Florida Scenic Highways Program
2008 Statewide Conference Proceedings

Hyatt Regency Sarasota
Sarasota, Florida
May 1st and 2nd, 2008

Hosted By:
Florida Department of Transportation

Proceedings Prepared By:
Jacobs Carter Burgess
TranSystems
May 2008
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DAY 1 – THURSDAY, MAY 1st

7:30       CONFERENCE REGISTRATION

8:30-9:45  OPENING SESSION
            Keynote Speaker: Debbie Hunt, Assistant Secretary for Intermodal Systems Development, FDOT
            Ballroom E/F

9:45-10:15 BREAK

10:20-11:05 MAKE YOURSELF KNOWN: BRANDING YOUR SCENIC HIGHWAY
            Presenters: Patty Hurd, Jonathan Mugmon, Glatting-Jackson and Arlene Kern, FDOT – Traffic Ops
            Ballroom C/D

La FLORIDA: LAND OF FLOWERS
            Presenter: Jeff Caster, FDOT- Environmental Management Office
            Ballroom E/F

11:10-11:55 BENEFITS OF YOUR VISIT FLORIDA MEMBERSHIP
            Presenter: Beth Rice, VISIT FLORIDA
            Ballroom C/D

THE GULF COAST HERITAGE TRAIL: FACILITATING PUBLIC ACCESS TO RESOURCES
            Presenter: Julia Burch, Sarasota Bay Estuary Program
            Ballroom E/F

12:00-1:30 LUNCH (ON YOUR OWN)

1:40-3:15 SCENIC HIGHWAYS ADVISORY COMMITTEE (SHAC) DISCUSSION PANEL
            Moderator: Mariano Berrios, FDOT, Andy Nicol and Lynne Marie Whately, TranSystems
            Ballroom E/F

3:15-3:45 BREAK

3:50-4:35 TOURISM DESTINATION MANAGEMENT: A NEW MODEL FOR SCENIC HIGHWAY
            DESIGNATION
            Presenter: Renee Tallevast, West Volusia Tourism Advertising Authority and River of Lakes
            Heritage Corridor
            Ballroom E/F

4:30-5:00 DAY 1 CLOSING DISCUSSION

6:30 EVENING TROLLEY TOUR & RECEPTION LEAVES FROM HYATT REGENCY

7:30 SUNSET CELEBRATION BEGINS AT THE BEACHHOUSE RESTAURANT
DAY 2 – FRIDAY, MAY 2nd

7:30  CONFERENCE REGISTRATION

8:30-8:40  AWARD PRESENTATIONS & REVIEW OF DAY 1
Ballroom E/F

8:45-9:30  BYWAY ORGANIZATIONS: AREAS CRITICAL TO SUSTAINABILITY
Presenters: Wanda Maloney and Frances Kidd, Corridor Solutions
Ballroom E/F

FLORIDA SCENIC HIGHWAYS PROGRAM WEB SITE – NEWS AND OVERVIEW
Presenter: Andy Nicol, TranSystems
Ballroom C/D

9:35-10:20  CAG & CME DISCUSSION
Moderator: Lynne Marie Whately and Andy Nicol, TranSystems
Ballroom C/D

HISTORY AND LEGACY OF THE RINGLING ESTATE
Presenter: Lynn Hobeck, Ringling Estate
Ballroom E/F

10:20-10:50  BREAK

11:00-11:45  NEWS FROM THE BYWAY LOST & FOUND- A VISITOR’S EYE PERSPECTIVE
Presenter: Dennis Adams, America’s Byways Resource Center
Ballroom E/F

11:45-1:00  LUNCH (ON YOUR OWN)

1:05-1:45  FHWA’s GRANT GUIDANCE DOs & DON’Ts
Presenter: Mariano Berrios, FDOT
Ballroom E/F

1:50-2:20  WORKING WITH THE MEDIA
Presenter: Becky Repp, American Road Magazine
Ballroom E/F

2:25-3:45  FLORIDA SCENIC HIGHWAYS PROGRAM GOAL SETTING FORUM
Moderators: Andy Nicol and Lynne Marie Whately, TranSystems
Ballroom E/F

3:45-4:00  2008 CONFERENCE CLOSING – PRIZE PRESENTATIONS
Ballroom E/F
Dennis Adams
The America’s Byways Resource Center announces that a new byway specialist has joined the team. Dennis Adams is moving from the National Scenic Byways Program staff at FHWA. As many of you know, Dennis is an “old highway guy”, having worked for Minnesota Department of Transportation for 31 years. He practiced transportation landscape architecture for most of those years, designing and constructing rest areas, participating in road design teams and providing specialized services to the agency. He helped develop and coordinate Minnesota’s scenic byway program.

As a byway specialist, Dennis looks forward to working with the southeast states and designated byways. He will participate in other resource center activities and looks forward to sharing information and experience with his colleagues and fellow byway enthusiasts. To stay connected to byways, Dennis and his wife must travel one of several America’s Byways routes to get to their summer house above the Mississippi River in southwestern Wisconsin. The photo shows a favorite tool and work position on a standing on a ladder doing carpentry.

He travels byways at every possible opportunity.

Lynn Hobeck Bates
Lynn Hobeck Bates is the Public Relations Manager at The John and Mable Ringling Museum of Art. Her responsibilities include local, regional, and state media relations, community outreach, management of the Speaker’s Bureau, internal staff communications, and outreach to the local hospitality and tourism market. Prior to this role, Lynn was the Director of Communications with SCOPE in Sarasota County for nearly two years where she oversaw all marketing, public relations, special event planning, and development activities. She successfully increased participation by 50% in their annual event, produced their second Annual Report, and had placement of stories in prominent local papers. Prior to that role she was a Career Counselor and Resident Director at several universities where she managed a staff of four. She has a B.S. degree from James Madison University and a Master of Education degree from Vanderbilt University. She and her husband have lived in Sarasota for the past 3 ½ years and enjoy the beautiful weather and the close-knit community. She is on the board of the Florida Public Relations Association and is an active member of the Sarasota Pan-Hellenic Association and St. Armand’s Key Lutheran Church.

Mariano Berrios
Mariano Berrios is an Environmental Programs Administrator in the FDOT’s Central Environmental Management Office in Tallahassee. He is responsible for the statewide administration of the FDOT’s Noise, project specific Air Quality, and Scenic Highways Programs. In addition, he is charge of the implementation of the statewide Transportation Enhancement Program projects and serves as the liaison between the Environmental Management Office and the Office of Design. Mr. Berrios chairs the FDOT’s Noise Task Team and the Scenic Highways Advisory Committee. He is also a member of the TRB’s Transportation-Related Noise and Vibration Committee (ADC40).

Mr. Berrios worked for the Federal Highways Administration for 9 years, 3½ for a private consultant, and has worked for the FDOT for 16 years. Mr. Berrios has a BS degree in Civil Engineering from the University of Puerto Rico.
**Julia Burch**

Julia is the Public Outreach Coordinator for the Sarasota Bay Estuary Program. She is responsible for developing and implementing programs to raise the community's awareness of SBEP and its mission to restore this area's greatest natural asset - Sarasota Bay. She is also responsible for interacting with local schools, teachers, students, citizens, organizations and media.

Julia graduated from New College of Florida with a Bachelor's degree in Psychology and Environmental Studies. Her studies at New College focused on animal behavior and environmental ethic development in humans. She has 10 years of experience working with kids, conducting behavioral research, water quality monitoring, and habitat restoration. Julia is a Certified Florida Master Naturalist and Florida Volunteer Administrator.

**Jeff Caster**

Born in the Garden State
Celebrating 30 years of good fortune… to live in *La Florida*, land of flowers

Lifelong conservationist

Florida Registered Landscape Architect

Florida Department of Transportation, Since 1993
Present position: State Transportation Landscape Architect

Adjunct Assistant Professor of Landscape Architecture
Florida A&M University, School of Architecture
1997-2007

Member and Past President, Florida Chapter, American Society of Landscape Architects
Member, Transportation Research Board (TRB) Landscape and Environmental Design Committee
Member, American Association of State Highway Transportation Officials (AASHTO) Technical Committee on Environmental Design

BS, Community Development, Purdue University
BS, Landscape Design, Florida A&M University
Master of Landscape Architecture, Cornell University

**Clint Eliason**

Clint Eliason is a Planner for TranSystems in Orlando, FL. Clint provides planning services and consultation to various state and local agencies across the country.

Mr. Eliason has worked with the Florida Scenic Highways Program since 2005 as the Statewide Consultant and has also worked with the Oklahoma Route 66 Scenic Byway and the North Richardson Scenic Highway in Alaska.

Clint also provides transit planning, land use planning, environmental planning, urban design, corridor studies, and GIS mapping expertise for his Clients.

Clint is from Salix, Iowa and attended Iowa State University for undergraduate school, earning a B.S. in Community and Regional Planning with emphasis in Environmental Planning and Urban Design. He lives in Baldwin Park, Orlando with his brother.
Shawn Hartzer
For six years Shawn Hartzer has worked for the Florida Division of Forestry. For the last three years Shawn has headed up the inventory effort on State forestland, gathering timber inventory data from the 33 State Forests and incorporating that information electronically and spatially through the use of GIS. Shawn is also in charge of the newly created forest data model, a spatial representation of all State Forests, showing forest attributes such as gates, roads and forest stands. Shawn is originally from Iowa and graduated from Iowa State University with a Forestry degree in 1999.

Patricia Hurd, E.I., AICP
Transportation Planner, has been with Glatting Jackson since 2000. She has a Masters in City Planning from the University of California at Berkeley (2000) and a Bachelor of Science in Civil Engineering from the Georgia Institute of Technology (1997). Mrs. Hurd has worked on corridor alignment studies, context sensitive roadway design projects, traffic calming projects, and a long-range regional infrastructure plan. She has managed several scenic highway projects, including the SR 17 Scenic Highway Corridor Management Plan (Polk County, FL) and the Scenic and Historic A1A Corridor Master Plan (St. Johns County, FL). Patricia was a principal author of the Alachua County Corridor Design Manual, and she co-authored the article Community Friendly Arterial Redesigning Urban Arterials to Support Redevelopment published in the Sustainable City III, Urban Regeneration and Sustainability, (WITpress, Southampton, Boston. 2004). Her presentations include “Winning Context-Sensitive Designs” given at the APA National Conference 2004 and the “Transportation Professional’s Role in a Successful Community” given at the ITE 2003 Technical Conference and Exhibit. Patricia is a member of the American Society of Civil Engineers, the Institute of Transportation Engineers, and the American Planning Association.

Arlene Kern
In the capacity as Highway Signing Program Manager for the FDOT, Arlene Kern assists in the development of and acts as an advocate for the published statewide and national uniform standards for traffic control signing found on Florida’s state highways. She has been a civil engineering specialist for 12 years, and has enjoyed living in the southernmost, central-most, and northernmost places in the state in this same time frame. Arlene is an Honorary Conch, now embracing a sober rural lifestyle. She and her family are developing a hobby-farm on 7 acres in the Panhandle, with an assortment of barnyard animals and an abundant wildlife.

Frances Kidd
Is a nationally known fundraising consultant with over twenty years experience. She currently serves as an adviser to non-profit and political organizations, primarily in the areas of major donor strategy, board development, strategic planning and overall development and special event production. Frances has consulted with many national and local organizations including: Georgia Conservation Voters (Atlanta), The National Breast Cancer Coalition (Washington, DC), Natural Resources Defense Council (Los Angeles) and the A1A Scenic and History Coastal Byway (Florida).

In 2007, in partnership with Wanda Maloney of Corridor Solutions, Frances conducted a needs assessment and evaluation of the ten byways organizations in District Five of the Florida Department of Transportation. The purpose of the project was to determine the planning and development status of each organization, and to recommend to FDOT steps that each organization should take in order to become more sustainable.

Frances is a native of Newnan, Georgia and is a graduate of Emory University in Atlanta.
Wanda Maloney
Is a scenic byway consultant whose experience includes work at the national and state program levels, as well as with local byway organizations. She helped develop and implement the Georgia Scenic Byways Program, and worked as a Byways Specialist for the America’s Byways Resource Center. In 2005, she founded Corridor Solutions, a consulting firm specializing in policy, planning and development services for byway programs and organizations.

Her clients have included the A1A Scenic & Historic Coastal Byway, the America’s Byways Resource Center, and District Five of the Florida Department of Transportation. She holds a M.A. in Public Administration, and a B.A. in History from the University of Houston. She is a native of Baton Rouge, Louisiana, and now lives in Winston-Salem, North Carolina with her husband and three children.

Jonathan Mugmon
Jonathan Mugmon has over twelve years experience in all facets of project branding, wayfinding systems, public art, and environmental graphic design. He is a studio leader at Glatting Jackson, a multidisciplinary design firm with offices in West Palm Beach, Orlando, Atlanta and Denver. Jonathan’s team specializes in creating wayfinding design systems for cities, parks, recreational trails, and scenic highways.

The Glatting Jackson wayfinding team focuses on creating an environment that engages the public. Wayfinding systems and environmental graphics should engage, direct, inform and enhance one’s experience in a manner that reinforces the aesthetics and context of the project. A successful wayfinding design communicates direct and effective information for branding, circulation and wayfinding.

Andrew Nicol, AICP
Is an AICP certified planner and Project Manager for TranSystems in Orlando, FL. Andy provides project management and professional planning services to various state and local agencies across the country.

Mr. Nicol has worked with the Florida Scenic Highways Program since 2003 as the Statewide Consultant and as also worked with the Oklahoma Route 66 Scenic Byway and the North Richardson Scenic Highway in Alaska.

Andy also provides transit planning, land use planning, corridor studies, and GIS mapping expertise for his Clients.

Andy is from Buffalo, New York and attended Canisius College for undergraduate school and the State University of New York at Buffalo for graduate school. He lives in College Park, Orlando with his two (2) children and his wife Karen.

Beth Rice
Beth Rice has 20 plus years of experience in the tourism industry. Ten years in the car rental industry and over 10 years in the destination marketing business.

Her current position with VISIT FLORIDA covers the South region of Florida as Partner Development Representative. She started her career with VISIT FLORIDA in Dallas, Texas where she managed the South Central Region of the United States in the Sales Department. Beth was previously the Director of Sales for the Lee County Visitor and Convention Bureau in Fort Myers before joining VISIT FLORIDA in 1998.

Beth resides in Fort Myers with her 7 year old son Jarred.
**Tim Smith**
Mr. Smith is a lifelong resident of Florida. Tim holds a BS in Political Science and Geography as well as a Masters in Urban and Regional Planning from Florida State University. Tim is a City Planner who specializes in Transportation Planning. As the Transportation Planner with the Florida Department of Community Affairs his primary duties concentrate on the connection between transportation and land use decisions. Prior to his employment with the department Tim worked as a transportation planner for a private consulting firm.

**Renee Tallevast**
Since 1997, Renee Tallevast has served as Executive Director of the West Volusia Tourism Advertising Authority. She spent several years marketing the destination as St. Johns River Country, and in 2004, re-branded the area as the River of Lakes Heritage Corridor specifically promoting the cultural, heritage and natural assets of the region that includes more than a dozen small communities along the St. Johns River. Prior to taking the tourism reigns in West Volusia County, Renee served as Marketing Director for Hontoon Landing Resort & Marina in DeLand. A true nature lover, Renee enjoys gardening and spending time outdoors with her Jack Russell, Jill. Renee is also the proud mother to Sean, a Montana firefighter.

**Lynne Marie Whately, AICP**
Lynne Marie Whately is a AICP certified planner and Manager of Transportation and Environmental Planning with TranSystems and has provided project management and professional planning services to both the Florida Department of Transportation and the Wisconsin Department of Transportation in the development and implementation of their State Scenic Byways programs. Ms. Whately served as a member of a multi-discipline team of experts that developed the initial Program Manual for the FSHP and currently manages Program implementation for FDOT. She provides training and presentations about the program to local and state officials, program participants and industry professionals; has developed a logo sign for the program; reviews state grant applications; reviews designation applications; provides technical assistance to communities and local governments’ and has lead efforts in regards to scenic highways and their relationship to other policies and programs, such as NEPA, Funding Sources, Signage, Economic Benefits and local government comprehensive planning. Ms. Whately assisted in the development of Florida Administrative Rules and FDOT Procedures. Ms. Whately has also served as a speaker at several past National Scenic Byways Conferences.

Ms. Whately has a Bachelors Degree in Planning and Public Administration from the University of Southern California, in Los Angeles, and a Masters Degree in Urban Planning for Florida State University in Tallahassee.
Branding Your Corridor

Presented by:
Jonathan Mugmon, SEGD

- Connect us to our regional history
- Promote your unique qualities
- Create a unique identity

America’s Storyteller

- Archeological
- Cultural
- Historic
- Natural
- Recreational
- Scenic

What is a Brand?
Why?

Feel Good = Loyal Customers
Know your audience

- Outdoor Recreation
- Active
- Natural Beauty
- Adventure
• Outdoor Recreation
• Active
• Natural Beauty
• Adventure
• History Buffs

How can I use this information?

1. Attract people to your byway
2. Pleasant experience
3. Show them what is special
4. Tell the story along the way
Contextual Design

How?

Place Centered Design Approach

Logo Design

Logo
Brochure
Web Site
Map
Interpretation
Public Art
Wayfinding

Ingredients for Success?
Making Yourself Known: Branding Your Scenic Highway
Patty Hurd, Jonathan Mugmon, Glatting-Jackson
Arlene Kern, FDOT- Traffic Ops

Brochure/Map Ingredients
Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description

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Brochure/Map Ingredients
Mile Markers
Parks
Trails
Visitor Attractions
North Arrow/Scale
Historic Sites
Ecological Sites
Scenic Areas
Brief Description
Interpretive Rules

Attract to the sign

Keep their attention

Convey your message

Ecological
Cultural
Historical

Interpretive Subject
Ecological
Cultural
Historical
Keep their attention
Interpretive Subject

Ecological
Cultural
Historical

Ecological
Cultural
Historical

Wayfinding

Wayfinding is:
Knowing where you are, following the best route to your destination and back.
Wayfinding Palette

**Gateway Feature** – Announces arrival to special place

![Gateway Feature](image1)

Wayfinding Palette

**Vehicular Directional** – Provides orientation & decision points

![Vehicular Directional](image2)

Wayfinding Palette

**Mile Marker** – Locates user along path

![Mile Marker](image3)

Wayfinding Palette

**Map Kiosk** – Locates user in walkable areas

![Map Kiosk](image4)

Wayfinding Palette

**Placemaking Elements** – Promotes project character/theme

![Placemaking Elements](image5)

Wayfinding Methodology

- Path
- Edge
- District
- Node
- Landmark

![Wayfinding Methodology](image6)
Wayfinding Methodology

- Gateways
- Districts
- Super Destinations
- Priority Destinations
- Pedestrian Destinations

Wayfinding Standards - FDOT

- Coordination with Municipalities
- Criteria for destinations
- Minimum character height requirements
- Maximum of four destinations per sign
- Distances between signs

Branding Your Corridor

Presented by:
Jonathan Mugmon, SEGD

TOURIST - ORIENTED DIRECTIONAL SIGNS
FOR
FLORIDA RURAL COMMUNITIES

PROGRAM AUTHORIZATION

Rural Florida
ELIGIBILITY FOR INSTALLATION ON STATE HIGHWAY SYSTEM

TOODS Program Development

ELIGIBLE RURAL COUNTY OR MUNICIPALITY MUST ANSWER TO MUTCD OUTLINED RESPONSIBILITY (for roads in own jurisdiction):

- A definition of tourist-oriented business, service, and activity facilities
- Provision for incorporating specific service signs
- Provision for signs to facilities that are not located on the crossroad
- Eligibility criteria for facilities

Questions?

- Purpose and Application
- Design
- Style and Size of Lettering
- Arrangement and Size of Signs
- Advance Signs
- Sign Locations

Number of Destinations: max 4 panels per sign assembly
- Eligible intersections may have up to three separate sign assemblies (12 destinations)
- General Service symbol or private logo may be incorporated into business panel
- Locations with State Road Frontage – AHEAD – ONE MILE if and only eligible intersection is 5 miles away
- Up to 25 miles from State Highway System.

Maximum distance
- A definition of the immediate area
- Provision for information centers (plazas)
- Provision for limiting the number of signs

- intersections on expressways
- illegal signs as defined by the Highway Beautification Act of 1965
- if advance signs will be permitted

- facilities operated on a seasonal basis
- time of operation
- provisions to charge fees to cover the cost of signs through a permit system.
Making Yourself Known: Branding Your Scenic Highway
Patty Hurd, Jonathan Mugmon, Glatting-Jackson
Arlene Kern, FDOT- Traffic Ops

Jonathan Mugmon, SEGD
Glatting Jackson
jmugmon@glatting.com

Arlene Kern
Florida Department of Transportation
Arlene.Kern@dot.state.fl.us
Coreopsis, Florida’s State Wildflower.

Section 15.0345, F.S. Official state wildflower

Thirteen Species common to Florida
Wildflower Specialty License Plate

- Section 320.08058(27)(b)
  
  The annual use fees shall be distributed to the Florida Wildflower Foundation.

- ...proceeds must be used to establish native Florida Wildflower research programs, wildflower education programs, and wildflower grant programs to municipal, county, and community-based groups in this state.

Florida Wildflower Foundation Board of Directors

- Terri Nell, University of Florida
- Vacant, Florida Department of Environmental Protection
- Carolyn Schwarz, Florida Federation of Garden Clubs, Inc.
- David Fasser, Florida Chapter of the American Society of Landscape Architects
- Nancy Friedan, Master Gardener’s Program
- Jeff Caster, Florida Department of Transportation
- Anne MacKay, Florida League of Cities
- Brightman Logan, Association of Florida Native Nurseries
- Terrie Fishman, Florida Department of Agriculture and Consumer Services
- Terry Zinn, Florida Wildflower Cooperative
- Gary Henry, Private Citizen

As of March 1, 2008 there have been 115,418 wildflower license plates sold.

Estimated revenue nearly $1,731,270.00

Florida Ecotypes of Native Wildflowers for Roadsides

Jeffrey G. Norcini

University of Florida/IFAS
North Florida Research & Education Center, Quincy
Plant Origin Matters

Origin of native wildflowers could affect performance and survival

Many of the best stands of wildflowers are:

- Native
- All are naturally-occurring
All of these wildflowers ....

- Adapted to this region
- Can be thought of as Florida “ecotypes”

What is an ecotype?
Population of a species that has adapted to a particular set of environmental conditions via natural selection
Involves many factors: climate, latitude, elevation, soil, insects, microorganisms, etc.

Genetic Diversity
- Just as important as ecotype
- ↑ Diversity : ↑ Sustainability

Gen. Diversity — Cultivar/Selection
Genotypes of population — mostly 'A', some 'B' and 'C'

Gen. Diversity — Cultivar/Selection
'A' is susceptible to a disease or drought
Gen. Diversity — Natural/No selection

Genotypes of population — 'A' to 'M'

The bottom line...

Population sustainability (roadsides, meadows, restored/reclaimed land, etc.) depends on:

- Seed/plant origin
- Genetic diversity

What is significant about ecotype?

- Ecology
- Economy
- Aesthetics
- Heritage

- Manage what you’ve got
- Plant as close to native as possible
- Ensure seed to soil contact

Manage what you’ve got
Plant as close to native as possible
Ensure seed to soil contact
Why examine the ecotype issue?

- Failure of roadside plantings
- Florida ecotypes may be better but no research to prove or disprove
- Insufficient seed available

Gaillardia pulchella (Blanketflower)

Coreopsis lanceolata (Lanceleaf Coreopsis)

Research and Education funded by the tag has helped increase the demand and the availability of Florida ecotypes

- Seed increasing/production
- Seed ecology research
- Demo sites – roadsides

www.floridawildflowers.com

Species being increased/produced

Coreopsis basalis
Dye Flower

Coreopsis lanceolata
Lanceleaf Tickseed

Coreopsis floridana
Florida Tickseed

Coreopsis leavenworthii
Leavenworth’s Tickseed
**Species being increased/produced**

- *Rudbeckia hirta*  
  Black-eyed Susan

- *Rudbeckia mollis*  
  Softhair Coneflower

- *Gaillardia pulchella*  
  Blanketflower

- *Phlox drummondi*  
  Drummond Phlox

- *Mimosa strigillosa*  
  Powderpuff

- *Flaveria linearis*  
  Yellowtop

**Four Seasons Garden Club**  
Hawthorn Trail

**www.FloridaWildflowerFoundation.org**

*Go wild! Go Beautiful!*  
*Buy the Tag!*  
*Become a member!*
Making the Most of Your VISIT FLORIDA Partnership

Beth Rice
VISIT FLORIDA

Presentation Overview
• Who is VISIT FLORIDA?
• Your Partner Benefits
• Activate Your Partnership and Connect with the Visitor

Our Mission
VISIT FLORIDA markets and facilitates travel to and within Florida for the benefit of its residents, economy, and the travel and tourism industry.

We’re All in Florida’s Tourism Business
• Total number of visitors to Florida, 82.4 million in 2007
• $59.6 billion in spending related to tourism
• $3.6 billion in total state sales tax revenue to tourism
• Tourism employs 991,300 Floridians each year
Florida Vacations Start Here…

VISITFLORIDA.com

• The State’s Official Travel Planning Web Site
• Leading vacation research tool
• More than 13 million visitors each year

Benefits on VISITFLORIDA.com

• Partners receive a business listing and description
• Hyperlink to Partner’s web site
• Photo Gallery with unlimited images
• 360 views and videos
• Opportunity to post events
The Official Florida Vacation Guide

- 400,000 distributed annually to consumers who call our toll-free line requesting vacation information.
- Florida Scenic Highway Partners receive a FREE listing.

Get the Word Out with Public Relations!

- Respond to Media Editorial Leads. Distributed weekly through News to Use via e-mail or fax
- Submit your Florida Scenic Highway news to our quarterly "What's New" and Themed news releases that are shared with media outlets, travel editors, writers and producers

Editorial Leads

- OFF THE BEATEN PATH TRAVEL: For the 10th edition of Florida off the Beaten Path for Globe Pequot Press, freelance travel writers Bill and Diana Gleasner seek updates and new opportunities for off the beaten path travel as they tour the state. New hotels and restaurants will also be considered. Please forward your information to dgleasner@aol.com and do not include attachments.

- FUNKY, QUIRKY TO QUINTESSENTIAL AND UNIQUE: VISIT FLORIDA's new Been There Haven't Done That program will highlight 101 funky, quirky to quintessential and unique experiences, events and activities in Florida that most people do not know about. If you have an experience in your area that is truly a one-of-a-kind, open to the public, designed for all ages and will expand a positive perception of Florida, please contact Ebonee Rudolph at erudolph@VISITFLORIDA.org or Sherri Martin at smartin@VISITFLORIDA.org.
media.VISITFLORIDA.org

- Each month, thousands of journalists from all over the world access VISIT FLORIDA’s media web site.
- Submit a news release each time you have a new announcement about your business.

Official Florida Welcome Centers

- More than 2.4 million visitors annually
- Distributing 14 million brochures each year
- 1.25 million state maps
- Four centers along the state’s border and one located in Tallahassee’s Capital

Touch the Visitor!

- Brochure Rack Space
- Transparency Lease
- Seasonal Festivals
- Lobby Display

VISITFLORIDA.org

- Partner and Industry web site
- Access to department and program information
- Grants
- Partner-exclusive research
- Market intelligence
- Editorial Leads
Edit Your Listings and Post Opportunities

- Edit listing for The Official Florida Vacation Guide
- Update your VISITFLORIDA.com listing description
- Add images, 360 views and video
- Post upcoming events on VISITFLORIDA.com
- Submit news releases to media.VISITFLORIDA.org

Stay Informed with Partner Communications

- News to Use
- Partner Handbook
- Log-In & Learn Conference Calls
- VISITFLORIDA.org
- Partner Hotline: 877-435-2872

Partner Handbook

- A quick reference guide
- Latest program information
- Immediate deadlines
- Editorial Leads

An easy to use reference created to help Partners take full advantage of customized VISIT FLORIDA programs and services.
Your Partner Checklist

- Use User ID & Password to access important information on VISITFLORIDA.org
- Read Partner Handbook
- News to Use
- Update web site listing information
- Make contact with Public Relations Representative
- Call Partner hotline with any questions

Partner Development Service Team

- Meredith DaSilva, Partner Development Manager
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Questions?

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www.VISITFLORIDA.org
Gulf Coast Heritage Trail

Facilitating Public Access to the Bay
Julia Burch
Public Outreach Coordinator
Sarasota Bay Estuary Program

Mission of Sarasota Bay Estuary Program
Sarasota Bay Estuary Program is dedicated to restoring the area's greatest and most important natural asset - Sarasota Bay.
SBEP furthers Bay restoration through public policy, public education and habitat restoration.

Our Partners

Sarasota Bay Walk #46
GWIZ #56
Crosley Museum #59
Sarasota Bay Watershed

About the SBEP

- One of 28 National Estuary Programs in the United States.
- One of four NEPs in Florida.
- Sarasota Bay was designated by Congress as “an estuary of national significance” in 1989.
- SBEP began the Gulf Coast Heritage Trail (GCHT) in 1999.
- SBEP currently updating GCHT.

Goals of GCHT

- Highlight heritage of the region.
- Promote sense of place.
- Enhance stewardship of resources.
- Promote ecotourism.
- Environmental education.
- And...

Provide Managed Access to Bay Resources

- Vistas
- Wildlife observation
- Canoe/kayak
- Fishing

Lake Manatee State Recreation Area # 12

Island Park #78
**Gulf Coast Heritage Trail**

Launched in 1999:
- An auto tour route
- Covers historical, cultural, and environmental sites in Sarasota and Manatee Counties
- Approximately 117 destinations
- First heritage trail in State of Florida
- Additional Partner – National Park Service

**GCHT Update**

- Verifying destination information
- Adding websites
- Increased focus on ecotourism and passive use recreation
- Adding new land public acquisitions
- Update look
- Relaunch in 2009
The Gulf Coast Heritage Trail: Facilitating Public Access to Resources
Julia Burch, Sarasota Bay Estuary Program

Palmer Point Park #84

How It Works

- Trail map divided into North, Central and South
- Road signs along US 41
- Signs at destinations includes regional Scenic Highways

Coquina BayWalk at Leffis Key # 35

GCHT Publications

- Gulf Coast Heritage Trail map
- Sarasota Blueways map
- A Chronicles of Florida’s Gulf Coast Website

Marie Selby Botanical Gardens #79

Questions?

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Public Outreach Coordinator
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ADVISORY COMMITTEE

FLORIDA SCENIC HIGHWAYS PROGRAM

MEET THE...

SCENIC HIGHWAY ADVISORY COMMITTEE

Members of the SHAC

• Shawn Hartzer, Division of Forestry
• Kerri Post, VISIT FLORIDA
• Tim Smith, Department of Community Affairs
• Brian Telfair, Federal Highway Administration
• Robert Jones, Florida Department of State
• Jerrie Lindsey, Florida Fish & Wildlife Conservation Commission
• Vacant, Department of Environmental Protection

Responsibilities of the SHAC

- Review and Provide Comments on All Applications
- Forward a Recommendation on all Applications to the Secretary of the FDOT
- Review and Rank National Scenic Byway Program Grants
- Provide Technical Input to Corridor Groups and FSHP Staff

APPLICATIONS

A1A Scenic and Historic Coastal Byway

What does your experience bring “to the table” when reviewing and commenting on an application?

AIA Scenic and Historic Coastal Byway

Bradenton Beach Scenic Highway

What could groups do to make the applications easier to review (maps, text, etc.)?
What graphical elements (maps, photos, figures) do you like to see in an application? How can these be improved?

What makes for a strong letter of support, and how many do you like to see in an application?

What is your background and how does it meet the needs and improve the SHAC?

What characteristics or resources best describe your vision of a Designated Florida Scenic Highway?

What do you see for the future of the Florida Scenic Highways Program?

What additional information or material would you like to see in applications?
What common mistakes do you see in NSB grant applications?

What type of NSB grants best accomplish the mission of the FSHP?

What key items do you look for when reviewing NSB grants?

What section(s) of past grants have lacked the detail you had expected?

What section(s) of past grants are consistently well done?
What type of technical advice could you provide to groups?

William Bartram Scenic & Historic Highway

Audience Q & A
A 501(c)(3) Not-for-Profit Organization

Tourism Destination Management: A New Model for Scenic Highway Designation
Renee Tallevast, Executive Director
River of Lakes Heritage Corridor & West Volusia Tourism Advertising Authority

What is a Heritage Corridor?
- A geographical trace that celebrates a regional way of life. Within its boundaries it tells stories that people of the area want to retain, and represents the region distinctly to visitors.
- Regional benefits
  - Community pride and partnerships
  - Preservation of resources
  - Enhanced quality of life
  - Economic advancement
  - Opportunities for locally resourceful entrepreneurship

Mission of the River of Lakes Heritage Corridor
To foster and share awareness of West Volusia County as a distinct place to visit, live, work and play by preserving the heritage, cultural, natural and scenic resources of the River of Lakes Heritage Corridor.

Destination Marketing
Traditional tourism promotion of an area, its attractions and special events through marketing, public relations and advertising. Focuses on putting “heads in beds”, tends to overlook environmental, historical and other quality of life concerns.

Destination Management
Includes traditional promotional practices but recognizes that marketing to visitors can be teamed with goals like preserving ecosystems, historical structures and agricultural lands. Destination Management uses tourism to help shape better living for its communities by seeking tourists who respect the environment and want to learn about and from the area’s cultural heritage.

Give them what we have, and make what we have what they want.
Traditional Advertising and Public Relations

- Consumer advertising and editorials in major media outlets
- Comprehensive website
- Collateral materials

ROLHC Projects

- Florida Wildflower Festival
- Bob White Packing House
- Agricultural Programs with County Extension Office
- River Classroom Program with St. Johns River Alliance
- Bicycling programs with Florida Bicycle Association
- Regionally interpretive programs with Volusia County Environmental Management
- “River Quest”
- Florida Scenic Highway Designation

Destination Management

is a model of community cooperation that focuses programs on the concerns of its residents and businesses.

Preserving Rural Landscapes

Example:
Building relationships with farm businesses, the agricultural extension office and the farm bureau, working together to save our rural landscapes from fast encroaching development.

Results:
- Improve earnings for agricultural producers
- Educate residents and tourists about the importance of agriculture
- Preserve the agricultural industry by holding workshops on alternative crops and introducing agri-tourism opportunities
- Create healthy and prosperous sustainable agriculture and rural communities

Community Partnerships

- Tourism development through regional downtown revitalizations
- Rural community initiatives
- Multi-use recreational trails development
- Community involvement in Corridor management
Protecting Historical Resources

Example:
Acquiring a historic citrus packing house for restoration and use as an educational museum and trail head facility. This heritage tourism destination will also feature an artist co-op and farmers market.

Results:
- Increased economic benefits from heritage tourists.
- Educates residents and visitors about our cultural heritage.
- Increases awareness and participation in preservation efforts.
- Benefits local farmers and artists.

Promoting Intrinsic Resources

Example:
Working with FDOT, St. Johns River Alliance, The Trust for Public Land, the Office of Greenways & Trails, land-use planner, the County and communities to develop a 300 to 400-mile multi-modal loop trail system that will link with four other counties.

Result:
- Provides connectivity to key visitor and community destinations and opportunities to develop cross promotions highlighting intrinsic resource sites.
- Creates a positive economic impact from new businesses, recreation, and tourism.
- Draws conservation minded users.

Conclusion

Tourism Destination Management uses tourism to help shape better living for its communities by preserving, protecting and promoting the region’s intrinsic and sustainable resources.
Areas Critical to Sustainability:

1. Leadership
2. Finance
3. Community involvement
4. Effectiveness
5. Administrative capacity

Critical guidelines for boards and fundraising:

- As a body the board is responsible for approving and monitoring performance of a revenue strategy that will sustain the organization’s work.
- In the context of that plan as individuals each board member must do something to help implement that strategy.
- One person has to be involved with every type of fundraising.
- Expectations must be clearly communicated to new board members during the recruitment process.

Source: www.boardcafe.com
Expanding your board

- Promote from within
- Recruitment
  - www.volunteermatch.org
  - www.ridgestar.org
  - www.oardnetusa.org
- Host a recruiting committee event
- Board member swap

Multiple, diverse sources of funding are required for sustainability, and are also evidence of support for your organization’s mission.

Critically important for:

- Recruiting new members and volunteers
- Demonstrating community support to potential funders

Effectiveness = demonstrated ability to get things done

- Are programs being implemented
- Are progress clearly visible to organization members and the byway community

Administrative Capacity = having the skills and resources necessary to accomplish the organization’s goals

- Staff with expertise in program areas
- Office space
- Access to technology

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Frances Kidd
franceskidd@aol.com
**FSHP Website**

Presented By:
Clint Eliason
FSHP Consultant
May 2, 2008

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**Homepage**

- Brochure PDF
- Tour a designated highway
- How to get a corridor designated
- National Scenic Byways Grant Workshops
  - Downloadable content from Workshops with Dennis Adams

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**Program**

- What is the program?
- Who can participate?
- What are the benefits?
- How does the program work?
- Links at the bottom of the page
  - Process
  - Benefits
  - Criteria
  - Intrinsic Resources
  - Training
  - Funding

---

**Designated Highways**

- Divided by Regions of Florida
- Link to subcategories by Corridor- Big Bend for example
  - Intro Page
  - Views
  - Map
  - Activities
  - Travel Resources
  - Tour Directions
  - Corridor Management Plan
- Or can link to the Corridor’s own website- A1A Scenic & Historic Coastal Byway

---

**Subcategories- Big Bend**

- Information Posted by contacting us
Corridor Website- A1A

- http://www.scenica1a.org/
- A1A Scenic and Historic Coastal Byway

Candidate Highways

- http://www.dot.state.fl.us/emo/scenichwy/candidates.htm
- Four candidate highways currently
  - Heritage Crossroads: Miles of History
  - River of Lakes Heritage Corridor
  - J.C. Penney Memorial Scenic Highway
  - State Road A1A Broward County
- Each Candidate Highway is listed and described on this page

News

- http://www.dot.state.fl.us/emo/scenichwy/news.htm
- Designations and special events associated with them
- Official Ribbon Cutting Ceremonies
- Special Events
- Articles about the program and corridors
- Trade Show Exhibits
- Scenic Highways Merchandise and how to order
- New Information can be submitted to us at any time to be posted on the website

Contacts

- http://www.dot.state.fl.us/emo/scenichwy/contacts.htm
- Program Coordinator
- District Coordinators 1-7 and Florida’s Turnpike
- Program Consultant
- Contact Information
- Hyperlinks to each one’s email address

References

- http://www.dot.state.fl.us/emo/scenichwy/program/references.htm
- Benefits Brochure
- Program Manual
  - Currently in Process of Revision
- Organizational Chart
- Eligibility and Designation Forms
- Florida Statutes and Rules
- Summary of Corridors
  - Lists all Corridors and Funding that has been received

Questions and Answers

- http://www.dot.state.fl.us/emo/scenichwy/faqs.htm#2
- Commonly asked questions about the FSHP
  - What is the Florida Scenic Highways Program?
  - Who can apply?
  - Can designation as a Florida Scenic Highway preclude widening?
  - What is the difference between an “eligible” and a “designated” scenic highway?
  - What if the applicant corridor includes areas that are not scenic?
Links

• http://www.dot.state.fl.us/emo/scenichwy/links.htm
• Links to scenic highways/byways websites of interest
• National Scenic Byways
  – byways.org
  – bywaysresourcecenter.org
• County and City Links for Corridors
• Chambers of Commerce and MPOs
• Other Links
  – FHWA
  – Visit Florida
  – American Automobile Association

Annual Report

• http://denver-c-b.com/fdotscenic/
• Complete Annual Reports Online Here
• New Corridors need a username and password
  – Contact Andy Nicol or Clint Eliason for a username and password
• Allows each corridor to update info yearly
• Important to show an active group
  – Allows for better scores on grant applications
• Must be submitted every year by October 1

Media

• http://www.dot.state.fl.us/emo/scenichwy/media1.htm
• Florida Scenic Highways Promotional Videos
• Two (2) Versions
  – English
  – Spanish
• Video is also on YouTube
  – http://www.youtube.com/watch?v=UdMunr7gD9k

Conference and Meeting Info

• http://www.dot.state.fl.us/emo/scenichwy/conferenceandmeeting.htm
• 2006 FSHP Statewide Conference
  – Conference Agenda
  – PowerPoint Presentations
  – Proceedings
• 2008 FSHP Statewide Conference
  – Registration Package
  – Conference Agenda
  – PowerPoint Presentations Coming Soon
  – Proceedings Coming Soon

New Websites

• Program Based
  – For Byway Community
• Tourist Based
  – For the Traveling Public
  – Kids Section

Program Website

• http://www.bywaysresourcecenter.org/
• Events Calendar
• Community Forum
• Resources and Publications
• News
• Press Room
• Friends of the FSHP (Links)
Tourist Website

- Events Calendar
- Public & Community Forums
- Stories from the Road
- Kids Section
- Resources & Publications
- Sights & Sounds
- Interactive Driving Tours
- Press Room
- Just for Kids
- Friends of the FSHP (Links)

Questions and Comments

- Thank you very much!
- Clint Eliason
  - Phone: (407) 514-1475
  - Email: clinton.eliason@jacobs.com
- Andy Nicol
  - Phone: (407) 875-8928
  - Email: awnicol@transystems.com
History and Legacy of the Ringling Estate
Lynn Hobeck, Ringling Estate

Afternoon Party at Ca’ d’Zan

John, Mable and Friend

Sarasota Along the Way

John Ringling Hotel

Sarasota County Courthouse
History and Legacy of the Ringling Estate
Lynn Hobeck, Ringling Estate

The Ringling Estate Today
Museum of Art Exterior

Rubens Gallery

Rubens Gallery

John M. McKay Visitors Pavilion

Visitors Pavilion and Museum Store

Historic Asolo Theater
History and Legacy of the Ringling Estate
Lynn Hobeck, Ringling Estate

Photo Credits

• Keith Millard Photography
• George Cott
• Giovanni Lundardy
• Frank Atura
• Ringling Museum Archives
News From the Byway Lost & Found - A Visitor's Eye Perspective
Dennis Adams, America's Byways Resource Center

Wayshowing: Helping Byway Travelers Take Home Special Memories

Leading memories are around when travelers successfully find their way to their byway. (You also know what happens when they are not successful, don't you?)

This year's byway experiences are the memory-making business. Helping byway visitors access and participate in positive experiences and, as a result, acquire, retain and share memories of special places is America's top priority. This purpose is furthered by the National SCV Byway Program.

America's Byways Resource Center, with the assistance of long-time byway planner David Danzinger, is launching an initiative to make available to byway organizations the resources, tools, and methods of leading byways. This year's byway experiences are the memory-making business. Helping byway visitors access and participate in positive experiences and, as a result, acquire, retain and share memories of special places is America's top priority.

Wayfinding: Wayshowing, Who does what?

Let's first build a couple of transitions that will support this idea of showing the way. As someone who might be involved in helping people navigate and get through your byway, are you providing wayfinding or wayshowing assistance?

To understand the concept of Wayshowing versus Wayfinding, we think byway planners should recognize that byway travelers, like other professionals and tourists, are just as likely to need this assistance. As a result, we think byway planners should recognize that byway travelers, like other professionals and tourists, are just as likely to need this assistance.

Wayfinding: Wayshowing, Who does what?

Introduction to Effective Wayshowing for Byways

Welcome to Wayshowing for Byways, a virtual classroom to assist byway providers help travelers find their way along America's best roads. Here are techniques and tools that will make your job easier and, more importantly, help byway travelers have better experiences along America's Byways.

What is the idea behind this course?

The National SCV Byways Program is guided by three simple core elements. A byway should celebrate an Intimate Quality that is evident from the road. The visitor experience while traveling the road and the experience formed by stories told about the Intimate Quality should be the focus of byway promotion and planning is the tool to achieve these outcomes.

The SCV Byways Program is guided by three simple core elements. A byway should celebrate an Intimate Quality that is evident from the road. The visitor experience while traveling the road and the experience formed by stories told about the Intimate Quality should be the focus of byway promotion and planning is the tool to achieve these outcomes.

The Resource Center has broken our work into three phases. We examined a wide range of existing byway travel experiences from the point of view of their habitats or how people find their way. We developed our fundamental concepts and tested them with a variety of professionals, especially in the fields of road signage and travel information.

The authors hope readers come to appreciate the importance of focusing planning efforts and investment in the needs of byway travelers by implementing concepts and practices described in this guide.
Successful Travelers Have These Needs

Successful Travelers:
1. Identify origin and destination.
2. Determine turn angles.
3. Identify segments, links, and directions of movement.
4. Recognize en-route and distant landmarks, and
5. Mentally envision visualize the route in a larger reference frame: a cognitive map.

Wayfinding Questions that Need Wayfinding Answers:

A plan for effective wayfinding by travelers should recognize traveler needs to provide a safe and pleasant experience.

For the traveler to be successful, byway travelers must be able to:
- Identify origin and destinations.
- Determine turn angles.
- Identify segments, links, and directions of movement.
- Recognize en-route and distant landmarks, and
- Mentally visualize the route in a larger reference frame: a cognitive map.

For a sustainable experience and wayfinding effectiveness:
- To locate where the byway begins and ends, when they are crossing a byway, and where they are leaving a byway environment.
- To create, maintain, and update a mental map of the byway so that it is reliable and readily recognizable when traveling along a byway and enroute.
- To locate and plan travel to points of interest and special places and to fulfill their desired byway experience.

Wayfinding Needs at Each Stage of the Byway Experience

Effective Media at Different Stages of Byway Travel

The Impact of Being Lost on a Byway

An important objective when planning for effective wayfinding is to ensure that travelers avoid becoming lost. Have you considered the impact on your traveler?

What is it like to be lost?
- Negative emotions:
  - Stress
  - Frustration
  - Distress
  - Anger

What doesn’t it cost to be lost?
- Reduced travel time
- Increased travel costs
- Time spent
- Emotional strain

From a byway providers point of view, do you want travelers to miss the very qualities for which the byway was designated because their focus is on safely finding their way along the road?
News From the Byway Lost & Found - A Visitor's Eye Perspective
Dennis Adams, America's Byways Resource Center

Use of Navigation Tools for Effective Wayfinding

To successfully experience a byway, travelers need:

- To know where the byway begins and ends, when they are entering a byway, and when they are leaving a byway environment;
- To create, refesh, and expand their mental maps of a byway corridor and to establish and strengthen their understanding of the byway and the part of the world that surrounds the byway;
- A reliable and easily recognizable sequence of visual cues to follow when traveling along a byway; and
- To locate and safely travel to planned stops and special places to fulfill their desired byway experience.

Connecting Wayfinding Needs to a Guidance System

The Byway Guidance System

Guidance System Component:

- Identify clear, unambiguous messages for the visitor, not just the traveler.
- Establish a clear, consistent, and logical sequence of visual cues for navigation.
- Ensure that all visual cues are visible from a distance and are visible in a variety of weather conditions.
- Provide clear, concise, and easily understandable messages for navigation.
- Use visual cues that are easily recognizable and that can be seen from a distance.
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The Byway Guidance System

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- Provide clear, concise, and easily understandable messages for navigation.
- Use visual cues that are easily recognizable and that can be seen from a distance.
Guidance System Component:

- ORIENTATION SIGNS
  - Occasionally spaced, in a line, or in a circle, depending on community situation
  - Orientation sign should be visible from 600 feet away

- REFLECTIVE OUTLINE SIGNS
  - White reflective, circular, with a yellow center
  - Visibility: at least 200 feet with headlights on

- DECLUTTERED CELLS
  - Provides advance notice of upcoming stop
  - Serves as directional indicators
  - Integrated with MUTCD and street signs

- OTHER USES
  - Integration with MUTCD and street signs
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Dennis Adams, America's Byways Resource Center

Assessment Tools – Evaluate the Effectiveness of Byway Wayfinding

- Assessing effectiveness of byways wayfinding devices and materials is an important step in planning. In this section, we offer a number of tools for how their assessment can be conducted. We begin with a simple risk assessment questionnaire that asks key providers to evaluate their roles.
- Before launching your evaluation of the byway, however, there is one important factor to consider: Experience shows that with limited exceptions, your traveler will be on the road for the first time. Most travelers (and even the occasional tourist) rely on their own or other's experience, not on a map. You might want to provide them with a wayfinding system that is easy to use and effective. Some tips for the traveler:
  - Find your way using maps:
    - Route 90: 101 E
    - Route 101: 101 W
    - Route 110: 110 W
  - Find your way using signs:
    - Route 90: 101 E
    - Route 101: 101 W
    - Route 110: 110 W

A Quick Wayfinding Self-Exam for Byways

- Consider how well your byway is designed for finding your way:
- There are three main components to a good wayfinding system:
  - Route 90: 101 E
  - Route 101: 101 W
  - Route 110: 110 W

Strategic Wayfinding Experience

- The key to successful wayfinding is to provide a clear and easy-to-follow experience. This can be achieved by:
  - Providing clear and consistent signs along the byway.
  - Ensuring that all signs are visible and legible from a distance.
  - Using standardized symbols and colors to help travelers identify byways.

Successful Wayfinding Wayfinding

- Wayfinding Experience
  - Route 90: 101 E
  - Route 101: 101 W
  - Route 110: 110 W

Guidelines for Successful Wayfinding:

- Identify and orient:
  - Use clear and consistent signs along the byway.
  - Ensure that all signs are visible and legible from a distance.
  - Use standardized symbols and colors to help travelers identify byways.

- Understand the layout of the area:
  - Use a map to understand the layout of the area.
  - Use consistent and clear signage to help travelers navigate.

- Plan your route:
  - Use a map to plan your route.
  - Use consistent and clear signage to help travelers navigate.

- Recognize the potential hazards:
  - Use clear and consistent signs along the byway.
  - Ensure that all signs are visible and legible from a distance.
  - Use standardized symbols and colors to help travelers identify byways.

- Be prepared to adjust your route:
  - Use a map to understand the layout of the area.
  - Use consistent and clear signage to help travelers navigate.

- Conclude your experience:
  - Use clear and consistent signs along the byway.
  - Ensure that all signs are visible and legible from a distance.
  - Use standardized symbols and colors to help travelers identify byways.
News From the Byway Lost & Found - A Visitor's Eye Perspective
Dennis Adams, America's Byways Resource Center

Wayfinding Canvas for Byways - An Assessment Tool

**Canvas: Wayfinding Canvas**

- A visual record of a system’s performance by organizing it in a storyboard designed to document the success of the tool to improve wayfinding effectiveness. It should also enable an untrained audience's comprehension by following the tool's design and appearance. The tool's success can be evaluated by the number of people who use the tool to navigate effectively.

**Tools to Conduct a Wayfinding Canvas**

**Instructions:**

1. **Objectives:**
   - The overall goal is to conduct a systematic, consistent, and comprehensive evaluation of the tool's performance.
   - The evaluation process should be conducted by an independent, experienced professional to ensure the tool's successful implementation.

2. **Procedures:**
   - **Pre-Canvas Stage:**
     - Identify the tool's goals and objectives.
     - Develop a clear and concise statement of the tool's purpose.
     - Define the tool's intended audience.
   - **Canvas Stage:**
     - Conduct a thorough analysis of the tool's design and layout.
     - Evaluate the tool's effectiveness in achieving its intended goals.
   - **Post-Canvas Stage:**
     - Determine the tool's success and potential improvements.
     - Prepare a final report outlining the tool's performance and recommendations for improvement.

3. **Materials and Equipment Needed to Conduct a Wayfinding Canvas for Byways:**
   - A lighted board
   - A camera
   - A video camera
   - A laptop
   - A printer

The Manual of Uniform Traffic Control Devices & Effective Wayfinding

The Manual of Uniform Traffic Control Devices provides road management authorities with the tools needed to consistently and safely direct motorists along our highways. When planning for effective wayfinding, the signage component of your planning must respond to the requirements of the manual. This section of our booklet provides a quick overview of key portions of the manual.

Byway providers are encouraged to develop a relationship with the road management authority for your road so that you can understand the requirements of the manual, in relation to your travelers needs.

The design of signs is governed by important rules and standards that covering design and placement of signs and other roadside appearance. As discussed on the next page, the design of a byway logo should focus on the clear, concise, and descriptive message you want a traveler to absorb. In the second or two a driver has to recognize the sign at highway driving speeds.
News From the Byway Lost & Found - A Visitor's Eye Perspective
Dennis Adams, America's Byways Resource Center
Presentation Agenda

- Introduction to FHWA National Scenic Byways Grants
- Grant Questions
- General Application Tips
- Open Discussion / Q & A

NSB Grants

- Applications for NSB Grants – FHWA requests applications on an annual basis
- Applicants files with grants.gov, then submits grants application online at byways.org
- Only state designated scenic highways and nationally designated byways may apply
- Applications require a 20% match
- Applications need to meet the requirements of the FHWA’s Grant Information

NSB Grants (Cont.)

- Corridor Management Entity has to concur with the application and needs to ensure the proposed project is in agreement with the CMP and associated documents (Master Plans, Action Plans, etc.)
- FDOT staff reviews applications and provides preliminary comments (applicant can make revisions before electronic submission)
- SHAC reviews applications
- FDOT staff ensures grants.gov requirements are fulfilled (including submission of SF-424)
- SHAC ranks applications and makes recommendations to the FDOT Secretary
GRANTS QUESTIONS

What is the difference between the information that is submitted on www.bywaysonline.org and what is submitted on www.grants.gov?

bywaysonline.org
Details on the project's proposed funding, overview, budget, work plan, description, relation to traveler’s experience, etc.

grants.gov
Information about the byway organization applying for federal funds.

Why use www.grants.gov?

• Grants.gov is part of the President’s e-government initiative to utilize technology to make information readily accessible to the public.

• NSB Grants program is transitioning over to grants.gov (it is anticipated that the NSB grants application will also be included in grants.gov in the future)

• Can be used to identify other federal grants opportunities.

What advise could you lend on navigating/using the www.grants.gov website?

Refer to the FHWA’s document: “Tips for Using Grants.gov”
Can be obtained at: www.bywaysonline.org/grants/articles/73500
Begin the registration ASAP
Registration does not have to coincide with the solicitation of applications.

What is a D-U-N-S Number?

• A unique nine-digit sequence number recognized as the universal standard for identifying and tracking over 100 million businesses worldwide.

• Widely used by both commercial and federal entities

• Enables potential customers, suppliers and lenders to identify and learn about your organization.

• Incorporated into the Federal Acquisition Regulation (FAR) as the federal government’s contractor identification code for all procurement-related activities.

Does FHWA provide feedback on applications submitted for funding?

• FHWA will only provide feedback on non-funded projects to assist applicants on how they might improve applications should they decide to re-submit the application in the future.

• The FSHP staff and the SHAC also provide feedback after the application ranking meeting.

• For guidance on all the conditions guiding the use of NSB Grants funds see the Grants Information package.
Is it true that county and local government can use in-kind services as part of their match?

- **YES!**
- All in-kind contributions or donations must meet the same requirements as if the item is being paid for with byway funds (i.e., the costs must otherwise be eligible for National Scenic Byway Program funds).
- If the project is funded, then the value and the source of the in-kind or non-cash match must be documented and supported in the project records when carrying out the project.
- The value and the source of the in-kind or non-cash match must be documented and supported in the project records when carrying out the project.

See pages 36-37 of the Grant Information package.

Who verifies the value of an in-kind match?

If a project is funded the State as well as the FHWA Division Office can verify that in kind or non-cash matches are eligible.

How should applicants apply for the funding of activities that were previously funded under the old Seed Grant category?

- Former Seed Grants - $25,000 for a maximum of 5 years for CME operations
- In FY 2007 and FY 2008 seed grants are no more.
- No longer limited to $25,000
- Can now apply under the Corridor Management Plan Implementation Category.
- No limit of how many times can apply.
- No longer protected by “priority”, now have to compete with other categories.

On page 7 of the FY2008 Grant Information it states that anyone can prepare an application. Typically, States are limited by law as to who they can enter into project agreements with. How would this be addressed?

- Verify the requirements of the State to administer selected projects and receive reimbursements.
- In Florida this is normally done under the Local Agency Program.
- Funds are typically passed along to local governments though a LAP agreement.
- The LAP program cannot be applied for projects through non-profit organizations.
- Some districts are using JPAs.
- FDOT and FHWA working on how to pass along funds to non-profit organizations using the LAP Program.

What are some tips that you can give me for creating a better grant application?

- Demonstrated benefits for the byway traveler, whether the project will help manage the intrinsic qualities that support the byway’s designation, shape the byway’s story, interpret the story for visitors, or improve visitor facilities along the byway.
- The proposed amount of National Scenic Byways Program funds should be proportionate to the proposed project’s benefits to byway travelers.
- Projects should be consistent with the Corridor Management Plan.
- Project should have the concurrence of the CME.
- CME should be an active group.
- Tie the project to the story of the corridor.

What are some tips that you can give me for creating a better grant application? (cont.)

- Show that there is support for the project.
- Project should not only benefit local community.
- Project eligibility is based on the information provided in the submitted application and the attachments. Applications may be found ineligible based on a lack of information provided or insufficient information describing the relationship of the proposed project to the byway, and the benefits to byway travelers.
- Respond to the Principles, Practices and “Complete Applications Include” sections of the Grant Guidance for the selected category.
- Provide a map showing existing State designated scenic byways and discuss those routes in the Narrative Section of the electronic application.
What are some tips that you can give me for creating a better grant application? (cont.)

For safety projects, reviewers can determine eligibility only when the application demonstrates the increased traffic and changes in the types of vehicles using the road is a result of the byway’s designation. Project should not only benefit local community and safety problems should not be existing safety problems.

If a property is being acquired or protected for use as a byway facility, then what specific function would it serve? Work required by other highway projects may be determined not eligible.

Interpretive Centers – demonstrate that use of the building will be for byway purposes. Most of the square footage should be dedicated to the byway. Explain clearly why the center is needed.
Seven Deadly Sins to Avoid
(courtesy publicityhound.com):
- Providing insufficient or wrong information on your news releases, particularly telephone numbers. Releases must be complete, accurate and specific.
- Writing too long. They should be no longer than a page.

Seven Deadly Sins to Avoid
(courtesy publicityhound.com):
- Sending it too late. Mail or fax it to local media at least two weeks before an event, preferably three or four. Major magazines work four to six months ahead of time.
- Sending a release with no news value. News is what happens that is different. If it isn't different, it isn't news.

Seven Deadly Sins to Avoid
(courtesy publicityhound.com):
- Omitting a contact name and phone number. At the top of the first page in the left corner, let editors know who they can call if they have questions. Include day, evening and cell phone numbers.
- Calling after you send a release. Questions like "Did you get my news release?" will brand you as a pest. Most reporters and editors don't have time. If you do follow up, make sure you have a reason to call. Suggest a particular angle to your story, or ask the media people if they need any other information.

Seven Deadly Sins to Avoid
(courtesy publicityhound.com):
- Blatant commercialism. Avoid hackneyed words and phrases such as spectacular, incredible, the only one of its kind, breakthrough, cutting-edge, unique and state-of-the-art.

Do:
Familiarize yourself with the media outlet. (E.g. Read, watch, or listen to any media outlet whom you plan to contact with story ideas and media releases).
Pitch a story or send a release that is appropriate for the media outlet. (Ex.: Don’t pitch a Caribbean Cruise to American Road magazine.) It wastes the editor’s time. They will likely ignore any future releases from you that might be appropriate (or mark you as spam so that future releases won’t even reach them).

Do:
Contact the outlet via a means outlined in their submission criteria when you have a story angle or newsworthy information. Most editors set aside a certain period of time for reviewing submissions. If you call and the submission guidelines say to mail or email queries, the editor will likely be tagged as someone who does not follow directions. (When submitting events, use the calendar event submission process vs. the story/media release process.)

Do:
Provide professional quality images with cut lines and photo credit information (or offer to provide images) in whatever format the outlet requires.
Offer additional assistance or information.
Follow through with any promises. If having difficulty fulfilling requests, inform the media asap and provide an alternative.

Do:
Meet any deadlines provided.
Provide media with a variety of resources (Offer to arrange interviews, assist with research, etc. You’ll become a valued asset!)

Other strategies to utilize to encourage media attention:
- Offer a website with a media room
  - Give access to a variety of professional, high-resolution images (please don’t make us wait) (CAUTION: Make sure that you have permission to post and provide the images on your site for media use!)
  - Provide a number where someone may be reached (even if your office is closed five out of 7 days a week - give alternate contact information for media access).
- Consider hosting a FAM trip.
- Offer media travel assistance.
- Request letter of assignment
Becky Repp
Becky@americanroadmagazine.com
1-877-285-5434 x1
During the last session of the conference, Mariano Berrios and Lynne Marie Whately asked that the participants provide to the FSHP staff input on the goals, obstacles, opportunities, and constraints they are facing in the program. The participants were asked to break into groups based on the tables at which they were sitting and provide feedback on the following types of questions: What can the program do better for participants? What are the obstacles CAG and CME groups face? What new items could the program develop to help CAG and CME groups succeed?

The participants spent some time within their respective groups brainstorming ideas and strategies for the program. Mr. Berrios and Ms. Whately collected the results of their efforts and led each group in presenting their results to the entire delegation. The recommendations included:

**Group 2**
1. Encourage the state to remove billboards from Scenic Highways
2. Facilitate placement of utility lines underground
3. Closer partnering with local government to ensure timely completion of grant projects
4. Continue the biannual conference
5. Field trips to different byways
6. Certain characters foul up the annual report format
7. More funding for grants
8. More CME group discussions

**Group**
1. More money is needed
2. FDOT Coordination/Training
   - Uniform MSG/Policies/Program Consistency of information
3. JPA/LAP Issue
   - Process/Information Flow
4. Future years- No DOT
   - All highways are designated roadways/corridors, then sustainability through CMEs
5. Next conference
   - Listen more and talk less
   - CMEs- Story/Successes/Failures
   - Sustainability of CMEs

**Group 4**
1. Regional, quarterly Scenic Highway Meetings- roundtable style
2. More money needed
3. Limit the number of designations
4. “Orientation” portion of conference vs. issues for long-established CMEs
Group 5

1. 501(c) (3) application training process
2. Sunshine Law workshop relating to the FSHP
3. Governance and Incorporation Guidance
4. State FSHP branding materials for each CAG/CME to be used for public outreach programs, i.e. banner, brochures, and give-a-ways.

Group

1. Standardize symbols for all byways maps
2. Enhanced coordination among CME/ ListServ
3. Scenic Highways have more impact in regulating decisions
4. Provide more statistics/data on economic benefits of Scenic Highways
5. Training to develop technical skills for media outreach
6. Specific Workshops to address issues
   - Grants/fundraising
   - Publicity
   - CME Organizational
   - Advocacy
7. Sell T-Shirts

Group 7

1. Online Resource Center (samples, information)
2. Non-Profit Designation
3. Sunshine Law Workshop
4. Central Archive provided for public records

Group 8

1. Have state develop a community Toolkit to educate community and local officials
2. Have state develop a strategy to integrate tourism into byway organizations
3. Hold state FSHP conference annually
4. Create networking tool on website (state) so CAG’s/CME’s can communicate with each other

Group 9

1. Need to know what’s expected
   - To Get a Grant
   - After we get a grant
     - How to process
     - How to manage
     - Reporting requirements
   - Must all Federal Rules be followed
     - RFP’s
     - Licenses
     - Minority owned companies
2. All district coordinators have ongoing training & coordination
3. Roadside chat – for CAG/CME support
   - CAG/CME/Board Training

4. Clear Information and Direction On:
   - Federalization of Road
     - If you get a grant
   - Sunshine Law

5. Better Coordination- between CME & FDOT

6. Non-federal money

Mr. Berrios thanked the participants for their comments and suggestions. These suggestions and recommendations will be examined and discussed with management in an effort to make the FSHP better for everyone involved.
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