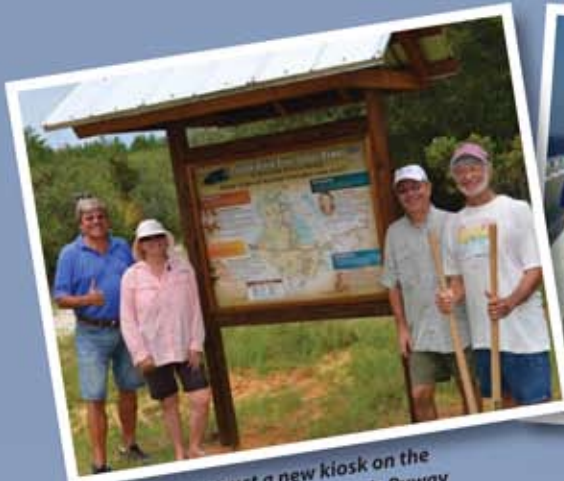




FLORIDA SCENIC HIGHWAYS PROGRAM

GRASSROOTS EFFORTS MAKING A DIFFERENCE IN FLORIDA COMMUNITIES

THE 2013 ANNUAL REPORTS



Volunteers construct a new kiosk on the Florida Black Bear National Scenic Byway



Courtney Campbell Scenic Highway Advisory Committee Members preview Phase 1 of the Courtney Campbell Trail



The A1A Scenic & Historic Coastal Byway at Matanzas Inlet



FRONT COVER PHOTOS

Florida Black Bear National Scenic Byway

This interpretive kiosk on the Florida Black Bear National Scenic Byway is one of twelve constructed over the past two years with volunteer labor and funding from donations by businesses and individuals.

Courtney Campbell Scenic Highway

Members of the Courtney Campbell Scenic Highway Advisory Committee stand proudly on the newly completed five-and-a-half-mile section of the Courtney Campbell Trail. When completed in 2015, the nine-mile trail will provide pedestrian and bicycle access along the entire south side of the Courtney Campbell Causeway.

A1A Scenic & Historic Coastal Byway

Background photo: The A1A Scenic & Historic Coastal Byway as it crosses Matanzas Inlet. Matanzas is one of the few remaining natural inlets in northeast Florida not protected by a jetty.

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William Bartram Scenic and Historic Highway

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Executive Summary

The purpose of this report is to summarize trends in the data from the 2013 Florida Scenic Highways Program Annual Reports. This information has tremendous value to Florida Scenic Highway communities, as well as the Florida Scenic Highways Program (FSHP) as revisions to the Program Manual begin in 2014.

The 2013 FSHP Annual Reports were submitted in the fall of 2013. Although analysis of the data revealed a significant amount of meaningful information, it also highlighted the need to revise the FSHP annual reporting process. Many of the Annual Report questions are no longer relevant, and some are worded in a way that elicits very inconsistent responses.

It is clear from the data that there is no shortage of FDOT roadway improvements occurring on Florida Scenic Highways! A multitude of roadway improvements like resurfacing and bike lanes were reported. There were also many byway-related enhancement projects completed. Projects such as cell phone tours and gateway improvements enhance the quality of the visitor experience, and help ensure that travelers stay longer and recommend seeing the byway to their friends. Increased tourism provides a direct economic benefit to scenic highway communities. Projects like park improvements, trail development, and clean-up events enrich the visitor experience, but at the same time have a direct impact on quality of life, and make Florida Scenic Highway communities better places to live.



Big Bend Scenic Byway

Four brief case studies are presented based on projects identified in the 2013 Annual Reports. These projects are exceptional examples of the benefits, and long-term impact of Scenic Highway designation on Florida communities. They also illustrate how scenic highways offer exactly what many travelers today are seeking - authentic experiences.

Funding for scenic highway enhancement projects, as well as the overhead and administration of byway organizations remains a challenge. There is evidence in the 2013 Annual Report data that byway leaders in Florida understand the need to embrace a new era focused on expanding public and private partnerships, taking full advantage of existing resources, and demonstrating economic impact.

Though numerous and diverse funding sources were reported, funding needs remain. In spite of program changes and funding challenges, the list of unfunded projects indicates that work continues on scenic highways. Florida communities remain committed to this program as indicated by their continued level of engagement.

Scenic highway groups across the state are implementing projects that impact both visitor experience and local quality of life. The FSHP staff will continue to reflect on the data from the 2013 Annual Reports as revisions to the Program Manual begin in 2014. The data will also be used to help inform decisions regarding training and support needs. In addition, greater effort will be made to acknowledge, share, and promote the outstanding accomplishments of Florida Scenic Highway communities.



*Old Mill at Juniper Springs
Florida Black Bear Scenic Byway*

Scenic highways
offer exactly what many
travelers today are seeking...
authentic experiences.



Pineapple Avenue at Indian River Lagoon National Scenic Byway

I. Purpose

Each year, Florida Scenic Highway leaders are required to submit an Annual Report to the Florida Scenic Highways Program (FSHP). The report consists of responses to questions regarding such issues as change in condition of Scenic Highway resources, corridor enhancements, funding needs, and economic conditions (the complete set of FSHP

Annual Report questions can be found in Appendix A). The purpose of this report is to capture the trends and exceptional accomplishments submitted by Scenic Highway leaders in the 2013 Annual Reports. This information has tremendous value to the Florida Scenic Highway community, as well as the FHSP as revisions to the Program Manual begin in 2014.

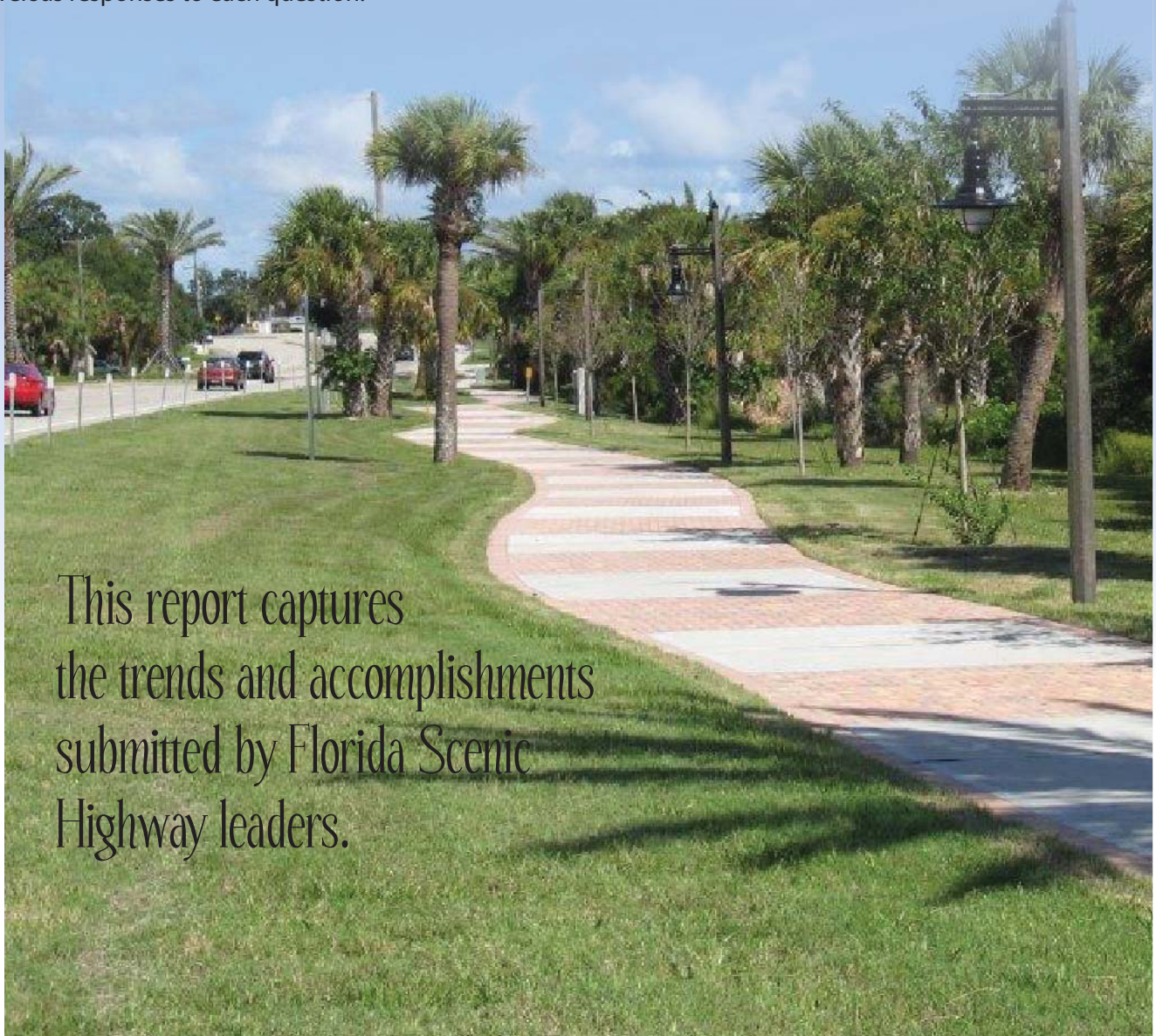


Indian River Lagoon National Scenic Byway

Although this analysis of the data revealed a significant amount of meaningful information, it also highlighted the need to revise the FSHP annual reporting process. Many of the Annual Report questions are no longer relevant, and some are worded in a way that elicits very inconsistent responses. For example, while some respondents interpret “corridor enhancements” to mean improvements to the actual roadway (like resurfacing), others interpret the term to apply to byway projects like installing interpretive kiosks or developing a cell phone app. Therefore, this report will focus on trends in the complete set of data, versus responses to each question.

Enhancing Our Communities:

The photo on page 3 and the one featured below are of the first phase of the US-1 streetscape project on the Indian River Lagoon National Scenic Byway. The project included the landscaping of medians on US-1/Dixie Highway along a four-mile stretch within the city limits of Palm Bay, a sidewalk along the bay from which the city gets its name, and decorative pedestrian lighting. Funding for this \$1.4 million project came from a National Scenic Byways Program Grant (\$500,000), the Florida Department of Transportation project fund for the repaving of US-1 (\$150,000), and from Community Redevelopment Agency funds (\$750,000).



This report captures the trends and accomplishments submitted by Florida Scenic Highway leaders.

II. Data Collection

The 2013 Annual Reports were submitted by 16 Florida Scenic Highways in the fall of 2013. Although there are 24 Scenic Highways, Annual Reports are not required if either the Five-Year Corridor

Management Plan Update for the byway is due that year, or if the byway has been designated for less than a year (the terms “byway” and “scenic highway” are used synonymously in this report).

TABLE 1: 2013 Annual Reports Submitted

- A1A Scenic & Historic Coastal Byway *
- Big Bend Scenic Byway *
- Bradenton Beach Scenic Highway
- Courtney Campbell Scenic Highway
- Florida Black Bear Scenic Byway *
- Heritage Crossroads: Miles of History
- Indian River Lagoon National Scenic Byway *
- J.C. Penney Memorial Scenic Highway
- Old Florida Heritage Highway
- Ormond Scenic Loop & Trail *
- Palma Sola Scenic Highway
- The Ridge Scenic Highway
- River of Lakes Heritage Corridor
- Suncoast Scenic Parkway
- Tamiami Trail – Windows to the Gulf
- William Bartram Scenic & Historic Highway

** Also designated a National Scenic Byway*



Herlong Mansion Bed & Breakfast Inn - Old Florida Heritage Highway

III. Highlights

A. Corridor Enhancements

As stated earlier, corridor enhancements were generally discussed in two categories: improvements to the actual roadway, and byway-related projects. In the first category, it is clear from the data that there is no shortage of FDOT roadway improvements occurring on Florida Scenic Highways! A multitude of roadway improvements were reported. The types of enhancements reported most frequently include:

- Resurfacing
- Turn lanes
- Sidewalks
- Bike lanes
- Crosswalks
- Lighting enhancements
- Traffic signals
- Streetscape beautification
- Signage
- Traffic feasibility studies

There were also many byway-related enhancement projects reported on Florida Scenic Highways. Many of the projects are focused specifically on the visitor, including marketing materials and cell phone apps. Like the roadway improvements listed above, these projects will enhance the quality of the visitor experience and help ensure that travelers stay longer and recommend seeing the byway to their friends. Increased tourism provides a direct economic benefit to scenic highway communities.

Pictured below (left side of the road) is a FDOT sidewalk project on the J.C. Penney Memorial Scenic Highway. Because of the Scenic Highway designation, the contractor hand-shoveled around trees for minimal disturbance.

The Ridge Scenic Highway launched a new website at www.ridgescenichighway.com in 2013.

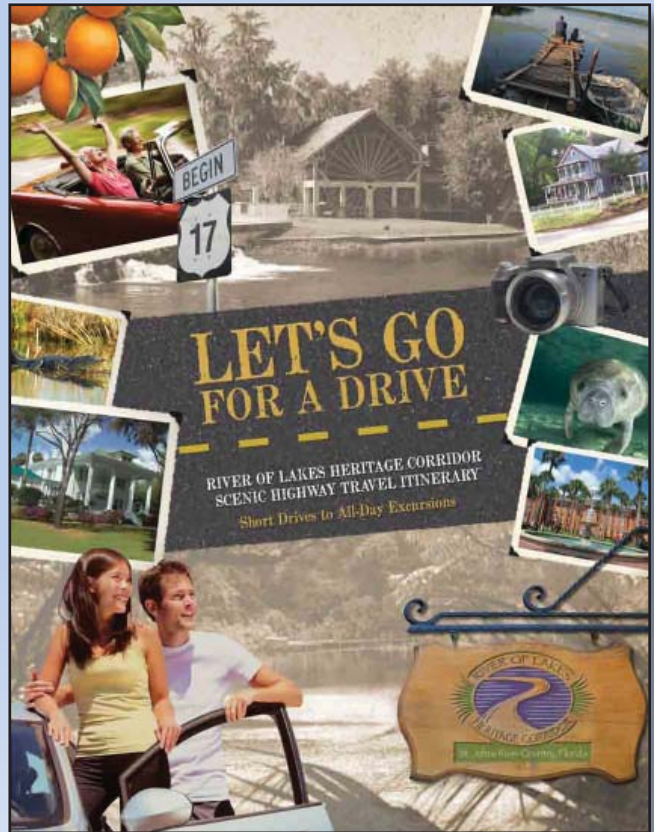


J.C. Penny Memorial Scenic Highway

Other types of byway projects also affect the visitor experience, but at the same time have a direct impact on the quality of life of communities. Projects like park improvements, trail development, and clean-up events make Florida Scenic Highway communities better places to live. The most common byway enhancement projects reported in the 2013 reports include:

- Wayshowing and interpretive plan implementation
- Cell phone app and cell phone tour development
- Marketing material development
- Landscaping
- Interpretive kiosk design and installation
- Bicycle and pedestrian trail development and extensions
- Byway website development and upgrades
- Clean-up events (including Adopt-A-Highway Program)
- School curriculum development
- Land conservation
- Gateway improvements
- Historic structure renovation
- Park improvements (shelters, restrooms, parking, boat launch facilities)
- Invasive species removal
- Salt marsh restoration
- Festivals

The gateway to Anna Maria Island on the Palma Sola Scenic Highway was re-landscaped with native plants.



The River of Lakes Heritage Corridor revised the byway's travel itinerary in 2013. The publication outlines four possible excursions based on the visitor's available travel time.



Case Study 1

Case Studies

The following brief case studies are based on corridor enhancement projects identified in the 2013 Annual Reports. Designation allows communities to create a vision for their future, and to have a voice in the planning process. These projects are exceptional examples of the benefits and long-term impact of Scenic Highway designation on Florida communities. The preservation of the Evinston Post Office also illustrates that scenic highways furthermore offer (and sometimes defend and protect) exactly what many travelers today are seeking - authentic experiences.

Case Study 1: Courtney Campbell Trail

Courtney Campbell Scenic Highway

The first phase of the Courtney Campbell Trail is five and a half miles (including a 45-foot high bridge) from Rocky Point Drive to the Hillsborough/Pinellas County line, and was completed in November 2013. Phase two of the trail is a three-and-a-half-mile section, from the county line to Bayshore Boulevard in Clearwater. Phase two will be completed in early 2015. This amazing trail is an eight- to twelve-foot-wide paved path that will ultimately provide pedestrian and bicycle access along the entire south side of the Courtney Campbell Causeway, from the Veterans Expressway in Tampa, to Bayshore Boulevard in Clearwater.

Ribbon-Cutting Event Courtney Campbell Trail



November 2013 ribbon-cutting event for the first five-and-a-half-mile section of the Courtney Campbell Trail from Rocky Point Drive to the Hillsborough/Pinellas County line.

Bringing value to the community through the dedication of a remarkable team.

The trail provides local residents and byway visitors a safe opportunity to get out of their cars, take a walk, ride bikes, watch dolphins, or just enjoy the view. Adding to its value, the trail also connects recreational trails on both sides of the Bay,

creating a multimodal, regional network. The total investment by FDOT in the project is \$24.8 million. The Scenic Highway's Corridor Advisory Committee identified this project in the byway's 2004 Corridor Management Plan as one that would help achieve their goal of improved bicycle and pedestrian safety for the corridor. The Advisory Committee was instrumental in the advocacy for this trail, and in working out implementation details with FDOT. A remarkable accomplishment in a relatively short time period.



Members of the Courtney Campbell Scenic Highway Advisory Committee tour the completed first section of the trail. The Advisory Committee was instrumental in the advocacy for the trail and in working out implementation details with FDOT.

Case Study 2

Case Study 2: Kingfish Boat Ramp

Palma Sola Scenic Highway

The Kingfish Boat Ramp is located at a major focal point of the Palma Sola Scenic Highway. Since designation, parking for the boat ramp has been reconfigured and it is now safer, more efficient, and more attractive. Unfortunately, in order to accommodate the parking improvements, much of the landscaping was removed, which compromised the visual quality of the resource. The byway organization worked with Manatee County, and put together a coalition of funding to re-landscape the site that included grants from the Sarasota Bay Estuary Program, Keep Manatee Beautiful, and the Florida Forest Service. The new landscaping includes 64 trees, as well as wildflowers and grasses planted at the boat ramp and adjacent property. The long-

term maintenance and irrigation of the plants is being provided by the City of Holmes Beach.

Scenic highway supporters also provided community input when it came to the issue of lighting at Kingfish. Manatee County's original plan was to install eleven, 40-foot light poles. When city and scenic highway officials voiced concern over the amount and type of lighting, county officials conferred with FDOT, and all agreed that lighting at the boat ramp should meet necessary requirements, but also "satisfy the community's desires." Ultimately, six turtle-friendly lights, rather than the eleven lights originally planned were installed at Kingfish Boat Ramp.

New Landscaping Kingfish Boat Ramp



At the Kingfish Boat Ramp on the Palma Sola Scenic Highway, parking has been expanded and turtle-friendly lighting has been installed. The area has been landscaped with native plants. This project is only one example of how this corridor has been transformed since designation into an ecotourism-friendly scenic highway.

Case Study 3

Case Study 3: Evinston Post Office at Wood & Swink General Store

Old Florida Heritage Highway

The Wood & Swink General Store and Post Office in Evinston, Florida is a one-story, wood-frame vernacular structure built of heart-pine in 1882. It was placed on the National Register of Historic Places in 1989. Today, Evinston is still a rural farming community. Wood & Swink still operates as a general store and is the heartbeat of the community. It is the place where locals meet, and the site of many cultural and recreational events. In 2011, the United States Postal Service (USPS) announced that the facility was included on a list of many across

the country to be studied for possible closure. In response, scenic highway advocates and county leaders rallied. They submitted letters of support, and were a major presence at a meeting held to discuss the possible closure. Because of this input, and of other community partners, the USPS decided in 2012 to allow the Evinston Post Office at Wood & Swink General Store to remain open. Preserving this very important cultural resource is not only important to the community, but also to the quality of the experience of the Florida Scenic Highway visitor.

Historic preservation of Wood & Swink General Store and Post Office



The Wood & Swink General Store, Evinston, Florida is still the place where locals meet. It offers what many of today's travelers are seeking – an authentic experience.



The Evinston Post Office is an important cultural resource critical in telling the story of this still rural farming community on the Old Florida Heritage Highway.



Case Study 4

Case Study 4: Billboard Removal

A1A Scenic & Historic Coastal Byway

One of the best examples of a community using Florida Scenic Highway designation to become fully integrated into the local planning process is the A1A Scenic & Historic Coastal Byway supporters in the Hammock Community. The byway organization reviews and comments on all development plans for the community, and keeps local government officials up to date on byway goals and accomplishments. The byway group has a particular interest in preserving the scenic quality of the corridor, and one of their well-known goals is billboard removal. Because of awareness of this goal and support for it in the community, a local developer notified byway leaders in the spring of 2013 that ten billboards

owned by the developer were available for purchase (and subsequent removal). Flagler County officials, also aware of this top-ranking priority of the scenic highway group, worked with the owner to arrange a plan that will ultimately fund the purchase and removal of the billboards from the scenic highway.

Although this current plan does not provide for the removal of *all* billboards along the corridor, it is a huge victory for the byway organization because of the costs associated with one of their priority goals. It also clearly demonstrates how much local government officials support and trust the byway organization and their vision for the Hammock Community.

Billboard Removal Hammock Community



A ceremony was attended by local elected officials as the first of ten billboards along the A1A Scenic & Historic Coastal Byway was removed. The billboards hide pieces of the rare coastal oak hammock that has disappeared throughout most of Florida, and removal has been a high-ranking priority for the byway group.

III. Highlights *(continued)*

B. Impacts to Resources

Florida Scenic Highway designation is, of course, based on the presence of exceptional resources (historic, natural, scenic, cultural, recreational, and/or archeological). Unfortunately, there were several reports of negative impacts to byway resources in 2013. It is important to note though, that none of the negative impacts were the result of, or related to designation. The most significant impacts to resources included:

- An inordinate number of dolphin, manatee, and pelican deaths in the Indian River Lagoon. Scientists are trying to determine if high levels of nitrogen which cause algae blooms may be responsible. The Marine Resources Council is a member of the Indian River Lagoon National Scenic Byway organization, and is actively involved in efforts to protect and restore the Indian River Lagoon.
- The tree canopy at the west end of the J.C. Penney Memorial Scenic Highway was damaged by overly aggressive tree trimming by a utility company subcontractor. Although irreversible, this incident has led to better communication between the byway organization and the power company. To avoid the need to trim canopy trees, some power lines have been raised, and others have been moved behind the tree line.
- On the A1A Scenic & Historic Coastal Byway, sections of the beach are in jeopardy of severe erosion from storms, and Laurel wilt has killed red bay trees along the corridor.
- Historic structures were lost on the J.C. Penney Memorial Scenic Highway and the Ormond Scenic Loop & Trail. Both of these structures were privately owned.



Ormond Scenic Loop and Trail

III. Highlights *(continued)*

C. Funding

Funding for scenic highway enhancement projects, as well as the overhead and administration of byway organizations remains a challenge. The National Scenic Byways Grant Program was not reauthorized in 2012, and byway projects eligible for Transportation Alternatives Program (TAP) funding are limited. In order to continue to benefit local communities, scenic highway organizations must embrace a new era focused on expanding public

and private partnerships, taking full advantage of existing resources, and demonstrating economic impact. There is evidence in the 2013 Annual Report data that byway leaders in Florida understand this need. The funding sources reported in the data are not only diverse, but many are sustainable, and several also provide excellent marketing and branding opportunities.



TABLE 2: Funding Sources Reported

- Ad Sales on Scenic Highway map
- Ad Sales on Smart Phone App
- Chambers of Commerce
- Congestion Mitigation Funds
- Counties
- Florida Division of Forestry
- Golf Tournament
- Local Businesses
- Metropolitan Planning Organizations (MPO)*
- Multi-Modal Enhancement Corridor Grant
- Regional Planning Council *
- Special Events (Golf Tournament, Festivals, Antique Appraisals, Community Fish Fry, etc.)
- Transportation Alternatives Program (TAP)
- Transportation Planning Organization (TPO)
- Tourism Development Council (TDC)
- Yard Sales

** In-kind funding*



Ad sales on this smart phone app are a main source of funding for the Florida Black Bear Scenic Byway.

III. Highlights *(continued)*

In spite of this success, many funding needs remain, as indicated in Table 3. Funding needs are also very diverse, and include organizational as well as marketing and enhancement projects. The list clearly indicates that work continues on scenic

highways, even though funding is uncertain. Florida communities are continuing to work toward their visions, and remain committed to this program as demonstrated by their continued level of engagement and planning.

TABLE 3: Funding Needs Reported

The number in parenthesis indicates the number of reports in which each item was mentioned.

Accessibility Master Plan	Marketing
Administrative/Operational Expenses (3)	Promotional Materials (4)
Annual Festival (2)	Sidewalks
Beach Renourishment (2)	Smart Phone App Maintenance
Bicycle & Pedestrian Improvements	Street Lighting
Expansion of multi-use Trail	Trail amenities (3)
Expansion of a Preserve	Visitor Center/Museum
Kiosks/Educational signs (7)	Wayfinding (2)
Landscaping (2)	Website Maintenance (4)
Map (2)	



Inspired by the popular television series "Antiques Roadshow," the William Bartram Scenic & Historic Highway held an antiques appraisal as a fundraiser. The J.C. Penney Memorial Scenic Highway has also held successful appraisal fundraising events.

III. Highlights (continued)

PICTURED RIGHT:

The master plan for the Florida Black Bear Scenic Byway includes the construction of interpretive kiosks throughout the corridor. To implement the program, the byway organization identified potential sites and themes for the kiosks, then used the information piece shown to solicit volunteers to fund and build the kiosks. The cost of each kiosk is \$600, and 12 have been installed to date.



The Florida Black Bear Scenic Byway
Volunteer Sponsored & Built Kiosk Program

The Byway Master Plan suggests many physical structures to be built. Among the structures proposed are secondary kiosks. The Volunteer Sponsored & Built Kiosk program is helping get people involved and expanding the visibility of the byway.



Top: Wildcat Lake Kiosk (SR 40)
 Bottom: Yearling Trail Kiosk (SR 19)

Outdoor Kiosks

A prototype outdoor kiosk was built and installed at Blackwater Inn & Restaurant, adjacent to the St. Johns River on SR 40 in Astor. Eight more kiosks will be installed in the coming months - each one sponsored by a business, town or individuals.

Interpretive Plan

An interpretive plan and byway story were developed for the Master Plan. The plan identified byway themes, storylines and locations for over 16 secondary kiosks to help tell the story. The byways map (opposite side) shows the kiosk locations.

Scheduled for Installation and Sponsors

The following 10 donated kiosks were installed in 2012:

- **Blackwater Inn at Astor Bridge (SR 40)** - Sail Forth Productions, Orlando
- **Wildcat Lake (SR 40)** - Kinley Horn & Assoc., Tallahassee
- **Barberville Pioneer Settlement (SR 40)** - Noranne Downs, Deland
- **The Yearling Trail (SR 19)** - the Amador Family, Orlando
- **Barberville Roadside** - Noranne Downs, Deland
- **Chamber of Commerce, Umatilla (SR 19)** - City of Umatilla
- **Salt Springs (SR 19)** - Scott & Carol Bayer, Salt Springs
- **Astor (Sparky's Restaurant, SR 40)** - St. Johns Historical Society
- **Pittman Visitor Center (SR 19)** - Sail Forth Productions, Orlando
- **Bartram Oak (Sr 40)** - Astor Garden Club, Astor

How it works: You can be a Sponsor and/or a Volunteer Kiosk builder.

Sponsors: Sponsors donate the cost of the kiosks. The cost for a two-sided kiosk is \$600. Businesses, towns, community groups, individuals or groups of individuals can sponsor a kiosk. A plaque will be affixed to the kiosk indicating your sponsorship (and/or dedication of kiosk). Panels are designed by Sailforth Productions and paid for as part of an FDOT contract.

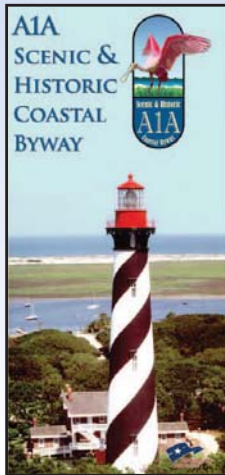
Volunteers: Volunteers help build, construct and install the kiosk. If you have carpentry skills or would like to help in one way or another to help build and install kiosks, you can be a part. The process usually takes 1 1/2 days (one to purchase and construct; half-day to install). Call the Byway committee if you can help. Construction dates are set for July - Dec., 2012.

Byway Story and Themes: "Discover Wild Florida"

As part of the Master Plan project (2011-2012), a byway story was developed and four traveler types were used as a way to unify the message, history, culture and area attractions and resources. What type of traveler are you?



To see the "Discover Wild Florida" byway video visit the Ocklawaha Visitor Center, Silver Springs



The AIA Scenic & Historic Coastal Byway produces a very popular fold-out map of the corridor. The map is distributed to local attractions and visitor centers, and is also one of the most in-demand items at Florida welcome centers. To generate revenue, the byway organization is now selling advertising on the back side of the map.

AIA SCENIC & HISTORIC COASTAL BYWAY

Coquina
 A hard stone called "coquina" is the most distinctive characteristic material used along the AIA Scenic & Historic Coastal Byway. This material is made of shells and is so hard that it is almost impossible to cut with a saw. The shells were laid down by the sea and the shells were cemented together to form the stone.

Chairs at the Beach
 The best time to visit the beach is during the winter months. The best places to visit are the beachfront hotels, the piers and the beachfront cafes. The best time to visit is during the winter months. The best places to visit are the beachfront hotels, the piers and the beachfront cafes.

What's an Estuary
 Behind the dunes and the coastal line is the estuary. The estuary is the area where the salt water from the ocean meets the fresh water from the river. The estuary is a very important part of the coastal ecosystem.

A Path of discovery and preservation between the river and the sea

There are many river-to-sea adventures along the AIA Scenic & Historic Coastal Byway. This National Scenic Byway takes the visitor on a journey of discovery to preserve the area. It is a journey back to the rich, preserved natural environment of the barrier islands between the river and the sea through a journey of exploration and preservation.

Walk through preserves surrounded by giant sea oaks and palm trees on a dune and experience the ever-changing ocean. The beaches have sand and dunes, but never an urban sandy beach. Beaches have sand dunes formed by wind-blown sand, which creates a park-like, sandy beach. The beaches may be short and wide, or long and narrow, but they are all beautiful.

What is a Hammock?
 The oldest and highest part of the island is covered with a forest called a "hammock" - meaning shady place. Hammocks are the most beautiful and diverse ecosystems in the world. They are the most diverse ecosystems in the world. They are the most diverse ecosystems in the world.

Aquatic Preserves
 Aquatic Preserves are areas of undisturbed natural resources which contain important biological, scientific, and historic values. The AIA Scenic & Historic Coastal Byway has several aquatic preserves. The preserves are located in the following areas: the Ocklawaha River, the Suwannee River, and the St. Johns River.

Guana Tolomato Matanzas National Estuarine Research Reserve (GTMNERR)
 The GTMNERR encompasses approximately 10,000 acres of natural Florida coastal habitat including beaches, dunes, oaks, mangroves, saltmarsh, seagrasses, marine mammals, riparian wetlands, and other habitats. The reserve is a very important part of the coastal ecosystem.

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III. Highlights *(continued)*

D. Marketing and Promotions

Although the FSHP Annual Report specifically requests information about “marketing events” that have taken place in the past year, it is clear from the data that Florida Scenic Highways are being promoted in many ways in addition to events. The list of marketing methods and events in Table 4 indicates that marketing to visitors, as well as the local community, is occurring in some very creative ways. Festivals were the most frequently mentioned event at which Florida Scenic Highways are promoted.

It is also worth noting that several byways have established annual events that have become successful marketing tools, and popular community awareness and fundraising events.

TABLE 4: Marketing Methods and Events

- American Road Magazine Advertisements
- Brochures
- Bus Tours
- Chamber of Commerce Presentations
- Community Fish Fry
- Cycling Event
- Facebook
- Farmer’s Markets
- Festivals
- Guided Trail Walks
- Logo T-shirts
- Photo Contest
- Website
- You Tube Videos



The Old Florida Heritage Highway held its third annual Community Fish Fry in August 2013. The purpose of this popular event is to update the community about the scenic highway, and recruit new members.

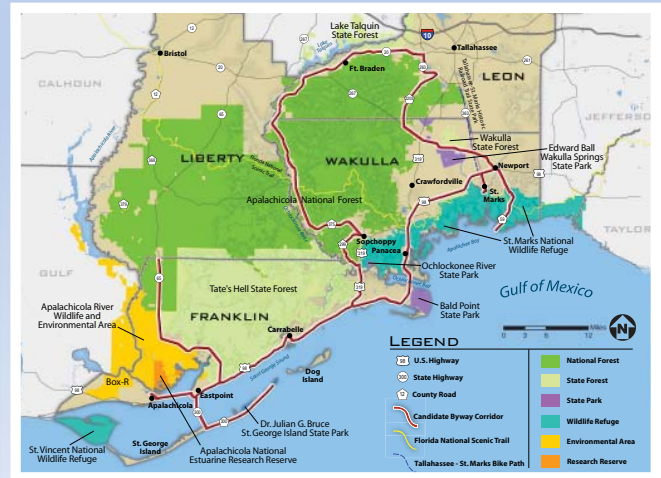
III. Highlights *(continued)*

TABLE 5: Annual Events

Florida Scenic Highway	Event	Number of Years Running
A1A Scenic & Historic Coastal Byway	72-Mile Garage Sale	5
A1A Scenic & Historic Coastal Byway	Environmental Education Fair	4
Heritage Crossroads: Miles of History	Heritage Festival	2
Old Florida Heritage Highway	Community Fish Fry	3



The Flagler Heritage Festival celebrates the rich history and culture of Flagler County, and features historic exhibits and re-enactments, a kid zone, and live music. The Heritage Crossroads: Miles of History Scenic Highway produced the festival for the second time in 2013.



Along with updates to the Big Bend Scenic Highway website, the byway organization has revised and reproduced its **Guide to the Big Bend Scenic Byway** as a marketing effort. The guidebook is also downloadable from the website.



The A1A Scenic & Historic Coastal Byway held its fifth annual “72-Mile Scenic Garage Sale” in November 2013. Vendors are invited to set up along the entire 72 miles of the corridor. The Friends of A1A byway organization raises money during the event by selling raffle tickets and renting vendor space at high-traffic community sites.

III. Highlights *(continued)*

The economy, of course, plays a critical role in tourism and attracting visitors, but the data in the annual reports from the local level seems to mirror statewide data indicating that the number of tourists is increasing. The office of Governor Rick Scott announced in November 2013 that according to preliminary estimates by VISIT FLORIDA, from July through September 2013, Florida welcomed 22.9 million visitors to the state. This is the largest visitation over a three month period in Florida's history.

Most byway leaders reported that property values along their scenic highway corridors are also rising. While this is also good news for the economy, it was frequently noted in the annual reports that development pressure accompanies the rise in property values. Development pressure is often cited as the greatest threat to byway resources. Scenic Highway designation together with corridor management planning are proving to be effective ways to protect and heighten awareness of important byway resources, as well as create and enhance economic opportunity.



"One Big Ocean" was the theme of Friends of A1A's 4th Annual Environmental Education Fair at Anastasia State Park on May 10, 2013. This special event promotes awareness, education, and the encouragement of good environmental stewardship. Hundreds of elementary school students are invited to participate in environmental learning stations like the one pictured above.

III. Highlights *(continued)*

E. Challenges

The list below illustrates the wide range of challenges identified by scenic highway leaders. While some challenges are related to FSHP policy, many relate to byway organization development and sustainability. Others are issues directly related to the roadway.

TABLE 6: Challenges

- Aging of byway supporters and contributors
- Funding
- Matching projects to available funding
- Parking
- Rental activity (resort/beach) creating fire safety, parking, noise, & trash concerns
- Seasonal congestion
- Sign proliferation
- Speeding
- Sunshine Law impeding progress and communication
- Traffic
- Trimming (excessive) of historic tree canopy
- Volunteer participation and membership not growing
- Strengthening membership and public participation

While the Florida Scenic Highways Program cannot address or resolve all of these challenges, knowledge and recognition of these issues will help inform policy revisions in 2014, and also help determine byway training and support needs. When asked what issues were relevant to the corridor's success, funding was once again a common response. Many leaders also indicated that ongoing support from FDOT is critical.

TABLE 7: Issues Relevant to Success

- Funding
- Support from FDOT (5)
- Strategies to help deal with the challenges of increased use of facilities– parking, water, shade, restrooms, etc.
- Support from local government.
- MPO involvement in corridor management and connectivity issues
- Strategies to balance preservation/ protection and development

IV. Conclusion

The information provided in the 2013 Annual Reports reveals that in spite of program changes, like the loss of some government funding, work continues on Florida Scenic Highways - designation is making a difference in communities. Scenic highway groups across the state are leading projects that impact visitor experience and local quality of life, both critical to economic development.

Challenges remain. Many projects identified through careful planning remain unfunded. Creating a sustainable byway organization has proven to be difficult for many communities. Some FSHP policies have become a burden.

Based on data from the 2013 Annual Reports, FSHP staff has developed the following list of immediate action items:

- 1) Revise the reporting process for scenic highways for content, clarity, and efficiency as part of the

FSHP Manual update currently underway. Interim guidance regarding data to be collected in future reports will be issued in spring 2014.

- 2) Develop a communications strategy to better acknowledge, share, and promote the outstanding accomplishments of Florida Scenic Highway communities. This strategy will include optimizing the use of the *Byway Buzz* statewide scenic highway newsletter, as well as the FSHP Facebook page and other tools.
- 3) Make this report and the data contained therein available to scenic highway groups as needed to develop presentations, funding applications, articles or other public relations materials.
- 4) Distribute this report to state scenic byway coordinators nationwide via FHWA, and discuss on a state coordinator monthly conference call. Use this opportunity to share our success, as well as discuss challenges and possible solutions employed in other states.



Princess Place Lodge - Heritage Crossroads: Miles of History

V. Appendix A

2013 ANNUAL REPORT QUESTIONS:

1. First Name:
2. Last Name:
3. Role with Corridor Management Entity:
4. Email address:
5. Florida Scenic Highway:
6. Discuss the condition of the intrinsic resources and any changes in the corridor since designation. If necessary, provide photographs or other graphical representation of the resources by emailing them to floridascenichighways@gmail.com.
7. What, if any, intrinsic resources have been degraded or altered?
8. Identify and discuss enhancement projects that have been initiated or completed.
9. Describe plans for future development in the corridor and how this issue will be addressed.
10. Mention how effective the goals, objectives and strategies have been in accomplishing the Corridor Vision.
11. Which goals and objectives have been met thus far and how were they accomplished?
12. Which goals (unlikely in the first year), objectives, and strategies have been or need to be modified in order to attain the Corridor Vision?
13. What new ordinances, policies, and/or regulations have been issued as a result of the scenic highway?
14. Are there proposed ordinances/regulations that may aid goals?
15. Discuss the effectiveness of the Public Participation Program to date.
16. Provide a synopsis of major issues discussed at public meetings held in the past year and elaborate on any critical issues that have arisen during these forums and how they were dealt with or will be addressed.
17. Describe corridor funding needs, acquisitions and expenditures.
18. Has obtaining funding been a problem?
19. If so, how will the CME attempt to resolve this issue?
20. Are future funding sources being pursued?
21. If so, when does the CME anticipate receiving them?
22. How will the funding be used?
23. Please identify any intrinsic resources along your Scenic Highway corridor that have experienced impacts or benefits since your previous Annual Report? (List resource name and impact/benefit)
24. What Marketing events have taken place since the last annual report?
25. Lodging Facilities: How many lodging facilities are along your corridor?

2013 ANNUAL REPORT QUESTIONS (continued):

26. What is the most common typed of lodging facility (hotel, motel, bed & breakfast, etc.) along your corridor?
27. Restaurants: What type (fast food, casual family dining, gourmet, diner, etc.) of restaurants are generally found along your corridor? Has designation affected the amount or type of restaurants along your corridor?
28. Chamber of Commerce: Please list every Chamber of Commerce on your corridor (Name, Address, City, Zip, Contact and Phone).
29. Private Development: Has scenic highway designation had an effect on private development along your corridor? If so, how?
30. Demographic Changes: Have demographic changes taken place since your last annual report?
31. Property Value Changes: Have property values been affected since your last annual report?
32. Tourist: Has there been a change in the number of tourist since your last annual report?
33. Discuss how effective the integration of the CMP into the local government comprehensive plan(s) has been.
34. Discuss any actions that are underway or are needed to maintain consistency with the LGCP (Local Government Comprehensive Plan) and other plans.
35. Describe any problems that have arisen regarding the corridor.
36. Describe present and future actions to resolve these issues.
37. How has the CME been managed and organized?
38. Describe how partnering and coordination efforts have worked.
39. Provide discussion of any other issues the CME feels are relevant to the corridor's success.



River of Lakes Heritage Corridor

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For more information or to learn how you can become involved please visit:
www.floridascenichighways.com

or you can write:

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