



2018 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Heritage Crossroads

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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2018?

Yes – If more than one project was completed in 2018, make a blank copy of Section 1 starting below at “Completed Project #1.” Paste this blank copy into your report below Project #1 and change the project number for each subsequent completed project.

No

Completed Project #1

1. Project Name: Bunnell Crossroads Heritage Park

2. Category/Type (highlight one category that best describes the project):

Physical or built – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.

Planning – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.

Organizational Development – fundraising plan, strategic plan or retreat, accreditation, etc.

Program – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.

Promotion – brochure, video, advertising, etc.

3. Project Cost

Total Cost of Project (rounded to nearest \$100): \$ 29,500

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	\$29,000
Private (individual donations, business sponsors, foundations, special events, membership)	\$
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value (4 byway volunteers X \$24.00/hr.)	\$500
Other _____	\$
Total Cost of Project	\$29,500

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$0
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2018 FSHP Byway Annual Report (BAR) Form

4. Project Dates:

- a. **Start Date** (can be prior to 2018): 01/2017
- b. **Completion Date** (must be in 2018): 11/2018

5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? No

If No, indicate the project lead and describe the role the byway organization played:

While the City of Bunnell was the grant recipient, it was through the efforts and persistent of the byway that kept this project moving forward and completed.

6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

The City of Bunnell, in partnership with the Heritage Crossroads Byway Organization sought out and was awarded a Florida Department of Environmental Protection/Florida Recreation Development Assistance Program grant (FRDAP) totaling \$29,000 to design and construct a small pocket park in Downtown Bunnell at the intersection of US 1, SR 100 & SR 11. The FRDAP is a competitive program which provides grants to local governmental entities for acquisition and development of land for public outdoor recreation use or to construct recreational trails. The City had previously acquired this small parcel of land, so funds received went to design and construction of park amenities.

7. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

Grant award and contract initiation process is slow and requires patience to be successful. Because of staff turnover at the City, this project has had several project managers. The Byway organization is volunteer based so our capabilities to assist in management of the process was limited.

8. Project benefits: Discuss known benefits of the project or estimate return on investment if possible. What is known about the positive economic, quality of life, and/or environmental benefits of the project?

The project, as reported here, is for the design phase only. Groundbreaking for construction was held in November 2018. The byway organization will report on completion of the construction phase as part of our 2019 Annual Report. With that said though, this project adds a "green-space" to what is a very commercial highway intersection in Downtown Bunnell. This park is intended to offer several children playground-like options along with a park bench and other passive recreation opportunities. The property offers a unique vantage point for appreciating all the happens in Downtown Bunnell, the crossroads for our byway.



2018 FSHP Byway Annual Report (BAR) Form

9. Byway goals addressed: What planning goals are addressed by the project?

- Goal 1: Resource Protection
- Goal 2: Resource Accessibility
- Goal 3: Promoting Responsible Development
- Goal 5: Corridor Enhancement & Beautification

10. List and describe the role of all project partners:

- **FDEP:** Provided the funds to design & construct the facility
- **City of Bunnell:** The City applied for the grant and serves as contract/project manager. The City will provide long term management of this City owned property
- **FDOT:** Provided preliminary technical & conceptual engineering support to the project team
- **Byway Organization:** First to identify the need & value of the project. Provided letters of support during the grant application cycle, assisted the City in visualizing the appropriate activities for inclusion in the overall design and developed press releases and social media announcements on project status.

Sample photography and a press release are part of report submittal

Email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

Completed Project #2

11. Project Name: Heritage Crossroads Wayshowing Update

12. Category/Type (highlight one category that best describes the project):

- Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
- Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- Promotion** – brochure, video, advertising, etc.

13. Project Cost

Total Cost of Project (rounded to nearest \$100): \$15,000

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	\$
Private (individual donations, business sponsors, foundations, special events, membership)	\$
Earned Income (merchandise sales, fees for programs, etc.)	\$



2018 FSHP Byway Annual Report (BAR) Form

In-kind value (only include if allowed as matching for grant)	\$
Other (FDOT DSHC funding)	\$15,000
Total Cost of Project	\$15,000

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$
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14. Project Dates:

- a. **Start Date** (can be prior to 2018): 10/2017
- b. **Completion Date** (must be in 2018): 8/2018

15. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? No

If No, indicate the project lead and describe the role the byway organization played:

FDOT funded this project and Claudia Calzaretta (DSHC) served as project manager. The byway organization served in an advisory capacity based on their knowledge of the current byway signage and needed improvements to help enhance the wayshowing experience of visitors to the byway.

16. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

Visitor experience is one of the priority focuses for our byway organization. We want to ensure that our byway attracts visitors to our corridor & community. Equally important though is making sure that once these visitors are on our byway that they have a positive experience. Part of this experience is the quality of byway directional signage. This project upgrades current scenic highways signage along the corridor. Of particular focus was assessing the need for directional signage at busy intersections. The signing plan that was produced as part of this project will provide a lasting record of sign types and locations for future maintenance issues.

17. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

It's important to know your byway. It was challenging to get locals to think like visitors, so they could assess signing needs.

18. Project benefits: Discuss known benefits of the project or estimate return on investment if possible. What is known about the positive economic, quality of life, and/or environmental benefits of the project?

2018 FSHP Byway Annual Report (BAR) Form

This is a visitor experience type of project. The goal of this byway is to educate the locals and visitors alike on the history and culture of Flagler County. If we cannot direct people to the byway and/or can't keep them on the byway once they've arrived, then it is a lost opportunity to educate and possibly support the local economy. Although it is difficult to measure the benefits of a project like this, we understand that the economic study currently underway with Scenic Sumter Heritage Byway has reported that wayfinding/wayshowing are priority issues with those who visit their byway. Enhanced signage on Heritage Crossroads can only help enhance the visitor experience.

19. Byway goals addressed: What planning goals are addressed by the project?

- **Goal 2:** Accessibility to the byway
- **Goal 4:** Education
- **Goal 5:** Economic Development

20. List and describe the role of all project partners:

- FDOT: Provided project funding and project management
- Byway Organization: Provided insight on signage needs

Email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

Completed Project #3

21. Project Name: Walk Back in Time/ Florida Agriculture Museum Event

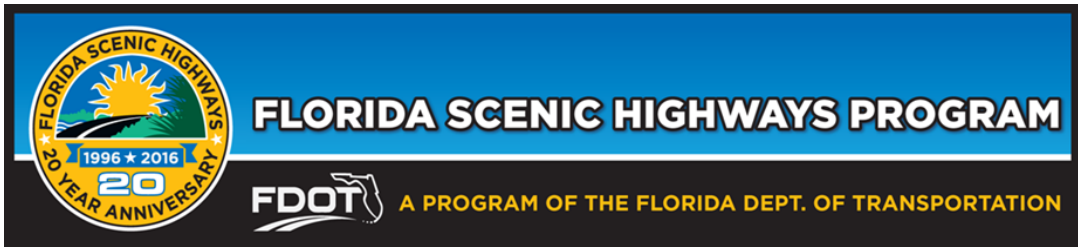
22. Category/Type (highlight one category that best describes the project):

- Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
- Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- Promotion** – brochure, video, advertising, etc.

23. Project Cost

Total Cost of Project (rounded to nearest \$100): \$ 100

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	\$
Private (individual donations, business sponsors, foundations, special events, membership)	\$
Earned Income (merchandise sales, fees for programs, etc.)	\$10



2018 FSHP Byway Annual Report (BAR) Form

In-kind value (only include if allowed as matching for grant)	\$
Other (volunteer time: 50hrs X \$24.00/hr.)	\$1,200
Total Cost of Project	\$1,210

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$10
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24. Project Dates:

- a. **Start Date** (can be prior to 2018): 7/2018 (event planning begins)
- b. **Completion Date** (must be in 2018): 11/17/2018 (event day)

25. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? No

The Florida Agriculture Museum was the event lead. The byway organization provided event planning support and day of the event volunteer support. The byway organization had a booth at the event to distribute byway materials and several byway members provided period demonstrations at the event.

26. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

Walk Back in Time is a yearly event hosted by the Florida Agriculture Museum. It is an opportunity to learn and experience Florida's rich history and heritage. Attendees can participate in event activities, talk to local experts on topics like the Old Brick Road, Spanish plantations, Florida agriculture and local history.

27. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

Event planning and volunteers are the keys to a successful event.

28. Project benefits: Discuss known benefits of the project or estimate return on investment if possible. What is known about the positive economic, quality of life, and/or environmental benefits of the project?

Community events like this offers feel good experiences for all that attend. There is something for every age at Walk Back in Time. The Ag Museum is a founding partner of the byway organization. Both organizations have similar missions and as such offer learning experience through events, lectures and educational materials. This event had a small admission fee that help defray the cost of the event and is considered a reinvestment in the local heritage community.



2018 FSHP Byway Annual Report (BAR) Form

29. **Byway goals addressed:** What planning goals are addressed by the project?

- **Goal 3: Establish Partnerships**
- **Goal 4: Increase Awareness of Regional History and Culture**
- **Goal 5: Economic Development & Tourism**

30. **List and describe the role of all project partners:**

- **Florida Agriculture Museum:** lead sponsor and organizer
- **Flagler County TDC:** partial event funding
- **Byway Organization:** Partnering support and provide volunteer support for planning and day of event and provide period demonstrations

Email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

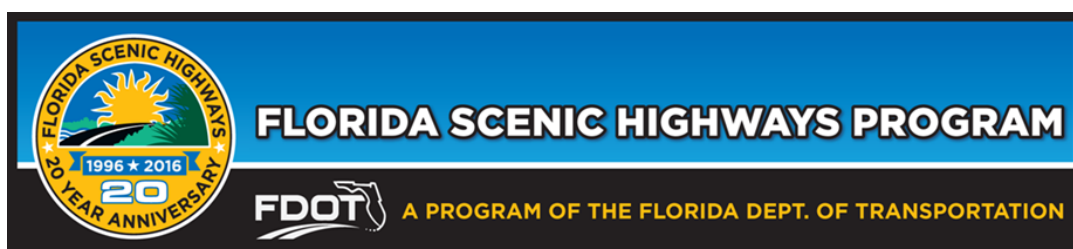
Section 2: Other Accomplishments and Ongoing Projects

- Describe any other noteworthy accomplishments from 2018 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2018.

Completed:

- **Elected Officials Briefing:** The Byway organization conducted a briefing session with County Commission David Sullivan in early 2018. Commissioner Sullivan serves as the Commissioner's advocate for history and heritage. During the session, the byway organization leadership briefed the Commissioner on the efforts of the byway partners (Heritage Crossroads, Ag Museum and Historic Society) to advocate for local history and heritage. The Byway Organization used their Annual Work Plan document as a briefing tool to present their mission, goals, accomplishments and plans for the upcoming year.
- **FDOT/District Five Annual Byway Workshop:** Representative from the byway organization attended and presented on the topic: "project's we're most proud of". Sandy Reffitt talked about the concept of service learning to engage & educate youth in the community.
- **Byway Rack Card Printing:** During 2018, the Byway organization used available organization funds to reprint their rack card to meet community demands.
- **Maintain Not-for-Profit Status:** The Byway Organization maintains its state incorporation status along with state/federal not-for-profit status.
- **Historical Society Donation:** The Byway Organization received a financial donation from the Flagler County Historical Society during the year. This donation is the result of the ongoing bus tour partnership between the Society and Byway.

Ongoing:

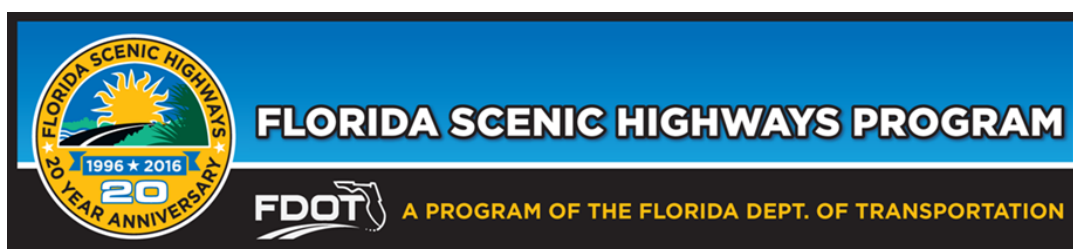


2018 FSHP Byway Annual Report (BAR) Form

- **Children’s Book on Heritage Crossroads.** The Byway Organization is working with Daytona State College students to draft a children’s book about Heritage Crossroads. Phase I was initiated during the Fall semester, and it is anticipated that students in future semesters will continue to build on the development of this book.
- **Bunnell Crossroads Pocket Park Construction Phase.** Groundbreaking was conducted in 11/2018. Construction complete is scheduled for spring 2019. A ribbon cutting ceremony will be scheduled for later in 2019.
- **FDOT Signing Plan Installation Phase:** As noted earlier, the FDOT completed development of an updated byway signing plan. Sign installation scheduled for late 2019.
- **Volunteer Recruitment:** As with many community organizations, Heritage Crossroads has a need for additional volunteers. The byway organization made contact with the American Association of Retired Persons (AARP) Foundation regarding possible partnerships through their Senior Community Service Employment Program (SCSEP) that could supply paid staff to the byway organization. With the assistance of FDOT, discussions are underway between HC, Ag Museum and AARP to provide staff to help these 2 partner organizations staff key support roles.
- **Visit Florida Grant:** The Byway Organization anticipates the submittal of a small-business grant in early 2019 to help fund the reprinting of byway information materials used on the monthly Flagler Historic Society bus tours as part of an ongoing partnership between the byway organization and Historical Society.
- **Regional Visitor’s Center:** The Byway organization continues to advance the concept of establishing a Flagler County Visitor’s Center at the Ag Museum. The byway organization/Ag Museum partnership has investigated planning grant opportunities and sought local government support for the establishment of a center. The partnership was successful in having the facility made part of the County’s long-range master plan.
- **Service Learning:** The byway organization and its partner Daytona State College continue to implement the highly successful service learning program for the college’s students. Previous projects have included social media postings, byway newsletter, poster board presentations, training to serve as a docent on local history and other history engagement opportunities.
- **First Friday/Flagler Beach:** Board member, Stan Drescher, participates in the monthly First Friday event on Flagler Beach. He distributes byway informational materials, collects donations and writes poems for interested visitors (all proceeds go to the byway organization).

Section 3: Previously Completed Projects and Byway Resources

- Describe the significant benefits or positive impacts from projects completed prior to 2018. Name the project and summarize any benefits or measures of success in all areas below that apply:
 - Economic:
 - Quality of life:
 - **Old Brick Road Protectives Measures:** In 2017 the Byway organization lead efforts to place road protection signage on the Old Brick Road (listed on the National Register and a significant byway resources). This signage continues to warn potential thieves of the penalties associate with the removal of the 100-year-old bricks that make up the road.



2018 FSHP Byway Annual Report (BAR) Form

4. **Is there evidence that more stakeholders are involved/interested in and/or aware of the scenic highway (more people receiving newsletter, attending meetings, volunteering, etc.)?** The metrics associated with our social media accounts show increasing community interest in local history and heritage, but this interest has not translated into additional volunteers willing to contribute time their time to any of our partner organizations. Interested stakeholders have been recruited through partner organizations (Flagler County Historical Society, Florida Ag. Museum) and through service learning initiatives at Daytona State College.

5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?
 - 100 (approx.)
 - Our social media outlets increase our communication network

6. Describe how the byway organization assisted its partners in 2018.
 - **Flagler County Historical Society:** The byway organization supplies tour information for the Society’s monthly bus tours
 - **Florida Ag Museum:** The Byway’s Service Learning Program is currently supplying Daytona State College students to the museum. These students are assisting with museum operations. Additionally, we are currently partnering with the Ag Museum through the AARP Foundation/SCSEP to place shared staff.
 - **City of Bunnell/Flagler County Board of County Commissioners:** The byway organization has working with the City Manager and County engineering staff to design and construct the Bunnell Crossroads Park project in Downtown Bunnell. This is an Florida Department of Environmental Protection funded community development grant. Byway Board member John Seibel has served as project coordinator working to bring together technical staff from both local governments to complete this effort.
 - **Florida Department of Transportation/District Five:** Byway organization speakers have participated in District byway workshops.

Section 5: Funding

1. Does your byway organization have an annual budget? (highlight a response)
 - **Yes** – Email as an attachment to wanda.maloney@floridascenichighways.com
 - **No** – Provide 2018 revenue information in the table below in dollars rounded to the nearest \$100

2018 Revenue table:

Government Grant(s) (federal, state, or local)	\$0
Private (individual donations, business sponsors, foundations, special events, membership)	\$0
Earned Income (merchandise sales, fees for programs, etc.)	\$0
In-kind value (300hrs X \$24.00)	\$0



2018 FSHP Byway Annual Report (BAR) Form

Total Funding	\$0
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2. Describe your outstanding funding needs in the following categories:
- a. **Project(s) or program(s) that lack funding:** Our primary focus at this time is on construction of a Visitor’s Center to be located on the Ag Museum property. Preliminary estimates for design, permitting & construction is \$5,000,000. We have additional needs for day to day operational efforts including the printing of our byway rack cards & trip itineraries. Additionally, we have a need for several mobile kiosks and a long term need for a byway administrator to help us accomplish our mission.
 - b. Total amount of funding needed (in dollars rounded to nearest \$100):
 - Visitor Center: \$5,000,000
 - Production of printed materials: \$1,000
 - Mobile Kiosks: \$500
 - Byway Administrator: \$9,000/yr

Total: \$5,010,500
 - c. Potential sources of funding identified:
 We have investigated several funding options including local donors & grant opportunities, but most funding will be based on in-kind volunteer support. Other options include:
 - **Visitor Center:** We continue to closely at a Florida Department of State/Cultural Facilities grant opportunity to help fund construction of the visitor’s center, but we’ve been unable to identify the required match and plans package/project cost estimate. We’ve approached several local elected officials who are unable to offer engineering assistance to support this need although such a facility at this time. was recently included in the Flagler County Strategic Plan. Based on funding challenges we are currently investigating alternative concepts for the center including partnering with the County TDC on the facility they proposed for the same site.
 - **Printed Byway Informational Materials:** We are currently investigating a possible Visit Florida CHRN Educational grant to fund the reprint of our informational materials. Completion of the VF grants cycle requires 2 years of membership with Visit Florida. The first year (2018) was paid by the FSHP but we are uncertain whether FDOT will fund a second year. We do not have sufficient funding to purchase the VF membership ourselves to meet this grant application requirement.
3. List potential funding sources being pursued (if not identified above).
 No additional information to offer
4. Describe the organization’s challenges to obtaining funding.

Our challenges remain as in the past. The recruitment and retention of volunteers is very challenging. We are volunteers looking for more volunteers. We’ve asked the FSHP for guidance on how to recruit and retain volunteers in the past but have not received assistance. Our current organizational leadership (who are also volunteers) are growing tired. We need to find a source of volunteers to continue our mission.

2018 FSHP Byway Annual Report (BAR) Form

A lack of funding will always be a significant challenge. We have acknowledged internally that we cannot attack many projects head on. We must find partners, hopefully with deeper pockets but certainly with additional clout. We have partnered with several groups to share volunteers, ideas and energy.

5. Describe your funding success stories from 2018. For example: a successful fundraising event or identifying a new source of funding.

Our funding success story for 2018 has no money associated with it. We are in the initial phase of a potential partnership with AARP. Their SCSEP program will supply “free” staff to help our organization. It appears to be a win-win opportunity. We get people to help us accomplish our mission and AARP is able to place low income job seekers age 55 and over in positions where they gain skills needed to re-enter the workforce.

A second success story has to do with Daytona State’s Service Learning Program. Again, our limited funding (and social media capabilities) has impacted our ability to market the byway. Working with the college we have access to students capable of marketing through social media. Again, a win-win. We get the social media visibility we need, and the students learn about marketing in the business world (plus college credits to graduate).

Section 6: Tourism Promotion

1. Describe the methods used to promote tourism in 2018 for the scenic highway and *the effectiveness of each* (website, brochure, festival booths, advertisements, social media, etc.).

We take advantage of all promotional options that we have the capacity (staff, funding, time) to accomplish.

- **Social Media:** As noted above the byway organization has upgraded our social media skills during the reporting year. The access we have to Daytona State College students through service learning has help us better market the byway
- **Printed materials:** Currently our printed materials provide the bulk of our marketing exposure. These materials are distributed at all community events. Brochures, trip itineraries and other marketing materials are placed at key partner locations in Flagler County. We have worked to leverage many of the member marketing opportunities offered by Visit Florida through our current membership.
- **Community events:** The byway organization participates in multiple community events during the year. Each event provides significant exposure for the Byway Organization.

2. What was the total amount spent on tourism promotion?

In 2018 we spent \$150.00 to reprint our marketing materials. The FSHP purchased our Visit Florida membership and we continue to receive technical support from our DSHC, Claudia Calzaretta.

2018 FSHP Byway Annual Report (BAR) Form

3. What were the sources of funding for promotion?

Most expenses are covered through the organization’s general revenue budget. FDOT has provided significant technical support to help keep all of our marketing materials current.

4. List the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.):

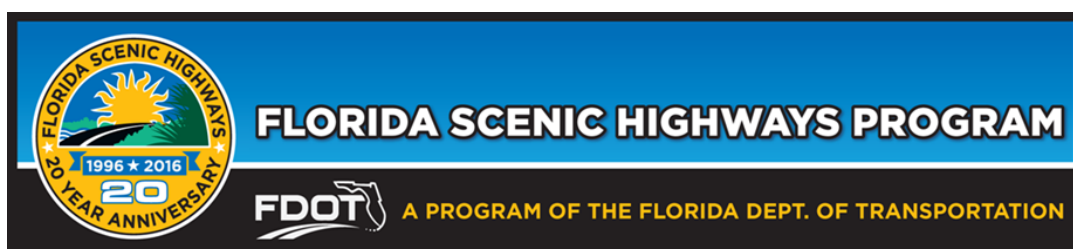
As noted above we are active on Facebook, Instagram and Twitter. Each has approximately 100 followers.

5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.).

Although 2018 state tourism number have yet to be reported Visit Florida says that Florida should easily surpass the 118.5 million tourists we saw in 2017. This continues a trend of increasing number of visitors every year to the state. According to Visit Florida’s visitor profile research a growing number of these visitors are focused on experiencing Florida’s history and culture (Visit Florida 2011-2015 survey results). This is of particular importance to Heritage Crossroads because nearly 20% (Visit Florida) of all visitors to the state choose NE Florida as their destination point for these history/cultural experiences. At the local level, Flagler County tourism has reported record bed-tax collections for the past year. According to the County Tourist Development office bed-tax collection has increased 25% levels (October 2017 to September 2018) to \$2.8 million. Again, this is significant to the Byway organization because many of the most heavily visited heritage/cultural sites in Flagler County are located along the byway. Both the Florida Ag Museum and Princess Place have experienced increases in visitors over the last several years. Additionally, The Flagler Historical Society’s monthly historical bus tour maintains a long waiting list to take the 4-hour tour. Lastly, the Flagler County Chamber sponsored Creekside Festival that highlights Flagler County history and culture has increased in popularity over the past several years.

Not all these local tourism trends are directly attributable to the Byway organization, but most are attributable to our byway partners and they reflect a growing trend that visitors come to Florida want a “real” Florida experience including exposure to its history and culture. The byway organization and its partners have contributed to this increase in Flagler County’s popularity. Supporting byway partners like the Ag Museum and the Historical Society tours with volunteers and informational materials make the visitor experience more educational.

The Byway Organization is aware that our DSHC/Claudia Calzaretta is working to develop specific dollars estimate for the value of a byway designation. We understand that the study has not issued its findings yet but it’s clear that visitors enjoy the historical/cultural opportunities they experience along the byway and interest continues to grow.



2018 FSHP Byway Annual Report (BAR) Form

6. Has the impact of the scenic highway on local tourism trends been identified in any way? If so, describe.

We are not aware of any local studies to document the impact of our byway on the community. As part of last year's annual report, we talked to the County TDC Executive Director who indicated he was unaware of any economic analysis that specifically documents the impact of a designated scenic highway on local tourism.

As noted above FDOT is finalizing a study on the economic impacts associated with a scenic highway designation. Once available, this information will be invaluable to the byway organization as we attempt to educate our local leaders on the contribution that a designated scenic highway makes to the local economy.

7. Describe how the byway organization is working with local tourism agencies.

The Flagler County Chamber of Commerce and the Tourist Development Council are long term partners to the byway organization. Representatives from the Chamber participate in byway functions and the byway organization has participated in Chamber events like the Creekside Festival in past years. Leadership of the TDC, County Commissioner Nate McLaughlin, is a frequent speaker at byway meetings. Although direct financial support from the TDC has been limited their focus on "Heads-in-Beds" types of events in the County brings tourists to our community providing a secondary boost to our partners through increased attendance.

8. If applicable, describe how your byway organization was able in 2018 to take advantage of the benefits of the Visit Florida Partnership provided by the FSHP. Describe both positive results and challenges associated with the partnership.

We are appreciative of the FSHP providing us a 2018 Visit Florida membership. Many of the member benefits are beyond our abilities so we focused on the benefits that we could best accomplish:

1. Listing in the yearly Visit Florida vacation guide
2. We enhanced our web listing with byway specific contact information, video and photography
3. We used Visit Florida visitor research data to help complete this annual report
4. Social media posting of press releases including press releases for our Bunnell Crossroads Pocket Park project and listing of the Holden House on the National Register
5. We participated in member educational webinars associated with the creation of press releases
6. We have used Visit Florida photography for inclusion in our social media platforms & byway documents
7. Member grant opportunities are currently being investigated. We have a grant application for additional printed materials drafted for the upcoming grant cycle, but our application will require a 2019 Visit Florida membership for us to remain in consideration for any grants we submit (at this time we cannot afford to pay that membership fee)



2018 FSHP Byway Annual Report (BAR) Form

Section 7: Byway Organization

1. What is the organization's current structure (nonprofit, informal citizen group, etc.)?
Nonprofit
2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?
 - Participation in District Five Byway Forum
 - Participation in Statewide learning sessions
 - Produced 2019 Work Plan (Development of our Work Plan required us to review mission, goals and values before developing our 2019 plan. FDOT assisted as we worked through the decision-making process)
 - Production of the 2018 Annual Report
3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?
 - Volunteer recruitment and retention
 - Documenting byway value
 - Training on sustainability topics including: asking for help, seeking donations, recruiting youth to the organization, understanding opportunities available through state agencies including FDEP, DEO and Department of State

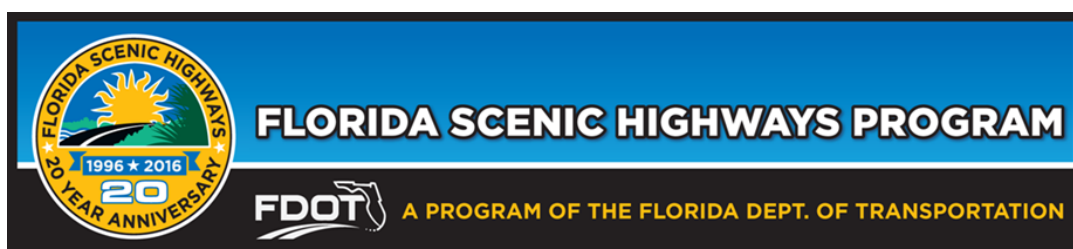
Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted? 2008
2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?

Based on the current FSHP Guidance Manual there have been no significant organizational changes requiring a BMP update. We review our mission/vision and update our goals & objectives on a yearly basis as part of the Byway Annual Work Plan update cycle.

3. Does your byway organization have questions about or need help deciding when to update the BMP?

Not at this time



2018 FSHP Byway Annual Report (BAR) Form

Section 9: Final Comments

1. List any other significant accomplishments or activities that have not been captured in your report.

We have no additional accomplishments to report at this time. But we would like to reiterate that we have organizational sustainability needs (several discussed above) that we need the FSHP's help with.