



# Rotary Way

Beginning the Emerald Trail Adventure

A dream of Rotarian and club member Henry Klutho.



**Rotary**  
Club of Jacksonville





# Emerald Trail Master Plan

- 30 miles of trails, greenways, and parks encircling the urban core
- Linking 14 historic neighborhoods to...
  - ✓ Downtown
  - ✓ Hogans Creek
  - ✓ McCoys Creek, and the
  - ✓ St. Johns River



Rotary Way



# Rotary Way Journey Begins



Riverside Arts Market



Artists Walk

# Getting Our Bearings

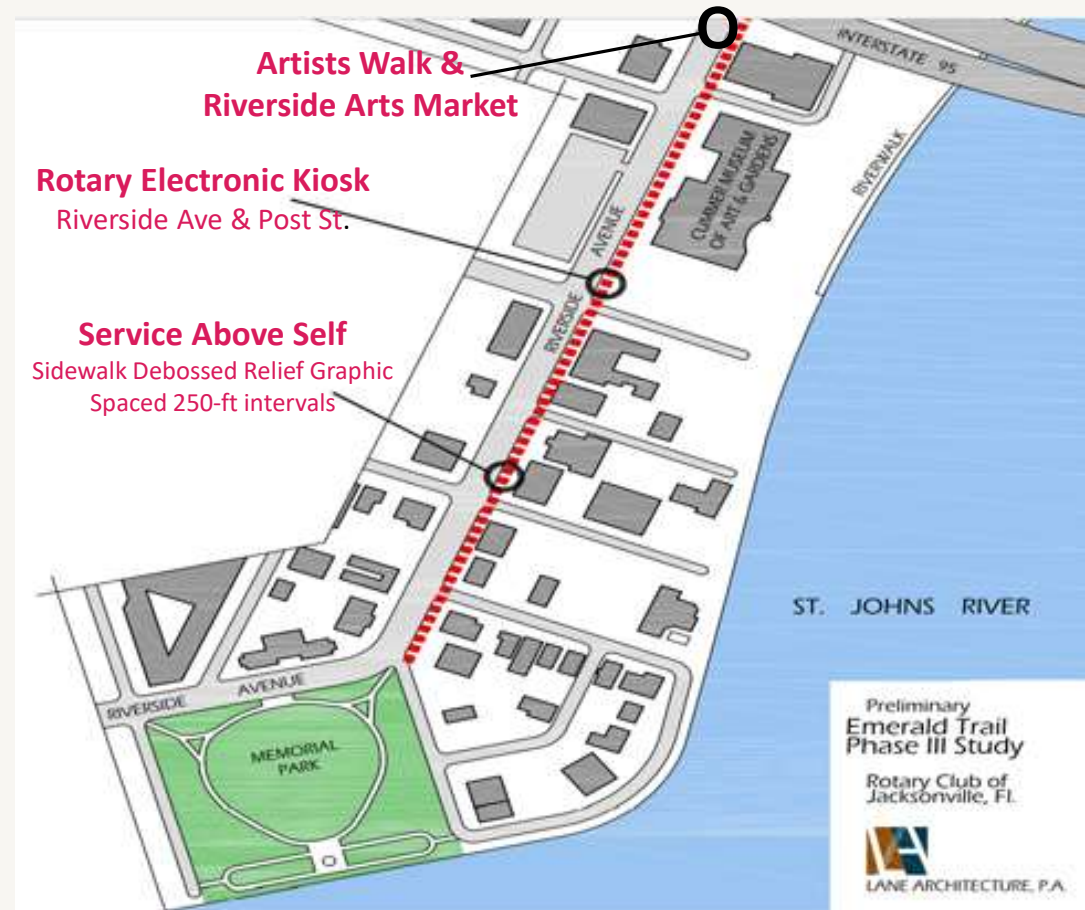
## The Rotary Way...

- Begins at Riverside Ave. and Fuller Warren Bridge
- 2,100 ft in length (.4-mile)
- Ends at Memorial Park



# Making our Path

- Rotary Way begins under the Fuller Warren Bridge ramps on Riverside Avenue.
- Along the way are etched sidewalks with the Service Above Self motto.
- At the halfway point is the focal point of our presence.
- The trail finally brings us to Memorial Park where the club made history more than 100 years ago.



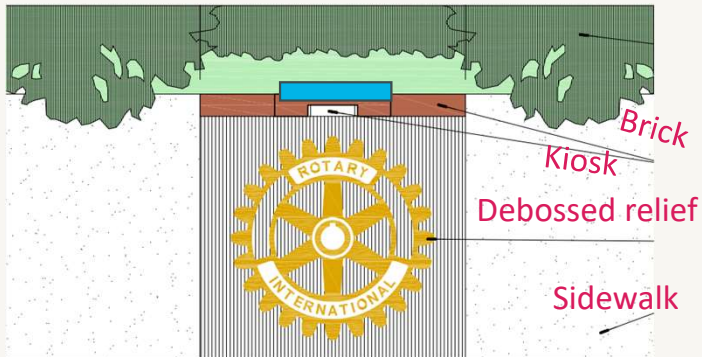
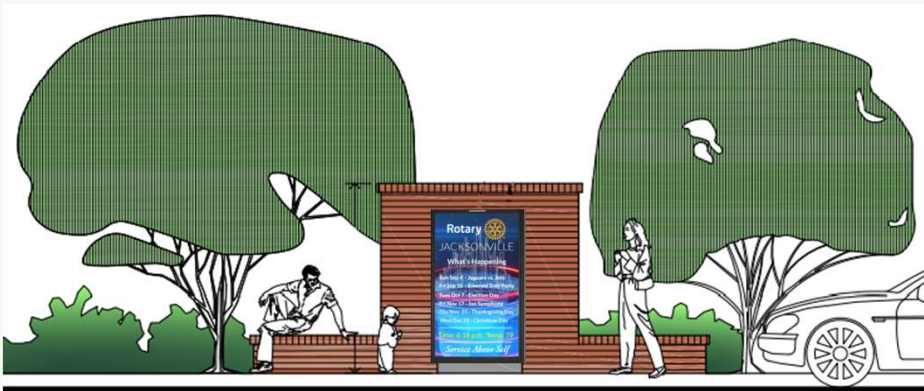


# Almost Halfway there....

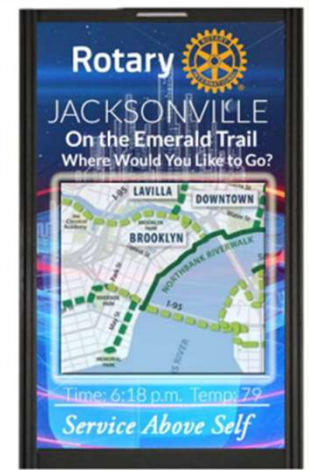
- Traveling south passing the Cummer Museum.
- The museum is a project partner
- Sidewalks are embedded with "Service Above Self" motto
- Approaching the intersection of Riverside Ave. and Post St.



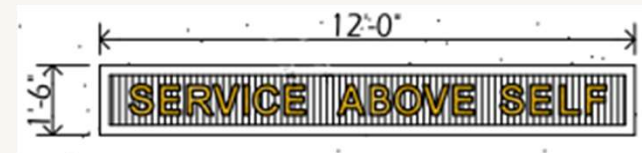
# Kiosk & Graphics

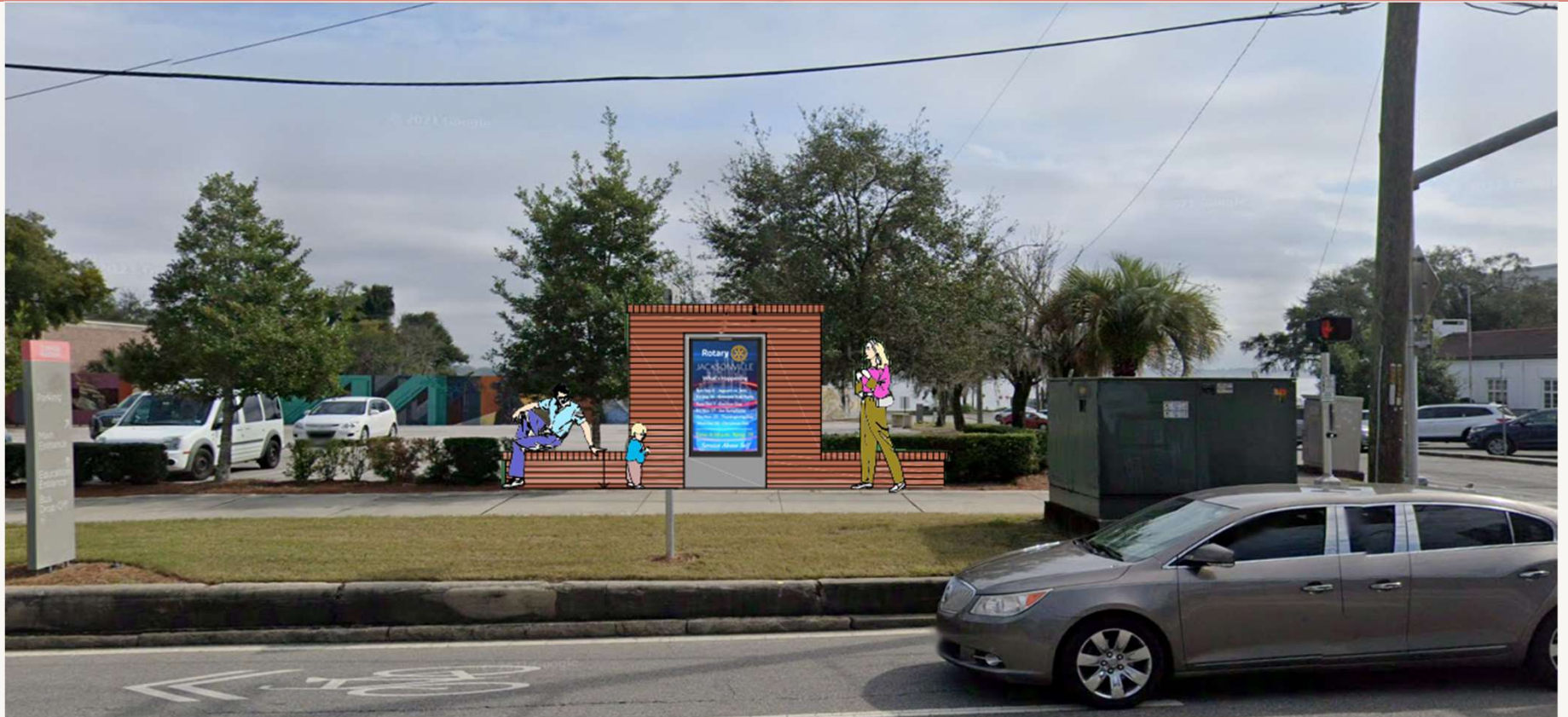


## Display Screen Examples



## Motto sidewalk inserts Precast pavers at 250-ft. intervals





Rotary Electronic Kiosk Between Cummer Museum and Garden Club  
Riverside Ave & Post Street



# Footpath to a Revival

- Eastside Riverside Avenue
- Sidewalk path to be widened to 16 ft.
- Rotary Way street signs along the way.



Riverside Avenue/Memorial Park Drive

# The 1918 Rotary Connection



Memorial Park NE corner gate



Looking from the inside



# Plan Summary

## Committees

### Special Event Liaison

Ray Holley, chair

### Duval Area Foundations

Guy Marvin, chair - S. Bacalis

### Quiet Pledge Campaign

Sean Mulholland, chair - Agee, Bacalis, G. Kelley, Barnard, Grimes, Rosenbloom, T Bryan, B. Cooksey

### District Grant

David Annette, Chair

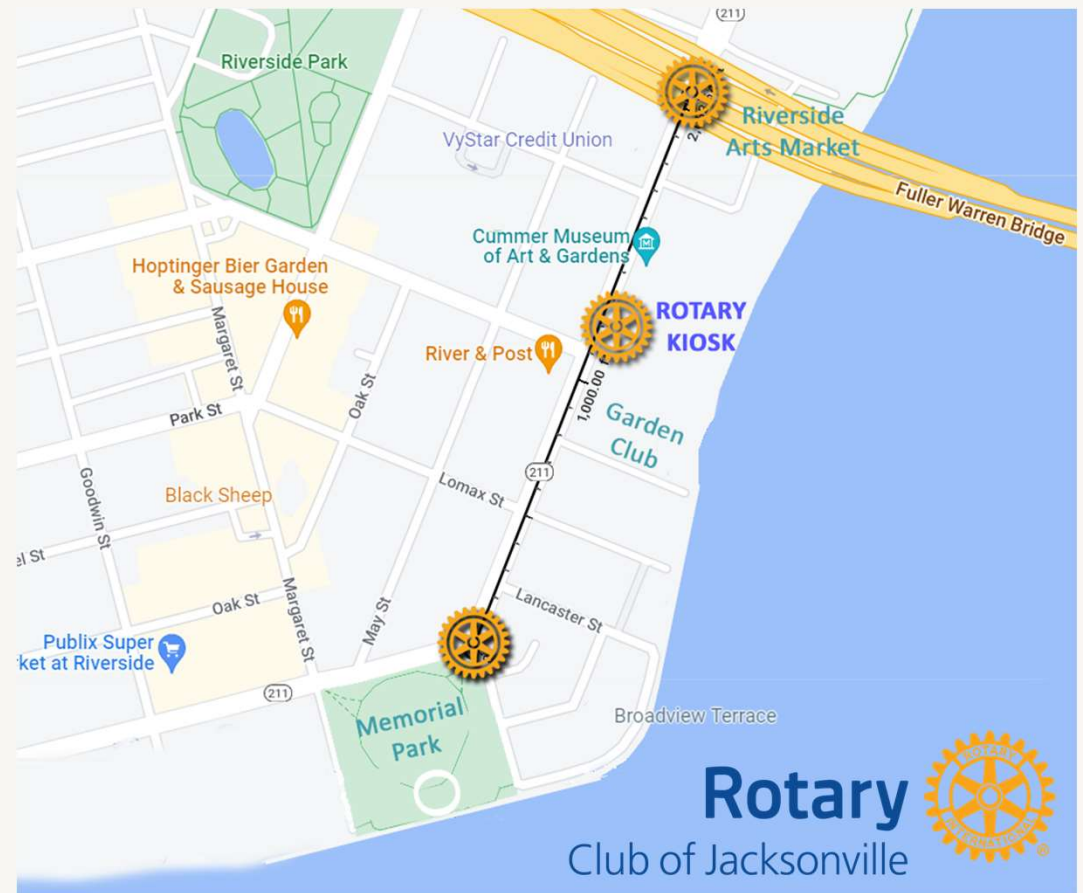
### Area Rotary Club Cultivation

Percy Rosenbloom, chair

### Design/PR team

Jeff Lane, chair - Masucci, H. Kelley  
(Jeff will represent RCJ on ET Riverside Design Team)

**Finance,** Julie Lamey, chair - RCJFFP Verges





# Committee Rationale



- ET is a significant community project outside the club's Foundation fundraising and grants
- All seven Rotary *Areas of Focus* are embraced, especially *Economic and Community Development*.
- Transformational community investment. Other communities who have undertaken such an investment attribute every \$1 of investment returning \$10 to the local economy. Our sponsorship becomes \$2,500,000!
- The visionary for this project was one of our own, famed architect Henry Klutho, a member of RCJ in 1912
- We will be the first service club to sponsor a section of ET...continuing our reputation for *Legendary Leadership*
- It has been ten years since RCJ launched a significant project
- RCJ is refocusing –
  - ✓ Revamped contemporary governance structure
  - ✓ First Florida club to advocate for Financial Literacy as a requirement for high school graduation.
  - ✓ Emerald Trail could be another first as we will be the first service club to support the public-private partnership

