



## 2017 FSHP Byway Annual Report (BAR) Form

Scenic Highway: Courtney Campbell Scenic Highway

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### Section 1: Completed Projects

#### Did your byway organization complete one or more projects in 2017?

- Yes** – If more than one project was completed in 2017, make a blank copy of Section 1 starting at “Completed Project #1.” Paste this blank copy into the report below Project #1 and change the project number for each subsequent completed project.

**No**

#### Completed Project #1

1. Project Name: City of Tampa Trail Amenities

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.**
- Marketing – brochure, video, advertising, etc.**

3. Project Budget

Project Cost and Sources of Funding:	
<b>Government Grant(s)</b> (federal, state, or local)	\$ 878,720
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b> (only include if allowed as matching for grant)	\$ 2,376
<b>Total Cost of Project</b>	\$ 881,096
<b>Revenue Generated by Project</b> (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i> )	
	\$
<b>Net Gain or Loss</b>	\$

4. Project Dates:

- a. **Start Date** (can be prior to 2017) **05/2017 (construction):**
- b. **Completion Date** (must be in 2017) **12/2017:**

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**5. Project Lead** City of Tampa

**Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or **No** (highlight a response)**

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

Byway organization partners (AECOM) performed the engineering services in-kind for the initial design and the byway organization provided input over the years to inform the amenities to include on the trail.

**6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):** The City of Tampa added amenities to the Hillsborough County side of the Courtney Campbell Trail. The amenities included 10 shelters, landscaping improvements, and bike racks.

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

Find a balance between comfortable seating options and seating options that stay in place (the concrete block seats are still able to be moved by enterprising individuals).

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

Provides trail users with shaded areas to rest along the trail, to view the scenic vista off the Courtney Campbell trail and offered shaded respite from the sun along the trail for bikers. Bike repair stations have also added convenience for bikers to make minor repairs while using the 9.5 mile trail.

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

Goal- Economic Development/Tourism

Goal- Improve Pedestrian, Bicycle, and transportation initiatives along and connecting to the causeway compatible with and enhancing the aesthetics of the corridor's intrinsic values.

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

**Hillsborough County:** Source of funding

**City of Tampa:** Project management

**FDOT:** maintenance

**CCSHAC:** Visioning and regional coordination

*Please 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

1. Project Name: FDOT Building Trailhead Phase 1
  
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.
  - Marketing – brochure, video, advertising, etc.

### 3. Project Budget

Project Cost and Sources of Funding:	
<b>Government Grant(s)</b> (federal, state, or local)	\$ 1,362,488
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b> (only include if allowed as matching for grant)	\$ 3250
<b>Total Cost of Project</b>	\$
<b>Revenue Generated by Project</b>	
(i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i> )	\$
<b>Net Gain or Loss</b>	\$

4. Project Dates:
  - a. **Start Date** (can be prior to 2017) **06/2012:**
  - b. **Completion Date** (must be in 2017) **11/2017:**
  
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, please indicate the project lead and describe the role the byway organization played:

Byway partners applied for and received the funding for the trailhead.

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

An average of 54,000 cars drive through the Courtney Campbell Causeway and the overpass is intended to safely connect the Ream Wilson trail to the Courtney Campbell Trail. Currently pedestrians and bicyclists cross the Scenic Highway. This overpass will be positioned near the Building that Clearwater is leasing from the State to serve as a gateway to the City.



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- 7. **Lessons learned from the project:** What worked well? What would you do differently? What elements were critical to success?
- 8. **Project impact:** Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

This project will allow safer crossing of the Scenic Highway, by providing an overpass over the busy highway, connecting two popular bike and pedestrian trails. Construction funds for the project have been moved up, with building funds being available in 2020.

- 9. **Byway goals addressed:** What planning goals are addressed by the project?  
Goal- Improve Pedestrian, Bicycle, and transportation initiatives along and connecting to the causeway compatible with and enhancing the aesthetics of the corridor’s intrinsic values.

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

- City of Clearwater:** Project lead
- CCSHAC:** Visioning and regional coordination
- FDOT:** Funding

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

### Completed Project #3

- 1. **Project Name:** Tampa Bay Whiskey Run
- 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.
  - Marketing – brochure, video, advertising, etc.

**3. Project Budget**

Project Cost and Sources of Funding:	
<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$ not provided
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$ 17,950
<b>In-kind value</b> (only include if allowed as matching for grant)	\$ 2,400
<b>Total Cost of Project</b>	\$



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Revenue Generated by Project (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i> )	
<b>Net Gain or Loss</b>	\$20,350

**4. Project Dates:**

- a. **Start Date** (can be prior to 2017) **02/2017:**
- b. **Completion Date** (must be in 2017) **10/2017:**

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

The Byway organization recently became aware of the event and will offer some assistance for future race events.

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

150 people participated in the event.

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

This was the first year of the Whiskey run, we will reach out to see where byway partners may be able to be involved with the event in 2018.

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

The event allowed people to hold an organized run on the still fairly new Courtney Campbell trail, showing not only an interest by the public for organized events but also the surrounding businesses.

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

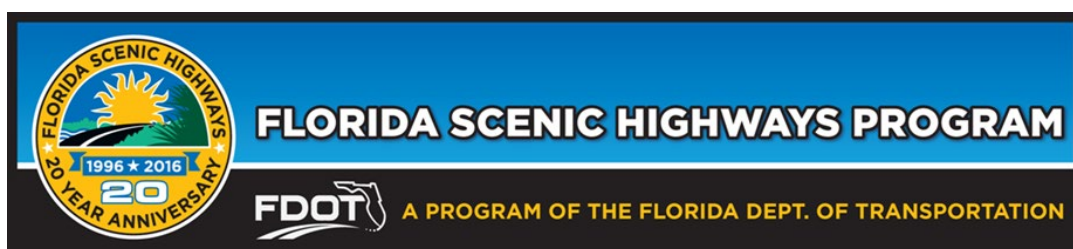
Goal- Economic Development/Tourism

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

The Cities of Clearwater and Tampa- assistance  
 Xanadu Race Management- managed event

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





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### Section 2: Other Accomplishments and Ongoing Projects

1. Please describe any other noteworthy accomplishments from 2017 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2017.

The City of Clearwater is in the process of doing a master plan for the Coopers Point property adjacent to the scenic highway, which will include improved access to the Bay and ecological enhancement. A new osteopathic medical school is in the process of renovating the former Clearwater Christian College and may work with the City of Clearwater to expedite culvert replacement to restore tidal flow to the Coopers Point property. Over the next few years, FDOT will be working on improving tidal flow north of the scenic highway by replacing a part of the Causeway with an open bridge, this past year the engineering plans were completed and a construction firm has been selected. The City of Clearwater, with Sun Trail funding is working on design for a non-vehicular overpass to improve access to the Courtney Campbell Trail, with building funds expected in 2020. Amenities for the Clearwater side of the Courtney Campbell Trail are currently being considered and the City will work with the County to determine available funding for implementation. Australian pine removal is ongoing along the scenic highway, Hurricane Irma blew a few of the trees over and efforts are ongoing to remove remaining trees. Some trees were propped back up to clear the road quickly rather than completely removed due to the magnitude of vegetative debris cleanup required. The City of Clearwater has recently signed a lease for a building located near the western terminus of the Courtney Campbell Scenic highway. It is anticipated that the building will house a chamber of commerce and will also serve as an access point for the anticipated 2020 trailhead.

### Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2017. Name the project and summarize any impacts or measures of success in all areas below that apply:
  - a. **Economic:**
  - b. **Quality of life:** Completion of Courtney Campbell Trail.
  - c. **Environmental:**
  - d. **Other:**

2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2017:

Hurricane Irma impacted the Causeway in early September 2017, a number of invasive Australian pines toppled in the winds, partially accomplishing the goal of removing these invasive trees from the scenic highway. The City was performing cleanup activities along the scenic highway and trail for 2-3 weeks. Previously planted palms were impacted by disease, which is an ongoing issue that will need to be monitored.

### 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 2017.

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Website and group emails, with historic photos of the highway and included events that we were aware of (i.e. cleanups).

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

A few issues are ongoing, including burial of overhead powerlines. There is a tidegate that interrupts continuous sidewalk access, however it is likely to be a few years before a pedestrian bridge can be placed on the site. Pedestrian lighting is being improved at dangerous intersections.

**3. How are new byway organization members, leaders, and volunteers recruited?** Word of mouth and direct requests.

**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.)?**

Numbers are consistent, presentations and agenda items drive attendance. We serve as a bridge between Hillsborough and Pinellas and multiple jurisdictions.

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

**6. Describe how the byway organization assisted its partners in 2017.**

Presentation to Westshore alliance transportation committee and brought attention to the pedestrian tidal gate access issue.

### Section 5: Funding

**1. Does your byway organization have an annual budget? (highlight a response)**

- Yes – Please email as an attachment to [wanda.maloney@floridascenichighways.com](mailto:wanda.maloney@floridascenichighways.com)

- **No** – Please provide the following revenue information for 2017:

<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b>	\$ 3000
<b>Total Funding</b>	\$

**2. Please describe your outstanding funding needs in the following categories:**

a. Project(s) or program(s) that lack funding:

**Pinellas Trailhead (\$1,500,00.00)**

**Pinellas Overpass (\$6,000,000.00)** (anticipated FY2020 funding)



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Pinellas Amenities (\$500,000.00)  
 Hillsborough Fishing Access (\$2,000,000.00)  
 Website Redesign/Maintenance (\$6,000.00)

- b. Total amount of funding needed (in dollars rounded to nearest \$100): **\$10,006,000.00**
- c. Potential sources of funding identified: **Transportation Management Area/Transportation Alternatives Program,**

3. Please list potential funding sources being pursued (if not identified above).  
 N/A

4. Please describe the organization's challenges to obtaining funding.  
**Competition from other regional transportation projects.**

5. Please describe your funding success stories from 2017. For example: a successful fundraising event or identifying a new source of funding.

Having construction funding for the overpass moved up is a successful outcome of 2017.

### Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2017 for the scenic highway and *the effectiveness of each.*

The Corridor Advisory Committee primarily uses a website and press releases to market the scenic highway and trail. TBRPC will be updating the website in early 2018, to make updating an easier process. Explore hotel advertising in 2018 to showcase how close the hotels are to the Trail.

2. What was the total amount spent on marketing?  
 in-kind maintaining the web (new website expected in 2018).

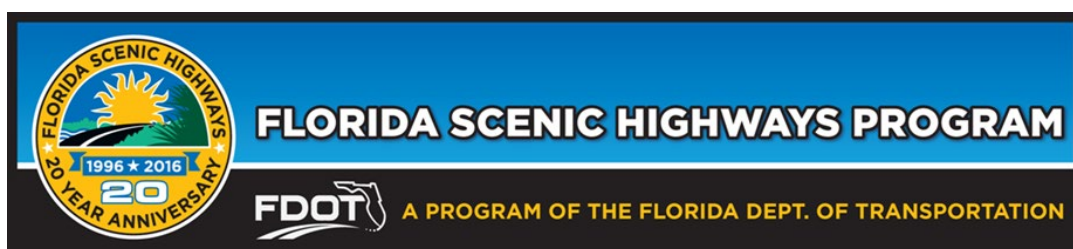
3. What were the sources of funding for marketing?

In-kind contributions from the Tampa Bay Regional Planning Council.

4. Please list the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.): Currently we do not have social media accounts for the scenic highway, however we have initiated discussions to see if byway partners with dedicated social media staff to include occasional postings regarding the Courtney Campbell Trail.

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





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Tampa international airport saw record passengers in 2017 and international visitors have doubled in 7 years. Bed tax collections were up in 2017 vs 2016.

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

The increase in tourism has not been directly attributed to the Courtney Campbell Scenic Highway and Trail. One of the hotels on the Tampa side has set up a bike share program which is proving popular, they have 6 adult bikes and 2 children's bikes that are frequently booked. The hotel has easy access to the Courtney Campbell Trail, and guests are impressed with the scenic vistas within an easy ride from their rooms and the trail is listed as an amenity on their website.

7. **Please describe how the byway organization is working with local tourism agencies.**

Corridor Advisory Committee members maintain relationships with chambers of commerce in Hillsborough and Pinellas counties and the visitor bureaus active in the region.

### Section 7: Byway Organization

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

The Courtney Campbell Causeway Scenic Highway Corridor Advisory Committee is an informal citizen group appointed by the Tampa Bay Regional Planning Council which functions as the corridor management entity for the byway. Membership includes representatives from the cities of Clearwater and Tampa (elected and staff), Hillsborough and Pinellas counties (elected and staff), FDOT, Hillsborough Aviation Authority, chambers of commerce, metropolitan planning organizations, Keep America Beautiful affiliates, Dana Shores Civic Association, Florida Greenways and Trails Foundation, Tampa Bay Watch, Westshore Alliance, and AECOM.

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

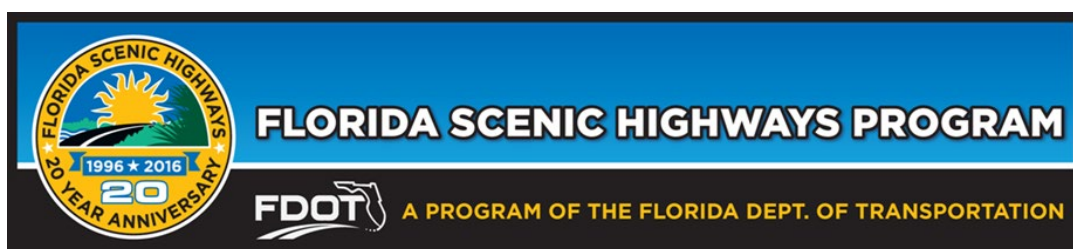
none

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

The Corridor Advisory Committee has achieved many remarkable successes thanks to the dedication of a small group of individuals. Improving engagement with the local business community and developing bench strength to assume future leadership positions would benefit the organization.

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

1. In what year was your current BMP (or CMP) adopted?  
2010
2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?



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In the next couple of years, there is likely to be significant modifications to the Causeway, replacing a portion of the causeway with a bridge section to improve the ecological conditions and hydrologic connection of the waterbody to the North of the scenic highway. With the Courtney Campbell trail being located along the entire southern portion of the Courtney Campbell Causeway, a potential re-opening of a college located on the highway and a new park on the Clearwater side, some of the goals and objectives may need to be updated.

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

Not at this time, but likely in the coming years.

### Section 9: Final Comments

1. Please list any other significant accomplishments or activities that have not been captured in this report.

In April 2017, as part of a large scale cleanup, 130 volunteers collected 3600 pounds of litter along the Trail. After the fourth of July holiday, another clean-up was held to clean up firework debris and general litter from the Trail. A public boat access point was utilized as a staging area for a derelict crab trap removal in the waters near the scenic highway.