

# **Heritage Crossroads Miles of History Heritage Highway**

## **Annual Work Plan - 2017**



*November 2016*

## Introduction

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The recently issued Florida Scenic Highways Program guidance requires that each byway develop an annual work plan (plan) for the upcoming year. The intent is to help the byway organizations assess their plans for the upcoming calendar year. Although there is no required format for this plan the guidance recommends that it be realistic and take into consideration the human and financial resources of the organization. In developing this plan the Heritage Crossroads Heritage Highway Board (Board) felt it appropriate to first assess where their organization has been before establishing a plan of action for the upcoming year. As a result this Annual Work Plan/2017 has two parts;

1. Assess current byway organization status
2. Establish a 2017 Work Plan

## Current Status

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### Byway Background

In 2004, community advocates including county and local government representatives, Flagler County Historical Society and other community leaders came together to discuss the historic significance and natural beauty of Flagler County. These local partners recognized the importance of a scenic highway designation as a method of telling the story of Flagler County's heritage and providing an economic development tool for the region. In 2008, 98 miles of Flagler County roads were designated as a Florida Scenic Highway, Florida's first heritage highway. Since that time this advocacy group has worked diligently to implement its mission of community education, resource enhancement and protection of the region's heritage resources.

Heritage Crossroads Heritage Highway, Inc. is soon to celebrate its 9 year anniversary as a Florida Scenic Highway. In addition to its role as an advocate for the region's heritage the organization has had success in partnering with other local advocacy groups to accomplish a number of community projects consistent with its mission.

## Guiding Principles

As part of the Work Plan (Plan) development process, the Board first reviewed their Mission Statement and defining values to ensure that they still accurately reflected the organizations focus. It was decided that these two statements, as presented here still reasonably meet the organizations desires.

## Mission

The mission of Heritage Crossroads is to highlight the historic resources of Florida's first Heritage Highway by promoting, enhancing and preserving the unique character of these resources and their place in Florida's history. Through education and interpretation we will enhance the experience of visitors and the community's appreciation of the region's heritage.

## Defining Values

- Appreciation for the history of Flagler County
- Building a vibrant local economy
- Respect for the founding families of the region
- Desire to ensure that future generations understand their roots
- Appreciation for the balance between community heritage and the natural beauty of the region
- Maintaining strong partnerships with other community advocacy groups having similar interests

## Goals & Objectives

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The Board reviewed their current Goals & Objectives to ensure that their priorities and day-to-day efforts are consistent with these statements. It was concluded that our Goals & Objectives as listed below still reflect the desires of the Board. As part of this review the Board also assessed the current status of each statement and noted that many are currently being worked on.

**GOAL 1: Protect, Preserve, maintain and enhance the historic, natural and scenic resources of the corridor.**

**GOAL 2: Provide safe access to our historic, scenic and recreational intrinsic resources that will promote their use while preserving their significance for future generations.**

**GOAL 3: Promote responsible regional commercial and residential development and tourism by partnering with local governments, individuals and community organizations.**

**GOAL 4: Increase awareness of our unique regional history and appreciation for our rich environment through development and presentation of our corridor story to residents and tourists**

**GOAL 5: Aesthetically enhance, improve and beautify the Heritage Crossroads corridor.**

**GOAL 6: Maintain the administrative functions of the organization to ensure long term sustainability.**

## Recent Accomplishments

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Part of the Board's assessment of their current status was to document recent accomplishments. The Board believes that past accomplishments will help establish future actions. The following accomplishments are part of a larger implementation strategy that is consistent with the organizations long term focus (Mission, Vision, Goals, and Work Plan).

- Participation in the 10<sup>th</sup> Annual Flagler County Chamber of Commerce Creekside Festival.
- Initiate community youth partnership program with the Flagler County Schools system
- Ongoing design efforts to develop a regional heritage visitor's center.
- Advancing the design and funding efforts for the Bunnell Crossroads property in downtown Bunnell.
- Initiate discussion regarding the inclusion of byway information as part of the Hewitt's Sawmill informational kiosk.

- Support the Flagler County Historical Society's monthly heritage bus tours.
- Florida Department of Transportation (FDOT) Annual Reporting
- Maintain Not-for-Profit (NFP) status and issue Not-for-Profit Annual Report
- Visit Florida off the beaten Path Article

## Annual Work Plan 2017

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As noted above, before the Board felt comfortable developing a work plan for the upcoming year they needed to assess where they had been. This assessment showed an organization that remains consistent with its original focus to be an advocate for the history and heritage of the communities that it touches.

In developing their 2017 Work Plan, the organization was careful to identify actions that provide continuity and carry forward past successes. All items in this 2017 Work Plan are consistent with the byway organization's long term focus.

## Heritage Crossroads Heritage Highway Annual Work Plan (2017)

Program/Project	Goal(s) & Objective(s)	Lead	Estimated Date of Completion	Funding Source(s)
Participation in the Flagler County Creekside Festival	Goal 4	Susan Barry	Fall	In-kind donation of volunteer time
Bunnell Crossroads Property Redevelopment	Goal 3 & 5	John Seibel	December	In-kind donation of volunteer time
Youth History Engagement in Partnership with the Flagler County Schools System	Goal 4	Nancy Duke	Fall	In-kind donation of volunteer time
Upgrades to Byway Social Media Outlets	Goal 4 & 5	Sandy Reffitt	Ongoing	In-kind donation of volunteer time
Reprinting of Byway Marketing Materials	Goal 4	Board	Fall	In-kind donation of volunteer time/TDC Marketing Grant
Install Byway Materials at Hewitt's Sawmill Kiosk	Goal 4	Nancy Duke	Fall	In-kind donation of volunteer time
Participate in Flagler County Centennial Celebration	Goal 4 & 5	Board	Ongoing thru 2017	In-kind donation of volunteer time
Monthly Guest Speaker Series	Goal 4	Board	Ongoing	In-kind donation of volunteer time
FDOT Annual Reporting	Goal 6	Board	March/November 2017	In-kind donation of volunteer time
Maintain Not-for-Profit Corporation Status and Issue Not-for-Profit Annual Report	Goal 6	Board	April 2017	Corporation status fee; paid by donation



## **Contact Information**

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