segments and segment 5 starts at St. George Island State Park and ends at Aucilla River launch, going right past Dickerson Bay and Panacea. Leveraging this trail and attracting paddlers for overnight stays could encourage additional visits and investment in the community.



### **SPRING CREEK INSIDE PASSAGE**

A water trail starting just a couple miles from Panacea, Spring Creek Inside Passage begins at Bottoms Road Boat Ramp. Paddlers then travel north, along the shoreline of the St. Marks National Wildlife Refuge. This 8-mile trail is popular for wildlife viewing and photography and brings visitors upon oyster bays and marsh land.

### **TIDE CREEK INSIDE PASSAGE**

Another water trail beginning on the south side of Panacea at Levy Bay Boat Ramp, paddlers continue to head south through Tide Creek, passing under Mashers Sands Bridge into Ochlockonee Bay. This is a short 3.5-mile trail, but paddlers can experience the vast tidal marsh system as well as excellent birding opportunities, including Great Blue Herons, Great and Snowy Egrets, Clapper Rails, Harriers, and Marsh Wrens.

### **CHAIRES CREEK**

Located just south of Panacea, on the south side of Ochlockonee Bay, Chaires Creek is another popular local paddling trip. Recreational and fishing enthusiasts will enjoy the extensive tidal creek system. The fishing in Tucker Lake (the ending point of Chaires Creek) and creek can be excellent. The creek is shallow and the 2 miles from Ochlockonee Bay to Tucker Lake are sheltered. Just one of the many paddling opportunities in the area attracting tourists and residents alike.

### **BOTTOMS ROAD BOAT RAMP**

369 Bottoms Rd., Panacea, 32346

The Bottoms Road public boat ramp is located at the end of Bottoms Road and provides vantage of Levy and Dickerson Bay. Bottoms Road extends out through salt marsh to the county-owned boat launch on the Gulf. It is a standalone ramp open for public use 24 hours per day.

### **MASHES SANDS COUNTY PARK**

801 Mashers Sands Rd, Panacea, 32346

Amenities at Mashers Sands County Park, just 7 miles south of Panacea, consist of picnic facilities, beach, fishing pier, restrooms, parking, and a boat ramp. Mashers Sands Beach is located where Hwy. 98 intersects with the Ochlockonee Bay Bridge.

### **OCHLOCKONEE BAY BIKE TRAIL**

The trailhead is located at Mashers Sands County Park, just south of Panacea. This 24.5-mile out-and-back is a paved bicycle/pedestrian trail extending from Mashers Sands County Park along Surf Road to the City of Sopchoppy. The trail provides an outdoor recreation opportunity for biking and light hiking through the St. Marks National Wildlife Refuge. It provides a view of wild marshes, tidal creeks, and native wildlife and vegetation. Please note that there are no public amenities or shelters along the trail. Connecting downtown Panacea to this trail would provide the opportunity to capture riders for overnight or day trips.

### **CAPITAL CITY TO SEA LOOP (CC2S)**

The Capital City to Sea Loop (CC2S) is poised to revolutionize cycling in Wakulla County. Once it is completed it will stretch from Tallahassee all the way to the Wakulla County Gulf Coast, giving Tallahassee cyclists unprecedented access to cycling trails throughout our area. The first segment in Wakulla County is complete with 12 miles of paved off-road trail. It begins at the St. Marks Trail intersection of Coastal Highway (US 98) and Woodville Highway (US 61) and ends in front of Wakulla High School. The next section of the CC2S takes travelers through parts of the Apalachicola National Forest and directly through Panacea along US 98, eventually connecting with the Ochlockonee Bay Bike Trail, providing excellent opportunities to capitalize upon cyclists traveling the full route.

### **BIG BEND SCENIC BYWAY**

The Big Bend Scenic Byway is a 220-mile corridor that covers both forest and coastal resources of Leon, Franklin and Wakulla Counties. It is one of 150 highways across the U.S. to carry such a designation. Over 300 species of birds, 2,500 plant species, and more carnivorous plants than any similarly sized area in the world call the Big Bend home. The Forest and Coastal Trails, offering two distinct experiences, culminate in a two-day drive unlike any other. The Big Bend Scenic Byway: Coastal Trail runs right through the heart of Panacea on US Highway 98, providing opportunities to capture travelers enjoying the route.

### **BIG BEND MARITIME CENTER**

12 Crum Dr, Panacea, 32346

The Big Bend Maritime Center is a 501 C (3) organization run out of the Larry Tucker Watercraft Center with the support of The Wakulla County Board of Commissioners and local sponsors. The Center primarily operates through boatbuilding classes and camps for people of all ages. These classes include general woodworking and safety lessons, as well as the opportunity to build an entire boat from the bottom up. Volunteers also travel in the Big Bend area to a variety of festivals and boat shows doing live boatbuilding demonstrations.

### **GULF SPECIMEN MARINE LABORATORY & AQUARIUM**

222 Clark Drive, Panacea, 32346

Established in 1963, Gulf Specimen Marine Laboratory is an independent, nonprofit 501(c)3 organization that provides marine life to schools and laboratories for research purpose. They also study endangered species and are home to the area's Turtle Hospital that rehabilitates sea turtles. The Aquarium includes every changing touch tanks and graphic exhibits, and staff also conduct field trips to provide a unique "hands-on" experience enabling students to touch, smell, and hear the odd and interesting creatures of the Gulf of Mexico, and develop an awareness and desire to protect the Gulf and coastal habitat.

### **WAKULLA COUNTY WELCOME CENTER**

1505 Coastal Hwy, Panacea, 32346

The Wakulla County Welcome Center in Panacea marks the site of a turn of the Century resort community. Step inside the Welcome Center to see pictures of the mule powered tram car that carried travelers to that same spot, and other classic photos from the past. The Center also has information on the area, such as maps; recommendations on where to eat, where to stay, and what to do; and Educational and History Displays. Visitors can learn what makes the environment in Wakulla County unique, and what gives it a special place in America's history. Visitors are then encouraged to step outside to the deck overlooking Dickerson Bay and experience the natural world of Wakulla.

## **PANACEA RV PARK**

1089 Coastal Hwy, Panacea, FL 32346

Located less than a mile from public boat ramps and Rock Landing Marina, Panacea RV Park is on the edge of the Apalachicola National Forest. Visitors can bring their own boat or provided information on renting one at Rock Landing. Cable, Wi-Fi, water and sewer are included, with daily and monthly rates available. The Park is also pet friendly.

## **HOLIDAY PARK & CAMPGROUND**

14 Coastal Hwy, Panacea, 32346

Located right on the shores of Ochlockonee Bay, Holiday Park and Campground is conveniently located just outside of downtown Panacea, and within easy distance to some of the region's most popular attractions. Visitors stay everywhere from one night to a couple weeks or a couple months. In addition to the beach, playground equipment, recreation room, fire pits, Wi-Fi, and other amenities, the Campground hosts multiple events a year.



## **FESTIVALS**

### **BLUE CRAB FESTIVAL**

Woolley Park, 48 Mound St, Panacea, 32346

Held annually at Woolley Park on scenic Dickerson Bay, the Blue Crab Festival originated in 1975 to promote the crab industry in Wakulla County and is one of the oldest and longest-running festivals in the county. 45 years later, the festival has grown in size and tradition. The festival is kicked off each year by a parade down U.S. 98. After the parade, the gates open to Woolley Park where visitors and residents enjoy a day full of waterfront fun. Activities include live music, mullet toss, and a crab picking contest.

### **ROCK THE DOCK FISHING TOURNAMENT**

Woolley Park, 48 Mound St, Panacea, 32346

Another annual event and founded in 2009, Rock the Dock Fishing Tournament is celebrating its 12th year in 2020. Funds raised from this Tournament benefit the revitalization of projects of the Panacea Area and further the goals of the Panacea Waterfronts Florida Partnership for assuring public access to the waterfront. The event includes more than one thousand anglers competing for the prizes. The two-day tournament routinely pays out thousands in cash and prizes and features several fishing categories, including youth, master's, recreational, women's and kayak.

### **PANACEA OYSTER FESTIVAL**

Woolley Park, 48 Mound St, Panacea, 32346

A newcomer to the Panacea Festival circuit, Panacea Oyster Fest celebrates the oyster industry with fresh oysters from local oyster farmers. Held in February, this event includes not just fresh food but live music and family-friendly entertainment.



### **BREWS BY THE BAY**

Woolley Park, 48 Mound St, Panacea, 32346

Brews by the Bay Craft Beer Festival offers unlimited samplings of local and national craft beers. Held at Woolley Park overlooking Dickerson Bay, Brews by the Bay is a one of a kind craft beer festival. The event features live bands, food trucks, craft vendors, and live animals like eagles and pelicans. All proceeds benefit the Florida Wild Mammal Association.

### **CHRISTMAS IN PANACEA**

Downtown Panacea

What started in 2005 after the town of Panacea was hit by Hurricane Dennis as a way to lift spirits, has grown into an annual affair. The Panacea Christmas celebration includes manufactured snow, children's activities and artificial snow, vendors and entertainment, free admission to Gulf Specimen Marine Lab, and the annual evening parade down U.S. Highway 98, complete with decorated boats sponsored by local businesses and civic organizations. Local homeowners and businesses also participate in bringing the Christmas spirit to life by decorating their homes and storefronts for the event.

## **LOCAL BUSINESSES**

### **MIKE'S MARINE SUPPLY**

1296 Coastal Highway Panacea, 32346

Mike's Marine Supply specializes in providing a well-rounded inventory of boats, trailers, parts and accessories; great customer service; expert repair; boat motors outboard sales; and fishing boats for sale. Mike's Marine Supply has been family owned and operated since October 1, 1970 and is committed to ensuring everyone who passes through their doors has a great fishing experience on the Gulf.

### **ROCK LANDING MARINA**

99 Rock Landing Road, Panacea, FL 32346

Rock Landing Marina is a full-service marina located on Dickerson Bay. They offer dry and wet slips, storage options, an onsite store, and concierge service for no additional charge. Customers can call ahead to have their boat in the water, full of fuel, oil, bait, ice, and any other necessary items.

### **CRUM'S MINI MALL**

1321 Coastal Hwy, Panacea, 32346

Crum's Mini Mall is a one stop shop for fishing bait, fishing tackle, hardware, marine hardware, swimwear, beach supplies, gifts, souvenirs, gas & diesel and much more. Locally owned for over 40 years, their in-store stock includes over 400 fishing rods, live and frozen bait, marine supplies, marine and home hardware, and souvenirs.

## **SEA TOW BIG BEND**

8 Jer-Be-Lou Blvd, Panacea, Florida

Sea Tow Big Bend has a dedicated team of captains, crew and support staff that are standing by, 24/7, to serve their members and other boaters. Their vessels are available for towing, ungrounding, jump starts, fuel delivery, and other on-water assistance operations.

## **OCHLOCKONEE BAY REALTY**

146 Coastal Hwy #2708, Panacea, 32346

Based out of Crawfordville and Panacea, Ochlockonee Bay Realty is the oldest real estate company in the Ochlockonee Bay Area. With their location in the Big Bend area, they serve a region including Wakulla property, Crawfordville homes, Woodville real estate, Panacea real estate, Sopchoppy property, St. Marks Florida homes, Spring Creek homes, Shell Point real estate, Ochlockonee Bay homes, Alligator Point vacation rentals, and Carabelle property. They also serve beyond the Ochlockonee area to St. Teresa, Bald Point, East Point, Lanark Village, St. George Island, Quincy, Havana, Wacissa, Lloyd, Tallahassee, and Monticello.

## **FISHING CHARTERS**

Panacea, FL

Located on the shores of Dickerson and Levy Bay, with easy access to the Gulf and a variety of other fishing locations, Panacea is a hot spot for locally owned expert charter companies. These charters have the option of inshore flats fishing, shark fishing, tarpon, bowfishing, gigging, and more. Visitors can expect options for trout fishing, red fishing, shark fishing, cobia fishing, triple tail, bass, bream, scalloping, bow fishing, and everything in between. Many charters also do eco tours, sunset cruises, or specialized trips. Some of the locally owned companies include: Panacea Outfitters, Tide Creek Charters, Boundless Fishing Adventures, Tripl3 Threat Fishing Charters, Viking Coastal Charters, and Reel Integrity Charters.

## **POSEY'S STEAM ROOM AND OYSTER BAR**

1506 Coastal Hwy, Panacea, FL 32346

An institution in Panacea, Posey's Steam Room and Oyster Bar is a local restaurant providing fresh seafood and southern cuisine. Locally owned, they provide the option to bring your own fish and they'll cook it for you or choose from locally harvested and prepared seafood. Of course, oysters are also available in a variety of ways: on the half-shell, steamed, fried, baked with bacon and cheese, or baked with garlic and Parmesan. The fried mullet and flounder are well regarded as a house specialty.

## **SEINEYARD AT ROCK LANDING**

99 Rock Landing Rd, Panacea, 32346

Family owned and operated; Seineyard at Rock Landing is a favorite local seafood restaurant in Panacea. They offer oysters on the 1/2 shell, Fresh Fried Mullet, and other Local Seafood right on the water. Visitors can arrive by land or gulf, as they offer a place to dock boats. The Seineyard always has live music on weekends and lunch specials plus full catering options for the area.

## **TROPICAL TRADER SHRIMP COMPANY**

91 Coastal Hwy, Panacea, 32346

A local restaurant and oyster bar, Tropical Trader Shrimp Company serves fresh seafood in a casual dining atmosphere. In addition to fresh food, they are also a full-service seafood market, utilizing their own fleet of boats on the Gulf. Visitors can select any fish from the market for their meal or bring their own catch for the kitchen to prepare.

## **OUTLAW OYSTERS**

11 Rock Landing Road, Panacea, 32346

Outlaw Oyster Co. is a wholesale and retail oyster distributor in the Southeast. They farm their own oysters, process their own oysters, sell them wholesale and retail, and sell oyster farming equipment and supplies for other farmers. Founded by two locals who grew up loving the water, they also participate in local and regional festivals.

## **SAUCY LADY OYSTERS**

56 Jer-Be-Lou Blvd., Panacea, 32346

Saucey Lady Oyster Company was founded in 2014 by two local business owners. Saucey Lady Oyster Company utilizes the Australian Long Line method of producing oysters. Their oysters are grown off the bottom of the bay in baskets to protect them from predators and ensure them the nutritional benefits of the watercolumn.

## **MY WAY SEAFOOD**

1249 Coastal Hwy, Panacea, 32346

Fresh Florida seafood market, including Shrimp, Grouper, Mullet, Red Snapper, Oysters, and more. Family owned and operated for over 35 years, they are well known in the region for their excellent selection and customer service.

## **MINERAL SPRINGS SEAFOOD**

1612 Coastal Hwy, Panacea, 32346

Mineral Springs Seafood is a market offering fresh and local seafood. They provide their own seafood along with several other local fishermen. They specialize in smoked fish, homemade smoked fish dips, deviled crab, stuffed bacon wrapped shrimp, crawfish, and alligator. Known for their great customer service and wide seafood selection.

## **AIRPORT**

### **WAKULLA COUNTY AIRPORT**

34 Monocoupe Cir, Panacea, 32346

Wakulla County Airport is a county-owned, public-use airport located three nautical miles south of downtown Panacea, adjacent to Tarpine, a fly-in/live-in community with through-the-fence operations. The airport has been in operation for 46 years. With the addition of 20 private T-hangars, the needs of this airport will be met well into 2020. The airport is located on 15 acres and additional acreage adjacent to the airport is being sought. The Wakulla County Airport has one grass runway, which is 2,590 feet long by 70 feet wide and is in good condition.



# RESILIENCY

---

The Community of Panacea faces a variety of hazards, including natural disasters, industry-caused disasters, health crises, and economic downturns. This section provides a description of these hazards, with special attention paid to recent events, followed by goals to achieve economic resiliency.

## NATURAL DISASTERS

As a community on the Gulf Coast in Northwest Florida, Panacea has the potential to be negatively impacted by hurricanes, tornados, and flooding. Recent major storms include Hurricane Dennis in 2005 and Hurricane Michael 2018, both of which caused damage to water-based infrastructure like docks and coastal properties. Much of the community is low in elevation. This factor, combined with shallow nearby water makes Panacea particularly vulnerable to storm surge and the potential for sea level rise.

## INDUSTRY OR REGULATION-CAUSED DISASTERS

Such disasters have the potential to dismantle business and industry in a community. Recent examples include the Florida Net Ban, which destroyed local fish and crab populations, and the 2010 Deepwater Horizon Oil Spill, which disrupted the fishing and aquaculture industry along the entire Gulf Coast.

## HEALTH DISASTERS

The 2020 COVID-19 pandemic has shed light on the economic impacts that can result from major health crises. Another health crisis, the national opioid crisis, has also affected Panacea in recent years. By paying special attention to improving community health, Panacea can also improve its economic outcomes.

## ECONOMIC DOWNTURNS

While economic downturns or recessions can be instigated by natural, industry or regulation-caused, and health disasters, they can also occur independent of locally based disasters, such as with the 2008 Great Recession, or the current COVID-19 induced recession.

## RESILIENCY

The concept of resiliency refers to the idea that, following a shock or disaster, a community can bounce back so that it is even better off than it was prior to the disaster. The timeline is also important for disaster recovery—resilient communities often recover faster than communities that have not undertaken steps to increase their resiliency.

In order to achieve resiliency and the ability to bounce back better, Panacea can take certain steps, including strengthening infrastructure to better withstand storms, creating continuity plans for emergency situations, and establishing additional partnerships and networks that can help support the community during times of hardship. Luckily, Panacea already has strong community networks. Integrating these local networks, like the Panacea Waterfronts Board or 4-H Club, with networks that exist on a regional or state-wide basis can further bolster Panacea's ability to rebound after a disaster.

---

# COMMUNITY ENGAGEMENT

## CHRISTMAS IN PANACEA KICK-OFF EVENT

December 7, 2019

The project team kicked off Panacea's Competitive Florida Partnership Grant with a booth at the annual Christmas in Panacea event. Event participants were invited to walk up and share their ideas for how to improve Panacea, writing down ideas using chalk pens on a giant blackboard.



## STAKEHOLDER MEETING #1

January 7, 2020

A collection of local business owners and active community members gathered to discuss how to best conduct community outreach and to review the various components of the Competitive Florida Partnership Grant. Participants also discussed ways to improve Panacea's website and identified community needs, including commercial, infrastructural, and recreational needs as well as beautification. Participants confirmed a calendar of events for the duration of the project.

## PUBLIC MEETING #1

January 28th, 2020

The public meeting began as a meet-and-greet with a warm-up exercise where attendees were encouraged to write on note cards what they believed would improve life in Panacea. Meeting facilitators then provided an overview of the Competitive Florida Partnership Program and transitioned into the exercise-portion of the meeting.

Community participants were broken up into four groups for a brainstorming exercise, in which the groups rotated around the room to various flip charts to answer the following questions:

- What makes it hard to live in Panacea or to open/manage a business?
- What is Panacea's best kept secret that you think we should share with the region to get more visitors to our community?
- How can we encourage parent and family involvement in our community and with our next generation?
- What do you hope never changes about Panacea? How do we preserve what makes it special?

The exercise was designed to provoke critical thinking and small group conversation as participants answered the various questions. The exercise concluded with a report back on major themes and opportunities that participants had brainstormed. The public meeting concluded with an open forum for additional community input and closing remarks on next steps moving forward.

## **4-H YOUTH ACTIVITY**

February 3, 2020

Young community stakeholders (ages 7 to 13) who attend the Panacea 4-H Club participated in an interactive visioning activity, in which they were asked to imagine their future in Panacea and make collages that represent their hopes for the community.

## **STAKEHOLDER MEETING #2**

February 4, 2020

Community stakeholders reviewed past events, including outcomes of the first public meeting and 4-H youth visioning activity. This review led to discussions about important community needs such as:

- Incentivizing a community-wide clean up;
- Dredging and improving access to waterways;
- Economic diversification
- Enhancement of eco-tourism;
- Historic preservation needs;
- Afterschool programs;
- Affordable housing;
- Beautification; and
- Updating Panacea's website

Stakeholders then identified commercial, historic, and recreational assets to make a master list and discussed how these assets could be highlighted on Panacea's website to increase economic development.

Lastly, the Panacea Mineral Springs had been identified prior to the project start as an important community asset and a draw for tourism; using 3-D renderings of what the Mineral Springs would look like after full restoration, stakeholders discussed any features that could be modified or added, such as signage.

## **STAKEHOLDER MEETING #3**

March 3, 2020

The focus of this meeting was to brainstorm appropriate locations, businesses, and other assets to have on the agenda for Panacea's upcoming asset mapping exercise. These assets were identified and consolidated into two major asset categories:

1. Economic Development, Small Business, and Community Revitalization
2. Recreational Assets, Natural Resources, and Tourism

Community stakeholders then formulated a plan for conducting the asset mapping exercise, deciding to form two separate groups, one for each asset category, so that participants would be able to provide feedback on the maximum number of assets.

Stakeholders reviewed the agenda for the asset mapping exercise and confirmed any final preparations that were needed.

## ASSET MAPPING EXERCISE

March 11, 2020

Panacea stakeholders provided visiting members of state and federal agencies with a tour of sixteen commercial, recreational, and cultural assets. Visiting agencies included the Florida Department of Economic Opportunity (DEO), Florida Department of Transportation (DOT), Florida Department of State (DOS), and United States Department of Agriculture (USDA). Agency partners and community stakeholders discussed each asset on-site and took notes on any barriers present, opportunities for improvement, and potential funding sources or partnerships.

Following the asset tour, both groups reconvened at the Wakulla Welcome Center for a presentation of several local businesses, during which business owners shared their struggles, triumphs, and provided samples of their products to the visiting agencies.

Participants then rejoined their asset tour groups for a final discussion and re-cap of the asset mapping exercise, during which they identified the most significant opportunities, barriers, and funding sources.



## PUBLIC MEETING #2

Date TBD

The second public meeting will be held in accordance with CDC Guidelines due to the COVID-19 pandemic. More information to follow.

# TOP PROJECTS & ACTIONS FOR PANACEA

## ANONYMOUS CODE ENFORCEMENT VIOLATION

**SUMMARY:** Currently Wakulla County Code Enforcement is responsible for investigating complaints received regarding violations of the Wakulla County Code. No anonymous complaints are accepted and anyone wishing to file a code complaint is required to provide their name, address and/or phone number. All information provided may be subject to public records laws and released upon request.

This requirement discourages code violation reports, as citizens are hesitant to report on their neighbors in a rural community. Wakulla County could consider working with counties who have implemented anonymous code violations reporting to draft new policy language and begin implementing a system which will encourage the reporting of legitimate violations. Such a policy will encourage increased code enforcement reporting, leading to a community that follows property upkeep requirements and ultimately a overall beautification of the county and community.

**PROJECT TYPE:** Community Revitalization

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board/Wakulla County; Potential Supporting Partners - Apalachee Regional Planning Council

**PROJECT LOCATION:** Countywide

### PROJECT BENEFITS TO HOMES:

Enforcing existing county policies regarding property ownership will create an environment that is attractive to future homeowners and business owners. Without a code enforcement reporting policy that protects that complainant, there is a lack of reporting, resulting in unattractive properties that are breaking county code requirements.

### ACTIONS TO SUPPORT PROJECT:

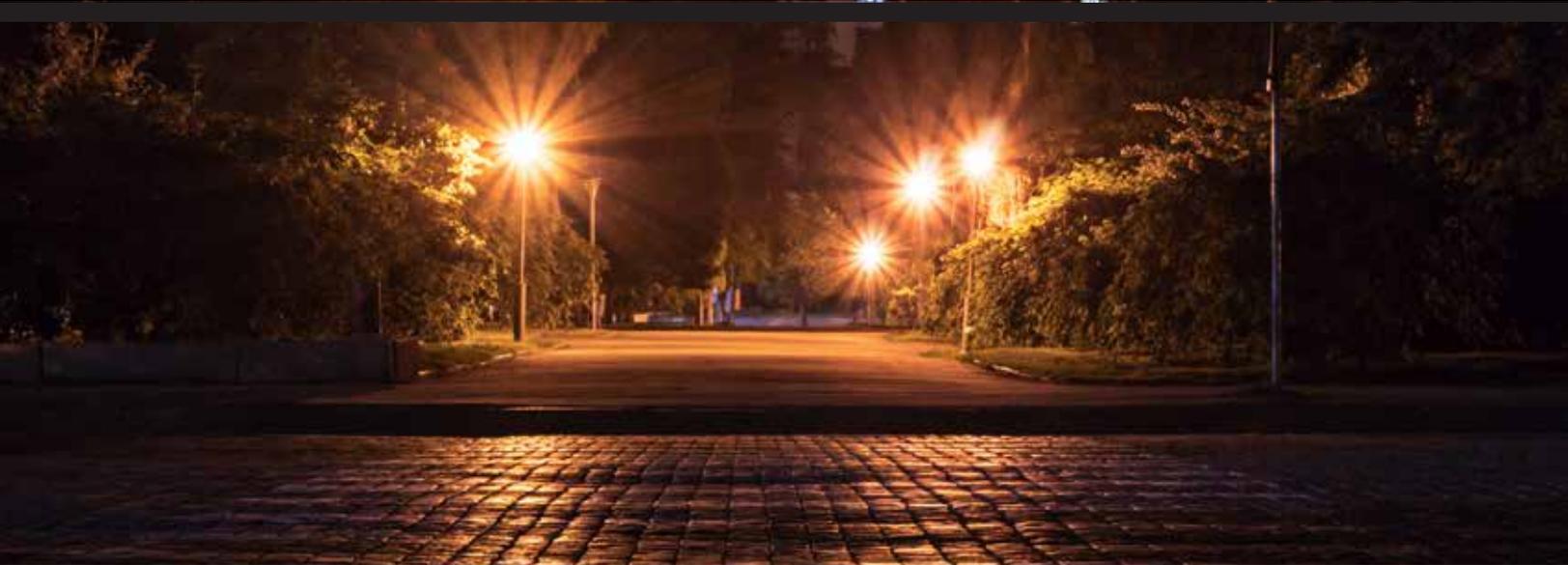
Most counties that allow for anonymous reporting do not have code language specifying that allowance, but instead it is a county policy. Learning from others who have implemented this policy, any challenges or changes in report rates, will help influence Wakulla County in developing a policy that best fits the community. Contact counties with anonymous reporting policies. Examples: Volusia County, Gadsden County, Orange County, and Pinellas County.

## STREET LIGHTING IMPROVEMENTS, \$500,000

**SUMMARY:** There are multiple benefits to street light improvements in Panacea. Street lights improve the aesthetic of a community, making it more attractive to visitors and residents. Street lighting has also been associated with decreased crime. In a community that struggles with crime, this is one solution that has dual benefits for the area.

Panacea must also consider which street lighting will be safe for sea turtles that nest on the shores of Dickerson Bay. The Florida Fish and Wildlife Conservation Commission (FWC) developed a model lighting ordinance as a guideline to help coastal counties and municipalities in Florida develop their own local ordinances to protect sea turtles from the adverse effects of artificial lighting. By knowing what types of fixtures and bulbs to avoid, communities can help to protect sea turtle hatchlings and other beach-dwelling animals such as beach mice and shorebirds.

**PROJECT TYPE:** Community Revitalization



**PROJECT SPONSORS:** Potential Primary Sponsor - Wakulla County; Potential Supporting Partners- Local Business Owners, FDOT

**PROJECT LOCATION:** Community-wide

**PROJECT BENEFITS TO HOMES:** A community with high crime rates is a deterrent to visitors and new residents alike. Panacea has struggled to control crime in the area, but one promising approach is to invest in making the physical environment less conducive to criminal activity. The addition of street lighting has been proven to cut down crime and improve safety in communities.

**ACTIONS TO SUPPORT PROJECT:**

- Research lighting options which would protect sea turtles while also encouraging safety in the area.
- Run a "Light Up Panacea" campaign to fundraise for individual street lights. A plaque recognizing the sponsor business or individual can be placed on each lamppost.
- Provide Examples: of Sea Turtle Lighting Distributors:
  - Lighting By Lavonne - Panama City
  - Sequel - Fort Walton Beach, Pensacola, and Mobile, Alabama
  - Synergy - Bradenton
  - Mathes Electric - Pensacola
  - Mayer Electric - Orlando, Tampa, Winter Haven
  - United Lighting and Supply - Fort Walton Beach

**POTENTIAL FUNDING SOURCES:**

**Community Fundraiser** - light post sponsorship for local businesses or individuals

**Community Development Block Grant - Disaster Recovery Funding**

Purpose of CDBG-DR Funds: Focus on long-term recovery efforts; Last defense funding to address unmet need other federal programs have not yet addressed; Funds SUPPLEMENT and fill remaining gaps; CDBG-DR cannot SUPPLANT other federal funds; and Timing of funds from Congress appropriating funds to funds hitting the ground varies

Use of CDBG-DR Funds: Each CDBG-DR activity must: Address a disaster-related impact (direct or indirect) in a Presidentially-declared area for the covered disaster; Be a CDBG eligible activity; and Meet a CDBG national objective.

**USDA - Rural Business Development Grant**

Eligible Areas: RBDG funds must be directed for projects benefiting rural areas or towns

outside the urbanized periphery of any city with a population of 50,000 or more

Funding Available: \$10,000min; No maximum - There is no cost sharing requirement. Total opportunity type grant funding is limited statutorily to up to 10% of the total RBDG annual funding.

Eligible Funding Uses:

- Training and Technical Assistance (project planning, business training, market research, feasibility studies, professional/technical reports, or product/service improvements)
- Acquisition or development of land, easements, or rights of way (construction, conversion, renovation, of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities)
- Pollution control and abatement
- Capitalization of revolving loan funds including funds that will make loans for start-ups and working capital
- Distance adult learning for job training and advancement
- Rural transportation improvement
- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

**Grant/Loan: Grant**

## **PANACEA'S MINERAL SPRINGS REDEVELOPMENT, \$175,000**

**SUMMARY:** The Mineral Springs of Panacea have been a long-lost treasure that dates back to the late 1800's and early 1900's. These springs have attracted tourists to Panacea for over 100 years and in the last few decades, has become dilapidated and almost unrecognizable. The Mineral Springs have been a source of community pride for many years and are still seen by the residents of Panacea as a valued asset in the community. It has been talked over by the community time and time again to redevelop the springs and restore it back to its original glory.

As supported by community members and multiple stakeholders, the redevelopment of the springs would include installing entryway signage, creating historical markers and info graphics in the park and along walking paths, cleaning out each of the springs and improving the flow of water, and reconstructing the pavilions at each spring location. This redevelopment would serve as a community space, improve the environmental quality of the springs, and attract tourists which would also benefit local business.

**PROJECT TYPE:** Community Revitalization, Tourism, Recreation, & Historic Preservation

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfront Board and private land owner; Potential Supporting Partners - Wakulla County

**LETTERS OF SUPPORT:** Posey's Restaurant, Gulf Specimen Aquarium, Outlaw Oyster Company

**PROJECT LOCATION:** 1502 Coastal Hwy, Panacea, FL 32346, USA - approximate address [30°02'06.4"N 84°23'28.5"W] - actual GPS coordinates



### **ACTIONS TO SUPPORT PROJECT:**

- Work with property owners to form ideas of how they want to redevelop the springs
- Clear out debris from each spring
- Create engineer approved construction plans for each pavillion
- Construct approved pavilions
- Design and construct signage for springs to attract and inform visitors
- Decide with property owners how the spring will be maintained after redevelopment

### **POTENTIAL FUNDING SOURCES:**

#### **FRDAP (Florida Recreation Development Assistance Program)**

Eligible Areas: All county governments and incorporated municipalities of the state of Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the general public.

Funding Available:

Max.Min. Funding: Up to \$200,000

Timeline: Funding cycle is now closed (Oct. 15, 2019)

#### **FCT (Florida Communities Trust)**

#### **Parks and Open Space Florida Forever Grant Program**

Program Description: Florida Communities Trust's Parks and Open Space Florida Forever grant program is a state land acquisition grant program that provides funding to local governments and eligible nonprofit environmental organizations for acquisition of community-based parks, open space and greenways that further outdoor recreation and natural resource protection needs identified in local government comprehensive plans.

#### **Stan Mayfield Working Waterfronts Florida Forever Grant Program**

Use of Funds: Grant funds will be used to acquire a parcel(s) of land directly used for the purposes of the commercial harvest of marine organisms or saltwater products by state-licensed commercial fishermen, aquaculturists, or business entities, including piers, wharves, docks, or other facilities operated to provide waterfront access to licensed commercial fishermen, aquaculturists, or business entities. (The acquisition of land used for recreational waterfront activities would not be considered within the Stan Mayfield Working Waterfronts Florida Forever grant program)

# COMMUNITY CLEAN-UP/COMMUNITY PRIDE CAMPAIGN, <\$1,000

**SUMMARY:** Organizing a neighborhood cleanup is a great way to give back to the community while also making the neighborhood a better place to live. These types of programs can also be a great way to engage specific groups within the community, for example partnering with the local 4-H or Boys Scouts to earn volunteer hours or with a retirement community to plant flower beds or community gardens.

Such a planned event can encourage community members with large items to dispose of, to have a predetermined location to remove the trash for no charge. This will deter trash from building up on properties if the residents do not have the ability or understanding to dispose of it themselves.

Overall, the intent of a community clean-up or beautification day is to promote pride and ownership of the community! When residents give back and take part in an activity to improve their neighborhood, they are more likely to continue that approach long after the event concludes.

**PROJECT TYPE:** Community Revitalization

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board; Potential Supporting Partners -Keep Wakulla County Beautiful

**PROJECT LOCATION:** CommunityWide

**PROJECT BENEFITS TO HOMES:** Community clean-up events can be focused in public parks or along neighborhood streets. In both instances, cleaning up common areas improves the quality and value of the neighboring community. Simple actions such as removing trash from private property and debris from the sides of the road, can create a more welcoming environment for citizens and visitors.

## **ACTIONS TO SUPPORT PROJECT:**

- First step is to pick the right project - Choose the area of focus for the neighborhood clean-up. The right project is one that fixes an existing problem and inspires others to get involved.
- Community cleanup projects can come in many forms:
  - Trash and litter collection
  - Beautification projects
  - Flower planting incentives
  - Beach cleanups
  - River cleanups
- Pick a project that isn't being addressed by other local efforts. When choosing the community cleanup project, keep in mind certain efforts, like painting playground equipment in a city park, may require permission or permitting from the city. Include this in the project timeline.
- Make a detailed event plan - including a rain date.
- Choose an enthusiastic leader.
- Recruit volunteers early, this includes partnering with any other organizations to create clean-up teams. Be creative in your recruitment process, including using flyers around town, social media, and local newsletters.
- Get supplies donated if possible. Make a list of the needs as well as the estimated costs and ask local businesses to donate the funds or the items themselves. Hardware stores are a good place to start.
- Assign specific tasks during the clean-up.
- Make a plan for debris removal. Call your county government and ask about options

for scheduling a pickup for trash and recycling. If you expect to collect or create a lot of waste, consider renting a dumpster. Budget Dumpster offers donations to qualifying events around the country. If you would like your community cleanup to be considered for a dumpster donation, fill out their request form. Other disposal options include assigning volunteers to drive debris to the local landfill or working with a local business to leave the waste in their dumpster.

- After the neighborhood cleanup is complete, reward the volunteers. A post-cleanup party would be ideal, but other ways to thank them include providing snacks, a t-shirt or sending handwritten thank-you notes.

### **POTENTIAL FUNDING SOURCES**

Community clean-up costs are limited to the price of the supplies and removal of trash. If possible, work with local businesses to have supplies donated. Depending on the size of the clean-up, you could also ask volunteers to bring their own supplies (gloves, trash bags, etc). As mentioned above, coordinate removal of trash with the county, rent a dumpster, or work with volunteers to remove the trash.

### **PANACEA MAIN STREET ORGANIZATION, \$15,000 ANNUALLY**

**SUMMARY:** The Florida Main Street coordinating program is based on the Main Street Four-Point Approach© that was developed by the National Main Street Center of the National Trust for Historic Preservation. Over 2,000 revitalization programs nationwide have adopted this preservation-based approach. While concentrating on revitalization of the community's historic commercial center, these local volunteer based programs enhance the economic vitality, quality of life, and civic pride of the whole community while countering sprawl and encouraging greater citizen participation in the decisions that are shaping their future.

Upon formal Main Street designation there are two tiers: Apprentice and Accredited. The National Main Street "Performance Standards" are used for evaluation. Apprentice Programs have committed to the comprehensive Main Street Approach but have not met the rigorous Performance Standards required to be Accredited. Being an Accredited community is a "mark of distinction that signifies commitment to comprehensive revitalization and community engagement." To be selected as Accredited the program must meet the following "Performance Standards:" broad-based public/private support for the commercial district revitalization process, with strong support from both the public and private sectors; vision and mission statements relevant to community conditions and to the Local Organization's organizational stage; comprehensive Main Street work plan; active in all four-points; historic preservation ethic; active board of directors and committees, following the Four-Point Approach©; adequate operating budget; paid professional Executive Director (communities with more than 5,000 population are required to hire a full-time Executive Director; communities with less than 5,000 population may employ a part-time Executive Director); on-going training for staff and volunteers. Attendance at all quarterly meetings, annual state conference and national conference are required; reporting of key reinvestment statistics; and be a current member of the National Main Street network. Benefits to designation include access to technical assistance opportunities, grants, and recognition at the state and national level.

Florida Main Street has recognized that the current structure of the designation program does not always fit for rural communities who may lack the traditional downtown core of commercial buildings. They are currently working on developing a rural approach option, with plans to launch the initiative in summer 2021.

**PROJECT TYPE:** Tourism, Small Business Development, Historic Preservation

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board; Potential Supporting Partners - Apalachee Regional Planning Council

**PROJECT LOCATION:** Community Wide

**ACTIONS TO SUPPORT PROJECT:**

- Next application round opening up in August with an October deadline. Rural Initiative application expected in 2021.
- Work with Florida Main Street staff to determine which application is most appropriate for Panacea and decide if the community will apply for designation in 2020 or 2021.
- Develop a budget for a part-time staff member, travel, and National Main Street membership (\$375 annually). Work with Florida Main Street to find out what options work well for other rural communities.
- Travel: Executive Directors are required to attend quarterly workshops and annual state conferences.

**POTENTIAL FUNDING SOURCES:**

**Partnership Support:** consider multiple non-profit agencies developing a partnership to split the cost of a part-time employee and other annual costs of designation.



Artist: Michael Rosato



Artist: Jerry Rugg, aka BirdO (detail)



Artist: Kollet Probst (detail)

## **PANACEA PLACEMAKING: WAYFINDING SIGNAGE & MURALS, \$1,000/MURAL**

**SUMMARY:** Panacea is both fortunate and challenged by its location along US Highway 98. While this allows for the community to draw in passing-by motorists, it limits the potential for traditional wayfinding signage along the route. However, this does not diminish the fact that visitors need to be convinced to stop during their drive and be aware of where the attractions are located. Insert project picture off to the side with text wrapped around it. This can be an illustration of the project need (i.e. - community clean-up) or a picture of the actual site, etc. Something that will represent the overall project.

Through the use of wayfinding murals, billboards, or signage on private property, Panacea needs to get creative in how they draw the eye and create "must-stop" attractors. Some businesses have already taken this approach, such as Outlaw Oysters who painted their name and logo across the front of their building. Other communities have used murals to elevate a sense of place, such as the neighborhoods of Midtown and Historic Frenchtown in Tallahassee. These community-led efforts beautify blank walls and let visitors know when they have "arrived".

**PROJECT TYPE:** Tourism, Community Revitalization

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board; Potential Supporting Partners - Florida Department of Transportation, Leon County Waste Management, Florida Department of Cultural Affairs

**PROJECT LOCATION:** Community Wide

**ACTIONS TO SUPPORT PROJECT:**

- Schedule a time for the mural team to meet with Panacea. See Appendix for inventory of potential mural sites
- Determine the assets most in need of improved signage.
- Work with regional artists to determine cost and upkeep needs to murals, refer to Department of Cultural Affairs for guidance on a scope of work or call for artists.

**POTENTIAL FUNDING SOURCES:**

Leon County Waste Management donates 5 gallon buckets of paint that has been disposed of and will set aside specific colors as available.

**Florida Department of Cultural Affairs Grant**

Eligible Application Requirements: The General Program Support (GPS) grant is designed to fund the general program activities of an arts or cultural organization that is realizing its stated mission and furthering the state's cultural objectives. Not-for-profit cultural organizations, museums, and recurring cultural programs that meet the Basic Eligibility requirements are eligible to apply for General Program Support. The organization's mission must directly support arts and cultural programming. For the purposes of this program, public or private pre-K-12 schools; libraries, civic organizations; parks, recreation, and leisure organizations; human service organizations; or other community service agencies do not meet the definition of arts or cultural organizations.

Timeline: Applications due June 1, 2020; Grant period of 23 months

Min./Max. Funding: Up to \$500,000

Match Requirements: Applicants must provide at least one dollar in cash or in-kind (donated goods or services) for every dollar requested from the division. No more than 25% of the total match may be in-kind.

Loan/Grant: Grant

**PANACEA PLACEMAKING: OYSTERS ON PARADE, \$5,000-\$20,000**

**SUMMARY:** A popular way of bringing placemaking, art, and fun to a community is through an art on parade initiative, made popular by the Cows on Parade in Chicago in 1999. As Panacea is growing in notoriety as the oyster capital of the panhandle, an "Oysters on Parade" project would increase art throughout the community, engage local artists and sponsors, and create a tourism draw for visitors looking to check all the oysters off their list.

An example of another community that did a similar project is the Jefferson Parish Louisiana Oyster Trail. The design of sculptures were uniform throughout the trail but each one was sponsored by a local business or organization and painted or decorated in a way that reflects either the area of the business. This example is a model for Panacea to consider as they consider this initiative.

In addition to determining the location, sponsors, and artists for each sculpture, the "Oysters on Parade" committee should develop tourism marketing materials which include the story behind the project and a map of where they are all located.

**PROJECT TYPE:** Tourism, Community Revitalization

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board; Potential Supporting Partners - Leon County Waste Management, Florida Department of Cultural Affairs, Local businesses

**PROJECT LOCATION:** Community wide

**ACTIONS TO SUPPORT PROJECT:**

- Work with a local fabricator to design concrete oysters for "Oysters on Parade".
- Create a "Oysters on Parade" committee to develop fundraising documents for individual oyster sponsors. Determine if the sponsor is responsible for obtaining an artist or if the committee will work to pair artists with sponsors.
- Work with sponsors to determine maintenance plan and installation process as well as determining where the sculptures will be permitted to be located.
- Develop marketing materials for tourists to learn more about the program and a map of where the sculptures are located.

**POTENTIAL FUNDING SOURCES:**

The cost of this project is variable depending on the number of sculptures, the cost of fabrication, the cost of installation, and the cost to sponsors for artist fees and materials.

Leon County Waste Management donates 5 gallon buckets of paint that has been disposed of and will set aside specific colors as available.

**Florida Department of Cultural Affairs Grant**

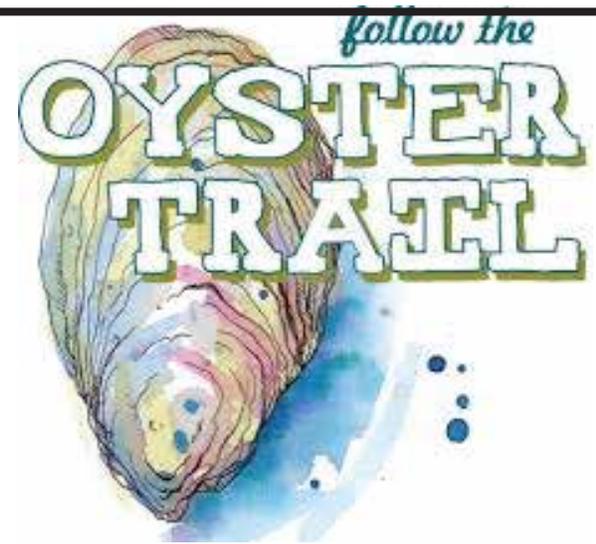
Eligible Application Requirements: The General Program Support (GPS) grant is designed to fund the general program activities of an arts or cultural organization that is realizing its stated mission and furthering the state's cultural objectives. Not-for-profit cultural organizations, museums, and recurring cultural programs that meet the Basic Eligibility requirements are eligible to apply for General Program Support. The organization's mission must directly support arts and cultural programming. For the purposes of this program, public or private pre-K-12 schools; libraries, civic organizations; parks, recreation, and leisure organizations; human service organizations; or other community service agencies do not meet the definition of arts or cultural organizations.

Timeline: Applications due June 1, 2020; Grant period of 23 months

Min./Max. Funding: Up to \$500,000

Match Requirements: Applicants must provide at least one dollar in cash or in-kind (donated goods or services) for every dollar requested from the division. No more than 25% of the total match may be in-kind.

Loan/Grant: Grant



## **PANACEA PLACEMAKING: "GO STRAIGHT ON 98" CAMPAIGN, \$10,000**

**SUMMARY:** Panacea is both fortunate and challenged by its location along US Highway 98. While this allows for the community to draw in passing-by motorists, it limits the potential for traditional wayfinding signage along the route. However, this does not diminish the fact that visitors need to be convinced to stop during their drive and be aware of where the attractions are located.

Panacea could coordinate a regional "Go Straight on 98" campaign, encouraging motorists to not turn off at the 319 bypass but continue straight through Panacea on their way to the coast. Rallying behind this message, businesses, tourism attractions, and nonprofit organizations who are missed with the bypass, can push forth a visual tourism effort aimed at stopping the turn. Collaborating on a branded look, multiple entities can share the message on their websites, social media platforms, and print materials.

**PROJECT TYPE:** Tourism

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board; Potential Supporting Partners - Florida Department of Transportation, Leon County Waste Management, Florida Department of Cultural Affairs

**PROJECT LOCATION:** Community wide

### **ACTIONS TO SUPPORT PROJECT:**

- Form "Go Straight on 98" committee of stakeholders to develop a cohesive marketing campaign.
- Work with college students, local freelancer, marketing or consultant firm to develop a logo and materials to be used throughout the region. Consider window decals, bumper stickers, or a billboard to launch the campaign.

### **POTENTIAL FUNDING SOURCES:**

Costs associated with this project include both the brand and logo development as well as initial materials for regional businesses and organizations.

#### **Florida Department of Cultural Affairs Grant**

Eligible Application Requirements: The General Program Support (GPS) grant is designed to fund the general program activities of an arts or cultural organization that is realizing its stated mission and furthering the state's cultural objectives. Not-for-profit cultural organizations, museums, and recurring cultural programs that meet the Basic Eligibility requirements are eligible to apply for General Program Support. The organization's mission must directly support arts and cultural programming. For the purposes of this program, public or private pre-K-12 schools; libraries, civic organizations; parks, recreation, and leisure organizations; human service organizations; or other community service agencies do not meet the definition of arts or cultural organizations.

Timeline: Applications due June 1, 2020; Grant period of 23 months

Min./Max. Funding: Up to \$500,000

Match Requirements: Applicants must provide at least one dollar in cash or in-kind (donated goods or services) for every dollar requested from the division. No more than 25% of the total match may be in-kind.

Loan/Grant: Grant

#### **Tourism Recovery Grant Program for Hurricane Michael**

Timeline: Applications must be submitted by February 28, 2019

## Application Requirements:

- Identify the Applicant as a local tourist development board representing a county included in the FEMA major disaster declaration on October 11, 2018, including: Bay, Calhoun, Franklin, Gadsden, Gulf, Holmes, Jackson, Leon, Liberty, Taylor, Wakulla, and Washington.
- Include a proposal detailing marketing strategy and tactics, including target market(s) (DMA) and audience(s), projected goals, anticipated results, detailed description of how results will be measured, and detailed media plan with proposed budget. The media plan should include media channel, flight dates, anticipated results, and budget by line item.



## COMMUNITY WIDE HISTORICAL SURVEY, \$10,000-\$15,000

**SUMMARY:** Panacea is located entirely in a floodplain, resulting in complicated processes for rehabilitation, rebuild, or new build requirements. Some of the floodplain management laws and ordinances are based on the use or historical significance of the structure. In addition to floodplain management laws, concrete knowledge of the historical significance of specific structures, such as the Baptist Lodge, can create opportunities for additional funding resources towards rehabilitation and restoration efforts.

In order to understand allowable uses and improvements; available funding resources; and other requirements, Panacea should conduct a Community wide historical building survey to better understand the current status of their buildings and allowance moving forward.

**PROJECT TYPE:** Historic Preservation

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board/Wakulla Property Appraiser; Potential Supporting Partners - Florida Division of Historical Resources, FEMA, Florida Division of Emergency Management

**PROJECT LOCATION:** Community wide

**Project Benefits to Homes:** This project will impact both existing residential homes as well as all other existing structures. Understanding the current status of the structures, historical significance, and rehabilitation or reuse requirements will open opportunities to improve upon existing commercial properties.

### **ACTIONS TO SUPPORT PROJECT:**

- Review existing flood zone requirements on Wakulla County's website.
- Review guidance for disaster mitigation and recovery of historic properties.
- Contact the Florida Department of Historical Resources for guidelines on survey options and recommended consulting firms.

### **POTENTIAL FUNDING SOURCES:**

**Florida Department of State: Small Matching Grants Program**

**Eligible Projects:** The purpose of the Small Matching Grants Program is to provide funding to assist local, regional and state-wide efforts to preserve significant historic and archaeological resources, and to promote knowledge and appreciation of the history of Florida. The program does not fund operational support for historic preservation organizations. Project types include: Survey; Planning; Nominations to the National Register of Historic Places; Heritage Education; and state Historical Markers.

**Min./Max Funding:** Up to \$50,000; Match 1:1

**Timeline:** Cycle Opens: April 1, 2020; Cycle Closes: June 1, 2020

### **Florida Department of State: Special Category Grants Program**

**Eligible Projects:** The purpose of the Special Category Grants Program is to provide funding to assist major local, regional, and statewide efforts to preserve significant historic structures and archaeological resources, to assist major archaeological excavations or research projects, and assist in the development and fabrication of major museum exhibits that will promote knowledge and appreciation of the history of Florida. The program does not fund operational support for museums or historic preservation organizations. Project types include: Development; Archaeological Research; Museum Exhibit; and Acquisition.

**Min./Max. Funding:** Up to \$500,000; Match 1:1

**Timeline:** Cycle Opens: April 1, 2020; Cycle Closes: June 1, 2020

## **DOING BUSINESS IN PANACEA GUIDE, \$20,000**

**SUMMARY:** Panacea and Wakulla County can set themselves apart from other counties in the region by creating a business-friendly environment. Having clear procedures and checklists available to interested business owners will help provide clarity and confidence in the process. Challenges include managing flood zone requirements and ADA accessibility additions to older buildings, but using the expertise and experience of the county staff, the development of a toolkit for business owners can make this process less onerous for everyone involved.

**PROJECT TYPE:** Small Business Development

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board, Wakulla County; Potential Supporting Partners - Wakulla Economic Development Council, Apalachee Regional Planning Council

**PROJECT LOCATION:** County-Wide

**PROJECT BENEFITS TO HOMES:** At-home businesses are of growing popularity for the young professional market. To attract these virtual businesses to Panacea, the toolkit must also include requirements for at-home businesses (if any) and how to register a business from your home.

### **ACTIONS TO SUPPORT PROJECT:**

- Meet with new businesses in the county to discuss what challenges they encountered during the development process.
- Meet with Wakulla County to understand what the most frequently asked questions are from new business developers and why they hear businesses do not locate in the county.
- Work with Wakulla County to create a comprehensive list of required steps for a new commercial structure in Panacea (as an example) as well as an existing structure. Include requirements for professional services, hospitality, restaurant, retail, etc to understand the various requirements for each.
- Hire an outside consultant or marketing firm to develop toolkits/guides for

businesses that walks through the required steps. Each guide should be specific to the industry, as well as one general guide.

**POTENTIAL FUNDING SOURCES:**

**Community Planning Technical Assistance Funding**

Program Description: CPTA Grants provide counties, municipalities and regional planning councils the opportunity to create innovative plans and development strategies to promote a diverse economy, vibrant rural and suburban areas and meet the requirements of the Community Planning Act, while protecting environmentally sensitive areas.

Eligible Projects: Previous grant projects include, but are not limited to: visual imaging for public projects; community redevelopment area plans and land development regulations; sea level rise impacts to stormwater outfalls in the Indian River Lagoon; amendments to comprehensive plans and land development regulations; and master plans for recreation, neighborhoods, infrastructure, urban design, etc. Applicants are encouraged to seek funding for innovative, creative or unique approaches to planning and development.

Timeline: Submission of grant request for funding to DEO on or before Friday, June 5, 2020,

Grant/Loan: Grant



**OYSTER NURSERY, \$100,000**

**SUMMARY:** Wakulla County and the Panacea area is developing a reputation as Florida's Oyster Farming Capitol. However, oyster farms remain limited due to the challenge of obtaining spat to support the farming process. The local oyster businesses, Wakulla County Economic Development Council, and Panacea Waterfronts Board could sponsor a solution for supporting this aquaculture industry through the development of an oyster nursery that would grow spat from seed to help local farmers get local spat.

**PROJECT TYPE:** Small Business Development, Workforce Development

**PROJECT SPONSORS:** Potential Primary Sponsor - Local Oyster Businesses, Wakulla EDC, Panacea Waterfronts Board

**PROJECT LOCATION:** Regional

**ACTIONS TO SUPPORT PROJECT:**

- Research similar programs providing spat to farmers across the country.
- Suffolk Project in Aquaculture Training
- Oyster Recovery Partnership & UMD Horn Point Laboratory Oyster Hatchery
- Work with local oyster businesses to understand the need, demand, and capacity.
- Develop a business plan and budget - including supplies, staff, property/building space needed, permitting, etc.

**POTENTIAL FUNDING SOURCES:**

**Florida Job Growth Grant**

Program Description: The Florida Job Growth Grant Fund is an economic development program designed to promote public infrastructure and workforce training across the state. Proposals are reviewed by EFI and DEO and chosen by the Governor to meet the demand for workforce or infrastructure needs in the community to which they are awarded. Eligible Projects: Workforce and Public infrastructure (projects can include transportation and utilities needed to support economic development.)

## **EXPLORE INCENTIVES FOR NEW BUSINESSES TO LOCATE IN EXISTING SHOPPING PLAZA WITH A PRIORITY ON GROCERY STORES, <\$500,000**

### **SUMMARY:**

While abundant in fresh seafood markets, Panacea does not have a traditional grocery store to provide additional fresh foods and household staples. By definition, a food desert is an area in which it is difficult to buy affordable or good-quality fresh food and currently the community falls into that category. Panacea residents and tourists have to drive to Sopchoppy or further to find a grocery store.

It is in the best interest of the community to work together in attracting all new businesses to the area, specifically those that address needs such as grocery and basic necessities. The County could work with the private commercial shopping plaza owner to develop incentives for businesses looking to locate in Panacea, as well as discuss resources supporting facade improvements and infrastructure renovations. Businesses are more likely to locate to a space that is ready for move-in and attractive to customers. The County and property owner could develop a solution that will both allow a future anchor tenant to easily retrofit for their style. Incentives could benefit the current owner or future tenant through such methods as tax abatement on improvements, local business grants, development tax incentives, in-kind support for rehabilitation needs, and others. Additionally, the county can work with interested businesses to connect them to national grants as well as regional incentives from utilities.

**PROJECT TYPE:** Small Business Development, Quality of Life

Project Sponsors: Potential Primary Sponsor - Wakulla County, Wakulla Economic Development Council, Private Commercial Property Owner

**PROJECT LOCATION:** 1353 Coastal Hwy, Panacea, FL 32346

**PROJECT BENEFITS TO HOMES:** Housing developers are sometimes hesitant to work in a community that lacks basic amenities. By creating a business-friendly environment and incentivizing these businesses, such as a grocery store, to locate in town, developers will be more interested in addressing housing needs in the area.

### **ACTIONS TO SUPPORT PROJECT:**

- Private commercial property owner to work with Wakulla County and Wakulla Economic Development Council to understand existing incentives available for businesses and commercial property owners.
- Seek grants for facade improvements, once anchor tenant is secured.
- Compile a package of resources and incentives to market the rental spaces to future tenants.
- Contact national and state grocery chains to understand the needs and requirements of the client.

## **POTENTIAL FUNDING SOURCES:**

### **Community Development Block Grant - Disaster Recovery Funding**

Purpose of CDBG-DR Funds: Focus on long-term recovery efforts; Last defense funding to address unmet need other federal programs have not yet addressed; Funds SUPPLEMENT and fill remaining gaps; CDBG-DR cannot SUPPLANT other federal funds; and Timing of funds from Congress appropriating funds to funds hitting the ground varies

Use of CDBG-DR Funds: Each CDBG-DR activity must: Address a disaster-related impact (direct or indirect) in a Presidentially-declared area for the covered disaster; Be a CDBG eligible activity; and Meet a CDBG national objective.

### **USDA - Rural Business Development Grant**

Eligible Areas: RBDG funds must be directed for projects benefiting rural areas or towns outside the urbanized periphery of any city with a population of 50,000 or more

Funding Available: \$10,000min; No maximum - There is no cost sharing requirement. Total opportunity type grant funding is limited statutorily to up to 10% of the total RBDG annual funding.

Eligible Funding Uses:

- Training and Technical Assistance (project planning, business training, market research, feasibility studies, professional/technical reports, or product/service improvements)
- Acquisition or development of land, easements, or rights of way (construction, conversion, renovation, of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilities)
- Pollution control and abatement
- Capitalization of revolving loan funds including funds that will make loans for start-ups and working capital
- Distance adult learning for job training and advancement
- Rural transportation improvement
- Community economic development
- Technology-based economic development
- Feasibility studies and business plans
- Leadership and entrepreneur training
- Rural business incubators
- Long-term business strategic planning

Grant/Loan: Grant

## **PARTNER ON USE OF COMMERCIAL SHOPPING PLAZA PARKING LOT**

**SUMMARY:** Panacea has numerous, well-attended festivals every year, and also attracts



fishermen and nature enthusiasts on a regular basis to their parks and beaches. With these attractions come an influx of vehicles and currently there are minimal public parking areas. The commercial parking plaza, private property, located adjacent to Woolley Park, is traditionally used for overflow parking. However the wear and tear on the parking lot has caused excessive costs for the property owner.

The community, county, or nonprofit organization benefiting from the festivals should work with the property owner to determine an amenable solution to the parking lot. Options include: partnership to transfer ownership to the public through purchase or other agreement of the parking lot from the private landowner to be used as a public lot; leasing a portion of the lot to allow for use by the public; or sharing of maintenance costs or in-kind donations to repair the parking lot.

Improvements to the parking lot will not only benefit the commercial properties or festival participants, but will improve the appearance of the commercial corridor going through Panacea. Beautification projects have a compounding effect on the attractiveness to new residents, businesses, and visitors.

**PROJECT TYPE:** Economic Development, Tourism

**PROJECT SPONSORS:** Potential Primary Sponsor - Private Commercial Property Owner & Wakulla County

**PROJECT LOCATION:** 1353 Coastal Hwy, Panacea, FL 32346

**PROJECT Benefits to Homes:** Housing developers are hesitant to work in a community that lacks basic amenities. By creating a business-friendly environment and incentivizing these businesses, such as a grocery store, to locate in town, developers will be more interested in addressing housing needs in the area.

Actions to Support Project

- Meeting between Wakulla County and private property owner to understand the needs of both sides in regards to the parking lot, the value of the property, and the options available.
- Include organizations hosting annual festivals in the conversation to understand their ongoing parking needs and potential of additional use of the parking lot.
- Coordinate with potential future strip mall tenants to understand the requirements of tenants for dedicated parking spaces prior to sale of the entire lot.

#### **POTENTIAL FUNDING SOURCES:**

##### **Community Development Block Grant - Disaster Recovery Funding**

Purpose of CDBG-DR Funds: Focus on long-term recovery efforts; Last defense funding to address unmet need other federal programs have not yet addressed; Funds SUPPLEMENT and fill remaining gaps; CDBG-DR cannot SUPPLANT other federal funds; and Timing of funds from Congress appropriating funds to funds hitting the ground varies

Use of CDBG-DR Funds: Each CDBG-DR activity must: Address a disaster-related impact (direct or indirect) in a Presidentially-declared area for the covered disaster; Be a CDBG eligible activity; and Meet a CDBG national objective.

# **PANACEA WOMEN'S CLUB ENHANCEMENTS, \$250,000**

**SUMMARY:** The Panacea Women's Club is currently used as the primary indoor community meeting space in Panacea. It hosts a wide variety of activities and is centrally located only a half mile from Woolley's Park. The Panacea Women's Club is home to the Panacea 4-H Explorers, a weekly after-school program for children in the community.

Improvements to the building could include updates to the kitchen, new playground equipment, addition of a splashpad, and overall renovations to update the and secure the structure. These updates would help the community have options to better serve youth needs. Wakulla County owns both the acre that Panacea Women's Club is located, as well as an acre immediately adjacent west of the property which has a worn baseball diamond. Rehabilitation of the ball field, or retrofitting the property to other outdoor uses for youth, could provide additional resources for the community. Combining the properties as one entity and common community asset, would strengthen the ease of use and facilitate youth programming. It would also create a safe play space for children living in nearby impoverished neighborhoods.

**PROJECT TYPE:** Quality of Life, Youth Development

**PROJECT SPONSORS:** Potential Primary Sponsor - Wakulla County; Potential Supporting Partners - Panacea Waterfronts Board, UF IFAS 4-H Program, Apalachee Regional Planning Council

**PROJECT LOCATION:** 115 Otter Lake Road, Panacea, FL 32346

**PROJECT BENEFITS TO HOMES:** Community centers are often the core of rural communities, providing resources, space, and amenities not offered elsewhere. While functioning, the Women's Club has minimal benefits to youth in its current state, and is starting to fall into disrepair. These upgrades, to both the building itself and the surrounding property, will create a focal point for families in the area. Developing a safe place for youth to congregate, for organized activities by partner nonprofits, and for annual gatherings. This will in turn increase the value of homes in the area with access to the amenities and become a positive factor for residents looking to relocate to Panacea.

## **ACTIONS TO SUPPORT PROJECT:**

- Create a Women's Club committee to draft proposed improvements, approximate costs, and begin the process of bidding contractors for projects. Work with youth programs to understand the needs and recommended improvements.
- Prioritize list of improvements with Wakulla County.
- Work with Apalachee Regional Planning Council for assistance with grant writing.

## **POTENTIAL FUNDING SOURCES:**

### **Community Development Block Grant - Disaster Recovery Funding**

Purpose of CDBG-DR Funds: Focus on long-term recovery efforts; Last defense funding to address unmet need other federal programs have not yet addressed; Funds SUPPLEMENT and fill remaining gaps; CDBG-DR cannot SUPPLANT other federal funds; and Timing of funds from Congress appropriating funds to funds hitting the ground varies

Use of CDBG-DR Funds: Each CDBG-DR activity must: Address a disaster-related impact (direct or indirect) in a Presidentially-declared area for the covered disaster; Be a CDBG eligible activity; and Meet a CDBG national objective.

### **Florida Recreation Development Assistance Program (FRDAP)**

Eligible Applicants: All county governments and incorporated municipalities of the state of

Florida and other legally constituted local governmental entities with the legal responsibility for the provision of outdoor recreational sites and facilities for the use and benefit of the general public.

Timeline: FRDAP applications will be accepted beginning October 1, 2019.

Maximum Grant Request: The maximum grant request may not exceed \$200,000.00. An applicant's requested grant funds may be revised by the department due to the availability of program funds. Grant awards are contingent upon appropriation by the Florida Legislature.



## YOUTH PROGRAM DEVELOPMENT, \$200,000

**SUMMARY:** Panacea's youth need more positive and engaging outlets to counter negative influences. Currently there is a youth program hosted by the UF IFAS 4-H Program once a week at the Panacea Women's Club. The program is year-round and available for K-12 but only from 4-6pm on Mondays, primarily aimed at after-school needs. While a fantastic asset for the community, there is a need for more extensive programming, as well as day camp summer options.

Programming can include outdoor activities in the property around the Women's Club, as well as indoor classes such as arts and crafts. Creating a fun and interactive but supervised and structured environment will provide positive growth opportunities for Panacea's school-aged youth and passively curb a growing drug use in the community, by showing kids other ways to live their life.

Panacea Waterfronts Board, local religious institutions, local teachers, and interested partners should meet with UF IFAS 4-H to discuss the potential of using the existing youth program and a launching point for expansion of both resources and activities. The discussion should include the need for paid instructors, as well as volunteers, and include the opportunity to use the Women's Club as the headquarters for the program.

**PROJECT TYPE:** Quality of Life, Youth Development

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board, UF IFAS 4-H Program; Potential Supporting Partners - Religious Organizations, Interested Parents, Local Teachers, Wakulla County, Wakulla County School District, Florida Dept of Health, Florida Dept of Education, Florida Dept of Juvenile Justice

**PROJECT LOCATION:** Community wide

**PROJECT BENEFITS TO HOMES:** Developing a safe place for youth to congregate, educational growth activities, and year-round access will be an invaluable asset to the community. This will in turn increase the value of homes in the area with access to the amenities and become a positive factor for residents looking to relocate to Panacea.

## Actions to Support Project

- Create a core group of interested parties, including UF IFAS 4-H, Panacea Waterfronts Board, local religious institutions, local teachers, and other interested partners.
- Meet with other communities who have a similar program in a rural community.
- White Springs - Helping Our People Excel (HOPE) Program
- Quincy - Investing in Our Youth
- Discuss the capacity for daily youth programming, the needs, and the potential for in-kind donations such as free access to the Women's Club and neighboring ball field.
- Outline the costs, including supplies, liability requirements, after-school snacks and summer lunch, part-time employment of instructors, etc.
- Determine a gradual launch of after-school programming, beginning with multiple days a week after school.

## **POTENTIAL FUNDING SOURCES:**

### **Duke Energy Grants**

Timeline: Application period open Nov. 1 – Jan. 31; grant decisions by March 30

Eligible Projects: These grants support programs to address the summer reading loss (“summer slide”) experienced by rising kindergartners through rising third-graders. Programs that advance energy, engineering and environmental education through student programming or teacher professional development

### **Community Foundation of North Florida - Knight Foundation COVID-19 Recovery Relief Grant**

Program Summary: In response to COVID-19 and in support of our community, the John S. and James L. Knight Foundation (Knight Foundation) will contribute \$325,000 in grant funding to support short- and long-term recovery efforts. CFNF will lead the effort on behalf of the Knight Foundation to provide COVID-19 Recovery Relief grants closely aligned with the mission and work of the Knight Foundation. At the request of the Knight Foundation, the grants will be awarded to nonprofits whose mission and work are most closely aligned with the mission and work of their foundation. However, the Knight Foundation will also consider awarding grants to other nonprofits having a critical need as a result of pivoting and providing frontline COVID-19 relief services. The Knight Foundation is a national foundation that invests in journalism, the arts, and success of communities where John S. and James L. Knight once published newspapers.



## **LANDSCAPING ALONG HIGHWAY 98, \$50,000**

**SUMMARY:** Highway 98 is the gateway and front porch to Panacea. It guides visitors and residents into and through the community and therefore, is a reflection of the community's identity and pride. Currently there is no landscaping along Hwy 98, resulting in a bleak first appearance as people drive along the route. Panacea should work with a landscape architect to develop a landscaping plan for the corridor that would both beautify the community and support additional beautification efforts.

Panacea will need to partner with the Florida Department of Transportation to develop a plan that is acceptable for a state highway along the approximate 2 mile stretch of Panacea. There are many online resources available as well as annual grants supporting landscaping projects.

**PROJECT TYPE:** Community Revitalization

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board, Florida Department of Transportation

**PROJECT LOCATION:** Community wide, Highway 98

**ACTIONS TO SUPPORT PROJECT:**

- Review Florida Department of Transportation Online Resources for Landscaping Projects. Contact FDOT to discuss timelines and potential for grant funding.
- Review the FDOT list of prequalified landscape architects.
- Develop a budget for the project. Estimate the cost for all proposed landscape improvements, including care during the installation and plant establishment period.
- Contract with an approved landscape architect to develop a plan for the corridor.
- Charlotte County Landscaping Plan Example.
- Deerfield Beach Landscaping Plan Example.
- Veteran’s Memorial Park, Gulf County Landscaping Plan Example.

**POTENTIAL FUNDING SOURCES**

**FDOT Beautification Grant**

Timeline: Applications due October 1, 2019

Max.Min Funding: Each grant will be limited to a maximum of 10% of the total Department’s beautification grants budget (\$105,306.00)



**MONTHLY COMMUNITY EVENT, <\$5,000**

**SUMMARY:** Today, many cities and towns are finding innovative ways to support their small businesses. One popular choice is to hold First Friday or Second Saturday events that encourage residents and visitors to come together once a month and explore what their community has to offer. Business owners can also use these events as a way to promote their products and give back to the community.

Panacea has a strong network of local businesses and a history of success in hosting popular and well-attended events. The community should build upon this reputation with this type of monthly event to gather together local businesses and restaurants at Woolley Park. Creating an opportunity for social gathering of both residents and visitors can promote awareness of the community assets and create a year-round tourism attraction. While hosted in Panacea, this event could be expanded to include regional businesses as well, creating a bigger draw to the area. Panacea can use social media or websites to advertise the events and share information on businesses that plan to participate as a benefit of involvement.

While each community hosts this event a little differently, some common elements that communities choose to include: live music; extended business hours for shops and restaurants; food trucks; kids' activities; art exhibitions; and craft vendors

**PROJECT TYPE:** Quality of Life, Tourism, & Small Business Development

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board; Potential Supporting Partners - Wakulla County Chamber of Commerce, Local & Regional Businesses

**PROJECT LOCATION:** Woolley Park, 48 Mound St, Panacea, FL 32346

**ACTIONS TO SUPPORT PROJECT:**

- Create an event planning committee to determine scope, timing, resources, and permits needed for the event.
- Develop a consistent theme and logo for the event to use for marketing purposes.
- Reach out to local and regional businesses to gauge interest in involvement.
- Brainstorm potential sponsors, including both cash donations and in-kind supplies.
- Consider local musicians to hire for entertainment.
- Determine the primary host organization, create a website and social media page to host information on the event.
- Examples of First Fridays in Florida:
  - Ocala First Friday Art Walk
  - Tarpon Springs First Friday
  - High Springs First Friday



## **REPAIR WELCOME CENTER, \$200,000**

**SUMMARY:** The Wakulla County Welcome Center is often the first place visitors stop when coming through the community. Tourists can step inside the Welcome Center to see pictures of the mule powered tram car that carried travelers to that same spot, and other classic photos from the past. The Center also has information on the area, such as maps; recommendations on where to eat, where to stay, and what to do; as well as educational and history displays. Visitors learn what makes the environment in Wakulla County unique, and what gives it a special place in America's history. They are then encouraged to step outside to the deck overlooking Dickerson Bay and experience the natural world of Wakulla.

As a critical asset in Panacea, it is important that the building is rehabilitated after roof damage from Hurricane Michael as well as hardened from future severe storms. Resources are available for hurricane damage that may assist in not only returning the Welcome Center to its former state, but stronger and more resilient than before.

**PROJECT TYPE:** Community Revitalization, Tourism

**PROJECT SPONSORS:** Potential Primary Sponsor - Wakulla County; Potential Supporting Partners - Apalachee Regional Planning Council

**PROJECT LOCATION:** Wakulla County Welcome Center, 1505 Coastal Hwy, Panacea, 32346

**ACTIONS TO SUPPORT PROJECT:**

- Contact contractors to get bids on repair and building resiliency elements for the Wakulla Welcome Center.
- Work with Apalachee Regional Planning Council to write grant applications for repair work.

**POTENTIAL FUNDING SOURCES:**

**DOS Hurricane Michael Historic Grant;** below is the link to the Hurricane Irma grants from last year. These Hurricane Michael grants will presumably follow the same guidelines:

<https://dos.myflorida.com/historical/grants/irma/>

Eligible Projects: Development: Recovery and repair of historic properties in areas that received a major disaster declaration pursuant to the Robert T. Stafford Disaster Relief and Emergency Assistance Act (42 U.S.C. 5121 et seq.). Survey: Survey and Inventory of historic properties to determine degree of damage and provide preparedness for future disasters (must meet NPS spatial data standards); or Phase I archaeological survey to determine degree of damage and Phase II testing to determine National Register eligibility of sites damaged by Hurricane Irma.

Min.Max. Funding: Up to \$500,000; No match requirement

Grant/Loan: Subgrant



## **DOCK AT WOOLLEY PARK**

**SUMMARY:** Woolley Park is the center of community activity in Panacea. Located on Dickerson Bay and providing playground equipment, a walking trail, restroom facility, parking, and a boardwalk, Woolley is the host of many of the community's most popular festivals.

The dock sustained damage during Hurricane Michael and is currently in the process of being restored through FEMA. The county and local organizations should continue to monitor the progress of the dock restoration at Woolley Park and anticipate the need to provide additional funding to restore the dock.

**PROJECT TYPE:** Recreation

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board, Wakulla County, FEMA

**PROJECT LOCATION:** Woolley Park, 48 Mound St, Panacea, FL 32346

**PROJECT BENEFITS TO HOMES:** Woolley Park is a critical asset to Panacea. It provides a resource for young families, tourists, and aging adults through direct access to Dickerson Bay. Restoring the dock to its original condition will revitalize the park into the community hub that it is and benefit nearby homes and families with invaluable amenities.

### **ACTIONS TO SUPPORT PROJECT:**

- Work with Wakulla County FEMA to understand the timeline of the project and any unexpected costs associated with restoring the dock that are not covered by FEMA Public Assistance.



## **SUPPORT THE GROWTH OF GULF SPECIMEN AQUARIUM**

**SUMMARY:** Established in 1963, Gulf Specimen Marine Laboratory and Aquarium is a non-profit organization that provides marine life education to schools and research laboratories. They also study endangered species and conduct research in mariculture. The Aquarium includes ever changing touch tanks and graphic exhibits, and staff also conduct field trips to provide a unique "hands-on" experience enabling students to touch, smell, and hear the odd and interesting creatures of the Gulf of Mexico, and develop an awareness and desire to protect the sea. Being located in Panacea, the Gulf Specimen Marine Lab and Aquarium is a major asset for the community.

The Panacea Waterfronts Board and Wakulla County Economic Development Council should continue to support efforts of Gulf Specimen Marine Lab and Aquarium to grow their business and aquarium, which serves as a job creator and destination for tourists in both Wakulla County and the Community of Panacea. See master plan, starting on page 111 of this document: <https://www.myfloridatriumph.com/wp-content/uploads/pdf/95%20Triumph%20Application.pdf>

**PROJECT TYPE:** Small Business Development, Tourism, Youth Development

**PROJECT SPONSORS:** Potential Primary Sponsor - Gulf Specimen Marine Lab, Panacea Waterfronts Board, Wakulla County EDA

**PROJECT LOCATION:** 222 Clark Dr, Panacea, FL 32346

### **ACTIONS TO SUPPORT PROJECT:**

- Continue to work with Gulf Specimen Lab & Aquarium on potential opportunities to partner and support their initiatives. Arrange regular meetings to touch base on progress and determine ways to collaborate.

**POTENTIAL FUNDING SOURCES:**

## **ENHANCE AIRBNB OFFERINGS**

**SUMMARY:** Airbnb is a method of allowing tourists to not only feel like they are truly part of the community they are visiting, but also allows them to visit destinations that may lack traditional lodging accommodations. In addition to the benefits to tourists, Airbnb hosts often use their lodging as a launching off point of sharing the community amenities, providing personal recommendations for restaurants and shops or other community assets, highlighting the best of what the area has to offer.

Panacea should consider working more collaboratively with local property owners on enhancing Airbnb offerings and advertise them as lodging options for visitors coming to the area. Additionally, local property owners can be provided with brochures from nearby amenities, maps of the area, and menus from the local restaurants to provide to visitors.

**PROJECT TYPE:** Tourism, Small Business Development

**PROJECT SPONSORS:** Potential Primary Sponsor: Apalachee Regional Planning Council, Panacea Waterfronts Board, local residential property owners, Wakulla County Chamber of Commerce, Visit Wakulla

**PROJECT LOCATION:** Community wide

**PROJECT BENEFITS TO HOMES:** As Airbnb hosts improve the appearance of their properties to appeal to guests, there will be a compound effect on neighboring properties also making similar improvements. The domino effect of improvements will, in time, improve property values and increase pride in the community.

**ACTIONS TO SUPPORT PROJECT:**

- Identify potential and current Airbnb hosts by assessing which residential units are under-utilized or vacant during parts of the year.
- Once compiled, work with Apalachee Regional Planning Council, Visit Wakulla, and Wakulla County Chamber of Commerce to add Airbnb host sites to their website lodging and accommodations page.
- Compile welcome packets of information, menus, and brochures to encourage visitors to stay local when eating and shopping.

## **PARTNER WITH FDOT ON CAPITAL CITY TO SEA (CC2S) BIKE TRAIL, \$100,000**

**SUMMARY:** The Capital City to Sea Loop (CC2S) is poised to revolutionize cycling in Wakulla County. Once completed it will stretch from Tallahassee all the way to the Wakulla County Gulf Coast, giving cyclists unprecedented access to cycling trails throughout the area. The first segment in Wakulla County is complete with 12 miles of paved off-road trail. It begins at the St. Marks Trail intersection of Coastal Highway (US 98) and Woodville Highway (US 61) and ends in front of Wakulla High School. The next section of the CC2S will take cyclists through parts of the Apalachicola National Forest and directly through Panacea along US 98, eventually connecting with the Ochlockonee Bay Bike Trail, providing excellent opportunities to capitalize upon cyclists traveling the full route.

Completion of this trail will have major economic impacts on the community and opportunities to capture a new kind of tourist. The community should partner with the Florida Department of Transportation to better understand the timeline to completion and opportunities the community will have to enhance the bike trail. For example: cleaning up ditches of debris; planting flowers and fruit trees along the bike path; and adding signage to orient people to



Panacea assets as they cycle through town.

**PROJECT TYPE:** Tourism, Recreation

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board, Florida Department of Transportation

**PROJECT LOCATION:** Community wide and County-wide

**PROJECT BENEFITS TO HOMES:** Trails are a growing draw for residents looking to relocate. In a world where we are increasingly connected virtually, professionals are selecting places to live based on their quality of life amenities, rather than job opportunities. Having a paved, multi-use bike trail will be a major attraction for existing and new residents.

**ACTIONS TO SUPPORT PROJECT:**

- Meet with FDOT to better understand the timeline for phase 2 of the project.
- Consider potential beautification efforts to complement the trail once developed.
- Develop a budget for additional amenities and identify potential funding resources.

**POTENTIAL FUNDING SOURCES:**

- FDOT TAP Grant Program
- FDOT Shared-Use Nonmotorized (SUN) Trail Program
- America Walks Community Change Grant
- Florida Department of Environmental Protection Recreational Trails Program

## REHABILITATE HOUSING STOCK

**SUMMARY:** Panacea housing stock is aging. More than 70% of the units available were built before 1990, that's considerably higher than only 35% built before 1990 in the rest of the county and 59% built before 1990 in the state as a whole. In addition, 90.5% of the total available housing units are occupied, making each property critical in a community with limited options.

A community cannot thrive without adequate housing. Panacea and Wakulla County need to work together to promote available resources for homeowners looking to rehabilitate their homes. This could be part of individual projects or as a neighborhood revitalization effort.

**PROJECT TYPE:** Community Revitalization, Quality of Life

**PROJECT SPONSORS:** Potential Primary Sponsor - Panacea Waterfronts Board, Wakulla County- Housing Services, Capital Area Community Action Agency, North Central Florida Regional Housing Authority

**PROJECT LOCATION:** Community wide - This project is located in a Low- to Moderate-Income area with 69.52 percent of individuals in the community meeting LMI criteria.

**PROJECT BENEFITS TO HOMES:** Investing in renovation, resiliency, and beautification housing projects will improve the overall appearance of the community, increase property values, and promote an atmosphere of welcome and safety for visitors.

**ACTIONS TO SUPPORT PROJECT:**

- Meet with Wakulla County-Housing Services, Capital Area Community Action Agency, and North Central Florida Housing Authority to better understand all housing rehabilitation options available to Panacea property owners.
- Host public informational meetings regarding housing rehabilitation resources for property owners.

**POTENTIAL FUNDING SOURCES:**

- State Housing Initiatives Partnership (SHIP) program funding
- Low Income Home Energy Assistance Program (LIHEAP)
- Weatherization Assistance Program (WAP)
- CDBG-DR funding