



2017 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Ormond Scenic Loop and Trail

Form Completed by: Rob Bird

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Section 1: Completed Projects

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

- Yes** – If more than one project was completed in 2017, make a blank copy of Section 1 starting at “Completed Project #1.” Paste this blank copy into the report below Project #1 and change the project number for each subsequent completed project.
- No

Completed Project #1

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

3. Project Budget

| | |
|---|-------|
| Project Cost and Sources of Funding: | \$0.0 |
| Government Grant(s) (federal, state, or local) | |



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| | |
|--|---------|
| | |
| 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) | \$96.56 |
| Total Cost of Project \$0.00 | |
| Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i>) | |
| Net Gain or Loss | |

IRS Volunteer Rate: \$24.14/hr.

4. Project Dates:

- a. Start Date (can be prior to 2017) On-going
- b. Completion Date (must be in 2017) On-going

Our two trail walks were in March 2017 and November 2017.

5. Project Lead

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

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

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

Twice a year on an ongoing basis the OSLT Byway Organization organizes professionally guided public walks along one of about a half dozen trails on the byway corridor. In 2017 the March trail walk was at Bulow Plantation Ruins; the November trail walk was at John's Island in Tomoka State Park. The walks last about 2 hours and focus on the plant and animal biology and natural history of what we see on the walk. They are led by Dr. Don Spence, plant pathologist and biology professor at Bethune-Cookman University. Don is also a certified arborist.

We usually have from 8 to 25 participants. Don discusses the natural history of the area and focuses on the plants and animals we encounter along the way. We believe the trail walks deepen the appreciation of the natural and scenic resources of the byway and provide word-of-mouth promotion of it.



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The trail walks are advertised in an email sent to our mailing list and in PSAs published by newspapers locally and in Orlando. We write up a post-walk report with photographs to post on our web site and send it to local papers, which sometimes print them.

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

We've sponsored 17 of these walks since 2008 and what we're doing works well. We find Saturday mornings to be the best day and time for walkers. Newspaper announcements and good weather are vital in attracting participation.

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?

Our guided trail walks are our most direct form of educational community outreach. Some 20-30 individuals and families participate each year. They seem to come away with a greater appreciation for the scenic and natural resources of the byway and some return for subsequent walks. The walks are free and organized and led by volunteers so the return on investment is excellent.

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

The trail walks are targeted at OSLT Corridor Management Plan Goal 4, Public Education.

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

- Dr. Don Spence, Plant Pathologist, Biology Professor at Bethune Cookman University, and a certified arborist leads the trail walks.
- The walks are organized by OSLT's vice chair Rob Bird.
- Newspapers print announcements and write-ups as a public service.
- Webmaster Paula Wehr posts announcements, reports, and photographs on our web site.



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

Completed Project #2

11. Project Name: **Presentation/Lecture “The Ormond Loop—Off the Beaten Path”**
by Florida State Parks biologist Charley DuToit.

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

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

13. Project Budget

| | |
|--|---------|
| Project Cost and Sources of Funding: | \$0.00 |
| Government Grant(s) (federal, state, or local) | |
| Private (individual donations, business sponsors, foundations, special events, membership) | |
| Earned Income (merchandise sales, fees for programs, etc.) | \$250 |
| In-kind value (only include if allowed as matching for grant) | \$60.35 |
| Total Cost of Project \$0.00 | |
| Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i>) | |
| Net Gain or Loss | |

IRS Volunteer Rate: \$24.14/hr.

14. Project Dates:

- a. Start Date (can be prior to 2017) :



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b. Completion Date (must be in 2017) :

The presentation was in October 2017

15. Project Lead

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

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

The project was a collaboration among three organizations, Tomoka State Park, Friends of Tomoka Basin State Parks, and the Ormond Scenic Loop and Trail. Aggie Armstrong, Tomoka State Park Services Specialist, spearheaded the project.

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

Tomoka State Parks biologist and local historian Charley DuToit gave a 90-minute illustrated lecture in the Recreation Hall at Tomoka State Park on the archaeology and historical context of abandoned structures along the corridor. The subtitle, Off the Beaten Path, reflects the location of most of these sites away from the byway roadway itself and generally unknown even to most locals. This aids in their preservation.

The project entailed coordinating among the groups and the speaker for the best date and time for the presentation, for the set-up and take-down of the Recreation Hall including sorting out audio-visual requirements for the talk, and advertising it in newspapers and via the mailing lists of the three organizations.

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

Advance planning and close communication among representatives of the collaborating organizations was indispensable and successful.

It's almost a cliché that there's always a problem with the audio-visual set up because every institution's equipment is different and new to unaccustomed users so early arrival is a good idea. Co-



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sponsors' representatives and speaker all turned up early so the inevitable issues were resolved in time.

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?

The program attracted 90 attendees. The facilities were donated by Tomoka State Park and the speaker donated his time. The organizers were volunteers so there was no cost for the event itself. Tomoka State Park admission fees were assessed as usual. Estimating 50 cars for 90 people the Park collected about \$250 in admission fees for the event.

As for the trail walks, knowing more about the byway corridor's historical structures and history raises public awareness of the byway's resources and increases the likelihood they will revisit them.

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

- Corridor Management Plan Goal 3, Community Support and Participation, Objective 3.2, Advise the public of meetings and events in the Corridor
- Corridor Management Plan Goal 4, Public Education, Object 4.1, Provide education programs.

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

- Tomoka State Park. Provided facilities and ranger assistance for the presentation. Park Services Specialist Aggie Armstrong secured the speaker, coordinated the groups, and arranged for community advertising for the event.
- Friends of Tomoka Basin State Parks provided assistance with arrangements, set-up and take-down, and advertising to its mailing list.
- The Ormond Scenic Loop and Trail provided assistance with arrangements, set-up and take-down, and advertising to its mailing list.

Completed Project #3



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21. Project Name: **Doppelt Grant Application**

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

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

23. Project Budget

| | |
|--|--------|
| Project Cost and Sources of Funding: | \$0.00 |
| 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 | |
| Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i>) \$0.0 | |
| Net Gain or Loss \$0.0 | |

IRS Volunteer Rate: \$24.14/hr.

24. Project Dates:

- a. Start Date (can be prior to 2017) : 01/2017
- b. Completion Date (must be in 2017) : 01/2017

25. Project Lead



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Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)?

Yes or No (highlight a response)

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

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

The Doppelt Family Trail Development Fund, an element of the Rails to Trails Conservancy, provides grants “to support organizations and local governments that are implementing projects to build and improve multi-use trails.” Our application was to provide our own funding source for an observation platform on the Red Trail in Tomoka State Park on the model of the platform OSLT and Halifax River Audubon built at Summer Pond off Pine Tree Road on the byway corridor.

The platform would provide “an overlook so that hikers may enjoy the environment without damaging the flora and fauna at the border of the wetlands” the platform would overlook

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

Funds were not awarded in 2017 so it's hard to say but we will persevere and try again in 2018.

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

Had the grant been awarded and the observation platform built the Red Trail walking experience would have been enhanced and the damage to plants in particular from trail walkers who approach the wetlands' edge by walking to it over the ground would be mitigated.

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

From our Corridor Management Plan Goal 1.1.5, Identify sources of grants; Goal 1.3, Develop provisions for safe and aesthetically attractive public facilities that protect resources while enhancing the visitors' experience and education.



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

Rick Gardner, our Treasurer, wrote and submitted the grant application.

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

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.

- A still-active project from prior years is the construction of an observation platform on the Red Trail in Tomoka State Park. We have blueprints for the platform but continue to work with Tomoka State Park to work out the details of construction. The location is a section of the trail that approaches wetlands and marsh to the east of the trail. The situation currently is that some trail walkers leave the trail to go to the waters' edge for the view across the marsh, damaging plants as they go. The platform will provide visitors a slightly elevated and secure place to take in the view without damaging the surroundings. We have a funding source for this project but in the event, it is withdrawn we are seeking grant funding elsewhere.
- The OSLT submitted its 2016 Annual Report on time.
- The Ormond Beach Bike Plan, finalized in late 2016 by the Ormond Beach Division of Recreation and Parks, identifies its Kings Highway Heritage Shared Use Path as “complementing the existing Ormond Scenic Loop and Trail” and an illustrates its location with the map of the byway from the OSLT's website.
- Joe Jaynes attended the teleconference workshop with DOT staff and consultants on September 25th. One issue discussed was criteria for assessing byway organizational viability.
- Rita Press and Rob Bird attended the MacDonald House Workshop on February 21st. The MacDonald house, built on Granada Blvd opposite the Ormond Hotel in 1903 and named for William MacDonald, one of its later occupants, now houses the Ormond Beach Historical Society and over the years has fallen into disrepair. In the public workshop Rita and Rob attended several options for the disposition of the historic structure were discussed, including full restoration.
- Joe Jaynes attended the District 5 Scenic Byways Workshop on March 9th. Joe presented a Power Point presentation on using trail walks as a marketing tool and a way for citizens to experience the scenic byway. He reported that the workshop allowed the byway leaders to interact with the DOT staff.
- The byway emailed elected officials and affiliated organizations with activity announcements.
- Joe Jaynes submitted to the Division of Corporations its required annual report for 2017 and paid the required fee to maintain the OSLT's corporate status.
- Our District 5 FSHP representative Claudia Calzaretta oversaw the Scenic Signs Assessments and Signing Plans project and that signs needing to be replaced have been.



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- Paula Wehr is on the advisory committee for the Tomoka Basin Aquatic Preserve Management Plan as an affiliate of the Ormond Scenic Loop and Trail and had input on the plan's final version, released in 2017.
- The OSLT's Annual Work Plan for 2017 was submitted by Joe Jaynes in a timely fashion.
- Richard Gardner filed IRS Form 990 Return of Organization Exempt from Income Tax to maintain the OSLT's tax exempt status.
- Joe Jaynes filed with the Florida Department of Agriculture and Consumer Services to maintain the OSLT's solicitation of contributions registration.
- At the end of January Joe Jaynes participated in the S.R. 40 SUN Trail Network concept development and evaluation walking tour to fill the Ormond Gap along S.R. 40 from Cassen Park to A1A. Construction is likely 10 years off, particularly if easements need to be settled or if property needs to be purchased.

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:** Taken together our trail walks, presentations, and the Byway Organization 's public identity with the Ormond Loop to those who see the byway as a destination for motorcycle events and general tourism generates revenue for area motels, restaurants, and retail outlets.
- b. **Quality of life:** Our stakeholders in the community including the City of Ormond Beach and Volusia County support our vision of the preservation of the byway's scenic, historic, and recreational resources.
- c. **Environmental:** Members of the OSLT are actively involved in efforts to preserve the byway's environmental resources as members of the group and of other groups with that goal and also engaged in development projects past and present such as observation platforms and trail head signs.
- d. **Other:** In 2017, the OSLT counted 245.5 volunteer hours, including meetings, projects, and other activities. Using the IRS rate of \$24.14/hour the value of volunteer hours in 2017 comes to \$5,926.37.

Previously completed projects carry over from prior years and continue to contribute to our mission to enhance the experience of visitors to the byway. We believe these projects continue to serve in the Quality of Life area.

- Summer Pond Observation Platform and Trail Head Sign.
- Boardman Pond trail head sign.
- Woodham Woods dedicatory trail marker

2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2017:



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- Hurricane Irma in September 2017 did significant damage to dune walkovers along the byway corridor on A1A. Turtle season prevented reconstruction during 2017 but contracts have been signed to rebuild county walkovers and those should be finished in the first part of 2018. Private walkovers are up to residents to repair or rebuild. When walkovers are not rebuilt people make their own pathway to the beach through the dunes, denuding sand-retaining dune plants and increasing the risk of dune erosion. This will be an ongoing problem.
- Spontaneous car pull-offs along the east side of A1A are also a chronic problem. Cars pull off the road onto the shoulder and eventually sand replaces plants. In the fall of 2017 DOT coned off some of these areas and planted sea oats in the sand. By and large the plants have survived into 2018 but we'll see whether they take hold.
- The massive Plantation Oaks manufactured home development on Old Dixie Highway, stalled by the recession beginning in 2008, is now under development and expecting its first occupants in the spring of 2018. The main road through the 233-acre, 427-lot manufactured home development will be Broadway Avenue, which will link U.S. Highway 1 and the development with the byway at Old Dixie Highway. We expect this to dramatically increase the traffic along the northern, most scenic parts of the byway. The developers have addressed one concern during the initial build-out, which is to keep construction truck traffic off Old Dixie. The Broadway Avenue gateway entrance to the project on Old Dixie Highway remains barricaded off for now.
- Also in the wake of the 2008 recession and its numerous home foreclosures, Ormond Beach and Ormond-by-the-Sea suffered from a large inventory of “zombie houses” (bank-owned foreclosures) in disrepair which affected to some degree the general character of the byway corridor. The inventory of these houses has been significantly reduced during 2017, partly because of the improved real estate market and partly because the City of Ormond Beach enhanced its code enforcement efforts and arranged with the city's landscape contractor to mow tall grass at unoccupied homes and to bill the bank or management company owning the foreclosed homes for the work.
- In November 2017, the county mulched about half an acre of pristine dune scrub in Bicentennial Park on A1A in Ormond-by-the-Sea. This move significantly degraded the park's scenic resources and the walking experience along the unique beach-to-river trail through the park. Although the work caught many regular park users by surprise it had been planned in 2015 as an expansion to the existing dog parks at Bicentennial. Citizens from the area, including an OSLT member, petitioned the County Council not to proceed further with the project arguing that it wouldn't benefit the dog parks and would be a loss of irreplaceable scenic scrub. They prevailed and the County Council canceled the project. The mulched area is expected to regrow over the next decade and beyond.

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.

The principle method for keeping stakeholders apprised of the Byway Organization 's activities is our email list. Public service announcements in area newspapers reach those not on our list. These

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papers include the Daytona Beach News-Journal, the Daytona Times, the Ormond Hometown News, the Ormond Observer, and the Orlando Sentinel.

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

There are no concerns.

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

We hope that our mailing list and public projects like trail walks will attract not only additions to the mailing list but active Byway Organization participation. When specific projects are involved we may seek specific partners. For example, for the Red Trail Observation Platform we have sought volunteer construction assistance from a variety of sources.

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.)?**

Yes, in that our mailing list continues to grow by about one to two dozen names per year. We do have drop-by's at meetings from time to time but few go on to attend regularly.

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

Our mailing list currently reaches about 170 individuals and organizations.

6. **Describe how the byway organization assisted its partners in 2017.**

The byway assisted Tomoka State Park and the Friends of Tomoka Basin State Parks in arranging for the Ormond Loop history presentation by Charley DuToit. OSLT members also belong to and participate in other organizations such as the Florida Native Plant Society, Halifax River Audubon, Citizens for Ormond Beach, and North Peninsula Preservation.

Section 5: Funding

1. Does your byway organization have an annual budget? (highlight a response)

- **Yes** – Please email as an attachment to wanda.maloney@floridascenichighways.com
- No – Please provide the following revenue information for 2017:

| | |
|---|----|
| Government Grant(s) (federal, state, or local) | \$ |
|---|----|

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| | |
|---|----|
| Private (individual donations, business sponsors, foundations, special events, membership) | \$ |
| Earned Income (merchandise sales, fees for programs, etc.) | \$ |
| In-kind value | \$ |
| Total Funding | \$ |

2. Please describe your outstanding funding needs in the following categories:

- a. Project(s) or program(s) that lack funding: The Red Trail Observation Platform has donated funding but the byway would like an independent source.
- b. Total amount of funding needed (in dollars rounded to nearest \$100): Approximately \$1000.
- c. Potential sources of funding identified:

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

None.

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

By and large we have been able to obtain funding for specific projects. Currently operating expenses are covered by small donations and assets on hand. One person responded to our membership brochure and sent in \$20.

5. Please describe your funding success stories from 2017. For example: a successful fundraising event or identifying a new source of funding.

Our donor for the Red Trail Observation Platform has remained in support of the project through the vicissitudes of the project's planning and execution.

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*.

The Byway Organization maintains a web site here: www.ormondscenicloopandtrail.com

The OSLT website is linked twice in a full online article on the byway, “Roadtrip: Ormond Scenic Loop and Trail” (<http://www.floridarambler.com/northeast-florida-getaways/ormond-scenic-loop-and-trail-rare-ride-through-old-florida/>). The article is posted by “FloridaRambler.com Getaways to the Authentic Florida.” One of the



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links is embedded under the Byway Organization name, the other is embedded beneath the label “The official site for the road, produced by committed volunteers.” We concur.

The Byway Organization also markets with two tri-fold brochures about the Ormond Scenic Loop and Trail that are in targeted distribution. They invite donations but function principally as souvenirs since donations from them are rare. Additional printed marketing tools include picture postcards for which a dollar donation is requested and logo t-shirts for sale. The Ormond Scenic Loop and Trail continues to be represented on an ongoing or occasional basis when our members attend meetings of Citizens for Ormond Beach, Ormond Mainstreet, the Ormond Beach City Commission, Halifax River Audubon, Florida Native Plant Society, Ormond Beach Garden Club, and Ormond Beach Historical Trust.

2. What was the total amount spent on marketing?

The Byway Organization spent approximately \$60 for website hosting in 2017.

3. What were the sources of funding for marketing?

Revenue sources for marketing materials come principally from donations. This source has thus far been sufficient.

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.):

The OSLT has a Facebook Public Group page at <https://www.facebook.com/groups/104858946222919/>, our only social media presence. As a measure of the page's effectiveness at the end of 2017 there are 36 members, 6 more than in 2016. The byway is represented on Facebook in other ways not administered by the Byway Organization. A search for “Ormond Scenic Loop” provides links to three other pages. One is to an apparently new site called popflock.com, which appears to be a music locator site. Yet it includes the entire Wikipedia entry on the OSLT including the link to our site. It also provides large thumbnail links to 42 user-submitted videos about the OSLT, including our “Pure Florida” video. Facebook also links to Evensi, a “search engine devoted to geo-located events.” there is also an “about Ormond Scenic Loop and Trail” Facebook page in the category Landmark that is “automatically generated based on what Facebook users are interested in”: <https://www.facebook.com/pages/Ormond-Scenic-Loop-and-Trail/324317637580707?fref=ts#>. This page links to the Wikipedia article above, which in turn links to our web site. The page has 145 Likes, 14 more in 2017 than 2016.

There is a Wikipedia article under the title we use, “Ormond Scenic Loop and Trail,” that indirectly links to us in its footnotes: https://en.wikipedia.org/wiki/Ormond_Scenic_Loop_and_Trail. This entry appears unaltered from 2016.

Our byway has a significant internet presence driven to some degree by the Byway Organization but largely by the visitors who drive the byway and put up reviews, videos, photographs, or other virtual contributions. Below is a review of a small sample of what the Google search engine yields about the byway:



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A search for “ormond scenic loop and trail” at the end of 2017 returns 11,700 results, 9,820 (about 84%) more than 2016. Twenty-sixteen was up about the same percentage from 2015. 1880 results, 320 more than in 2015.

The first three search results are for our web page, the FSHP page for our byway, and a link to an ad from www.daytonabeach.com, a promotional site maintained by the Daytona Beach Convention & Visitors Bureau.

A search of the phrase “ormond scenic loop” returns about 197,000 results. All of the first five results link to the byway's web page, including Yelp and TripAdvisor. We can infer from the inclusion of the Byway Organization 's website link in these listings that in general public perception the OSLT is official organization of The Loop.

YouTube displays 314 results for the search “Ormond Loop” including the OSLT's two-part video “Pure Florida” from 2007. The two parts together have 12,808 views, more than 1,400 more than in 2016.

Visitflorida.com links to the Byway Organization website and a page on our guided trail walks.

Alltrails.com has a page for the Byway with a link to the Byway Organization.

The logo product web site Zazzle sells Ormond Scenic Loop t-shirts, coffee mugs, and post cards printed with a tree canopy byway photo.

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

Tourism may have increased in Volusia County over 2017. Tourism-related tax revenues are an index of the amount of tourism. According to figures from the Revenue Division of Volusia County in the table “Tourist and Convention Development Tax Collections,” collections as of December 31, 2017, were up 12.93% in the Halifax area where the OSLT is located. According to the Hotel and Lodging Association of Volusia County hotel/motel occupancy in 2017 was up over 2016 10 out of 12 months.

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

We have no hard data but visitor-submitted videos, photos, and reviews at web sites indicate the byway brings people from out of the area. There are 458 user reviews of the byway experience on TripAdvisor since 2012, about 100 of them posted in 2017, mostly 5 stars out of 5. Probably about 75% are by people outside the area. TripAdvisor states that the Ormond Scenic Loop “is ranked #2 of 100 things to do in Ormond Beach.” We're guessing the beach is #1.

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



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Links to the byway website are posted on web sites for Visit Florida, A1A Scenic and Coastal Byway, and Tomoka, Bulow, and North Peninsula state parks, and Daytonabeach.com,

Section 7: Byway Organization

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

The Byway Organization is an entirely volunteer 501(c)(3) nonprofit corporation.

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

Our Chair Joe Jaynes attended the FDOT District 5 Scenic Highways Workshop March and a DOT teleconference in September.

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

Recruiting new members is an ongoing challenge. The Byway Organization 's momentum is sustained by a core group of fewer than ten regularly attending members most of whom have been involved with the byway project for a decade. Our best recruitment tools would seem to be our mailing list and public activities such as our guided trail walks but while these do generate interest in the byway the seldom bring people to board meetings.

Section 8: Byway Management Plan (BMP)

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

Adopted 2007.

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

The Byway Organization will consider the need for a BMP update annually. Because our byway resources have not substantially changed since designation and the goals, objectives, and strategies we laid out in our original 2007 CMP and reviewed in our 5-year CMP update in 2012 continue to serve us well, we do not anticipate the need for a BMP update over the next several years. Additionally, the critical components of the BMP; the vision/mission, goals & objectives are given a yearly review by the board during the annual Work Plan cycle.

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

No.



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Section 9: Final Comments

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

Our summary for the year's activity and accomplishments carries over from last year. Our Byway Organization is small but committed. We accomplish projects within the reach of our volunteer membership and are a visible presence both in the community and before city and county legislative bodies. The Ormond Scenic Loop and Trail Byway Organization remains, we believe, a good steward of the Byway.

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