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: I-10/Scenic Highway Landscape Meetings

2. Category/Type (highlight one category that best describes the project):
   - Physical or built – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
   - Planning – CMP (now BMP) update, interpretive, marketing, wayfinding, 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: No costs were incurred by the Scenic Highway Foundation (SHF).

4. Project Dates:
   a. Start Date: November 6, 2015
   b. Completion Date: February 25, 2016

5. Project Lead
   Did the byway organization lead the project? No.
   If No, please indicate the project lead and describe the role the byway organization played:
   Escambia County Commissioner Grover C. Robinson IV organized and facilitated group meetings with individuals from the following: FDOT, Atkins, SHF, Whisper Bay HOA, and Escambia County staff. The byway organization was a member of the group that helped develop the landscaping plans.

6. Description of the project: The group came together to design a landscape plan for the interchange at I-10 and Scenic Highway. This area contained a large growth of mature oak trees which were clear cut.
Pensacola Scenic Bluffs by FDOT in December 2015, to make way for improvements to I-10. The final landscape plan created by the workshop was mostly native plants, shrubs, and trees that do well in this area of Northwest Florida. More than 8,000 young longleaf pines, which are of historical significance to Pensacola, were also included. The plantings will have an irrigation system and a two-year contract with the landscape company to be responsible for replacing all landscape materials that do not survive in that period of time.

7. Lessons learned from the project: That state and local agencies are willing to have discussions with concerned citizens and they welcome their reasonable suggestions. It was important for us that our concerns were addressed and we appreciated being involved.

8. Project impact: The landscape plan now features native and indigenous plant materials with a minimum number of Sabal palms. Sand live oaks replaced the standard live oaks and fringe tree replaced dogwood. The contractor will plant 8,800 longleaf pine seedlings along the section from Davis Highway to Scenic Highway. The environment and the community will be well served by these choices.

9. Byway goals addressed: Visibility in the planning community and enhancing the highway corridor.

10. Please list and describe the role of all project partners: Commissioner Robinson facilitated the discussion and related his experience with several tree species. County staff provided expertise and enlisted the help of local experts. The representatives of the nearby homeowner’s association had their concerns addressed, as did the SHF board.

Completed Project #2
1. Project Name: Oral History Series

2. Category/Type (highlight one category that best describes the project):
   - Physical or built – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
   - Planning – CMP (now BMP) update, interpretive, marketing, wayfinding, 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: $45 for postage to send information postcards to those people for whom we have no email addresses.

4. Project Dates:
   a. Start Date: March 22, 2016
   b. Completion Date: May 24, 2016
5. **Project Lead**  
Did the byway organization lead the project? **Yes.**  
If No, please indicate the project lead and describe the role the byway organization played:

6. **Description of the project:** This was the SHF’s sixth annual Oral History Series. The Scenic Highway Foundation presented the following:


“Invasive Plants in the Scenic Highway Corridor” was the subject of the April series. Beth Boles Extension Horticultural Agent IV, educated the attendees on how to identify some of the invasive plants found along the Scenic Highway, the damage they do, and possible ways to control them.

The last subject of the series was presented by Dean DeBolt, Historian and Archivist at the University of West Florida’s Special Collection. According to our presenter, 2015 marked the 90th anniversary of the creation of what we know as Scenic Highway. But there almost wasn’t a Scenic Highway. Initially it was called the “North Shore route”. The audience was told about the early days of decision-making, road-building, and community feuds that led to the Scenic Highway that we all know and love.

SHF board members planned each event, scheduled the meeting rooms at the West Florida Regional Library, secured each speaker, invited members and past attendees via post and email, invited the public through press releases, set up the rooms, provided refreshments, and replaced the tables and chairs when the event was over.

7. **Lessons learned from the project:** While enjoyed by many attendees for six years, the eighteen events consume a huge amount of human resources and are not a money maker. We put out a donation jar and ask for donations, but receive very little. Therefore the board agreed to focus on other projects in 2017.

8. **Project impact:** Each of the eighteen presentations have been enjoyable and educational.

9. **Byway goals addressed:** Continue promoting the resources of Pensacola Scenic Bluffs through the website, Facebook, oral history series, and at events such as Earth Day.

10. **Please list and describe the role of all project partners:** N/A

**Completed Project #3**

1. **Project Name:** Partnering with City Parks and Recreation Department

2. **Category/Type (highlight one category that best describes the project):**
2016 FSHP Byway Annual Report (BAR) Form

☐ Physical or built – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
☐ Planning – CMP (now BMP) update, interpretive, marketing, wayfinding, 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: No costs were incurred by SHF.

4. Project Dates:
   a. Start Date: June 27, 2016
   b. Completion Date: June 27, 2016

5. Project Lead
   Did the byway organization lead the project? Yes.
   If No, please indicate the project lead and describe the role the byway organization played:

6. Description of the project: The SHF President and Vice-President met with the Director of the City of Pensacola Parks and Recreation Department, and the Director of the Parks Division relative to Chimney Park. We made sure they had copies of our plan for Chimney Park and presented 8” X 10” photographs of numerous conditions that needed to be addressed. Included were: vegetation growing out of the chimney, lack of benches, inadequate trash receptacles, vandalism, poor lighting, poor drainage, and dense vegetation. They agreed to give Chimney Park more attention. We also asked for copies of the maintenance plan and other documents related to the acquisition of the property by the Forever Florida program. Scenic Highway Foundation has not received the requested documents as of this date.

7. Lessons learned from the project: City staff members seemed interested and eager to improve the park, but getting things done required much follow-up.

8. Project impact: The joint efforts are ongoing. So far the storm drain was cleared, some vegetation was removed from the chimney and well used benches were installed.

9. Byway goals addressed: Remove invasive plants in the park area, and replace them with native plants as appropriate; provide more benches and trash receptacles; and make other improvements in the area so it will be usable to visitors. Our first priority for 2017 is moving the Chimney Park project forward.

10. Please list and describe the role of all project partners: SHF and City Parks staff are working together to address issues. There is much more to be done.

Completed Project #4
1. Project Name: Scenic Highway Foundation Community Event
2. **Category/Type (highlight one category that best describes the project):**
   - Physical or built – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
   - Planning – CMP (now BMP) update, interpretive, marketing, wayfinding, 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:** No costs were incurred by SHF.

4. **Project Dates:**
   a. **Start Date:** October 18, 2016
   b. **Completion Date:** October 18, 2016

5. **Project Lead**
   Did the byway organization lead the project? **Yes.**
   If No, please indicate the project lead and describe the role the byway organization played:

6. **Description of the project:** In order to promote our annual meeting as inclusive of the entire community, the SHF board changed the name of the event from “Annual Membership Meeting” to “Community Event”. Representatives of the Florida Department of Transportation and the Florida Scenic Highways Program were on hand to answer questions about the plan for landscaping the Scenic Highway/I-10 interchange and our vision for Chimney Park. The featured speaker was Randall Broxton, well-known local historian and storyteller, who presented “East Pensacola Heights and the Scenic Highway I Love.”

   Jeff Caster, Florida Department of Transportation State Scenic Highways Program Administrator, presented to Jean Wallace, Scenic Highway Foundation Vice President, the Gary Balogh Inspiring Excellence Award. This is the highest honor they can bestow and recognizes the significant and lasting impact Jean has made on Pensacola Scenic Bluffs Highway and the State program. Escambia County Commissioner Grover C. Robinson, IV thanked Jean for her selfless dedication to the highway.

   SHF board members planned the event, scheduled the EPH community center, secured the speaker, invited members via newsletter and email, invited the public through press releases, and provided refreshments.

7. **Lessons learned from the project:** We honed our publicity skills and many more people attended than in previous years.

8. **Project impact:** Within SHF it was a teambuilding experience. Within the community, we promoted Jean Wallace’s volunteer efforts and the significance of the Florida Scenic Highway Program and SHF.

9. **Byway goals addressed:** This was our annual membership meeting.
10. Please list and describe the role of all project partners: SHF members planned, publicized and hosted the event. Representatives of the FSHP and FDOT came to meet and answer questions from the public. Most important, Jeff Caster came to present the award.

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

Section 2: Other Accomplishments and Ongoing Projects

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.

- The Scenic Highway Foundation participated in many planning events throughout 2016. One of those events was “Connecting Nature and Commerce: Developing Regional Trail Opportunities from Beaches to Longleaf Region” which was over the course of seven months. A core group of more than 20 individuals representing government entities, environmental groups, bicycling and trails organizations, foresters, hospitals, business owners and others from Escambia and Santa Rosa Counties met to plan the 3-day workshop. After the initial meeting, Ms. Briechle scheduled conference calls monthly at first, then twice monthly, finally weekly. We heard speakers talking about the health and economic benefits of trails, financing, reaching underserved neighborhoods, and more. Each of five breakout groups tackled one section of the proposed route, extending from the Conecuh National Forest to the tip of Perdido Key. After several breakout sessions, everyone came together to present the answers to very specific questions about making our plans a reality. Finally, five groups committed to continuing the work. Our president chose the section from the Escambia River Bridge to the Pensacola Bay Bridge, which takes in all of Scenic Highway.

- The SHF also participated in the Earth Day event in our community. One of the SHF board members, Mary Gutierrez, Executive Director of Earth Ethics, Inc., was program coordinator for the Earth Day celebration at Bayview Park. SHF members participated as vendors/exhibitors.

- The Scenic Highway Foundation also participated in the Old Spanish Trail Centennial Celebration. Charlotte Kahl, appointed by the National OST Celebration Committee in San Antonio, Texas, led the planning efforts in each city that was participating in the celebration. Her plans included downtown Pensacola historic walks led by local historians and architects, a welcome reception December 1 for attendees, city officials, and guest lecturers. All of the board members participated in the planning and attended the celebration. One of our board Members, Mary Gutierrez accomplished the following:
  - Met with Ms. Kahl to discuss event format—lecturers, locations, speakers etc.
  - Tour the Crown Plaza Hotel as a potential location for accommodations for out-of-town guests
The SHP participated in the East Cervantes Street Charrette, the FDOT Workshop on the Highway 90 project, and the Bayou Texar Bridge Decorating in 2016. The SHF made a strong effort in 2016 to stay involved in planning activities going on along the Scenic Highway and this effort will continue into 2017!

Scenic Highway Foundation has continued the partnership formed last year with Ocean Hour and Earth Ethics. This one hour a month of litter/trash pickup at Bay Bluffs Park was so successful that the park has been reclassified from a disaster mode to a maintenance mode. Volunteers now concentrate on Chimney Park. In 2016 volunteers collected 1,252 pounds of litter/trash at both parks. That is quite a record for just an hour per month for a year. The top items removed from the shore line were plastic bottles, aluminum cans, cigarette butts and Styrofoam.

The annual newsletter was produced in September 2016, the purpose of which is to remind members to renew their memberships and invite others to join SHF, to invite the recipients to the annual meeting, and to review our accomplishments for the year. We printed and mailed 500 copies. Naturally, we emailed the newsletter to as many addresses as possible.

Rather than sending a letter to members who hadn’t renewed their memberships, we chose to create a flyer that says “We miss you”, and we sent postcards to those who joined or renewed to say “Thank you” and to be used as a receipt for the fee. This cost $61.87 for stamps and $11.23 for envelopes.

One of our members created a new PowerPoint presentation promoting our Chimney Park plans. He is scheduling programs for homeowner and neighborhood associations and civic organizations. No money has been spent so far.

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:
   a. Economic:
   b. Quality of life:
   c. Environmental:
   d. Other:

The kiosk project completed in 2015 continues to have a positive impact. Visitors to Chimney Park receive more information about the history of the chimney than what is on the historical marker.
Also, the back-side exhibit has picture and descriptions of the plants and trees found in the park. The kiosk was vandalized this year. The vandals tried to pry the framework from around the plant information exhibit. They failed, but damage was done to the framework. The broken plexiglass resulted in rain entering the exhibit. Scenic Highway Foundation donated the money for the material and the printing of the kiosk information. We asked the City to pay for the repairs and they refused.

2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2016:

Perhaps the greatest threat to the resources that contributed to highway designation is the loss of the very viewscape that resulted in the name “Scenic Highway”. SHF lacks the enormous resources needed to keep the viewscape cleared.

The public outcry over the FDOT’s clear cutting of vegetation at the I-10 interchange and the I-10 corridor between Davis Highway and Scenic Highway persists. It appears to some in the community that many of the existing trees could have been saved. SHF still seems to be blamed for allowing it to happen.

Section 4: Public Participation & Partnerships

1. Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2016.

Byway stakeholders are routinely updated about Scenic Highway by the website, Facebook, newsletters, notices about events in the Pensacola News Journal, the inWeekly newspaper, the local radio station, especially UWF’s NPR station and when we are lucky enough the local TV channel. This year we did add to our website an email address that enables readers to post comments, have questions answered, or report an incident that needs attention, for example if the trash cans need emptying at one of the parks along the byway.

2. Are there issues or concerns regarding the scenic highway in corridor communities?

Yes; When Scenic Highway was having the public meetings to present to the residents and others the design for Cervantes, there was a lot of controversy about the design. Cervantes from the bridge were supposed to have a median with landscaping. The business community objected saying it would block the view to their establishment from passing cars and pedestrians on the other side of the street. Also, the designer, HDR, called the plan for East Pensacola Heights a “Village Concept similar to Fairhope Alabama.” The residents didn’t want anything to do with looking like Fairhope. Also the residents along Scenic Highway objected to having a bicycle and pedestrian trail on the highway. They were convinced it would bring more crime to the area. The trail remains in the Master Plan. There is hope for the trail with Gena attending the meetings of “Connecting the trails in Escambia and Santa Rosa counties.” We are also hopeful about the median on Cervantes because it was in the final plan from the meetings Gina and I went to in December. Both meetings are in the yearly report.
3. How are new byway organization members, leaders, and volunteers recruited?

New members are recruited by Scenic Highway board members and members attending community events such as Earth Day, public meetings like the presentation of the plan to improve Carpenters Creek, membership forms and membership information are available at every event or meeting the Foundation attends.

4. 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.)?

There is no evidence that the membership is increasing or more members are volunteering. When the byway was first dedicated there were over 200 members and lots of volunteers. Last year, there were just over 100 members and very few volunteers.

5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?

The foundation once a year mails between 500 and 3,000 newsletters to residents along the highway. That mailing does attract some new members. This year we did try a different approach to thank new members/renewing members. Instead of thank you letters, attractive postcards designed by the President of Scenic Highway Foundation, were used. A flyer for previous members was sent with the message “We Miss You”. There was a fairly good response with those. The use of postcards did save the organization money on postage.

6. Describe how the byway organization assisted its partners in 2016.

Much of this is outlined in Section 1 but the SHP participated in many events and projects in the community in 2016 to show support and stay involved.

Section 5: Funding

1. 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:

<table>
<thead>
<tr>
<th>Government Grant(s) (federal, state, or local)</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private (individual donations, business sponsors, foundations, special events, membership)</td>
<td>$2,100.00</td>
</tr>
<tr>
<td>Earned Income (merchandise sales, fees for programs, etc.)</td>
<td>$</td>
</tr>
<tr>
<td>In-kind value</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total Funding</strong></td>
<td><strong>$2,100.00</strong></td>
</tr>
</tbody>
</table>

2. Please describe your outstanding funding needs in the following categories:
a. Project(s) or program(s) that lack funding: We need money to start implementing the plan for Chimney Park created by the Michigan Masters Degree students. Beginning the project by rehabilitation of the old chimney is estimated at $85,000. The chimney seems to be deteriorating more quickly the past few years compared to what has taken place the first 100 years. When SHF approached the City about helping with the matching dollars required to receive grand money, we were informed there are no funds for the project.

b. Total amount of funding needed (in dollars rounded to nearest $100): We estimate that the entire project may cost more than $200,000.

c. Potential sources of funding identified: We failed to get an IMPACT 100 grant for $100,000, but that may be an option in the future. We had always hoped that a historic preservation grant might be available. We applied for a grant from the City of Pensacola before finding that there is no money in the budget.

3. Please list potential funding sources being pursued (if not identified above).

A board member has been recruited to create a fundraising plan. One of the suggestions is to have a trip up the Escambia River to view the old chimney from the water.

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

We have no money for matching funds. We have no sophisticated bookkeeping system like Quick Books. We have no paid executive director. Some or all of these seem to be requirements of most funding organizations.

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

A new source of donated funds we became acquainted with is that our Organic Co-op in Pensacola started giving 5 cents for every cloth bag used by a customer instead of a plastic or paper one from the store. There are three non-profit organizations to choose from each month. For two months, Scenic Highway was one of the three choices, and this summer the Co-op gave us a check for $30.00.

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.

Marketing methods used include website, brochures, festival booths, social media, newsletters, notices posted on community bulletin boards, word of mouth, free oral history presentations and notices to homeowner and neighborhood associations and other organizations. All are effective, but we would like to improve our social media presence.
2. What was the total amount spent on marketing?

Most of the marketing was done by volunteers at no cost. The costs incurred consisted of printing newsletters, postage and paying our webmaster.

3. What were the sources of funding for marketing?

Our main source of funding is membership dues.

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.):

Our Facebook account is Pensacola Scenic Bluffs. This first year we had 136 likes, 133 followed the page and 903 visited the page. Our website is pensacolascenicbluffs.org.

5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.).

No data was available from Visit Pensacola, the local tourism agency. However, the local newspaper reported 2016 was the best year for number of tourists visiting Pensacola since the 2010 Deepwater Horizon oil spill.

6. Has the impact of the scenic highway on local tourism trends been identified in any way? If so, please describe. No

7. Please describe how the byway organization is working with local tourism agencies.

Visit Pensacola welcome center is located at the foot of the Pensacola Bay Bridge. In the past we have placed brochures in their rack and in a matter of 2 days thousands were taken. These are expensive brochures – three-fold, sleek paper, photos and in color. The organization feels children were picking up most these brochures. Until we find a less expensive card or idea, this marketing outlet is closed to Scenic Highway Foundation.

Section 7: Byway Organization

1. What is the organization’s current structure (nonprofit, informal citizen group, etc.)?

SHF is a 501(c)(3) nonprofit all volunteer organization.

2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?
Development activities consisted of a new board manual to be used as a training tool, a new membership packet and a recruitment power point to take on the road in 2017.

3. What are the organization’s greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?

Everything seems to be a challenge including recruitment of new members, getting the work done and obtaining funding. The organization does not have enough volunteer board members or volunteers to get the jobs done. Within the last year and a half, five enthusiastic board members and potential board members, including our president, secretary and hospitality chairman, have stepped back because of health issues.

### Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted? **2014**

2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?

   **Updating the BMP is out of the question until we get a few more active members.**

3. Does your byway organization have questions about or need help deciding when to update the BMP? **No**

### Section 9: Final Comments

1. Please list any other significant accomplishments or activities that have not been captured in this report.

   Jean Wallace and Gena Buchanan participated in two conference calls to talk about SHAC. We look forward with enthusiasm to working with SHAC. And look at what we have accomplished with six board members, one active volunteer and virtually no money. Imagine what we could accomplish with more volunteer workers and a little cash!
Pensacola Scenic Bluffs 2017 Photos

Jeff Caster and Comm Robinson
Chimney after vegetation removal
Chimney Park Clean up
Jean and E Wallace at charrette
Charrette
Jean cut a byway cake
Jeff presents Award to Jean
New bench at chimney site
Proposed bridge improvements