2017 FSHP Byway Annual Report (BAR) Form

Scenic Highway: A1A Scenic & Historic Coastal Byway
Form Completed by: Danielle Anderson, Executive Director
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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2017?

Yes

Completed Project #1

1. **Project Name: Safety Tips for Safe Stays Along A1A Brochure**

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.
   - **X Marketing – brochure, video, advertising, etc.**

3. **Project Budget**

Project Cost and Sources of Funding:	
Government Grant(s) (federal, state, or local)	$ 2,000
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)	$
Total Cost of Project	$ 2,000
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$ 0
Net Gain or Loss	**$ 0**

4. **Project Dates:**
   a. **Start Date** (can be prior to 2017) **MM/YYYY**: **02/2017**
   b. **Completion Date** (must be in 2017) **MM/YYYY: 05/2017**

5. **Project Lead – Danielle Anderson**
   Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes

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6. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):**
   As we hear about serious injury or death along the A1A Scenic Byway and notice a continued influx of visitors to the area from across Florida and outside of the state who are unfamiliar with the speed limit changes along the byway, we felt it was critical to come up with an easy to use guide detailing some of the vital points to remember for those traveling along the byway.
   Utilizing our Visit Florida membership, we applied for a $2,000 grant based on the concept of bicycle, pedestrian, motor vehicle and waterway safety to help educate local residents and visitors in the area about safety standards, highlighting the basics. We were awarded the grant funding based on the project's educational value and moved forward on development, design, production and launch of the materials to the community.
   The safety program brochures were staged in high visitor traffic locations such as the municipal pier bait shops, restaurants, lodging sites and museum/visitor sites with excellent reception by business owners along the byway. The project garnered media support to expand the program's reach, creating awareness outside of the immediate area.
   One benefit from the presentation given to local civic and volunteer organizations was an interest and direct mobilization of community members to implement a safety program highlighted visually in St. Augustine Beach (created by A1A board member Bob Samuels in conjunction with the St. Augustine Beach Civic Association) using bright orange flags at crosswalks for pedestrians, adding an extra layer of visibility to those crossing the busy streets. Members of the community in the Hammock and Flagler Beach, both in Flagler County requested information to implement the measure within their own municipality/community. Newly joined A1A board member and Vice President of the A1A Ocean Shore CME Suzie Johnston purchased and assembled the materials to install in Flagler Beach and is awaiting FDOT approval to do so.

7. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? Buy in from local business owners and residents concerned for the welfare of not only those who reside in the area but those who travel the byway gave the program a 100% chance of success when asked to display the brochures in their establishments or share them with friends and family visiting the area.

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? There is no dollar value that can be placed on human life – however we know that those who receive the brochures or are exposed to others who have received them are more likely to have an increased awareness of pedestrians and cyclists along A1A, check their speed more often while traveling the byway and practice additional safety measures when visiting our beaches or spending time on our waterways.

9. **Byway goals addressed: What planning goals are addressed by the project?**
   Goal 2.0: Transportation & Safety
   Goal 4.0: Education & Communication

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10. **Please list and describe the role of all project partners:** Project lead – Friends of A1A Scenic & Historic Coastal Byway. Supporting partners – Visit Florida and the A1A Byway business community.

    See News Articles Below:

    http://www.mynews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2017/6/4/safety_campaign_cove.html
    https://www.news4jax.com/news/group-offers-safety-tips-for-safe-stays-along-a1a
    http://www.news-journalonline.com/news/20170602/friends-of-scenic-a1a-launch-safety-campaign
    https://historiccity.com/2017/staugustine/news/florida/friends-of-a1a-launch-safety-awareness-campaign-68520

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

Section 1: Completed Projects

Did your byway organization complete one or more projects in 2017?

Yes

Completed Project #2

11. **Project Name: 2017 Kids Ocean Day & Environmental Education Fair**

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.
    - X **Program – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.**
    - ☐ **Marketing** – brochure, video, advertising, etc.

13. **Project Budget**

Project Cost and Sources of Funding:	
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)	$
Total Cost of Project	$ 663
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$ 0
Dollars for Event Budgeted Annually by Friends of A1A ($1,500) Net Gain or Loss	**$ 0**

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14. **Project Dates:**
    a. **Start Date** (can be prior to 2017) **MM/YYYY**: **02/2017**
    b. **Completion Date** (must be in 2017) **MM/YYYY: 05/12/2017**

15. **Project Lead – Danielle Anderson, Bob Samuels, Marge Rooyakkers**
    Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes

16. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):**
    We were thrilled to host the annual Kids Ocean Day/Environmental Education Fair on 5/12/2017 at Anastasia State Park on A1A in St. Johns County. Supported by our friends from the Master Gardeners/St. Johns County, the Georgia Aquarium Conservation Field Station, Volusia-Flagler Turtle Patrol, Save the Manatee Club, St. Johns County Beach Management, The Litter Gitter, Flagler and St. Johns County Audubon, Joe and Judy Dziak (live parrots) and Park Rangers from Anastasia State Park, students from R.B. Hunt Elementary School in St. Johns County enjoyed a day of learning about native plants and wildlife with tours of the park to the ocean along with interactive displays and craft activities. Park rangers and members of the outreach organizations provided students with hands on demonstrations for a fun-filled morning of activities and educational learning. The Friends of A1A provided souvenir t-shirts and goodie bags to students and teachers filled with educational materials supplied by supporting outreach organizations. Take home bags sponsored by VyStar Credit Union, St. Augustine Beach and A1A board member Lisa McGowan.

17. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? Workshop and activity stations were all centrally located, allowing for ease of movement between the stations for a smooth, coordinated effort, effectively managing the allocated time available to students.

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's ROI is measured in two ways – through a quality of life and environmental impact for students. Funding for field trips is minimal to non-existent in many school budgets. For the Friends of A1A Scenic & Historic Coastal Byway to be able to provide a field trip for students, some of whom have never been to the beach, parks or locations along A1A, and a fun learning opportunity, greatly increases the quality of life for these children. The look on their faces as they visit the location is priceless and as our volunteers listen to the comments from the children exploring and asking questions, we understand the positive impact this event is having on them. The environmental impact this event has on students is one that they will remember throughout their lifetime. As testing has become paramount in schools and often recess is removed from the day's curriculum, children no longer spend as much time in the outdoors as they once did. **Allowing them to rediscover nature in a teaching environment which**

includes education about nature, wildlife and plants, Kids Ocean Day/Environmental Education Fair is planting the seeds of environmental awareness for students.

Volunteer hours generated: 54 = value $1303.56

Byway goals addressed: What planning goals are addressed by the project?
Goal 1.0: Resource Protection
Goal 2.0: Transportation & Safety
Goal 4.0: Education & Communication
Goal 5.0: Economic Development & Tourism

19. **Please list and describe the role of all project partners:**
See above.

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

Section 1: Completed Projects

Did your byway organization complete one or more projects in 2017?

Yes

Completed Project #3

20. **Project Name: 2017 International Coastal Cleanup**

21. **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.
- X **Program – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.**
- ☐ **Marketing** – brochure, video, advertising, etc.

22. **Project Budget**

Project Cost and Sources of Funding:	
Government Grant(s) (federal, state, or local)	$
Private (individual donations, business sponsors, foundations, special events, membership)	$ 1,000
Earned Income (merchandise sales, fees for programs, etc.)	$
In-kind value (only include if allowed as matching for grant)	$
Total Cost of Project	$250
Revenue Generated by Project	$ 0

(i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	
Net Gain or Loss	**$ 750**

23. **Project Dates:**
    a. **Start Date** (can be prior to 2017) **MM/YYYY**: **9/16/2017**
    b. **Completion Date** (must be in 2017) **MM/YYYY: 9/16/2017**

24. **Project Lead – Adam Morley, Linda Provencher**
    Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes
    If No, please indicate the project lead and describe the role the byway organization played:

25. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):**
    Joining in the globally recognized International Coastal Cleanup hosted by the Ocean Conservancy, members of the community and organizations from Flagler and St. Johns Counties spent the day cleaning up area beaches and waterways post Hurricane Irma. Drawing members of the Friends of A1A Scenic & Historic Coastal Byway, Flagler Volunteer Services, United Way Volusia-Flagler, Rotary Clubs, AFJROTC, Flagler Beach All Stars, Kiwanis Clubs, Girl and Boys Scout Troops, Keepers of the Coast, Phun Coast Parrot Heads and others to the coastline, thousands of pounds of trash and debris were removed during the effort as a day of service throughout the two counties.
    In 2017, the Friends of A1A Scenic & Historic Coastal Byway was awarded a grant from the Surfing's Evolution & Preservation Foundation to support the coastal cleanup.

26. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? The event is well attended and thanks to the support of key volunteers and organizers was an effective and well-managed event. Community members were mobilized throughout the two counties as a direct result of coordinated efforts from multiple service organizations showing the potential for significant impact.

    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?
    ROI for the International Coastal Cleanup draws from all three elements, as it draws volunteers from inland locations, raising awareness of the business community **(economic)** along the A1A Scenic Byway while providing a **positive impact on quality of life** for the volunteers as they participate in the cleanup effort and residual positive quality of life impact for residents and visitors as they appreciate the pristine beaches and waterways. Youth are especially impacted as they participate, feeling a sense of ownership and pride in being able to clean up their neighborhoods and locations where they often visit and have the ability to appreciate immediate reward by seeing the results of their efforts. **Environmental impacts**

are measured on a global scale via the Ocean Conservancy who publishes an annual report detailing the pounds of debris removed from the beaches and waterways in specific categories.
2017 was especially impactful as the communities along the Atlantic Ocean and Intracoastal Waterways grappled with the effects of Hurricane Irma.

Volunteer hours generated: 440 = value $10,621.60

27. **Byway goals addressed: What planning goals are addressed by the project?**
Goal 1.0: Resource Protection
Goal 2.0: Transportation & Safety
Goal 3.0**:** Government & Community Support
Goal 4.0: Education & Communication
Goal 5.0: Economic Development & Tourism

28. **Please list and describe the role of all project partners: See above.**

http://www.news-journalonline.com/news/20170918/coastal-cleanup-crews-storm-flaglers-beaches

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

Section 1: Completed Projects
Did your byway organization complete one or more projects in 2017?

Completed Project #4

29. **Project Name: 6th Annual Spoonbills & Sprockets Cycling Tour**

30. **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.
- X **Program – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.**
- ☐ **Marketing** – brochure, video, advertising, etc.

31. **Project Budget**

Project Cost and Sources of Funding:	
Government Grant(s) (federal, state, or local)	$ 1,250
Private (individual donations, business sponsors, foundations, special events, membership)	$
Earned Income (merchandise sales, fees for programs, etc.)	$ 4,884.00
In-kind value (only include if allowed as matching for grant)	$ 5,727.50

Total Cost of Project	$5,887.00
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$11,861.50
Net Gain or Loss	**$ 247.00**

32. **Project Dates:**
    a. **Start Date** (can be prior to 2017) **MM/YYYY**: **01/2017**
    b. **Completion Date** (must be in 2017) **MM/YYYY: 11/2017**

33. **Project Lead – Danielle Anderson, Bill McClure, Mark Smith**
    Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes
    If No, please indicate the project lead and describe the role the byway organization played:

34. **Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):**
    Friends of A1A Scenic & Historic Coastal Byway was pleased to host the 6th Annual Spoonbills & Sprockets Cycling Tour along the A1A corridor on November 5, 2017. Spanning three counties, St. Johns, Flagler and Volusia, cyclists from multiple states including Oregon, Missouri, Tennessee, Virginia, Alabama, South Carolina, Georgia and throughout Florida took part in the tour which offered 36, 72 or 100 mile routes.
    While our coastal communities along the A1A scenic corridor were directly impacted by Hurricane Irma, the Friends of A1A were able to host the event, incorporating new partners and components into the 2017 event. Hosting the kickoff party/early packet pickup reception in downtown St. Augustine at Meehan's Irish Pub, visitors were treated to a look at the Bayfront and historic downtown area including balcony views of the Bridge of Lions and the Castillo de San Marcos. New additions to the event in 2017 included a partnership with VeloFix – Jacksonville, a professional mobile bike SAG support unit, a red carpet photo shoot opportunity for participants with the reigning Miss Flagler County and a live radio remote from our partners at Flagler Broadcasting on Beach 105.5 FM during the event. Music entertainment was donated by Flagler County Commissioner Nate McLaughlin, a member of the band Category Five during the luncheon, hosted at the Marineland Dolphin Adventure. Our partners at the attraction offered visitors an opportunity to tour the facility and see new dolphins on site after enjoying the ride and luncheon.

35. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? 2017 brought forth two unanticipated challenges – Hurricane Irma and issues with our cycling promoter – CAAM Events which created a similar cycling event, staging it two months before our annual November cycling tour. As luck would have it, Hurricane Irma happened the weekend of the CAAM event and in an effort to help a colleague, a decision was tentatively made to partner the two events. After negotiations with CAAM Events, a for profit company and a **contracted** provider to the Friends of A1A, it was determined an equitable agreement on proceed sharing could not be reached. The coastal corridor and surrounding communities do not have the ridership to sustain two

similar events coinciding, resulting in a negative effect on both events. Friends of A1A has suspended their partnership with CAAM Events for 2018 and may revisit the relationship at a later date.

36. **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? The ROI for Spoonbills & Sprockets is calculated in visibility for the tri-county event economically. In addition to drawing riders to the area from across the state, the event draws out of state, overnight visitors to the tri-county area, creating return riders by hosting the signature event each year, benefiting local businesses including retail, restaurant, hoteliers and attractions.

    Volunteer hours generated: 288 = value $6,952.32

37. **Byway goals addressed**: What planning goals are addressed by the project?
    Goal 2.0: Transportation & Safety
    Goal 3.0**:** Government & Community Support
    Goal 5.0: Economic Development & Tourism

38. **Please list and describe the role of all project partners:**
    Friends of A1A Scenic & Historic Coastal Byway – organizer, funding, execution
    Primal Wear – Premier Cycling Jersey provider
    Marineland, Flagler Beach Rotary, Old City Life, Flagler Broadcasting, Meehan's Irish Pub, Wet Tees, Private Donations (BOD & Community Members) – In-Kind Donors/Sponsors
    Palm Coast and the Flagler Beaches, Flagler County Tourism Development Council – Grant/Sponsor & Partner
    Additional Information: Above budget information listed does not include the cost of office expenses, communication expenses, advertising costs of Spoonbills & Sprockets via A1A Mobi Tour, event and D&O insurance (required). Reflects a baseline cost to execute the event.

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

http://www.news-journalonline.com/news/20171025/spoonbills-amp-sprockets-set-for-nov-5

Section 1: Completed Projects
Did your byway organization complete one or more projects in 2017?

Completed Project #5

39. **Project Name: 9th Annual Super Scenic 72 Mile Garage Sale**

40. **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.
X **Program – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.**
☐ **Marketing** – brochure, video, advertising, etc.

41. Project Budget

Project Cost and Sources of Funding:	
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)	$
Total Cost of Project	$ 500
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$ 2,734.55
Net Gain or Loss	**$ 2,234.55**

42. Project Dates:

a. **Start Date** (can be prior to 2017) **MM/YYYY**: **02/2017**
b. **Completion Date** (must be in 2017) **MM/YYYY: 11/2017**

43. Project Lead – Danielle Anderson, Bill McClure, Kim McClure, Sallie O'Hara, Bob Samuels, Mark Smith, Marge Rooyakkers, Donna Drevniok, Anne Wilson, Janet Sullivan, Suzie Johnston, Linda Provencher
Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes

44. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):
The Super Scenic 72 Mile Garage Sale is our most popular program for annual events. Each year, hundreds of homes participate in this event which spans the entire A1A Scenic & Historic Coastal Byway, drawing thousands of shoppers who travel the A1A corridor in search of great deals.
While the Friends of A1A continue to see a consistent number of registrations (around 100) for the fundraising event, in 2017 we again saw an uptick in the number of whole community housing subdivisions participating, leading us to believe that subdivisions see the value of registering as a community for a $100 fee versus individual registrations at $20 each. This not only allows the subdivision participants to save money overall, it concentrates the mission of community inclusion – a goal of the event – which takes place among homeowners and shoppers on a large scale on this day into micro-units of community activation and raising awareness of the Friends of A1A Scenic & Historic Coastal Byway among these units.
In 2017 we invited the A1A Ocean Islands Trail Scenic Byway to participate in the event to help create awareness of the newly designated byway. Identifying three locations in Duval and Nassau counties and including the annual sale by the Heckscher Drive community into the day's promotion and event,

shoppers were provided an additional 40 miles of shopping opportunities while introducing them to our northern neighbors.

45. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? Community sites continue to be popular among vendors for the event, especially at the high visibility locations such as the Ponte Vedra Concert Hall, Poplar Road in Vilano Beach, Hammock First Baptist Church and Veteran's Park in Flagler Beach. Critical to success is always advertising for this event and about half of what is raised is spent advertising via social media, radio and print in addition to restocking the temporary A1A branded signs for the event.
A request by shoppers to have additional sites in areas with stretches of open byway is an important consideration by event organizers. Registration and promotion will begin in early 2018 to fill in any shopping gaps by engaging business owners for participation, offering an even larger, more diverse shopping experience for the 10th annual event set for November 17, 2018. Also under consideration is including A1A Ocean Islands Trails to the north again while adding the Ormond Scenic Loop & Trail and potentially stretching to the Daytona area Florida Scenic Highway candidate – Halifax Heritage Byway.

46. **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? ROI for this project is based in economic and quality of life measurements. Economic is seen not only in the sales generated by vendors, who keep the entire profit from the day but among the local retail and restaurant outlets where shoppers stop as they travel the byway. Quality of life is measured in the feedback from vendors and shoppers who send comments of appreciation via email or express their satisfaction with the day's adventure. Quality of life is measured for the volunteers who put on the event. We are pleased to see the community response to the event and the fact that year after year we see returning vendors and shoppers who look forward to the event.

    Volunteer hours generated: 112 = value $2,703.68

47. **Byway goals addressed: What planning goals are addressed by the project?**
    Goal 3.0**:** Government & Community Support
    Goal 4.0: Education & Communication
    Goal 5.0: Economic Development & Tourism

48. **Please list and describe the role of all project partners: See Above**

    http://www.staugustine.com/news/local-news/2017-12-30/10-who-make-difference-linda-powell-ginn

    http://www.news-journalonline.com/news/20171115/72-mile-garage-sale-set-for-saturday-along-a1a

    http://www.news-journalonline.com/news/20171118/72-mile-garage-sale-draws-eager-shoppers

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

Section 1: Completed Projects

Did your byway organization complete one or more projects in 2017?

Yes

Completed Project #6

49. Project Name: Super Scenic Golden Ticket Raffle

50. 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.
- X **Program – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.**
- ☐ **Marketing** – brochure, video, advertising, etc.

51. Project Budget

Project Cost and Sources of Funding:	
Government Grant(s) (federal, state, or local)	$
Private (individual donations, business sponsors, foundations, special events, membership)	$
Earned Income (merchandise sales, fees for programs, etc.)	$12,100
In-kind value (only include if allowed as matching for grant)	$
Total Cost of Project	$5,883.00
Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue*)	$6217.00
Net Gain or Loss	**$ 6217.00**

52. Project Dates:

a. **Start Date** (can be prior to 2017) **MM/YYYY**: **08/2017**
b. **Completion Date** (must be in 2017) **MM/YYYY: 12/2017**

53. Project Lead – Marge Rooyakkers
Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes

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

Created as a fundraising mechanism in 2015 the Golden Ticket Raffle took the place of the Super Scenic Garage Sale Raffle, generating fewer tickets sold for a higher return to the Friends of A1A and creating an excitement and awareness for local businesses, activities and attractions along the coastal corridor. Golden Ticket Raffle chair Marge Rooyakkers led the 2017 effort, collaborating with the Hammock Community Association (non-profit organization) to double the number of tickets sold with the same prize level as in 2015. The raffle continues to be successful and popular among members of the community and the support from local businesses and attractions remains consistent for the byway organization.

The fundraiser culminates with a Golden Ticket drawing party in early December and the social event wraps up the year with an exciting evening of anticipation from the Friends of A1A and ticket holders.

55. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? Plans to begin in early 2018 will make efforts easier for those selling the tickets, ensuring all are sold and promotion for the drawing event can generate additional interest for the business who participate and/or donate goods and services.

    This project furthers the mission of the A1A Scenic & Historic Coastal Byway by promoting the intrinsic resources and sharing our vision with the community.

56. **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? Economic impact is a creation of additional awareness for the sponsoring businesses throughout the life of the fundraiser, driving traffic to their digital footprint and physical location.

    Volunteer hours generated: 90 = value $2,172.60

57. **Byway goals addressed: What planning goals are addressed by the project?**
    Goal 3.0**:** Government & Community Support
    Goal 4.0: Education & Communication
    Goal 5.0: Economic Development & Tourism

58. **Please list and describe the role of all project partners:**
    Friends of A1A Scenic & Historic Coastal Byway – project lead

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 2017 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2017.

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Friends of A1A Scenic & Historic Coastal Byway – NSB/FSHP Projects/Initiatives 2017:

- Letter of Support and advocacy for Wednesday Market/St. Augustine Beach Civic Association – January 2017
- Review of District 5 signs/clutter removed from A1A Byway – Wayfinding Signage Project – January 2017
- Selected and approved new A1A NSB Board of Directors for Flagler and St. Johns Counties – February 2017 **https://historiccity.com/2017/staugustine/news/florida/friends-of-scenic-a1a-welcomes-new-board-67518**
- Closed out the 2016 Spoonbills & Sprockets Cycling Tour Grant from Visit Florida – $4,800 for marketing efforts. – Danielle Anderson – February 2017
- Approved contract for Byway Administrator/Executive Director, Danielle Anderson – March 2017
- Updated Bylaws – Spring 2017 – A1A Byway BOD and FDOT
- FDOT FSHP District 5 Annual Meeting and Presentation on Events – Danielle Anderson, Marge Rooyakkers – March 2017
- Participated in community outreach efforts: Celtic Festival – St. Augustine, Romanza – Bill McClure, Kim McClure, Bob Samuels – March 2017; Arbor Day – St. Augustine Beach with Danielle Anderson, Bob Samuels – April 2017.
- Began development of the updated A1A Scenic Byway Map incorporating a fundraising component into the redesign of the map that will tie directly into the upgraded A1A Byway Mobi Tour set for launch in spring 2018. The map advertiser program newly implemented has generated $23,000 which provides a funding stream for required A1A cash match dollars on the Mobi Tour upgrade – Danielle Anderson, Bill McClure – March 2017
- Attended Ocean Island Trail A1A – Dedication Ceremony – Danielle Anderson – April 2017
- St. Augustine Attractions Association Presentation at Jaybird's - Danielle Anderson – April 2017
- A1A Byway Map – Launch Advertiser Campaign & Meetings with Advertisers – Danielle Anderson
- A1A Ocean Shore Meeting – Attended April 27, 2017 – Organizational Meeting – Danielle Anderson, Linda Provencher, Eric Cooley, Charlie Helm, Suzie Johnston, Kathy and John Feind.
- Attended Visit Florida District Meeting Lunch and Learn – Palm Coast Hilton – Danielle Anderson, Marge Rooyakkers – April 2017
- Ocean Island Trails A1A – Presentation "Getting Started, Byway Do's and Don'ts" – Danielle Anderson – May 2017
- WSOS Radio Show obo A1A w/Adam Morley – Kids Ocean Day, Fall Events & Safety Brochure Launch
- St. Johns Cultural Council (SJCC) – Meetings and Workshops – Danielle Anderson – May 2017
- Kids Ocean Day/Environmental Education Fair – Danielle Anderson, Bob Samuels, Marge Rooyakkers, Adam Morley, Lisa McGowan – May 2017
- Develop and launch A1A Safety Tips for Safe Stays Campaign – Danielle Anderson – May/June 2017
- Letter of Support for City of St. Augustine Historical Restoration Project to Jennifer Wolfe – Bill McClure – June 2017
- Applied and awarded a $24,000 Resource Development grant through the St. Johns Cultural Council to upgrade the current A1A Byway Mobi Tour – to be completed in spring 2018. – Danielle Anderson, Bill McClure – June 2017
- Presentation to Rotary Club of Flagler County – A1A Events/Information – Danielle Anderson – August 2017
- Attended Florida Governor's Conference on Tourism 2017 – Danielle Anderson – August 2017

2017 FSHP Byway Annual Report (BAR) Form

- 2018 Work Plan Sessions – Bill McClure, Marge Rooyakkers, Danielle Anderson, Claudia Calzaretta, Michael Palozzi, Karen Ford – Fall 2017
- International Coastal Cleanup – All – September 2017
- Applied for a Highway Beautification Grant for the St. Johns/Flagler corridor in Marineland, FL for $62,705. – Danielle Anderson – October 2017
- Free for All Friday – Flagler Broadcasting appearances for A1A Fall Events. – 2017
- Passed Resolution to be Lead/Sponsor Organization for the A1A Vilano to Ponte Vedra Multi-Use Trail Project – Bill McClure – October 2017
- Spoonbills & Sprockets, Super Scenic 72 Mile Garage Sale – Bill McClure, Marge Rooyakkers, Bob Samuels, Carol Scott, Roger Carlson, Mark Smith, Danielle Anderson, Sallie O'Hara, Thea Mathen – November 2017
- Request submitted to FDOT for SunTrail Funding and request to North Florida TPO, St. Johns County Commission for A1A Vilano to Ponte Vedra Multi-Use Trail Priority List inclusion and feasibility study – Bill McClure, Sallie O'Hara – December 2017
- Awarded $500 Mini Grant – East Coast Greenway Alliance, Paul Haydt to support 2018 efforts for A1A Vilano to Ponte Vedra Multi-Use Trail. – December 2017
- On-going support from FDOT on safety projects-crosswalks
- **Secretary Dew Welcome**: sent welcome package to FDOT's newly appointed Secretary. The package included the byway organization's annual report, work plan and informational materials on the byway
- **Byway Signing Plan**: Working with FDOT, an updated signing plan (developed by a Professional Engineer) was completed for the byway. As part of this task, an engineer performed a field review to ensure adequate FSHP signage was present along the byway. This signing plan will help FDOT/County staff locate and replace FSHP signs if damaged or lost over time. The DSHC is working to have the coordinates/mileposts of each sign included in the FDOT RCI data base (Roadway Characteristics Inventory) so it will not be lost, and the signs will be maintained.
- **Visit Florida Membership**: The Byway Organization recently responded to the FSHP for free a Visit Florida membership.
- **Social Media Engagement**: The Byway Organization maintains an active social media presence.
- **Adopt-a-Highway Program**: The byway organization is a long-time partner in the FDOT Adopt-a-Highway program. We have been successful is getting nearly all 2-mile segment of A1A along the byway adopted.
- **Participation in regional trails planning**: We are working on a number of trail initiatives w/ the St John's River to Sea Loop Alliance, FDOT, the R2CTPO, and Trails Town. The Byway Organization will continue to monitor and participate in planning efforts for ongoing trails projects proposed in the region.
- FDOT FSHP 2017 Annual Report
- FDOT FSHP 2018 Work Plan
- **Volunteer Hours Generated:**
- **Friends of A1A NSB: 1224 – Value $29,547.36**
- **Scenic A1A PRIDE: 750 – Value $18,105**
- **A1A Ocean Shore: 30 – Value $724.20**
- **Consultant/Pro Bono Hours: Danielle Anderson: 1,200 – Value $28,968.00**
- **Sallie O'Hara: 200 – Value $4,828**

- **Total: 3,404 Volunteer Hours - $82,172.56 Value**

http://www.vilanobeachfl.com/a1a-multi-use-trail

http://pontevedrarecorder.com/stories/st-johns-county-residents-lobby-for-multi-use-trail-along-a1a,5181

http://jacksonville.com/news/shorelines/2017-12-08/safety-access-behind-grassroots-push-a1a-multi-use-trail

https://historiccity.com/2017/staugustine/news/florida/proposed-a1a-multi-use-trail-vilano-beach-to-micklers-landing-70551

River to Sea (Hammock Area CME) – PRIDE 2017 projects:

January 30, 2017 - The last of ten billboards was removed in a demolition event. There are fourteen billboards remaining that were not purchased. Two of them came down during Hurricane Matthew and were removed, one north of Washington Oaks and the other closer to Beverly Beach.
https://www.palmcoastobserver.com/photo-gallery/jim-cullis-watches-demolition-of-his-last-billboard-on-a1a

Summer/Fall 2017 - It became obvious that thousands of trees were killed by salt water intrusion from Hurricane Matthew, late in 2016. Flagler County undertook a plan to remove dead trees in public areas, as did Washington Oaks Gardens State Park, which was severely affected. The viewshed of one portion of A1A is severely affected as well as many neighborhoods. A $25M dune reconstruction plan was also created by Flagler County to protect against the next storm.

Summer 2017 - The Jungle Hut Road Loop Trail was created shortly after the billboard removals. This was part of the 2002 Scenic A1A PRIDE Master Plan.

July 2017 - The Landscaping Improvements in the A1A median in front of Matanzas Shores were completed in the amount of $278,516. After being delayed by saltwater intrusion from Hurricane Matthew. Unfortunately the landscaping may be damaged by Hurricane Irma not enough salt tolerance.

July 2017 - Bay Drive Park was approved for public use by the Flagler County Board of Commissioners (BCC). A Florida Communities Trust grant for $2.3M reimbursement for 40% of the purchase price was approved on 5/2/16. About $1.5M will be used for improvements and about $800K will be returned to the ESL program for future acquisitions. The design of Bay Drive Park was approved at the 5/16/16 BCC meeting and was part of the 2002 Scenic A1A PRIDE master plan.

Dec 2017 - The western pedestrian bridge at Bings Landing South was removed after damage by Irma and is planned to be replaced. This was part of a $217,000 project in 2009-2011 with $70,000 from a NSB Grant.

Fourteen development projects were reviewed by Scenic A1A PRIDE in 2017 as empowered by FDOT as a quasi-judicial advisory board to the Flagler County Planning and Development Board.

1. A1A Bay Drive Park
2. A1A Sea Colony Entrance
3. Surf North Site Plan
4. Greenway Swap opposition (for land in Bunnell)
5. Hammock Church Expansion Plan
6. The Shed Restaurant Site Plan
7. Ocean Shore Villa Sign Replacement
8. Roadie's Restaurant Plans
9. A1A R/C Zoning Residential Requirement
10. Bings South Parking Concerns
11. 2942 Oceanshore Blvd down-zoning application
12. Los Lagos, Las Casitas Development Review
13. Hammock Playgarden Restaurant and Ocean Shore Brewery Review
14. Hammock Business Center (BBT property) Site Plan Review

Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2017. Name the project and summarize any impacts or measures of success in all areas below that apply:
    a. Economic: Annual events, promotional brochures and easily accessible mobile tour provide economic impacts for our business community, drawing visitors and residents to areas along the 72 mile stretch of A1A coastal corridor.
    b. Quality of life: Improved parks with picnic areas, trails, fishing piers, dune crossovers and parking continue to provide an enhanced visitor experience and result in a positive quality of life impact for residents along the byway.
    c. Environmental: Annual events continue to raise awareness of the benefits of practicing an environmentally friendly lifestyle including beach cleanups with communities, educational programs such as Kids Ocean Day that introduce from a young age awareness and care of the surrounding animal and plant life.

2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2017: Significant damage has been seen in St. Johns and Flagler counties beginning in 2016 and continuing in 2017 along the A1A coastal corridor as a direct result of Hurricane Matthew and Hurricane Irma. In addition to extensive damage directly to SR A1A, a significant impact has been felt by the loss of the dunes systems that in many places protect the limited beach areas and the roadway itself. Renourishment of the dunes and sand along the beaches continues to be addressed on the local county level and state level with some engagement on the federal level as well. Roadwork is slated for the Flagler Beach area to provide a permanent solution for the temporary fix currently maintaining the roadway along the vital corridor. Similar issues have been or are being addressed in the Marineland area and Vilano Beach areas on SR A1A.

https://www.clickorlando.com/news/severe-weather-causes-erosion-on-sr-a1a-in-flagler-beach

http://www.wftv.com/news/local/dune-washout-shuts-down-section-of-a1a-in-flagler-beach-friday/534636092

http://www.wftv.com/weather/eye-on-the-tropics/fdot-a1a-flagler-beach-washout-not-fixed-until-october/535765014

http://www.mynews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2017/6/14/flagler_beach_a1a_washout.html

http://www.news-journalonline.com/news/20171102/fixing-a1a-state-rolls-out-design-plan-for-flagler-beach

http://www.actionnewsjax.com/news/local/drone-video-st-augustine-condos-destroyed-by-hurricane-irma/608160903

http://www.wokv.com/news/local/plan-replenish-post-hurricane-matthew-vilano-beach-shoreline-hold/xfVqQ6f96iz4g2oocJPKGO/

http://www.firstcoastnews.com/article/weather/irma/vilano-beach-homes-torn-apart-by-irma-worsened-by-severe-erosion/474407963

http://jacksonville.com/news/public-safety/2017-09-15/irma-washed-away-dreams-not-memories-south-ponte-vedra-vilano-beach

http://pontevedrarecorder.com/stories/a1a-traffic-signal-upgrades-from-pga-tour-boulevard-to-ponte-vedra-lakes-boulevard-starting-soon,4476

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 2017.**
   We utilize a number of communication methods which include e-blasts, newsletters, social media, earned media, direct meetings with stakeholders through attendance at our monthly meetings, guest speakers for the board meetings and appointments with officials. The flow of communication is vital to staying engaged and understanding the changing needs of the communities along the byway.

2. **Are there issues or concerns regarding the scenic highway in corridor communities?**
   We appreciate a strong relationship with our partners along the byway from all sectors of the public and private communities. In 2018 we will be working towards actively engaging stakeholders through direct survey and meetings to address any questions, concerns or issues that may be actively occurring or on the horizon.

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

New members, leaders and volunteers are recruited through the efforts of our current board and supporters who recommend active and focused individuals who they feel would be a good fit with our mission for opportunities within the board. We have a solid base of longtime supporters who are talented in assisting us with volunteer engagement for our four signature annual events and we are pleased to see returning faces along with many new ones.

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.)?**
   We continue to maintain a consistent number of individuals opening our emails and newsletters. Our social media is an excellent communication tool for busy people who can and often do engage in comment or sharing of important posts that creates additional awareness of the issue and the scenic byway.

5. **With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?**
   We have about 8,000 in our email communication chain and nearly 2,400 among our social media network (which is multiplied when information is shared among their circles).

6. **Describe how the byway organization assisted its partners in 2017.**
   We assist our partners in a variety of ways including promotion of their materials at our events, festivals and partner events we participate in not affiliated with our partners. This creates additional awareness for their products, services and information. We consistently feature our sponsors and partners on our newsletters and website (with links) to create additional support for them. We share events our partners host pre, during and post event to raise awareness of upcoming opportunities and successes of the events.

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
     ***Please reference 2018 Work Plan Matrix.**

2. Please describe your outstanding funding needs in the following categories:
   a. Project(s) or program(s) that lack funding: Welcome Center Capital Campaign $100,000 goal for 2018; Historical Education Videos – History of the A1A Byway $5,000; Updated A1A Marketing Video Series $2,500; Replace Weatherworn Information Kiosk Signs at the River to Sea Boardwalk in Marineland $3,000; Website Technical Updates $7,000; Executive Director Position Funded Annually $20,000
   b. Total amount of funding needed (in dollars rounded to nearest $100): **$137,500**
   c. Potential sources of funding identified: **Grants, Sponsors, Fundraising**

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

4. Please describe the organization's challenges to obtaining funding. Every non-profit organization is in need of funding. The challenge is to identify dedicated funding sources and streams.

5. Please describe your funding success stories from 2017. For example: a successful fundraising event or identifying a new source of funding. We have continued to craft new fundraisers and evolve traditional favorites to meet the organization's needs as we identify the needs of our stakeholders and community.

Section 6: Marketing

1. **Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2017 for the scenic highway and *the effectiveness of each*.**
   Engagement continues an upward trend through our marketing efforts which include social media. Printed brochures (A1A Scenic Byway Map, A1A Mobi Tour rack card, tourism partner brochures and trail maps, informational materials) which are distributed at Friends of A1A events, partner events such as festivals and monthly events. We engage in advertising for our annual events via our website, earned media, social media, e-blasts, print and radio advertising, community calendars and digital advertising, all of which reach different demographics. Radio has been very effective as have community calendars and press releases. Social media is effective if used in a concentrated, targeted demographic. We have been successful with this effort by maintaining social media accounts on a daily basis, keeping viewers engaged with current, important information and shares of unique posts.

2. What was the total amount spent on marketing? $7,450

3. **What were the sources of funding for marketing?** Funding sources come from all fundraising activities done throughout the year, sponsorships of events and grants awarded.

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:** Friends of A1A Scenic & Historic Coastal Byway: 2,377 current followers, up from 1,917 followers in January 2017, up from 1,285 followers in January 2016, more than double January 2015's followers of 919 and nearly 5x January 2014's followers of 533.
   - **Twitter**: @scenicA1A: created July 2014, **A1A current followers 839,** up from 667 in January 2017 and 471 in January 2016, A1A currently following 397
   - **YouTube**: www.youtube.com/user/FriendsofA1A/videos

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

   St. Johns County Visitors: 2016-17 Snapshot

   - Spent a total of $1.1 Billion
   - Paid $167 million in state and local taxes (Not updated)
   - Supported more than 29,000 jobs
   - Paid $10.1 million in TDT taxes (Tourism Development Taxes aka Bed Tax)

- $24 Billion total economic impact
- $703.7 Million in payrolls and proprietor income

Flagler County Visitors: 2016-17 Snapshot

- Revenue Generated by Tourism Provides:
- $524.5 million in economic impact
- Generates $7.8 million in local sales tax revenue
- Creates 5,063 Jobs supported by tourism
- Pays $137.8 million in compensation
- Supporting Local Programs including: Infrastructure, Arts & Culture, Public Safety, Environmental Programs, Schools

6. **Has the impact of the scenic highway on local tourism trends been identified in any way? If so, please describe**. We continue to see visitors engage the local business community and the Friends of A1A Scenic & Historic Coastal Byway with requests for information on itinerary options, referrals for hotel, dining and shopping information, beach and waterway access information and overall activism along the byway regarding local annual events hosted by our partners. We estimate there is a high return on investment for municipalities and the business community though their partnership with the scenic highway community.

7. **Please describe how the byway organization is working with local tourism agencies.**
Visit Florida research shows a continued upward trend in visitors to Florida with continued increases over 2016. Data may be viewed by visiting http://www.visitflorida.org/resources/research/ and we utilize the information to tailor our directives and marketing efforts to compliment our state's tourism arm.
In addition, we work closely with our St. Johns County and Flagler County tourism offices to maximize their investment and efforts in the community through our marketing efforts and by providing high quality annual events that visitors look forward to each year.

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.)?**
District 5 Workshop in DeLand, SHAC Meeting with FSHP Members & Discussion/Conference in Tallahassee and via quarterly conference calls. Work plan session and board feedback sessions.

3. **What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?** Our greatest challenge is not exhausting core volunteers and donors. Recruitment of a larger group of volunteers and donors would be helpful to execute the programs and

expand community engagement. With the anticipated capital campaign on A1A's 2018 goal list, expansion of opportunity is important to success.

Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted?
   2008 with a minor update in 2013
2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?
   Unsure. Funding is an issue to the BMP update.
3. Does your byway organization have questions about or need help deciding when to update the BMP?
   Yes.

Section 9: Final Comments

1. Please list any other significant accomplishments or activities that have not been captured in this report. We are excited to see new members of the community step up to serve on the Friends of A1A Board of Directors and help carry on the mission of this important organization. Celebrating our 15th year as a National Scenic Byway starting in the summer of 2017 and carrying it forward into 2018, we're proud of all that has been accomplished and are steadily planning for all that will be accomplished in the future!

Over the course of 2017, the Friends of A1A Scenic & Historic Coastal Byway and supporting CME volunteers generated 3,404 volunteer hours. Calculating the rate of value at $24.14 that is $82,172.56 in volunteerism throughout the community.
We have had a significant and successful year. Ongoing support from FDOT FSHP Office grant writing, technical support and training are always appreciated.