



Annual Report 2019

Real Places. Real Stories.™



November 2020

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[Photographs are from archives of FDOT-FSHP \(unless noted otherwise in parentheses\)](#)

Introduction



Big Bend Scenic Byway



Ormond Scenic Loop and Trail



Indian River Lagoon National Scenic



Florida Black Bear National Scenic

The Florida Scenic Highways Program was established in 1996 under the Florida Department of Transportation following the creation of the National Scenic Byway Program. As of 2019, Florida's collection was made up of twenty-six designated Florida Scenic Highways, six of which are National Scenic Byways, and one of these an All-American Road. The scenic corridors are supported by their local Byway Organizations and communities who put countless volunteer hours into promoting and protecting their scenic highways.

In November 2019, Byway Organization leaders and volunteers came together in DeBary, Florida to participate in the 2019 Statewide Meeting where the winner of the Garry Balogh Inspiring Excellence Award was presented. Lastly, the report features Byway Annual Report highlights from eighteen participating byways. We hope this document provides our readers with a meaningful look into the annual activities that have taken place at the national, state, and byway level.



Florida Keys Scenic Highway - All-American Road



A1A Scenic & Historic Coastal Byway

National Scenic Byway Foundation



In 2019, the Florida Scenic Highway Program purchased a membership with the **National Scenic Byway Foundation**. By obtaining this membership, Byway Organization leaders and District Scenic Highway Coordinators have access to training materials, while the scenic highways themselves receive national promotion through the Foundation's marketing campaign.



William Bartram Scenic & Historic Highway



A1A Ocean Islands Trail

Visit Florida

Visit Florida has had a long-standing, beneficial partnership with the Florida Scenic Highways Program (FSHP). The Byways and Highways are prominently represented on Visit Florida's extensive website ([link](#)). Publication on Visit Florida provides an informative resource for tourism and trip planning, with broad, varied, target audiences, and an outreach that is both domestic and international.

In the year 2019, Visit Florida collaborated in the FSHP Statewide Meeting at DeBary. For this event, Brenna Dacks presented a series of strategies and resources to Byway leadership and FSHP participants.



JC Penney Memorial Scenic Highway



Bradenton Beach Scenic Highway



Suncoast Scenic Parkway

REVIVING AMERICA'S SCENIC BYWAY ACT OF 2019

In September 2019, President Trump signed into law the Reviving America's Scenic Byway Act of 2019. The law re-opened the federal Scenic Byway Program to accept nominations for roads to be designated as National Scenic Byways or All-American Roads.



Old Florida Heritage Highway



Scenic Highway 30A



Scenic Sumter Heritage Byway



River of Lakes Heritage Byway



A1A Scenic and Historic Coastal Byway



Green Mountain Scenic Byway

2019 Statewide Meeting

The 2019 FSHP Statewide Meeting took place in the nostalgic DeBary Hall Historic Site & Trailhead. Volunteers from the River of Lakes Heritage Corridor Scenic Byway Organization provided remarkable effort and success in hosting the event.

The event featured many engaging speakers and interesting topics including byway advocacy, partnerships and marketing, scenic and aesthetic guidelines, trail navigation apps, and historical resources. Jeff Caster ended the presentations with his Vision of 2025 emphasizing the importance of partnerships and creative financing, as well as confirmation of the success of the Program to the byway organization leadership, volunteers, and advocates.



2019 FSHP Statewide Meeting





2019 Balogh Award Recipient, Judy Hull

2019 Garry Balogh Inspiring Excellence Award Recipient

Recognition was paid to **Judy Hull** of the Florida Keys Scenic Corridor Alliance for receiving the **2019 Garry Balogh Inspiring Excellence Award** during the Annual Statewide Meeting. Not only did Judy help establish the Alliance, but she has played a significant role in establishing goals and objectives aimed at creating a partnership between the byway organization, Monroe County and other Keys organizations. Judy lead the successful effort earning the byway's All-American Road Designation. Her activism helped sponsor a series of discussions with municipalities, Monroe County, FDOT, and other state and federal agencies concerning long-term use of recreation areas in the Islamorada area. Judy's leadership has been tireless to ensure that the entire length of the byway has been adopted by local groups that participate in scheduled cleanup days with FDOT's Adopt-A-Highway Program. Judy's passion and loyalty to the Program and the Florida Keys All-American Road makes her truly deserving of this prestigious award.



Florida Keys Scenic Highway

Byway Annual Reports



Broward County A1A Scenic Highway

Information on the following pages was gathered from a review of **Byway Annual Reports** that were submitted for 2019. A total of 18 BARs were submitted:

- A1A Scenic & Historic Coastal Byway
- Big Bend Scenic Highway
- Courtney Campbell Scenic Highway
- Florida Black Bear National Scenic Byway
- Green Mountain Scenic Highway
- Heritage Crossroads: Miles of History
- Indian River Lagoon National Scenic Byway
- Indian River Lagoon Treasure Coast Scenic Highway
- JC Penney Memorial Scenic Highway
- Martin Grade Scenic Highway
- Ormond Scenic Loop & Trail
- Pensacola Scenic Bluffs Highway
- River of Lakes Heritage Corridor
- Scenic Highway 30A
- Scenic Sumter Heritage Byway
- The Ridge Scenic Highway
- Palma Sola Scenic Highway
- A1A Ocean Islands Trail



Tamiami Trail: Windows to the Gulf Coast Waters

Byway Annual Report (BAR) Highlights



Kids Camp (A1A S&HCB)

A1A SCENIC & HISTORIC COASTAL BYWAY

- The byway organization hosted their 10th Annual Kids Ocean Day in May 2019 at Anastasia State Park.
- They hosted the 8th Annual Spoonbills & Sprockets Cycling Tour along the A1A Corridor in November. The tour spanned three counties and brought together participants from all over the United States.
- Hosted also was their 11th Annual Super Scenic Garage Sale that drew thousands of shoppers along the 150 miles of scenic highway from Jacksonville to Daytona Beach.
- Other projects for the year included the International Coastal Cleanup, the Golden Ticket Raffle, the A1A "Pop-Up" Biz Socials.
- With a grant from Visit Florida, they began development of a video series, "Capturing the A1A Byway Story."



Annual Garage Sale (A1A S&HCB)



Kids Camp (A1A S&HCB)



Big Bend Scenic Byway

BIG BEND SCENIC BYWAY

- The byway organization continued on implementation of their Wayshowing and Interpretive Plan, created in 2010, and funded by a National Scenic Byways grant.
- The byway reports that damage from Hurricane Michael in 2018 was still under repair and restoration.



Big Bend Scenic Byway

COURTNEY CAMPBELL SCENIC HIGHWAY

- The byway organization partners participated in two coastal byway cleanup events including "Keep Tampa Bay Beautiful After Fireworks Cleanup" and "Keep Pinellas Beautiful" cleanup.
- The Clearwater Regional Chamber of Commerce finalized an agreement to relocate its Welcome Center to the base of the Courtney Campbell Causeway.



Courtney Campbell Causeway



Florida Black Bear National Scenic Byway



Green Mountain Scenic Highway



Summer Camp (FBBNSB)

FLORIDA BLACK BEAR NATIONAL SCENIC BYWAY

- In partnership with Silver Springs State Park, Silver River Museum & Environmental Education Center, and the Florida Forestry Service, the Silver River Museum Kids "Spears to Rockets" Summer Camp was a success.
- The byway organization partnered with Marion County and the Florida Fish and Wildlife Commission in providing educative support presenting the nature of black bears to children attending the Firewise Nature Camp
- The byway organization redesigned their byway website and established management of the website to include in-house organization members.

GREEN MOUNTAIN SCENIC HIGHWAY

- The byway organization provided volunteer support to Sommer Sports' Inaugural Lake Apopka Scenic Trail 30k Run and received a donation of \$1,200 from the event.
- They also provided volunteer support for the Friends of Lake Apopka's "Connect the Trails Ride," a 40-mile bicycling tour around the lake.
- Members of the byway organization participated in a number of community events, including Mount Dora Earth Day, Oakland Heritage Days, Oakland Nature Preserve Open House, and the Winter Garden Bloom & Grow festival.



Heritage Crossroads: Miles of History



Heritage Crossroads (HCMoH)

HERITAGE CROSSROADS: MILES OF HISTORY

- Students of Daytona State College / Service Learning Program engaged in social media exploration to communicate aspects to the history and community of the area. The results of their studies were a series of videos presented through byway media.
- Byway leadership worked with Daytona State College students to create a children's book presenting the story of the Heritage Crossroads Byway. The book was published in both English and Spanish.
- Construction of the Heritage Pocket Park in downtown Bunnell was completed in the summer. Members of the byway organization assisted City staff with park visioning on this FRDAP Assistance grant project.



IRL National Scenic Byway

INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY

- The Indian River Lagoon National Scenic Byway Coalition participated in numerous regional community events, including the Space Coast Birding and Wildlife Festival, the Fellsmere Frog Leg Festival, Sebastian Clam Bake, and the Brevard County TPO Senior Stroll.
- The Coalition continued planning efforts with several communities to install informational kiosks along the byway.
- The Coalition continued to market their new website that includes an interactive map, list of key resources and contact information for organization partners.



IRL Treasure Coast

INDIAN RIVER LAGOON TREASURE COAST SCENIC HIGHWAY

- In September, the byway organization launched their IRL Treasure Coast Social Media Campaign with a new site banner on the website being updated daily during FDOT's Mobility Week. This activity was a great success promoting the byway, increasing social media followers.
- The byway organization unveiled their new brochure at the 2019 Mobility Week event in downtown Ft. Pierce.
- For 2019, the byway organization reported the completion of 10 principal projects located in the general vicinity of the byway.



IRL Treasure Coast



5k Race (JCPSH)

J.C. PENNEY MEMORIAL SCENIC HIGHWAY

- The byway organization successfully hosted the 7th Annual Penney Farms 5k Run.
- After a year of partnership of the byway organization and the Town of Penney Farms, funding for the renovation and conversion of the community's historic fire station into the new J.C. Penney Museum was achieved through governmental and private grants.
- The byway organization continues to work on its goal of enhancing the nature of its environs, seeking a Tree City USA designation for Penney Farms, to further highlight the J.C. Penney tree canopy.



Martin Grade Scenic Highway

MARTIN GRADE SCENIC HIGHWAY

- In order to strengthen their work efforts, the byway organization has partnered with Keep Martin Beautiful to assist with organization oversight, work plan implementation and long-term visioning.
- The byway organization and Martin County worked with FDOT to update the FSHP signage along the byway.
- Byway partner Keep Martin Beautiful posted several Martin Grade photos upon their website, enhancing presence and promotion of the byway on social media.



Ormond Scenic Loop & Trail

ORMOND SCENIC LOOP & TRAIL

- The OSLT Byway Organization continued their Guided Trail Walks bringing together 20-30 family and individual participants. These tours help promote education and community outreach and highlight scenic and natural resources found along the byway.
- They participated for the first time in the 11th annual A1A Super Scenic 150-mile Garage Sale held in November.
- Byway organization members participated in the Michael Crotty Bicentennial Park Tree Replacement by planting 7 trees along the scenic corridor and dedicated many volunteer hours to insuring the health of the new trees.



Pensacola Scenic Bluffs

PENSACOLA SCENIC BLUFFS

- The byway organization hosted their Annual Event with a presentation by chairman of the bike/pedestrian task group on the need for a bike and pedestrian path along the scenic highway.
- Volunteers collected several hundred pounds of trash monthly around Bay Bluffs and Chimney Park with continued partnership with the Ocean Hour organization.
- Byway members worked with City Parks staff to prepare for the elimination of invasive species in Chimney Park. Undergrowth was removed allowing broader views through of the cleared areas of the park.



New Interpretive Signage (ROLHC)



Dinner at Statewide Meeting (ROLHC)

RIVER OF LAKES HERITAGE CORRIDOR

- Interpretive panel designs were completed featuring a colorful map of the corridor with key points of interest listed and marked. The other side has information about William Bartram's travels and the St. John's River.
- The ROL Byway Organization partnered with FDOT and the University of Florida to undertake a study to assess the economic and visitor experience benefits that the designation of a Florida Scenic Highway has on the communities it touches.
- The Byway Organization successfully hosted the FSHP Annual Statewide Meeting for the second year in a row.



River of Lakes Heritage Corridor



Scenic Highway 30A

SCENIC HIGHWAY 30A

- The byway organization has completed the planning of Friends Corner, a project consisting of the construction of a new bike path configuration, a gazebo, benches, lighting and informative signing. The project has since progressed into the design phase.
- The organization's Scenic Overlook Pilot Project is in its early planning stages. Concepts have been developed for a featured scenic overlook addressing the Coastal Dune lakes along State Road 30A, using national and state park overlooks as successful models.



Scenic Sumter Heritage Byway

SCENIC SUMTER HERITAGE BYWAY

- The byway organization, in partnership with Blackjack Sporting Clays, raised funds at their first Clays-2-Raise Fundraiser in March.
- In partnership with FDOT, the byway organization ran a social media recruitment campaign targeting young adults and recently retired individuals, in order to increase volunteer membership.
- The Economic Assessment of the Scenic Sumter Heritage Byway Study was finalized. The study highlighted key impacts created by the byway on the community, including job creation and tax revenue generated.
- The organization participated in community events, including the Dade Battlefield Reenactment and the Bushnell Fall Festival.



The Ridge Scenic Highway

THE RIDGE SCENIC HIGHWAY

- For the 12th year in a row the byway organization held their 39-Mile Scenic Highway Yard Sale which brought thousands of participants and a diverse selection of sellers and goods.
- The byway organization noted that the Yard Sale announcement and information produced the most actively visited page on its website. The website postings proved to be of great benefit, and will in the future include more specific information of the byway and participating local businesses and restaurants.



Palma Sola Scenic Highway (PSSH)



A1A Ocean Islands Trail (A1A OIT)

PALMA SOLA SCENIC HIGHWAY

- The Palma Sola Scenic Highway organization provided support and community outreach to the City of Holmes Beach in a project developed in the Grassy Point Preserve area for the restoration and enhancement of these environs of the Anna Maria Sound. The project involved the restoration of mangrove habitat, the removal of nuisance and exotic vegetation, and the construction of elevated boardwalks.
- The organization also provided support and community outreach for the design and development of Educational Signage and kiosks in the Grassy Point Preserve. Project funding was obtained from the City of Holmes Beach, private donations and matching grants from Manatee County.
- Byway members requested county transit service from the mainland to the barrier islands; members monitored the process and progress, and acted as an information conduit to the public. A free bus shuttle began operation in December of 2019.
- Byway membership volunteered specific observation efforts throughout the year, monitoring and advising the maintenance of landscape, bollards and rope placement; they evaluated mowing schedules; and participated in litter clean-up activities.

A1A OCEAN ISLANDS TRAIL

- The Ocean Islands Trail byway organization, with the Northeast Florida Regional Council, coordinated a study of regional outdoor assets affecting tourism: greenways and blueways of all types, and assets ancillary to these.
- Requests for information were distributed to tourism professionals throughout the region; the information gathered was then shared with the entire group of those participating, allowing these entities to use the information to benefit their services and activities.
- The Council, on its own or in conjunction with partners, will seek funding to scope a marketing approach, create a map or perform other work to highlight regional outdoor assets.



Palma Sola Scenic Highway



Green Mountain Scenic Highway



Lemon Bay / Mayakka Trail



Old Florida Heritage Scenic Highway

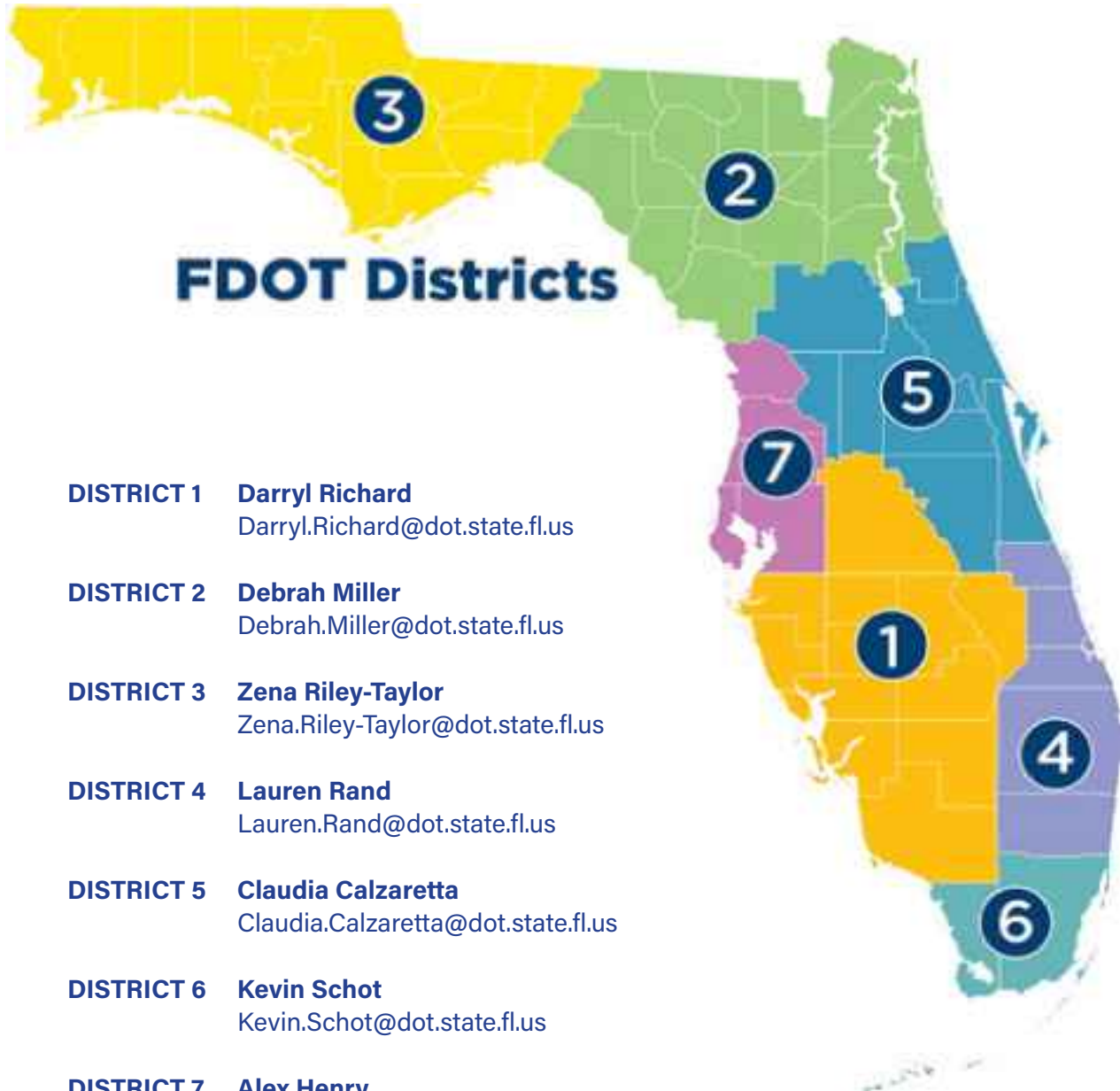
FLORIDA SCENIC HIGHWAYS COLLECTION



- 1 A1A SCENIC & HISTORIC COASTAL BYWAY
- 2 BIG BEND SCENIC BYWAY
- 3 BRADENTON BEACH SCENIC HIGHWAY
- 4 BROWARD COUNTY A1A SCENIC HIGHWAY
- 5 COURTNEY CAMPBELL SCENIC HIGHWAY
- 6 FLORIDA BLACK BEAR NATIONAL SCENIC BYWAY
- 7 FLORIDA KEYS SCENIC HIGHWAY ALL-AMERICAN ROAD
- 8 GREEN MOUNTAIN SCENIC BYWAY
- 9 HERITAGE CROSSROADS: MILES OF HISTORY
- 10 INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY
- 11 INDIAN RIVER LAGOON - TREASURE COAST SCENIC HIGHWAY
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- 13 LEMON BAY / MYAKKA TRAIL SCENIC HIGHWAY
- 14 MARTIN GRADE SCENIC HIGHWAY
- 15 OLD FLORIDA HERITAGE HIGHWAY
- 16 ORMOND SCENIC LOOP & TRAIL
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- 19 RIVER OF LAKES HERITAGE CORRIDOR
- 20 SCENIC HIGHWAY 30A
- 21 SCENIC SUMTER HERITAGE BYWAY
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- 23 TAMiami TRAIL - WINDOWS TO THE GULF COAST WATERS
- 24 THE RIDGE SCENIC HIGHWAY
- 25 WILLIAM BARTRAM SCENIC & HISTORIC HIGHWAY
- 26 A1A OCEAN ISLANDS TRAIL

FLORIDASCENICHIGHWAYS.COM

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