



Florida Scenic Highways Program Statewide Meeting (May 17, 2018) Summary

- **Introduction**

The Florida Scenic Highways Program (FSHP) was excited to host a Statewide Meeting on May 17, 2018!

The entire FSHP Community was invited to participate, with 55 in attendance including, byway leaders, local elected officials, agency representatives and other stakeholders filling the main room at historic Hopkins Hall in charming Lake Helen, Florida. Located on the **River of Lakes Heritage Corridor**, Lake Helen and nearby Cassadaga are two charming small towns that claim to be “Where Mayberry meets the Twilight Zone.”

The group was welcomed by Jeff Caster, FDOT FSHP Coordinator, Lake Helen Mayor Daisy Raisler, FDOT District 5 (D5) Scenic Highway Coordinator Claudia Calzaretta, and FDOT D5 Director of Transportation Development Loreen Bobo. Georgia Turner of West Volusia Tourism stood in for Cindy Sullivan to welcome us to the beautiful River of Lakes Heritage Corridor and introduce a recently released tourism video about the region.

The day was packed with presentations on a variety of topics related to Florida Scenic Highways, starting with a panel discussion on how to create **high-quality, memorable visitor experiences on byways**. Four panelists gave an overview of different aspects of visitor experience as it relates to the Florida Scenic Highways Program, with an audience question and answer session at the end.

The panel presentations began with an engaging and informative overview of Visit Florida’s current tourism statistics and strategy on enhancing visitor experience from Nelson Mongiovi, Chief Marketing Officer of Visit Florida. Stephanie Liskey of the FSHP consultant team followed with tips for byway organizations on how to leverage web and social media using resources like the FSHP website and Visit Florida membership. Dani Anderson, Executive Director of Friends of A1A, discussed solutions their group is currently implementing, using a mobile app and wayfinding signage to draw visitors to locations of interest that they may have driven past otherwise. Wanda Maloney (also a member of the FSHP consultant team) discussed the importance of field testing, published travel considerations and byway management planning to the byway visitor experience. The panel then opened for questions from the group, and a lively and informative discussion followed.



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Other presentations included (Appendix A contains a complete meeting agenda):

Lois Bollenback, Executive Director of the River-to-Sea TPO gave an overview about what MPOs are and how byways can connect with them.

Marti Miller of the Florida Forest Service, and member of the Big Bend Scenic Byway Board, presented on universal accessibility on public lands and the Big Bend's plans to provide opportunities for people with disabilities to utilize amenities allowing access to the natural wonder of their region.

Wanda Maloney and Mike Palozzi of the FSHP consultant team facilitated a discussion of ways to combine community engagement and byway organization member/volunteer recruitment.

Cathie Parrott, Program Coordinator of the J.C. Penney Memorial Scenic Highway spoke about how to develop persuasive grant applications, followed by a discussion of best practices and lessons learned with the audience.

Greg Gensheimer, Chair of Green Mountain Scenic Byway presented about developing partnerships that support byway organizations. He highlighted the efforts of Glenn Burns, the 2017 recipient of the Garry Balogh Inspiring Excellence Award, in establishing many of Green Mountain's successful partnerships with a wide array of stakeholders to make projects like the Green Mountain Scenic Overlook and Trailhead a reality.

Wayne Carter also presented on the theme of partnership, from his point of view as Executive Director of MainStreet DeLand Association, which won the best MainStreet award last year. Wayne pointed to a deep connection and trust between MainStreet, West Volusia Tourism, and local businesses as a secret to success. He emphasized on surrounding your organization with can-do, passionate people.

Georgia Turner, Executive Director of West Volusia Tourism Advertising Authority discussed the types and sources of data available to determine "heads in beds" – data commonly requested in grant reports. Both Wayne and Georgia have a strong relationship to the (River of Lakes Heritage Corridor) byway organization, and all three cross-promote the region.

Wanda Maloney presented on the development and implementation of a survey tool to help collect byway visitor data that will assist in developing a profile of the byway traveler and assessing the quality of the visitor experience along Florida byways.

All presentations are available for download on the FSHP website at <https://floridascenichighways.com/fshp-community/meetings-workshops/>.



- **Attendees**

A total of 55 people attended the meeting representing 14 different byway organizations, six FDOT Districts, and numerous state agencies, local governments and nonprofit organizations. The complete list of participants with contact information can be found in Appendix B.

- **Participant Survey**

Three business days after the meeting, a link to an online survey was distributed to all meeting participants to collect feedback. Surveys were completed by 40 of the meeting's 55 participants (73%). The survey contained 12 questions. Data from the survey aided in compiling the remaining sections of this meeting summary. A complete summary of the survey data can be found in Appendix C.

- **Lessons Learned**

- The statewide, face-to-face meeting was highly valued by the FSHP Community with 81% of survey respondents rating the meeting "Excellent." Many commented on the need to hold the event annually.
- Survey responses indicate that the topics and content of the meeting sessions were relevant and valuable to the byway community. All sessions were given the highest rating of "Excellent Value" by at least 50% of survey respondents. This indicates that the strategy and data used to make decisions about content were valid. This strategy included using data from an FSHP community survey, Discussion Forum feedback, and consultant team input to inform the development of the agenda.
- The networking opportunities associated with the meeting are extremely important to the FSHP Community. References to the benefits of networking were some of the most frequent on the post-meeting survey, and 94% of participants felt that the amount of networking time was adequate.
- Although only a small number of meeting participants participated in the pre-meeting tour and dinner, those who did were very satisfied with the experience. Several survey respondents indicated that they had heard positive reviews of the events and regretted not participating.
- Participants appreciated the selection of a local venue located on a scenic highway versus a conference hotel or office building.

- **Opportunities**

- Participants were very satisfied with the pre-meeting events (tour and dinner) because of the opportunity to network with other byway representatives and engage with local experts, but only a small number of registrants participated. The pre-meeting events could be expanded and publicized more to increase participation.
- Share participant contact information the day of the event to help facilitate networking.
- Request that presenters summarize each session with "lessons learned."
- Open the meeting with participant updates of the byways represented in order to educate and help facilitate networking.



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- Consider a call for presentations to help identify presenters.

● **Challenges**

- Byway leaders, advocates, partners and stakeholders in attendance possessed varying levels of knowledge. Offering a single track of sessions (versus multiple, concurrent sessions) means that presenters must prepare sessions that are one size fits all and not tailored to participants' level of byway knowledge/experience. A single track of sessions therefore does not accommodate these differences.
- Providing opportunities for participants to purchase a cost-effective meal that accommodates a wide range of dietary preferences and restrictions.
- Although all topics were considered valuable, some participants felt the connection and relevance of the topic to byways could have been stronger in some cases.
- Due to the wide range of needs and organizational capacity, providing meaningful information about funding is difficult in a single-track meeting, versus a conference that would offer multiple, concurrent sessions that could target specific funding needs.
- Selecting a date that doesn't conflict with another meeting (like the state historic preservation conference in this particular instance).
- Selecting a location that is reasonably accessible to all byway leaders and stakeholders.
- Ensuring that all of the FDOT District Scenic Highway Coordinators can attend.

● **Outcomes of the Event**

- Based on the perceived value of attendance, many participants expressed a strong desire for the statewide meeting to become an annual event.
- Several participants indicated that they had identified several new contacts that they would begin working with right away.
- Participants reported being "energized" by new knowledge and contact with others in the byway community.
- 100% of survey respondents indicated that they are likely to attend future FSHP meetings.

The Florida Scenic Highways Program is thankful to all who attended and hope the meeting helped spark new ideas for partnering, funding, and promotion of the Florida Scenic Highways collection.



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Appendix A – Meeting Agenda



Real Places. Real Stories.™

FLORIDA SCENIC HIGHWAYS PROGRAM 2018 STATEWIDE MEETING



A PROGRAM OF THE FLORIDA
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Agenda for Thursday, May 17, 2018

8:00 - 8:30 am	Networking & Coffee
8:30 - 9:00	Welcome & Introductions Jeff Caster Florida Scenic Highways Program Coordinator, Florida Department of Transportation Claudia Calzaretta District Scenic Highway Coordinator, Florida Department of Transportation District Five Loreen Bobo Director of Transportation, Florida Department of Transportation District Five Mayor Daisy Raisler Lake Helen, Florida Cindy Sullivan River of Lakes Heritage Corridor
9:00 - 10:45	Road Trip! Delivering High-Quality, Memorable Visitor Experiences on Scenic Byways Panelists: Nelson Mongiovi Visit Florida Stephanie Liskey Florida Scenic Highways Program & Sailforth Productions Danielle Anderson Byway Administrator, A1A Scenic & Historic Coastal Byway Wanda Maloney Florida Scenic Highways Program & Corridor Solutions
10:45 - 11:00	Break
11:00 - 11:30	What are MPOs? Presenter: Lois Bollenback Executive Director, River-to-Sea TPO
11:30 - Noon	Byway Access - Ability and Public Land Opportunities Presenter: Marti Miller Florida Forest Service
Noon - 1:00	Networking Lunch



1:00 – 1:30	Double Dipping: Combining Community Engagement and Member Recruitment Facilitators: Wanda Maloney Florida Scenic Highways Program & Corridor Solutions Mike Palozzi Florida Scenic Highways Program & Atkins North America
1:30 – 2:15	Make Your Case: Crafting Persuasive Grant Applications Presenters: Cathie Parrott J.C. Penney Memorial Scenic Highway Peer-to-Peer Exchange of Challenges and Best Practices
2:15 – 2:30	Break
2:30 – 3:00	Partnerships: Building Relationships with Organizations that Share Your Mission Presenters: Greg Gensheimer Green Mountain Scenic Byway Wayne Carter Executive Director, MainStreet DeLand
3:00 – 3:30	Counting “Heads in Beds”: How to Collect Tourism Data for Grant Reporting Presenter: Georgia Turner Executive Director, West Volusia Tourism Advertising Authority
3:30 – 4:00	Getting to Know the Florida Byway Traveler: New FSHP Tool for Collecting Scenic Highway Visitor Data Presenter: Wanda Maloney Florida Scenic Highways Program & Corridor Solutions
4:00 – 4:30	Wrap-up Facilitator: Jeff Caster Florida Scenic Highways Program Coordinator, Florida Department of Transportation



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Appendix B – Meeting Participants



Real Places. Real Stories...

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2018 Statewide Meeting Sign-in



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May 17, 2018

First Name	Last Name	Organization	E-mail	Phone Number
Adrian	Andrews	Town of Penney Farms	aunderway@aol.com	(786) 564-4117
Ashley Hagan	Binder	FDOT	ashley.binder@dot.state.fl.us	(850) 570-8210
Bill	Jonson	Courtney Campbell Scenic Highway CAC	bill.jonson@usa.net	(727) 403-6068
Bob	Finck	FSHP consultant team	bfinck@aimengr.com	(813) 574-0221
Brenna	Dacks	VISIT FLORIDA	bdacks@VISITFLORIDA.org	(850) 205-3870
Catherine	Parrott	J.C. Penney Memorial Scenic Highway, Inc.	parrottmail@bellsouth.net	(904) 529-1496
Chris	Daun	Halifax Heritage Byway	halifaxheritagebyway@gmail.com	(386) 258-7970
Claudia	Calzaretta	FDOT FSHP D5	claudia.calzaretta@dot.state.fl.us	(386) 943-5089
Cynthia	Schultz	Oakland Manor House Inn	cynthia@oaklandmanorhouse.com	(812) 345-4353
Daniel	Kastelic	Turnpike	daniel.kastelic@dot.state.fl.us	(407) 264-3478
Danielle	Anderson	Friends of A1A Scenic & Historic Coastal Byway	danielle_anderson@scenica1a.org	(904) 425-8055
Dawn	Cary	SCENIC SUMTER HERITAGE BYWAY	SUMTERBYWAY@GMAIL.COM	(352) 267-8801
Debrah	Miller	FDOT	debrah.miller@dot.state.fl.us	(386) 961-7793
Diana	Gregory	Indian River Lagoon/Treasure Coast Scenic Highway/Treasure Coa	dianagregory@comcast.net	(772) 486-6135
Emily	Suter	Health Planning Council of Northeast Florida	emily_suter@hpcnef.org	(904) 866-1243
Georgia	Turner	West Volusia Tourism	gturner@visitwestvolusia.com	(386) 734-0162
Greg	Gensheimer	Green Mountain Scenic Byway, Inc.	greggensh@comcast.net	(407) 469-7027
Jane	Durocher	St. Johns Riverkeeper	jane@stjohnsriverkeeper.org	(321) 432-1314
Jeff	Caster	FDOT	jeff.caster@dot.state.fl.us	(850) 414-5267
Joanie	Smalley	Leesburg Partnership	joanie@leesburgpartnership.com	(352) 365-0053
Joe	Jaynes	Ormond Scenic Loop & Trail	JOEJAYNES@CFL.RR.COM	(386) 299-2441
Judy	Hull	Islamorada Chamber of Commerce	director@islamoradachamber.com	(305) 394-3539
Karen	Ford	Atkins North America	karen.ford@atkinsglobal.com	(813) 841-8150
Katelyn	Widness	Kimley-Horn for FDOT D3	katelyn.widness@kimley-horn.com	(561) 762-3513
Kathleen	Walston Pagan	Alachua County Growth Management	kpagan@alachuacounty.us	(352) 374-5249
Lauren	Rand	Florida Department of Transportation	Lauren.Rand@dot.state.fl.us	(954) 777-4499



Real Places. Real Stories...

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2018 Statewide Meeting Sign-in



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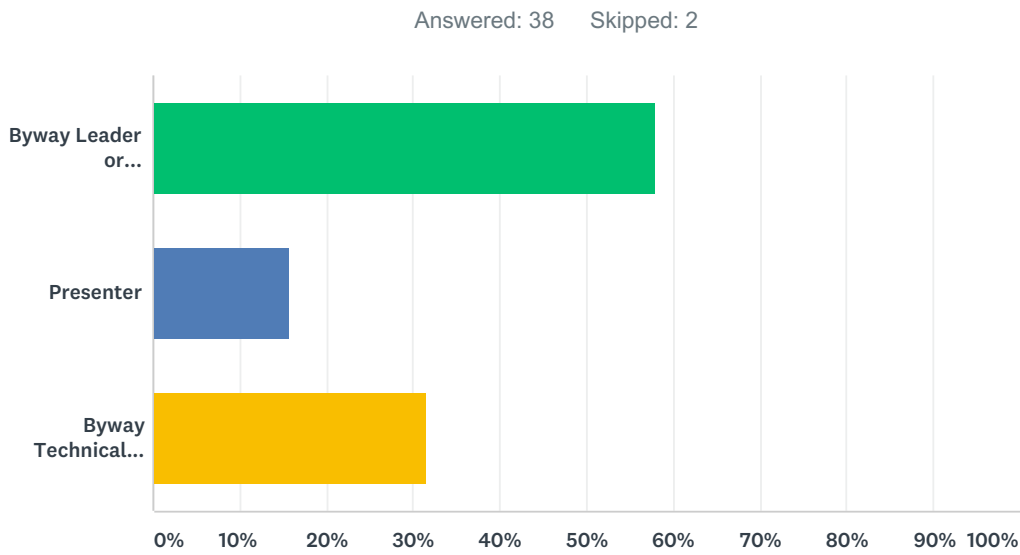
First Name	Last Name	Organization	E-mail	Phone Number
Maggie	Bruno	FSHP Consultant team	mbruno@aimengr.com	(813) 627-4144
Maggie	Ardito	St Johns river-to-Sea Loop Alliance	maggie@sjr2c.org	(321) 795-3179
Marge	Rooyakkers	Friends of A1A Scenic Historic Coastal Byway	petmom877@gmail.com	(386) 246-3767
Marti	Miller	Florida Forest Service	marti.miller@freshfromflorida.com	(850) 681-5884
Matthew	Romanik	Halifax Heritage Byway	mromanik@communitylawfirm.com	(386) 255-1400
Michael	Palozzi	Atkins Engineering	michael.palozzi@atkinsglobal.com	(727) 515-7619
Mike	Shannon	Florida Department of Transportation, District Five	mike.shannon@dot.state.fl.us	(386) 943-5474
Nancy	Galdo	Ormond Scenic Loop & Trail Corridor Management Entity, Inc.	nancygaldo@gmail.com	(305) 467-4412
Nelson	Mongiovi	VISIT FLORIDA	realbrizio@visitflorida.org	(850) 205-3849
Pat	Northey	St Johns River to Sea Loop Alliance	pnorthey@cfl.rr.com	(386) 717-0505
Phil	Davis	Sailforth Productions	pdavis@sfprod.com	(407) 580-9367
Robert	Day	Indian River Lagoon National Scenic Byway	RADAZE32931@yahoo.com	(321) 783-8899
Sallie O'Hara	O'Hara	Vilano Beach Main Street, inc	tarahill@bellsouth.net	(904) 540-0402
Sarita	Taylor	Florida Department of Transportation	sarita.taylor@dot.state.fl.us	(850) 414-4098
Scott	Davis	Sailforth Productions	sdavis@sfprod.com	(321) 300-8017
Shea	Hansen	Monarch Landscape Architecture, LLC	shansen@monarchladesign.com	(954) 703-0396
Stephanie	Liskey	Sailforth Productions	sliskey@sfprod.com	(407) 416-4116
Steve	Diez	Hernando/Citrus MPO	stevend@hernandocounty.us	(352) 754-4082
Susan	Preil	Atkins North America	susan.preil@atkinsglobal.com	(407) 806-4123
Tim	Ford	City of Titusville	timothy.ford@titusville.com	(321) 567-3860
Wanda	Maloney	Florida Scenic Highways Program	wanda.maloney@corridorsolutions.net	(336) 231-9733
Wayne	Carter	MainStreet DeLand Association	wayn@mainstreetdeland.org	(386) 738-0649
William	Doxey	Florida Keys Scenic Corridor Alliance	wdoxey@centerstatebank.com	(786) 368-9577
William	Walsh	FDOT	william.walsh@dot.state.fl.us	(386) 943-5411
Bob	Fitzgerald	Wm. Bartram Scenic Highway		
Matt	Romanik	Halifax Heritage Byway	halifaxheritagebyway@gmail.com	(386) 255-1400



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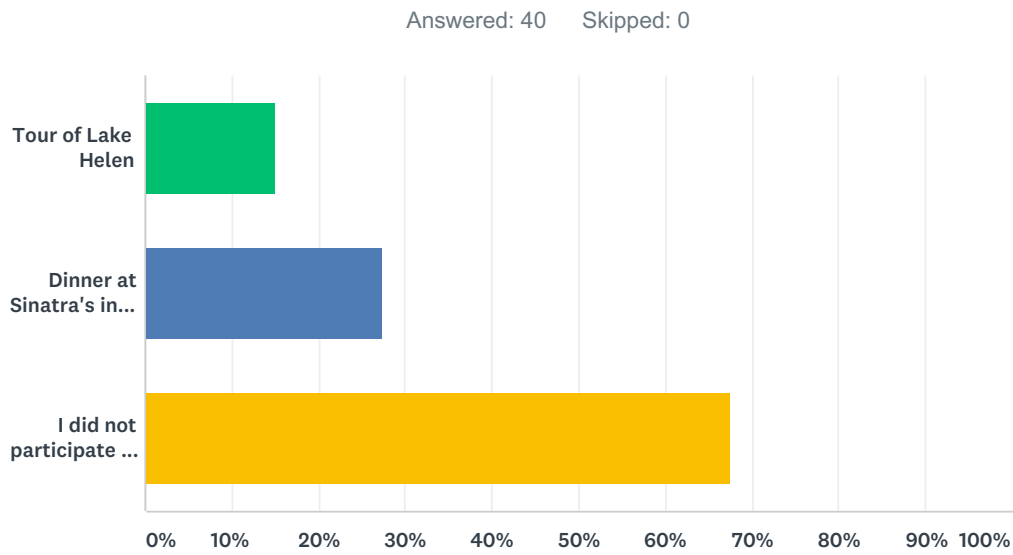
Appendix C – Survey Data Summary

Q1 Did you participate in the conference as (select all that apply):



ANSWER CHOICES	RESPONSES	
Byway Leader or Representative	57.89%	22
Presenter	15.79%	6
Byway Technical Support (consultant or state or local government agency staff)	31.58%	12
Total Respondents: 38		

Q2 In which pre-conference events did you participate?



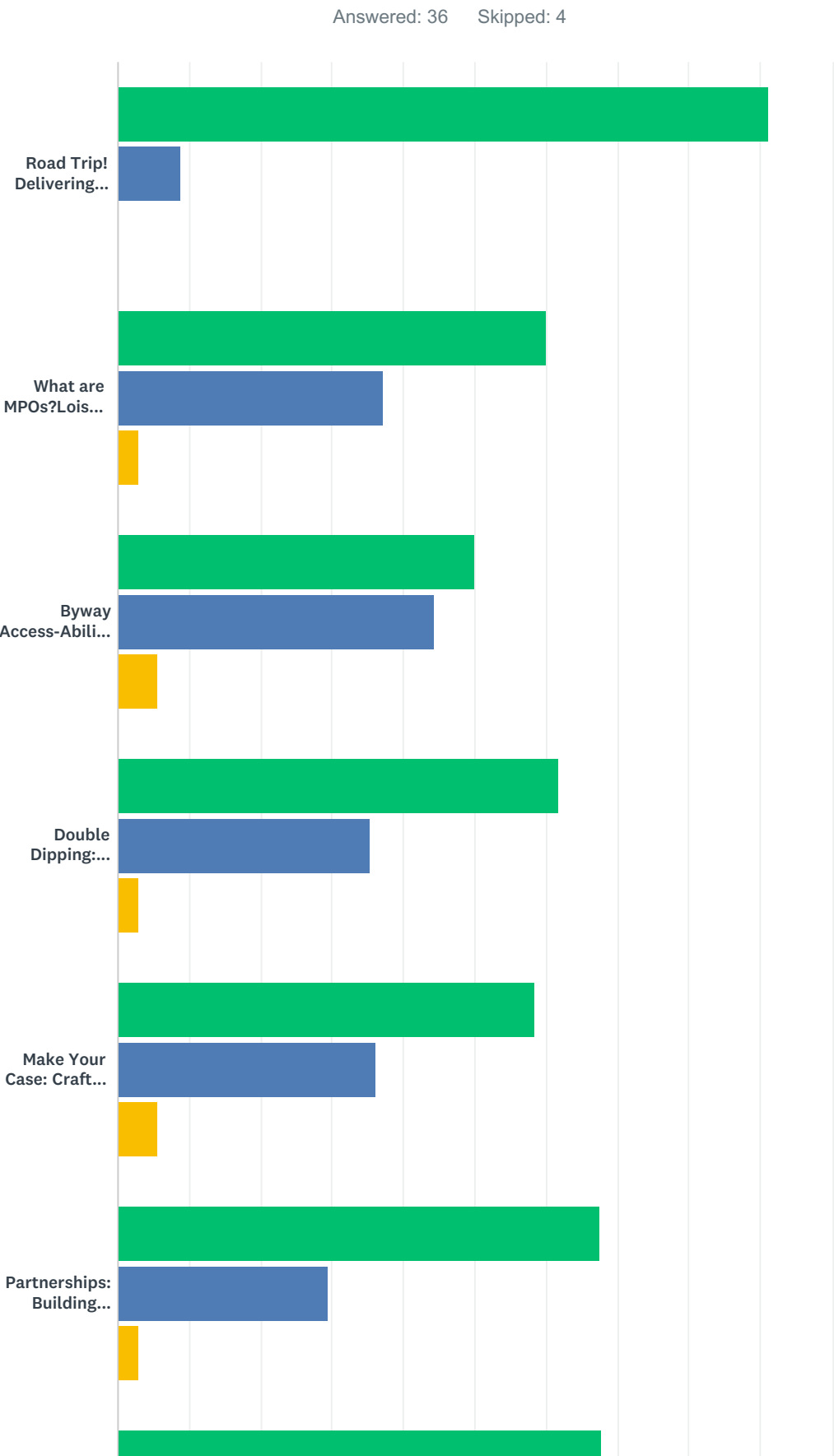
ANSWER CHOICES	RESPONSES	
Tour of Lake Helen	15.00%	6
Dinner at Sinatra's in Cassadega	27.50%	11
I did not participate in any pre-conference events	67.50%	27
Total Respondents: 40		

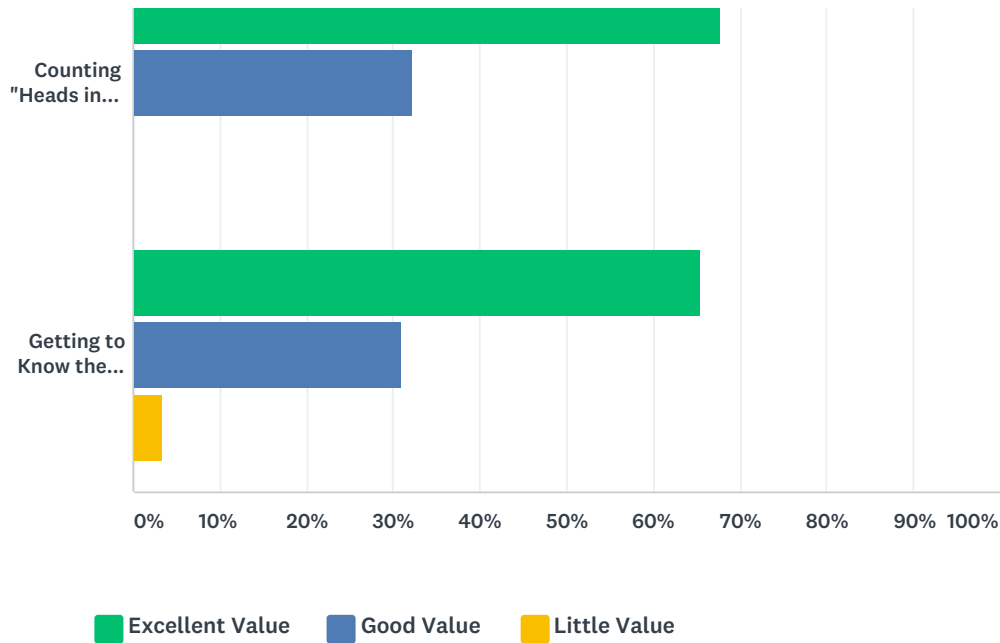
Q3 Please provide any comments or suggestions regarding the pre-conference events:

Answered: 11 Skipped: 29

#	RESPONSES	DATE
1	Sorry I missed it.	5/29/2018 2:50 PM
2	I was intrigued by the location selection (not very central). But I loved all the history. . . . worth the effort.	5/29/2018 2:22 PM
3	Enjoyed the informal networking time.	5/29/2018 8:26 AM
4	Add more information and sites on the town and less on the spiritual camp.	5/25/2018 5:56 PM
5	Very nice, esp. considering poor weather!	5/23/2018 9:36 PM
6	Although I did not attend, I thought this was a very good idea to engage the conference attendees with the community. Heard it was a success.	5/23/2018 10:16 AM
7	Although I did not participate I heard that all that did participated in the tour really enjoyed the experience	5/23/2018 9:42 AM
8	Had a great time on the tour. Was able to truly appreciate the historic significance of the area.	5/22/2018 4:38 PM
9	I wish I had taken the tour of Lake Helen. But I couldn't. Dinner at Sinatra's was really good.	5/22/2018 11:46 AM
10	Regret I was unable to participate	5/22/2018 10:24 AM
11	Everything I heard was positive about the tour and the evening reception and dinner. Next time, we could invite a local guest to deliver a lecture or presentation at the dinner. One meeting I went to had a local historian.	5/22/2018 10:14 AM

Q4 Please rate the value of the conference sessions:

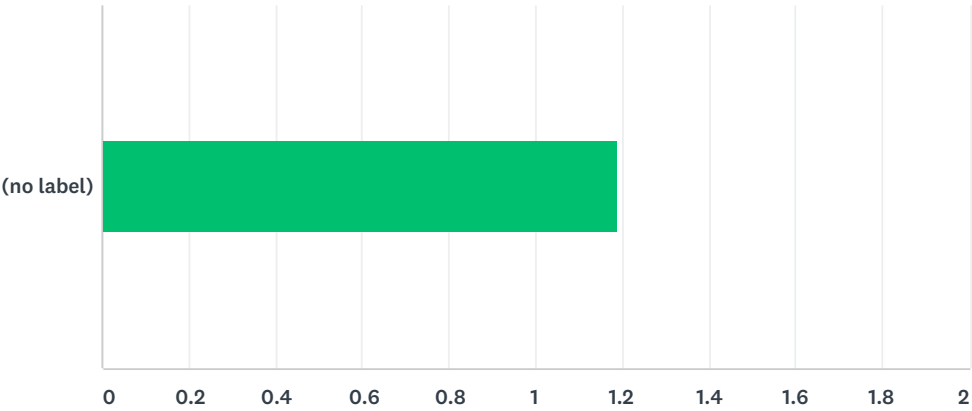




	EXCELLENT VALUE	GOOD VALUE	LITTLE VALUE	TOTAL
Road Trip! Delivering High-Quality, Memorable Experiences on Scenic Byways Nelson Mongiovi, Danielle Anderson, Stephanie Liskey, Wanda Maloney	91.18% 31	8.82% 3	0.00% 0	34
What are MPOs? Lois Bollenback, River to Sea TPO	60.00% 21	37.14% 13	2.86% 1	35
Byway Access-Ability and Public Lands Opportunities Marti Miller, Florida Forest Service	50.00% 18	44.44% 16	5.56% 2	36
Double Dipping: Combining Community Engagement & Member Recruitment Mike Palozzi & Wanda Maloney, FSHP (facilitators)	61.76% 21	35.29% 12	2.94% 1	34
Make Your Case: Crafting Persuasive Grant Applications Cathie Parrott, JC Penney Memorial Scenic Highway	58.33% 21	36.11% 13	5.56% 2	36
Partnerships: Building Relationships with Organizations that Share Your Mission Greg Gensheimer, Green Mountain Scenic Byway & Wayne Carter, MainStreet DeLand	67.65% 23	29.41% 10	2.94% 1	34
Counting "Heads in Beds": How to Collect Tourism Data for Grant Reporting Georgia Turner, West Volusia Tourism Advertising Authority	67.74% 21	32.26% 10	0.00% 0	31
Getting to Know the Florida Byway Traveler: New FSHP Tool for Collecting Scenic Highway Visitor Data Wanda Maloney, FSHP	65.52% 19	31.03% 9	3.45% 1	29

Q5 How would you rate the overall value of the conference:

Answered: 36 Skipped: 4



	EXCELLENT VALUE	GOOD VALUE	LITTLE VALUE	TOTAL	WEIGHTED AVERAGE
(no label)	80.56% 29	19.44% 7	0.00% 0	36	1.19

Q6 Please provide any comments related to your rating and/or suggestions that would have made the conference sessions better or could improve future sessions.

Answered: 21 Skipped: 19

#	RESPONSES	DATE
1	Lunch was a disappointment - please consider more vegetarian options, vegetables, fruits, salads please at future functions. Otherwise, very nice experience.	5/29/2018 3:20 PM
2	It was obvious that there were multiple levels of attendees - those whose recipes for promoting their Scenic Highway programs have proven to be successful, meaningful and rewarding and those (like me) who are new at trying to understand where's the kitchen, what are the ingredients and who might like a nibble. There seemed to be a common theme among many: lack of funding and/or lack of community involvement. The most beneficial moments of each speaker was hearing suggestions to those themes, i.e. having a Scenic Highway rep on the Citizens Advisory Committee (so simple ... so brilliant - of course!!), a better drill down/understanding local demographics or looking at local signs from the eye of the visitor unfamiliar with the area. (Yes, I missed road signs once I got to the Lake Helen area.) I'm a local citizen volunteer to our Scenic Highway; I don't know what I don't know, so I appreciated insight on the "basics". Thanks	5/29/2018 3:15 PM
3	The content was excellent, interesting and informative. I appreciate the opportunities provided by the alliance with Visit Florida. Grant writing was also very interesting. You did a great job of helping to provide the tools for success.	5/29/2018 2:50 PM
4	Thank you all for putting this together...it really is invaluable to reach out and make a connection with others involved in reaching similar goals. The camaraderie, communication and information are just what is needed to keep the flame burning. I just cannot say with enough emphasis how important this conference was. It would be nice to expand it a bit..but was a great experience as presented Thank you!!	5/29/2018 8:03 AM
5	I think that including a session on strategic funding opportunities would have been helpful. Not just talking about grants, but local partnerships to get projects completed. This is something that the byways I work closely with struggle on. Also, possibly a more focused session on recruiting interested parties. How to get people to want to volunteer and get involved.	5/25/2018 7:59 AM
6	I feel more discussions related to funding would have been helpful. The byways I work closely with struggle with getting any types of funds and having someone there to explain what is available to non-profits, how best to apply, etc. would have been great.	5/24/2018 7:36 PM
7	The most important aspect is to NETWORK with fellow members of the "tribe" who have lots of experience from completely different perspective or focus. This creates more interpersonal relationships and builds cooperative exchanges. For me, it is THE most important experience I can take back from these events.	5/23/2018 9:41 PM
8	Suggest the Visit Florida presentation (Nelson) and the FSHP Survey Tool presentation (Wanda) combine forces in the future to show how the data and utilized from a FSHP perspective.	5/23/2018 10:16 AM
9	Most speakers gave good presentations but most did a poor job of tying their talks back to the byways. The MPO speaker was good but needed to provide better detail relating back to the byway community on how they can access MPO funding for byway projects. I would have liked to hear discussion on what kinds of projects qualify for MPO funding. Several speakers seemed to lose their audiences by getting into the weeds on their topics Cudos to Greg from Green Mountain for his coordination efforts to build their overlook Some facts presented by one speaker on Visitors seem to contradict facts presented later in the day by another speaker	5/23/2018 9:50 AM
10	The networking was great and could have been even better by encouraging voluntary sharing of emails, special interest groups (SIG Tables) at lunch, lists of people with special expertise willing to assist other groups.	5/23/2018 6:27 AM
11	Presentations were informative and the amenities were first-rate. I enjoyed the chance to meet other byways folks. If not for my scheduling conflicts, I would have been happy to stay longer.	5/22/2018 2:55 PM

12	Hope we see this conference become an annual event.	5/22/2018 12:57 PM
13	The orientation to tourism was fantastic. Thank you.	5/22/2018 11:47 AM
14	Aside from the valuable sessions from all the presenters, it was equally valuable to put new and old names with faces. The lessons learned and anecdotal stories are always worthwhile.	5/22/2018 11:01 AM
15	I thought the meeting was a good representation of State byways and all of the sessions provided information that will help local efforts. Introducing the work of MPOs was important, and more training in future on this topic would be good. There is also work in some communities on "Vision Zero" so this could be explained. If in future there could be a Statewide meeting on Saturday there may be more community volunteer participation, yet I understand why State staff would prefer a weekday. Perhaps if there could be a meeting on Friday and post-conference tours on Saturday more persons could take advantage of the tours. One of the positive results of these meetings is to meet other byway leaders who we work with via email. It could be helpful for participants to have a list of the participants and their expertise. For example, I am interested to know more about the Health Impact Assessment work that Emily Suter is working on with Halifax Byway. I was able to ask the person who mentioned this during the discussion, but the meeting participant list could include this information. This year the Florida Trust Statewide Conference occurred at the same time, and in future it would be helpful if these events don't coincide. Byways can benefit if we can work out strong partnerships with historic preservationists. The event was good and I wish more local persons from our byway partner groups were able to participate. Thanks.	5/22/2018 10:37 AM
16	No suggestions. Excellent conference. OK, well, only suggestions I would make: 1) Hold the meeting more than once every 6 years. 2) Provide food option for diabetics and those seeking to eliminate carbs/glucose/gluten. (Not so much bread and potato chips. Perhaps offer a deli meat tray with meat and cheese.)	5/22/2018 10:35 AM
17	Overall the conference was a great value. I beleive the group needs to meet face to face at least once a year to meet and share Scenic Highway opportunities from the past year. Maybe a short synopsis of each byway would be appropriate so folks can make a connection to the different byways. Also, maybe a 'News from the Byways' segment would work.	5/22/2018 10:20 AM
18	We would love to have this be an annual event.	5/22/2018 10:20 AM
19	Definitely found the sessions valuable, some more than others. Next time, maybe we define the conference theme and subjects of interest, and do a call for presentations to see what we get to supplement our own list of speakers. Another thing we have discussed is ending presentations with one or two lessons learned from the presentation that the audience can take home and get started on right a way.	5/22/2018 10:19 AM
20	I was super stoked to get to meet counterparts from across the state, putting faces to names, while learning more about the programs and projects they are involved in. Great synergy from those in attendance! Future sessions...chairs with cushions! :)	5/22/2018 10:14 AM
21	Thank you for a great conference!	5/22/2018 10:12 AM

Q7 In what way/s do you think attendance at the conference will help your byway and/or your community deliver high-quality experiences to visitors?

Answered: 21 Skipped: 19

#	RESPONSES	DATE
1	It broadened my understanding of what could be achieved. Like I said, I don't know what I don't know.	5/29/2018 3:23 PM
2	Identified several folks that I will be working with.	5/29/2018 3:21 PM
3	It gave me new ideas and allowed me to meet reps from other byways close by mine.	5/29/2018 2:51 PM
4	I think there is a value in knowing that you are part of something bigger than just your by-way. I think a session on cross selling the Florida By-Ways would be helpful.	5/29/2018 2:25 PM
5	Good to have the information on visitors to Florida and what they want when they get here.	5/29/2018 8:08 AM
6	Reignite the flame	5/29/2018 8:03 AM
7	Better understanding of Marketing trends and byway successes.	5/29/2018 7:46 AM
8	I really enjoyed the discussion on marketing your byway and relating that back to the types of visitors Florida has. I want to bring this information back to the byways so they can customize their websites and social media pages to attract those adventure, experience, and bleisure visitors.	5/25/2018 8:07 AM
9	Looking at what trends are forthcoming, so they can be adopted/planned for. Also, what works (and has not been successful) for other Byways. And possible solutions to problems that other Byways have overcome (or are presently facing).	5/23/2018 9:46 PM
10	Empowering these organizations with knowledge and resources is the key. These conferences provide that, and they give the volunteers a chance to network, exchange knowledge/experiences, learn from and get to know one another. All have similar missions and face similar challenges.	5/23/2018 10:16 AM
11	Great networking contacts and new information about marketing.	5/23/2018 6:27 AM
12	It gave me a great overview of the various byways and what they have in common. They are a powerful draw that combines nature, history, and culture in a positive way, and it was very helpful to see how other geographical areas are taking advantage of their uniqueness.	5/22/2018 2:57 PM
13	I particularly enjoyed some of the bad examples of unattractive Byway gateways to avoid for our future planning.	5/22/2018 1:35 PM
14	It's all about the sharing of ideas. As well as getting information from Visit Florida that was new and updated.	5/22/2018 12:59 PM
15	NA	5/22/2018 12:02 PM
16	Allow me to interact with the tourist facilities in the area of the byway.	5/22/2018 11:48 AM
17	For me, it was beneficial to get energized about the Scenic Highway Program and the value of Visit Florida as a partner.	5/22/2018 11:02 AM
18	Good information about field testing will help when we add new wayfinding and interpretive information. Information on accessible tourism is very valuable.	5/22/2018 10:42 AM
19	Insights from VisitFlorida about the demographics and psychographics of Florida visitors and byway travelers.	5/22/2018 10:37 AM
20	Lessons learned at the conference about promoting scenic byways and best practices to communicate with travelers helps the byway and its stakeholders, but it also helps deliver high quality experiences to visitors. Without the engagement of the active byway organizations, fewer travelers would be aware of rare and exceptional experiences that can be found along the byway(s).	5/22/2018 10:25 AM

21	I know the session with Nelson from Visit Florida had everyone on the edge of their seats as he shared data, trends and measurement tools available to the byways. Hearing from Marti about the universal accessibility needs was something we knew of but not how critically important it is to make sure folks know where they can gain access and information. I was inspired by Greg's passion to see his project through and the commitment his local government provided to enhance the project. The Main Street presenter was also really great and each in their own way brought a diverse perspective to the conference that was invigorating.	5/22/2018 10:17 AM
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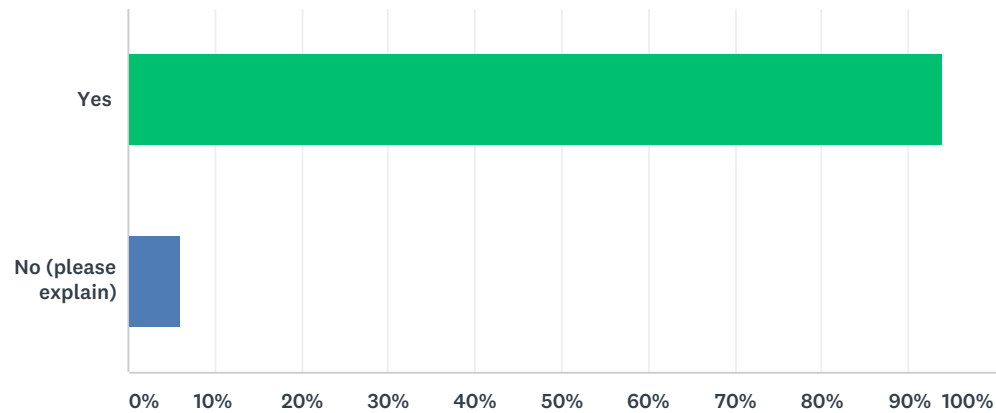
Q8 In what way/s do you think attendance at the conference directly supports your byway organization's efforts to promote economic development, enhance local quality of life, and conserve important resources?

Answered: 19 Skipped: 21

#	RESPONSES	DATE
1	I honestly don't know. A fair portion of residents who live on a large portion of our Scenic Highway feel that the traffic "issues" we have are because it's a Scenic Hwy. There is no proof or studies that even begin to indicate that volume is a contributing factor. I've just completed a 6-year review of traffic crash stats (FIRES) which totally dispels this notion. I'm also in the process of working with local law enforcement entities to get a better understanding.	5/29/2018 3:23 PM
2	Absolutely YES!	5/29/2018 3:21 PM
3	I learned how we might enhance our plans by enlisting assistance from other organizations.	5/29/2018 2:51 PM
4	I came away with a list of websites and resource materials that we will use for our local byway projects. All good!	5/29/2018 2:25 PM
5	Providing networking opportunities.	5/29/2018 7:46 AM
6	By teaching us what types of opportunities should be available along the byways based on the types of visitors we want to attract.	5/25/2018 8:07 AM
7	It's "walking the talk" by utilizing Byway Resources in the manner they are being promoted and giving them the attention they deserve.	5/23/2018 9:46 PM
8	Economic development- Attendance provides the byway leaders tips on the access they have to visitor data, studies, examples from other byways regarding marketing efforts, and projects/events that drive tourists/the local economy. Consider reaching out to local tourism representatives for each of the byways during the next round of conference invites. Having Georgia Turner and other tourism representatives at the conference was tremendous for the byway leaders.	5/23/2018 10:16 AM
9	Exchange of ideas, resource links and valuable information.	5/23/2018 6:27 AM
10	Networking and "bragging rights" for the successes we've had in the River of Lakes Heritage Corridor, plus so much exposure to others' good ideas.	5/22/2018 2:57 PM
11	Seeing real world implemented technology like the mobile app tour broadened my awareness of what is out there and what can be achieved.	5/22/2018 1:35 PM
12	Came home with many ideas of what is happening across the state.	5/22/2018 12:59 PM
13	NA	5/22/2018 12:02 PM
14	Promoting tourism in my area.	5/22/2018 11:48 AM
15	Probably not so much in this respect for my byway.	5/22/2018 11:02 AM
16	Learned some good ideas for utilizing National Geographic "Undiscovered Florida" and #LoveFL.	5/22/2018 10:42 AM
17	Meeting revealed multiple ways to partner with businesses and organizations to help build mutually beneficial relationships.	5/22/2018 10:37 AM
18	increased understanding of Visit Florida increases FSHP's ability to help Visit Florida achieve its goals. The more FSHP can be seen helping VF, the better for all the byways and visitors. Even if the program remains at FDOT, the program can lead the Department to be better partner with Florida tourism industry..	5/22/2018 10:25 AM
19	See above.	5/22/2018 10:17 AM

Q9 Do you feel that the conference offered adequate networking opportunities?

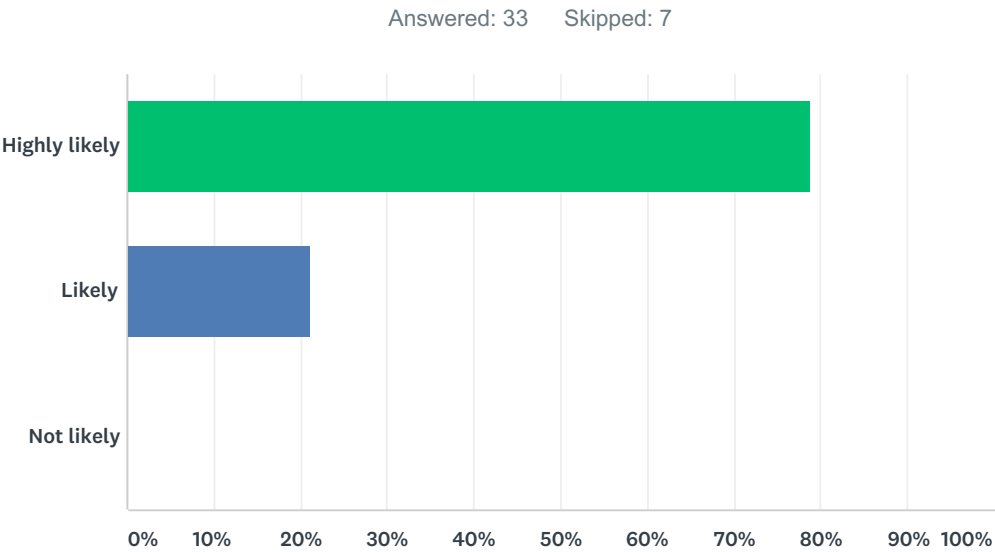
Answered: 33 Skipped: 7



ANSWER CHOICES		RESPONSES	
Yes		93.94%	31
No (please explain)		6.06%	2
TOTAL			33

#	NO (PLEASE EXPLAIN)	DATE
1	I think an actual session on getting to know your neighbors would be helpful.	5/29/2018 2:26 PM
2	We can do more. Next time, we need a day and a half so we can break at 3:00 on the first day and then do something relaxing and enjoyable together. Then half day the second day.	5/22/2018 10:30 AM

Q10 Based on your experience at the 2018 FSHP Statewide Conference, how likely are you to attend future FSHP conferences?



ANSWER CHOICES		RESPONSES	
Highly likely		78.79%	26
Likely		21.21%	7
Not likely		0.00%	0
TOTAL			33

Q11 What are the most important factors or considerations affecting your decision whether to attend future FSHP conferences?

Answered: 24 Skipped: 16

#	RESPONSES	DATE
1	1. The quality of this 2018 Conference and what I took away from it. 2. My engagement and concern for my community's preservation, growth, development and safety.	5/29/2018 3:27 PM
2	Research findings and recommendations. Ability to talk to Nelson and others about what we need for our Byway and access to Jeff Castor and others. Very helpful.	5/29/2018 3:22 PM
3	Close enough to all areas of the state to be worthwhile.	5/29/2018 2:53 PM
4	Time, time, time. . . .	5/29/2018 2:26 PM
5	Location of conference.	5/29/2018 8:08 AM
6	Just have them	5/29/2018 8:04 AM
7	Conference topics.	5/29/2018 7:46 AM
8	For our byway leaders, I would think location. Florida is so large, its hard to get a good geographic location that everyone has easy day driving access to. Possibly looking at a north/south conference may be a good idea or allowing skype capabilities for people at home to listen in on, participate in the conversations, etc. I know this isn't great for networking but it does give them valuable information they can bring back to their byways.	5/25/2018 8:09 AM
9	Distance. This centralized location worked well for everyone from both South and North parts of the state to attend. The Central part of the state has 2 Coasts and Inland with many Byways to choose from!	5/23/2018 9:49 PM
10	Presentation topics (agenda) and networking opportunities.	5/23/2018 10:16 AM
11	location (expense)	5/23/2018 6:27 AM
12	As long as I serve on the board,I'm likely to attend. It was very energizing to be among so many enthusiastic, like-minded people!	5/22/2018 2:58 PM
13	location and day of the week.	5/22/2018 1:35 PM
14	Who is speaking in what.	5/22/2018 12:59 PM
15	Good networking and learning about funding opportunities.	5/22/2018 12:03 PM
16	We need to figure out how to create a Florida advocacy group for scenic byways both here in Florida and Nationally.	5/22/2018 11:50 AM
17	Continued partnerships and promotions regarding Visit Florida.	5/22/2018 11:03 AM
18	Timing of event and other work responsibilities, in addition to travel time and costs. In addition the topics/information provided is also important.	5/22/2018 10:43 AM
19	Location	5/22/2018 10:37 AM
20	Is the agenda, presentations, and speakers relevant to the day to day needs of the byway leaders. We can start now building a list of topics and speakers for 2019, and signal to the Department our intent to reunite everyone again. Maybe we should set a date for the 2019 conference, and establish a calendar of milestone dates. it will help re-establish the conference as an annual event.	5/22/2018 10:30 AM
21	The panel of speakers.	5/22/2018 10:21 AM
22	Being able to network and meet the byway organizations and representatives.	5/22/2018 10:21 AM
23	Is it going to be fun and am I going to learn something new while meeting new people!	5/22/2018 10:18 AM
24	If the program or speakers are relevant to me	5/22/2018 10:12 AM

Q12 Please feel free to provide any additional observations, suggestions or comments related to the 2018 Florida Scenic Highways Program Statewide conference.

Answered: 12 Skipped: 28

#	RESPONSES	DATE
1	I think Claudia and her team do an excellent job of support our District V Byways.	5/29/2018 3:24 PM
2	I loved the conference and would go again next year if you decide to hold one.	5/29/2018 2:55 PM
3	Great venue.	5/29/2018 7:47 AM
4	The ideas about thanking your volunteers was really important; a lot of the byway members volunteer so much time and I think having a potluck, or some event to say thanks to everyone and reflect on why they do this is great! Maybe having a scenic highway appreciation day throughout the state where all byways do something to thank volunteers would be a great idea! May be a cool social media campaign to show how everyone has celebrate their volunteers!	5/25/2018 8:27 AM
5	I was very pleased with both the presentations and networking opportunities. I think the most important aspect I witnessed was that many presenters who had specific notions about the Byways left with a completely expanded view that they will take back and integrate in their daily work with us! (That's awesome!)	5/23/2018 9:53 PM
6	I really liked the intimate nature of this event. Historic, small venue where everyone was encouraged to sit close and get to know each other. The venue was also local to the community (Town of Lake Helen) and a fantastic opportunity to engage locals. It is also an education/experience for attendees who may have never visited Lake Helen (including Cassadaga the day before).	5/23/2018 10:16 AM
7	The survey would not let me enter a comment about networking without saying "No". The networking opportunities were great and the bios and attendee lists were super and much appreciated, but why not supply contact info? Special Interest signup sheets and tables at lunch would allow more ongoing communication on special topics (like Trails and Byways, starting a new byway, story telling, do it yourself marketing resources, etc) Claudia is wonderful. Nelson was a super star. More resources and contacts for starting a new scenic byway would be appreciated. This was one of the most effective conferences I have attended - kudos to all who contributed.	5/23/2018 6:35 AM
8	Very well organized and executed	5/22/2018 12:05 PM
9	Driving through Orlando was so unpleasant. Traffic was awful. But that really wasn't related to Scenic Highways.	5/22/2018 11:52 AM
10	Providing contact info for all the speakers on the Meeting Speaker list would be helpful to allow persons to send info requests/make contact following the conference. Please clarify how byways can submit video content of the state website, and/or if there is any funding for this work.	5/22/2018 10:46 AM
11	The location was perfect, much better than hosting the meeting in a fancy hotel or corporate office building. DeBarry Hall in Deland was suggested for next year.	5/22/2018 10:32 AM
12	Loved it! Great organization, presentations and topics! Can't wait for next year's conference! Super thank you to Jeff, Ashley and the state team for pulling it all together!	5/22/2018 10:19 AM