



Indian River Lagoon National Scenic Byway Inc.

Current Goals and Funding Prospects

- Increase membership by 20%.
- Continue to upgrade the Byway website with merchandise purchasing options and updates to existing content to make it more informative to its users.
- Celebrate the approval of the Northern Extension of the Byway through Titusville.
- Install Byway signage along the extension.
- Implement Corporate Donor Program to gain sponsorship from major businesses in the region.
- Develop and install two educational kiosks along the Byway.
- Fund reprinting of Byway brochure.
- Achieve Level II Accreditation status.
- Continue to implement the major donor plan.