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2015 FSHP Byway Annual Report Form

Scenic Highway: Ormond Scenic Loop & Trail, Inc.

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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2015?

Yes – If more than one project was completed in 2015, 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: Woodham Woods Trail Dedicatory Marker Placement
2. Category/Type: Physical or Built
3. Project Costs: \$616, all from private donations from the OSLT membership
4. Project Dates: March 2013 to April 2015
5. Project Lead: Did the byway organization lead the project? Yes.
6. Brief Description of the Project: Tomoka State Park Manager Ranger Benny Woodham represented the Park at OSLT CME board meetings and was committed to its vision. As one of his many contributions to the Park and to the enhancement of the OSLT corridor Ranger Woodham shepherded from conception to completion the creation of a new multi-use trail through Park land parallel to North Beach Street/Old Dixie Highway from Inglesa Avenue to the Park entrance. The trail was finished in 2013. Ranger Woodham passed away the same year. The OSLT successfully proposed to the City of Ormond Beach and Tomoka State Park that the trail be named for Ranger Woodham. The CME partnered with Tomoka State Park during 2013 and 2014 to construct a memorial for Ranger Woodham on the trail. The CME contracted with Letter Memorial Studio, Ormond Beach, to cast a bronze memorial plaque for display on the trail. Tomoka State Park donated a suitable piece of coquina rock from park grounds to mount the plaque. The memorial was dedicated in a ceremony on April 25, 2015. Members of the CME joined several generations of Ranger Woodham's family at the dedication.
7. Lessons learned from the project: Working relationships between the City of Ormond Beach and Tomoka State Park were important in moving the project forward. A committed CME membership was indispensable.
8. Project impact: The memorial calls visitors' attention to an individual who devoted his career to protecting and sharing with others the byway's scenic resources.
9. Byway goals addressed: We believe the memorial underscores the educational and byway enhancement components of our Corridor Vision.
10. Please list and describe the role of all project partners: The project was chiefly a collaboration



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between the CME and Tomoka State Park. The Park provided site selection, materials, and mounted the memorial plaque. The CME drove the project and arranged for and funded the memorial plaque with a local company.

Completed Project #2

1. Project Name: Trail Walk
2. Category/Type: Program
3. Project Costs: None.
4. Project Dates: Walks on two occasions, March 28, 2015, and November 7, 2015.
5. Project Lead: Did the byway organization lead the project? Yes.
6. Brief description of the project: Twice a year on an ongoing basis the OSLT CME organizes professionally guided public walks along one of about a half dozen trails on the byway corridor. The walks last about 2 hours and focus on the plant and animal biology and natural history of what we see on the walk. The trail walks are advertised in an email sent to our mailing list and in PSAs published by newspapers locally and in Orlando.
7. Lessons learned from the project: This is the sort of regular program the CME does well. It requires no cash resources and is well within the scope of volunteer effort from the CME. The reliable availability of a knowledgeable trail walk guide is critical to its success.
8. Project Impact: We know from the comments of the walkers, some of whom join us repeatedly, that these walks are highly educational and enhance the knowledge and appreciation of the byway and its scenic resources. Participants are generally from the OSLT area but some come from adjacent counties.
9. Byway goals addressed: Trail walks come under Goal 4, Objective 1, Strategy 1 of our Corridor Management Plan, Develop educational programs.
10. Please list and describe the role of all project partners: There are two project partners: the CME and Dr Don Spence, biologist and arborist, who graciously volunteers his time and expertise in the interest of the educational goals of the CME.

Completed Project #3

1. Project Name: Kayak Salt Marsh Tour
2. Category Type: Program
3. Project Costs: None to the CME; participants without kayaks rented them from Tomoka State Park.
4. Project Date: October 28, 2015.
5. Project Lead: Did the byway organization lead the project: Yes.
6. Brief description of the project: Participants got an "up close and personal" appreciation of east central Florida salt marsh from the water led by Paul Haydt, Environmental Resource Coordinator for the St Johns River Water Management District. The group assembled at Smith Creek Landing Park at Highbridge. Paul Haydt and Charlie Dutoit, former Tomoka State Park biologist, briefed the group on the history of modifications to the Halifax River for navigability that destroyed the existing salt marsh ecosystem and projects to restore the salt marsh in areas of Volusia and Flagler counties. We then launched kayaks from just west of Highbridge and spent about 2 hours on the water exploring the marsh and learning about marsh



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ecology.

7. **Lessons learned from the project:** It's desirable to tap existing expertise and experience in state and local agencies whose job it is to understand natural resources along the byway.
8. **Project impact:** The project contributes to appreciation of the corridor's resources.
9. **Byway goals addressed:** This project, like the trail walks described above, meet the goal for educational programs.
10. **Please list and describe the role of all project partners:** The CME provided logistical coordination and St Johns River Water Management District personnel and another expert volunteer led the tour.

Section 2: Other Accomplishments and Ongoing Projects

1. Please describe any other noteworthy accomplishments from 2015 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2015.

A. There is one project in the "Physical or Built" category that remains under way but is not completed. We hope for completion in 2016. The project is an observation platform on the Red Trail on Tomoka State Park property to the south of Walter Boardman Lane. The proposed location of the platform is directly across the salt marsh from Cobbs Corner.

The Red Trail Observation Platform project is modeled on a completed platform project at Summer Pond off Pine Tree Drive. The CME proposed the Red Trail project in early 2013 and has been collaborating with Tomoka State Park in its development. Funding is in place and blue prints from the Summer Pond platform are in hand. We are in contact with Halifax Habitat for Humanity for construction resources but don't know the disposition of that inquiry yet.

B. A project not led by the CME but consistent with language from the CME's vision incorporated in the Ormond Beach Comp Plan and in that sense inspired by it is the city's long range bike plan. As reported by the Ormond Observer Jan 14, 2016, "Someday it may be possible to ride a bicycle from Highbridge Road [on the OSLT] to Central Park" in Ormond Beach. The bike plan was first presented by Rick Goss, Ormond Beach Planning Director, to the Ormond Beach Quality of Life Board in November 2015. Beside the city of Ormond Beach, FDOT and the River to Sea Transportation Planning Organization are involved with the bike plan. Rick Goss also plans to meet with the OSLT board.

C. Other projects not led by or directly to do with the CME but consistent with Goal 1 of our CMP, Resource Protection, Maintenance, Preservation, and Enhancement, are activities on the byway included in the Fiscal Year 2015/2016 Non-Housing Community Development Priorities Annual Plan for Ormond Beach to be funded by Community Development Block Grants. These include improvements at Huguenot Park, 401 North Beach Street ("a shell parking area with one ADA concrete parking stall and sidewalk; picnic table with pad; park identification sign; and necessary landscaping") and "a kayak/canoe launch and associated ADA connections" at Cassen Park, 1 South Beach Street.



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Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2015. 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:

Two previously completed projects carry over from last year's annual report and continue to contribute to our mission to enhance the experience of visitors to the byway. There is no hard documentation of their use other than the observations of CME members who use these resources and see others doing so as well, but we believe these projects continue to serve.

Quality of Life and Other, Educational

a) **Summer Pond Observation Platform and Trail Head Sign.** This platform and sign, built with substantial collaboration from Halifax River Audubon and AmeriCorps in 2009, provides an outlook over the pond and surrounding tree lines for birders and others exploring trails along the OSLT corridor.

b) **Boardman Pond Trail Head Sign** at trail north from Gate B6, Walter Boardman Lane. Completed in 2009, this sign is viewed by anyone starting on the trail.

2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2015:

Development is the principal threat to byway resources other than environmental problems beyond our control. Adopt A Highway individuals try to maintain the trash alongside the loop corridors. County Road and Bridges Department has responded to several large dumps of trash. With respect to the latter, the very gradual erosion of riverbanks along Highbridge Road on the north end of the Loop continues to lead to the demise of the Canary Island Date Palms that grace this section of the Loop and were planted over a century ago. Development-wise, there was no material progress on the Plantation Oaks development on North Beach Street/Old Dixie Highway during 2015. Likewise for the private residential development Granvil Tracy property on John Anderson Drive south of Highbridge Park.

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 2015.

The principal method for keeping stakeholders apprised of the CME's activities is our email list. Public service announcements in area newspapers reach those not on our list. These papers include the Daytona Beach News-Journal, the Daytona Times, the Ormond Hometown News, the Ormond Observer, and the Orlando



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Sentinel.

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

Ongoing concerns include making sure the CME is in touch with city and county governments on actions they may take that affect the byway and that the CME is aware of mowing or other maintenance activities on the byway. Another concern along the byway post economic recession is the presence of “zombie” houses, houses in foreclosure abandoned by their owners before the lender takes repossession. A local civic group with some crossover membership with the CME, Citizens for Ormond Beach, has compiled a list of such properties to present to city government with the hope that where possible action is taken to maintain the properties. As of February 2015 “RealtyTrac reported that of the estimated 2,436 residential properties in foreclosure in the Deltona-Daytona Beach-Ormond Beach metro area at the end of last month, 35 percent — 845 — were “zombie” foreclosures” (Daytona Beach News-Journal 2.06.2015). The Ormond Beach City Manager has expressed an interest in this problem but at present there are few regulations in place to direct municipal interventions (Ormond Observer July 3, 2015).

3. How are new byway organization members, leaders, and volunteers recruited?

We hope that our community outreach program and trail walks will attract not only additions to the mailing list but active CME participation. When specific projects are involved we may seek specific partners. For example for the Red Trail Observation Platform we have sought volunteer construction assistance from a variety of sources, in 2015 from local Habitat for Humanity.

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.)?

Yes, our mailing list continues to grow by about one to two dozen names per year. We do have drop-in’s at meetings from time to time but few go on to attend regularly. We do have to remind new attendees that we are a State of Florida Scenic Highway organization and not an environmental/activist group.

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

The mailing list currently reaches about 150 individuals and organizations. PSAs in area newspapers may reach county-wide a population in 2014 of just more than half a million, roughly the same as in 2013, and more when our PSAs appear in the Orlando Sentinel.

6. Describe how the byway organization assisted its partners in 2015.

As described in Section 2 above the CME is assisting Tomoka State Park in developing a memorial for the Park’s new multi-use trail in the name of Ranger Benny Woodham.



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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 2015:

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	\$

2. Please describe your outstanding funding needs in the following categories:

- a. Project(s) or program(s) that lack funding: **None at this point in time**
- b. Total amount of funding needed (in dollars rounded to nearest \$100):
- c. Potential sources of funding identified:

3. Please list potential funding sources being pursued (if not identified above). **We have sent out letters to as many local private donation groups as we have been able to identify. Unfortunately none have responded so far.**

4. Please describe the organization’s challenges to obtaining funding. **We have at this point in time been able to fund, one way or another, the projects and ongoing expenses identified in this report.**

5. Please describe your funding success stories from 2015. For example: a successful fundraising event or identifying a new source of funding. **No particular success stories for 2015. We continue to attend local events as an avenue to sell t-shirts, scenic postcards, photograph sales and receive donations.**

Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2015 for the scenic highway and the effectiveness of each.

The CME maintains a website at www.ormondscenicloopandtrail.com. Links are posted on websites for Visit Florida, A1A Scenic and Coastal Byway, and Tomoka, Bulow, and North Peninsula State Parks. We are “actively” linked by these sites you might say because generally we have sought to have these organizations add our link to their site. Our website is also “passively” linked by sites who add a link to us without our having asked them too. Here are three examples.

a. There is a Wikipedia article under the title we use, “Ormond Scenic Loop and Trail,” that links to us in its footnotes: https://en.wikipedia.org/wiki/Ormond_Scenic_Loop_and_Trail.



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b. While we have an account on Facebook in the Public Group category (see below, item 4), there is also an “about Ormond Scenic Loop and Trail” Facebook page in the category Landmark that is “automatically generated based on what Facebook users are interested in”:
<https://www.facebook.com/pages/Ormond-Scenic-Loop-and-Trail/324317637580707?fref=ts#>. This page links to the Wikipedia article above, which in turn links to us. The page has 106 Likes.

c. The OSLT website is linked twice in a full online article on the byway, “Roadtrip: Ormond Scenic Loop and Trail” (<http://www.floridarambler.com/northeast-florida-getaways/ormond-scenic-loop-and-trail-rare-ride-through-old-florida/>). The article is posted by “FloridaRambler.com Getaways to the Authentic Florida.” One of the links is embedded under the CME name, the other is embedded beneath the label “The official site for the road, produced by committed volunteers.” We concur.

The CME also markets with two tri-fold brochures about the Ormond Scenic Loop and Trail that are in targeted distribution. They invite donations but function principally as souvenirs since donations from them are rare. Additional printed marketing tools include picture postcards for which a dollar donation is requested and logo t-shirts for sale.

The Ormond Scenic Loop and Trail continues to be represented on an ongoing or occasional basis when our members attend meetings of Citizens for Ormond Beach, Ormond Mainstreet, the Ormond Beach City Commission, Halifax River Audubon, Florida Native Plant Society, Ormond Beach Garden Club, and Ormond Beach Historical Trust.

We also maintain display booth materials such as a banner with the CME name and a photograph display for set up at events. Our Outreach Coordinator Marty Price represented us in 2015 at the Ormond Beach Riverfest Seafood Festival, November 14 and 15.

The effectiveness of these marketing tools is difficult to gauge other than to say the videos are watched and the t-shirts, postcards, and brochures are picked up.

2. What was the total amount spent on marketing?

The CME spent \$107.68 for website hosting in the two year period including 2015. We did not have to reprint our brochures this year but we did a small purchase of scenic postcards at a cost of around \$50.

3. What were the sources of revenue for marketing?

Revenue sources for marketing materials come principally from donations. This source has thus far been sufficient.

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.):

The OSLT has a Facebook Public Group page at <https://www.facebook.com/groups/104858946222919/>. There are currently 30 members. Facebook pages for “Ormond Scenic Loop” or “Ormond Loop” not administered



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by the CME include pages in the categories Fishing (141 Likes and 2679 visits), Wildlife Sanctuary (85 Likes and 1076 visits) and Outdoors (7 Likes and 99 visits).

A Google search for the exact string “ormond scenic loop and trail” returns 1560 results, the first being an ad from www.daytonabeach.com linking to the CME website, the second being the OSLT's website itself. A generic search for the words “ormond loop” returns about 379,000 results with the same listings in first and second place. In both cases Google features a photograph of the Florida Scenic Highway logo sign and signage for the OSLT. We can infer that the CME is securely linked to the physical place, the byway, in public perception.

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

Tourism increased in Volusia County over 2015. Tourism-related tax revenues are an index of the amount of tourism. According to figures from the Revenue Division of Volusia County in the table “Tourist and Convention Development Tax Collections,” collections for FY 2014-2015 were up 15.54% county-wide and 15.45% in the corridor's Halifax area. As reported by WNDB News bed taxes for FY 2014-2015 through April 2015 were approaching the amount collected for the entire FY 2013-2014 with four months left to go. According to Mid-Florida Marketing and Research in reports by the Halifax Area Advertising Authority, Daytona Beach Area hotel/motel occupancy was up for 6 of the first nine months of 2015. An article in the Business Section of the Daytona Beach News-Journal (1/23/2016:A12) indicated that while “For the 12 months ending December 31 [2015] total passenger traffic at Daytona Beach International Airport remains flat year over year” passenger traffic was up 2.4 percent in December over December 2014 related to carriers Delta and American perceiving enough demand in the area that they are flying “larger aircraft [with] more seats offered to the market,” a harbinger of increased traveler traffic for 2016. Jet Blue Airlines has now started flights directly to/from New York and they plan to add other destinations in 2016. This has the potential for a greater number of tourists coming to our area from around the world. There are also proposed new development projects such as Hard Rock Café and new hotels. An outlet mall is also under construction near I-95 which will draw travelers off the interstate and they may stay overnight. Perhaps the greatest new draw for increased tourism is the new \$400 million World Center of Racing Daytona International Speedway and the adjacent Daytona Rising project. This is a worldwide recognized trademark for our area and with the completion of the project, worldwide attention.

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

We infer from steadily increasing views of Youtube videos about the Loop, whether sponsored by the CME or not, and from our distribution of brochures and postcards that visitors actively seek out the byway, particularly during the area's semiannual motorcycle events Bike Week and Biketoberfest.

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



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Links to the byway website are posted on websites for Visit Florida, A1A Scenic and Coastal Byway, and Tomoka, Bulow, North Peninsula State Parks, and Citizens for Ormond Beach. We also work with the local chamber of commerce, Ormond MainStreet, Ormond Historical Society (they provide guided bus tours of the scenic highway), The Casements, and the Ormond Art Museum. All have a certain tourism draw and the Ormond Scenic Loop and Trail is part of that.

Section 7: Byway Organization

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

The CME is an entirely volunteer 501(c)(3) nonprofit State of Florida corporation. The CME is governed by bylaws and operated by a Board of Directors. CME officers include a Chair, Vice-Chair, Secretary, and Treasurer. There is currently one active sub-committee for Community Outreach.

2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?

We undertook no specific organizational development activities in 2015.

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

Recruiting new members is an ongoing challenge. The CME's momentum is sustained by a core group of fewer than ten regularly attending members most of whom have been involved with the byway project for a decade. Our best recruitment tools would seem to be our public activities, for example our attendance at public events such as The Ormond Riverfest Seafood Festival and our semi-annual trail walks, but while these do generate interest in the byway they seldom bring people to Board meetings.

Section 8: Final Comments

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

Our summary for the year's activity and accomplishments carries over from last year. Our CME is small but committed. We accomplish projects within the scope of our volunteer membership and remain a visible presence in the community and before city and county legislative bodies. The Ormond Scenic Loop & Trail CME remains, we believe, a good steward of the Byway.



Along the Shore:

- North Peninsula SP
- Bicentennial Park
- Submarine Watch Tower
- North Shore Park
- Tom Renick Park
- Bicentennial Park

Inland Vistas:

- Tomoka State Park
- Dummett Sugar Mill
- Fairchild Oak
- Bulow Creek State Park
- James Ormond Tomb Park
- Highbridge Landing Park
- Smith Creek Landing Park

Ormond Beach Downtown:

- Welcome Center
- Ormond Memorial Art Museum
- Ormond Historic Firehouse
- Downtown Shopping District
- The Casements
- Bailey River Bridge Garden Park
- Seabridge Riverfront Park
- Fortunato Park
- Rockefeller Gardens Park





WHAT TOOK CENTURIES TO CREATE TAKES YOU TO PRESERVE

Ormond Scenic Loop & Trail (OSLT) is a 30+ mile double loop of roadways traversing some of the most beautiful and diverse natural scenery remaining in all of northeast Florida. There is ready access to the Atlantic Ocean, North Peninsula, Tomoka and Bulow Creek State Parks as well as numerous city and county parks. The roadway view includes unobstructed vistas of two rivers, creeks and marshes, barrier island dunes and beach, and historic dwellings. Visitors seeking a cultural and/or historic experience will find museums and historic public buildings and private homes along the corridor, in Tomoka State Park and in locations a few blocks off the designated roadways. Recreational opportunities abound with numerous parks and trails offering boating, fishing, hiking, swimming, bicycling, beach walking and much more. Vast expanses of water and natural Florida scrub vegetation create beautiful scenic vistas waiting to be photographed. Northern right whales and humpback whales can be seen offshore during migration seasons. Dolphins are a common sight. Loggerhead, green and leatherback turtles use the sandy beaches along A1A for nesting.



BE A FRIEND

As a member of the Friends of the Ormond Scenic Loop & Trail, you will play an invaluable role in preserving, protecting, and enhancing the natural resources along this scenic highway. Please join us in this endeavor to preserve one of Florida's most magnificent natural creations and protect it for generations to come. Together, we can make a lasting difference.

The Ormond Scenic Loop is designated a Florida Scenic Highway and a National Scenic Byway. For more information on Florida Scenic Highways please visit www.floridascenichighways.com. For more information on National Scenic Byways please visit www.byways.org.



Membership Form

Please join us to help preserve the magnificence of the Ormond Scenic Loop & Trail for generations to come.

- Tomoka Associate \$1,000 +
- Oceanshore Benefactor \$500 - \$999
- Highbridge Patron \$200 - \$499
- Old Dixie Sponsor \$51 - \$199
- Family \$50
- Individual \$35
- Senior Citizen \$25

Name _____

Street _____

City _____

State/Zip _____

Email/Phone _____

Please make checks payable to:
Ormond Scenic Loop & Trail
Corridor Management Entity, Inc.
P.O. Box 1807
Ormond Beach, FL 32175
www.ormondscenicloopandtrail.com



Highbridge Road Bank Erosion



Plaque Dedication Ceremony



Salt Marsh Tour



Salt Marsh Tour



Salt Marsh Tour



Summer Pond Platform



Trail Walk



Trail Walk



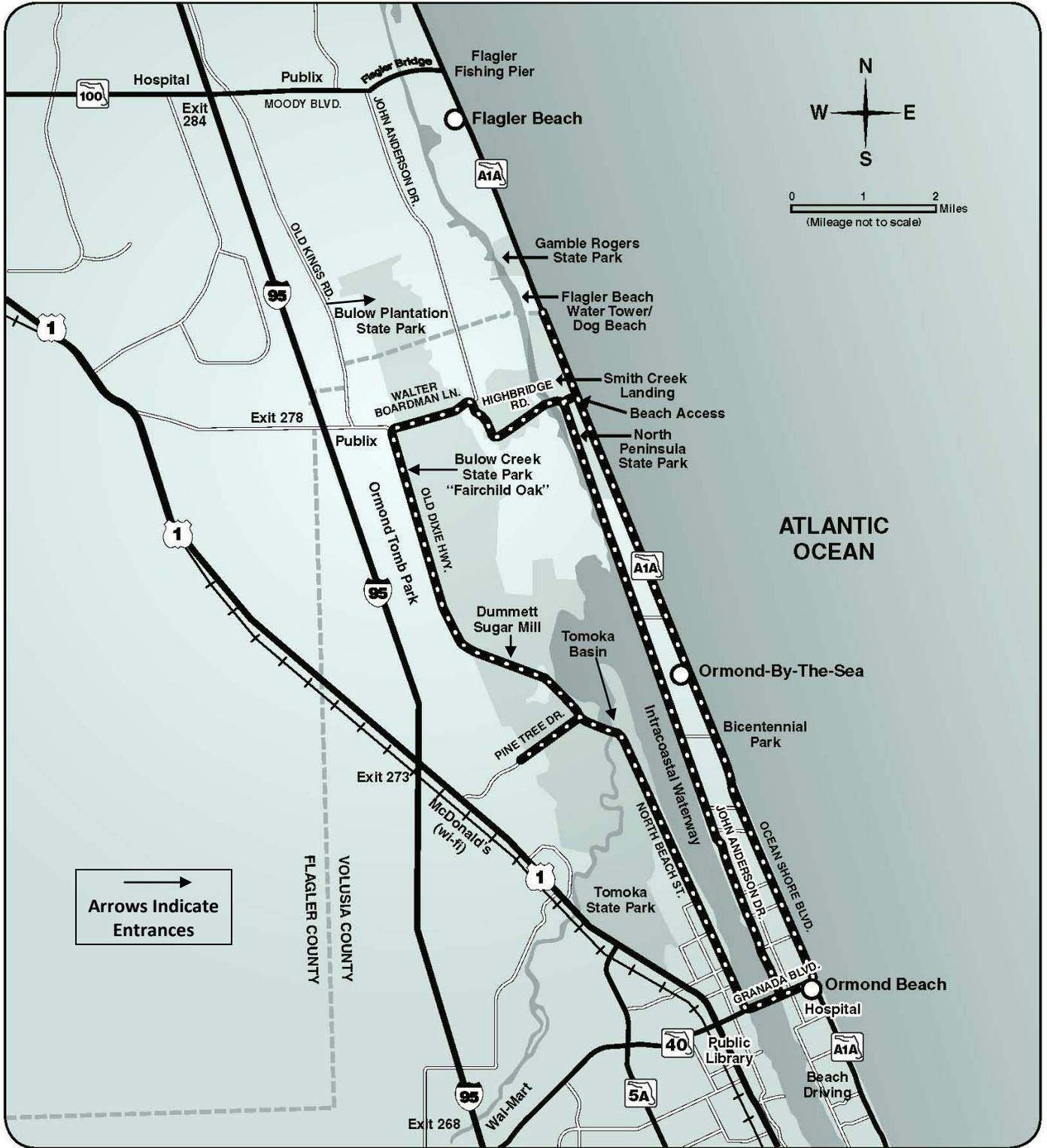
Trail Walk



Trail Walk



Woodham Plaque



ORMOND SCENIC LOOP & TRAIL VISITOR'S MAP

The Ormond Scenic Loop and Trail (OSLT) meanders through several Florida State Parks. They offer many diverse natural areas and historical sites of interest. OSLT is approximately 33.9 miles long and holds the prestige of being named a Florida Scenic Highway and National Scenic Byway.

Visit www.ormondscenicloopandtrail.com and www.floridastateparks.org for further information.

