



2016 FSHP Byway Annual Report (BAR) Form

Scenic Highway: J. C Penney Memorial Scenic Highway, Inc

Form Completed by: Catherine G. Parrott, Scenic Highway Coordinator

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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2016?

Yes – If more than one project was completed in 2016, make a blank copy of Section 1 starting at “Completed Project #1.” Paste this blank copy into the report below Project #1 and change the project number for each subsequent completed project.

No

Completed **Project #1**

1. Project Name: **Penney Farms Tree Canopy Safety Project**

2. Category/Type (highlight one category that best describes the project):

Physical or built – scenic pull-out, landscaping, way-finding signage, interpretive panels/kiosks, visitor center, etc.

Planning – CMP (now BMP) update, interpretive, marketing, way-finding, master plan, etc.

Organizational Development – fundraising plan, strategic plan or retreat, accreditation, etc.

Program – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.

Marketing – brochure, video, advertising, etc.

3. Project Budget

This section has been modified for 2016 to more accurately reflect budgets for completed projects. For some projects, like a sponsored kiosk, the money raised for the project might exceed the cost of the project. Others, like 5K runs or garage sales, generate revenue upon completion. Please see the 2016 BAR Guidance for a more detailed explanation and examples if this budget format is unclear.

Project Budget:	
Government Grant(s) (federal, state, or local)	\$120,000
Private (individual donations, business sponsors, foundations, special events, membership)	\$0
Earned Income (merchandise sales, fees for programs, etc.)	\$0
In-kind value (only include if allowed as matching for grant)	\$0
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i>)	\$0
Total Revenue Raised for/by Project	\$120,000
- Total Cost of Project	\$120,000
Net Gain or Loss	\$0



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4. Project Dates:

- a. **Start Date** (can be prior to 2016) MM/YYYY: **January 2016**
- b. **Completion Date** (must be in 2016) MM/YYYY: **February 2016**

5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response) **No it was an FDOT Town & Scenic Highway partnership**
If No, please indicate the project lead and describe the role the byway organization played:

6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

In late 2015 a resident of the Town of Penney Farms was killed when a large piece of trunk from a Live Oak tree fell on his convertible, on a rainy night. He was driving, after dark, along S.R. 16 on the J.C. Penney Memorial Scenic Highway. Although this type of accident is very rare, unpredictable and considered an "act of nature" it was very concerning to the community. In addition to being the Volunteer Scenic Highway Coordinator, I help out at Town Hall with writing grants. The Town Manager asked me to try to find some funding that would help to make the scenic highway canopy feel safer to motorists. I called FDOT to ask for suggestions for funding, since neither the Town nor the scenic highway could begin to fund such a project. FDOT sent out their arborist, Early Piety, and I drove the route in a golf cart with him, taking notes on each large tree in the canopy. Although the canopy had been raised, to the required height he noted spots that would need attention soon and features about several trees that might become areas of future concern. He concluded that the canopy would benefit from some topping and lightening on certain limbs with specialized trimming. The Town and the scenic highway worked together to search for grants, without success. Ninety years ago, when Mr. & Mrs. Penney decided to line the highway with Live Oaks and Magnolias, S.R. 16 was not a major highway. The trees ended up being planted in what became FDOT right-of-way. After talks with the Town Manager, FDOT officials, arborists and scenic highway representatives it was decided that FDOT could provide a grant to have the job done. As scenic highway representative, I attended the bid meeting, where the requirements were discussed. FDOT handled the project after that point with two arborists, one from FDOT and one from the Florida Scenic Highway Program. The project not only left the magnificent tree canopy stable for the foreseeable future but saved the Town from major damage in Hurricane Matthew, in October 2016. Although the hurricane's main force and destruction missed the town, the wind strength would have caused damage on the scenic highway. After the project was completed the J.C. Penney Memorial Scenic Highway CME voted to have three trees purchased and planted on the scenic highway corridor, as a tribute. Cost of that additional project was \$900 and paid for by the scenic highway CME. The community owes a great debt of gratitude to FDOT for this assistance and funding.

7. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

By being willing to ask questions we found that a cooperative effort was possible. It was critical to success that the Town of Penney Farms and the J.C. Penney Memorial Scenic Highway both realized that neither of us could address this issue either alone or jointly and needed to reach out. FDOT personnel were amazing with both the financial support and the follow-through. Later they assisted me in getting the permit to add

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the three trees. We would do nothing differently except wish that the “act of God” accident, where the tree section fell, had not happened.

- 8. Project impact:** Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

The Town of Penney Farms cannot put a value on the “return on investment” because the specialized tree project carried out with FDOT support has made the scenic highway corridor feel safer for every driver who uses S.R. 16. This is a return on investment beyond measure.

Limited development that would benefit the residents, while preserving the “small town atmosphere” of the town, is hampered because most of the vacant land in the municipality is owned by one landowner. The economic impact can only be measured in terms of “quality of life,” at this time. Visitors come to Penney Farms to see the canopy and marvel at the fact that Mr. & Mrs. Penney had the foresight back in the 1920s to consider the environment and highway beautification. One individual who travels the scenic highway daily to and from work said, “after the accident I was much more aware of the trees. I watched every over-hanging branch with a heightened sense of anxiety. Now as the sunlight filters through the branches, I can again relax and enjoy the beauty of the canopy.”

The environmental impact is much easier to measure. The selective pruning and thinning of the canopy has allowed more light to the lower growth, enriching and improving the health of the canopy. The removal of weight from heavy limbs has reduced stress on the affected trees. The overall impact is that the J.C. Memorial Scenic Highway tree canopy is now healthier.

- 9. Byway goals addressed:** What planning goals are addressed by the project?

The Planning Goal addressed is Goal 1 in the updated goals revised by committee in 2015 and adopted at the January 2016 meeting of the CME, It reads as follows:

Goal 1: Protect, preserve, maintain and enhance the natural, scenic, historical, cultural and educational resources along the Corridor

Objective 1:1 “Preserve and maintain a canopied roadway of majestic trees and native plant species along the Corridor and loop.”

- 10. Please list and describe the role of all project partners:**

Town raised concern about the canopy

Scenic Highway Coordinator sought consultation and financial help

FDOT first provided the consultation of arborists; then approved grant funding and contracted work

All parties involved in follow-up

Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

Photos e-mailed

Completed **Project #2**

- 11. Project Name:** **3rd Annual Penney Farms Historic 5K Run and 1 Mile Run/Walk**

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12. Category/Type (highlight one category that best describes the project):

- Physical or built** – scenic pull-out, landscaping, way-finding, signage, interpretive panels/kiosks, visitor center, etc.
- Planning** – CMP (now BMP) update, interpretive, marketing, way-finding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- Marketing** – brochure, video, advertising, etc.

13. Project Budget

This section has been modified for 2016 to more accurately reflect budgets for completed projects. For some projects, like a sponsored kiosk, the money raised for the project might exceed the cost of the project. Others, like 5K runs or garage sales, generate revenue upon completion. Please see the 2016 BAR Guidance for a more detailed explanation and examples if this budget format is unclear.

Project Budget:	
Government Grant(s) (federal, state, or local)	\$ 1,450 TDC-reimbursed
Private (individual donations, business sponsors, foundations, special events, membership)	\$ 1,930
Earned Income (merchandise sales, fees for programs, etc.)	\$ 0
In-kind value (only include if allowed as matching for grant)	\$ 0
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i>)	\$ 3,938
Total Revenue Raised for/by Project	\$ 7,318
- Total Cost of Project	\$ 6,596
Net Gain or Loss	\$ 722

14. Project Dates:

- a. **Start Date** (can be prior to 2016) MM/YYYY: **10/29/16**
- b. **Completion Date** (must be in 2016) MM/YYYY: **10/29/16**

15. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response) **YES**

If No, please indicate the project lead and describe the role the byway organization played:

16. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

The 3rd Annual Penney Farms Historic 5 K Run and 1 mile Run/Walk drew over 200 runners and walkers. Of the 200+ participants 50 were from our local Clay County and the rest from out-of-county. This latter group was an interesting split. We had runners from Jacksonville, St Augustine, Ponte Vedra Beach, Hilliard Callahan, Glen Saint Mary as well as other spots in St. Johns and Duval County. We also had persons from Gainesville and Ormond Beach FL; Notasulga, AL and Wiesbaden, Germany. Because our community is small we contract with a professional run group to lay out the route along our residential streets, handle all the registration electronically and provide the timing and placement at the finish line. The T-shirts and



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awards are also purchased through them. 1st Place Sports handles many area runs and has a good reputation.

Because Penney Farms is fairly rural we will probably never be a huge run but our volunteers work hard to make it special. One competitor commented to me after the run, "this is how running events should be.... a good, quiet course where times can be improved, excited competitive runners trying to win and nice, nice people."

There are several touches that are added to make the event special. Fifty volunteers help out before- hand and that morning. They put out signs; bake muffins; set up & break down; help with registration and parking; hand out T-shirts; pass out goody bags with scenic highway literature and small donated items; man street crossings; provide supervision of the runners; provide medical back-up take photographs and serve refreshments.

In addition to very nice awards with our logo on them the run committee provides 5- 6 door prizes that are drawn for at the after-run party. This keeps people around after they get their award to mingle and talk with volunteers. Several points of interest are open for runners and their families to visit. The model train club had over 40 visitors come to ask questions or take our train station quiz where they have to find certain items in the layout. Nine trains can now run at the same time on a network of tracks. This is a project that is "always in motion" as the train enthusiasts add track, acquire new locomotives and convert to digital operation. This is one of the most popular stops on the scenic highway loop. The 2017 4th Annual, Penney Farms Historic 5K Run is scheduled for October 28 with a start time of 8:30 a.m.

17. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

What worked well?

- Since the mornings were still dark we moved start time to 8:30 am allowing more travel times for runners to arrive.
- This resulted in a good turn- out of families with small children
- Advertising was more wide-spread
- The run is the same day as the Georgia-Florida game in Jacksonville so we get quite a number of runners from Jacksonville and north because there are no big runs scheduled.

What to do differently?

- Push CME members to work more aggressively to get sponsors. Maybe offer prize for most.
- Consider a celebrity runner or other athlete to come.
- Start the run at 9:15a.m. and offer a short run clinic at 8:15.am before warm-ups
- Raise the entry fee a little. ... from \$20 to \$25
- Critical to Success
- Working closely with group planning route and timing
- Preventing glitches and stress on run day with good planning
- Early publicity over an expanded area
- contact with individual running clubs
- Getting grants like TDC to help underwrite display advertising in various forms
- Free advertising from local paper.
- An advertisement purchased in a run magazine and extras local advertising done.
-

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18. Project impact: Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

In this 3rd year it is not yet a huge fund-raiser, because we choose to work with professionals for set-up and try to keep our costs reasonable for family groups, but we have developed a following and the attendance is building. We are attracting participants who not only run but visit points of interest on the scenic highway corridor and loop. The economic impact is sufficient to allow the CME to give-back to the community. e.g. replacing trees on the corridor. The quality of life impact is significant. We see great fellowship among the participants; a rapport is being built with returning runners and many want to talk about this community, the points of interest and the possibility of attending other events during the year.

19. Byway goals addressed: What planning goals are addressed by the project?

Goal #3- "Solicit ongoing regional support and participation of new individuals and corporate partners that will ensure enthusiastic involvement and expansion of the CME."

Not only are there new runners each year but corporate sponsors have increased and new volunteers are being attracted not only to the run but to other events and to our meetings.

20. Please list and describe the role of all project partners:

- *Tourist Development Council gave \$1450 reimbursable grant for out of county advertising*
- *Clay Today Newspaper gave a free advertisement, value \$600*
- *First Place Sports handled all the management details of the 5K run, for a fee*
- *15 corporate sponsors provided platinum, gold, silver or bronze sponsorships*
- *50 volunteers contributed their time and skills to make the run a success and got a T-shirt*
- *Some sponsors had participants in the run*
- *Town of Penney Farms donated use of the park and other town space for registration, and also provided Volunteers in Police Service for parking*
- *Scenic Highway provided manpower, organization & lots of extras*
- *Town residents, not volunteering, lined the route to cheer on runners*
- *Points of interest such as the historic Penney Memorial Church and Penney Train Station (the model train exhibit) were open and manned.*

Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

3-5 pictures e-mailed

Completed **Project #3**

21. Project Name: **Public Educational Program**

22. Category/Type (highlight one category that best describes the project):

- Physical or built** – scenic pull-out, landscaping, way-finding signage, interpretive panels/kiosks, visitor center, etc.
- Planning** – CMP (now BMP) update, interpretive, marketing, way-finding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.



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- Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- Marketing** – brochure, video, advertising, etc.

23. Project Budget

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Project Budget:	
Government Grant(s) (federal, state, or local)	\$ 0
Private (individual donations, business sponsors, foundations, special events, membership)	\$ 0
Earned Income (merchandise sales, fees for programs, etc.)	\$ 0
In-kind value (only include if allowed as matching for grant)	\$ 0
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i>)	\$ 0
Total Revenue Raised for/by Project	\$ 0
- Total Cost of Project	\$ 0
Net Gain or Loss	\$ 0

24. Project Dates:

- a. **Start Date** (can be prior to 2016) MM/YYYY: **May 4, 2016**
- b. **Completion Date** (must be in 2016) MM/YYYY: **May 4, 2016**

25. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? **Yes** or **No** (highlight a response)

If No, please indicate the project lead and describe the role the byway organization played:

26. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

On May 04, 2016 the J.C. Penney Memorial Scenic Highway, Inc. hosted a public program to update the progress on the First Coast Outer Beltway which will cross S.R. 16 within 2 miles of the eastern entrance to the scenic highway in Penney Farms. This topic has created a great deal of interest and some anxiety in our wider community because it is planned to have entrance and exit ramps at that location. Morgan County, a lead engineer on the project accompanied by a planning specialist updated a large crowd on the progress, since we last heard from Morgan, 2 years ago. Approximately 175 persons came to listen and ask questions about the progress, the impact to our community and to discuss development that has been on hold. The CME viewed this as a highly successful program bringing many interested individuals from outside the immediate area to learn more about the scenic highway corridor and loop. We have a date reserved on March 15, 2017 for a similar program to discuss the Lake Asbury Master Plan which is immediately north of Penney Farms. The southern boundary of the plan ends at the town limits 600 feet from the scenic corridor. That plan can be viewed at www.lakeasburymasterplan.org

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27. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

What worked well?

- *The fact that we offered an update of a topic that was of great community interest and the group that came was a combination of repeat attendees and new participants.*

What to do Differently?

- *If we were to do something different we would have taken a little additional time to discuss the work of the scenic highway*
- *Spent more funding on reproducing our tour booklet and historic brochure about the church.*
- *We would then have made packets with these brochures and information about our meetings.*

What was Critical to Success?

- *We feel the public meeting was a success because we offered free information with a great speaker in a comfortable setting; we chose a subject that had wide-ranging interest and we advertised it well. We will plan to do a reprint of the brochures for people to pick up at the next program.*

28. Project impact: Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

The return for investment was to offer helpful information and explore the possible advantages that the new road might provide our communities without affecting the life of Penney Farms area too much. It brought new people to the Corridor where scenic highway members were able to share our story in a personal way. The limited access roadway will make driving to Jacksonville area much quicker and bring people and jobs closer. It will also make the events we hold on the scenic highway accessible to more people. Visitors like this community and would love to live here.

29. Byway goals addressed: What planning goals are addressed by the project?

Goal #3 “ Solicit ongoing regional support and participation of new individuals and corporate partners that will ensure enthusiastic involvement and expansion of the CME.”

Objective 1:1 *Aggressively promote meetings and events on the Corridor and loop.*

30. Please list and describe the role of all project partners:

- *Penney Retirement Community donated the space*
- *CME members planned, arranged and set-up the meeting*
- *Local newspapers printed press releases*
- *Speaker team donated their time, materials and slide presentation*
- *Audience of local officials; business professionals and area residents participated*

Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

Pictures are e-mailed

Section 2: Other Accomplishments and Ongoing Projects



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1. Please describe any other noteworthy accomplishments from 2016 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2016.

Visioning Plan Grant

For some time the J.C. Penney Memorial Scenic Highway has discussed a Visioning Plan that will allow the Scenic Highway CME to be an active partner in deciding how the scenic highway Corridor will look in 20 years. The corridor is the main highway through the Town and what happens with development will determine the safety of the scenic, historic and cultural resources on the corridor and either preserve or destroy the "small town image" that the Town of Penney Farms wishes to maintain while bringing more opportunities for residents. Working with volunteer assistance from a planner the CME has developed a Visioning Grant for \$40,000 to allow all the entities of the community to come together with a planner to set up discussion groups and determine what our residents see as the future plan for the corridor. How can the town have some business, eating places etc to build the economy while maintaining the small town with a rich history and culture? The grant was turned down on the first try by the Florida Department of Economic Development but we will continue to submit it in 2017 and hopefully get the visioning plan under way.

Other Projects

The CME has worked with both the Town of Penney Farms and the Penney Railroad Station (model railroad club) who are both partners on projects during the year. The scenic highway CME was an active participant in the Town, 2016 4th of July event and the Holiday Parade in December. The railroad group holds special open houses during any scenic highway event and is a popular stop for visitors on the loop. Members of the CME help the railroaders each May to put on a large program for the Golden Spike Anniversary. Such programs bring railroad enthusiasts, (a different visitor group) to a scenic highway Point of Interest and to a program where they learn interesting facts about the history of rail travel in the USA. In the time of J.C. Penney, Penney Farms had a narrow gauge railroad which carried farm produce and passengers 8 miles into the Town of Green Cove Springs. The present model train exhibit is not far from the site of the "real" Penney Farms station.

*The railroad group had a golf cart disguised as a steam engine in the 40 entry Christmas Parade.
e-mail pictures attached*

Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2016. Name the project and summarize any impacts or measures of success in all areas below that apply:

Penney Farms 5 K Runs #1- 2014 and #2-2015

- a. Economic: *Each year new people join regulars for the run and each year more funds are raised*
 - b. Quality of life: *This is a fun experience for families as well as serious runners*
 - c. Environmental: *Runners see the effort the community has made to save "open space"*
 - d. Other: *Partner with TDC for funding and record zip codes for our runners to track possible over-nights and the value returned by regional advertising*
2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2016:
A natural gas pipeline installed by TECO Gas came through Penney Farms on the FDOT right-of-way where the canopy trees are planted (some since 1926) They did not feel that they needed to notify the town or the scenic highway because they were not on "town property." They had planned to trench

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the pipe line but after protests from town and scenic highway they bored 15 feet under the trees with Public Works Supervisor and Town Manager observing.

Section 4: Public Participation & Partnerships

- Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2016.
Invitations go out for quarterly meetings and special programs. A newsletter goes out 4 times a year and is available for pick-up in central locations, Special events & programs are listed in newspapers and on –line. We have a web-site and Face book Page
- Are there issues or concerns regarding the scenic highway in corridor communities?
No. We are a short scenic highway in one community and have good relationships.
- How are new byway organization members, leaders, and volunteers recruited?
Sign-ins for meetings; advertisements and press releases; sign-up forms for runs, etc.
- Is there evidence that more stakeholders are involved/interested in and/or aware of the scenic highway (more people receiving newsletter, attending meetings, volunteering, etc.)?
Yes. It has become easier to get volunteers for events and new people come to meetings, events and for historical month tours as well as 4th of July Flag Raising and the Christmas Parade
- With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?
75-100 not including posters and press releases out in the wider community.
- Describe how the byway organization assisted its partners in 2016.
The Chair of the CME just became “Mayor of Penney Farms” last week and many of our members serve on committees at the Town or at Penney Retirement Community. Others volunteer throughout the county in various capacities from playing in bands to being members of Rotary in Green Cove Springs. Also, the tree canopy is known throughout the area and many people report that they take a detour en route to Gainesville or St Augustine just to drive along the Corridor.

Section 5: Funding

- Does your byway organization have an annual budget? (highlight a response)
 - Yes** – Please email as an attachment to wanda.maloney@floridascenichighways.com
 - No – Please provide the following revenue information for 2016:

Government Grant(s) (federal, state, or local)	\$
Private (individual donations, business sponsors, foundations, special events, membership)	\$
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value	\$
Total Funding	\$

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Budget sent by e-mail

2. Please describe your outstanding funding needs in the following categories:
 - a. Project(s) or program(s) that lack funding:
1-a. The Visioning Project for the Corridor
 - b. Total amount of funding needed (in dollars rounded to nearest \$100):
\$40,000 maximum depending on hours for planner. Clay County dropped out of NEFRPC so groups have not been able use their services without fee.
 - c. Potential sources of funding identified:
Grants for planning; community development or rural assistance
1-a2 Penney Farms Historical Museum Partnership
b-2 Total Amount of funding needed \$25,000 to complete renovation. \$10,000 in-kind promised
c-2 Sources include Special events and grants

3. Please list potential funding sources being pursued (if not identified above).
 - 1-a A list of potential private and government grants have been identified but the CME is still looking at deadlines for applications. It is planned that an application will be ready to go out by the end of February.*
 - 1-b A partnership has just been approved by the Town of Penney Farms Council that they will partner with J.C. Penney Memorial Scenic Highway and the Penney Farms Historical Society for the Museum. This allows all partners to be looking for grants as a government or non-profit Applications open for a matching grant from Florida Department of Cultural Affairs in April and an application will be made by the partnership. Other private foundation and museum type grants will also be pursued for preservation of old documents, set-up of exhibits etc, This is a work in progress and would be good to complete by the end of 2017 for the 90th anniversary year of the Town.*

4. Please describe the organization's challenges to obtaining funding.

It is time! As Volunteer Coordinator of the scenic highway I am the only one right now with grant writing experience and a willingness to donate my services. Even though I am retired I do keep busy helping both at the town and the retirement community in various capacities. However, I love the scenic highway concept and what it can do as an organization to benefit all our partners. There are just so many possibilities for this small scenic highway to make a difference!

5. Please describe your funding success stories from 2016. For example: a successful fundraising event or identifying a new source of funding.

The 5K run, after 3 years, is becoming a signature event for us and with fine-tuning it will become a first-class funding source.

Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2016 for the scenic highway and *the effectiveness of each.*

Brochures are picked up quickly from our two kiosks and at special events. Newspaper advertising works well for special events. We have an excellent web-site and a Face book page. Keeping them up to date is very time consuming and the CME needs to find volunteers with those skills
2. What was the total amount spent on marketing?



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- Approximately \$3,000 per year. When we place a new kiosk or do large new printings maybe more.
3. What were the sources of funding for marketing?
Tourist Development Council, Florida Historic resources, memberships, sponsorships, fund-raising
 4. Please list the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.):
Facebook, Web-site and Linked-in. Finding volunteers willing to keep them updated is hard.
 5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.).
Florida had 57.4 million tourists in the first 6 months of 2016 and is on pace to break 115 million. The Clay County Fair and the Scottish Games both just down the road from Penney Farms drew their largest crowds ever. According to National Tourist data, there is a tendency for people to make more and shorter trips and the Penney Farms area can benefit from this trend if we partner and attach ourselves to events in the local area and become one of the stops.
 6. **Has the impact of the scenic highway on local tourism trends been identified in any way? If so, please describe.**
*Our Points of Interest try to keep data but in some cases they are unmanned and depend on sign-ups. Those with sign-in books are counted
Guests to the Retirement Community are taken to some of the Points of interest
Brochures leaving the Kiosks are counted
Area people come in for Special music programs*
 7. Please describe how the byway organization is working with local tourism agencies.

We work well with the local tourist council and seek grants from them. The Chamber of Commerce. Representatives come to some of our special events but have little ability to work with Visit Florida

Section 7: Byway Organization

1. What is the organization's current structure (nonprofit, informal citizen group, etc.)?
501 (c)3
2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?
Updated our goals
3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?
Finding funding consumes a lot of time.

Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted?
2011
2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?
We are requesting a training for our members in 2017. Part of that training will be about our BMP
3. Does your byway organization have questions about or need help deciding when to update the BMP?
At our January 26 CME meeting we firmed possible dates for 2017 Work Plan activities and will submit our request with possible dates for FSHP trainers to come to Penney Farms.

Section 9: Final Comments



2016 FSHP Byway Annual Report (BAR) Form

1. Please list any other significant accomplishments or activities that have not been captured in this report. None

JC Penney Scenic Byway 2017 Photos

JC Penney 5k





Railroad Museum



PRC Railroad entry from Byway



Run Start







