**Scenic Highway:**

**Form Completed by:**

**Email address:**

**Telephone number:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Section 1: Completed Projects  Did your byway organization complete one or more projects in 2019? (do not include your byway’s Annual Work Plan or this annual report as completed projects)   * Yes – If more than one project was completed in 2019, 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: 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.  1. Project Cost   Total Cost of Project (rounded to nearest $100): $ \_\_\_\_\_\_\_\_\_\_\_\_   |  |  | | --- | --- | | Sources of Project Funding (**do not** include revenue generated by the project): | | | **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*) | $ |  1. Project Dates:    1. Start Date (can be prior to 2019) MM/YYYY:    2. Completion Date (must be in 2019) MM/YYYY: 2. 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:   1. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project): 2. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success? 3. 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? 4. Byway goals addressed: What planning goals are addressed by the project? 5. List and describe the role of all project partners:   *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 2019 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2019.     Section 3: Previously Completed Projects and Byway Resources   1. Describe the significant benefits or positive impacts from projects completed prior to 2019. Name the project and summarize any benefits or measures of success in all areas below that apply:    1. Economic:    2. Quality of life:    3. Environmental:    4. Other: 2. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2019: |
| 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 2019. 2. Are there issues or concerns regarding the scenic highway in corridor communities? 3. How are new byway organization members, leaders, and volunteers recruited? 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.)? 5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)? 6. Describe how the byway organization assisted its partners in 2019. |
| 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](mailto:wanda.maloney@floridascenichighways.com) * No – Provide 2019 revenue information in the table below in dollars rounded to the nearest $100   2019 Revenue table:   |  |  | | --- | --- | | **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** | $ | | **Total Funding** | $ |  1. Describe your outstanding funding needs in the following categories:    1. Project(s) or program(s) that lack funding:    2. Total amount of funding needed (in dollars rounded to nearest $100):    3. Potential sources of funding identified: 2. List potential funding sources being pursued (if not identified above). 3. Describe the organization’s challenges to obtaining funding. 4. Describe your funding success stories from 2019. 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 2019 for the scenic highway and *the effectiveness of each* (website, brochure, festival booths, advertisements, social media, etc.). 2. What was the total amount spent on tourism promotion? 3. What were the sources of funding for promotion? 4. List the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.): 5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.). 6. Has the impact of the scenic highway on local tourism trends been identified in any way? If so, describe. 7. Describe how the byway organization is working with local tourism agencies. |
| Section 7: Byway Organization   1. What is the organization’s current structure (nonprofit, informal citizen group, etc.)? 2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)? 3. What are the organization’s greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)? |
| Section 8: Byway Management Plan (BMP)   1. In what year was your current BMP (or CMP) adopted? 2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur? 3. Does your byway organization have questions about or need help deciding when to update the BMP? |

|  |
| --- |
| Section 9: Final Comments   1. List any other significant accomplishments or activities that have not been captured in your report. |