2017 FSHP Byway Annual Report (BAR) Guidance v.1

About the Form:

* The 2017 Byway Annual Report (BAR) is a Microsoft Word document. The first thing you should do after opening the file is click "Save As," and rename the file as follows: **Your Byway Name 2017 BAR_date**. For example, the file for the 2017 BAR for Scenic Highway 30A that was completed on January 14, 2018 should be renamed: Scenic Highway 30A 2017 BAR_1.14.18.docx (the "docx" extension will be added automatically).
* Periodically save the file while you are working to reduce the risk of losing information.
* Byway organizations may duplicate the form in order for more than one person to work on the report, but **only one completed form should be submitted to the FSHP**.
* Submission deadlline is **February 1, 2018**.

Changes for 2017:

* Section 1, Question 3: Project Budget table has been revised slightly.

2017 BAR Form

Scenic Highway: Official name of the byway

Form Completed by: Primary contact, person available to answer follow-up questions

Email address: For above contact

Telephone number: For above contact

Section 1: Completed Projects

Before beginning this section, determine how many completed projects for 2017 will be submitted. If more than one, 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.

There is no limit to the number of completed projects that can be submitted.

Only include projects that occurred as a result of scenic highway designation, **not** projects that would have happened regardless of designation. Routine roadway maintenance

(overlay, turn lanes, etc.) should not be included unless there is a direct connection to the byway.

1. **Project Name:** If the project does not have an official name or title, create one for use in FSHP publications.

2. **Type:** Many projects fit into more than one category. Choose the one that best fits. Consult with FSHP staff if you are unsure.

   Since Word will not allow you to "check" the box, use the ==highlight function== to select your response.

3. **Project Budget:** This section has been modified for 2017 to more accurately reflect budgets for completed projects. For most projects, the amount of money raised is equivalent to the project cost (see example #1). For other projects, like a sponsored kiosk, the money raised for the project might exceed the cost of the project (see example #2). Others, like 5K runs or garage sales, generate revenue upon completion that often exceeds the total cost of the project (see example #3).

   Example Project Budget #1:

Design & Print a Brochure:	
Government Grant(s) (federal, state, or local)	$ 15,000
Private (individual donations, business sponsors, foundations, special events, membership)	$ 3,000
Earned Income (merchandise sales, fees for programs, etc.)	$ 0
In-kind value	$ 0
Total Cost of Project	$18,000
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$5,000
Net Gain or Loss	$ 13,000

   For project budgets, dollar cost rounded to the nearest hundred is acceptable.

   Only include in-kind amounts for grant projects where allowed for match.

4. **Project Dates:** The focus of this section is to document projects that were completed in 2017. The project start date can be prior to 2017, but the completion date **must be in 2017**! Dates can be the approximate month and year.

5. **Project Lead:** Byway organization lead is not required. This question is an attempt to track and share with the byway community the types of organizations that are partnering on byway projects. Highlight ==Yes== or ==No==. If you select "No," please indicate the project lead and describe the role the byway organization played.

6. Description of the project: Provide enough detailed information (without duplicating information already requested in this section) to develop a 2-3 paragraph article about the project. Think about how you want the project described in FSHP articles or publications. FSHP staff will not research or collect additional information regarding the projects. Projects with incomplete information are less likely to be included in publications.

7. Lessons learned from the project: Think about this in terms of what others can learn from your experience. What would be helpful for your peers to know?

8. Project impact: Please estimate return on investment if possible. However, not all benefits can be measured in dollars and cents. Think about anecdotal evidence that demonstrates impact on the byway corridor. Example: Byway video playing in regional airport. How many passengers pass through the terminal each day? Use this data to estimate approximately how many people are exposed to the marketing message each day.

9. Byway goals addressed: Goals can be those identified in a CMP/BMP, master plan, strategic plan, interpretive plan, annual work plan, etc.

10. Please list and describe the role of all project partners: Partners can serve in many different capacities such as providing funding or volunteers, serving as fiscal agent, sharing office space, etc.

Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications. Please see page 7 of this BAR Guidance for detailed information about photograhs.

Section 2: Other Accomplishments and Ongoing Projects

Did your byway receive an award or have a fundraising event that exceeded expectations? This section is intended to capture accomplishments that are not necessarily projects. If in doubt, include it!

Also use this section to talk about projects that may not have been completed in 2017, but consumed byway organization resources. This might include multi-year projects like wayfinding.

You may also email photographs for projects included in this section. See the instructions on page 7.

Section 3: Previously Completed Projects and Byway Resources

This is essentially the same as question number 8 in the Section 1, except that it is in reference to projects that were completed *prior to 2017*. For example, if your byway launched a cell phone app in 2014, were you able in 2017 to document or observe any

impacts from that project? This questions sorts your responses by area of impact, but you can discuss multiple projects per impact area. For example, you can discuss the economic impact of a new trail head as well as a new website in the same section.

This is an area where we can begin to think more creatively about how we document the impact of the byway on communities. Take park improvements for example. Byway organizations may not have the resources to count park users or cars daily, but what about the amount of trash being collected? Has it increased measureably?

When projects launch (like building a new kiosk), think about how you can document the impact. How can it be measured?

Damages or threats to resources might include loss of an historic buidling or viewshed, shoreline erosion, etc. Discuss the impact of the damage or threat on the byway or visitor experience.

Section 4: Public Participation and Partnerships

This section is designed to find out more about what efforts are being made by the byway organization to engage others outside of the organization.

Section 5: Funding

1. Does your byway organization have a budget? Having a budget is not a requirement, but for most organizations it is a very helpful tool. You are not required to create a budget for this report, but if you have one, please email to wanda.maloney@floridascenichighways.com.

    If you do not have a written budget, please complete the revenue table provided.

2. Outstanding funding needs. The purpose of this question is to provide program staff with information about the types of projects that lack funding. This will help us provide information regarding relevant funding opportunities.

3. Potential funding sources being pursued. This includes grants, foundations, fundraising strategies, etc. that your organization is actually working on.

4. Challenges to obtaining funding. This information will help identify training needs.

5. Do you have a funding success story from 2017? We would like to recognize success, and facilitate peer-to-peer learning. You many also provide photos for this section. See instructions for submitting photos on page 7 of this Guidance.

Section 6: Marketing

Marketing (for the purpose of increasing visitors) varies greatly among Florida Scenic Highways. This section is designed to collect information about what is occurring across the state for sharing and training purposes.

6. Impact on tourism - Start to think about this in new, creative ways. Can you start measuring something now that you could include in next year's report? Example: Counting mentions in the guest book at a popular attraction along the byway. Can you send a short survey to individuals who have requested information about the byway on your website?

7. Working with local tourism agencies - If you are not currently working with a local tourism organization, think about ways to begin creating that partnership. You can also tell us about obstacles you have encountered while working with (or attempting to work with) local tourism agencies/groups/organizations.

Section 7: Byway Organization

There is no FSHP requirement regarding organizational structure. Although many byway organizations are structured as nonprofits, it is not a requirement. The information collected in this section will help FSHP staff design and offer relevant training programs.

1. Oganization structure - Try to use only one descriptor, but you can specify if a nonprofit is all volunteer.

2. Organizational development - Gaining support takes effort. How is the organization working to build capacity?

Section 8: Byway Management Plan (BMP)

The **FSHP Guidance** released in July 2017 replaces the corridor management plan (CMP) with a Byway Mangement Plan (BMP). Regardless of whether your current management plan is called a CMP or BMP, *all management plans are required to be updated*. Information about when to update your management plan can be found on **FSHP Guidance page 4-1**.

Section 9: Final Comments

Please provide any additional comments or program feedback here.
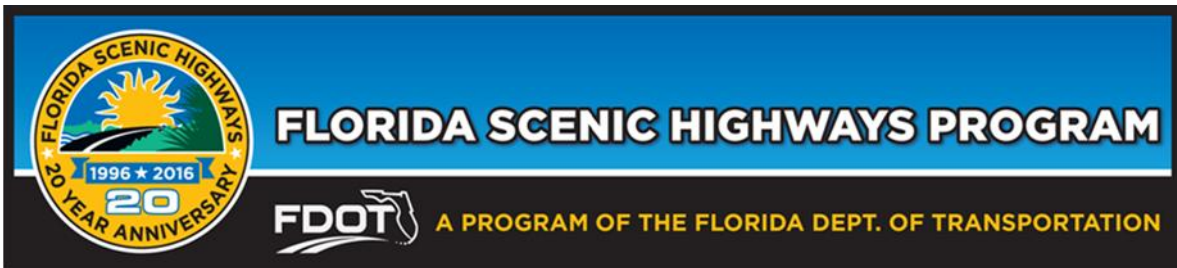
Submitting Photographs and Electronic Materials:

Images are important, especially for built projects. Show off what you've accomplished! Photos should be emailed **one at a time** along with a description and caption to wanda.maloney@floridascenichighways.com.

A few important notes about photographs:

- Whenever possible, submit high-resolution photographs. Most low-resolution or phone photos are not suitable for publication.
- Submit only images that the FSHP has permssion to use in publications.
- Please avoid sending photos taken through a windshield.

If you have other digital materials to transfer (brochures, planning documents, etc.), please email as an attachment to wanda.maloney@floridascenichighways.com. If the file is too large to send as an attachment, email a link to download the document, or contact Wanda to discuss other options for file transfer.

If you have any difficulty with images or other electronic materials please contact Wanda Maloney at wanda.maloney@floridascenichighways.com or (336) 231-9733.

# Frequently Asked Questions

1. **Does the form have to be completed all at once and by the same person?**
   No. The form can be treated like any other Word document. Multiple people can work on multiple copies for your byway at the same time. Eventually, however, the copies have to be merged. Only one form can be submitted for each byway to the FSHP.

2. **Can I leave questions blank?**
   Yes, but please think carefully before doing so. Remember the primary purposes of this report are to provide evidence that your byway organization is implementing the CMP/BMP, and to help FSHP staff collect data indicating how this program is benefitting Florida communities. Some questions may require discussion within your byway organization. Especially regarding benefits and impact, remember that anecdotal evidence is acceptable.
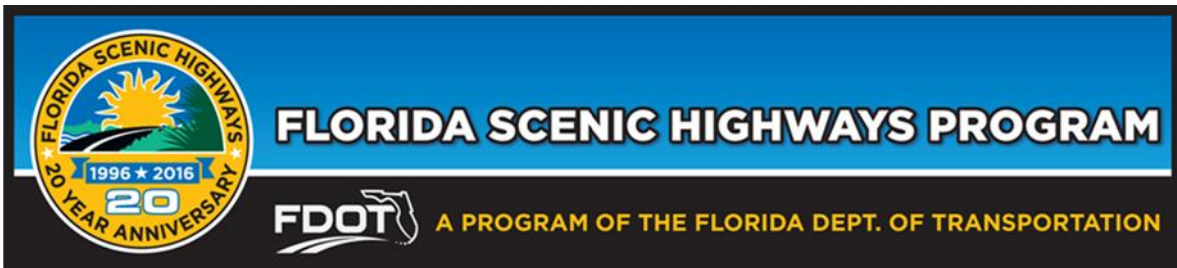
3. **Where do I discuss our byway's programs (example: annual environmental education day for kids)?**

   Byway programs can be discussed in **Section 1: Competed Projects** or **Section 2: Other Accomplishments and Ongoing Projects**. You can include as many events, programs, etc. as necessary in this section. Don't forget to talk about any known impacts (economic, quality of life, environmental) of the programs as well.

4. **How detailed should open-ended responses be (i.e., is there a minimum or maximum number of words)?**

   In general, responses should be more than a few sentences. Think again about the purpose of the annual report: ensure progress toward implementing the CMP/BMP, assist the FSHP in developing training, and highlighting your success! You should provide enough detailed information to develop a 2-3 paragraph article about any project. Think about how you want the project described in FSHP articles or publications. FSHP staff will not research or collect additional information regarding the projects. Projects with incomplete information are less likely to be included in publications.

5. **Can you cut and paste text from another Word document into the form?**

   Yes.