

# 2025 FSHP Annual Meeting

*February 26, 2025*

**The Florida Scenic  
Highways Program**  
*and the National Perspective*



# Welcome!

## 2025 Theme

- **The Florida Scenic Highways Program** and the National Perspective

## Speakers

- **Sharon Strouse**, National Scenic Byway Association
- **The Big Bend Scenic Byway Management Authority**
- **State Scenic Highway Program Directors**
  - **Tim Wilcox**, Minnesota Scenic Byways Coordinator
  - **Michael McClanahan**, Tennessee Scenic Roadway Coordinator
  - **Tom Barrett**, Ohio Scenic Byways Coordinator



# Today's Agenda

- 9:15 – 10:15 AM: **Welcome and Program Update**
- **Dean Stoddart**
- 10:15 – 10:30 AM: **Break**
- 10:30 – 11:45 AM: **The National Scenic Byway Association (NSBA)**
- **Sharon Strouse**, National Scenic Byway Association
- 11:45 AM – 1:30 PM: **Lunch**
- 1:30 – 2:30 PM: **Local Gems: Everything the Big Bend Scenic Byway Has to Offer**
- **The Big Bend Scenic Byway Management Authority**
- 2:30 – 2:45 PM: **Break**
- 2:45 – 3:45 PM: **Scenic Highway Program Directors from Around the Country (Panel)**
- **Various Program Directors**
- 3:45 – 4:00 PM: **Break**
- 4:00 – 5:00 PM: **Byway Leader Roundtable**

# Getting Together

## 2024 Annual Meeting - Mount Dora, FL

- Theme: **"Byway Success Through Partnership"**
- Sessions
  - Making the Connection: Partnership as a means for Promoting Intrinsic Values
  - DeLand Black Heritage Trail
  - Local Stories - Green Mountain Scenic Byway & ReGrow the Loop
  - Pristine Places
  - Trail Towns and the Office of Greenways and Trails
  - Byways Roundtable

## 2024 Mid-Year Meet Up

- Sessions
  - Program Updates
  - District Coordinator's Updates
  - Annual Work Plan Session
  - Byway Roundtable





# 2023 Annual Report

FLORIDA SCENIC HIGHWAYS PROGRAM

# 2023 ANNUAL REPORT

## 2023 Annual Report

- **52** Projects Completed
- **3,167** Volunteers Worked with the Byways
- **3** Episodes of Florida Crossroads, a Florida Channel documentary

**2024 Annual Report** - Coming Soon



**National Scenic Byway (NSB) Grant Coordination**

In 2023, Green Mountain Scenic Byway was awarded a National Scenic Byway Grant of \$1.5 million for the NSB grant to fund a 40-foot tower to the existing overlook. The Byway Overlook was originally built with funds through a 2011 NSB grant and opened in 2016. A trail was created from the Overlook to 20,000 acres of Lake Apopka National Wildlife Refuge, natural habitat, and hiking and bike trails. With increasing development and growing vegetation obscuring the view from the Overlook, a trail and growing vegetation obscuring the view from the Overlook is more important than ever. The Florida Scenic Highways Program Grant Cycle is more important than ever. The Florida Scenic Highways Program Grant Cycle is more important than ever. The Florida Scenic Highways Program Grant Cycle is more important than ever.

**OTHER HIGHLIGHTS**

**Statewide Annual Meeting**

The Florida Scenic Highways Program (FSHP) held its Statewide Annual Meeting on April 10th and 11th, 2023. The meeting was attended by over 100 individuals, both in-person and virtually, from organizations including FDOT, Florida Department of Transportation, Scenic Florida, Federal Highway Administration, and many more.

The Statewide Annual Meeting provides an opportunity for District Scenic Highway Coordinators, Byway Organizations, and volunteers to network, learn more about the Florida Scenic Highways Program, and discuss ongoing projects. This year, participants attended sessions discussing social media for the byways, grant requests, and a presentation from the District Scenic Highway Coordinator and panel. There was also a roundtable discussion on the District Scenic Highway Coordinator and panel. There was also a roundtable discussion on the District Scenic Highway Coordinator and panel.

The Statewide Annual Meeting is an important part of the Program for bringing byways together. Community organizations is essential. The Statewide Annual Meeting provides an environment for sharing best practices, lessons learned, and recent successes for each district and byway.

**AIA Ocean Islands Trail**

AIA Ocean Islands Trail was one of the several byways that were featured in the Florida Crossroads program in 2023. Cheryl Schreiber, the Byway Chair and Cheryl Gill, the Executive Director for the Jacksonville Transportation Authority, were instrumental in the development of the trail. The trail is a 10-mile loop that starts in Jacksonville and ends in Palm Bay. The trail is a 10-mile loop that starts in Jacksonville and ends in Palm Bay.

**AIA Scenic & Historic Coastal Byway**

AIA Scenic & Historic Coastal Byway had an active 2023. The Byway worked to enhance its website for visitors and members to showcase the 2023 All American Road designation. The Byway also worked to enhance its website for visitors and members to showcase the 2023 All American Road designation. The Byway also worked to enhance its website for visitors and members to showcase the 2023 All American Road designation.

**Byway Organization Highlights**

**INDIVIDUAL BYWAY ACCOMPLISHMENTS**

The byway organizations are asked to complete a Byway Annual Report (BAR) to summarize their accomplishments from the previous year. This year 23 out of the 27 byways submitted BARs to the Florida Scenic Highway Program. The BARs allow the byways to share exciting projects, volunteer successes, community events, organization developments, fundraising efforts, and more that support the byway organizations and the Florida Scenic Highway Program. It is important to note that the byways rely exclusively on their dedicated volunteers, and we thank them for their hard work and commitment to their organization. Read about their accomplishments below!

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**Big Bend Scenic Byway**

Big Bend Scenic Byway is developing a new overlook to showcase the historic architecture and scenic views of the Big Bend National Park. The overlook will be a 40-foot tower to the existing overlook. The overlook will be a 40-foot tower to the existing overlook.

**Broward County AIA Scenic Highway**

Broward County AIA Scenic Highway is developing a new overlook to showcase the historic architecture and scenic views of the Broward County AIA Scenic Highway. The overlook will be a 40-foot tower to the existing overlook. The overlook will be a 40-foot tower to the existing overlook.

**Bradenton Beach Scenic Highway**

Bradenton Beach Scenic Highway is developing a new overlook to showcase the historic architecture and scenic views of the Bradenton Beach Scenic Highway. The overlook will be a 40-foot tower to the existing overlook. The overlook will be a 40-foot tower to the existing overlook.



**2025 Annual Meeting**



# 2024 Garry Balogh Inspiring Excellence Award

**Bill Jonson** is the 2024 award recipient

- Courtney Campbell Scenic Highway
- Serving as Chairman of the byway since 2005, when the byway was designated
- Additional volunteering efforts of Bill's:
  - Scenic America, Board of Directors and Treasurer
  - Citizens for a Scenic Florida, President



*Congratulations,  
Bill!*



2025 Annual Meeting

# National Scenic Byway Grants

## Green Mountain Scenic Byway NSB Grant Update

- In 2023, GMSB was awarded a National Scenic Byway Grant of **\$650,000**
- Construction of **40-foot tower** to the existing Green Mountain Scenic Byway Overlook
- Ongoing coordination with FHWA, signed agreement
  - Bid Advertisement was completed

## 3 NSB Applications Submitted in the 2023/2024 Grant Cycle

- Scenic Highway 30A
- Martin Grade Scenic Highway
- A1A Scenic & Historic Coastal Byway

# FSHP Outreach

## Quarterly Newsletter

- Interviews, upcoming events, relevant articles, and byway projects
- All previous newsletters can be viewed on the FSHP website

## Byway Buzz | Florida Scenic Highways Blog

- Byway news, events, project highlights, awards

## Byway Photography

- Byway Photo Galleries on the FSHP website
- Available to Byway Organizations via SharePoint

## Social Media

- FSHP Facebook and Instagram
- In 2023, byway organizations social media accounts had over **46,150** followers combined



2025 Annual Meeting

Scan here for  
the FSHP  
website!



## FLORIDA SCENIC HIGHWAYS PROGRAM QUARTERLY NEWSLETTER



floridascenichighways.com



## SPRING INTO FESTIVALS

As the weather is warming up, it is the perfect opportunity to get out and explore! In this article, we highlight some of the unique, iconic spring festivals that our state has to offer. This spring, take some time to explore the byways – you never know what festival you might come across!

### Florida Strawberry Festival® (Plant City)

Highway: The Ridge Scenic Highway

February 27 - March 9, 2025

[floridastrawberryfestival.com/](http://floridastrawberryfestival.com/)

As the Florida Scenic Highways Program celebrates the 90th anniversary of the Florida Scenic Highways Program, which held its first event in 1930, we are proud to feature a variety of livestock shows, rides, and musical headliners (Reba McEntire, The Beach Boys, and more) scheduled for this year, and other special events.



The screenshot shows the Florida Scenic Highways website with a blue header containing navigation links: About Us, Our Byways, Tour Highlights, Traveler Resources, FSHP Community, and Contact Us. The main content area features three news articles:

- Bill Jonson Receives 2024 Garry Balogh Inspiring Excellence Award**  
The Florida Scenic Highways Program has selected Bill Jonson to be this year's recipient of...  
January 23, 2025
- Treasure Coast Scenic Highway Engages the Community**  
On October 26, 2024, the Indian River Lagoon Treasure Coast Scenic Highway (TCSH) Committee proudly...  
December 16, 2024
- A Native Plant Garden in Micanopy Grows on Old Florida Heritage Highway**  
The Old Florida Heritage Highway organization learned about the Florida Wildflower Foundation grant opportunity through...  
February 12, 2024

# Up Next: The National Perspective



2025 Annual Meeting

Source: *Byways.org*