



FLORIDA SCENIC HIGHWAYS PROGRAM

FDOT A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

2020 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Heritage Crossroads Heritage Highway

Form Completed by: Nancy Duke, Byway Chair

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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2020? (do not include your byway's Annual Work Plan or this annual report as completed projects)

Yes – If more than one project was completed in 2020, 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.

Completed Project #1

1. Project Name: 19th Amendment to US Constitution – Woman’s Right to Vote

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): \$ 0_____

Sources of Project Funding (do not include revenue generated by the project):	
Government Grant(s) (federal, state, or local)	\$
Private (individual donations, business sponsors, foundations, special events, membership)	\$
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value (assumes labor at \$25.43/hr.)	\$2,543.00
Other _____	\$
Total Cost of Project	\$2,543.00

Revenue Generated by Project: (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 2020) **MM/YYYY**: 9/19
- b. **Completion Date** (must be in 2020) **MM/YYYY**: 12/20

5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)

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

This effort was led by byway partner Flagler County Historical Society. The byway organization served in a support capacity.

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

Beginning in the mid-19th century, woman suffrage supporters lectured, wrote, marched, lobbied, and practiced civil disobedience to achieve what many Americans considered radical change. Allowing all Americans to vote freely.

Between 1878, when amendment 19 to the US Constitution was first introduced in Congress, and 1920, when it was ratified, champions of voting rights for women worked tirelessly.

By 1916, most of the major suffrage organizations united behind the goal of a constitutional amendment. When New York adopted woman suffrage in 1917, and President Wilson changed his position to support an amendment in 1918, the political balance began to shift.

On May 21, 1919, the House of Representatives passed the amendment, and two weeks later, the Senate followed. When Tennessee became the 36th state to ratify the amendment on August 18, 1920, the amendment was adopted. While decades of struggle to include African Americans and other minority women in the promise of voting rights remained, the face of the American electorate had changed forever.

In 2020 the Flagler Branch of the American Association of University Women (AAUW), the Flagler Historical Society, byway organization and other community partners celebrated the 100-year anniversary of the 19th Amendment to the Constitution. At the same time, this partnership also celebrated suffragist Alice Scott Abbott's induction into the Florida Women's Hall of Fame by Governor Ron DeSantis. Mrs. Abbott was a local, state, and national women's voting rights pioneer and helped close to 200 Flagler County women, 50 of whom were African American, register to vote in the historic 1920 election.

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

Accomplishing projects during pandemic conditions adds an additional significant layer of complexity to any project being proposed. The partnerships between all those involved was extraordinary.



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- 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?

Community education, enhanced understanding of the US Constitution, and the recognition of key rights for all citizens of the United States. At a more basic level this effort was another example of local history/heritage partners working together for a common goal, to recognize another significant event in the County's history.

- 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:**

- American Association of University Woman – Lead organization
- Flagler County Historical Society – Lead organization
- Flagler County Board of County Commissioners – Partner organization
- Heritage Crossroads Byway Organization – Partner organization

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:** Byway Pod Casts – Service Learning

- 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): \$ 0 _____

Sources of Project Funding (do not include revenue generated by the project):	
Government Grant(s) (federal, state, or local)	\$
Private (individual donations, business sponsors, foundations, special events, membership)	\$



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Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value (assumes labor at \$25.43/hr.)	\$2,034.40
Other _____	\$
Total Cost of Project	\$2,043.40

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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4. Project Dates:

- a. **Start Date** (can be prior to 2020) MM/YYYY: 8/20
- b. **Completion Date** (must be in 2020) MM/YYYY: 12/20

5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)

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

This effort was led by byway partner Daytona State College under the direction of Professor Nancy Duke (who is also Chair of the Heritage Crossroads Byway Organization). The byway organization served in a technical support capacity.

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 history students were tasked to develop a series of podcasts that tell the story of many of the byway’s special resources. While the assignment was to develop social media tools, the students were free to determine the content of their final deliverable. What resulted was a series of short informational stories told and produced by the students on many of the corridor’s special places. These podcasts were next loaded on the byway’s YouTube channel. Ultimately, these videos will also be added to the byway organization’s website and other social media platforms. These podcasts have received a number of “hits” since their first posting early in December 2020.

- [Heritage Crossroads Podcast 1: Old Bunnell City Hall, Korona Statue, Bulow Plantation](#)
- [Heritage Crossroads Podcast 2: Florida Ag. Museum, Kings Road Historic Area, Princess Place Preserve](#)
- [Heritage Crossroads Podcast 3: Holden House, Little Red School House, Women's Suffrage Museum](#)



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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.

Key elements critical to success include Professor Duke's patience, Daytona State's support of the service-learning concept and the student's willingness to engage and learn.

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 and the future. They do, learn, appreciate and remember. The return on investment is stewardship over a lifetime.

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.

Completed Project #3

1. **Project Name:** Seventh-day Adventist Church of Bunnell (Phase I)

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.



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- 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. **Total Cost of Project (rounded to nearest \$100):** \$2,543.00

Sources of Project Funding (do not include revenue generated by the project):	
Government Grant(s) (federal, state, or local)	\$
Private (individual donations, business sponsors, foundations, special events, membership)	\$
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value (assumes labor at \$25.43/hr.)	\$2,543.00
Other _____	\$
Total Cost of Project	\$2,543.00

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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4. **Project Dates:**

- a. **Start Date** (can be prior to 2020) **MM/YYYY:** 1/20
- b. **Completion Date** (must be in 2020) **MM/YYYY:** 12/20

5. **Project Lead**

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

The Flagler County Historical Society and the American Association of University Women (AAUW) were lead organizations for this project. Heritage Crossroads served in a technical support capacity.

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

In 1916, the Seventh-day Adventist Church was built on South Anderson Street in Bunnell. It housed various congregations until at least the 1960s including the First Baptist Church, the St. Thomas Episcopal Church and The Glorious Church in Jesus Christ, when it was moved to the Town of Espanola. The Flagler County Historical Society and the American Association of University Women began working together to bring it back to Bunnell as a museum after discovering an intriguing connection: Noted local suffragist Alice Scott Abbott had been the church's music director.

After the church was first built, Abbott had been impressed enough by the structure — and the fact that a handful of families had raised the money for its construction by selling potatoes, corn, and watermelons, in her telling — to write a blurb about it in the November 1917 edition of The Bunnell Home Builder. Abbott had called it "the church beautiful."

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The Flagler Historical Society had been looking at the possibility of purchasing, renovating and moving the church since at least 2007, when Flagler County historian Sisco Deen proposed moving it and transforming it into a meeting space. Historical Society representatives visited the site in 2020. Discovery of the Abbott connection spurred new efforts in partnership with the AAUW to save this structure. At the time the connection was uncovered Historical Society representatives noted that "This building was probably where many voting rights discussions happened in Flagler County" and "this is where women were able to talk to each other about suffrage, about women's rights." What was soon to be envisioned was the relocation & transformation of this church into the Florida Voting Rights Museum. Planning began on its relocation to property adjoining the Holden House Museum in Bunnell where it would become a meeting place as well as a museum.

As a Phase I project, the Historical Society and AAUW earned the Flagler County Commission's support to move the church back to Bunnell (and adjacent to the Holden House) during a September 9, 2020 commission meeting.

Future phases will include the actual relocation of the structure and its renovation into a museum.

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

History is not a straight line. It bends and turns through time. When the Historical Society and its partners first looked at this structure, little did they know its significance and contribution to local history. Flexibility of mission and bringing partners together is a key lesson learned from this project.

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 the investment in the history and heritage of Flagler County. Telling the story of the community is an investment in the community's future by offering a better understanding of the City's roots.

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:

- American Association of University Women (AAUW) – Lead resource on Alice Scott Abbott and her contributions to the community
- Flagler County Historical Society – Lead resource on the Seventh-day Adventist Church structure
- Heritage Crossroads Byway Organization – Served in a technical support role



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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 2020 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2020.

While pandemic conditions impacted the overall byway work plan for 2020, the organization was still able to complete (or continue to implement) a number of projects during the year.

- Added several new board members to the byway leadership team.
- Heritage Crossroads Park – The organization worked with the City of Bunnell to complete Phase I of this downtown improvement project in 2019. The City and byway leaders have now initiated planning efforts for Phase II/enhanced facility improvements.
- Revitalized social media (Facebook). Followers have increased 100% in 2020.
- Participated in monthly Flagler Beach First Friday events in early 2020 to promote the byway.
- The Byway has produced a series of Oral Histories by working in partnership with the Flagler County Historical Society.
- Served as a supporting partner on the Flagler Historical Society’s Flagler History Tours (before their closure because of the pandemic) including assistance to the Society in the creation of an individualized virtual tour.
- Participated in Flagler Agricultural Museum Events in early 2020.
- Conducted a virtual briefing session with Flagler County Commissioner David Sullivan on ongoing byway programs and projects.
- Began strategy development for improvement projects focused on potential federal funding associated with a re-funded national scenic byway program including the creation of a visitor center at the Agriculture Museum (a preliminary concept/estimate was developed as part of this visioning effort).
- Continued to participate in the Daytona State College Service-Learning Program.
- Completed all program requirements including Work Plan, Annual Reports, IRS filing, corporation status renewal, and Florida Department of Agriculture Solicitation of Contributions renewal.
- Participated in FSHP workshops and forums.

The byway organization’s 2021 Work Plan includes the continuation of several key ongoing projects including;

- Daytona State Service-Learning partnership
- Partnering with the Flagler County Historical Society on projects at the Holden House Learning Complex and Kings Road Historical District
- Continue enhanced social media efforts
- Rebuilding the organization’s general member base



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Section 3: Previously Completed Projects and Byway Resources

1. Describe the significant benefits or positive impacts from projects completed prior to 2020. Name the project and summarize any benefits or measures of success in all areas below that apply:
 - a. Economic:
 - b. **Quality of life:**
 - i. **Old Brick Road Protective 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.
 - ii. **Service Learning:** This program has helped to teach the youth of Flagler County about the history/heritage of the community that they live in, and to foster an appreciation and “stewardship philosophy” for future generations.
 - c. Environmental:
 - d. Other:

2. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2020:
 - 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 embrace the concept of volunteerism. All our partner organizations lack sufficient volunteers and the capacity (and training) to successfully recruit the numbers of new volunteers needed to help advance our missions. Additionally, as grant funding becomes more and more competitive, our organization does not have the training to successfully pursue funding needed to support our mission. The lack of volunteers and funding becomes a threat to our resources based on our inability to educate the community on the contribution that history and heritage have on the overall “richness” of Flagler County.
 - Our annual report would not be complete without noting the loss of several long-time volunteers to our organization and the community over that last several years. Mary Ann Clark, Steven Jones and Stan Drescher each brought a certain passion and personality to the Flagler County history/heritage community. Their loss has created huge holes in the organizations that they were part of, including the Heritage Crossroads byway organization. Their 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 2020.

The byway organization maintains a database of approximately 100 stakeholders including residents, business owners, local government/elected officials. While the 2020 pandemic eliminated most organization/community events, byway leaders have traditionally collected contact information during events they participate in. This contact information is added to our 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 Facebook, Instagram, and YouTube accounts, and offers a series of podcasts.



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Lastly, the organization conducts a Commissioner update briefing session yearly. This offers the opportunity for the organization and its key partners to brief the County Commissioner assigned to the community's culture, heritage & history advocacy.

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

None that we are aware of currently.

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

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

- **Word of mouth** - This was particularly successful during 2020 as three new Board members were added to the leadership team based on word of mouth efforts.
- **Flagler County Volunteer Services (FCVS):** The byway organization has an ongoing partnership with the FCVS to recruit for volunteer assistance.
- **Outreach:** Byway outreach through events and partnerships (much limited in 2020).

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. While we successfully share volunteers (especially leaders like Ed Siarkowicz, James Fiske & Preston Zepp), all of our partner organizations have fewer and fewer members. Recruitment/retention of volunteers is an 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 2020.

- **Flagler County Historical Society:** The byway organization supplies tour information for the Society's monthly bus tours. Additionally, the organization has served in a support/advisory capacity on several of the Society's most recent projects as noted previously.
- **Florida Agriculture Museum:** The Byway's Service-Learning Program has historically supplied Daytona State College students to the museum (although limited in 2020). The byway organization donated a lap-top computer to the Ag Museum in early 2020.
- **City of Bunnell/Flagler County Board of County Commissioners:** The byway organization has worked with the City Manager and County engineering staff to complete the Veterans Memorial Park in Downtown Bunnell. This project was primarily funded through a Florida Department of Environmental Protection community development grant awarded to the City. The organization and City staff are currently discussing future upgrade opportunities to the park.



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- Florida Department of Transportation/District Five: Byway organization speakers have participated in FDOT workshops.

Section 5: Funding

1. Does your byway organization have an annual budget? (highlight a response)
 - **Yes** – Email as an attachment to Paul.Hiers@dot.state.fl.us with copy to LeticiaF@Fernandez-Beraud.com
 - No – Provide 2020 revenue information in the table below in dollars rounded to the nearest \$100

2020 Revenue table:

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

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 several years has been the construction of a Visitor’s Center to be located on Ag Museum property. Preliminary estimates for design, permitting & construction is \$3,000,000. While this project is included in the County’s multi-year strategic plan it is highly improbable that our organization will be able to raise the funds on its own to complete it. We continue to monitor regional & state grant opportunities including the Florida Department of State/Cultural Facilities grant program to help fund construction of the visitor’s center, but we’ve been unable to identify the required match. The byway organization and its partners are also monitoring potential National Scenic Byways Program funding and a possible future grant cycle.

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.

The organization’s partner, Flagler County Historical Society has an aggressive plan underway to establish the Kings Road Historic District and Holden House Educational Complex (including the relocation/rehabilitation of the Seventh-day Adventist Church).

- b. Total amount of funding needed (in dollars rounded to nearest \$100):
 - Visitor Center: \$3,000,000
 - Production of printed materials: \$1,000
 - Website updates: \$13,000
 - Vertical Kiosks: \$500
 - Byway Administrator: \$9,000/yr.



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Rehabilitation of the Seventh-day Adventist Church (estimate currently being finalized)

Total: \$3,100,000

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 previous years. 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.

5. Describe your funding success stories from 2020. For example: a successful fundraising event or identifying a new source of funding.

2020's pandemic has had a significant impact on byway organization operations but 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 2020 for the scenic highway and *the effectiveness of each* (website, brochure, festival booths, advertisements, social media, etc.).

We take advantage of all promotional options 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. Their recently completed Podcasts on byway resources are the most recent example. Our social media presence has been greatly enhanced with the assistance of board member James Fiske. Likes and shares are up significantly since January 2020. Social media has been our most significant promotional tool during 2020.
- **Printed materials:** Historically our printed materials have provided 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



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completed children's history book is a unique marketing tool. With the 2020 pandemic the demand/distribution of these materials has been reduced.

- **Community events:** Most byway events were halted in 2020. Traditionally these community events provide significant exposure for the Byway Organization.

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

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 FDOT DSHC, Claudia Calzaretta.

3. What were the sources of funding for promotion?

While we had no promotional funding requirements during 2020 most expenses in other years 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. In our 2019 BAR we reported approximately 100 followers per platform. Because of our enhanced social media focus during 2020 our Facebook followers have increased dramatically.

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

Pandemic conditions have had a dramatic impact on tourism in Florida. According to Forbes Magazine "the number of tourists who visited Florida plunged 60.5% to 12.8 million from April 1 to June 30 compared to the same quarter a year ago, as the coronavirus pandemic devastated one of the Sunshine State's key industries. It's the lowest quarter in terms of visitorship Florida has experienced since at least 2009, which is as far back as the state's statistics go".

Local authorities report that a portion of Flagler County tourism numbers are up in comparison the state's overall numbers. The County, with its vacation rentals and beaches has marketed day trips, shorter vacation-travel distances, and the county's smaller population more than ever before.

The byway organization and its partners have encouraged those interested in getting "out of the house" because of the pandemic to experience the byway through short, local trips to experience the community's historical resources like never before. Our social media platforms also offer exposure to our resources through Facebook posts and podcasts.

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



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was unaware of any economic analysis that specifically documents the impact of a designated scenic highway on local tourism.

We are aware of two recently studies that document the return on investment of a scenic highway's designation. While these studies were completed for other byways the results seem transferable to our byway community. During the board's briefing of Commissioner Sullivan early in the year, there was significant discussion on these studies and their transference to Flagler County.

[ScenicSumterHeritageJan19.pdf \(ufl.edu\)](#)

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

The Flagler County Chamber of Commerce and the Tourist Development Council (TDC) are long term partners to the byway organization and representatives from the Chamber participate in byway functions. County Commissioner, Nate McLaughlin, a TDC member has spoken at past byway meetings. Unfortunately, direct financial support from the TDC has been limited because of their focus on "Heads-in-Beds" types of events in the County. It has now been proven that resources like the byway brings tourists to our community providing a secondary boost to our partners. It's hopeful that the results of the recently completed FDOT studies on a byways value can help the byway organization compete for TDC grant funds.

Hopefully the pandemic will subside in 2021 allowing our organization to get back to working with our local tourism partners at live events.

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.)?

The 2020 pandemic greatly curtailed organization development opportunities but the organization did accomplish the following;

- Participation in Statewide learning sessions when offered
- Produced 2021 Work Plan (development of our Work Plan required us to review mission, goals and values before developing our 2021 plan. FDOT assisted as we worked through the decision-making process)
- Production of the 2020 Annual Report

3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?

- Volunteer recruitment and retention
- Seeking funding opportunities to advance the organizations mission



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- 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?

While we acknowledge that our BMP needs updating, we lack the funding required to accomplish this project. In lieu of a complete 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?

None at this time.

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 at this time. But we would like to reiterate that we have organizational sustainability challenges (several discussed above) that are beyond the capacity of our organization to address by ourselves. We ask for the FSHP's assistance with these.