

FRIENDS OF A1A SCENIC & HISTORIC COASTAL BYWAY, INC.

2026 BYWAY WORK PLAN

The map displays the A1A Scenic & Historic Coastal Byway route from Jacksonville to Ormond Beach. Key locations include Jacksonville, Jacksonville Beach, Ponte Vedra Beach, St. Johns, St. Augustine, Palm Coast, and Ormond Beach. The map also shows major roads like I-95, I-10, and US-1, and various landmarks such as the Guana Tolomato Matanzas National Estuarine Research Reserve, Castillo de San Marcos National Monument, and St. Augustine Lighthouse and Maritime Museum. A legend identifies symbols for A1A Gateway Signs, EV Charging Stations, Visitor Centers, and the A1A Byway. Logos for America's Byways and Florida Scenic Highways are also present.

Below the map is a photo collage of scenic and historic sites along the byway:

- Seaside & Historic A1A Coastal Byway logo featuring a pink roseate spoonbill.
- 17th BEIR - Guana Tolomato Matanzas National Estuarine Research Reserve.
- Castillo de San Marcos National Monument.
- St. Augustine Lighthouse and Maritime Museum.
- Brig Lend Bog.
- Marronard Hammock.
- St. Augustine Beach Splash Park.
- Flagler Beach.
- PGA Headquarters, Palm Jeddah.
- Vilano Beach.
- Matanzas Hill.
- STANORR Education Center.
- SportsBills & SportsBills Cycling Tour.

A1A Scenic & Historic Coastal Byway | 2026 Byway Work Plan | www.scenica1a.org

INTRODUCTION

The [Friends of A1A Scenic & Historic Coastal Byway](#) is a 501(c)3 organization chartered to engage stakeholders in the intrinsic value and the positive return on investment of the A1A highway in St. Johns and Flagler counties. The purpose of this [2026 Work Plan](#) is to clearly define the efforts of the organization for the upcoming year.

Byway Background

The [A1A Scenic & Historic Coastal Byway](#) is a 72-mile segment of State Road A1A from the most northern point of St. Johns County, Ponte Vedra Beach, south through Vilano Beach, St. Augustine, St. Augustine Beach, Butler Beach, Crescent Beach, Marineland, The Hammock, Beverly Beach, and Flagler Beach, ending at the southernmost point of Flagler County. It is not only a Florida Scenic Highway, but in 2002, the route was also designated a National Scenic Byway, and as Florida's second All-American Road on February 16, 2021 by the U.S. Secretary of Transportation. This means that the corridor is part of a distinctive collection of America's Byways that includes routes like the Blue Ridge Parkway, the Pacific Coast Highway, and the Great River Road.

Guiding Principles

The [Friends of A1A](#) have long been guided by core values that include resource protection, transportation planning and safety, community and government support and participation, education and communication, economic development and tourism, and organizational development and sustainability. These values are reflected below in the organization's existing mission, vision, goals and objectives, and continues to be the foundation from which the byway organization builds.

Mission

To protect, promote, preserve, and enhance the outstanding scenic, historic, natural, recreational, archeological, and cultural resources of the A1A Scenic & Historic Coastal Byway in a manner that brings value to the byway community, provides a unique experience for visitors the world over, and encourages an unhurried lifestyle and ambiance of "Old Florida".

Vision

From international visitors to long-time residents, the sun rises and sets on the preservation of A1A's unique resources. Because of the unique resources, the journey along A1A is the destination that allows everyone to create memories of this byway community that will bring them back for generations. Throughout our Byway, all the local governments will have adopted an Overlay District into their comprehensive development plans as a means of offering special protection of these resources. This

will ensure our Byway is protected and complements the natural surroundings and enhanced Old Florida atmosphere. Our stakeholders along the corridor will continue to take great pride in their treasured scenic corridor, and will remain united in their efforts to protect A1A's intrinsic resources and keep the corridor safe and inviting.

This unique segment of the Florida coastline, where Ponce de Leon discovered La Florida in 1513, is now our byway.

GOALS AND OBJECTIVES

Goal 1.0 Protect and Enhance the Unique Resources along the Byway Corridor

Objective 1.1 *Maintain an up-to-date inventory of the Byway's unique resources. Partially completed, Targeted Goal 2026*

Objective 1.2 *Encourage the creation of special protection measures for the Byway corridor's resources through the local government comprehensive planning and development review processes. Ongoing*

Objective 1.3 *Coordinate with local, state, and federal agencies to ensure the protection of the Byway's resources. Ongoing*

Objective 1.4 *Promote community partnerships for litter control. Ongoing*

Objective 1.5 *Promote the use and proper maintenance of native Florida landscape along the Byway. Ongoing*

Objective 1.6 *Promote a Scenic Conservation Plan to eliminate overhead utility lines, communication towers, and billboards from the corridor view shed within the land development code of St. Johns and Flagler counties. Ongoing*

Objective 1.7 *Promote the implementation of a Wildflower Program along the Byway. Identify opportunities to work with adjacent byways (Bartram Trail) 2026*



Goal 2.0 Encourage Comprehensive Transportation Planning of the Byway Corridor

Objective 2.1 *Support smart and comprehensive planning initiatives for adjacent land use, access, acquisition, and development decisions along the corridor. Ongoing*

Objective 2.2 *Encourage aesthetic enhancements that reinforce the unique nature of the Byway. Ongoing*

Objective 2.3 *Encourage multi-modal transportation alternatives throughout the Byway corridor. Ongoing*

Objective 2.4 *Improve highway safety and pedestrian safety by encouraging comprehensive engineering solutions. Ongoing*

Objective 2.5 *Support the design, construction and maintenance of a multi-use trail (MUT) along the entire length of the Byway. The trail will provide a focus on safe*

transportation options and a wide range of recreation, health and economic benefits to the people, communities and businesses along the A1A Byway Corridor. ***Targeted**

Objective 2026 – Dedicated Funding

Objective 2.6 Support the resiliency of the Scenic A1A corridor. **Ongoing**

Goal 3.0 Initiate and leverage the continued support and participation of government agencies, community residents, and local businesses in Byway program activities and corridor planning decisions.

Objective 3.1 Generate support and establish collaborative partnerships with the local, state, and federal government agencies, including elected officials and staff.

Ongoing

Objective 3.2 Generate support and establish collaborative partnerships with the community residents. **Ongoing**

Objective 3.3 Generate support and establish collaborative partnerships with the private sector. **Ongoing**

Goal 4.0 Increase awareness of the beauty, ambiance, and uniqueness of the Byway's resources and promote the Byway as a traveling experience

Objective 4.1 Enhance an education program to educate travelers and residents about uniqueness of Byway corridor and its resources. **Ongoing**

Objective 4.2 Maintain and enhance the Friends of A1A website and other social media tools. **Ongoing**

Objective 4.3 Strengthen relationships to educate builders, developers, and contract workers to foster appreciation for beauty of A1A. **Ongoing**

Objective 4.4 Provide multi-lingual options for an enhanced visitor experience consistent with an All-American Road designation. ***Targeted Objective 2026;**

AAR A1A Map, Website, Collateral

Goal 5.0 Encourage sustainable economic development and tourism activities that preserve and enhance the Byway

Objective 5.1 Encourage compatible, low-impact development takes place along the Byway. **Ongoing**

Objective 5.2 Support marketing plans that promotes the Byway as a tourist destination. **Ongoing**

Objective 5.3 Encourage development of destination-based businesses. **Ongoing**

Objective 5.4 Encourage the development and implementation of tracking tools that document the financial impact that the A1A scenic highway designation has on the local economy. **Ongoing**

Objective 5.5 Support improvements that enhance the byway's visitor experience. **Ongoing**

Goal 6.0 Ensure the long-term sustainability and success of the Friends of A1A organization.

Objective 6.1 Continue to assist the Board and Byway Administrator in meeting needs of the corridor. **Ongoing**

Objective 6.2 Continue to enhance the Friends of A1A organization through its membership.

***Targeted Objective 2026 – 250 Individual/Family, 100 Business, 5 Crew of 72**

Objective 6.3 Increase visibility and political clout of the Byway organization with annual presentations to elected and civic organizations. **Ongoing**

Objective 6.4 Fulfill administrative duties to maintain the Byway designation. **Ongoing**

Objective 6.5 Finalize and Implement a byway management plan update consistent with state and federal requirements. **Completed 2024**

Objective 6.6 Define and promote community involvement program. **Ongoing**



***RECENT ACCOMPLISHMENTS AND PROJECTS**

Part of the Board's assessment of their status was to document recent accomplishments. The Board believes that past accomplishments will help establish future actions. The following accomplishments are part of a larger implementation strategy that is consistent with the organizations long term focus (Mission, Vision, Goals, and Work Plan).

- ✦ Completed 2025 FDOT FSHP Annual Report – January 2025
- ✦ Participated in the SJC New Year 2025 Trash Bash – January 2025
- ✦ A1A Scenic Byway Map distribution to I-10 Pensacola Welcome Center (Florida state line) by Danielle Anderson – January 2025
- ✦ Hosted professional consulting team Nexus 360 for organizational development and strategic planning – January 2025
- ✦ A1A Map Distribution to I-95, Visit Jacksonville, and St. Augustine Visitor's Center by Dani Anderson, Bob Samuels – February 2025
- ✦ Friends of A1A received proclamations designating February 16th as A1A All-American Road Day from Flagler County, St. Johns County, Flagler Beach, St. Augustine Beach, City of St. Augustine, City of Palm Coast – February - March 2025
- ✦ Review of Flagler County Comprehensive Plan by Scenic Pride with several recommendations accepted – March 2025
- ✦ Spoonbills & Sprockets Cycling Tour – March 2025
- ✦ Initiated Board projects – SEAA (Safety, Ecotourism, Art & Attractions) to further enhance A1A's support of economic development, tourism, and safety along the byway. – March 2025
- ✦ Began restoration project of A1A North Gateway Monument Sign – March 2025
- ✦ Began review of A1A Mobi Tour Signage Re-facing Project Installation, identify any missing signage and missed signs for project completion – March 2025

- ✦ Flagler Beach First Friday Pinewood Derby Race A1A Car Entry, 3rd Place Win – Rick Belhumeur, Dani Anderson – April 2025
- ✦ Hosted Kids Ocean Day Florida – Gamble Rogers State Park – April 2025
- ✦ Arbor Day Interactive Project & A1A Tabling – St. Augustine Beach – April 2025
- ✦ A1A Centennial Project: Connected with Smithsonian Institution Traveling Exhibit Service – Smithsonian Affiliations Program to discuss/collaborate on A1A Centennial Project. – April 2025
- ✦ Approved final copy of A1A Byway Management Plan (BMP Update) – April 2025
- ✦ A1A Scenic Byway Maps delivered to St. Augustine Welcome Center by Bob Samuels – May 2025
- ✦ A1A Support for Music by the Sea – June 2025
- ✦ A1A Map Project 2025-26 Kickoff – June 2025
- ✦ A1A Mega Beach Cleanup led by Elayne Byrd – July 2025
- ✦ Attend & Promote SJC VCB Social at Tea Room: Bob Samuels – July 2025
- ✦ A1A Scenic Byway Map distribution to Tallahassee Visit Florida, Highway 231 Campbellton (Alabama state line), and I-10 at Pensacola (Florida state line) by Rick Belhumeur – July 2025
- ✦ A1A Board & Partner Video Interviews for A1A Centennial Project – July, August 2025
- ✦ Annual Retreat, SEAA Projects Review and Refinement, FDOT FSHP 2026 Work Plan Workshop I – August 2025
- ✦ A1A Scenic Byway Map distribution to I-75 Welcome Center by Amy Roberson – August 2025
- ✦ Began updating the A1A Scenic Byway Intrinsic Resources List from BMP 2025 Update in St. Johns and Flagler counties – August 2025
- ✦ Q3 A1A Adopt-a-Highway Roadside Cleanups – August 2025

- ✦ Spoonbills & Sprockets 2026 Jersey Design Announced (Art Along the Byway Program) – August 2025
- ✦ Initiated A1A License Plate Development Opportunity – August 2025
- ✦ VyStar partner roadside cleanup and donation (Adopt-a-Highway Q3) – September 2025
- ✦ International Coastal Cleanup 2025 – September 2025
- ✦ Attend SJC VCB Annual Meeting: Bob Samuels, Dani Anderson – September 2025
- ✦ Surfing’s Evolution & Preservation Foundation grant requests submitted – October 2025 ‘
- ✦ Completed A1A North Gateway Monument Sign restoration project – October 2025
- ✦ A1A Super Scenic 150 Mile Garage Sale – November 2025
- ✦ Surfing’s Evolution & Preservation Foundation Grant Awards – November 2025
- ✦ Friends of A1A Volunteers of the Year 2025 Announced – Flagler Beach City Commissioner Rick Belhumeur (President/Friends of A1A) and Elayne Byrd (Secretary/Friends of A1A) – December 2025
- ✦ Annual Holiday Event – Charboozie Flagler Beach – December 2025
- ✦ A1A Roadside Cleanup Vilano Beach – December 2025
- ✦ A1A Roadside Cleanup SR 206 – December 2025

2026 ANNUAL WORK PLAN

As noted above, before the Board felt comfortable developing a work plan for the upcoming year they needed to assess where they had been. This assessment showed an organization that remains consistent with its original focus to be an advocate for the history and heritage of the communities that it touches.

In developing our 2026 Work Plan, the organization was careful to identify actions that provide continuity and carry forward past successes. All items in this 2026 Work Plan are consistent with the byway organization’s long-term focus.

Friends of A1A Annual Work Plan 2026

Program/Project (Expense)	Expense	Lead	ETA Completion	Funding Source(s)
Visitor Experience				
Website – Maintenance/Update	\$2,000	Dani	Ongoing	Fundraiser/Special Events Fundraiser/Special Events Sponsors, Ads Fundraiser/Special Events Donations/Fundraising - Completed
General Marketing and Design	\$500	Dani	Ongoing	
Map Printing – All-American Road Map 2025 (English & Spanish)	\$11,000	Dani/Rick/Bill	Jan 2026– Q1	
Mobi Tour (Maintenance) – Annual Fee	\$500	Dani	Annual	
Helm/Ruzecki Memorial Pier Plank (As Engraved Plaque)	\$275	Dani	Ongoing	
Subtotal	\$14,275			
Programs/Events				
International Coastal Cleanup	\$300	All	September	Sponsorship/Grant
Adopt-A-Highway/Roadside Litter Program	\$250	All	Monthly	Sponsorship/Grant
Kids Ocean Day Florida	\$2,000	All	April	Sponsorship/Grant
Spoonbills & Sprockets Cycling Tour + Event Insurance	\$3,500 \$500	Bob/Dani	March	Special Events/Sponsorship
Super Scenic Garage Sale	\$1,000	Bob/Dani	November	Fundraiser/Special Event
A1A Pop Up Restaurant Events	\$500	Patti/Dani	Annual	Special Event
Subtotal	\$8,050			
Administration				
Scenic A1A Overhead/ Business Office	\$2,700	Bob	Annual	Special Events/Fundraising Special Events/Fundraising Special Events/Fundraising Special Events/Fundraising
Taxes, Licenses, Memberships	\$1,500	Bob	Annual	
Organization Insurance	\$1,700	Bob	Annual	
Byway Administrator	\$9,000	Dani	Annual	

Professional Consulting Services	\$2,500	BOD	As Needed	Fundraising
Membership Committee	\$500	Dani	Annual	Special Events/Fundraising
Subtotal	\$17,900			
Total Expenses	\$40,225			

Fundraising Strategies (Revenue)	Projected Revenue	Lead	Estimated Date Revenue Available
Garage Sale	\$2,000	Bob, Dani	Fall 2024
Spoonbills & Sprockets	\$4,000	Dani	Fall 2023
All-American Road Map	\$25,000	Dani	Fall 2024
Crew of 72	\$2,000	All	Ongoing
Business Memberships Goal (25 x 100)	\$1,500	All	Ongoing
Individual/Family Memberships: <i>Goal: (100 x \$35/IND)</i>	\$1,000	All	Ongoing
TDC Grants SJC	\$2,500	Dani	2026 (tentative)
TDC Grants Flagler	\$2,500	Dani	2026 (tentative)
Surfing's Evolution & Preservation Foundation	\$7,000	Dani	2026 (tentative)
Westervelt Trust	\$500	Dani	Ongoing
Target Zero – FDOT	\$ -	Dani	2026 (tentative)
Total Revenue	\$48,000	36,000	Column #2: Minus tentative
Total Expenses	\$40,225	40,225	Expenses (Fixed)
Projected Annual Net	\$7,775		Projected. *Note: Map Revenue Shared in 2025 Budget
		(-) 4,225	Deficit Minus tentative

CONTACT INFORMATION

Rick Belhumeur, President
Mike Cumpton, Vice President

Friends of A1A

2175 Mizell Rd.

St. Augustine, FL 32080

904-425-8055

Prepared by: Danielle Anderson

Byway Program Administrator

Danielle_anderson@scenica1a.org

www.ScenicA1A.org

