

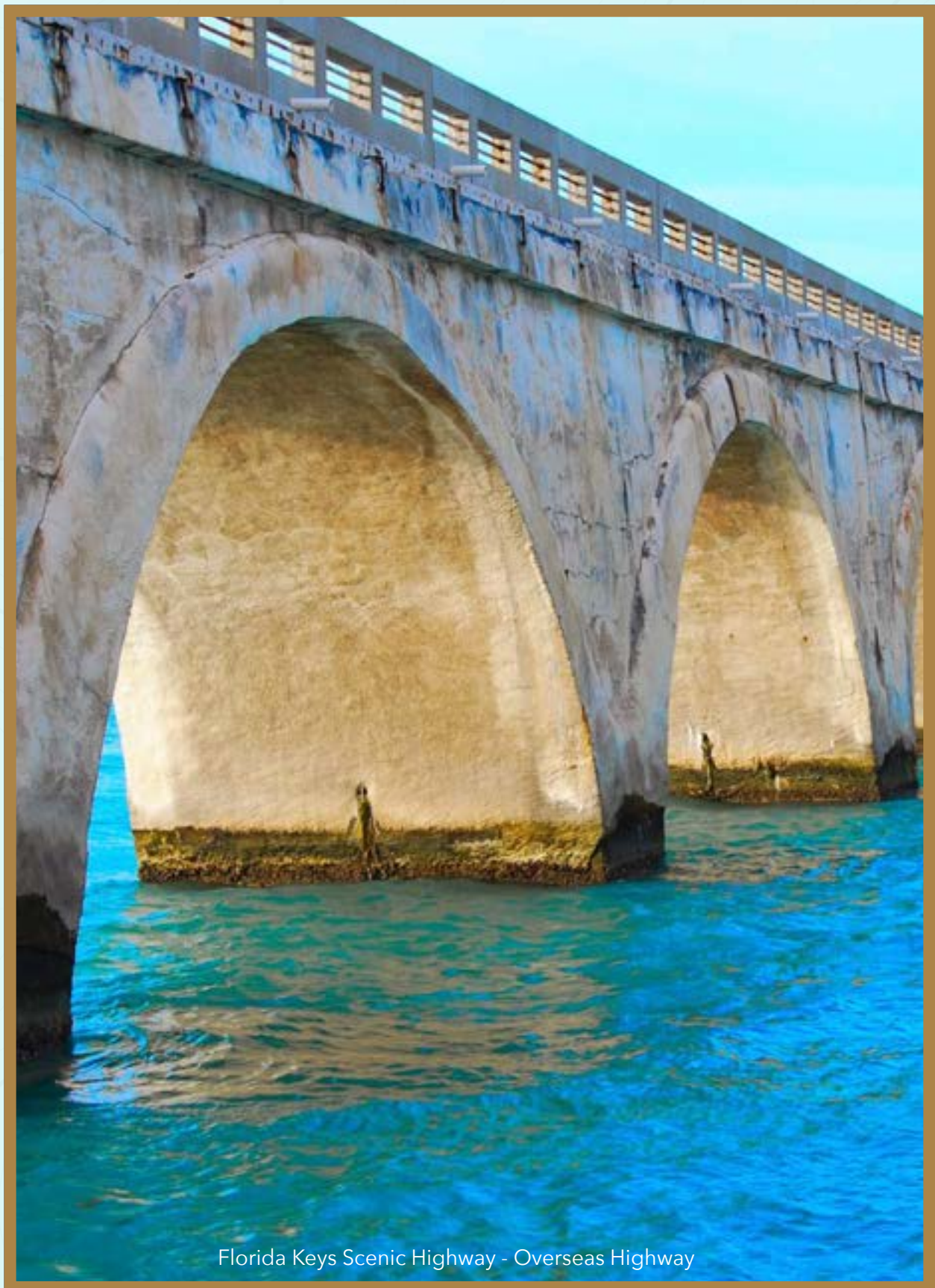
Florida Scenic Highways



Real Places. Real Stories.™

2020 ANNUAL REPORT





Florida Keys Scenic Highway - Overseas Highway

Florida Scenic Highways Program

2020 ANNUAL REPORT

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Cover Images:

Big Bend Scenic Byway

Indian River Lagoon Scenic Highway

Sumter Heritage Byway



Green Mountain Scenic Byway - Fire in the Sky

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Jeff Caster Retirement

From 1993 until May 2020, Jeff Caster served as the State Transportation Landscape Architect for the Florida Department of Transportation (FDOT). In addition to his duties in the FDOT Office of Design, he served as Program Manager for the Florida Scenic Highways Program (FSHP). Jeff has demonstrated leadership and commitment to the Program, its mission, and its community throughout the many years that he enthusiastically managed the FSHP.

Even though Jeff began leadership of the FSHP at a time when federal funding was being discontinued, he was able to effectively manage and grow the Program towards a positive and sustainable future.

Jeff has been an exemplary leader, of high professionalism and ethics, that many throughout the state looked up to and counted on in the scenic highway community. His influence and positive impact on the Florida Scenic Highways Program will remain long after his retirement.

Florida Scenic Highways Program

The Florida Scenic Highways Program (FSHP) was established in 1996 to promote awareness of Florida's unique natural, cultural and historic resources along some of Florida's most impressive roads, which are valued by Florida residents and the millions of visitors to the state each year. The program is built on community-based support through the efforts of volunteers, local governments, and businesses that wish to play an active role in protecting Florida resources along each scenic highway while promoting the regional economic benefits and quality of life improvements that may result from corridor designation.

Florida has designated twenty-seven individual and distinct Scenic Highways throughout the state. Six of these roadways also hold the National Scenic Byway designation and two have received the highest designation as All-American Roads through the National Scenic Byways Program managed by the Federal Highway Administration (FHWA). Each scenic highway is supported by a local Byway Organization made up of volunteers from the local community that provide countless hours promoting and protecting their local scenic highway resources.

Due to the impacts of COVID-19, 2020 was a challenging year for the FSHP as well as the individual Byway Organizations. The Annual Statewide meeting was cancelled in accordance with social distancing requirements and the 2020 Garry Balogh Inspiring Excellence Award was put on hold until 2021. Although COVID-19 posed unprecedented challenges, the Byway Organizations were able to quickly adapt using technology to hold remote byway organization meetings as well as socially distanced events.

The 2020 FSHP Annual Report is an opportunity to highlight the many successes, community activities, and hard work of the Byway Organizations, volunteers, and Scenic Highway Coordinators. Each Byway Organization is responsible for developing a Byway Annual Report (BAR) that highlights their benefit to Florida communities and tourism, completed projects, public participation, and any other accomplishments throughout the year. The highlights of these individual scenic highway BARs are provided in this Annual Report along with additional information on various byway activities and accomplishments at the state and national level.



The National Scenic Byway Foundation is a non-profit organization that works to strengthen and support Byways at the national level, while advocating for renewed Federal funding opportunities. Membership with the National Scenic Byway Foundation is open to individuals, Byway Organizations, businesses, tourism/marketing organizations and government agencies. The Florida Scenic Highway Program purchased a membership in 2019, which provides Byway Organization leaders and District Scenic Highway Coordinators access to training materials, national expertise, library resources and provides national promotion of the scenic highways through advocacy and marketing campaigns.

<https://nsbfoundation.com>

VISIT FLORIDA®

Visit Florida is a public/private partnership that acts as the State's official tourism marketing corporation, providing advertising campaigns, promotional programs, and other advocacy to promote Florida tourism across the globe. The FSHP and Visit Florida have a long-standing, beneficial partnership that has allowed Florida's scenic highways to be prominently featured on the Visit Florida website where they are able to reach a wide audience of potential domestic and international visitors. The Scenic Highways page provides a tourism and trip-planning resource for each byway with information on the location, best time to visit, easiest mode of travel, and other fun facts and information to make a memorable scenic highway adventure.

<https://www.visitflorida.com/en-us/travel-ideas/scenic-florida-drives.html>

Lemon Bay/Myakka Trail Scenic Highway



Indian River Scenic Highway - Belted Kingfisher



Big Bend Scenic Byway

National Scenic Byway Designations and Future Funding

The Reviving America's Scenic Byways Act of 2019 breathed new life into the National Scenic Byways Program, opening the door for new National Scenic Byway and All-American Road designations across the United States. Many Florida scenic highways took advantage of this long-awaited opportunity, submitting applications for both national designations. The announcement for new National Scenic Byways occurred in February 2021 and Florida was fortunate to receive three new designations, although the A1A Scenic and Historic Coastal Byway already held the National Scenic Byway designation:

A1A Scenic & Historic Coastal Byway	All-American Road
River of Lakes Heritage Corridor	National Scenic Byway
Scenic Highway 30A	National Scenic Byway

The newly-designated National Byways above will join the existing National Byways shown below:

Big Bend Scenic Byway	National Scenic Byway
Florida Black Bear Scenic Byway	National Scenic Byway
Florida Keys Scenic Highway	All-American Road
Indian River Lagoon National Scenic Byway	National Scenic Byway
Ormond Scenic Loop & Trail	National Scenic Byway

With renewed interest in the National Scenic Byways Program, Congress has taken steps to further advance the program by allocating \$16 million in dedicated scenic byways funding in the 2021 stimulus bill. This dedicated funding will be distributed through a competitive grant program scheduled to open summer 2021.

Measuring the Impact of Florida Scenic Highway Designation

FDOT Research Project BDV25-977-61 Measuring the Impact of Florida Scenic Highway Designation was completed in July of 2020 by a University of South Florida research team to support the FDOT in efforts to evaluate and quantify the economic and quality of life contributions of the Florida Scenic Highway Program to the state and the local communities along Florida's scenic byways.

The research project consists of a comprehensive assessment of the characteristics of each scenic highway, an update to the statewide Florida Scenic Highway Visitor Survey, an accompanying user-friendly data analysis tool, a local quality of life survey targeting residents along the individual scenic highways, a supporting data analysis tool, and a quantitative economic impact tool that estimates the economic impacts of scenic highways on their local communities.

More detailed information on the research project, results, and next steps can be found online at the following links:

<https://fdotwww.blob.core.windows.net/sitefinity/docs/default-source/research/reports/fdot-bdv25-977-61-sum.pdf>

<https://fdotwww.blob.core.windows.net/sitefinity/docs/default-source/research/reports/fdot-bdv25-977-61-rpt.pdf>

In addition to the statewide economic impact study, FDOT District 5 completed individual studies for the Scenic Sumter Heritage Byway and River of Lakes Heritage Corridor to measure the economic impact each byway has on their surrounding communities. More detailed information on each of these studies can be found online at the following links:

<https://fred.ifas.ufl.edu/DEStudio/html/EconomicImpactAnalysis/ScenicSumterHeritageJan19.pdf>

<https://sites.clas.ufl.edu/fsrc/files/ROLHC-Report-Draft-Final.pdf>

Annual Statewide Meeting

Due to the impacts of COVID-19, the Annual Statewide Meeting was not held in 2020. Under normal circumstances, the statewide meeting would welcome byway organization leadership, scenic highway coordinators, volunteers, local governments, byway partners, and other advocates from across the state to discuss a variety of interesting and relevant scenic highway topics. The Annual Statewide Meeting will resume in Spring 2022.

2020 Garry Balogh Inspiring Excellence Award Recipient

The Garry Balogh Inspiring Excellence Award was created in 2014 to honor the lasting impact of Garry Balogh on the Florida Scenic Highways Program during his 20 years serving as the FDOT District 5 Scenic Highway Coordinator. The award is the highest honor given out by the FSHP, which recognizes the leadership, innovation, stewardship, and inspiring achievements of an individual or organization that has made a lasting impact on one or more scenic highways, byway communities, or the statewide program.

Although the award was not given out in 2020, it still serves a testament to the hard work and dedication of all those that volunteer their time to make an impact on Florida's scenic highways. Past recipients of the Garry Balogh Inspiring Excellence Award are listed below:

- | | |
|--|------|
| » Friends of A1A Scenic & Historic Coastal Byway | 2015 |
| » Jean Wallace | 2016 |
| » Glenn Burns | 2017 |
| » Dawn Cary | 2018 |
| » Judy Hull | 2019 |



A1A Scenic & Historic Coastal Byway



Our Scenic Highways Map

For byway location and driving directions, refer to floridascenichighways.com.



A1A Ocean Islands Trail

During 2020, the A1A Ocean Islands Trail Byway Organization developed a digital tour utilizing the Geo Tourist mobile application, creating a location-based audio tour that allows users to learn about the history and notable landmarks while traveling along the byway. The A1A Ocean Islands Trail byway organization hopes that this new app-based digital tour will enhance the visitor experience and attract new visitors to the byway.

To coincide with the byway's five-year anniversary, the byway organization updated their corridor map to include new information like electric vehicle charging stations and key resources along the byway. In addition to updating the corridor map, the byway organization updated their fact sheet with relevant and current information on the scenic highways program, the byway story and history, the byway organization's mission, key resources along the byway, and recent notable accomplishments. Both efforts will enhance the A1A Ocean Islands Trail experience for visitors and residents alike and can be used as marketing material to promote the byway.

<https://www.visitflorida.com/en-us/travel-ideas/scenic-a1a-ocean-islands-trail-drive.html>

A1A Scenic & Historic Coastal Byway

Already a National Scenic Byway, the Friends of A1A Scenic & Historic Coastal Byway took advantage of the opportunity to submit for National Byway designation, submitting an application for the All-American Road designation, which included more than 40 letters of support from local, state, and federal agencies. The application was a success and the A1A Scenic & Historic Coastal Byway is now an official All-American Road.

The byway was also busy in 2020 with a variety of activities that included the Kids Ocean Day Florida Poster Contest to create awareness of the byway and the International Coastal Cleanup where members of the community and organizations along the byway spent a full Saturday in September cleaning up beaches and waterways in Flagler and St John's Counties. The 9th Annual Spoonbills & Sprockets Cycling Tour was held this year as a virtual event due to COVID-19, but the 10th Anniversary Tour will be held in-person in 2021. The byway organization also continued the 12th Annual Super Scenic Garage Sale in 2020 with over 100 miles of shopping and small business visibility along the byway.

The Friends of A1A Scenic & Historic Coastal Byway also worked to improve the byway visitor experience in 2020 by updating the A1A Scenic Byway Mobi Tour, which is a mobile application, to include an "Eat, Shop, & Play Along A1A" function to highlight local dining, retail, and other attractions along the byway. In coordination with the update of the Mobi Tour app, the byway organization also launched the A1A Scenic Byway 20th Anniversary Map, which was designed as a brochure using local artist's photography to highlight sites along the byway and to be included at Visit Florida Welcome Centers on major interstates.

<https://scenica1a.org/>



Big Bend Scenic Byway

The Big Bend Scenic Byway Organization focused their efforts in 2020 on completing the final design of exhibit panels and signage along the byway as part of their 2010 Wayshowing and Interpretative Plan, which was funded with a National Scenic Byway grant in 2011. This year's efforts included the final design of 64 exhibit panels along the byway, redesign of the primary and secondary portal signs at entrance portal kiosks, and updated design of the approach markers for 32 exhibit and portal sites to help byway visitors more easily navigate between the Forest and Coastal Trails. The implementation of the Wayshowing and Interpretative Plan has been a multi-year collaboration between the Byway Organization, Leon County, FDOT and the many volunteers dedicated to maintaining and improving the Big Bend Scenic Byway experience. Construction of the exhibit panels and signage will be overseen by Leon County Public Works.

The Big Bend Scenic Byway was also busy in 2020 maintaining their websites and building their social media presence to ensure that potential visitors and the traveling public have all the information they need to plan their next scenic byway trip.

<http://www.floridabigbendscenicbyway.org/>

Broward County A1A Scenic Highway

Although the byway organization has not met in recent years, several improvement projects along the byway were completed in 2020. A lighting and landscaping project was implemented by FDOT to enhance the corridor and the A1A Scenic Byway/Barrier Islands Greenway project is under development to establish A1A as a multimodal corridor with a network of paths connecting public beaches, communities, resorts, restaurants, and other attractions along the corridor. Signage and other wayfinding markers will allow visitors to navigate throughout the greenway.

In early 2020, the FDOT and the Broward MPO worked with local tourist and development partners to identify opportunities and interest in re-establishing and reviving the Broward County A1A Scenic Highway byway organization so that this local resource may continue to be a destination for local and out-of-town visitors for years to come.

<https://www.sunny.org/scenichighway/>



Broward County A1A Scenic Highway



Big Bend Scenic Byway



A1A Oceans Islands Trail



A1A Scenic & Historic Coastal Byway

Courtney Campbell Scenic Highway

The Courtney Campbell Scenic Highway was busy in 2020 volunteering for several Courtney Campbell Coastal Cleanup Events in coordination with the Keep Tampa Bay Beautiful and Keep Pinellas Beautiful organizations. These events included hundreds of volunteers and many hours of cleanup, resulting in thousands of pounds of litter and debris being collected and removed along the causeway.

2020 also saw a handful of infrastructure projects begin along the corridor that will ultimately enhance the byway visitor experience with improvements to the highway, trails, and nearby waterways. The FDOT began a project to upgrade lighting and ITS devices to improve visibility and traffic operations along the corridor. The ongoing Pinellas County Trail Amenities project will provide at least four rest areas and other amenities along the Pinellas section of the trail, similar to those found in the Hillsborough County portion. The project is estimated to be completed in 2021. The Cooper's Point Water Quality and Habitat Improvement Project is ongoing and will improve water circulation, widening and dredging, and make improvements to recreation areas once complete. Although not directly managed by the byway organization, each of these projects, once completed will enhance the visitor experience along the Courtney Campbell Scenic Highway.

<https://www.tbrpc.org/scenic/>

Florida Black Bear Scenic Byway

The Florida Black Bear Scenic Byway organization developed a monthly newsletter in 2020 that they began sending in coordination with the byway meeting minutes via email to inform interested stakeholders of the various meetings and activities of the byway organization. The newsletter provides updates and information including the organization's efforts, information on the Ocala National Forest region, bear populations, and other interesting or newsworthy information along the byway. Articles for the newsletter are submitted by volunteers, board members, or other individuals interested in supporting the byway.

In an effort to increase funding opportunities to support the Florida Black Bear Scenic Byway, the byway organization researched and identified grant opportunities from private foundations that could be used to implement the byway master plan. Funding applications that included cost estimates and projects schedules were developed and submitted to Subaru Corporation, Bass Pro Shops, and Polaris Inc. Although no funding awards have been received to date, the byway organization will continue to explore funding opportunities to improve and enhance the Florida Black Bear Scenic Byway.

<https://floridablackbearsenicbyway.org/>



Courtney Campbell Scenic Highway



Florida Black Bear Scenic Byway

Florida Keys Scenic Highway

Like many other byway organizations, the Florida Keys Scenic Highway was greatly impacted by COVID-19 and was unable to hold byway meetings or complete any projects in 2020. Although no byway projects were completed, FDOT District 6 did perform various maintenance activities along the highway that included new fencing, debris removal, shoreline stabilization, mile marker replacement, tree removal, and other landscaping projects that will improve the roadway and enhance the scenic highway visitor experience.

In 2019, the Florida Keys Scenic Highway received the National Scenic Byways Foundation Marketing and Communications Award for the byway organization's efforts in developing an innovative mobile app to enhance the byway visitor experience that includes narrated driving tours, points of interest, amenities, and fun facts about the byway. Along with information about the scenic highway, the app allows the user to search for and book accommodations, attractions, and restaurants in the area. The award was received by the byway organization in early 2020.

<https://www.scenichighwayflkeys.com/>

Green Mountain Scenic Byway

The Green Mountain Scenic Byway used 2020 to improve their virtual and online presence by updating the byway website, creating a GeoTourist virtual tour, and holding bi-monthly byway organization meetings online. The byway organization performed a comprehensive audit of the existing website, which has been in place for ten years, that included a review of content, information, and internal and external web links. Updates were made to out-of-date information and links as needed. The GeoTourist virtual tour was developed in the spring and helps byway visitors navigate the route and provides educational information on 17 significant resources along the byway that have contributed to its history.

Like many other byways in Florida, the Green Mountain Scenic Byway took advantage of The Reviving America's Scenic Byway Act of 2019 to submit an application for the National Scenic Byway designation in 2020, which included documenting the byway's intrinsic qualities, the byway story, and the regional importance and recognition of the byway. Members of the byway organization also volunteered for the Lake Apopka Scenic Trail 30k Run and gave a byway tour to staff from FDOT District 5.

<https://greenmountainbyway.org/>



Halifax Heritage Byway

2020 was an exciting year for the Halifax Heritage Byway as it was officially designated as a Florida Scenic Highway, which required a Letter of Interest, Eligibility Application, and the development of a Byway Management Plan to be considered as Florida's newest scenic highway. Looking forward, the byway organization will be focusing their efforts on implementing the management plan, celebrating the designation, increasing their membership and community engagement activities, and establishing the not-for-profit status of the byway organization.

To increase their visibility in the local community and expand their reach to visitors from all over, the byway organization established a Halifax Heritage Byway Facebook page to announce byway and community events, recognize local business, and to tell the story and history of the byway and its organization. The Facebook page has already been a great success, generating significant web traffic, likes, and shares.

<https://www.visitflorida.com/en-us/travel-ideas/florida-scenic-highway-the-halifax-heritage-byway.html>

Heritage Crossroads: Miles of History

The Heritage Crossroads Heritage Highway celebrated the 100th anniversary to the 19th Amendment granting women the right to vote in 2020. In a supporting role to the Flagler County Historical Society, the byway organization utilized community education and other engagement opportunities to promote the history of the women's suffrage movement and local women's voting rights pioneer Alice Scott Abbott.

In partnership with the Daytona State College History Department, the byway organization worked with local students to develop a series of podcasts to tell the Heritage Crossroads byway history and highlight the special resources along the byway. These podcasts were added to the byway's website and made available to the public. The byway stayed busy in 2020 with the addition of new board members, updates to their social media sites, and the development of a series of oral byway histories in coordination with the Flagler County Historical Society.

<http://heritagecrossroadshighway.org/>



Halifax Heritage Byway



Heritage Crossroads: Mile of History

Indian River Lagoon – Treasure Coast Scenic Highway

The Indian River Lagoon – Treasure Coast Scenic Highway continued holding quarterly byway meetings in coordination with the St. Lucie TPO who provided technical support to the byway organization with staff, meeting notices, facilities, agenda development, and meeting minutes. The byway organization also worked with the St. Lucie TPO in 2020 to update and maintain the scenic highway website, which highlights features and attractions along the byway and also includes an interactive map, image gallery, and calendar of events.

Each fall, the Indian River Lagoon – Treasure Coast Scenic Highway conducts a social media campaign led by the St. Lucie TPO to promote the byway and engage potential visitors. The general strategy was changed for 2020 due to COVID-19, with a longer four-week engagement period centered around various themes including events, holidays, history, and local businesses and merchants.

<https://www.treasurecoastscenichighway.com/>

Indian River Lagoon National Scenic Byway

Although no projects were completed by the Indian River Lagoon National Scenic Byway in 2020 due to the impacts of COVID-19, the byway organization did remain active throughout the year, while establishing online byway meetings to stay engaged with byway stakeholders. The byway organization continued to maintain and manage the coalition website, stayed active on social media, developed presentations for local and regional planning authorities, participated in various events and festivals, and celebrated the byway's 20th anniversary.

Looking forward to 2021, the Indian River Lagoon National Scenic Byway plans on enhancing the byway kiosk program with additional kiosks along the byway, continuing guest lectures at byway coalition meetings, enhancing their social media presence and engagement, and continuing to build the byway organization's membership.

<https://www.indianriverlagoonbyway.com/>



Indian River Lagoon National Scenic Byway - Spoonbills



Indian River Lagoon - Treasure Coast Scenic Highway

J.C. Penney Memorial Scenic Highway

The J.C. Penney Memorial Scenic Highway used 2020 to focus on a variety of activities that could be accomplished within COVID-19 guidelines by meeting in small socially distanced groups. The byway organization was able to update their five-year Byway Management Plan, submit an application for a commemorative postage stamp honoring the 150th birthday of J.C. Penney in 2025, as well as an application to designate Penney Farms as a Tree City USA, which was approved in December.

The byway organization also worked in partnership with the Town of Penney Farms and the Penney Farms Historical Society to convert a vacant volunteer fire department building into a historical museum to highlight the rich local history of Penney Farms and the J.C. Penney Memorial Scenic Highway. The byway organization and its members are looking forward to a more active and eventful 2021.

<http://jcpenneyscenichighway.org/>

Lemon Bay/Myakka Trail Scenic Highway

A BAR was not submitted in 2020.

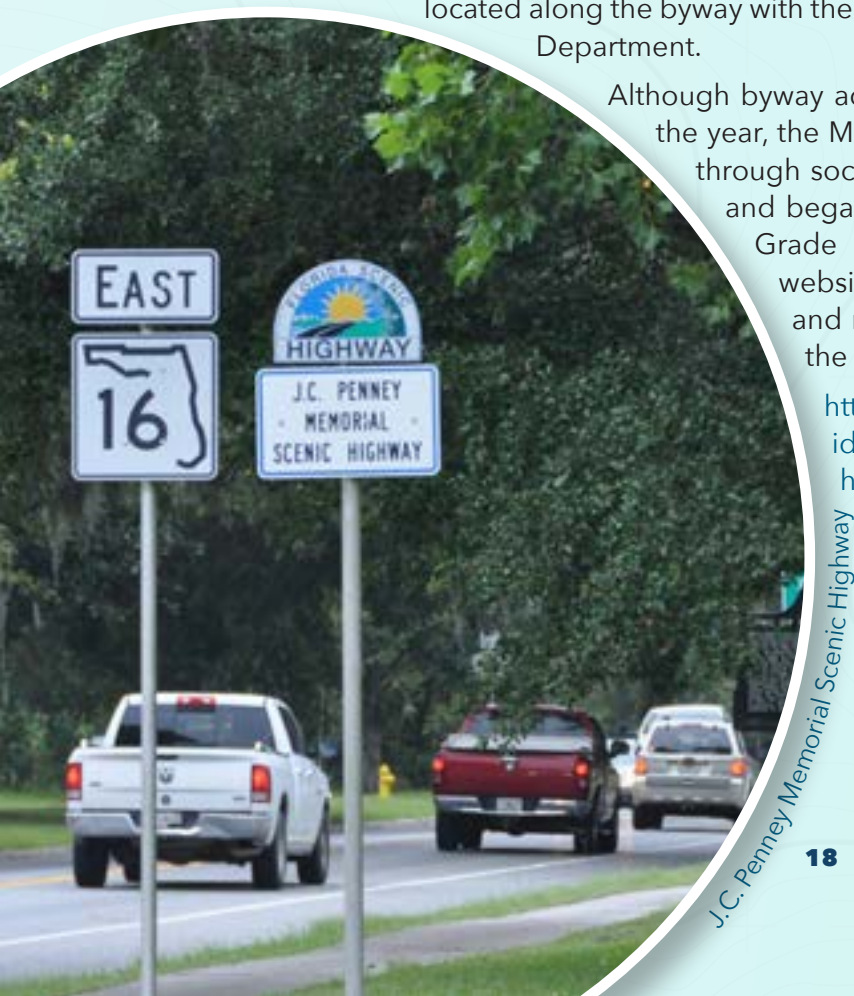
<https://www.visitflorida.com/en-us/travel-ideas/lemon-bay-myakka-trail-scenic-drives.html>

Martin Grade Scenic Highway

The Martin Grade Scenic Highway started 2020 off with a byway drive-through, site visit, and planning assessment of the entire scenic highway corridor. The byway organization identified key stakeholders, potential kiosk sites, and made a site visit to an inactive volunteer fire station located along the byway with the help of the Martin County Parks & Recreation Department.

Although byway activities slowed down after the beginning of the year, the Martin Grade Scenic Highway remained active through social media, engagement with the community, and began the process of adding a dedicated Martin Grade Byway page to the Keep Martin Beautiful website. FDOT District 4 also led a project to install and replace byway signage along the corridor in the fall.

<https://www.visitflorida.com/en-us/travel-ideas/martin-grade-scenic-florida-drive.html/>



Old Florida Heritage Highway

While the Old Florida Heritage Highway does not currently have a dedicated byway organization, volunteers from the community, local governments, and the University of Florida continue to support the byway and actively work to attract residents and visitors. In August, the byway was featured in the August edition of Visit Gainesville's What's Good Guide where a link was provided to a self-guided byway tour. The link was available to nearly 31,000 website visitors and received nearly 200 clicks.

<https://www.visitflorida.com/en-us/travel-ideas/old-florida-heritage-scenic-drives.html>

Ormond Scenic Loop & Trail

The Ormond Scenic Loop & Trail began 2020 with plans to hold professionally guided public trail walks in the spring and fall, which have been a popular byway organization activity since 2008. Due to the impacts of COVID-19, both trail walks were cancelled this year, but the byway organization is hopeful that the walks can continue in 2021.

The byway organization was busy with other activities in 2020 that included cleaning debris and monitoring recently planted native Florida trees at the Michael Crotty Bicentennial Park and began researching residential canopy tree planting incentive programs to encourage residents along the byway to replace or replant trees to enhance the natural look of the neighborhood and byway. The Ormond Scenic Loop & Trail byway organization plans to bring a proposal to the City of Ormond Beach for this program in the future. The byway organization also continued their coordination efforts with the Tomoka State Park to build an observation platform on the Red Trail within the park among other efforts to preserve and enhance the natural environment along the byway.

<http://www.ormondscenicloopandtrail.com/>



Martin Grade Scenic Highway



Old Florida Heritage Highway - Herlong Mansion



Ormond Scenic Loop & Trail

Palma Sola Scenic Highway

The Palma Sola Scenic Highway was the beneficiary of multiple landscaping and beautification efforts in 2020 that will preserve and enhance the visitor experience along the byway. The City of Bradenton completed an effort to replace six Sabal Palm trees and one Seagrape tree along the causeway that were previously removed for a wastewater construction project and will be replacing bollards and rope that separate byway visitors from the parking areas in the near future.

<https://www.visitflorida.com/en-us/travel-ideas/palma-sola-scenic-florida-highway.html>

Pensacola Scenic Bluffs Highway

Even though no projects were completed by the Pensacola Scenic Bluffs Highway in 2020, the byway organization remained active with outreach efforts through the Bike/Ped working group, whose mission is to prioritize pedestrian safety and raise awareness of the scenic highway. The Mallory Heights Park #3, located along the byway, was chosen by a member of a local Boy Scout Troup for his Eagle Scout Project. The Scouts built benches that also convert into picnic tables. The tables will provide a welcome space for byway and park visitors to rest in the shade.

<https://www.visitflorida.com/en-us/travel-ideas/pensacola-scenic-bluffs-highway.html>



Pensacola Scenic Bluffs Highway



Scenic Highway 30A

Palma Sola Scenic Highway

River of Lakes Heritage Corridor

The River of Lakes Heritage Corridor worked in close coordination with FDOT District 5 in 2020 to develop an application for the National Scenic Byway designation in response to the Reviving America's Scenic Byways Act of 2019, which allowed for the first new national designations since 2012. The byway organization prepared a comprehensive application package that met all the federal application requirements. In the Spring of 2021, the River of Lakes Heritage Corridor was awarded the designation and named one of Florida's newest National Scenic Byways.

The byway organization supported FDOT District 5 in performing an economic assessment of the River of Lakes Heritage Corridor. This study documented the economic impacts that the byway has on the local economy by conducting over 800 public surveys, traffic counts and analysis along the corridor, and developing a regional economic model to assess visitor spending trends and quantify the economic benefits of the byway. The study concluded that there is significant awareness of the River of Lakes Heritage Corridor with many satisfied visitors and that those visitors spend money along the byway that contributes directly to the local economy.

The byway organization also partnered with the City of DeBary to implement complete streets strategies along the corridor, created a digital visitor tour of the byway using the GeoTourist app, maintained social media and websites, and distributed River of Lakes Heritage Corridor brochures to Florida visitor centers.

<https://riveroflakesheritagecorridor.org/>

Scenic Highway 30A

Scenic Highway 30A was busy in 2020 preparing an application for the sought after National Scenic Byway designation. In close coordination with FDOT District 3, the Friends of Scenic 30A provided documentation, byway photographs, developed goals and objectives, and received numerous letters of support from community leaders, local businesses, organizations, and community members in support of the designation. The application was submitted in May 2020 to the FHWA, while the designation was announced in February 2021. The application was successful and Scenic Highway 30A is now one of Florida's newly designated National Scenic Byways.

The byway organization also focused efforts in 2020 on the Scenic Overlook Pilot project, which will work to improve motorist access to the iconic Coastal Dunes Lake located along Scenic 30-A in an effort to improve viewing and photo opportunities for visitors of the lake and byway. This project is currently in the early planning stages, using the scenic overlook concept that is a feature of many National and State parks as a model for their efforts.

<https://30a.com/>



River of Lakes Heritage Corridor

Scenic Sumter Heritage Byway

While many byway organizations were limited by COVID-19 in 2020, the Scenic Sumter Heritage Byway worked to remain active throughout the year. The byway organization developed and submitted a National Scenic Byway Nomination application in coordination with FDOT District 5, although they were not selected this application cycle. To enhance the visitor experience along the byway, several tools were developed including a translator widget on the byway website and a GeoTourist digital tour that highlights 12 of the byway's most significant resources.

The Scenic Sumter Heritage Byway kiosk program was the beneficiary of a new kiosk in the downtown Bushnell Park Plaza. Discussions with the City of Bushnell began in 2019, with installation of the kiosk in Fall of 2020, and final kiosk graphics planned for installation in Spring 2021. In February, the 2nd Annual Clays2Raise Sporting Clays fundraiser event was held in partnership with Blackjack Sporting Clays in Sumterville to create awareness and raise money for the Scenic Sumter Heritage Byway. Around 30 shooters participated in this year's event along with numerous event volunteers that worked to make the event a success and spread the word about Sumter's scenic countryside, historic sites, and other special features along the byway.

In November, the byway organization held their first annual Fish-in-the-Pan Bass Fishing Tournament in partnership with Coastal Angler Magazine, and the Panna Vista Lodge as the event host. The event included morning fishing, afternoon story-telling, a fish weigh-in, silent raffles, prize drawings, and an awards ceremony. Proceeds from the event went to the byway organization's I-75 Veterans Memorial gateway project.

<https://sumterbyway.com/>

Suncoast Scenic Parkway

A BAR was not submitted in 2020.

<https://www.visitflorida.com/en-us/travel-ideas/scenic-florida-suncoast-parkway.html>

Tamiami Trail - Windows to the Gulf Scenic Highway

Although no Tamiami Trail - Windows to the Gulf Scenic Highway projects were complete and no byway meetings were held in 2020 due to COVID-19, a significant amount of partnered projects along the byway were initiated that will improve the byway corridor and enhance the visitor experience once complete. These projects included improvements to the transit system along the corridor, sidewalk enhancements and connections, bike lanes, traffic operations and signal timing improvements, intersection improvements, roundabouts, resurfacing, and planning studies that will allow the Tamiami Trail - Windows to the Gulf Scenic Highway to continue attracting visitors for years to come.

<https://www.visitflorida.com/en-us/travel-ideas/tamiami-trail-florida-scenic-drives.html>



The Ridge Scenic Highway

The Ridge Scenic Highway was unable to hold their Annual Scenic Highway Yard Sale in 2020 due to COVID-19, but they remained active with quarterly board meetings held remotely with video technology. The byway organization continued to promote the scenic highway on social media and their website to keep residents and visitors informed. The Ridge Scenic Highway website was updated in 2019 and has received nearly 1,500 new views, with the majority of those coming from new website visitors. The website features information on the scenic highway, the vision and mission of the byway organization, meeting, and event information, and will highlight local businesses and restaurants along the byway in the future.

Though no projects were completed by the byway organization, the City of Lake Wales did complete an application for a trail connection along the scenic highway that was submitted to the Polk TPO as a Transportation Priority Project.

<https://www.ridgescenichighway.com/>

William Bartram Scenic & Historic Highway

The William Bartram Scenic & Historic Highway took the opportunity to move forward with plans to enhance the byway visitor experience in 2020 by executing a lease with St. Johns County for the Switzerland Community Center. The byway organization has plans to convert the unused community center into a museum and byway welcome center to highlight the history and significant resources of the William Bartram Scenic & Historic Highway. The byway organization actively worked in 2020 to identify volunteers for various organizational positions, maintained their corporate and not-for profit certifications, performed outreach efforts to residents and local news organizations to promote the byway, and initiated discussion with the Bartram Trail Society of Florida to establish local partnerships focused around the history of William Bartram.

<http://bartramscenichighway.com/>



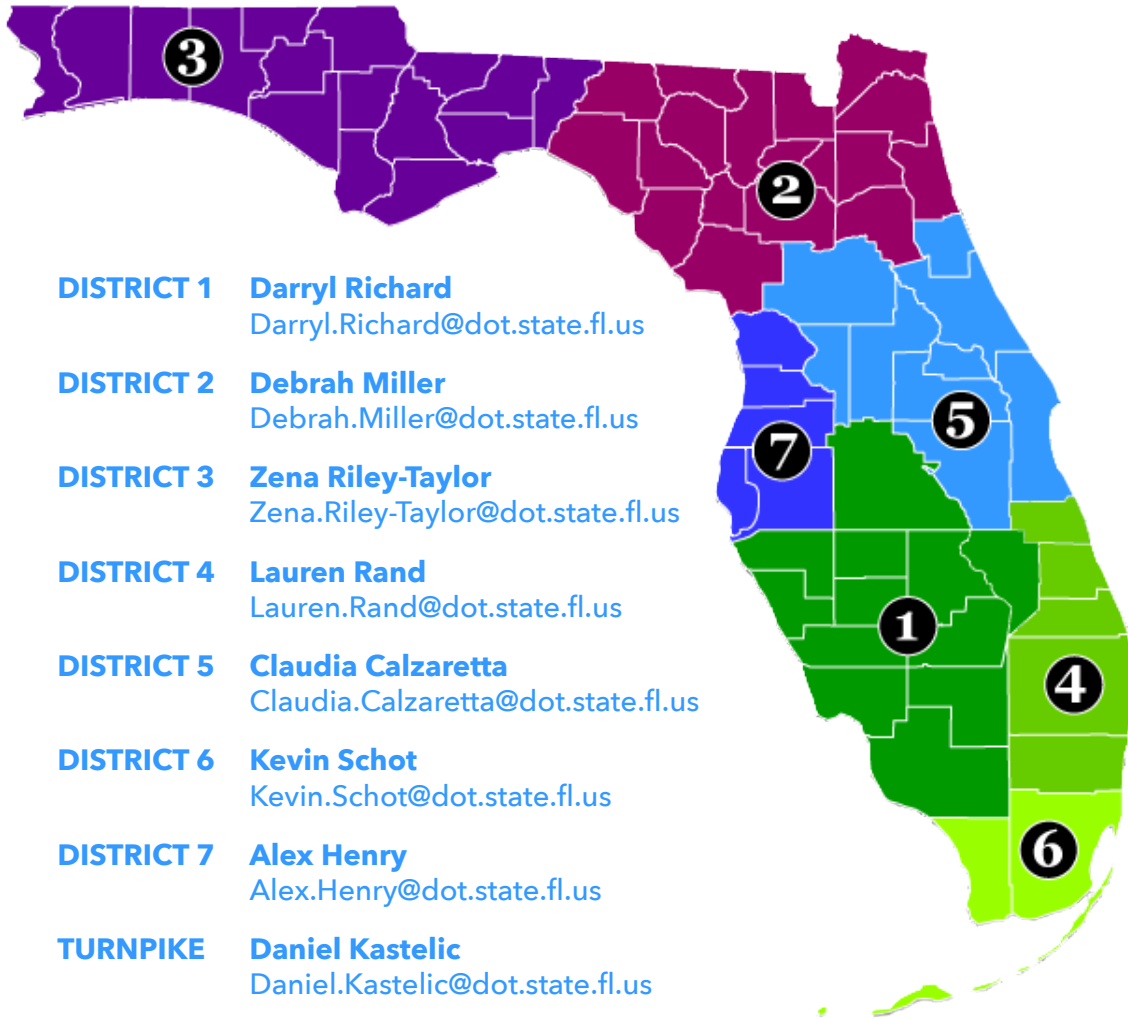
The Ridge Scenic Highway



William Bartram Scenic & Historic Highway

Scenic Sumter Heritage Byway

FSHP District Scenic Highways Coordinators





Indian River Lagoon National Scenic Byway - Florida Scrub Jay

