FLORIDA SCENIC HIGHWAYS PROGRAM

A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

2018 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Broward A1A Scenic Highway
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Section 1: Completed Projects

Did your byway organization complete one or more projects in 2018?

- ☐ **Yes –** If more than one project was completed in 2018, make a blank copy of Section 1 starting below at "Completed Project #1." Paste this blank copy into your report below Project #1 and change the project number for each subsequent completed project.
- ☐ **No**

Completed Project #1

1. **Project Name: A1A Landscape Project – Ft. Lauderdale**

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.
   - ☐ **Promotion** – brochure, video, advertising, etc.

3. **Project Cost**

Total Cost of Project (rounded to nearest $100): $ 1,982,000

Sources of Project Funding:	
Government Grant(s) (federal, state, or local)	$1,982,493
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)	$
Other _____	$
Total Cost of Project	$

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue, leave blank if not applicable*)	$

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4. **Project Dates:**
   a. **Start Date** (can be prior to 2018: 2/2015
   b. **Completion Date** (must be in 2018): 8/2018

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, indicate the project lead and describe the role the byway organization played:

   The Broward MPO was the lead organization for the project and FDOT was responsible for the construction of the project. Both agencies are members of the Byway Organization

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

   Construct landscaping and beautification improvements along A1A from Oakland Park Blvd to Flamingo Ave.

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

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

   The project is located in a high tourism area which consisted of mainly hardscaping. The goal of the project was to create a more welcoming environment along the corridor therefore enhancing the byway visitor experience.

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

   - Goal 2: Support economic development & tourism

10. **List and describe the role of all project partners:**

    Broward MPO was responsible for the planning. FDOT was responsible for design and construction

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

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Completed Project #2

11. Project Name: Pompano's Fishing Village Phase I

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.
- ☐ **Promotion** – brochure, video, advertising, etc.

13. Project Cost

Total Cost of Project (rounded to nearest $100): $ Total project costs not available

Sources of Project 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)	$
Other _____	$
Total Cost of Project	$

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - *not all projects generate revenue, leave blank if not applicable*)	$

14. Project Dates:

a. **Start Date** (can be prior to 2018: 2013
b. **Completion Date** (must be in 2018): 5/2018 (Phase I)

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, indicate the project lead and describe the role the byway organization played:

The City of Pompano Beach was the lead organization for the project. The City is a founding member of the byway organization

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

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paragraph article about the project):

Pompano Beach Fishing Village is a rezoning approved June of 2017 (amendment to a 2013 rezoning) that included a master plan for the construction of a new parking garage, several retail and restaurant spaces, on-site ground level parking and the development of "Pier Street". It includes approximately 45,000 square feet of retail/restaurant and a 150-room hotel. The completion of Phase I marks the opening of new retail/ and restaurants in the area, with more to come in future phases.

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

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

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

    - Goal 2: Support economic development & tourism

20. **List and describe the role of all project partners:**

    The City of Pompano Beach was the lead agency for this project

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. Describe any other noteworthy accomplishments from 2018 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2018.

   Currently, the FDOT has a corridor improvement project underway along SR A1A in Hollywood. This project is intended to enhance the visitor experience and includes road resurfacing, median enhancement, widening sidewalks, ensuring ADA compliance, upgrading lighting and the addition of bike lanes. In working with our local partners, the Broward MPO has programmed additional corridor improvement projects for several segments of the corridor over the next 5 years including roadway lighting, bike/pedestrian improvements, environmental resiliency and road resurfacing. These projects are intended to help enhance the visitor experience and support long-term community sustainability.

Section 3: Previously Completed Projects and Byway Resources

1. Describe the significant benefits or positive impacts from projects completed prior to 2018. Name the project and summarize any benefits or measures of success in all areas below that apply:
   a. **Economic:** Major retail, residential and tourism related construction projects have occurred over the last year along A1A. This includes projects in the cities of Dania Beach, Hallandale Beach,

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Fort Lauderdale, Hollywood, Pompano Beach and Deerfield Beach. These construction projects have led to increased tourism, tax revenue and general activity along the corridor.

b. **Quality of life**: Deerfield Beach A1A bicycle and pedestrian improvements connect gaps in the beach front network which improves the quality of life and safety for both the residents and tourists of Broward.
c. **Environmental:** The Fort Lauderdale environmental resiliency project improved the corridor's ability to withstand major storms and rising tides.
d. **Other**:

2. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2018:

None that we are aware of

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 2018.

   Our marketing partner the Greater Ft Lauderdale Convention and Visitors Bureau (GFLCVB) has teamed with a number of local/regional agencies and organizations (i.e. Visit Florida, tourist development agencies, Chambers of Commerce & local governments) to support tourism along our byway.

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

   Not at this time

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

   Our individual municipalities appoint citizens who are active in their community to the byway organization

4. Is there evidence that more stakeholders are involved/interested in and/or aware of the scenic highway (more people receiving newsletter, attending meetings, volunteering, etc.)?

   The GFLCVB has noted increased involvement. The GFLCVB was created by the Broward County Board of County Commissioners in 1987 and is funded by a portion of the six percent tax on hotel rooms. The 38-member staff of the GFLCVB promotes the Greater Fort Lauderdale area as a premier year-round leisure and meeting destination. The Bureau reported a 4.3% in visitors arriving in Great Ft Lauderdale (2018).

5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)? 8

6. Describe how the byway organization assisted its partners in 2018.

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The byway organization assists its partners by providing a unified vision for the corridor and working together to ensure each project is aligned to meet that vision.

Section 5: Funding

1. Does your byway organization have an annual budget? (highlight a response)
   - Yes – Email as an attachment to wanda.maloney@floridascenichighways.com
   - **No** – Provide 2018 revenue information in the table below in dollars rounded to the nearest $100

2018 Revenue table:

Government Grant(s) (federal, state, or local)	$0
Private (individual donations, business sponsors, foundations, special events, membership)	$0
Earned Income (merchandise sales, fees for programs, etc.)	$0
In-kind value (volunteer time)	$0
Total Funding	$0

2. Describe your outstanding funding needs in the following categories:
   a. Project(s) or program(s) that lack funding:
   b. Total amount of funding needed (in dollars rounded to nearest $100):
   c. Potential sources of funding identified:

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

   Based on community input, the MPO programs projects to approved funding levels.

4. Describe the organization's challenges to obtaining funding.

   Lack of members taking leadership role in seeking out local funding

5. Describe your funding success stories from 2018. For example: a successful fundraising event or identifying a new source of funding.

Section 6: Tourism Promotion

1. Describe the methods used to promote tourism in 2018 for the scenic highway and *the effectiveness of each* (website, brochure, festival booths, advertisements, social media, etc.).

   The majority of our promotional efforts are done via www.sunny.org which is maintained by the

GFLCVB. The Broward A1A Scenic Highway's Web site is hosted on the GFLCVB site at www.sunny.org/scenichighway.

2. What was the total amount spent on tourism promotion? $0 (byway organization spending)

3. What were the sources of funding for promotion? All marketing is done by the GFLCVB (approximately $30M/yr.)

4. List the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.): N/A

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

   Greater Ft Lauderdale/Broward County reports the following local tourism trends for 2017 *(Economic Impacts of Travel, 2015-2017/Great Ft Lauderdale Florida, June 2018)*

   - ***Spending.*** Direct travel spending ($7.6 billion in 2017) in the Greater Fort Lauderdale area increased by 7.1 percent for the year in current dollars.
   - ***Employment.*** Travel-generated employment (59,450 jobs in 2017) increased by 0.3 percent for the year. The average annual rate of employment growth over the past three years has been 3.1 percent.
   - ***Tax Revenue.*** Travel generated local and state tax revenue ($435.3 million in 2017) increased by 7.8 percent for the year.
   - ***Travel Activity.*** Visitor air arrivals on domestic airlines were up 8.2 percent for the year compared to a 7.2 percent increase the preceding year. Domestic visitor air travel to Greater Fort Lauderdale has grown at an average annual rate of 4 percent since 2010. Commercial lodging sales amounted to $1.3 billion in 2017. An increase of 9.5 percent for the year.

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

   Although the GFLCVB has identified an increased interest in the scenic highway the impact of the byway on tourism has not been measured

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

   We work closely with the GFLCVB to help promote the byway. Since the GFLCVB represents all of Broward County, it makes it a lot easier to collaborate with them.

8. If applicable, describe how your byway organization was able in 2018 to take advantage of the benefits of the Visit Florida Partnership provided by the FSHP. Describe both positive results and challenges associated with the partnership.

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We are a small organization with limited resources. Use of our FSHP provided Visit Florida membership was limited to the following:

1. Listing in the yearly Visit Florida vacation guide
2. We enhanced our web listing with byway specific contact information and photography
3. We used Visit Florida visitor research data to help complete this annual report

It is important to note that our partner GFLCVB is a long-time member of Visit Florida and as a byway partner we are able to gain access to Visit Florida if needed through their membership

Section 7: Byway Organization

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

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

   - Produced 2019 Work Plan (As part of work plan development we first review our mission, goals and objectives).
   - Production of the 2018 Annual Report

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

   The greatest challenge continues to be member recruitment & retention. The MPO has lead this group for several years. Our preference is to build a more grass-roots, volunteer-based organization.

Section 8: Byway Management Plan (BMP)

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

   2014 (Five-Year CMP update)

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

   Not known at this time

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

   Not at this time, however assistance may be needed in the future

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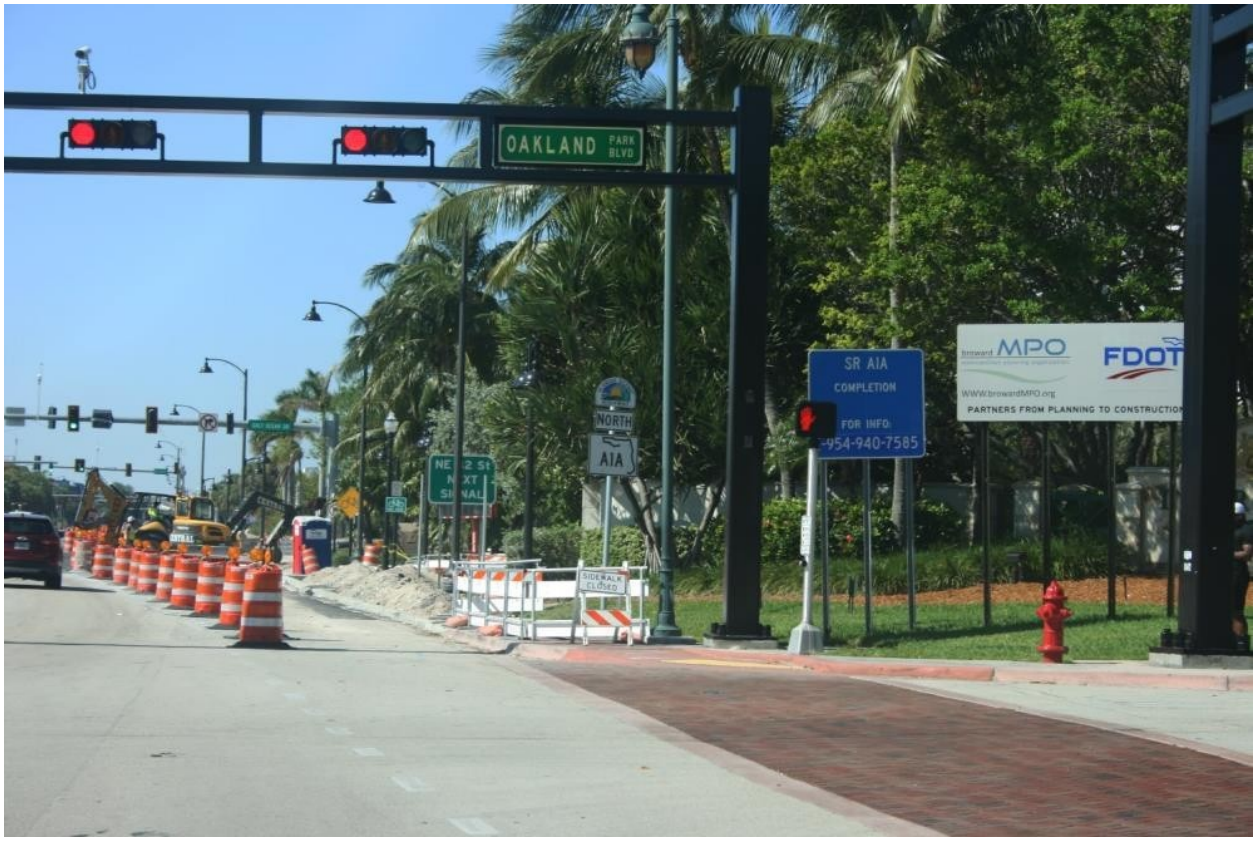
Section 9: Final Comments

1. List any other significant accomplishments or activities that have not been captured in your report.

POMPANO BEACH
FISHING VILLAGE
EDSA
1 BUILDING P (PARKING GARAGE)
2 BUILDING R4
3 BUILDING R5A
4 BUILDING R5B
5 BUILDING R5C
6 BUILDING R1
7 BUILDING R2/DECK R2
8 BUILDING R3/DECK R3
9 BUILDING C1
10 LOADING ZONE/VALET DROP OFF
11 BUILDING C2
12 PROPOSED PUBLIC ART
13 PROPOSED GATEWAY ARCH
14 POMPANO PIER PLAZA
15 BUILDING E
16 BUILDING E DECK EXPANSION
17 PROPOSED SHADE STRUCTURE
18 BEACH ACCESS
19 EXISTING DUNE
20 POMPANO BEACH MUNICIPAL PIER
NE 3rd ST
EAST PARCEL
PIER STREET
NE 2nd ST
NORTH OCEAN BLVD. SR A1A
NORTH POMPANO BEACH BLVD


OAKLAND PARK BLVD
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COMPLETION
FOR INFO:
954-940-7585
broward MPO
FDOT
WWW.browardMPO.org
PARTNERS FROM PLANNING TO CONSTRUCTION
SIDEWALK CLOSED