

# FLORIDA SCENIC HIGHWAYS PROGRAM

# 2018 Statewide Meeting

May 17, 2018



Real Places. Real Stories.™



Real Places. Real Stories.™

**Jeff Caster**

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# Welcome to FDOT District Five

Loreen Bobo, Director of Transportation Development, *FDOT District Five*

- 19 years experience with the Highway Transportation System
- FDOT D5 Director of Development since February 2018
- Background is in construction and maintenance, most recently led the I-4 Ultimate Project.
- Interested in a regional approach to projects including all aspects of transportation, with safety as a priority
- <http://www.cflroads.com/>





# Welcome to FDOT District Five

Loreen Bobo, Director of Transportation Development, *FDOT District Five*

## FDOT's Mission

*The department will provide a safe transportation system that ensures the mobility of people and goods, **enhances economic prosperity**, and **preserves the quality of our environment and communities**.*

## FDOT's Vision

*As one FDOT team, we serve the people of Florida by providing a transportation network that is **well planned, supports economic growth**, and has the goal of being congestion and fatality free.*

## FSHP's Mission

*Help Florida communities **deliver high-quality experiences** to visitors.*

## FSHP's Vision

*The Florida Scenic Highways Program promotes **economic development, enhances quality of life, and conserves important resources**.*



# Welcome to FDOT District Five

Claudia Calzaretta, *D5 Scenic Highway Coordinator*



Real Places. Real Stories...





# Welcome to FDOT District Five

Claudia Calzaretta, *D5 Scenic Highway Coordinator*

## District Five's Scenic Highways Program

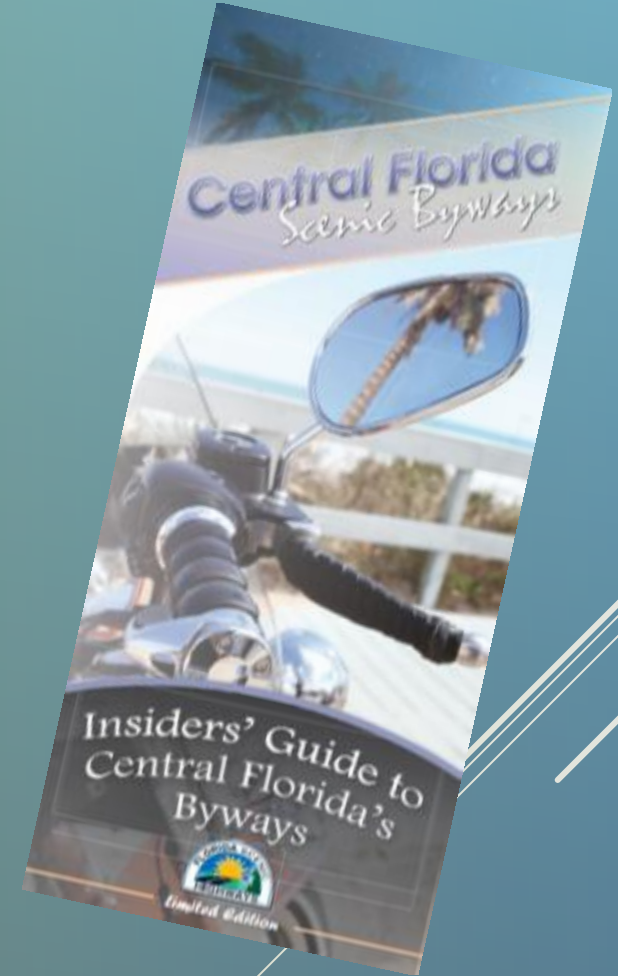
- 1,500+ miles in the State (**800+ in D5**)
- D5 has **1/3** of the designated byways
- Hundreds of **hard working** byway leaders & volunteers



# Promotional Materials Focused on Central Florida

## Goals

- Market the **Byways**
- Show off the **Resources**
- Advertise the **FSHP**
- Promote **FDOT**





# Faces & Places in District 5



## 10th Annual Super Scenic 72-Mile Garage Sale



Saturday,  
November 17, 2018  
8:00am - 2:00pm

Pick up Super Scenic  
Raffle Tickets to win  
prizes valued at up to  
**\$1,000!**

Interested in being a vendor?  
Event Coordinator:  
Danielle Anderson  
Contact:  
danielle.anderson@floridastate.gov  
for more information.

A 72-mile shopping  
extravaganza—the most  
super scenic garage sale in  
the country!

The 10th Annual Super Scenic Garage Sale  
offers shoppers an experience like no other.  
Starting in Ponce de Leon and ending in Flagler  
Beach, ten communities open and over a 100 other shops will have





We hope you enjoy your stay in  
District 5!

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the image, extending from the right edge towards the center.



**Welcome to  
Lake Helen  
along  
River of Lakes  
Heritage Corridor**