

CHAPTER 8

FUNDING AND PROMOTION

This chapter provides a listing of programs which Corridor Advocacy Groups (CAG) and local governments could possibly use to fund and promote designated scenic highways. The list provides Federal and State sources of funds, eligibility requirements, and agency contacts. Also contained in this chapter are strategies for the promotion and marketing of a corridor and methods for measuring the success of a designated scenic highway.

8.1 FUNDING

Three main sources of funding opportunities exist for scenic corridors: 1) Federal, 2) State and 3) Other. The majority of funding will be found at the Federal and State levels through government grants, trusts and assistance programs. Additional sources of monies may be found in other public agencies or from private groups. Because certain tasks in the *Eligibility* and *Designation Phases* require support materials and services, the CAG should investigate funding opportunities to assist in preparing documentation and to offset out-of-pocket expenses. For instance, the CAG will have to prepare maps, develop photographs, create videotapes, make photocopies and prepare the CMP document. A CAG may wish to seek out funding sources to assist them in accomplishing these tasks. Some funding opportunities will provide lump sum monies for these activities, while other funding programs offer monies on a reimbursable basis. Once designation is determined, the newly formed Corridor Management Entity (CME) may also want to secure funding arrangements in order to implement the Action Plan for the corridor.

Each funding program has different requirements for eligible applicants and stipulations on how the monies can be used. Most often, these determinations are made on a case-by-case basis dependent upon the applicant and their needs. Just as each scenic corridor differs from the next, so too will their eligibility for the funding programs listed in this chapter. Some funding programs may be tailored to specific types of intrinsic resources, while other programs may be oriented more towards the general elements in the corridor's vision. For example, a corridor with significant historic or cultural resources may be eligible for funding under programs administered by historic/cultural agencies or societies. Whereas, a CAG wishing to plant new trees or construct a bike path along their corridor may find funding for these enhancements. The CAG will need to select the programs they feel best suit their needs and contact related agencies for additional information and application procedures.

When applying for funding under most programs, the applicant will estimate the total project completion cost. The agency providing the grant will determine whether the amount is appropriate given the tasks to be completed and make a decision regarding funding. Often, the applicant is required to pay the cost of the project up-front and later reimbursed for a

percentage or share of cost as the project progresses. For instance, a CAG may wish to make some aesthetic enhancements in the corridor and determines the cost of this project to be \$20,000. The agency offering the grant monies approves this amount and agrees to a 50/50 share which is reimbursable, meaning the CAG pays \$20,000 up-front and the agency will reimburse the CAG \$10,000 once the project is complete. The amounts of these percentages may vary with each grant and some funding sources have limits on total project cost. A brief description of shares, limits and funding use is included in this chapter. If the CAG needs more information or an application, they should contact the agency.

8.1.1 Federal Level Funding Opportunities

National Scenic Byways Grant - The Federal share shall be 80 percent reimbursable with a matching 20 percent coming from State funds. In Florida, the matching 20 percent will originate through local general purpose government funds or private funds which have been collected by the CME or donated to the Florida Department of Transportation for general transportation purposes.

These grant funds include projects associated with the development of Corridor Management Plans involving the following specific work activities:

- Safety improvements to a highway designated as a scenic byway
- Construction along the scenic byway of facilities for the use by pedestrians and bicyclists (for example: rest areas, turnouts, highway shoulder improvements, passing lanes, overlooks and interpretive facilities)
- Improvements to the scenic byway that will enhance access to an area for the purpose of recreation, including water-related recreation
- Protection of historical, archeological, and cultural resources in the area adjacent to the highway
- Development and provision of tourist information to the public, including interpretive information about the scenic byway

The process for applying for a National Scenic Byways Grant includes several steps. Applicants should prepare their grant applications using the National Scenic Byways Program website (listed below), in conjunction with the grants.gov website. This is a highly competitive process and only designated Scenic Highways are allowed to submit applications. Applications are typically due to the State approximately two months in advance of the national deadline. The State Scenic Highways Coordinator and FSHP staff will review the applications, and then provide feedback to the applicants. All applicants will then be able to make modifications to their grants based on this feedback. Applicants will then submit the final applications online and to the State Scenic Highways Coordinator, who will forward all the submitted applications to the Scenic Highways Advisory Committee

(SHAC). The SHAC will review and rank grants for the State as well as provide some feedback.

Completed grant applications shall be submitted to the State by deadline specified in the National Scenic Byways Program website. Each applicant shall make a final submission of the application on-line using the National Scenic Byways Program website. The State Scenic Byways Coordinator will compile an entire State grant package, including ranking, and submit this to the Federal Highway Administration for their consideration.

The Florida Department of Transportation (FDOT) also has a program to contract with qualified Local Agencies for the administration of certain federally funded projects. This program is known as the Local Agency Program (LAP). A LAP agreement is required for Scenic Highway Projects as well, including National Scenic Byways Program funded projects. The Local Agency should appoint a Project Manager (PM) for each LAP project. The LAP PM should review the appropriate chapters from the LAP manual for guidance on how to manage an FDOT project. During each phase of a project the Local Agency Project Manager (PM) should work with the FDOT District LAP Administrator and her/his FDOT technical counterparts in various offices to ensure that correct procedures are being followed. Effective communication is essential. The LAP Project Manager should facilitate communication, if necessary. LAP PMs should become familiar with the manual and take advantage of FDOT training opportunities as they become available.

For more information regarding National Scenic Byways Grants, please contact:

State Scenic Highways Coordinator
Florida Department of Transportation
605 Suwannee Street, MS 37
Tallahassee, FL 32399-0450
Phone: (850) 414-5250
www.bywaysonline.org

Transportation Enhancement Funds - The Federal share shall not exceed 80 percent with matching 20 percent coming from State or local funds. However, FDOT is currently eligible to use “soft match” funds. This allows the Department to increase the Federal share to 100 percent by applying “earned toll credits” as the State match. Use of these funds must involve projects associated with the development of Corridor Management Plans after eligibility has been determined.

For more information regarding Transportation Enhancement Funds, please contact:

Transportation Enhancement Coordinator
Florida Department of Transportation
605 Suwannee Street, MS 37
Tallahassee, FL 32399-0450
Phone: (850) 414-5250
<http://www.dot.state.fl.us/emo/enhance/enhance.htm>

Rivers, Trails and Conservation Assistance - The National Park Service assists communities that preserve rivers, protect open space and develop new trails, greenways and parks.

For more information regarding the Rivers, Trails and Conservation Assistance, please contact:

Rivers, Trails and Conservation Assistance
National Park Service
Florida Field Office
665 South Orange Ave., Suite H
Sarasota , FL 34236
Phone: (941) 330-8047
www.nps.gov/rtca

National Science Foundation - The National Science Foundation currently has several funding opportunities for research projects including projects that include physical acquisitions and improvements to biological field research including data management and communication system implementation.

For more information regarding the National Science Foundation, please contact:

National Science Foundation
4201 Wilson Boulevard
Arlington, VA 22230
Phone: (800) 877-8339
<http://www.nsf.gov/funding/>

Farmland Protection Program - The U.S. Federal Department of Agriculture offers funding for the acquisition of conservation easements for the purposes of protecting the agricultural land.

For more information regarding the Farmland Protection Program, please contact:

U.S. Department of Agriculture
Natural Resource Conservation Service
2614 NW 43rd Street
Gainesville, FL 32606
(352) 338-9500
www.fl.nrcs.usda.gov

Other Federal Funds - Other Federal funds (i.e., Surface Transportation Program) may possibly be used for transportation improvements under the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 and the Transportation Equity Act for the 21st Century (TEA21). These Discretionary Grant Funds (of which the National Scenic Byways Grant is one) can be applied for on an annual basis. Each of these grants has unique criteria for eligible projects. Interested parties should visit www.fhwa.dot.gov/discretionary for specific information. These funding categories include:

- Bridge
- Corridor Planning and Development and Border Infrastructure (Corridors & Borders)
- Delta Region Transportation Development Program
- Ferry Boats
- Highways for LIFE
- Innovative Bridge Research and Construction
- Innovative Bridge Research and Deployment Program
- National Historic Covered Bridge Program
- ITS Deployment Program
- Interstate Maintenance
- Public Lands Highways
- Scenic Byways
- Transportation and Community and System Preservation Program
- Transportation Infrastructure Finance and Innovation Act (TIFIA)
- Truck Parking
- Value Pricing Pilot Program

TEA-21 also provides a Recreational Trails Grant Program and a Sport Fish Restoration Program Information about these grants can be found at the FHWA website (www.fhwa.dot.gov) and the US Fish & Wildlife Service Website (www.fws.gov) respectively.

For more information regarding other Federal Funds, please contact your District Scenic Highways Coordinator.

8.1.2 State Level Funding Opportunities

Florida Highway Beautification Council Grant Program - The Florida Highway Beautification Council through the Department of Transportation provides funds for landscape beautification projects on Florida's roadways. The funding is a matching grant of 50 percent.

For more information regarding Florida Highway Beautification Council Grants, please contact:

Staff Coordinator
Florida Department of Transportation
605 Suwannee Street, MS 37
Tallahassee, FL 32399-0450
Phone: (850) 414-5250
<http://www.dot.state.fl.us/emo/beauty/beauty.htm>

Adopt-a-Highway Program - The Florida Department of Transportation sponsors this program in an effort to keep Florida's state highway system litter free. Citizen groups may adopt a section of a state highway with a two year commitment of keeping their section free of litter.

For more information regarding the Adopt-a-Highway Program, please contact:

Adopt-a-Highway Coordinator
Florida Department of Transportation
605 Suwannee Street, MS 61
Tallahassee, FL 32399-0450
Phone: (850) 414-0482 or
(800) BAN LITTer (226-5488)
<http://www.dot.state.fl.us/publicinformationoffice/moreDOT/adopt.htm>

National Urban and Community Forestry Matching Grant Program - The Federal share shall be 50 percent reimbursable with matching 50 percent coming from local funds. These funds are for projects that develop or enhance a community's ability to have a sustained, comprehensive tree care program. No more that 20 percent of the funds may be used for tree planting.

For more information regarding National Urban and Community Forestry Matching Grants, please contact:

Florida Department of Agriculture and Consumer Services
Division of Forestry
3125 Conner Boulevard
Tallahassee, FL 32399-1650
Phone: (850) 488-0863
www.fl-dof.com

Rural Development Program - The funds provided under this program work on a 75/25 cost share basis. This program is designed to address the environmental, economic and social needs of rural communities (by definition) by identifying, utilizing and conserving the natural resources of rural areas. These funds are provided for the purpose of stimulating local economies and generating jobs.

For more information regarding the Rural Development Program, please contact:

Florida Department of Agriculture
and Consumer Services
Division of Forestry
Rural Development & FIA Coordinator
3125 Conner Blvd., Room 256
Tallahassee, FL 32399-1650
Phone: (850) 414-9955
http://www.fl-dof.com/forest_management/cfa_rural_index.html

Historic Preservation Small Matching Grants - The Division of Historical Resources under the Department of State provides funding not to exceed \$50,000 with an equal match coming from local funds or donated materials and services. These funds should be used to assist in the identification and preservation of Florida's historic resources. The types of projects eligible for funding fall into three general categories: Acquisition and Development, Survey and Planning, and Community Education.

For more information regarding Historic Preservation Grants-in-Aid, please contact:

Grants and Education Section
Bureau of Historic Preservation
Florida Department of State
R.A. Gray Building
500 South Bronough Street
Tallahassee, FL 32399-0250
Phone: (850) 245-6333
<http://www.flheritage.com/grants/preservation/>

Historic Preservation Special Category Grants - The Division of Historical Resources under the Department of State provides funding from \$50,000 to \$350,000 for major historic building restoration, archeological excavations and museum exhibit projects involving the development and presentation of information on the history of Florida. Contact the Florida Department of State, Bureau of Historic Preservation for specific the grant match requirements.

For more information regarding the Historic Special Categories Grants, please contact:

Grants and Education Section
Bureau of Historic Preservation
Florida Department of State
R.A. Gray Building
500 South Bronough Street
Tallahassee, FL 32399-0250
Phone: (850) 245-6333
<http://www.flheritage.com/grants/special/>

Historical Museums Grants-in-Aid - The Division of Historical Resources under the Department of State provides funding not to exceed 50 percent of the cost of an eligible project or category with matching 50 percent coming from local funds or donated materials and services with a specific cash value. These funds should be used to provide matching support for the development of exhibits on Florida history, as well as for operating costs of Florida history museums. Funding is provided for two categories: general operating support and public educational exhibit projects.

For more information regarding Historical Museum Grants-in-Aid, please contact:

Grants Manager
Museum of Florida History
Florida Department of State
R.A. Gray Building
500 South Bronough Street
Tallahassee, FL 32399-0250
Phone: (850) 245-6400
<http://www.flheritage.com/grants/museum/>

Cultural Grants Program - The Division of Cultural Affairs in the Department of State provides grants of varying amounts to non-profit organizations and political subdivisions engaged in cultural programming. The cultural disciplines include dance, folk arts, theater, visual arts, literature and media arts. The applicant is required to match the grant from local funds, a portion of which may be donated materials or services with a specific cost value. Additionally, the Cultural Facilities Program provides financial support for the renovation of cultural buildings such as museums, performing arts centers and theaters.

For more information regarding Cultural Grants Programs, please contact:

Bureau of Grants Services
Division of Cultural Affairs
R.A. Gray Building
500 South Bronough Street
Tallahassee, FL 32399-0250
Phone: (850) 245-6470
<http://www.florida-arts.org/grants/>

Coastal Management Grants Program - The Florida Coastal Management Program in the Department of Environmental Protection provides grants with 100 percent match required for local governments in 35 coastal counties which are designated “coastal” by the Department of Community Affairs. These grants shall be used to accomplish innovative projects which will implement the priority issues of the current applicable Florida Coastal Action Plan. Such projects include protection and management of coastal resources; improvements in water quality and natural resource protection through coastal non-point pollution controls; management of coastal development and redevelopment; and improved public beach access and hazard mitigation.

For more information regarding Coastal Management Grants, please contact:

Grants Manager
Florida Coastal Management Program
Florida Department of Environmental Protection
3900 Commonwealth Boulevard, MS 47
Tallahassee, FL 32399
Phone: (850) 245-2161
<http://www.dep.state.fl.us/cmp/grants/>

Florida Main Street Program - The Division of Historical Resources under the Department of State provides a \$10,000 seed money grant and technical assistance for eligible communities. The Program encourages the revitalization of traditional downtown commercial districts through a community-based comprehensive approach. The applicant is not required to match the grant, but must provide a guaranteed one-year funding support for a Main Street manager.

For more information regarding Florida Main Street Program please contact:

Florida Main Street Manager
Bureau of Historic Preservation
R.A Gray Building
500 South Bronough Street
Tallahassee, FL 32399-0250
Phone: (850) 245-6333
<http://www.flheritage.com/preservation/architecture/mainstreet/>

Florida Small Cities Community Development Block Grant - Neighborhood Revitalization - The Department of Community Affairs provides grants for local governments. Use of these grants is limited to the provision of infrastructure and facilities in low to moderate income neighborhoods. Eligible projects include water lines, sewer lines, fire protection, recreation, neighborhood centers, and other eligible public facilities.

For more information regarding Florida Small Cities Community Development Block Grants - Neighborhood Revitalization, please contact:

Block Grant Program Administrator
Florida Department of Community Affairs
Division of Housing and Community Development
Small Cities Community Development Block Grant Program
2555 Shumard Oak Boulevard
Tallahassee, FL 32399-2100
Phone: (850) 487-3644
<http://www.dca.state.fl.us/fhcd/cdbg/index.cfm>

Florida Small Cities Community Development Block Grant - Commercial Revitalization - The Department of Community Affairs provides grants to eligible jurisdictions to assist in revitalizing downtown areas. Eligible projects include rehabilitation of privately owned building facades, modifications for handicapped access, sidewalks, landscaping, streets, drainage and parks.

For more information regarding Florida Small Cities Community Development Grants - Commercial Revitalization, please contact:

Block Grant Program Administrator
Florida Department of Community Affairs
Division of Housing and Community Development
Small Cities Community Development Block Grant Program
2555 Shumard Oak Boulevard
Tallahassee, FL 32399-2100
Phone: (850) 487-3644

Florida Communities Trust Land Acquisition Grants, Loans and Matching Grants -

The Florida Communities Trust as part of the Department of Community Affairs provides incentives to local governments to protect resources identified in their local government comprehensive plans. This protection involves the conservation of natural resources and resolving land-use issues by implementing conservation, recreation, open space, and coastal management elements.

For more information regarding Florida Communities Trust in Land Acquisition Grants, Loans and Matching Grants, please contact:

Executive Director
Florida Communities Trust
Florida Department of Community Affairs
2555 Shumard Oak Boulevard
Tallahassee, FL 32399-2100
Phone: (850) 488-8466
<http://www.floridacommunitydevelopment.org>

Florida Recreation and Development Assistance Grant Program - The Florida Department of Environmental Protection provides funds for the above program by the following breakdown of costs: no match for the first \$50,000 of program costs; 25 percent match for \$50,000 - \$150,000 of program costs; and 50 percent match for program costs over \$150,000.

Land and Water Conservation Trust Fund - The Florida Department of Environmental Protection provides funds for the above program with a 50 percent match.

Florida Boating Improvement Program - The Florida Department of Environmental Protection provides funds for the above program requiring no match.

Pollution Recovery Program - The Florida Department of Environmental Protection provides funds for the above program with no match required.

Coastal Protection Restoration Program - The Florida Department of Environmental Protection provides funds for the above program with no match required.

For more information regarding above grants, please contact:

Division of Recreation and Parks
Florida Department of Environmental Protection
3900 Commonwealth Boulevard
Tallahassee, FL 32399
Phone: (850) 245-2157
<http://www.dep.state.fl.us/parks/>

Section 319 Nonpoint Source Management Implementation (Storm Water Management) - The Florida Department of Environmental Protection provides funds for the above program with a 40 percent non-Federal match required.

For more information regarding Section 319 Nonpoint Source Management Implementation, please contact:

Storm Water Management Section
Division of Water Facilities
Florida Department of Environmental Protection
2600 Blirstone Road, MS 3500
Tallahassee, FL 32399-2400
Phone: (850) 245-8336
<http://www.dep.state.fl.us/water/monitoring/index.htm>

Greenways and Rails-to-Trails Program - The Office of Greenways and Trails in the Florida Department of Environmental Protection is responsible for developing and maintaining a comprehensive plan for a statewide system of greenways and trails. It also implements concepts of ecosystem management in creating multi-use recreational facilities where appropriate. Other activities include conducting activities enhanced by partnerships with local governments, citizen groups, and other agencies administering the Florida Rails-to-Trails Acquisition Program; and administering the Statewide Florida Recreational Trails System.

It is possible these Rails-to-Trails corridors can be considered as recreational resources for a scenic corridor. If a scenic corridor is adjacent and accessible to a greenway trail, a partnership between the CAG and the Office of Greenways and Trails could be arranged. This partnership may be able to coordinate funding as well as other plans for the two corridors, such as enhancements, promotion or maintenance. Proposed scenic corridors adjacent to a greenway or Rails-to-Trails corridor should contact the agency listed below when seeking eligibility and designation as a Florida Scenic Highway.

For more information regarding Greenways and Rails-to-Trails Programs, please contact:

Office of Greenways and Trails
Florida Department of Environmental Protection
Marjory Stoneman Douglas Building
3900 Commonwealth Boulevard, MS 795
Tallahassee, FL 32399-3000
Phone: (850) 2452052
<http://www.dep.state.fl.us/gwt/>

Aquatic Preserves, National Marine Sanctuaries and National Estuarine Research Reserves - The Office of Coastal and Aquatic Managed Areas as part of the Florida Department of Environmental Protection administers all State Aquatic Preserves, National Marine Sanctuaries and National Estuarine Research Reserves.

For more information regarding Aquatic Preserves, National Marine Sanctuaries and Nature Estuarine Research Reserves, please contact:

Office of Coastal and Aquatic Managed Areas
Florida Department of Environmental Protection
Marjory Stoneman Douglas Building
3900 Commonwealth Boulevard, MS 235
Tallahassee, FL 32399-3000
Phone: (850) 245-2094
<http://www.dep.state.fl.us/coastal/>

Technical Assistance For Community-Based Organizations - The Enterprise Florida, Inc. provides technical assistance to community-based organizations in an effort to strengthen and diversify local economies. Technical assistance includes helping form an organization, and identifying community development strategies, and identifying financial resources for community development projects and referring to other responsible agencies.

For more information regarding Technical Assistance For Community-Based Organizations, please contact:

Program Supervisor
Enterprise Florida, Inc.
800 North Magnolia Avenue, Suite 1100
Orlando, FL 32803
Phone: (407) 956-5600
<http://www.eflorida.com/>

Rural Job Tax Credit Program - The Office of Tourism, Trade and Economic Development provides incentives for eligible businesses located within one of 15 designated rural counties to create new jobs.

For more information regarding the Rural Job Tax Credit Program, please contact:

Executive Office of the Governor
Office of Tourism, Trade and Economic Development
The Capitol
Suite 2001
Tallahassee, FL 32399-0001
Phone: (850) 487-2568
http://www.flgov.com/ottted_home

Urban Job Tax Credit Program - The Office of Tourism, Trade and Economic Development provides incentives for eligible businesses located within one of 15 designated urban counties to create new jobs.

For more information regarding the Urban Job Tax Credit Program, please contact:

Executive Office of the Governor
Office of Tourism, Trade and Economic Development
The Capitol
Suite 2001
Tallahassee, FL 32399-0001
Phone: (850) 487-2568
http://www.flgov.com/otted_home

Economic Analysis - Enterprise Florida, Inc., a public/private organization, provides information, research, and planning for economic development efforts in Florida.

For more information regarding Economic Analysis, please contact:

Program Supervisor
Enterprise Florida, Inc.
800 North Magnolia Avenue, Suite 1100
Orlando, FL 32801
Phone: (407) 956-5600
<http://www.eflorida.com/>

Advertising Match Grant - The Florida Tourism Industry Marketing Corporation, a public/private organization, provides matching grants up to \$2,500 to fund projects which contribute directly or indirectly to the promotion of tourism, industrial or agricultural advantages within Florida.

Ecotourism/Heritage Tourism Grant Program - The Florida Tourism Industry Marketing Corporation, dba VISIT FLORIDA, administers a program to fund projects, assist in the development of the inventory, and provide funding for multi-county marketing projects for the promotion of Ecotourism/Heritage Tourism.

For more information regarding Advertising Match Grants and Ecotourism/Heritage Tourism Grants, please contact:

Florida Tourism Industry Marketing Corporation
VISIT FLORIDA
2540 West Executive Center Circle, Suite 200
Tallahassee, FL 32301
Phone: (850) 488-5607

Land and Water Conservation Fund - The National Park Service through the Florida Department of Environmental Protection provides a maximum of \$150,000 with 50% matching funds from other agencies for the enhancement of outdoor recreation opportunities. These funds may be used for the acquisition of real property and the construction, expansion, renovation/repair and installation of primary and support facilities.

For more information regarding the Land and Water Conservation Fund, please contact:

Department of Environmental Protection
Division of Recreation & Parks
Bureau of Design & Recreation Services
3900 Commonwealth Boulevard, MS #585
Tallahassee, Florida 32399-3000
(850) 245-2157
<http://www.dep.state.fl.us/parks/OIRS/factslwcf.htm>

South Florida Ecosystem Program - For recipients in the southern portion of the State and/or Indian River Lagoon, the U.S. Fish and Wildlife Service provides funding for projects such as restoring and enhancing degraded coastal uplands and estuarine wetlands, removing exotic vegetation and promoting public awareness.

For more information regarding the South Florida Ecosystem Program, please contact:

The Florida Inland Navigation District
1314 Marcinski Road
Jupiter, FL 33477-9498
Phone: (561) 627-3386
www.aicw.org

8.1.3 Other Funding Opportunities

Other agencies (listed below) offer funding opportunities for scenic highway development and enhancement projects:

FDOT Work Program - An applicant may contact the District Scenic Highways Coordinator to determine if elements in the development of a scenic highway coincide with highway improvements planned for the District's Five Year Work Program.

Local Funding - An applicant may contact local government(s) to determine if funds would be available to assist in the development of a scenic highway.

MPO Funding - An applicant may contact the Metropolitan Planning Organization (MPO) in their area to determine if funds would be available to assist in the implementation of the scenic highway activities.

Private Donations - An applicant may contact residents along the proposed scenic highway, as well as people and businesses interested in the corridor, to contribute funds toward the development of a scenic highway.

Not For Profit Groups - Organizations such as The Trust for Public Land, The Nature Conservancy and 1000 Friends of Florida may contribute funding or technical assistance for corridor activities.

Fundraising and Sponsorships - An applicant may create fundraising and sponsorship techniques in order to raise funds for development of a scenic highway.

Special Legislative Funding - An applicant through their local elected officials may request special legislative funding in the development of a scenic highway.

In addition, the Florida League of Cities has produced a guide entitled **Financing and Technical Assistance for Florida Municipalities [1997]**. The guide contains information on grants, loans, technical assistance, and other resources available to Florida municipalities and a link to this document can be found on the Florida Scenic Highways Program website.

8.2 PROMOTION AND MARKETING STRATEGIES

Florida's intrinsic resources are invaluable assets the State offers both residents and tourists. Pristine natural forests, white sand shorelines, preserved wetlands, cultural centers, recreational land uses, metropolitan centers, archeological and historic sites are all features that make Florida inviting. The Florida Scenic Highways Program (FSHP) seeks to preserve these resources and to provide an excellent promotional and educational opportunity.

Through the Community Participation Program, the Corridor Advocacy Group (CAG) will determine whether promotion and marketing of their corridor is a strong desire of the surrounding community. Increased recognition and economic benefits can result from a well-managed promotional program designed to attract tourism to the area and stimulate the region's economy. The key, however, is to balance this desire for additional tourism with the preservation goals of the FSHP. The resources for which designation was granted should be maintained. Their degradation could dissuade travelers from visiting or returning. A careful blend of promotion and protection will ensure that tourism boosts the area's economy while preserving the valuable resources for which the corridor was designated.

Promotional efforts may not be successful without careful preparation and a plan. The initial step in this planning effort is for the CAG to determine the two key elements of a successful promotional plan: 1) *WHAT* features an area has to offer and 2) *WHO* will be interested in enjoying or using them. A CAG must first consider what intrinsic resources are of primary interest to visitors, and what facilities and support services can augment this

promotional plan. The CAG should focus their promotional efforts around those intrinsic features that warranted the original designation.

Once the CAG determines what they wish to promote, it can focus on “whom” to target with their marketing efforts. Tourists to an area can come from a wide variety of locations. Some designated corridors will be traveled most by local residents and tourists from nearby areas who use the corridor for day trips and short recreational outings. Other scenic highways will be destinations for national and international tourists. These tourists may require such services as overnight accommodations. The CAG should attempt to identify which types of tourists will be most common in their corridor.

The CAG should develop a promotional plan to target these differing types of tourists. Unlike marketing strategies of the past which settled in on one advertisement that ran in several publications, a more effective method is to target promotional plans on specific markets, each utilizing a different strategy. For example, Canadian tourists visiting Florida may receive information from a different source than Miami residents will. Hiking enthusiasts are likely to get recreational information from a different source than a family seeking a leisurely drive to a well-known theme park. Knowing “who” to target, a CAG can promote its corridor to the widest range of visitors and be more successful in their promotional efforts.

Once the CAG has established “what” they want to promote and “who” their target markets are, promotional strategies can be developed. These strategies will be used to gain awareness for the designed corridor and its intrinsic resources as well as encourage visitation. How can the CAG reach the appropriate markets? What promotional techniques are useful for scenic highways? How will the CAG get information about their corridor out to the public? There are numerous methods of marketing a scenic corridor. Some of the methods listed below come from ideas presented in ***National Back Country Byways, by the Bureau of Land Management and Scenic Highways and Byways Programs Outside the United States, by the Federal Highway Administration***. A link to both of these documents can be found on the Florida Scenic Highways Program website.

- Signage and informational kiosks along the route can inform travelers of the activities and services available within the corridor.
- Brochures of the corridor can be distributed throughout the state, perhaps at state welcome stations, chambers of commerce, hotels and travel agencies. These brochures could also be distributed nationally and internationally to tourism agencies. Some states, such as South Dakota, promote their scenic byways through tourism brochures that contain scenic highway information.
- Magazine ads or articles can target specific interest groups which may wish to use the corridor’s resources (i.e., hiking enthusiasts, history buffs). Invite a travel or tourism writer to visit the designated corridor and encourage them to write about it.

- Road maps can be created and marked with the highway's location and points of interest. These maps could be distributed to tourist areas and travel agents so that travelers know what the corridor has to offer. For Example, New Hampshire promotes its scenic byways through a state guide and map as well as informational kiosks at various points along their corridor.
- Newspaper articles or advertisements are an ideal method of advertising the corridor, especially in urban areas, where people may be looking for a convenient and relaxing way to spend weekends outside the city.
- Trade show displays target specific interest groups and provide an opportunity to make contact with potential sponsors. Trade shows can assist financially with corridor and resource amenities in exchange for their logo or name being included on corridor materials.
- Special events can be planned, organized and advertised which highlight the assets of the corridor. These events can be a good source of volunteer recruitment. By enlisting the assistance of local groups, such as the Boy Scouts, Girl Scouts, Elks Club, and Kiwanis Club, corridor awareness can be broadened while encouraging the community to become involved with the corridor and its "story."
- Scenic highway sponsored contests, such as "draw the highway" or "name the corridor" can raise awareness of the route and stimulate local enthusiasm for its designation. These methods are often the most effective because they create enthusiasm for the corridor.

A promotional/marketing plan need not be costly or unduly complex. Sometimes the simplest ideas become the most effective. The plan should outline in detail what method of promotion is to be used during the initial years of the corridor's designation (short term) and how these will be administered. The CAG should also outline a general overview of the long term promotional plans for the corridor. These plans may not differ significantly from any short term plans, yet should take into account long term changes which may affect the marketing plan. For example, nearby growing metropolitan areas may increase corridor visitation over the years. Whatever method or group of methods the CAG chooses, the promotion plan should seek to heighten awareness about the corridor, support the "story" and balance promotion with preservation. The corridor's promotion may be one of the most vital links in its success; without it, a beautiful corridor and outstanding intrinsic resources may go unnoticed.

8.3 METHODS OF MEASURING SUCCESS

Although many benefits of Florida Scenic Highway designation are intangible, documentation of successes in a quantifiable manner can be helpful. Federal, State and local agencies may require data supporting success before assisting the corridor financially or writing resolutions for resource protection. Corporate sponsors may wish to see how their contributions helped in the corridor's success before donating again. The Corridor Management Entity (CME) will need to be capable of verifying their successes in writing during CMP reviews or when applying for funding. These quantifiable methods most often involve some data collection. The results can be shown tabularly and graphically as well as verbally to demonstrate changes as elements of the Action Plan are enacted.

It is important to establish during the CMP development how to measure a corridor's success because base line data may be necessary to compare the corridor before and after designation. Data should be divided into categories and the same data collected every year, or at a specified interval of time. It is important to remember that sometimes the definition of a type of data will change, and that, one type of data may split into separate parts. These subtle changes can often drastically change the data collected and show results which may be inaccurate. The CME should remain aware of these changes so that they do not misinterpret the data in any way. For example, a county which has a scenic corridor may annex additional land in the third year after designation. Data collected on population, tax revenue, or employment may be drastically altered in the years after annexation. A sudden increase in jobs may be due more to the additional land acquired than to designation. Without being aware of such a change, a CME may report inaccurate results.

Although these measurements of success methods may change over time or new methods incorporated, the CMP should include the techniques used and what they are intended to measure. The following list is provided as an array of possible techniques that can be used.

This list includes concepts from ***Economic Impacts of Scenic Byways [Urban Institute, 1991]***. A link to this document can be found on the Florida Scenic Highways Program website. Although this list is not all inclusive, a CAG is encouraged to be creative in finding new methods to measure their successes. Techniques may be based on data collected by other agencies or programs designed to collect data specifically for that roadway. Either way, this information is invaluable in measuring the success of their designated corridor:

- Local banks can supply deposit information from commercial establishments (i.e., restaurants, hotel/motel, retail shops) along the designated corridor.
- Businesses can provide sales tax receipts to note changes in the volume of sales before and after designation. Keep in mind fluctuations (i.e. population increases, new facilities share in the market or inflation) in businesses due to factors other than the designation.

- Surveys can be provided along the route at businesses or kiosks which ask the traveler information on their intent, number of passengers, and length of stay. Such information will also verify the target markets that should be the focus of the promotional plan discussed in the previous section of this chapter. Visitors can be encouraged to participate by offering incentives such as coupons to local attractions, hotels, or restaurants.
- Travelers can also be encouraged to enclose their receipts accumulated during the trip. Receipts may give a more accurate portrayal of how people are spending their time and money along the corridor. In turn, travelers can receive prizes dependent upon the amount they spent during their visit.
- Some areas levy taxes on hotel and motel services and other tourism service industries. These figures can display increases or decreases in services during different times of the year. A CME may find their route is used most heavily during one portion of the year. With this information new promotional plans and corridor activities can be established to stimulate visitation during the non-peak seasons.
- The United States Bureau of the Census can provide information on the number of employees in various industries. These numbers can be tracked over time to show changes in the type of jobs, as well as the number of persons employed. The Census can also provide information on unemployment which may help to determine if seasonal jobs are leaving many residents unemployed for a portion of the year.
- Traffic count data can be collected from the county or state and is helpful in comparing the increase in vehicle travel before and after designation. Additional roadway and right-of-way data (researched for the CMP) can be collected annually or every five years so as to note facility improvements (such as informational kiosks, new signs).
- Information can be collected on gasoline sales from stations along the designated route. This information is helpful in that it can be attributed to days or hours specifically. Peak tourist times and days (such as weekends and holidays) will likely show additional sales taxes and gasoline sales. The CME can use this information to plan programs according to when the roadway is used the most.

8.4 KEY POINTS

In this chapter, the following key points were presented:

- **Funding** is often available on a percentage reimbursable basis from Federal and State agencies.
- Marketing strategies should focus on **What** resources the corridor has to offer and **Who** will want to see or participate in them.

- The **Promotional Plan** is created to heighten awareness of the designated corridor and to boost an area's economy.
- Data should be collected during the lifetime of the designated corridor and be used as a gauge to **Measure** its success.