

Economic Assessment of a Scenic Highway Designation

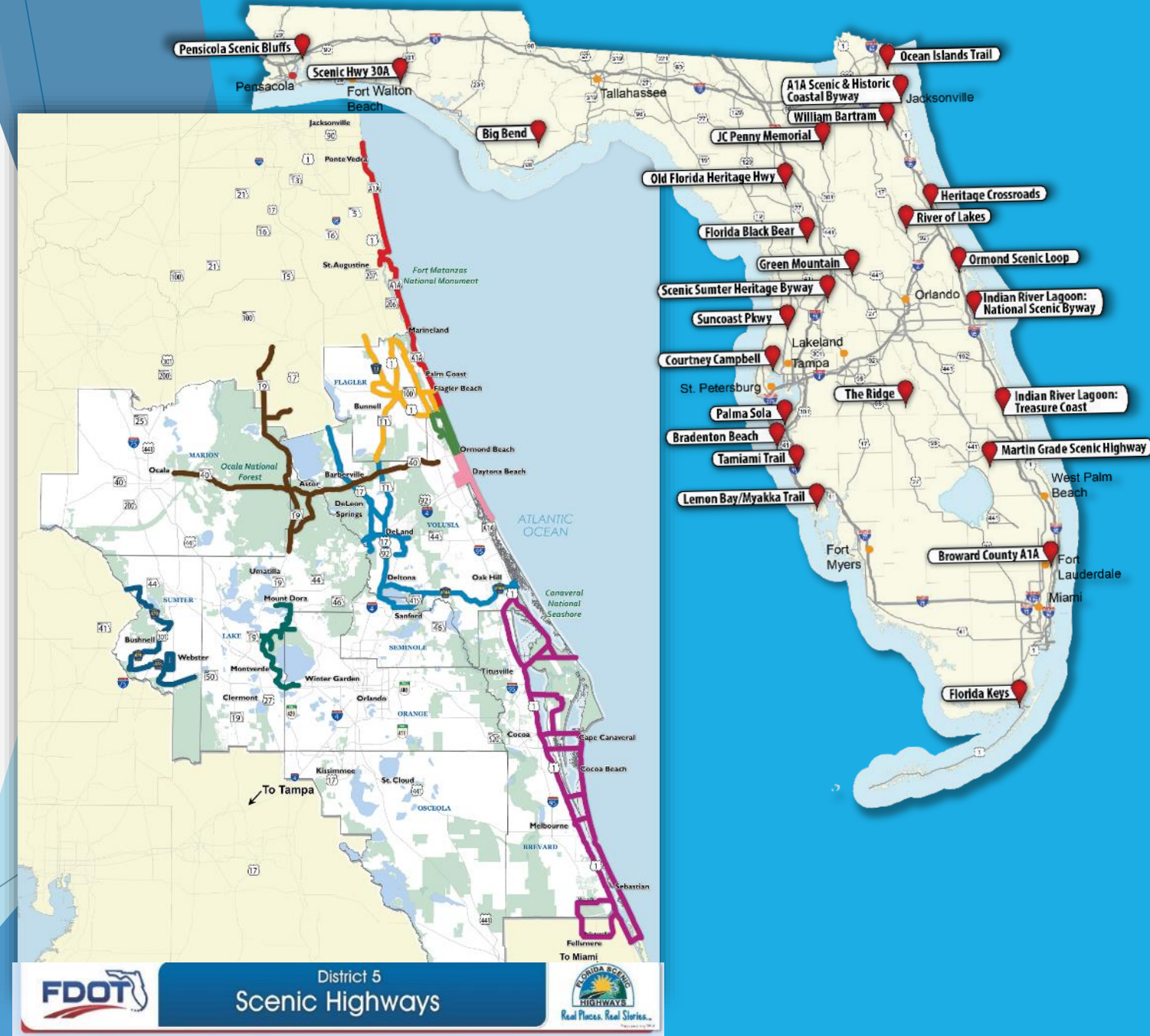
FSHP State Workshop

November 2019



Florida Scenic Highways Program

- ▶ Established by the Florida Department of Transportation (FDOT) in 1996
- ▶ Showcases cultural, historical, archaeological, recreational, natural, and scenic resources
- ▶ Currently, 26 designated scenic highways with over 1,500 highway miles
- ▶ Eight designated Scenic Highways in District 5
- ▶ Hundreds of community volunteers statewide



“It’s a Tough World Out There”

Byway Funding Opportunities are Limited

- ▶ Historic **federal funding eliminated**
- ▶ **No dedicated FDOT funding** source
- ▶ Byways don’t always compete well in a **competitive** arena
- ▶ Limited **technical support** available to win opportunities
- ▶ **Limited information available to the byways that documents designation “value” and “worth”**



Metrics: Documented Value & Worth of a Byway

- ▶ **Lobbying** efforts at all levels
- ▶ **Recruitment** of donors, volunteers, community support etc.
- ▶ Survival of the fittest (arm the byways with **tools needed** to win)
- ▶ **Grants** (i.e. “heads in beds” type grants)



District Five/DSHC Mission:

- ▶ **Educate** the community on the value of the FSHP.
 - ▶ **Support** the efforts of the District's designated byways.
 - ▶ **Ensure** the long-term sustainability of the FSHP.
-

Response:

Document economic impact of a scenic byway designation on a byway community

Study Scope



ECONOMIC IMPACT ANALYSIS PROGRAM

Community Surveys

- Conduct local stakeholder interviews
- Conduct in-person and online surveys to document usage patterns, visitor experience and spending

Economic Modeling

- Byway traffic count analysis
- Regional economic modeling and contribution analysis
- Estimate return on investment of byway designation

Phase I: Scenic Sumter Heritage Byway

- Designated in 2013
- 62 miles of highways in rural Sumter County
- Connects communities of Webster, Bushnell, Sumterville, Lake Panasoffkee, Carlson, and Rutland
- Cultural or natural attractions and points of interest include:
 - Sumter County Farmers Market
 - Florida National Cemetery
 - Dade Battlefield Historic State Park
 - General James Van Fleet Trail State Park
 - Historic Sumter County Courthouse in Bushnell
- **Byway organization's focus is to educate and help build a healthy local economy**



Community Surveys

- On-site survey
- On-line survey



Summary of Survey Responses		
Survey Mode	Number of Respondents	Percent of Responses
Interview	350	71%
Online	145	29%
Total	495	100%

Survey Results: Awareness of Byway

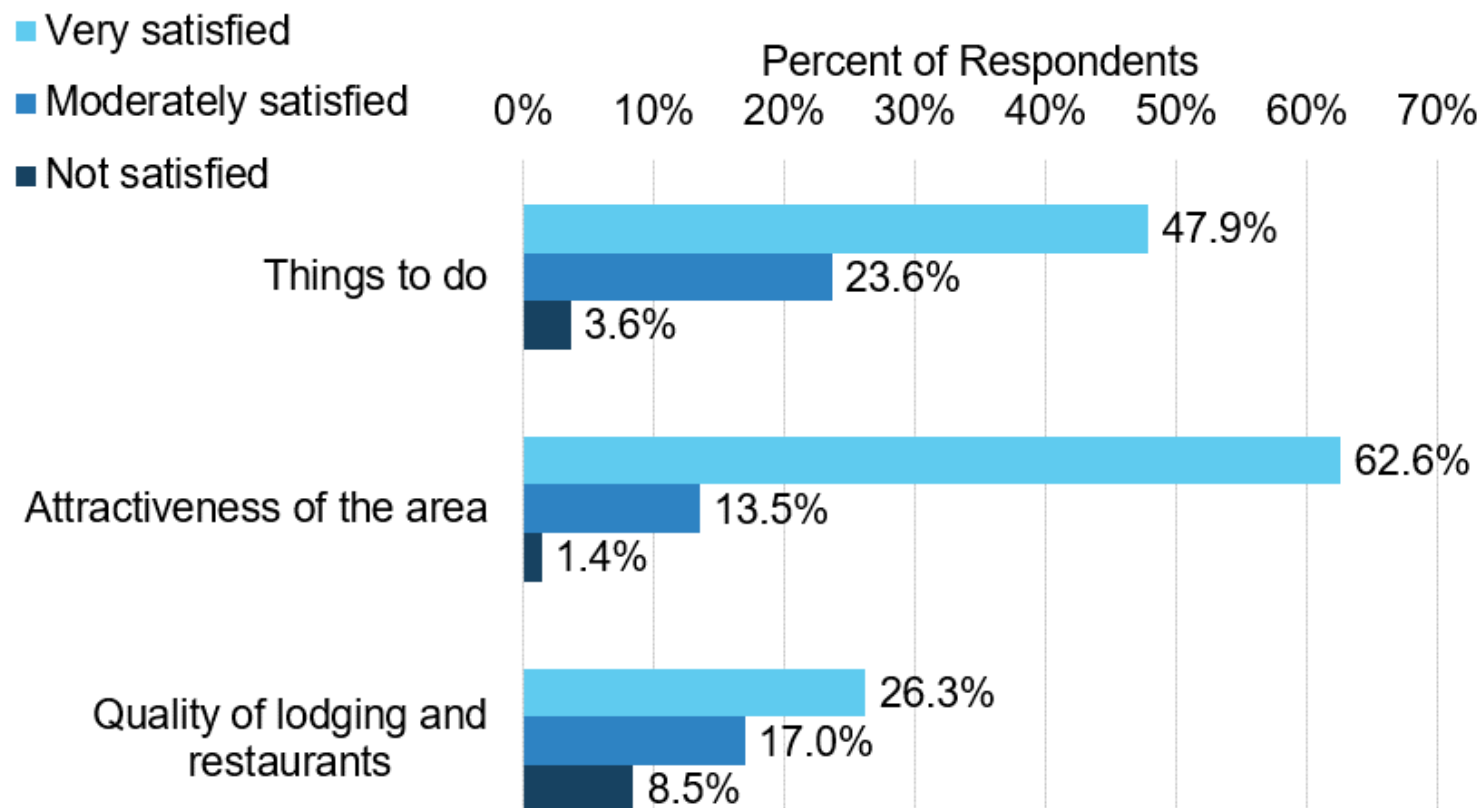
Respondents Aware That They Traveled on a Byway

Response	Interview	Online	Total	Percent of all respondents
Yes	68	50	118	23.8%
No	282	85	367	74.1%
Don't know	0	10	10	2.0%
Total	350	145	495	100.0%

How Respondents Learned About the Byway

Source	Number	Percent of responses	Percent of all respondents
Map	27	17.4%	5.5%
Road sign (online only)	20	12.9%	13.8%
Media	20	12.9%	4.0%
Word of mouth	17	11.0%	3.4%
Social media	42	27.1%	8.5%
Other	29	18.7%	5.9%

Survey Results: Visitor Experience



**Scenic
Sumter**
HERITAGE BYWAY

Survey Results: Visitor Experience

Trip Purpose



Visitor Spending

- Mean spending per party day: **\$134.62**
- Estimated total annual non-resident visitor spending: **\$144.51 million**
- Total annual spending for sightseeing or exploring history along byway by non-resident visitors aware of byway: **\$3.55 million**

IMPLAN

Phase II: Economic Impact Analysis for Planning (IMPLAN) Model

- ▶ Industry standard for economic modeling
- ▶ Models specific to a county or multi-county area
- ▶ Estimates direct, indirect and induced multiplier effects
- ▶ Used 10 industry sectors to analyze impacts of visitor spending



Economic Impact Results

- State-local tax impacts: **\$243,120**
- Largest state local tax items were sales tax (**\$83,675**) and property tax (\$67,684)
- Federal tax impacts: \$348,952
- Largest federal tax items were Social Security payroll taxes for the employee contribution (\$114,375) and employer contribution (\$95,492), and personal income tax (\$101,518)



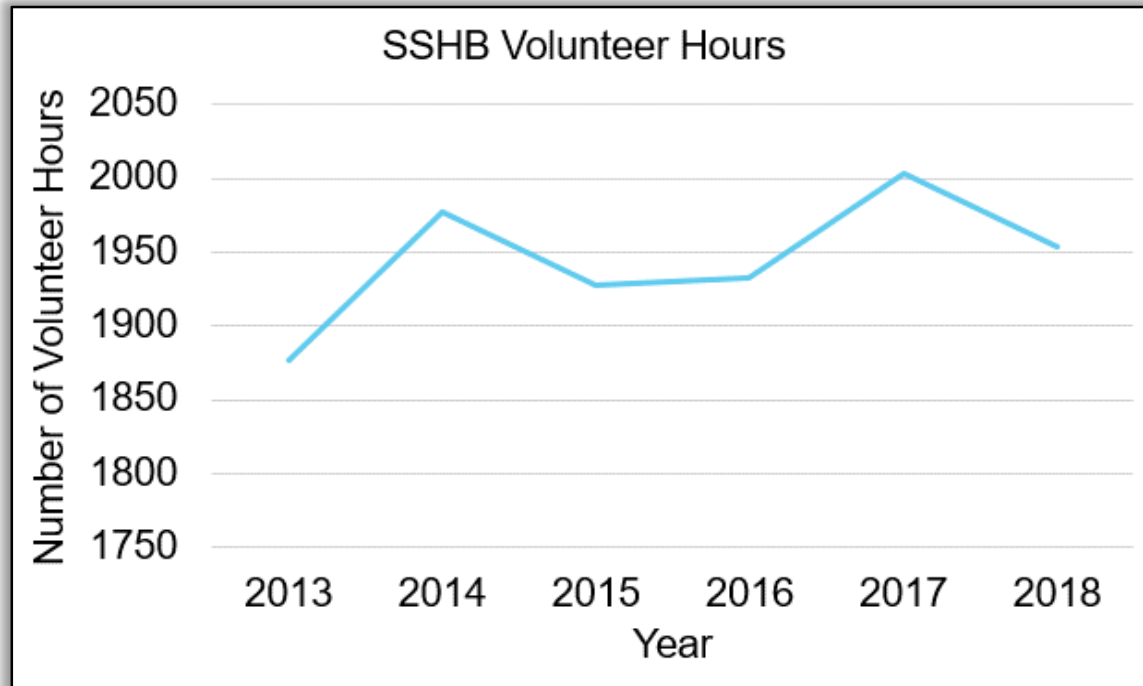
Impact Multiplier Type	Employment (Full Time and Part Time Jobs)	Labor Income (Wages, salaries, benefits)	Value Added (GDP)	Industry Output (Revenues)
Direct Effect	33	\$956,186	\$1,240,800	\$2,113,258
Indirect Effect	3	\$92,527	\$177,323	\$386,647
Induced Effect	9	\$341,308	\$605,283	\$1,022,643
Total Effect	45	\$1,390,022	\$2,023,406	\$3,519,548
Share of County Total	0.11%	0.09%	0.07%	0.07%

SROI Captures Community Support of the Scenic Byway

- Projects
- Events
- Newsletters
- Donations
- Speakers Bureau
- **Passion**
- **Volunteerism**
- **Commitment to Community**

The concept of SROI is that the real measure of a non-profit's success is not how well the return is on an 'investment', but rather how much that investment impacts the mission itself.

Social Return on Investment (SROI) to the Scenic Sumter Heritage Byway



Volunteer Time Value

Total volunteer hours 2013-2018: 11,500

Valued at \$24.00/hr (IRS)

Value: \$280,000

- Calculated SROI: **3.55**
- Attractive investment justifies continued investments by state and local stakeholders

Scenic Sumter Heritage Byway Summary

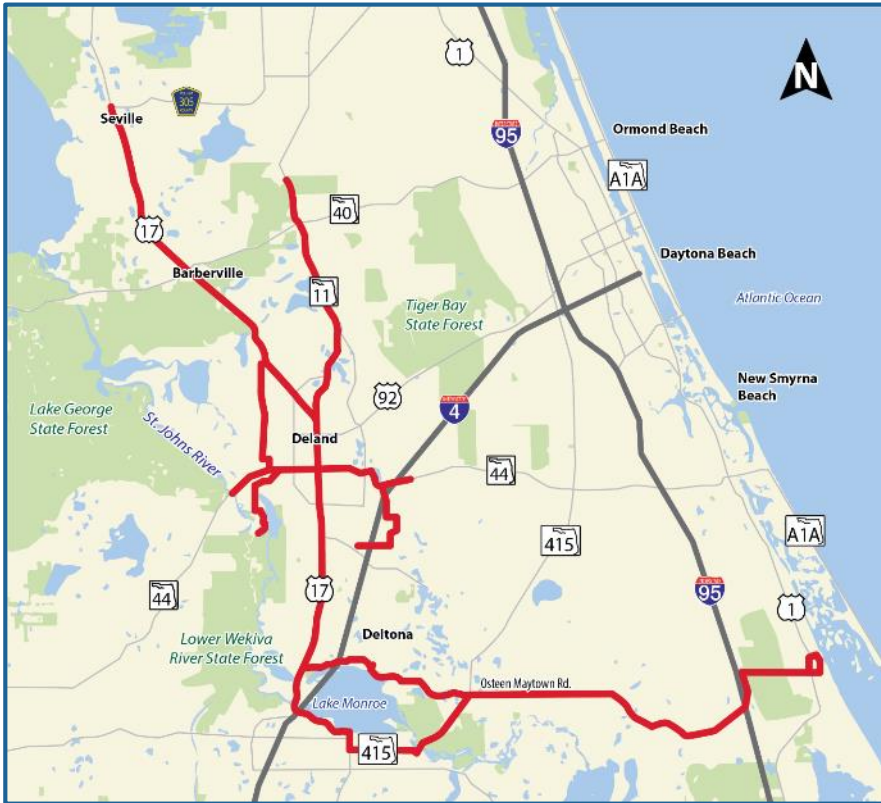
Findings

- ▶ 45 full-time and part-time **jobs** generated
- ▶ \$1.4 Million in labor **income**
- ▶ \$2.0 Million in GDP
- ▶ \$3.5 Million in industry output (business revenues)
- ▶ \$243,120 in state-local **taxes**
- ▶ SROI is 3.55

Information Uses

- ▶ Infographics
- ▶ MPO Presentation
- ▶ Social Media Posting
- ▶ Back-up data for future funding requests
- ▶ Continued Sumter County support

What's Next: River of Lakes Heritage Corridor



- ▶ Designated 2009
- ▶ 156 Miles
- ▶ Volusia/Seminole County
- ▶ Community based
- ▶ Important Eco-tourism based component
- ▶ **Strong local commitment**



Study Highlights (Phase II)

Major Tasks:

- ▶ 1000 certified surveys completed
- ▶ Focus Group
- ▶ Decision Maker Interviews
- ▶ Internet surveys through Main Street, West Volusia Tourism, Byway & Enterprise Museum stakeholder databases
- ▶ Formal Presentations
- ▶ ROL Volunteer Logs (5+ years)

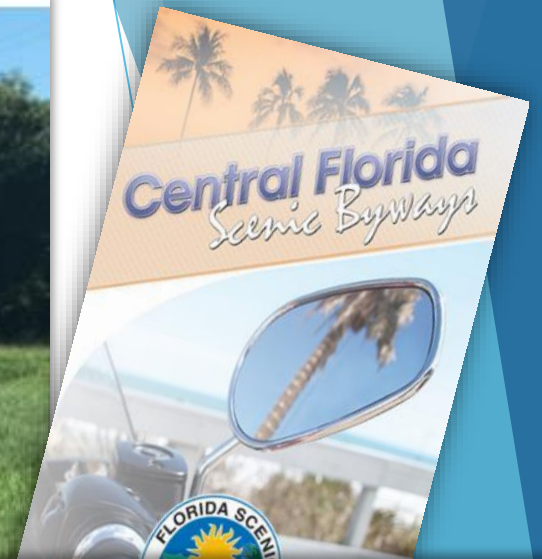
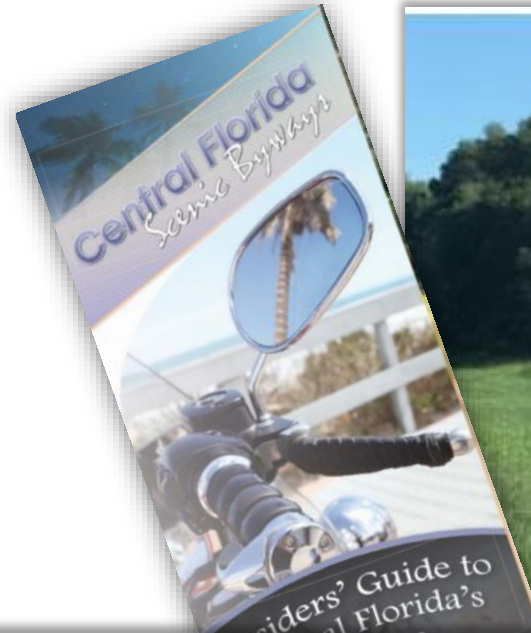
ROL Project Schedule:

- ▶ Kick Off: July 2019
- ▶ Data Collection: August 2019 - May 2020
- ▶ Data Analysis: August 2019 - January 2020
- ▶ Community Presentations: March-December 2021
- ▶ Final Report: March 2022



Visitor Experience

- ▶ Update the FSHP signing on each byway
- ▶ “Off the Beaten Path” brochure series
- ▶ Update byway maps on FSHP website
- ▶ Trip itineraries
- ▶ Website Upgrades
- ▶ Visitor Surveys (economic study)



Scenic Sumter HERITAGE BYWAY *Spend a day in Sumter County!*

It is the mission of the Scenic Sumter Heritage Byway organization to promote and protect the natural beauty, recreational potential and outstanding historical resources and traditions of our communities for residents, visitors, and future generations.

- Rutland Park, (6805 W SR 44, Lake Panasoffkee)**
Located in Northwest Sumter County, Rutland Park is located along the Withlacoochee River and has a paved boat ramp, picnic tables and grill. While there, check out our Byway Kiosk.
- Marsh Bend Outlet Park, (3100 CR 413, Lake Panasoffkee)**
Located on the Outlet River between Lake Panasoffkee and the Withlacoochee River, this County Park is a prime access point for many types of recreational activities, and includes picnic tables and grills, covered pavilions, a paved boat ramp with fishing pier, a hiking trail, and a volleyball court.
- Historic Pana Vista Lodge, (3417 CR 421, Lake Panasoffkee)**
As a full-service fish camp, the Pana Vista Lodge offers boat sales and rentals, boat ramp, tackle shop, and camping amenities.
- Shady Brook Greenway Park, (230 CR 470 N, Lake Panasoffkee)**
This County Park provides boating access to the SE portion of Lake Panasoffkee and is perfect for small boats, canoes and kayaks because of the sheltered creek where it is located.
- Historic Sumter Courthouse, (209 N Florida St, Bushnell)**
Located in the heart of historic Bushnell, the courthouse, built in 1914, is the centerpiece of this historic town.
- Dade Battlefield Historic State Park, (7200 CR 603, Bushnell)**
Commemorating the battle that started the Second Seminole War in 1835, this 80-acre State Park protects the historic battlefield. Amenities include restroom facilities, a recreation
- Sumter County Farmers Market & Cattle Auction, (524 N Market Blvd, Webster)**
As the oldest and largest market in the state, this eclectic composite of markets contains 2,000 stalls and accommodates over 1,200 dealers.
- Florida Bass Conservation Center, (3583 CR 788 South, Webster)**
This freshwater fish hatchery and research facility is dedicated to conservation of the Florida Largemouth Bass. An aquarium and visitor center allow visitors a close look at modern research practices. True anglers and fish enthusiasts will enjoy the overlook for watching hatchery activities and self-guided tours.
- General James A. Van Fleet State Trail, (South of SR 50 in Webster, Mabel Trailhead)**
Officially designated as part of Florida's Statewide System of Greenways and Trails, this old railroad corridor has been converted for recreational use. As one of Florida's most rural, the trail runs for 29 miles through the Green Swamp.
- Sumter County Fairgrounds, (7620 SR 471, Bushnell)**
The Fairgrounds is host to a variety of events, including horse shows, concerts, and other events. The Fairgrounds host the County Fair every spring.
- Withlacoochee State Forest, (Webster)**
Established in 1936, the Withlacoochee State Forest comprises seven non-contiguous tracts, including the Richloam Wildlife Management Area (WMA). WSF is home to many of Florida's rare and endangered plants and animals, including the Red-cockaded woodpecker and Florida Scrub-jay. Hiking, biking,

River of Lakes Heritage Corridor Visitor Survey

survey, we'd like you to focus on your experience visiting this area [show map to illustrate].
I have a few questions about your visit to this location today.

Are you aware of the River of Lakes Heritage Corridor? ☐ Yes ☐ No [skip to Q3] ☐ Not sure/Refused [skip to Q3]

How did you find out about this place or event? [check any that apply] ☐ Media story ☐ Advertisement
☐ Byway map ☐ Word of mouth ☐ Social media ☐ Internet/website ☐ Not sure/Refused
 Other: _____

Do you plan in advance to visit this location today? ☐ Yes ☐ No ☐ Not sure/Refused

Are you in the area today on a "day trip" with plans to return home today, or are you spending one or more nights from home? ☐ Day trip [Skip to Q7] ☐ Staying overnight ☐ Not sure/Refused

How many total nights on this trip will you spend in the area? Number of nights: _____ ☐ Not sure/Refused

What type of overnight accommodations are you primarily using on this trip? [select one]
☐ Hotel or motel ☐ Bed & Breakfast ☐ Condo/Apartment/House
☐ Campground/RV park ☐ Stay with friends/family ☐ Not sure/Refused
 Other (describe): _____

How many adults, including yourself, and how many children are in your immediate party on this trip?
 Number of adults (age 18 or older): _____ ☐ Not sure/Refused
 Number of children: _____ ☐ Not sure/Refused

What are the purpose(s) of this trip to the area today? [Check all that apply. Do not read]
☐ Sightseeing along the highway ☐ Visiting a specific site along the highway
☐ Exploring history of the area ☐ Experiencing the rural community of the area
☐ Visiting a nearby city ☐ Using a trail (hiking, cycling, horseback riding)
☐ Visiting family, friends, or relatives ☐ Fishing, kayaking, or boating

For Further Information

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