2016 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Suncoast Parkway
Form Completed by: Daniel J. Kastelic RLA, LEED AP, TPK Landscape Architect
Email address: daniel.kastelic@dot.state.fl.us
Telephone number: 407.264.3478

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:** N/A

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** N/A

   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)	$ 0.00
Private (individual donations, business sponsors, foundations, special events, membership)	$ 0.00
Earned Income (merchandise sales, fees for programs, etc.)	$ 0.00
In-kind value (only include if allowed as matching for grant)	$ 0.00
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$ 0.00
Total Revenue Raised for/by Project	**$** 0.00
- Total Cost of Project	**$** 0.00
Net Gain or Loss	**$** 0.00

2016 FSHP Byway Annual Report (BAR) Form

4. **Project Dates:** N/A
   a. **Start Date** (can be prior to 2016) **MM/YYYY**:
   b. **Completion Date** (must be in 2016) **MM/YYYY:**

5. **Project Lead** N/A
   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:

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

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

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? N/A

9. **Byway goals addressed**: What planning goals are addressed by the project? N/A

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

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. NA

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: N/A
   b. Quality of life: N/A
   c. Environmental: The Florida Turnpike Enterprise has committed to maintaining existing budget resources for the continued implementation of the Invasive Species Assessment/Maintenance program and the natural beautification program with the ongoing wildflower program.
   d. Other: NA

2016 FSHP Byway Annual Report (BAR) Form

2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2016: None at this time.

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. Quarterly meetings of the Corridor Management Entity, (CME), And Suncoast Trail Advisory Group, (STAG) are held.

2. Are there issues or concerns regarding the scenic highway in corridor communities? None at this time.

3. How are new byway organization members, leaders, and volunteers recruited? On-going public awareness effort of the importance of the trail system.

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.)? None at this time.

5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)? Approximately 20 stakeholders.

6. Describe how the byway organization assisted its partners in 2016. The corridor Management Entity, (CME), provided input and guidance to projects under the GAO of the CME.

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:

Government Grant(s) (federal, state, or local)	$ 0.00
Private (individual donations, business sponsors, foundations, special events, membership)	$ 0.00
Earned Income (merchandise sales, fees for programs, etc.)	$ 0.00
In-kind value	$ 0.00
Total Funding	$ 0.00

2. Please describe your outstanding funding needs in the following categories:
   a. Project(s) or program(s) that lack funding: N/A
   b. Total amount of funding needed (in dollars rounded to nearest $100): $0.00
   c. Potential sources of funding identified: N/A

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

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

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

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, Florida Scenic Highway website, Florida Tourism Board, (Visit Florida) and the Greenways and Trails Section of the Florida Department of Environmental Protection's website. The Florida Scenic Highway's website which provides a wide variety of information from general information about the Florida Scenic Highway Program to specific information and links for each of the Scenic Highways including the Suncoast Parkway. Also the Visit Florida website promotes tourism to and within Florida, which can be searched based upon several different variables including activities and the interests of travelers. The Greenways and Trails section of FDEP's website provides a description of the byway, driving directions, travel resources and activities. The Travel Resources link provides access to various websites and information from Hillsborough, Pasco and Hernando County governments, FTE, SWFWMD, and the Central Pasco Chamber of Commerce. In addition, a brief description of local tourist attractions is also included.

2. What was the total amount spent on marketing? $0.00

3. What were the sources of funding for marketing? N/A

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.): N/A

5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.). According to the current available information, 100+ million visitors came to Florida in 2016. I was another record year for tourism in Florida which exceeded the previous highs in 2013 and 2014. In addition, the number of direct travel related jobs was also at a record high. Florida has experienced several years of record breaking visitation and a record number of tourism related jobs have been created which proves that tourism continues to be a driving force in Florida's economy. Current tourism trends demonstrate the upward movement of recent years.

6. Has the impact of the scenic highway on local tourism trends been identified in any way? If so, please describe. N/A

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

2016 FSHP Byway Annual Report (BAR) Form

The local tourism agencies in the three counties area are members of the CME and work with the CME to highlight and promote the Suncoast Scenic Parkway and the Suncoast Trail as both a transportation resource and a destination. Numerous cycling and walking/running events are held on the Suncoast Trail yearly and these events can be found in tourism brochures and related promotional materials/activities.

Section 7: Byway Organization

1. What is the organization's current structure (nonprofit, informal citizen group, etc.)?
   Non-Profit-501c3

2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?
   Quarterly meetings, quarterly teleconferences and attendance at the Annual State Scenic Highway meetings.

3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?
   Funding and member attendance remain the greatest challenge given the nature of the Suncoast Parkway as a limited access facility.

Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted?
   2016

2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?
   Possibly 5 Years

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. None