



# FLORIDA SCENIC HIGHWAYS PROGRAM

FDOT A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

## 2019 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 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: Courtney Campbell Coastal Cleanup Events

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 – Not applicable

Total Cost of Project (rounded to nearest \$100): \$ N/A

Sources of Project Funding:	
<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> (only include if allowed as matching for grant)	\$
<b>Other</b> _____	\$
<b>Total Cost of Project</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> )	\$
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**4. Project Dates:**

- a. Start Date (can be prior to 2019) 01/2019
- b. Completion Date (must be in 2019) 12/2019

**5. 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:

Keep Pinellas Beautiful- lead  
Keep Tampa Bay Beautiful- lead  
CCCSHAC- Advocate

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

The Courtney Campbell Causeway spans the working area of two Keep America Beautiful affiliates. Each conduct byway clean-up events during the year.

- **Keep Tampa Bay Beautiful** - The Keep Tampa Bay Beautiful After Fireworks Cleanup had 126 volunteers cleanup 3000 lbs. of litter and debris.
- **Keep Pinellas Beautiful** focuses on the western end of the Courtney Campbell Scenic Highway. Over the year, they had several cleanups, resulting in thousands of additional pounds being collected by volunteers in 2019.

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

Volunteers are crucial to the clean-up events and are the most effective outreach. Given the large amount of debris from special events (July 4<sup>th</sup>), there might be an opportunity to work with local governments on campaigns to encourage the public to pack up what is brought in rather than leaving all the trash in receptacles on the Courtney Campbell Trail.

**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?**

These cleanups are an important component of creating stewardship of our public spaces, especially along scenic highways. Many families and businesses participate in these events. These cleanups contribute to each local governments NPDES reports and remove tons of debris from the Courtney Campbell each year, preventing the debris from ultimately reaching Tampa Bay.

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



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Goal 1- Resource Protection- Support the protection of the environmental resources of the Causeway.

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

- Keep Pinellas Beautiful- lead
- Keep Tampa Bay Beautiful- lead
- City of Tampa- solid waste pickups
- CSHAC- members have participated in cleanups and share cleanup information in CSHAC emails.

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

### Completed Project #2

1. Project Name: Clearwater Chamber of Commerce Welcome Center – 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.
- Promotion – brochure, video, advertising, etc.

3. Project Cost – Not applicable

Total Cost of Project (rounded to nearest \$100): \$ N/A

Sources of Project Funding:	
<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> (only include if allowed as matching for grant)	\$
<b>Other</b> _____	\$
<b>Total Cost of Project</b>	\$

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

- a. Start Date (can be prior to 2019) 04/2019
- b. Completion Date (must be in 2019) 12/2019



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5. 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:

Clearwater Regional Chamber of Commerce- lead  
City of Clearwater- lead  
CCSHAC- support

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

In 2019, the Clearwater Regional Chamber of Commerce (Amplify Clearwater) finalized an agreement to relocate its welcome center to the base of the Courtney Campbell Causeway. The Clearwater Regional Chamber of Commerce will lease the first floor of the Florida Department of Transportation Building at 3204 Gulf to Bay Blvd., which is the location of the Courtney Campbell Recreational Trail. The Chamber won't be charged a monthly lease but will pay for the buildout of a new Chamber Welcome Center on the site. The Chamber will also pay the costs of building and maintaining public bathrooms for hikers and bicyclists once a pedestrian bridge links the trail on the south side of the bridge to the north side of the road, where the Chamber facility will be located. The City of Clearwater will pay for the maintenance of the building's roof and grounds. The proposed welcome center also will have parking for motorists looking for the first public bathroom after the long drive over the causeway to Clearwater. The new welcome center is expected to open in 2020.

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

Partnerships with governments and chambers of commerce can be leveraged to provide trail users additional amenities.

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?

Once the buildout of the Welcome Center is complete, there will be parking, bathrooms and other amenities available to trail users that were not available before.

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

Goal 3 - Build Community Support for Long-term success.

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

- Clearwater Regional Chamber of Commerce- lead
- City of Clearwater- lead
- CCSHAC- the CCSHAC members provided a review of the project to ensure it was consistent with the byway goals.

*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. 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.

In 2019 the City of Clearwater received a conceptual plan from the architect for trail amenities. The estimated cost was higher than expected which may result in a narrower scope of work. If the costs are split between the county and city, it is anticipated that there will be at least 4 rest areas along the Pinellas side of the causeway. The cost is estimated at \$450K, with the city requesting \$200K from the county. Forward Pinellas (Pinellas County's MPO) and the City will share funding of the amenities that will be installed along the Courtney Campbell Trail.

In 2019 the TBRPC began updating the website and brochure for the byway as a marketing tool. The website updates are mostly completed. Photos have been added to website and meeting materials are easier to find. The advisory committee provided feedback on the update of the brochure, and this feedback will be incorporated into an update in 2020.

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

2. 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:
  - a. **Economic:** The Courtney Campbell Trail has been very popular for visitors to the corridor
  - b. **Quality of life:** Gates have been added to the service road to reduce racing.
  - c. **Environmental:** Water quality improvements to Old Tampa Bay are soon to be completed
  - d. **Other:**
3. Describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2019:

In 2019 a proposed Marina Project threatened the viewshed along the scenic highway. While the location of the proposed marina isn't ideal, the Corridor Management Plan doesn't explicitly describe the importance of maintaining the viewshed. The Port requested comments specific to the adopted CMP. At a future meeting, the CAC will discuss whether the CMP will need updating regarding the viewshed along the scenic highway.

### 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.

Website and group emails. We always try to notify our partners of upcoming events that we were aware of (i.e. cleanups). We have begun to include historic photos of the Causeway in our announcements in hopes of interesting more to become involved with the byway organization

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



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A few issues are ongoing, including burial of overhead powerlines. The communities adjacent to the scenic highway value the scenic viewshed, and the corridor management plan should be updated to better reflect the viewshed rather than the corridor of the highway to codify the intrinsic scenic values surrounding the Courtney Campbell in an official capacity.

**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 the cities of Tampa and Clearwater. The Dana Shores civic association approached the CCSHCAC regarding marina development along the highway.

**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 2019.**

In 2018, the Advisory Committee expressed a desire for more of an online presence. The TBRPC website was updated to include more information about the byway including a section for pictures.

### 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:

<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>	\$ 3,000
<b>Total Funding</b>	\$

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

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

- i. Hillsborough Fishing Access (\$2,000,000)
- ii. Rocky Point Sidewalks (\$575,000)



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- b. **Total amount of funding needed (in dollars rounded to nearest \$100):** **\$2,575,000**
- c. **Potential sources of funding identified:** Transportation Management Area/Transportation Alternatives Program

3. **List potential funding sources being pursued (if not identified above).**

N/A

4. **Describe the organization's challenges to obtaining funding.**

Competition from other regional transportation projects.

5. **Describe your funding success stories from 2019. For example: a successful fundraising event or identifying a new source of funding.**

N/A

### 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.).**

The Byway Organization primarily uses its website and press releases to market the scenic highway and trail. TBRPC updated the information available about the scenic byway in 2019. The TBRPC also located an older version of a marketing brochure about the byway and sought the input of the Advisory Committee on updating and improving the brochure. Updates to the brochure will take place in 2020.

2. **What was the total amount spent on tourism promotion?**

in-kind maintaining the web

3. **What were the sources of funding for promotion?**

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

4. **List the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.):**

N/A

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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During the 2019 fiscal year, Tampa collected \$35.4 million in Tourist Development funding, the largest ever recorded by the city's tourism bureau. That increase was up 5 percent from the previous year, which was ahead of expectations and substantially better than many other areas of the state. While usage numbers weren't available, hotels near the Courtney Campbell trail offer bike rentals, showcasing the interest in having guests utilize the multi-use trail that traverses the scenic highway.

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

The direct impact of the scenic highway is not a metric that can be directly attributed to the record tourism numbers, but the popularity of the trail is evident and some of the hotels offer bike rentals to encourage guests to use the Trail as an amenity.

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

The Clearwater Regional Chamber of Commerce, a founding partner in establishing the Courtney Campbell Scenic Highway will be more engaged when the office along the highway opens.

### Section 7: Byway Organization

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

Informal group of interested organizations, including government and non-government, private industry and citizens.

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

The entire CCSHCAC did not participate, but TBRPC staff try to attend the quarterly calls or participate in webinars in the hopes of expanding public engagement in the future.

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

Capacity to do the additional engagement opportunities, such as Instagram or Facebook.

### 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 two years, to better incorporate the importance of the viewshed into the Corridor Management Plan.

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.