





Introduction

The Indian River Lagoon — straddles 156 miles of Florida's east coast, from Ponce Inlet in Volusia County, south to Jupiter Inlet in Palm Beach County. The Lagoon meanders through delicate expanses of national wildlife refuges and state parks. The area is home to over 4000 species of plants and animals, including one third of the U.S. population of the endangered West Indian Manatee. This pristine yet fragile resource welcomes visitors year after year encouraging them to get "off the beaten path" through sailing, swimming, surfing, boating, fishing, bird watching or by experiencing glimpses of Florida's past and visions of the future of space exploration. Combined with the ocean beaches to the east and the St. Johns River a few miles to the west, the Indian River Lagoon and the unique communities that surround it attract visitors from around the world who seek to experience nature's beauty and man's history.

A group of community advocates have worked tirelessly for over 10 years to preserve, protect and educate the community on this natural resource and its importance to the region. This group is called the Indian River Lagoon National Scenic Byway Coalition (Coalition) and their accomplishments and successes are notable. As a federally recognized not-for profit corporation, the Coalition is the management entity for the Indian River Lagoon National Scenic Byway.



What is a scenic byway?

A scenic byway is a network of public roads, streets, or highways (including adjacent communities) that have been recognized through official declaration as a unique area worth preserving because of its outstanding resources. The corridor was designated a Florida Scenic Highway by the Florida Department of Transportation (FDOT) in June 2000 and a National Scenic Byway two years later (June 2002) by the U.S. Department of Transportation. This 233 mile corridor that passes through Brevard and Indian River Counties is now considered one of America's most treasured places, part of a distinctive collection of America's most famous roads like US 1 through the Florida Keys, Blue Ridge Parkway, Pacific Coast Highway and Natchez Trace Parkway. The Coalition volunteers are committed to working with residents, local governments and the region's business community to identify the assets necessary to ensure this resource is protected for future generations. Additionally, they have established goals and objectives to accomplish their mission of education, preservation and resource enhancement.

What are these resources?

The resources located along the byway, both natural and man-made are diverse and irreplaceable. The route highlights the most biologically diverse estuary in North America. The estuary supports manatees, sea turtles, significant game fish species, and lush sea grass beds that serve as nurseries for young shrimp and every type of salt water fish along the Atlantic coast. The byway is also home to heritage and cultural resources like the historic districts in Titusville, Cocoa, Melbourne, Fellsmere and Sebastian along with the art districts in Eau Gallie and Cocoa. The corridor highlights a diverse array of entertainment and recreational resources like Kennedy Space Center, Port Canaveral, Merritt Island National Seashore, and the pristine beaches of Brevard and Indian River Counties.

Many of these resources need community support because they can't protect themselves. Time and weather events have changed the face of the region and are continually altering some resources that may need preservation efforts. Other resources are in need of a helping hand to educate citizens and visitors on their historical and cultural significance, as well as their importance for the attraction of planned economic development in the region. Through the implementation of their corridor management plan, the Coalition hopes to support endeavors that enhance and protect these resources by educating the community on their significance and economic importance to the region. The ultimate goal of the Coalition is to maintain a community that encourages residents and visitors alike to experience the "Real Florida".





How can I help?

There are two important ways that you can help support this nationally recognized scenic highway organization. The first is to get involved. The Indian River Lagoon National Scenic Byway Coalition needs volunteers to assist with a variety of tasks including membership tracking, representing the byway at community events, fostering community support, marketing and fund raising. Volunteers with specialized skills or just a few hours to get involved are always needed.

The second way to help is through financial donation. The Coalition is an all-volunteer effort. Although they have received a number of project specific grants over the past 10 years, funding is needed for priority projects and the implementation of organizational goals to ensure that this regional treasure is preserved for future generations.

There exists an opportunity to become a Business Partner or Friend of the Indian River Lagoon National Scenic Byway Coalition. Individuals, groups, businesses and corporations are invited to become founding Business Partner and Friends of the Byway.

For More Information

For more information about ways to get involved or to become a member of our Friends of the Byway, please contact: info@IndianRiverLagoonByway.com



Accomplishments

The Coalition has a long list of significant accomplishments. The Ted Moorhead Lagoon House is the centerpiece of the Coalition's early educational and enhancement efforts along the Byway. This \$1.5 million facility located in Palm Bay opened in April of 2005 and has served as the region's focal point for educational resources for preservation of the Indian River Lagoon.

- Designated a Florida Scenic Highway in 2000 and a National Scenic Byway in 2002
- Rehabilitation of the historic Melbourne Beach Pier
- Construction of the Ted Moorhead Lagoon House
- Multiple printings of several different corridor brochures
- Became a State of Florida Corporation and a tax exempt not-for-profit organization under section 501(c)(3) of the IRS code in 2011
- Approval of multiple extensions of the Byway: Pineapple Avenue, Fellsmere, and Northern Titusville Extension
- Upgrade of Byway website (www.IndianRiverLagoonByway.com)
- Active involvement with Byway Facebook page
- Monthly Coalition meetings (including guest speaker)
- Participation in multiple community events along the Byway (e.g., Sebastian Birding & Wildlife Festival, Fellsmere Frog Leg Festival, Grant Seafood Festival, Sebastian Clambake/Lagoon Festival)
- Design and installation of Eau Gallie Arts District (EGAD) kiosk (Melbourne)
- Development and implementation of major donor campaign
- Participation in FSH program statewide workshops
- Active participation in the FDOT/District 5 Achieving Excellence program
- Development of a series of "corridor story" videos



Future Projects

- Upgrade the web site
- Reprinting of the most recent corridor brochure
- Implement a Geocaching tour of corridor
- Installation of informational kiosks along the Byway

These efforts take time and money. Please consider your involvement with this worthy organization today.



www.IndianRiverLagoonByway.com



Indian River Lagoon National Scenic Byway Coalition Business Partner Program

PROMOTE YOUR BUSINESS AND SUPPORT THE IRLNSB COALITION

Diamond - \$5,000 per year

- Top banner advertisement on Indian River Lagoon National Scenic Byway's website at www.IndianRiverLagoonByway.com
- Business listing with logo and link on Indian River Lagoon National Scenic Byway website at www.IndianRiverLagoonByway.com
- Logo on Indian River Lagoon National Scenic Byway Coalition's Annual Report
- Events posted on Indian River Lagoon website calendar

Platinum - \$1,000 per year

- Side banner advertisement on Indian River Lagoon National Scenic Byway's website at www.IndianRiverLagoonByway.com
- Business listing with logo and link on Indian River Lagoon National Scenic Byway's website at www.IndianRiverLagoonByway.com
- Events posted on Indian River Lagoon website calendar

Gold - \$100 per year

- Business listing with logo and link on Indian River Lagoon National Scenic Byway's website at www.IndianRiverLagoonByway.com

Silver - \$50 per year

- Business listing on Indian River Lagoon National Scenic Byway's website at www.IndianRiverLagoonByway.com





Coalition Friend Benefits

BECOME A FOUNDING FRIEND OF THE BYWAY!

Become a Friend of the Byway by donating to the Coalition for the support of priority projects, events, or activities that promote the organization's Mission. Friends of the Byway has been developed for our new Friends to provide support to the organization through monetary or "in-kind" (volunteer hours, building supplies, technical expertise, etc.) donations.

Friends - (The term for active Friend status is one year.)

Individual \$20

- Receive acknowledgment of being a Coalition Friend on the website and at the annual meeting.
- Discounts and advance notice of special events.
- Donations are tax deductible as permitted by law.

Family \$50

- All of the benefits included above plus IRLNSB logo bumper sticker / window cling.

Senior \$15

- All of the benefits of the individual level.



www.IndianRiverLagoonByway.com

Indian River Lagoon National Scenic Byway Coalition

FRIENDS OF THE BYWAY

Friend / Business Partner Application

Yes, I would like to become a member of the Friends of the Byway to help endorse the organization's Mission of preserving, protecting and enhancing the cultural, historical, and recreational resources of the Indian River Lagoon National Scenic Byway and promoting public access to and enjoyment of these resources.

Enclosed is my contribution for \$ _____

Name: _____

Company or Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Website: _____

☐ *Yes! I would like to volunteer my time to this worthy organization.*

Please make your check payable to:

Indian River Lagoon National Scenic Byway Coalition, Inc.

P.O. Box 560902 Rockledge, FL 32956-0902



(The IRLNSB Coalition, Inc. is a 501(c)(3) organization. Donations are tax deductible as permitted by law).