



# FLORIDA SCENIC HIGHWAYS PROGRAM

FDOT A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

## 2019 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Heritage Crossroads Heritage Highway

Form Completed by: Nancy Duke, Chair

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Telephone number: 386-246-4838

### Section 1: Completed Projects

Did your byway organization complete one or more projects in 2019? (do not include your byway's Annual Work Plan or this annual report as completed projects): **Yes**

#### Completed Project #1

1. Project Name: **Service Learning: Student Videos for Social Media**

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

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

3. Project Cost

Total Cost of Project (rounded to nearest \$100): **\$2,300**

Sources of Project Funding (do not include revenue generated by the project):	
<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b> (only include if allowed as matching for grant)	\$
<b>(Volunteer labor: 90 hrs. X \$25.00/hr.)</b>	\$2,250
<b>Total Cost of Project</b>	<b>\$2,250</b>

<b>Revenue Generated by Project:</b> (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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4. Project Dates:

- a. **Start Date** (can be prior to 2019) **MM/YYYY:** 9/2019 (begin project planning)
- b. **Completion Date** (must be in 2019) **MM/YYYY:** 12/2019 (final deliverables)



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### 5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? **Yes**

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

The byway organization has developed a strong partnership with Daytona State College through Nancy Duke. Nancy is both the Chair for the byway and a professor of history at Daytona State/Palm Coast. The college embraces the concept of “service learning”, a tool that encourages their students to learn while doing in their community. Over the last several years Nancy has tasked her students with a series of short term (semester-long) assignments to learn about the community they live in, particularly in the areas of local history and culture. These projects help to foster an appreciation for the region’s story and stewardship for future generations.

For the referenced project, Daytona State College students were tasked to develop a series of videos that looked at the story (history & culture) of Flagler County. While the assignment was to develop social media tools, the students were free to determine their final deliverables. What resulted was a series of short videos on the history of the County thru interviews with noted local historians and visits to special places. These videos were next to be loaded on the byway’s YouTube site. Ultimately, these videos will also be added to the byway organization’s website and other social media platforms.

The value of this byway/Daytona State College partnership is multi-fold. The students are assigned real, community-based projects that get them out into their community. Equally important they learn about the community they live in making them better stewards of its story. The byway organization is able to take advantage of a tool that provides needed volunteer support and value-added deliverables.

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

Students need encouragement to think outside the box. Last minute questions and deliverables are common. Young people typically see the world differently and bring a fresh perspective to all they touch. It’s always refreshing to work with young adults.

### 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?

Return on investment isn’t always about money. The return on investment associated with this project is an investment in the youth of our community. They do, learn, appreciate and remember. The return is over a lifetime.



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**9. Byway goals addressed:**

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

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

- **Heritage Crossroads:** Assist in development of project concepts
- **Daytona State College:** Instrumental in supporting the “service learning” concept

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

### Completed Project #2

**1. Project Name:** [Service Learning: Children’s History Book](#)

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

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

**3. Project Cost**

**Total Cost of Project (rounded to nearest \$100): \$2,800**

Sources of Project Funding (do not include revenue generated by the project):	
<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Printing Costs</b>	\$300
<b>In-kind value</b> (only include if allowed as matching for grant)	\$
<b>(Volunteer labor: 100 hrs. X \$25.00/hr.)</b>	\$2,500
<b>Total Cost of Project</b>	<b>\$2,800</b>

<b>Revenue Generated by Project:</b> (i.e., event registration fees, merchandise sales, etc., - not all projects generate revenue, leave blank if not applicable)	\$0
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**4. Project Dates:**

- a. **Start Date** (can be prior to 2019) **MM/YYYY:** 3/2018 (begin planning)
- b. **Completion Date** (must be in 2019) **MM/YYYY:** 12/19 (book printing)



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**5. Project Lead**

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? **Yes**

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

This is the second service-learning partnership for 2019 between the byway organization and Daytona State College. The background for this partnership is discussed in Project #1 above.

For this project the Byway Organization worked with Daytona State College students to create a children's book about the Heritage Crossroads byway. While this project has taken more than a year to finish, the final product has been sent to the printer for publishing. Final product will be a 4"x 6" hard cover children's book published in both English and Spanish. The byway organization hopes to sell this book as a fundraiser.

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

Publishing the book has been delayed until funding could be identified.

**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?

While the byway organization hopes to use this book as a source of funding for other byway projects, the real value is the learning experience associated with the planning, research and project development for the team of students that created this project.

**9. Byway goals addressed:**

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

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

- Heritage Crossroads: Assist in development of project concepts
- Daytona State College: Instrumental in supporting the "service learning" concept

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



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### Completed Project #3

1. Project Name: **Sponsorship of the Women’s History Day at Daytona State College/Palm Coast**
2. Category/Type (highlight one category that best describes the project):
  - a. **Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
  - b. **Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
  - c. **Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
  - d. **Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
  - e. **Promotion** – brochure, video, advertising, etc.

### 3. Project Cost

Total Cost of Project (rounded to nearest \$100): **\$1,500**

Sources of Project Funding (do not include revenue generated by the project):	
<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>Sponsorship Costs</b>	\$200
<b>(Volunteer labor: 50 hrs. X \$25.00/hr.)</b>	\$1,250
<b>Total Cost of Project</b>	<b>\$1,450</b>

<b>Revenue Generated by Project:</b> (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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4. Project Dates:
  - a. **Start Date** (can be prior to 2019) **MM/YYYY:** 1/19 (planning begins)
  - b. **Completion Date** (must be in 2019) **MM/YYYY:** 8/19 (day of event)

### 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:

The byway organization was a partnering sponsor for this event. In this role the organization assisted with concept development and funded event refreshments.

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



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The American Association of University Woman (AAUW) advocates for equality for women and girls through philanthropy, education and research. The Byway organization partnered with the Daytona State College Chapter of AAUW to host a woman's history event in August 2019. While focused generally on equality for all woman, the theme of this event was a kick-off celebration for passage of the 19<sup>th</sup> Amendment to the Constitution/Voting Rights that was ratified in 1920. The byway organization's role in this event included assisting with event planning and refreshments for attendees.

This event is the first of what is anticipated to be a series of celebratory events throughout 2020 that focus on the right to vote. The byway organization and its partners hope to identify and document the names and stories of all first-time female voters in Flagler County that cast their first vote in the 1920 federal elections.

While this celebration will continue through 2020, the kick-off event from August was a resounding success.

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

This was a successful partnership event that the byway organization couldn't have accomplished on their own. Because of limited resources and volunteers the byway organization seeks out partners with similar missions to complete many of our projects.

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?

Projects like these bring people together. While a dollars and cents value is difficult to measure the recognition of the 19<sup>th</sup> Amendment and its impact on this country is significant. Sadly, it's easy to let these events pass and not be celebrated. As Florida's first heritage highway, our goals speak to education and advocacy. These are truly quality of life topics that go to the core of the country and Flagler County.

9. **Byway goals addressed:**

- Goal 3: Establish Partnerships
- Goal 4: Increase Awareness of Regional History and Culture

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

- American Association of University Woman: Event sponsor
- Daytona State College: Host university and sponsor
- Heritage Crossroads: Lecture hosts

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



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### Completed Project #4

11. Project Name: **Heritage Park**

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

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

13. Project Cost

Total Cost of Project (rounded to nearest \$100): **\$50,000**

Sources of Project Funding (do not include revenue generated by the project):	
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 (City of Bunnell staff)	\$25,000
Other _____	\$
<b>Total Cost of Project</b>	<b>\$54,000</b>

<b>Revenue Generated by Project:</b> (i.e., event registration fees, merchandise sales, etc., - not all projects generate revenue, leave blank if not applicable)	\$0
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14. Project Dates:

- a. **Start Date** (can be prior to 2019) MM/YYYY: 1/2017 (planning starts)
- b. **Completion Date** (must be in 2019) MM/YYYY: 7/2019 (park opens)

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:

Byway organization assisted with park visioning and planning of park amenities.

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

The byway organization has been working with the City of Bunnell for 3 years to fund and construct a pocket park in downtown Bunnell. This project located on the corner of State Road 100 and US 1 is



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the result of a \$29,000 grant that was received from the Florida Department of Environmental Protection's Recreation Development Assistance Program. The City of Bunnell and the Heritage Crossroads Byway Organization have worked closely for several years to develop a compatible urban recreational concept for this City owned parcel. Obtaining the property, seeking the necessary funding to develop the greenspace, and then finalizing an acceptable concept were some of the challenges faced by the project team.

Construction was completed in the summer of 2019. The park includes several picnic tables and bicycle racks. The centerpiece of the park is the large pergola that provides shade for park users. Much of the remaining space is grassed.

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

- The award of grant funding doesn't happen quickly
- It's important to target grant opportunities that are consistent with the need
- Maintaining project files is important because of project team staffing changes

**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?

A return on investment for community improvements like this are difficult to measure. These types of community projects are more a boost to the quality of life than a revenue generator. In fact, for this project to happen the City had to remove the property from its tax rolls losing tax revenue.

This park is located at the main intersection in downtown Bunnell. Bars, gas stations and restaurants are located on all other corners of this intersection. This park offers a green space that was lacking in the downtown core.

Bunnell Mayor Catherine Robinson at the ground-breaking ceremony said creating and preserving green space is important for the city. "I love the parks," she said. "I think it really adds something to a community when you have parks and places that honor your history and that's what Heritage Park does." "We want this to signify that we are the crossroads of Flagler County and that this little plot of dirt is going to be meaningful in the future for people who come through here," she said.

**19. 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

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

- City of Bunnell: Grant recipient. Provided in-kind match design and construction support
- Heritage Crossroads Byway Organization: project visioning





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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

1. Describe any other noteworthy accomplishments from 2019 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2019.

- Represented the byway organization at multiple events through the year including the 4<sup>th</sup> Annual Florida History Con (Daytona Beach).
- Participated in the 2019 D5 Byways Workshop. Was part of the break-out team that created “elevator speech” for our byway organizations.
- Participated in monthly Flagler Beach First Friday events to promote the byway. Our resident byway poet handed out brochures and created poetry in return for donations.
- Supporting partner on the Flagler Historical Society’s Flagler History Tours. Byway brochures and trip itineraries are distributed to all tour participants
- Participated in Flagler Agricultural Museum Events in 2019 including *Walk Back in Time* (November 2019)
- The Byway organization continues to advance the concept of establishing a Flagler County Visitor’s Center at the Florida Agricultural Museum (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 County’s long-range master plan now includes reference to a visitor center at the Ag Museum.
- Continued to participate in the Service-Learning Program, in partnership with Daytona State College History Department, Florida Agriculture Museum and the Flagler Historical Society.
- Continued coordination with AARP for the SCSEP partnership.
- Reissuance of the byway rack card.
- Completed all program requirements including Work Plan, Annual Reports, IRS filing, corporation status renewal, and Florida Department of Agriculture Solicitation of Contributions renewal.
- Nomination of one of the Board members for the Garry Balogh Inspiring Excellence Award.
- Respond to FSHP information requests (i.e., the visitor experience survey).

### Section 3: Previously Completed Projects and Byway Resources

1. Describe the significant benefits or positive impacts from projects completed prior to 2019. 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: 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.
  - Service Learning: This program has helped to teach the youth of Flagler County about the history of the community that they live in, and to foster an appreciation and stewardship for future generations.



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- Environmental:
- Other:
  - Flagler County 100 Year Anniversary Celebration: Celebrated in 2017 this event highlighted Flagler County history and culture and recognized volunteer organizations like the Byway organization, Ag Museum and Flagler County Historical Society for their efforts to educate the community on the County's history and culture.

### 2. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2019:

- Although we are unaware of any new damages or threats to the byway's resources, it is important to note that fewer and fewer people have a passion for volunteerism. All our partner organizations lack sufficient volunteers and the capacity (and training) to successfully recruit new volunteers to help advance our missions. Additionally, as grant funding becomes more and more competitive. Our organization does not have the training to successfully pursue the funding needed to advance our mission. The lack of volunteers and funding becomes a threat to our resources based on our inability to educate the community on the value of history and heritage to the overall "richness" of Flagler County.
- No annual report would be complete without noting that Mary Ann Clark, a founding member of the byway organization and Chair of the Flagler County Historical Society passed away in 2019. Mary Ann was a leader and visionary. She understood the County's history and culture like no other. She was well respected by local leaders and when she talked, they listened. Her advocacy for our resources will be missed greatly.

### Section 4: Public Participation & Partnerships

1. Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2019.

The byway organization maintains a database of approximately 100 stakeholders including residents, business owners, local government/elected officials. Additionally, the byway collects contact information during events they participate in. This contact information is added to the member database. This database is used to provide organization updates on meetings and events the group is participating in. Additionally, through "service learning" the byway now maintains both Facebook, Instagram & Twitter accounts.

2. Are there issues or concerns regarding the scenic highway in corridor communities?

None that we are aware of at this time

3. How are new byway organization members, leaders, and volunteers recruited?

Historically the byway organization has used/considered the following methods to identify volunteers

- Word of mouth
- Flagler County Volunteer Services (FCVS): The byway organization has an ongoing partnership with the FCVS to recruit for volunteer assistance.
- DSHC service organization presentations
- Byway outreach through events and partnerships



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- AARP’s partnership intended to provide “paid volunteers” to non-profits as a training tool.

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 new volunteers willing to contribute their time to any of our partner organizations. As a result, all of our partner organizations have fewer and fewer members. Recruitment/retention of volunteers is a urgent need and assistance from the FSHP on methods and tools to help would be appreciated.

5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)? Approximately 100

6. Describe how the byway organization assisted its partners in 2019.

- **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.
- **City of Bunnell/Flagler County Board of County Commissioners:** The byway organization has working with the City Manager and County engineering staff to complete the Memorial Park in Downtown Bunnell. This is a Florida Department of Environmental Protection funded community development grant awarded to the City.
- **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: [Jeff.Caster@dot.state.fl.us](mailto:Jeff.Caster@dot.state.fl.us)

2019 Revenue table:

<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b>	\$
<b>Total Funding</b>	\$

2. Describe your outstanding funding needs in the following categories:
  - a. Project(s) or program(s) that lack funding: Our primary focus for the last 2 years has been the construction of a Visitor’s Center to be located on the Ag Museum property. Preliminary estimates for design, permitting & construction is \$5,000,000. It is highly improbable that our organization will be able to raise the funds to complete this project. We have worked with the County to ensure that the visitor center concept was made part of their updated strategic



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plan. It appears that the County has more pressing needs for limited available funding at this time. We have additional needs for day to day operational efforts including the printing of our byway rack cards/trip itineraries and updates to our website. Additionally, we have a need for several mobile kiosks and a long term need for a byway administrator to help us better 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
- Website updates: \$13,000
- Vertical Kiosks: \$500
- Byway Administrator: \$9,000/yr.

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**Total: \$5,250,000**

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, website updates, vertical kiosks etc.:** We will need to rely on local donations to complete these types of marketing projects

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 who have not been trained to recruit 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.

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.



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5. Describe your funding success stories from 2019. For example: a successful fundraising event or identifying a new source of funding.

Clearly our greatest success has been the partnership we've established with the Daytona State College Service-Learning Program. Our limited member base and funding has impacted our ability to market the byway. Working with the college we have access to students capable of helping us implement our mission while they learn about their community and themselves. Certainly, a win-win for both groups.

### Section 6: Tourism Promotion

1. Describe the methods used to promote tourism in 2019 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:** The access we have to Daytona State College students through service learning has help us better market the byway. The recently completed YouTube videos are the most recent example.
- **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. Our recently completed children's history book will be a marketing tool for the upcoming year.
- **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?

Our operating budget is very small. In 2019 we spent \$150.00 to reprint our marketing materials. Much of what we do is the result of in-kind/volunteer support. We are grateful for the support we continue to receive from our DSHC, Claudia Calzaretta.

3. What were the sources of funding for promotion?

Most expenses are covered through the organization's general revenue budget. We received several donations during 2019. 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.).



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Although 2019 state tourism numbers have yet to be reported, Visit Florida says that Florida should easily surpass the tourist numbers reported for previous years. 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 several years. According to the County Tourist Development office, bed-tax collection is increasing at nearly 20% per year. 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 of the recently completed economic impact study of Scenic Sumter Heritage Byway that FDOT funded. We have reviewed the study's summary that clearly shows visitors enjoy the historical/cultural opportunities offered and they spend money while doing it. Our role is to now ensure that our local leaders are educated about the value we provide.

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.

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. Leadership of the TDC, County Commissioner Nate McLaughlin, has spoken at past byway meetings. Although direct financial



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support from the TDC has been limited because of their focus on “Heads-in-Beds” types of events in the County. Resources like the byway brings tourists to our community providing a secondary boost to our partners.

### 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 Workshop
- Participation in Statewide learning sessions
- Produced 2020 Work Plan (Development of our Work Plan required us to review mission, goals and values before developing our 2020 plan. FDOT assisted as we worked through the decision-making process)
- Production of the 2019 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?  
No



# FLORIDA SCENIC HIGHWAYS PROGRAM

FDOT A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

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### Section 9: Final Comments

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

We have no additional comments 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.