



Scenic America
Scenic Walton

What Byways Mean to the Local Economy

Friends of A1A Scenic & Historic Coastal Byway, Inc.

Danielle Anderson



Bridging the Gap – The Tie that Binds

Between Government Agencies, Tourism Agencies and the Community, there are Scenic Highways & Byways Helping to Drive the Economy Forward

WHAT IS OUR ROLE?

Pillars of Responsibility:

Resource Protection, Transportation & Safety, Education & Communication, Economic Development & Tourism, Government & Community Support

- Government agencies are tasked with setting policy and regulation
- Tourism agencies are tasked with promoting and drawing visitors the area
- Supporting both are the advocacy organizations representing the Scenic Highways and Byways

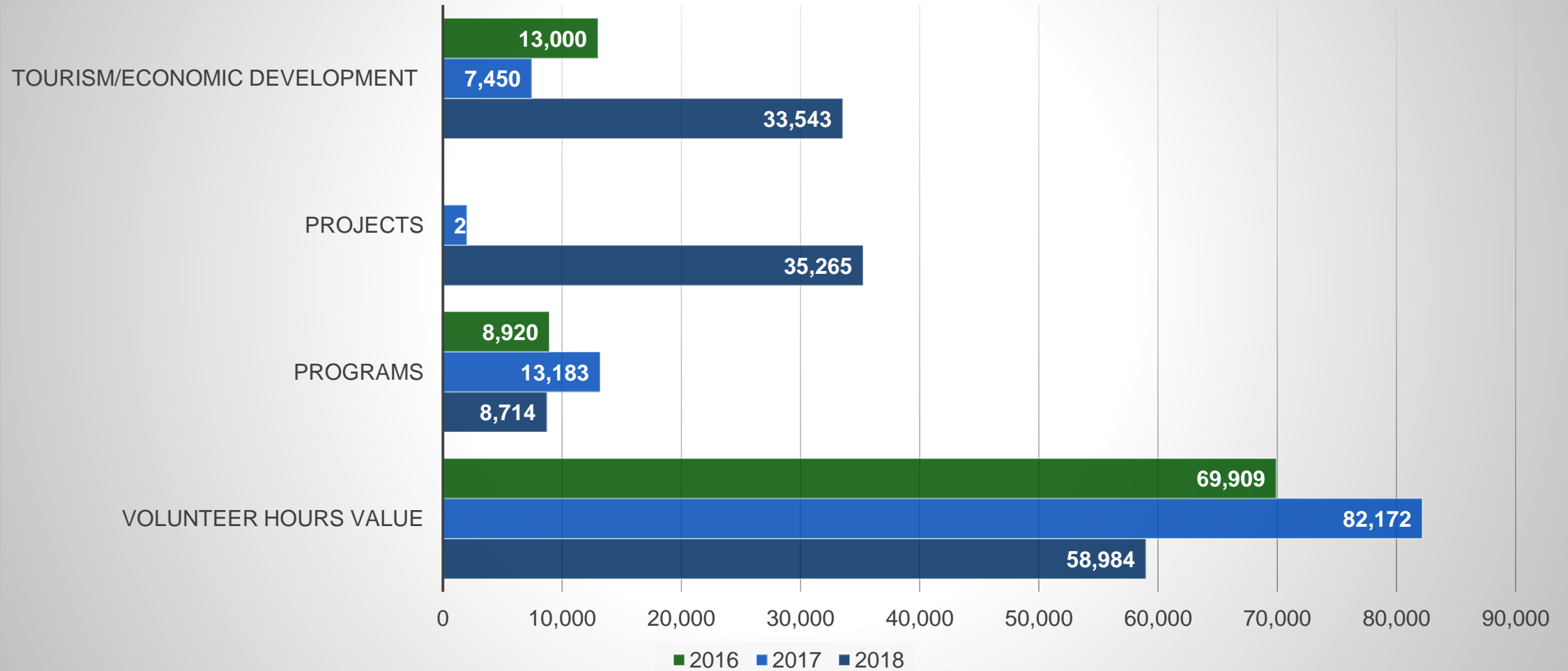
What Do Byways Bring to the Table?

Economic Drivers & More

- Corridor/Byway Management Planning
- Master Planning
- Park Creation and Enhancements
- Scenic Overlooks
- Wayfinding Systems and Interpretive Signage
- Beautification Programs
- Safety Initiatives and Enhancements
- “PEP” - Projects, Events and Programs

Florida's NSB Program Funded Projects – Snapshot	Cost	Year	Byway
Multimodal Greenway System Implementation Phase II	644,812	2004	A1A Scenic & Historic
Master Plan	600,000	2006	William Bartram
Welcome Center	316,500	2012	Indian River Lagoon
Interpretative & Wayshowing Signage	707,420	2011	Big Bend
River to Sea Preserve Greenway Enhancements – Marineland	560,000	2010	A1A Scenic & Historic
Interpretive Panels – Florida Keys Scenic Hwy.	45,000	2009	Florida Keys
Inlet Access Improvements/Parking Spaces & Walking/Bike Path – Indian River Lagoon	1,600,000	2008	Indian River Lagoon
Visitor Center Phase III – Paynes Prairie Preserve	400,000	2011	Old Florida Heritage
Gateway Promenade Improvements – Flagler Beach	373,520	2008	A1A Scenic & Historic
Scenic Overlook & Trailhead – Lake Apopka	681,855	2011	Green Mountain

Gauging Local Impact A1A Scenic & Historic Coastal Byway – (Dollars Invested in the Community by Friends of A1A)



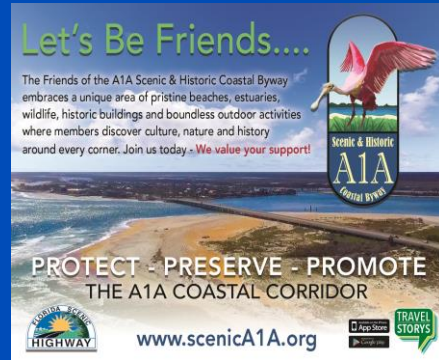
Making an Economic Impact

Targeted Impact

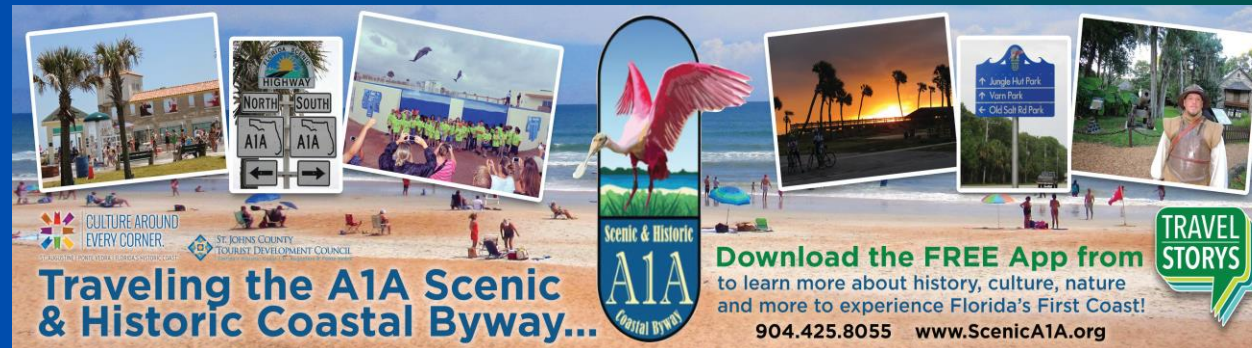
Overarching Impact

Direct Impact

Business Memberships



Advertising & Promotion



A1A Pop Up! Biz Socials



Being able to clearly articulate your byway's economic impact is crucial when working with government agencies, grant requests and community support.

How Much PEP Do You Bring?

Projects

A1A Scenic Byway Mobi Tour App



Events

Super Scenic Garage Sale



Programs

Kids Ocean Day Florida



Community support is one way to gauge your "PEP" impact.

Tell Your Story

Visitors and Residents Don't Know What's Available Until You Share Your Story

- **Use Technology** – A1A Scenic Byway Mobi Tour App Phase I powered by TravelStorys with history, unique stories and tips about the area. \$24,000
Coming soon in 2020: Phase II – Economic Impact Tour funded in part by St. Johns County Tourist Development Council \$18,000
- **Get Visual** – Capturing the A1A Scenic Byway Story funded in part by Visit Florida Grant \$2,000
- **Maps** – A1A Scenic Byway Map located in the Visit Florida Welcome Centers, Chambers of Commerce, Visitor/Tourist Centers \$10,000



Leveraging Your Assets & Partnerships

Scenic Highways and Byways Collaborate with Partners to Increase Economic Impact

Greenways & Blueways

- East Coast Greenway
- Florida Trail Towns Program
- Florida Paddling Trails Association
- TPO's & MPO's
- Municipalities
- Community/Civic Organizations

Tourism & Economic Partners

- Tourism Development Office
- Visitor's Convention Bureaus
- Chamber of Commerce
- Visit Florida
- Scenic America
- National Scenic Byway Foundation

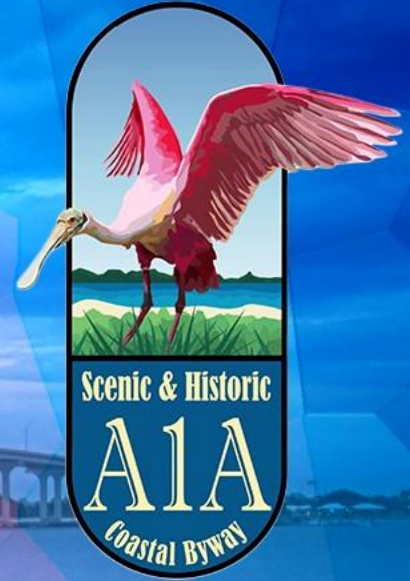
THE BIG PICTURE

The truth is, we're all here because of the value scenic beauty adds to our quality of life and that of our communities. This in turn, creates a memorable visitor experience, leading to positive, direct economic impact in our communities, resulting in a better quality of life for our residents, job growth, economic sustainability and a long-term commitment to managed, responsible growth and development.

A ROADMAP TO HISTORY

Capturing the A1A Byway Story Series

TOLOMATO
RIVER
INTRACOASTAL
WATERWAY



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THANK YOU!

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