



FLORIDA SCENIC HIGHWAYS PROGRAM

FDOT A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

2021 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Heritage Crossroads Heritage Highway

Form Completed by: Nancy Duke, Byway Chair

Email address: duken@DaytonaState.edu

Telephone number: 386-864-1998

Section 1: Completed Projects

Did your byway organization complete one or more projects in 2021? (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 2021, 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: *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): \$ 2,500

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.)	\$2,500.00
Other _____	\$
Total Cost of Project	\$2,500.00

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:** 9/17 (service-learning partnership begins)
- b. **Completion Date:** 9/21 (D5 Byway Workshop Presentation)

5. Project Lead

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

This effort was led by the byway organization in partnership with Daytona State College and others.

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 long-term, mutually rewarding partnership with Daytona State College through Nancy Duke. Nancy is both the Chair of the byway organization and a professor of history at Daytona State College/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.

As a multi-year relationship there have been a number of projects successfully completed by Daytona State’s students. For this annual report, the focus will be on Nancy’s presentation at the FDOT – District Five 2021 Byway Workshop.

The annual District Five Byway Workshop was held virtually in 2021 because of COVID. The meeting consisted of a series of monthly, 2-hour sessions spread through the year. Each session provided guest speakers talking about topics pertinent to the D5 byway organizations including grants, succession planning, project funding, byway economics and others. Each session averaged 45-50 participants.

Nancy’s presentation encouraged participants to explore youth learning opportunities in their communities with a talk entitled “*Engaging Youth of the Community*”. While her presentation first introduced the byway and Daytona State College, her primary focus was on “teaching beyond the borders” of a traditional learning approach offering several case studies of completed projects and lastly looking to the upcoming school session with excitement over new learning opportunities for her students. The emphasis of her closing comments focused on the value of this byway/Daytona State College partnership where students are assigned projects that get them out of the classroom and into the real world through community-based learning and ultimately making them better stewards of its story.

While a series of photos of student participants in this program are included with this BAR, Nancy’s entire presentation is available for review on the Central Florida Byways YouTube Channel: [Central Florida Scenic Byways - YouTube](#)



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7. Lessons learned from the project: 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. The examples provided during Nancy's presentation reflected this young person's perspective on how they think, learn and do.

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?

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

Presentation Benefit: The benefit of the Nancy's workshop presentation is more measurable. Nancy's goal was to get the word out about an untapped resource of energy and creativity in a community's youth. It was a message that Greg Gensheimer was able to visualize as a resource for Green Mountain Byway. Soon after Nancy's presentation, Greg began discussions with Lake Sumter Community College about a similar school-student-byway partnership.

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:

- Heritage Crossroads: Assist in development of project concepts
- Daytona State College: Instrumental in advancing the "service learning" concept
- Flagler County Historical Society and other community partners: Assisted in encouraging the students to engage and learn

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: *Roadside Travelers Series – Old Kings Road*

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.



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- 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): \$ 2,100.00

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.)	\$2,100.00
Other _____	\$
Total Cost of Project	\$2,100.00

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:** 2/21
- b. **Completion Date:** 9/21

5. Project Lead

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

This effort was led by Board Member Bill Ryan in partnership with the byway organization and the South Georgia Regional Library System

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

The *Roadside Travelers/Roadside Chats* series of lectures and presentations was developed by FDOT/District Five's District Scenic Highways Coordinator as a method of educating and entertaining the District's byway community, virtually during the pandemic. It was believed that bringing the community together during the pandemic could help continue the program's momentum when it could have been easily lost as people disengaged because of health and safety concerns.

The "Travelers" series focused on byway stories, told by community members that could easily be lost over time. These interviews were recorded virtually and then posted on the Central Florida Byway YouTube channel for the entire byway community to view.



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Bill Ryan, Heritage Crossroads Board member has come to be known as “Florida’s Storyteller”. His books, guest lectures and video/YouTube posts about northeast Florida history have been well received. So, well that, many of his talks are sponsored by the South Georgia Regional Library System and other organizations with a historical focus.

Early in 2021 Bill committed to produce three videos on Flagler County history for the byway organization. The first of these presentations is the focus of this completed project description. The Kings Road through north east Florida began as an Indian path but was eventually used by the Spanish, English and northern settlers coming to Florida. In fact, parts of the original route form the base of current day - Old Kings Road in Flagler County.

Bill’s 25-minute talk on the history of this road was recorded and posted on the Central Florida Byways YouTube Channel. [Central Florida Scenic Byways - YouTube](#)

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

- So much knowledge on local history is maintained by only a few individuals
- The transfer of knowledge from one generation to the next is so important
- Digital social media channels like YouTube make it very easy to record and post information for everyone to enjoy

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 Heritage Crossroads mission is not just to help people remember what was. Knowing history helps people better understand the present and how we, as a society got where we are. But there is another reason a community needs to understand it’s history and heritage. It helps us take on a clearer perspective that can help guide the way for a better tomorrow. History offers a glimpse into what was and what could be.

While this is difficult to measure, it will become clear when tomorrows leaders do not know who and what came before them.

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:

- Bill Ryan/Heritage Crossroads: Provided the content and conducted the presentation
- FDOT: Provided the technical support needed to record and post the final video product



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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: *Deen Doll House Recovery*

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. Total Cost of Project (rounded to nearest \$100): \$5,000.00

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.)	\$5,000
Other _____	\$
Total Cost of Project	\$5,000

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: 1/21
- b. Completion Date: 10/21

5. Project Lead

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

Byway Partner, the Flagler County Historical Society was the lead organization for this project. Heritage Crossroads served in a technical support capacity.



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

In 1919, William Henry "Doc" Deen, a local farmer and turpentine producer, built a house at 805 Moody Blvd. in Bunnell. For Christmas in 1955, a doll house was built next door for Doc's granddaughter, Delores as a surprise on Christmas morning, and it has served as an icon on Moody Boulevard in Downtown Bunnell for nearly 70 years. The custom made 'dollhouse' is a scaled down replica of Doc Deen's house featuring panels of miniature windows along the door and across the front and enough room for a six-foot-tall person to stand up inside.

On April 9, 2021, the doll house was relocated to the 1918 Holden House Museum nearby where it underwent a total make-over by volunteers of the Flagler County Historical Society and other community partners. It was hoped that saving and restoring this little building, that has been a Bunnell landmark since 1955 could help start a resurgence and love of local history and that the story of this kids house will continue to make people happy, create more memories to add onto the ones that have been made for nearly 70 years.

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 learned about the opportunity to acquire this cherished relic from another time they immediately began planning how to acquire, rehabilitate and display it.

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 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 that community's future by offering a better understanding of the City's roots.

As part of the initial project planning phase, one volunteer noted that "So many pieces of history both local and national are disappearing at such a rapid pace that saving even just a small part of our local history is a blessing,"

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:

- Flagler County Historical Society: Lead organization. Lead all project planning, fundraising and repair efforts



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- Heritage Crossroads: Byway partner that supports efforts to preserve the community's historical resources. The organization has included this successful project in many of its informational materials
- Cline Construction: Project materials and technical support
- Flagler County/City of Bunnell – These agencies were instrumental in permitting and providing logistics support to complete this project

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 2021 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2021.

While pandemic conditions impacted the overall byway work plan for 2021, the organization was still able to complete (or continue to implement) a number of projects during the year.

Completed Projects:

- The Byway has produced a series of oral histories by working in partnership with the Flagler County Historical Society.
- Participated in the FDOT District Five Workshop Series including serving as a presenter for Session III plus assisted in development of a social media presentation for Session III that was presented by others
- Developed a list of iconic features for FSHP photo opportunities
- Conducted a series of service-learning projects with the students at Daytona State College
- Completed all annual FSHP reporting
- Completed all yearly Corporate reporting
- Maintained an organization meeting schedule thru COVID
- Produce a semi-annual newsletter to membership
- Supported the research/rehabilitation efforts for Ft. Fulton site
- Began strategy development for improvement projects focused on potential federal funding associated with a re-funded national scenic byway program
 - Identification of potential projects
 - Federal contracting requirements (DUNS)

Ongoing Projects:

- Conduct regular virtual briefing sessions with Flagler County Commissioner David Sullivan focused on ongoing byway programs and projects
- Begin development of a volunteer/donor recruitment plan
- Multi-year 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



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- Rebuilding the organization’s general member base
- Ongoing partnerships with the Historical Society and American Association of University Woman (AAUW) to identify, document and plan the relocation of the historic 7th Day Adventist Church currently located in Espanola

Section 3: Previously Completed Projects and Byway Resources

- Describe the significant benefits or positive impacts from projects completed prior to 2021. Name the project and summarize any benefits or measures of success in all areas below that apply:
 - **Economic:** While no economic study of the Heritage Crossroad’s Byway designation has ever been produced, the organization has provided several local leaders with the findings of studies completed on other byways in Florida to help document a scenic highway designation’s return on investment (jobs, business revenue and tax revenue)
 - **Quality of life:**
 - **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 of Historic Places 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 roadbed.
 - **Service Learning:** This program has helped to teach the youth of Flagler County about the history/heritage of the community they live in, and to foster an appreciation and “stewardship philosophy” for future generations.
 - **Deen Doll House:** As noted earlier, this project saved a piece of the Flagler County story for future generations
- Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2021:
 - While we are not aware of specific threats to byway 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.
 - Several Board members have expressed concern over the apparent uncontrolled growth across the region that has resulted in the loss of irreplaceable historical resources.

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 2021.

The byway organization maintains a database of approximately 100 stakeholders including residents, business owners, local government/elected officials that is used to provide updates on meetings and



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events that the group is participating in. Additionally, through “service learning” the byway now maintains Facebook, Instagram, and YouTube accounts, and offers a series of podcasts.

To supplement these notification efforts the organization distributed an organization update letter to stakeholders in January and August of 2021.

Lastly, the organization has conducted a series of Commissioner update briefing sessions. These sessions offer the opportunity for the organization and its key partners to brief the County Commissioner assigned to the community’s culture, heritage & history advocacy on events, activities and priorities.

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 the last 18 months 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 2021).

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 2021.

- **Flagler County Historical Society:** The byway 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 2020-21).



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- **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 have discussed future upgrade opportunities to the park.
- **Florida Department of Transportation/District Five:** Byway organization speakers have participated in FDOT workshops and is appreciative of FDOT's efforts to keep the FSHP focused and running during the pandemic.

Section 5: Funding

1. Does your byway organization have an annual budget? (highlight a response)

- **Yes**

2021 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:

- 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. The byway is also focused on efforts by the Historic Society to document Hewitt's Sawmill and other treasures along US 1 at the St Johns County Line. As a result, 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. In anticipation of an NSB cycle we have worked with FDOT to update our federal contractors registration information, prioritized and developed preliminary cost estimated for high priority projects and hope to update our byway management plan in the near future.

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).



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- 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.
 - Rehabilitation of the Seventh-day Adventist Church (\$60,000)
 - Total: \$4,000,000

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 difficult. We are volunteers who have not been trained in how 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 2021. For example: a successful fundraising event or identifying a new source of funding.

The 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 all involved.

Section 6: Tourism Promotion

1. Describe the methods used to promote tourism in 2021 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 a good example of what they can accomplish. Our social media presence has been greatly



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enhanced with the assistance of board member James Fiske. Recently, James partnered with several of our student volunteers to create a series of podcasts that focused on the history of Flagler County. Because of the pandemic, social media was our most productive promotional tool in 2021 and these podcasts have generated significant interest in the community.

- **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 completed children’s history book is a unique marketing tool. With the pandemic, the demand/distribution of these materials has been reduced but are anticipated to grow in 2022.
- **Community events:** Most byway events were halted in 2021. 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?

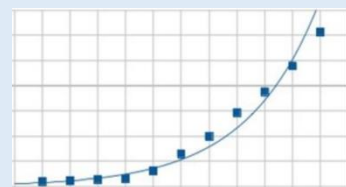
While we had no promotional funding requirements during 2021, most expenses in other years are covered through the organization’s general revenue budget. FDOT has provided significant technical support to help keep all of our marketing materials current.

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. Because of our enhanced social media focus during 2020 and 2021 our numbers of 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.).

While pandemic conditions had a toll on Florida tourism in 2020, preliminary reports from the Flagler County Tourist Development Council show dramatic trends of recovery during 2021. The *STAR Report* – which the county uses to monitor tourism trends reported that occupancy rates for the spring of 2021 were up 68%, the highest it’s been in 18 months. Recent discussions with Flagler County Commissioner Sullivan/TDC Chair have confirmed that through October 2021, bed tax revenue for Flagler County is up nearly 52% over FY 20 with a \$1.2 million increase. In comparison to FY 19, the County is still up 32% with a \$850,000 increase.





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A recent TDC infographic focused on Flagler tourism highlights the important role it plays in the County’s operations. While this infographic is for 2020 it is anticipated that the 2021 graphic would reflect these dramatic results.



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 and we look forward to a time when the Historical Society’s popular history tour bus trips can roll again.

- 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. 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 in central Florida, 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.

- 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. 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 byway value can help the byway organization compete during future TDC grant cycles.

Section 7: Byway Organization

- What is the organization’s current structure (nonprofit, informal citizen group, etc.)?

Nonprofit.

- In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?

The ongoing pandemic has curtailed organization development opportunities, but the organization did accomplish the following;

- Participation in Statewide learning sessions when offered including the learning experiences associated with the five-session/FDOT-District Five Workshop
- Produced 2022 Work Plan (development of our Work Plan required us to review mission, goals and values before developing our 2022 plan. FDOT assisted as we worked through the decision-making process)
- Production of the 2021 Annual Report



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- Member Recruitment Program: In December 2021, the organization kicked off a volunteer recruitment program that will carry forward into 2022. The first step was to develop a recruitment/donation letter to be sent to all stakeholders. The text of this letter was approved by the board in November and it is anticipated that it will be mailed out to the byway community in mid-December 2021.
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
 - 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?

We are currently discussing a possible BMP-Update with our DSHC in hopes that an update can be completed in the next 18 months.

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.