



August 13, 2024  
Meredith Budd, Director of Strategic Initiatives



# Mission

The Live Wildly Foundation applies an entrepreneurial approach to the conservation of Florida's natural resources and wildlife while seeking to balance smart growth, a robust economy and connected, resilient landscape.

# Commitment

Through the creation of diverse coalitions, fostering collaboration, and empowering stakeholders to advance conservation efforts, Live Wildly strives to achieve a harmonious and sustainable future where economic prosperity coexists with a thriving and resilient ecological landscape.

# How We Do It

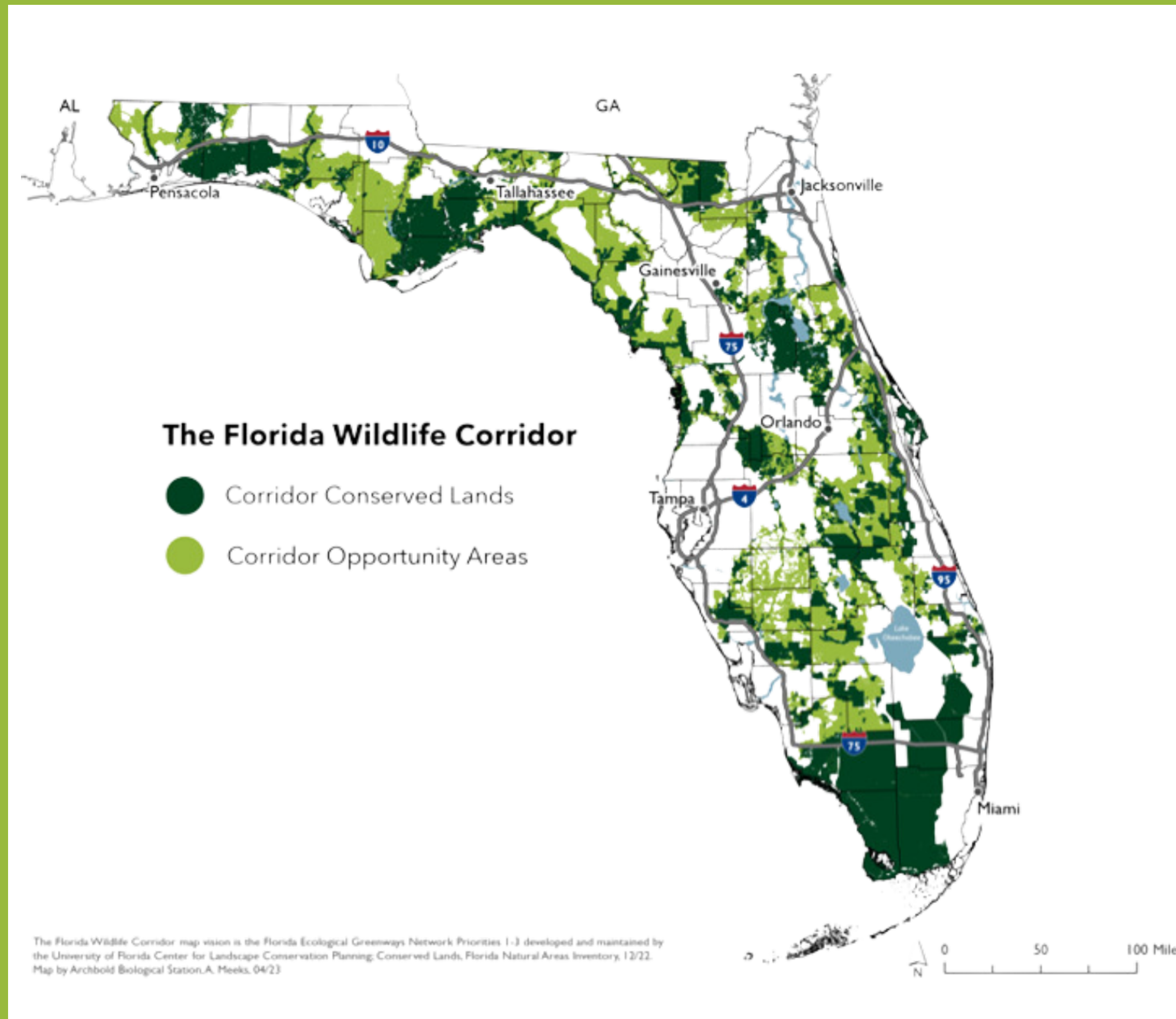
- Implementing strategic public awareness campaigns
- Developing an appreciation for and value of what makes Florida, Florida
- Providing resources to partner organizations for innovative and effective conservation projects
- Facilitating regional planning across connected landscapes





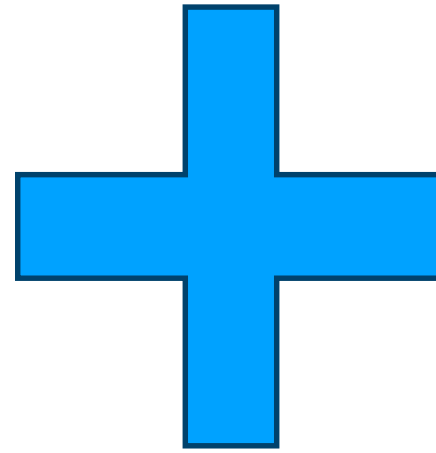
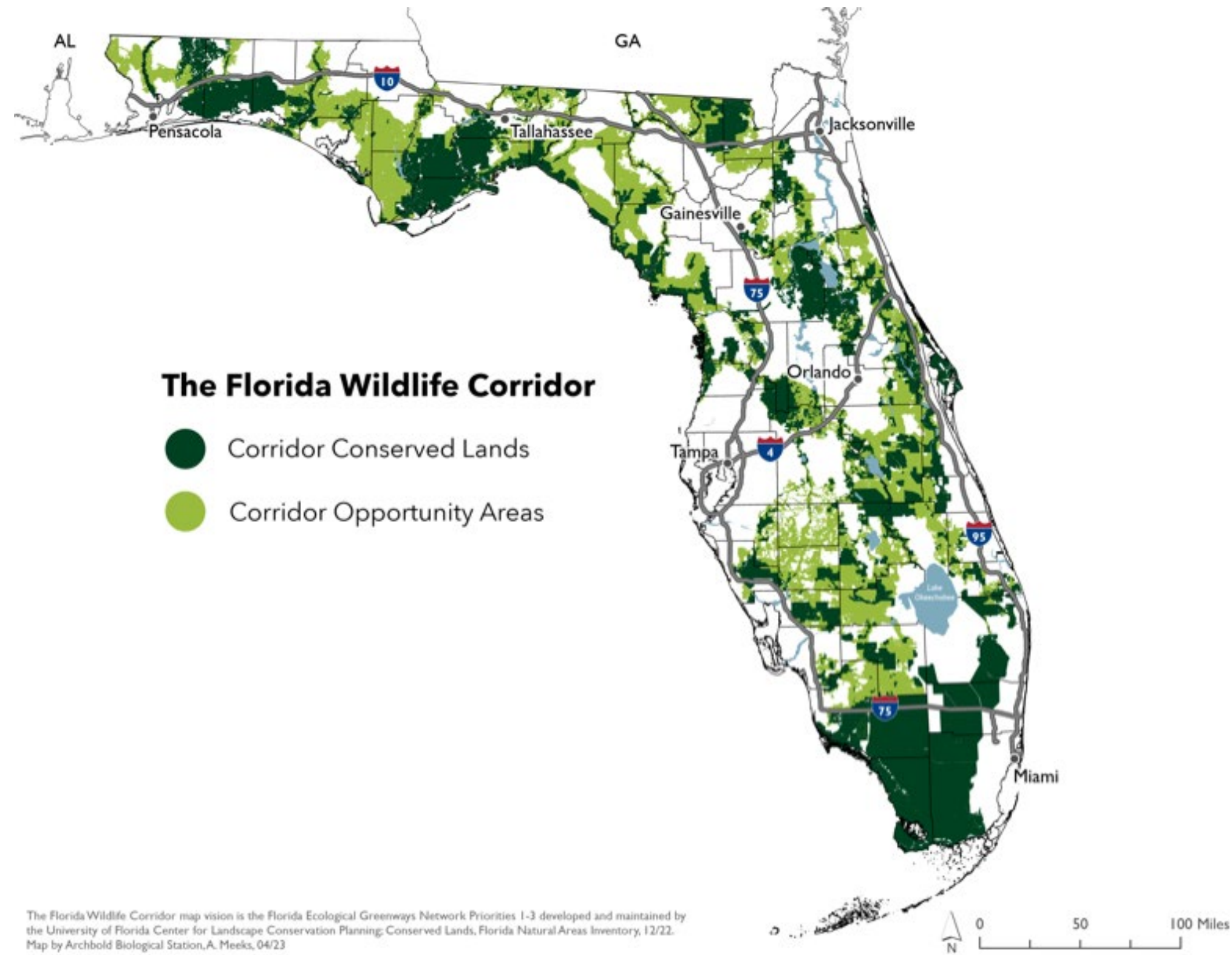
# The Florida Wildlife Corridor Act

- Signed into law June 2021
- Passed both House and Senate with unanimous support
- Unprecedented funding for conservation: over \$2B since 2021





# Protect ½ the State of Florida for nature AND people





DUVAL

Ponte  
Vedra  
Beach

Atlantic Ocean

# St. Johns County

- Corridor Conserved Lands
- Other Conserved Lands
- Corridor Opportunity Areas
- Developed Areas

Nocatee  
Preserve

Guana Tolomato  
Matanzas  
National Estuarine  
Research Reserve & WMA

Twelve  
Mile Swamp  
Conservation Area

FLAGLER

Saint  
Augustine

Anastasia  
State  
Park

Palatka-to-  
St. Augustine  
State Trail

Crescent  
Beach

Deep Creek  
Conservation  
Area

Matanzas  
State  
Forest

Faver-Dykes  
State Park

Hastings

PUTNAM

FLAGLER



Data: FLMA 3/24, FNAI; FLWC, UF CLCP.

GTM Research Reserve - NOAA



## Strong Conservation Foundation



Anastasia State Park - SeaGrant



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Vedra  
Beach

Atlantic Ocean

# St. Johns County

St. Johns River

FLAGLER

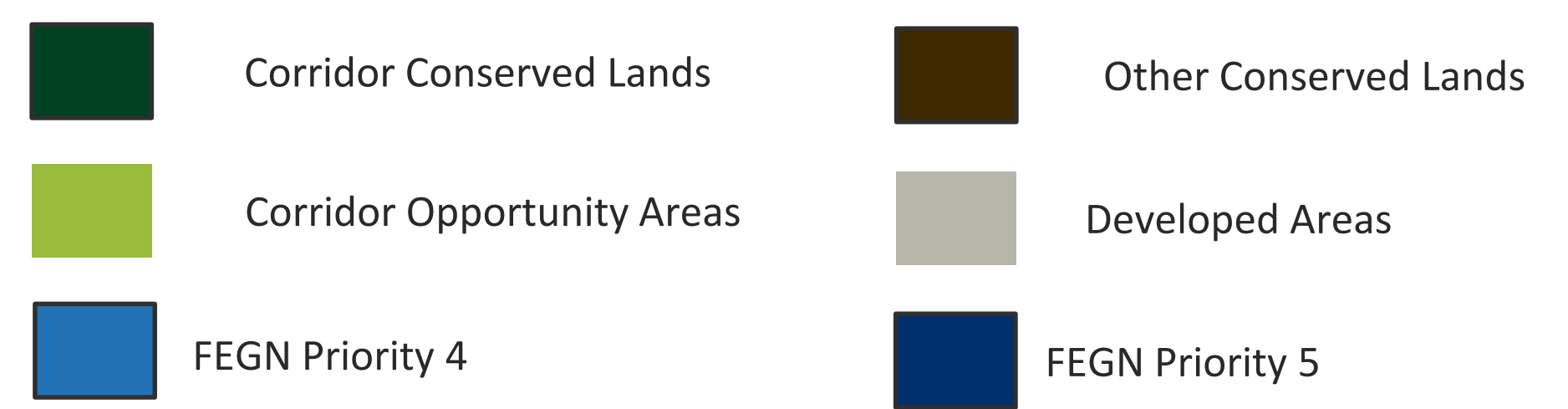
Saint  
Augustine

Crescent  
Beach

PUTNAM

Hastings

FLAGLER



## Florida Ecological Greenways Network

1. Priority 1 corridors (Critical Linkages) are essential for completing a functionally connected statewide network of public and private conservation lands across the state.
2. Priority 2 corridors are often supporting areas surrounding Critical Linkages
3. Priority 3 corridors provide significant alternate routes to Critical Linkages
4. Priority 4 corridors provide important riparian corridors or represent other regionally significant opportunities to protect large intact landscapes.
5. Priority 5 corridors includes all other areas of large intact landscapes that support protection of a statewide ecological network.





DUVAL

Ponte  
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# St. Johns County



St. Johns River

FLAGLER

1

Saint  
Augustine

2

Crescent  
Beach

PUTNAM

Hastings

3

FLAGLER

## Proposed Conservation

1. St. Johns River Blueway Florida Forever BOT Project
2. Northeast Florida Blueway Florida Forever BOT Project
3. Matanzas to Ocala Conservation Corridor Florida Forever BOT Project – includes Corridor Opportunity Areas
4. Four RFLPP Projects





**LIVE WILDLY**<sup>SM</sup>

**BRAND CAMPAIGN**

Connecting PEOPLE to nature

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Inspire

Educate

Activate









For Sing Out Loud Festival, Live Wildly means harnessing the unfettered joy of live music in the outdoors to create a force for good. Our festival celebrates the transformative power of music, uniting people to uplift spirits, build community and inspire a movement that connects wild Florida.

**SING OUT LOUD** FESTIVAL + **LIVE WILDLY**

The event poster features a dark teal background with a subtle pattern of musical notes. At the top is the festival logo, including the text "SAINT AUGUSTINE FLORIDA" and "SING OUT LOUD FESTIVAL". Below the logo, the text "LIVE WILDLY SHOWCASE" is prominently displayed. The poster is divided into two main sections for the festival days. The first section is for Saturday, September 21, featuring "ERIC CHURCH" in large white letters, with "RYAN BINGHAM WITH THE TEXAS GENTLEMEN" listed below. Supporting acts "THUNDERCAT · THE BREEDERS" and "MOLLY TUTTLE &amp; GOLDEN HIGHWAY · TRÉ BURT" are listed in yellow. The second section is for Sunday, September 22, featuring "NOAH KAHAN" in large white letters, with "NORAH JONES" listed below. Supporting acts "MARCUS KING · SIERRA FERRELL" and "KEVIN MORBY · NAT &amp; ALEX WOLFF" are listed in yellow. At the bottom, a small sun icon is next to the text "TICKETS ON SALE NOW AT SINGOUTLOUDFESTIVAL.COM". The right side of the poster is partially obscured by a white, wavy, geometric pattern.

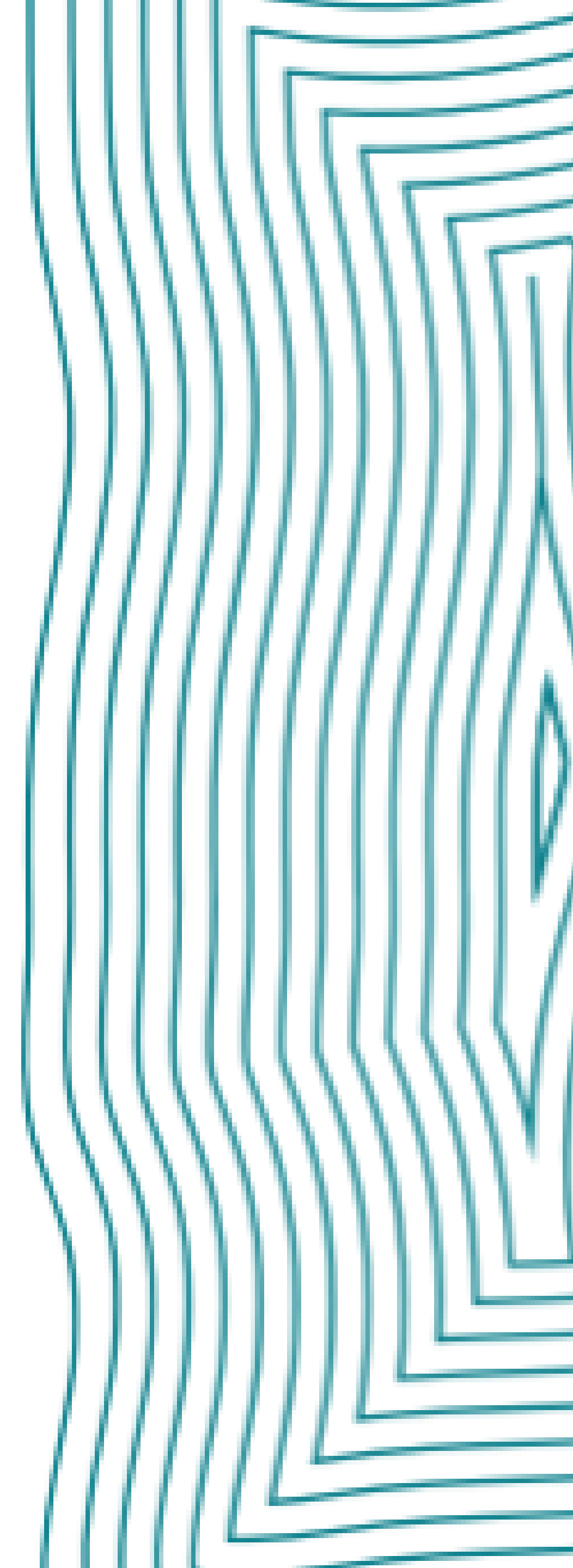


# S!NG OUT LOUD FESTIVAL



# LIVE WILDLY<sup>SM</sup>

The 2024 Live Wildly Showcase is raising funds through the \$10 charity fee for land conservation in St. Johns County!



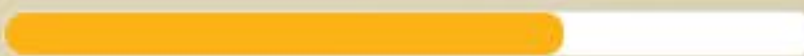


# JOIN THE Movement

## We are wild Florida.

Florida's flowing rivers and springs, vibrant swamps, soaring forests, and pristine coastlines connect us all. I pledge to honor and protect this home we share. With gratitude, I vow to safeguard what sustains us, nurture what nurtures us, and cherish our wild places for myself and generations to come.

I am a guardian of Florida's wild soul.

 Petitions Signed 690 Our Goal 1,000

1 Pledge  
= \$1 donated!

<https://livewildly.com/join-the-movement/>



# JJ GREY LIVE WILDLY



“Join the Movement” launch at  
the St. Augustine Amphitheater  
on May 25<sup>th</sup> + 26<sup>th</sup>  
(and JJ will be at Sing Out Loud!)



**THANK YOU**

**READY TO FIND  
YOUR WILD SIDE?**

**Visit [LiveWildly.Com](https://www.LiveWildly.Com)**