ADOPT-A-HIGHWAY
A Partnership For
Litter-Free
Florida Highways
FLORIDA KEYS SCENIC
CORRIDOR ALLIANCE

FLORIDA KEYS
Scenic Corridor Alliance

Consolidated Statement of Activities

FY 2016 Budget (with projection to FY 2017)

Revenue	FY 2016	FY 2017
Grants Received	$0	$2,000
Donations	$200	$200
Events Revenue	$600	$600
Expenses		
Accountant	$100	$100
Postage	$0	$0
Office Supplies	$20	$20
Licenses/Certifications	$200	$200
Donations	$50	$50
Promotional Materials	$300	$800
NET ASSETS	$130	$1,630

FLORIDA SCENIC HIGHWAYS PROGRAM

A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

2016 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Florida Keys Scenic Highway/All-American Road
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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2016?

- ☐ **Yes** – If more than one project was completed in 2016, 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: International Coastal Clean-up/US 1**

2. **Category/Type (highlight one category that best describes the project):**
   - ☐ **Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
   - ☐ **Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
   - ☐ **Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
   - ☐ **Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
   - ☐ **Marketing** – brochure, video, advertising, etc.

3. **Project Budget**
   This section has been modified for 2016 to more accurately reflect budgets for completed projects. For some projects, like a sponsored kiosk, the money raised for the project might exceed the cost of the project. Others, like 5K runs or garage sales, generate revenue upon completion. Please see the 2016 BAR Guidance for a more detailed explanation and examples if this budget format is unclear.

Project Budget:	
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 (only include if allowed as matching for grant)	$
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$0
Total Revenue Raised for/by Project	**$0**
- Total Cost of Project	**$0**
Net Gain or Loss	**$0**

- ❖ Approximately 200 hrs. of Alliance volunteer time was donated to the successful completion of this coastal cleanup project. This results in approximately $4,000 on in-kind support.

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4. **Project Dates:**
   a. **Start Date** (can be prior to 2016) **MM/YYYY**: June 2016 (planning begins)
   b. **Completion Date** (must be in 2016) **MM/YYYY:** 9/17/2016 (day of event)

5. **Project Lead**
   Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)

   If No, please indicate the project lead and describe the role the byway organization played:

6. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):**

   In partnership with volunteer organizations and individuals around the globe, Ocean Conservancy's International Coastal Cleanup engages people to remove trash from the world's beaches and waterways, identify the sources of debris and work to change the behaviors that cause marine debris in the first place. The Alliance has supported this clean-up effort along the All-American Road for several years.

   The Alliance is a multi-year participant in the FDOT's Adopt-A-Highway Program and as such performs quarterly litter pick-up events for their section of the byway. The Ocean Conservancy's Coastal Cleanup event serves as one of these quarterly efforts.

   Additionally, the Alliance works with the FDOT Adopt-a-Highway Coordinator to ensure that all segments of the byway have been adopted and that all those having adopted segments were made aware of this important international clean-up event. In this program advocacy role the Alliance works to identify new volunteers/groups interested in "adopting" available sections of the byway and ensuring that they get enrolled in the FDOT program.

7. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success?

   Scheduling, and planning efforts that depend on volunteers support must start early and commitments monitored on a regular basis leading up to the event to ensure success.

8. **Project impact**: Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

   For events like this an estimate of return on investment is difficult to measure.

9. **Byway goals addressed**: What planning goals are addressed by the project?

   - GOAL 1: Improve recreational and scenic opportunities along the byway.

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- GOAL 2: Advocate for corridor experiences that enhance environmentally-friendly economic development opportunities.
- GOAL 3: Support enhanced awareness of the unique natural resources of the Florida Keys.

10. Please list and describe the role of all project partners:

- Alliance: participant coordinator
- Ocean Conservancy: Overall event sponsor

Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

Completed Project #2

11. Project Name: Annual Byway Meeting

12. Category/Type (highlight one category that best describes the project):

- ☐ **Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
- ☐ **Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
- ☐ **Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- ☐ **Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- ☐ **Marketing** – brochure, video, advertising, etc.

13. Project Budget

This section has been modified for 2016 to more accurately reflect budgets for completed projects. For some projects, like a sponsored kiosk, the money raised for the project might exceed the cost of the project. Others, like 5K runs or garage sales, generate revenue upon completion. Please see the 2016 BAR Guidance for a more detailed explanation and examples if this budget format is unclear.

Project Budget:	
Government Grant(s) (federal, state, or local)	$
Private (individual donations, business sponsors, foundations, special events, membership)	$
Earned Income (merchandise sales, fees for programs, etc.)	$600
In-kind value (only include if allowed as matching for grant)	$
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$1,250
Total Revenue Raised for/by Project	**$1,250**
- Total Cost of Project	**$750**
Net Gain or Loss	**$500**

❖ Approximately 200 hrs. of Alliance volunteer time was donated to the successful completion of this annual event. This results in approximately $4,000 on in-kind support.

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14. **Project Dates:**
    a. **Start Date** (can be prior to 2016) **MM/YYYY**: 1/2016 (planning begins)
    b. **Completion Date** (must be in 2016) **MM/YYYY:** 5/19/2016 (day of event)

15. **Project Lead**
    Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)

    If No, please indicate the project lead and describe the role the byway organization played:

16. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):**

    This event serves as the Alliance's yearly meeting. In addition to complying with bylaw requirements for an annual meeting this event provides the opportunity to conduct organization elections, recognize volunteers, learn about important issues impacting the byway and enjoy a relaxing meal with byway advocates. The 2016 Annual Meeting was held at the Islamorada Fish House on May 19th. There were approximately 50 people in attendance at the event. Guest speakers discussed timely topics including FDOT's 20th Anniversary Celebration of the FSHP, a Leadership Monroe County initiative to manage cigarette butt litter along the highway and identification of "big" project opportunities. The Alliance also recognized several special volunteers for their dedication to the community and byway.

17. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success?

    Scheduling, and planning efforts must start early and be tracked on a regular basis to ensure successful events.

18. **Project impact**: Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

    This event was held at a local restaurant situated along the byway. Lunches were served to 50 people. The event generated approximately $1,250. This resulted in an economic boost to the restaurant of $750 with approximately $500 going to the Alliance.

19. **Byway goals addressed**: What planning goals are addressed by the project?

    - GOAL 5: Promote private and public participation in the implementation of the CMP.
    - GOAL 6: Ensure the long term sustainability and success of the FKSCA.

20. **Please list and describe the role of all project partners:**
    - Event Sponsor: Alliance
    - Guest Speakers: NOAA, FDOT, Leadership Monroe County

- Host: Islamorada Fish Company

Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

Completed Project #3

21. Project Name: 2017 Byway Work Plan

22. Category/Type (highlight one category that best describes the project):

- ☐ **Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
- ☐ **Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
- ☐ **Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- ☐ **Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- ☐ **Marketing** – brochure, video, advertising, etc.

23. Project Budget

This section has been modified for 2016 to more accurately reflect budgets for completed projects. For some projects, like a sponsored kiosk, the money raised for the project might exceed the cost of the project. Others, like 5K runs or garage sales, generate revenue upon completion. Please see the 2016 BAR Guidance for a more detailed explanation and examples if this budget format is unclear.

Project Budget:	
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 (only include if allowed as matching for grant)	$
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$0
Total Revenue Raised for/by Project	**$0**
- Total Cost of Project	**$0**
Net Gain or Loss	**$0**

- ❖ Approximately 50 hrs. of Alliance volunteer time was donated to the successful completion of this coastal cleanup project. This results in approximately $1,000 on in-kind support.

24. Project Dates:

a. **Start Date** (can be prior to 2016) **MM/YYYY**: June 2016 (materials review begins)
b. **Completion Date** (must be in 2016) **MM/YYYY:** 11/15/2016 (submittal date)

25. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)

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If No, please indicate the project lead and describe the role the byway organization played:

26. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):**

    During 2016 the FSHP issued updated guidance that included a requirement that each byway produce a work plan for the upcoming year. The Alliance used this new requirement as an opportunity to review their current implementing policies (mission, vision, goals, focus, accomplishments, etc.). In completing this new requirement the Board first reviewed their current implementing policies to ensure they were still appropriate. Based on the Board's concurrence that its existing policies remain acceptable, we then proceeded to develop a work plan for 2017.

27. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success?

    The FSHP requirement calling for the creation of an annual work plan resulted in the Board reviewing its implementing policies. We discovered that many of these materials were new to recently appointed Board members so this exercise served as a good learning tool also.

    This exercise helped us to look back and forward at the same time. We are better for the effort.

28. **Project impact**: Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

    Establishing return on investment for efforts like this are difficult to measure.

29. **Byway goals addressed**: What planning goals are addressed by the project?

    - GOAL 6: Ensure the long term sustainability and success of the FKSCA.

30. **Please list and describe the role of all project partners:**

    - Alliance: Solely responsible for the development of this plan

Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.

Section 2: Other Accomplishments and Ongoing Projects

1. Please describe any other noteworthy accomplishments from 2016 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2016.

   FKSCA Master Plan Implementation: The Alliance continues to draw upon its previously completed Byway Master Plan to identify implementable projects. During 2016 the Alliance worked to identify potential projects for prioritization and coordination with the Monroe County Board of County

Commissioners (BOCC) for possible funding through the FDOT's Transportation Alternatives Program (TAP). Unfortunately the County lost its TAP Coordinator late in the year. The loss of this County coordinator has delayed the prioritization/funding request process. It is anticipated that this effort will begin again in 2017 with the goal of identifying funding for priority project implementation.

Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2016. Name the project and summarize any impacts or measures of success in all areas below that apply:
    a. Economic:
    b. Quality of life: International Coastal Clean-up: The Alliance was successful in helping to identify volunteer participants for this important annual clean-up effort.
    c. Environmental: The Alliance's informational kiosks, located along the byway continue to provide byway specific information to those that visit the tourist information centers along the byway. These kiosks were originally funded through a National Scenic Byway grant.
    d. Other:

2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2016:

    The Alliance is not aware of any significant damages or threats to the byway

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 2016.

    - The Alliance uses our digital member database for all stakeholder notifications. The Alliance database includes elected officials, agencies, advocates, local businesses and citizens. Meeting announcements comply with Florida Sunshine requirements. The Organization's website was updated in 2016 and will be used more efficiently in the future to inform followers of upcoming events.

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

    None at this time

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

    Word of mouth

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.)?

    The Alliance continues to seek out additional members. The Alliance conducted a very successful

annual meeting that attracted 50+ participants.

We've had several potential volunteers express interest in the Alliance over the last year. Two of these people represent business located along the byway. Both are now on the Board.

5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)? 600

6. Describe how the byway organization assisted its partners in 2016.

The Alliance works throughout the year to support its partners. Examples include:

- **The Promotion's Guy Print Shop**: The Alliance uses this local printer for the production of its promotional materials. Owner Ryan Schraffenberger is also on the Alliance Board
- **NOAA/Florida Keys National Marine Sanctuary**: This federal agency is a long time Alliance partner and a primary supporter of the Coastal Cleanup program.
- **Island Custom Embroidery**: The Alliance purchased promotional materials from this Islamorada based business during 2016.
- **Islamorada Chamber of Commerce**: The Alliance was a participant in the Islamorada Chamber of Commerce sponsored design charrettes as they worked to collect community input on the Indian Key Fills boat ramp and recreation area.
- **Monroe County BOCC**: The Alliance held their monthly meetings at the County's Marathon Fire Station during 2016.
- **Monroe County BOCC**: The Alliance participates in byway cleanups sponsored by the County Sherriff's Office.

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 2016:

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: Funding is being pursued to support implementation of key components of the Alliance's Byway Master Plan.
   b. Total amount of funding needed (in dollars rounded to nearest $100): It is estimated that $100,000 would complete the identified priority projects.
   c. Potential sources of funding identified: Many of the Alliance's priority projects qualify for TAP funding. The Alliance is currently working with Monroe County BOCC staff and FDOT to

prioritize projects and identify necessary funding.

3. Please list potential funding sources being pursued (if not identified above).

4. Please describe the organization's challenges to obtaining funding.

   Availability of time to pursue additional support

5. Please describe your funding success stories from 2016. For example: a successful fundraising event or identifying a new source of funding.

   None to report that this time. The Alliance spent 2016 strategizing and positioning for future project funding.

Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2016 for the scenic highway and *the effectiveness of each*.

   The byway organization uses the following marketing methods:
   - Website: The Alliance web site was updated during 2016 in an attempt to provide more useful information to those visiting the site
   - Facebook & other social media
   - Byway brochures
   - Personal appeals to the community
   - NSB grant funded educational kiosks: these kiosks continue to provide valuable byway specific information to those that visit the regional visitor centers
   - Partnership with FDEP/Greenways & Trails who have provided access to 2 of their trail kiosks to help promote the All-American Road

2. What was the total amount spent on marketing?

   $200

3. What were the sources of funding for marketing?

   - Volunteer time
   - Grant (Grant funding from 2015 paid for most of the Alliance's 2016 promotional materials needs)
   - Donations

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.):

Facebook Page: 2,500+ Likes

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

   - Occupancy: From 2010 to 2016 hotel average occupancy has increased from 70% to over 80%. This includes a nearly 90% occupancy rate during the months of February/March 2016.
   - Value of tourism in Keys economy: $2,700,000,000
   - 60% of all spending is attributed to tourism (direct/indirect)
   - 54% of all jobs/employment in the Keys are tourism related
   - Tourism & sales related taxes contribute $120,000,000 to the state

   * Source: Monroe County Tourist Development Council

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

   No. The direct impact of the All-American Road designation has not been measured.

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

   The local Chambers of Commerce are fully engaged in the Alliance. Judy Hull, Executive Director of the Islamorada Chamber has been an Alliance board member (and 2016 Chair) since the Byway Organization's reformation nearly 10 years ago. Susan Miller, Lower Keys Chamber and other regional chamber representatives are active board members as well.

Section 7: Byway Organization

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

   Non-profit

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

   Participation in FSHP grants workshop, SHAC strategy sessions and the annual work plan development process

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

   - Building membership
   - Community recognition
   - Funding

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Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted?

   2015

2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?

   Not a current priority

3. Does your byway organization have questions about or need help deciding when to update the BMP?

   Not at this time

Section 9: Final Comments

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

   We have nothing additional to report at this time.

1/24/17