



2018 FSHP Byway Annual Report (BAR) Form

Scenic Highway: River of Lakes Heritage Corridor Scenic Highway

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Section 1: Completed Projects#1

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: Host byway for FSHP Statewide 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): \$0

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 (Volunteer time @ \$24/hr.)	\$1,200
Total Cost of Project	\$1,200

Revenue Generated by Project: (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue, leave blank if not applicable</i>)	\$0
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4. Project Dates:

- a. **Start Date** (can be prior to 2018): **3/2018 (event planning begins)**
- b. **Completion Date** (must be in 2018): **5/2018 (meeting held)**

5. Project Lead

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

No

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

The Florida Scenic Highways Program (FSHP) was the event lead. ROL served as a host byway for the event.

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

The FSHP held a statewide forum on May 17 (with events the night before). This event was held at historic Hopkins Hall in the City of Lake Helen. Lake Helen is part of the ROL byway. This day-long event was attended by approximately 65 byway representations from across the state.

As host byway for this event the byway organization assisted in locating the meeting facility, helped plan the evening before activities and then participated in the meeting. Lake Helen City Commissioner & ROL member Mike Woods helped the FSHP secure the meeting facility. For the evening of the 16th, the West Volusia Tourism Bureau, a ROL partner sponsored a walking tour of the Town of Lake Helen and the Town of Cassadaga. The evening also includes cocktails & appetizers at the Cassadaga Hotel. The day of the meeting, Ms. Daisy Raisler, Lake Helen Mayor gave the welcoming address to those in attendance and byway representative distributed ROL maps and brochures to all participants.

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

- The more volunteers help the easier it is to accomplish events like this

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?

From the FSHP perspective events like these are invaluable. Byway leader from across the state were in attendance and had the opportunity to interact with their counterparts. From the byway's perspective there was an educational and economic benefit. For attendees who had never visited ROL there was the opportunity to see and experience one of the most beautiful byway in the state. Our oak tree lines streets and historic downtown were in full display. From an economic perspective the community was rewarded with nearly 70 participants, most needing a hotel room to stay and restaurants where they

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could eat. City Commissioner Mike Wood stated it best during event planning when he said that City Council is eager to welcome visitors & events like this to our town. It's guaranteed that once they've been here they will want to come back.

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

- **Goal 3:** Community Engagement
- **Goal 4:** Education
- **Goal 5:** Economic Development & Tourism

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

- **FSHP:** Event sponsor, program development, meeting facilitator
- **ROL:** Host, event planning, evening tour guide
- **City of Lake Helen:** Meeting facility

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: Elected Officials Byway Tour

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): \$0

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 (volunteer time)	\$1,500-2,000
Total Cost of Project	\$1,500-2,000

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

- a. **Start Date** (can be prior to 2018): 6/2018
- b. **Completion Date** (must be in 2018): 10/2018

15. Project Lead

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):

The DSHC has encouraged each of her byway organizations to experience their byway as a tourist. It is so easy for people living on the byway to take its resources for granted. As a result, over the last year each byway in District Five has conducted a tour of their corridor. Typically, a small van is filled with byway leaders and FDOT staff. These tours usually last 3-4 hours. Each participant received a trip itinerary, byway map and other byway specific information materials. ROL was one of the first to complete their byway tour. For the Town of Debarry, a Byway partner, local elections took place in July 2018 and a new mayor was elected. The byway organization & DSHC felt it appropriate to restage the byway tour for the newly elected Mayor and several other local civic advocates. This event gave the byway organization the opportunity to interreact with local officials and it gave those local leaders the opportunity to learn more about the Byway Organization and the corridor.

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

- Orchestrating a byway tour takes time & planning

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?

The benefit of orchestrating events like these are difficult to measure. Short term benefits could include getting better acquainted with your elected officials, community leaders and FDOT staff. Longer term benefits are hopefully measured by the support these local officials and advocates offer the byway.

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

- **Goal 3:** Community Engagement



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- **Goal 4: Education**

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

- **ROL Byway Organization:** Tour guide
- **FDOT:** Event coordination & logistics development of trip itinerary

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.

- **Interpretative Panels:** The byway organization is working to have interpretative panels installed at key locations along our corridor as outlined in our master plan. This project has been underway for several years and is highly dependent on community donations. Our first kiosk was installed in 2016 at Gemini Springs Trailhead parking lot and another is located in Chess Park in downtown Deland. Our third panel has been approved for installation at Blue Spring Park and we have been contacted by the Central Florida Zoo & Botanical Gardens to have one installed there as well. These are all donor funded kiosks. Most recently, Stetson University has committed \$5,000 to the byway organization to help fund future informational panels near the university.
- **Participation in Statewide Byway Forums:** Byway leadership participated in FSHP forums and workshops throughout the year.
- **Participation in District Five Byway Workshop (Deland):** ROL board member Bill Crippen discussed the creation of the ROL/William Bartram map.
- **Participation in Statewide Meeting (Lake Helen):** Byway members assisted in event planning and attended the Statewide meeting
- **Florida Tourism Day:** Georgia Turner, West Volusia Tourism Bureau and a ROL Partner participated in the annual Tourism Day events in Tallahassee. She joined representative from several other byways in meeting with FDOT senior leadership and several elected officials to introduce the FSHP and stress its importance to our communities.
- **Visitor International 2018 International Best Brochure Competition:** The ROL brochure was honored as a Regional Nominee ranking in the top 67 out of 19,000 brochures.
- **Deland Monarch Mural:** The byway organization is currently working with the City of Deland and other community advocates to create a mural of the Monarch Butterfly on a downtown building.
- **Visit Florida Membership:** The byway organization was able to put their FSHP sponsored 2018 Visit Florida membership to good use during the year. Although a record of our usage is discussed in a later section of this report it's appropriate to report here that we added byway photography and videos clips to our Visit Florida web listing as one of our 2018 accomplishments.



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- **City of DeBary, Landscape Beautification:** The byway organization is supporting the City of DeBary Community Revitalization Committee in obtaining a grant to beautify the landscaping on the byway thru the city of DeBary.
- **Byway Show and Tell:** The byway organization has implemented a monthly Show & Tell session to our meeting agenda. Each month is a discussion on a different topic. While mainly focused on local history and culture the presenter Bill Crippen usually brings items along to allow the audience to actually touch the subject of his talk. This continues to be one of our most popular meeting agenda items.
- **Byway Magazine—**we are working on creating one
- **Mainstreet Deland:** Wins Americas Best Mainstreet over 241 cities.
- **Barberville Pioneer Settlement:** selected as one of the 4 finalist in the 5th Annual Great Places in Florida Award.
- **DeLand, FL – The West Volusia Tourism Advertising Authority** has been honored with the top award in the 2018 Flagler Awards capturing Best of Show.
- **Trail extensions—**one of our board members is Chairman on the River to Sea Loop Alliance and works tirelessly to get all the links closed on the trail.
- **Our Scenic highway partners with the MainStreet DeLand, West Volusia Tourism Advertising Authority, DeLeon Springs Association, Central Florida Zoological Park, West Volusia Historical Society, museums, and cities along our corridor.**

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:** All marketing materials are design to attract visitor to the region.
 - b. **Quality of life:** We believe in our mission that impart references the unique environmental resources located along our byway. Anything that we can do to help educate and protect these unique resources is of main importance to us. All of our educational materials focus on protection, preservation & education
 - c. **Environmental:** We work to build our knowledge of the natural community that surrounds us. This is accomplished in several ways including topical speakers/experts at the byway meetings.
 - d. **Other:**
2. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2018:
 - **St Johns River:** The St Johns is the heart of our byway. Sadly, it is vulnerable to man-made pollutants. Several byway organization goals focus on community education including residents, visitors and elected officials on the environmental & economic significance of the SJR.

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.

We have a Facebook page; website and our monthly meetings. We also use Constant Contact to help



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get the word out in the community.

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

None that we are aware of

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

Recruitment is generally by word of mouth. We've also completed a number of speaking engagements during year that provides an opportunity to interact with others in the community that might not know who we are or what our mission is. Our "Show & Tell" program at our monthly meetings sometimes attracts new people interested in the topic to be presented.

Some of our speakers in 2018:

Suze Peace – Ultimate I-4 Expansion and its local impact

Chris Cloudman – Reducing water and electrical use at Stetson University

Robert Sitler – Florida's Aquatic Gems

Luther Davis – Teacher talks about his St Johns River swim

Jane Durocher – St Johns Riverkeeper – The Condition of the River

Maggie Ardito – The Sea to River Loop Alliance – Where is the trail and what needs completing

Pat Northey – The Trails Along our Corridor and the Economic Impact

Cora Beecham – Save The Manatees

Orange City – What we are doing to reduce our impact on polluting the river.

Deltona – Our Trails, Tourism and Our New Community Center

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.)?

Several new volunteers joined the organization during 2018 including representatives for the Central Florida Zoo & Botanical Gardens, Historic Debarry Hall and a local community advocate from Debarry

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

Our member database totals approximately 150 people but we also use the Volusia County community calendar to communicate meetings and events.

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

Partner support typically includes providing informational materials on the byway. Our byway maps and brochures are in high demand by many of our community partners. We have also provided letters of support to partners for grant projects consistent with our mission that they might be applying for.

Section 5: Funding

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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)	\$
Private (individual donations, business sponsors, foundations, special events, membership)	\$ 4080.00
Earned Income (merchandise sales, fees for programs, etc.)	\$
In-kind value	\$
Total Funding	\$ 4080.00

2. Describe your outstanding funding needs in the following categories:
 - a. Project(s) or program(s) that lack funding: **The byway organization’s priority project is continued implementation of our information panel (kiosk) program.**
 - b. Total amount of funding needed (in dollars rounded to nearest \$100): **\$20,000**
 - c. Potential sources of funding identified:
We are currently seeking private donations for our current priority panel locations. To support this effort FDOT helped create a donor brochure that outlines needs and future panel locations.
3. List potential funding sources being pursued (if not identified above).
Grants are always an option for helping to fund future phases of our informational panel program
4. Describe the organization’s challenges to obtaining funding.
Our volunteer base is limited, and few have grant writing skills
5. Describe your funding success stories from 2018. For example: a successful fundraising event or identifying a new source of funding. Donations

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.).
 - **Visit Florida:** As part of our Visit Florida membership we have brochures at five official Florida Welcome Centers. Additionally, we have taken advantage of our other member benefits to enhance our member website and include our byway in Visit Florida’s member magazine.
 - **Contractor:** We have contracted with a private vendor to place our brochures in about 50 hotels from Orlando to DeLand
 - **Other methods:** Website; Interpretative panels; Facebook, YouTube videos; and board members



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going out speaking and showing our video.

- **Two members** of the River of Lakes are members of the West Volusia Tourism Advertising Authority
- **All our board members** are so proud of our corridor, they make it their personal mission to share our DVDs and brochures with visitors to our area.

2. What was the total amount spent on tourism promotion? **\$1319.00**
3. What were the sources of funding for promotion? **Donations**
4. List the social media accounts active for the byway along with the number of followers for each (**Facebook, Twitter, YouTube, Pinterest, Instagram, etc.**): **Donations – Miami Corporation, City of Orange City, Jane Shang, Manatee Festival and Stetson University**

Facebook, Twitter, YouTube

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

The West Volusia Tourism Advertising Authority reports that the number of out of state visitors to the region has continued to grow for the last 5 years. According to our tourist development partners, of all out of state visitors coming to West Volusia County nearly 27% are here for the very first time. This presents an opportunity for us to welcome and educate first timers to the area. To meet this need we have focused on brochure distribution and ensuring that our social media sites are up to date and present unique and exciting information about our community. We also know that approximately 70% of repeat, out of state visitors have stayed in the West Volusia area overnight or longer more than once during the past five years. This highlights the need for us to continually update the information we present to make sure it remains relevant and fresh to ensure we continue educate and motivate repeat visitors.

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

We do not have the volunteer capacity to take on a task like this to accurately measure tourism trends resulting from a scenic highway designation. We rely on our tourism partners to guide us on how to get the most impact from the educational/informational resources we have available and report on tourism trends.

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

Georgia Turner, Executive Director of the West Volusia Tourism Bureau is on our board. West Volusia Tourism Advertising Authority's Vice Chairman Cindy Sullivan is the Chairman of the ROLHC

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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Although we are limited by small organizational capacity we used our FSHP supported Visit Florida membership for the following:

1. Listing in the yearly Visit Florida vacation guide
2. We enhanced our web listing with byway specific contact information, video and photography
3. We used Visit Florida visitor research data to help complete this annual report
4. We have used Visit Florida photography for inclusion in our social media platforms & byway documents

Of the ten Core Benefits of Visit Florida membership offers, we were able to utilize the web listing, vacation guide of 2019, submit social media posts and the image gallery. By and large, the ROLHC byway has used the Visit Florida partnership to post byway events on their site. Here is a link to the page - <https://www.visitflorida.com/en-us/travel-ideas/river-of-lakes-scenic-florida-drives.html>

Section 7: Byway Organization

1. What is the organization's current structure (nonprofit, informal citizen group, etc.)? **Nonprofit**
2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?
 - Participation in District Five Byway Forum
 - Participation in Statewide Workshop
 - Produced 2019 Work Plan (Development of our Work Plan required us to review mission, goals and values before developing our 2019 plan. FDOT assisted as we worked through the decision-making process)
 - Production of the 2018 Annual Report & 2019 Work Plan
3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?

Like most byways we always need more volunteers, but project funding appears to be our largest challenge.

Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted? **2007**
2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur? **None at this time.**
3. Does your byway organization have questions about or need help deciding when to update the BMP?



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No update is anticipated. We have an annual review of our Vision, Mission, and Goals & Objectives to ensure these components still align and adhere with the preservation, enhancement and maintenance of our scenic resource and the Byway. Any modifications are done at that time.

Section 9: Final Comments

1. List any other significant accomplishments or activities that have not been captured in your report.
We have no additional accomplishments to report at this time. But we would like to reiterate that we have organizational sustainability needs (several discussed above) that we need the FSHP's help with.



HISTORIC SOCIETY MUSEUM

