



## 2018 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Pensacola Scenic Bluffs 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: Scenic Highway Trolley/Ferry Tour and Annual Meeting

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): \$ 3,000**

Sources of Project Funding:	
<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$ 3,000
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b> (only include if allowed as matching for grant)	\$
<b>Other</b> _____	\$
<b>Total Cost of Project</b>	<b>\$ 3,000</b>

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i> )	\$ 4,500
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**4. Project Dates:**

- a. **Start Date:** 10/13/2018
- b. **Completion Date:** 10/13/2018

**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:

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

Forty participants boarded one of two trolleys at the area where the ferry is moored. They received gift bags containing note cards made from old postcards. With one tour guide on each trolley, participants heard about the features of interest on Scenic Highway while following the route on a map. The Go Retro trolley was equipped with a video screen, which displayed old photographs of the points of interest. The trolleys stopped at the Days Inn for refreshments. It was here where a brief annual membership meeting took place. The trolleys then drove participants back to the port where everyone boarded the ferry. The captain piloted the ferry north along the bluffs for an hour, turned, and piloted back to a point just south of the dock. Along the way, there were drawings for door prizes, sets of coasters depicting the old chimney. There the captain treated everyone to a magnificent sunset. The ferry let everyone out at the dock, and participants returned to their cars.

**7. Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success? Make sure the trolleys are all ADA compliant. Find a better venue for refreshments. Try to pick a date with fewer competing community activities. Create paper and smartphone tickets. Provide more ways to pay for tickets in addition to PayPal. Create a booklet to go along with the tour. Plan for a quiz or game during the refreshment hour. We doubt that a ferry trip will be an option again, due to the cost.

**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? All the participants were wildly enthusiastic about their experiences. It is they who are encouraging us to repeat the trolley tour. Many people saw our flyers and read about the planned event in the local paper.

**9. Byway goals addressed:** What planning goals are addressed by the project? Raising both money and awareness of the historic, geological and ecological significance of their highway.

**10. List and describe the role of all project partners:** Five partners were engaged for the event. (1) Sheila Hicks of Vowells Printing produced the flyers. She provides fast service and gives us great prices. (2) The City of Pensacola's GIS Department created maps for us. (3) We rented from two different trolley providers. We learned at the last minute that our first trolley wasn't ADA compliant.



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The second provider, Wesley Odom with Go Retro, moved heaven and earth for us even though it was literally the day before the event and we had just had a hurricane-related storm. (4) The ferry service owner went out on a limb to give us a deeply-discounted price. He, the captain, and crew were wonderful to work with. (5) The food manager at the venue we chose for refreshments made big promises and couldn't deliver. Working with him was an extremely unpleasant experience.

**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.
  - We continue to partner with Ocean Hour on their once-a-month cleanups at Bay Bluffs and Chimney Park. Volunteers manage to collect a couple of hundred pounds of trash every month.
  - One of our Board members is an airbnb provider. She invited all local airbnb providers to help with the May cleanup, and quite a few did. This way they learned about another local destination for their customers to visit.
  - We created a Bike/Ped working group to work on the proposed bike/ped path on Scenic Highway. The community as a whole wants to prioritize bike/ped safety right now. Our participation in and contact with the City Bicycle Advisory Committee, the new mayor's transition team, and the WFRPC have been a great boon to raising awareness of the highway.
  - A group of volunteers specializing in invasive plant removal made their second visit to Chimney Park November 9. The City Parks staff worked with us to prepare for their visit by having volunteers with the United Way Day of Caring remove undergrowth in preparation for the popcorn tree cutting. Now everyone who drives by Chimney Park can see the cleared area.
  - We hosted representatives of Visit Florida I-10 and "231" when they came to learn about Scenic Highway. Two of our board members did an incredible amount of work to coordinate their talk with the points of interest. Afterward we lunched at the New Yorker Deli and made friends there as well.
  - Finally, we applied again for the idgroup's Brand on Us grant. The winner receives \$100,000+ in branding, marketing and publicity. SHF made the first cut and is set to make a formal presentation to the selection committee in January 2019.

### 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:
  - b. Quality of life:
  - c. Environmental:
  - 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.

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### Section 4: Public Participation & Partnerships

- Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2018. **Through our website and Facebook page the public routinely views current events. The trolley/ferry tour made a pretty big splash. As always, we published a newsletter in September.**
- Are there issues or concerns regarding the scenic highway in corridor communities? **Residents on the highway seem to have changed their attitude from fear of change to gratitude for what we're doing.**
- How are new byway organization members, leaders, and volunteers recruited? **Finding people for the bike/ped working group was easy. They don't have to attend board meetings or do anything else but the one task. Individual board members reach out to friends and acquaintances.**
- 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.)? **No.**
- With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)? **One big supporter is David Apple with the Apple Market. We lack the resources right now to reach out to other businesses on the highway.**
- Describe how the byway organization assisted its partners in 2018. **N/A**

### Section 5: Funding

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

2018 Revenue table:

<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$ 6,000
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b>	\$
<b>Total Funding</b>	\$ 6,000

- Describe your outstanding funding needs in the following categories:
  - Project(s) or program(s) that lack funding: Restoration of the old chimney
  - Total amount of funding needed (in dollars rounded to nearest \$100): **\$150,000**
  - Potential sources of funding identified: **Florida Historic Preservation grant**



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3. List potential funding sources being pursued (if not identified above).
4. Describe the organization's challenges to obtaining funding. **If we won a \$150,000 grant, we don't have the required matching funds.**
5. Describe your funding success stories from 2018. For example: a successful fundraising event or identifying a new source of funding. **The Trolley/Ferry Tour was more successful than we had hoped, netting about \$1,500.**

### 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.). **People visit our website and comment on our Facebook page. Publicity for the Trolley/Ferry Tour may be considered tourism promotion. The Visit Florida tour was tourism promotion.**
2. What was the total amount spent on tourism promotion? **We spent about \$500 on the Trolley/Ferry Tour**
3. List the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.): **Our website is pensacolascenicbluffs.org. We have 314 followers on our Facebook page.**
4. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.). **N/A**
5. Has the impact of the scenic highway on local tourism trends been identified in any way? If so, describe. **No**
6. Describe how the byway organization is working with local tourism agencies. **Visit Florida staff from I-10 and "231" enjoyed their tour and they plan to send others in the future.**
7. 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. **N/A**

### Section 7: Byway Organization

1. What is the organization's current structure (nonprofit, informal citizen group, etc.)? **We are an all-volunteer 501(c)(3).**
2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)? **None**



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3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)? **After 21 years of service, Jean Wallace stepped down as Vice President and board member. Robin Rowan and Sharon Arnold, who organized the Visit Florida tour and trolley/ferry tour resigned as soon as the events were over. They are still engaged, but they also have to earn a living. The remaining board members, Mary Gutierrez, Frank Cutrone and I, never cease asking people to join us.**

### Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted? **February 27, 2014**
2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur? **We have no plans at this time.**
3. Does your byway organization have questions about or need help deciding when to update the BMP?  
**Yes**



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### Section 9: Final Comments

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





