



FLORIDA SCENIC HIGHWAYS PROGRAM

About the Program

The Florida Scenic Highways Program was established in 1996 to showcase outstanding cultural, historical, archeological, recreational, natural and scenic resources along Florida's highways. The Program is a grass roots effort to heighten awareness of our State's history and intrinsic resources. These intrinsic resources include the cultural, historical, archeological, recreational, natural and scenic qualities valued by Florida residents and the millions of tourists who visit our State each year. The primary intent of the Florida Scenic Highways Program is to designate roadway corridors where in partnership, we can preserve, maintain, protect and enhance intrinsic resources for the traveling public's enjoyment.



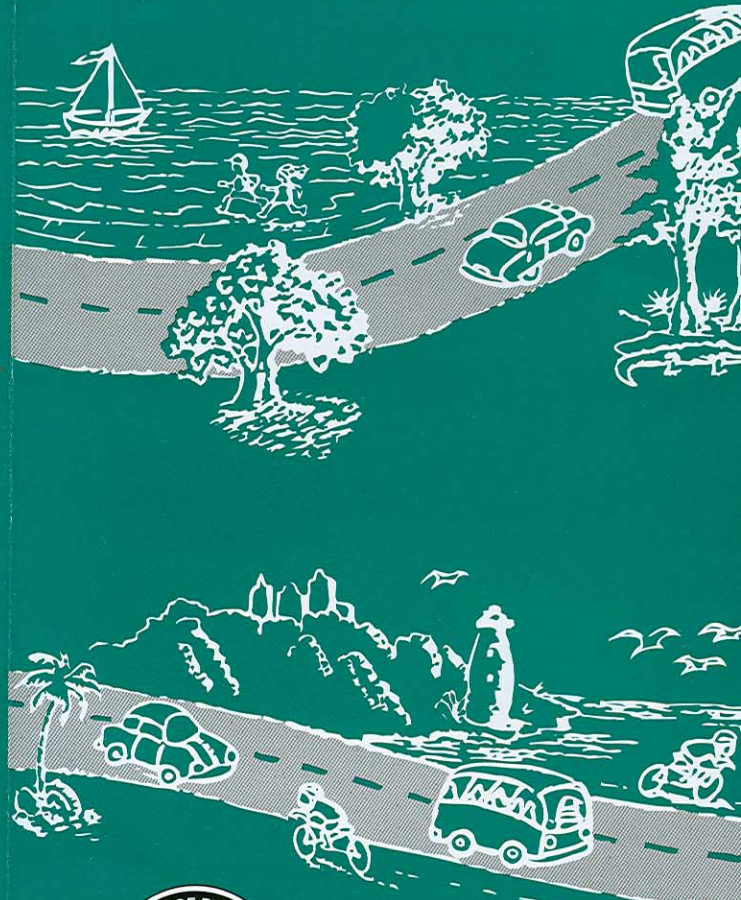
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**Brochure prepared by:
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**Illustrations:
Indian River Lagoon CME
Carter & Burgess**

Benefits of the FLORIDA SCENIC HIGHWAYS PROGRAM



**Administered by
the Central Environmental
Management Office**



As communities consider applying for designation for their scenic corridors, the question most often asked is... What is the benefit of becoming a Florida Scenic Highway?

This is a good question ...

Designation as a Florida Scenic Highway can benefit a community in several ways. Among these are intrinsic resource protection, community recognition, economic development and tourism, community visioning, partnerships and through recognition an increased "priority" for funding.

In general, designated Florida Scenic Highways benefit from:

- ☀ The creation of a Corridor Management Plan. Designation and a corridor management plan provide the opportunity to preserve, maintain, protect and enhance the intrinsic resources identified as significant, exceptional and distinctive to a particular region. It also guides corridor enhancements into the future.
- ☀ Recognition of the significance of a corridor's resources.
- ☀ An established corridor advocacy group or corridor management entity whose role is to guide and monitor all corridor initiatives and ensure that the corridor resource are preserved, maintained and protected.
- ☀ Strong grassroots support for the corridor's designation and community decision making

based on community consensus for the corridor's benefit. Locally driven success.

- ☀ Increased community pride and promotion of designated corridors as community "show places."
- ☀ State and national recognition of corridor on state maps, brochures and through the Florida Scenic Highways Program and National Scenic Byways Program Web Sites.
- ☀ A collaborative Marketing Program for designated corridors that provides corridor brochures, maps, and promotion of corridors and their resources.
- ☀ Partnering opportunities with state, local and federal agencies for the benefit of corridor based on the Corridor Management Plan.
- ☀ A defined Corridor Vision, with established Goals and Objectives for implementing the Vision
- ☀ Enhanced tourism.
- ☀ Enhancement of local economy.
- ☀ Technical assistance in corridor development and in identifying grants and funding opportunities that can fund implementation of corridor activities and action items.
- ☀ An increased "priority" in receiving grant funding. Historically, designated corridors have been viewed favorably and received higher grant priority due to their status as designated scenic highways.
- ☀ Educational opportunities for visitors on the corridor story and community history.

The benefits of a Florida Scenic Highway designation are increased if a State designated corridor becomes a National Scenic Byway or All-American Road at the National level. These roadways attract national and international travelers, bringing additional recognition and economic benefits to these regions.