



Corridor Management Entity (CME) Meeting
March 14, 2016 @ 4:00 p.m.
Haines City – City Hall
620 E Main St, Haines City, FL 33844



Babson Park * Dundee * Frostproof * Haines City * Highland Park * Hillcrest Heights * Lake Hamilton * Lake of the Hills * Lake Wales * Polk County

MEETING AGENDA

1. **Welcome Members and Visitors - Ms. Mimi Reid-Hardman, CME Chair**
2. **Approval of Minutes**
Minutes of Quarterly meetings December 14, 2015 and September 14, 2015 Action is required. (Attachment)
3. **2015 Annual Report**
The Annual Report was submitted to the State on February 2, 2016. Action is required. (Attachment)
4. **2015 Ridge Scenic Highway Corridor Management Plan Major Update**
Update the Action Plan as well as incorporation of those changes into the 2015 CMP Update. The Action Plan needs to be reviewed and approved. Action is required. (Attachment)
5. **Board Appointments**
Discussion and election of Ridge Scenic Highway Corridor Management Entity Officers and At-Large Board Members pursuant to the CME's Bylaws. Action is required. (Attachment)
6. **39-Mile Scenic Highway Yard Sale Recap**
A recap of the 8th Annual 39-Mile Scenic Highway Yard Sale will be discussed. (Attachment)
7. **39-Mile Scenic Highway Yard Sale Committee Appointment**
Appoint members to the 9th Annual 39-Mile Scenic Highway Yard Sale Committee. (Attachment)
8. **2016 Calendar**
The CME will be asked to endorse the 2016 calendar of Events. Action is required. (Attachment)
9. **Treasurer's Report – Mr. Ed Esteve, CME Treasurer**
10. **Other Communications and Reports**
 - Next Board Meeting:
 - Dundee – Dundee Area Chamber of Commerce
 - June 13, 2016
 - 4:00p.m.
11. **Adjournment**



Corridor Management Entity (CME) Meeting
September 14, 2015 @ 4:00 p.m.
Lake of the Hills Community Clubhouse
47 East Starr Avenue, Lake Wales, FL 33898



Babson Park * Dundee * Frostproof * Haines City * Highland Park * Hillcrest Heights * Lake Hamilton * Lake of the Hills * Lake Wales * Polk County

MEETING MINUTES

Members Present:

Eugene Fultz, Lake Wales
Nancy Hicks, Dundee Area Chamber of Commerce
Mimi Hardman, Lake Wales
Monica Pierce, Lake Wales Depot Museum
Jonnie Powell, Lake of the Hills
Martin Sullivan, Frostproof
Doug Leonard, Lake Hamilton
Steven Glenn, Town of Dundee

Ed Esteve, Lake of the Hills

Staff Present:

Russ Muller, FDOT District 1
Mike Palozzi, FDOT Scenic Highway Program
Curtis Knowles, Polk TPO

Public Present:

Carol Cablese, Town of Dundee Resident

- 1. Call to Order:** The meeting was called to order at 4:01pm by Ed Esteve, Treasurer, who declared a quorum, and invited those present to introduce themselves.
- 2. Approval of Minutes:** Ed moved approval of the minutes of June 8, 2015 and seconded by Mimi. Motioned carried.
- 3. 2015 Ridge Scenic Highway Corridor Management Plan Major Update:** This item will be tabled till the next meeting when the Plan can be updated based on the discussion at the meeting and guidance by Mike and Russ. This included updating the Action Plan section to include the next 18 months – two years. Moved by Ed and seconded by Martin. Motioned carried.
- 4. Board Appointments:** The Tourism At-Large membership change included adding Nancy as Member. Moved by Doug and seconded by Mimi. Motioned carried.
- 5. 2015 Action Plan Priorities:** This item will be tabled till the next meeting where it can be updated to include people who are assigned to complete the task by a certain time. Moved by Mimi and seconded by Martin. Motioned carried.
- 6. Treasurer's Report:** Ed provided \$581.05 was in the checking account.
- 7. Other Communications and Reports:** The next Board Meeting will be on December 14, 2015, at 4:00p.m., Lake of the Hills Community Clubhouse, 47 East Starr Avenue, Lake Wales.

The 39-Mile Scenic Highway Yard Sale will be on November 7, 2015 from 8:00am – 2:00pm

- 8. Adjournment:** The meeting concluded at 5:30pm.



Corridor Management Entity (CME) Meeting
December 14, 2015 @ 4:00 p.m.
Lake of the Hills Community Clubhouse
47 East Starr Avenue, Lake Wales, FL 33898



Babson Park * Dundee * Frostproof * Haines City * Highland Park * Hillcrest Heights * Lake Hamilton * Lake of the Hills * Lake Wales * Polk County

MEETING MINUTES

Members Present:

Nancy Hicks, Dundee Area Chamber of Commerce
Jonnie Powell, Lake of the Hills
Ed Esteve, Lake of the Hills
Gordon Broadhead, Haines City

Staff Present:

Russ Muller, FDOT District 1
Mike Palozzi, FDOT Scenic Highway Program
Curtis Knowles, Polk TPO
Ryan Kordek, Polk TPO

- 1. Call to Order:** The meeting was called to order at 4:10pm by Ed declared a quorum was not present and stated items on the agenda could not have formal action until the next meeting.
- 2. Approval of Minutes:** The minutes could not be approved due to not having a quorum.
- 3. 2015 Annual Report:** Curtis discussed the information found within the draft 2015 Annual Report. Since a quorum was not present the Board could not take formal action; however, those present were in agreement with what was presented and discussed to be submitted to the State by the deadline of February 1, 2015.
- 4. 2015 Ridge Scenic Highway Corridor Management Plan Major Update:** The discussion was centered on the Action Plan. The group discussed creating a short term list of items instead of a long list of action items.
- 5. Board Appointments:** This was tabled until the next meeting.
- 6. 39-Mile Scenic Highway Yard Sale Recap:** This was tabled until the next meeting.
- 7. 2016 Calendar:** This was tabled until the next meeting
- 8. Treasurer's Report:** Ed provided \$1,841.00 was in the checking account. It was also brought up to have additional signatures on the account, since the others listed on the account are no longer with the Board.
- 9. Other Communications and Reports:** Curtis presented the grant information to the group. The next Board Meeting will be on March 14, 2015, at 4:00p.m., City of Haines City, City Hall..
- 10. Adjournment:** The meeting concluded at 4:40pm.



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2015 FSHP Byway Annual Report Form

Scenic Highway: The Ridge Scenic Highway
Form Completed by: Curtis Knowles, Polk TPO
Email address: curtisknowles@polk-county.net
Telephone number: 863.534.6491

Section 1: Completed Projects

Did your byway organization complete one or more projects in 2015?

- Yes** – If more than one project was completed in 2015, 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: 39-Mile Scenic Highway Yard Sale

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 update, interpretive, marketing, wayfinding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- Program** – cell phone app, website, beach cleanup, map, Kids Ocean Day, etc.

3. Project Cost

Government Grant(s) (federal, state, or local)	\$ 0
Private (individual donations, business sponsors, foundations, special events, membership)	\$ 0
Earned Income (merchandise sales, fees for programs, etc.)	\$ 0
In-kind value	\$ 0
Total Cost	\$ 0

4. Project Dates:

- a. **Start Date** (can be prior to 2015): **11/2015**
- b. **Completion Date** (must be in 2015): **11/2015**
(The event was held on November 7, 2015)

5. Project Lead

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

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



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

The Ridge Scenic Highway CME's 39-Mile Scenic Highway Yard Sale celebrated its eight year on November 7, 2015 beginning at 8 AM and lasting till 2 PM. The event spanned from Frostproof to Haines City, going through six historic communities. This year's event attracted thousands of enthusiastic pickers and a diverse selection of sellers and goods this year.

This year the yard sale was a joint partnership between the City of Haines City, Town of Lake Hamilton, Town of Dundee, Dundee Area Chamber of Commerce, Lake of the Hills Community, City of Lake Wales, Lake Wales Depot Museum, City of Frostproof, and the Frostproof Chamber of Commerce.

The 39-Mile Scenic Highway Yard Sale had it all: local raw honey, refurbished and repurposed wood work, antiques (from glassware to jewelry), countless collectibles, appliances, electronics, old records, clothing (from vintage to today), linens, pictures and paintings from local artists, local groups and organizations selling items and food for their annual fundraising needs. Of course, there was plenty of good food along the route to keep our pickers and sellers going, like local restaurants hosting specials during breakfast, lunch, and dinner. If you didn't visit the local restaurants there were many vendors along the way that sold grilled and fried chicken, barbecue ribs, boiled peanuts, hotdogs, homemade desserts, all of which can all be washed down with homemade lemonade!

The CME choose the 39-Mile Scenic Highway Yard Sale event to bring people to the area, promote the Scenic Highway, and bring economic opportunities along the corridor. The CME also uses this event to generate income to pay for the incorporation fees and website domain and hosting.

The project costs and revenues:

Sponsorship: \$300

Earned Income: \$1,075

Total Income: \$1,375

In-Kind Value: \$620

Organization Costs: \$111

T-Shirts: \$852

Total Costs: \$1,583

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

The coordination of the local governments and community supporters. This was the first year in many where patrons of the 39-Mile Scenic Highway Yard Sale could shop truly from Haines City to Frostproof and in between.



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The CME would form the Yard Sale Committee sooner to do a better job at incorporating local business, churches and groups into the sale along the corridor. Beginning the process sooner would allow earlier notification for sponsorship and advertising. The committee also indicated an online registration and payment process will make a smoother event in the years to come.

The success to this year was the Yard Sale Committee established, while late in the process, the group worked well together to produce one of the most successful yard sales the CME has hosted.

8. Project impact: What is known about the economic, quality of life, and/or environmental impacts of the project?

The economic impact, while hard to measure, was great. We estimate around 5,000 people attended the event. This is based on estimating the number of visitors at some locations. One person estimated approximately 75 cars went by their house within 10 minutes compared to a typical Saturday of 35 cars. The event attracts people from all over Polk County and beyond. Many of those shopping the corridor also eat at the local restaurants, get gas, stay at the hotels, and shop at the business along the corridor and local downtowns. Many local businesses indicate this event helps to sell a lot of their products and brings back people from year to year to their establishment.

We posted information about the event on Facebook. The top 5 posts from September to December were about the 39-Mile Scenic Highway Yard Sale with a total reach of 9,552 people.

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

Increase Education and Publicize Corridor Story

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

This year the yard sale was a joint partnership between the City of Haines City, Town of Lake Hamilton, Town of Dundee, Dundee Area Chamber of Commerce, Lake of the Hills Community, City of Lake Wales, Lake Wales Depot Museum, City of Frostproof, and the Frostproof Chamber of Commerce. Each partner sold t-shirts at the six official locations.

Monetary sponsors:

Town of Lake Hamilton
Lake of the Hills Community Club
City of Haines City

Printed Event Flyers:

Dundee Area Chamber of Commerce
City of Lake Wales
Town of Dundee
The Ridge Scenic Highway CME



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Printed Local Signs:
Lake Hamilton

Printed Local Banner:
Dundee Area Chamber of Commerce

Closed Local Street to host official location:
Frostproof

Official Location (large group of sellers for the area):
Haines City – Lake Eva Banquet Hall Parking Lot
Lake Hamilton – Area around Baseball Field
Dundee - Dundee Area Chamber of Commerce Building
Lake of the Hills – Lake of the Hills Community Clubhouse
Lake Wales – Trail Head area at City Public Works Building
Frostproof – Downtown E Wall Street

Photos of Event:
Patrons
Polk TPO

Facebook Postings:
Patrons
Polk TPO
Frostproof Chamber of Commerce

Please 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. Please describe any other noteworthy accomplishments from 2015 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2015.

The CME maintains a website and Facebook page.

<http://www.ridgescenichighway.com/>

<https://www.facebook.com/TheRidgeScenicHighway>

Upon the launch of the website last year, it was just discovered the analytics was not activated. We will have more information about our website next year.

Last year the CME has used Facebook extensively. The CME used social media as an opportunity to reach the general public, organizations, and governments. This is an easy way to communicate information to the masses about the Ridge Scenic Highway and its many unique features that make it a Scenic Highway. We also use this opportunity to communicate information about our local



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2015 FSHP Byway Annual Report Form

governments and communities whether it is an event going on or a job opening in the city. We also like to communicate information about local businesses like their specials or sales.

Here are a few stats from Facebook:

- As of January 1, 2015 the Facebook account had 211 likes, as of December 9, 2015 we have 391 likes, a 54% increase.
- Fans of our Facebook come from all over the world: USA, Germany, Morocco and United Kingdom.
- Our top 5 cities our fans have listed they live in include: Winter Haven, Lake Wales, Lakeland, Frostproof, and Babson Park all in Florida.
- With twenty percent, women aged 45-54 are the highest percentage of the fans.
- From January 1 – December 9 we have reached an average of 116 people, while last year we averaged 6 over the same period.

Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2015. Name the project and summarize any impacts or measures of success in all areas below that apply:
 - a. Economic:
 - b. Quality of life:
 - 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 2015:

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 2015.

The CME Board had 4 quarterly meetings throughout the year. We post information periodically on our Facebook Page (<https://www.facebook.com/TheRidgeScenicHighway>). We also update our webpage throughout the year with a varied of information (<http://www.ridgescenichighway.com>) including pictures, events, board meeting agendas and meeting packets.

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

None

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

This year we gained a replacement of our FDOT Scenic Highway District Coordinator. We have filled the following positions in our At-Large positions for Tourism and Agriculture. These positions have been vacant for a few years.



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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.)?

Our Facebook likes have gone up significantly (see Section 2), while it is hard to tell if this made an impact on awareness. We like to think it has made an impact on the knowledge of the Ridge Scenic Highway. We were able to get support for a committee of people to coordinate the 39-Mile Scenic Highway Yard Sale this year. These were individuals not on our Board and are new to the Scenic Highway group.

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

The quarterly board meeting notice goes out to 44 people. We have about 13 people show up for the quarterly meetings.

6. Describe how the byway organization assisted its partners in 2015.

The CME did not join up with any organizations this year. We have shared other organizations information on Facebook. We choose to do this, because we were trying to establish a connection with them before we ask to join in their efforts or ask them to join our efforts. We are also focusing on trying to reach out to more people in an effort to gain members to our organization.

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

▪ **No** – Please provide the following revenue information for 2015:

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	\$

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

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

The CME has not set a priority on what to pursue at this time.

- b. Total amount of funding needed (in dollars rounded to nearest \$100):

Not sure at this time.

- c. Potential sources of funding identified:

Not sure at this time.

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



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4. Please describe the organization's challenges to obtaining funding.

This year we have seen an increase in participation with the CME; however, there has not been enough staff to pursue grants or projects.

5. Please describe your funding success stories from 2015. For example: a successful fundraising event or identifying a new source of funding.

We use the annual 39-Mile Scenic Highway Yard Sale to fund our reoccurring costs. See completed project number one for additional information.

Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2015 for the scenic highway and the effectiveness of each.

We have a Facebook account and website (see Section 2 for more details).

2. What was the total amount spent on marketing?

\$163.99 Website hosting and domain name

3. What were the sources of revenue for marketing?

39-Mile Scenic Highway Yard Sale booth rental sales

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.):

Facebook Page (<https://www.facebook.com/TheRidgeScenicHighway>)

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

Do not have this information available.

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

Not directly. We have had local business talk about people coming back to their business after they visited during the annual 39-Mile Scenic Highway Yard Sale event.

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

The CME is working with the local Chambers of Commerce along the corridor to include them into the Board as members or as committee members. We added Dundee Area Chamber of Commerce as a



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member for the At-Large Tourism member. We have both Dundee and Frostproof Area Chamber of Commerce to the Yard sale committee. This year we reached out to Visit Central Florida, our County's local tourism office to assist in communicating information about the 39-Mile Scenic Highway Yard Sale event. They have not only posted our event on their webpage but have shared the event with their Facebook followers.

Section 7: Byway Organization

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

We are an incorporated Florida not-for-profit corporation effective June 4, 2008.

Our CME Board is made of a member an alternate where available for the following jurisdictions: Dundee, Frostproof, Haines City, Unincorporated Babson Park, Unincorporated Lake of the Hills, Lake Wales, Highland Park, Hillcrest Heights, Lake Hamilton, Polk County Board of County Commissioners, Polk Transportation Planning Organization. We currently have vacancies in Dundee, Babson Park, Lake Wales, Highland Park, Hillcrest Heights, Polk County Board of County Commissioners and the Polk Transportation Planning Organization.

We have seven At-Large positions: Agriculture, Tourism, Cultural, Historical, Commercial/Developer, Environmental and Educational. We have members for Agriculture, Tourism, and Historical. All positions do not have a co-member to support their member.

We have a President, Vice President, Secretary and Treasurer positions to the Board.

We also have the Polk TPO and FDOT as technical experts to the Board.

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

At our December meeting the Board updated their Corridor Management Plan for 2015.

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

Recruiting new members has been a challenge for the group. Although this year we have begun a positive swing towards attracting new members to the Board or to our Yard Sale Committee. We have not pursued any additional projects outside of the 39-Mile Scenic Highway Yard Sale, due to the low number of members.

Section 8: Final Comments

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

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION	TIME FRAME	LEAD PARTY
INCREASE COMMUNITY SUPPORT AND PARTICIPATION	Receive input from local governments and community partners	Update the Corridor Management Plan every five years to allow for revisions of the document	Revise and Update Corridor Management Plan and annual reports	Coordinate with local governments and community partners with presentations, discussions, CME Board meetings, and social media	Annual	CME Board
INCREASE RESOURCE PROTECTION, MAINTENANCE, PRESERVATION AND ENHANCEMENT	Support and expand methods for resource protection	Sponsor an adopt-a-highway and other litter control programs along SR 17.	Ridge Scenic Highway Adopt-A-Highway	Contact FDOT's Adopt-A-Highway Coordinator in Tallahassee at 1-800-BAN-LITT(er) or 1-800-226-5488. Adopt a minimum of 2 miles along the corridor. Organize volunteers. Schedule and advertise minimum of 4 annual litter cleanups. Encourage other community partners and local governments to adopt portions of the highway.	December 2016	Adopt-a-Highway Committee. Work with FDOT D1 Adopt a Highway Program Coordinator
INCREASE TRANSPORTATION AND SAFETY	Promote non-motorized modes of travel	Encourage local governments and the Florida Department of Transportation to provide safe and convenient multi-use facilities along and parallel to SR 17 where feasible (e.g. bicycling, hiking, and equestrian).	Promote Non-Motorized Modes of Travel	Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the Florida Department of Transportation. Closely coordinate with Polk County on its Greenways Master Planning process. Coordinate with Polk County Planning Department, Polk County Parks Department, and the Polk TPO, to encourage inclusion of trails/sidewalks/bike lanes in plans.	Annual	CME Board – Coordinates with each jurisdiction

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION	TIME FRAME	LEAD PARTY
INCREASE EDUCATION AND PUBLICIZE CORRIDOR STORY	Educate residents and decision makers about the Ridge Scenic Highway Vision, Goals, Strategies, and Action Plan.	Develop materials to guide the traveler along the corridor, including local culture and ecological information	Create and maintain a Website, Video, Brochures, social media page. Distribution of Scenic Highway Printed Materials and t-shirts and other materials to Travel Agents and Travelers	Create subcommittee as needed to research and draft content for products. Contact local partners to produce products. Arrange to have video play on Polk County TV and other media outlets. Distribution of Scenic Highway printed materials to community partners and local governments. Make contact with tourism and tour groups. Secure permission to provide and stock scenic highway printed materials and recruit local museums, history centers, and retailers to display and sell t-shirts or other materials.	2016: Focus on Website and Social Media 2017: Brochures and Videos	Need Subcommittee
		Present and promote our information, programs, and materials to non-profit, business, and community groups.	Create a Speakers Bureau, email lists, share content on all media options (Social Media, TV, Radio, etc). Invite community partners to board and community meetings.	Create multiple presentations in PowerPoint or other options about the Corridor Story, groups of intrinsic resources, and the Corridor Vision and Goals. Recruit and train speakers for clear enthusiastic and consistent delivery. Contact local community groups and ask that they invite the CME to present.	December 2016 for speakers March 2017 for Presentations	Need Subcommittee
	Tell the Corridor Story to inform and educate travelers about the multiple assets along the corridor.	Locate, establish, and staff an Interpretive/Multi-language Center for the corridor.	Ridge Scenic Highway Interpretive Center	Locate and negotiate an agreement with one or several cultural institutions that can host an interpretive center. Stock center with scenic highway materials. Coordinate staffing schedule of volunteers.	Locate by early 2017 Post 2017 - Agreements in place	
		Sponsor events to establish a wide advertisement base.	Scenic Highway Event Schedule	Brainstorm within CME on type of scenic highway event that would coordinate and support other local events. Seek support of event idea from local institutions, museums, and governments. Schedule event date and location that is supportive of other events. Advertise heavily within the community for participation. Advertise regionally for event.	Annually	39 Mile Scenic Highway Yard Sale Committee

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION	TIME FRAME	LEAD PARTY
PURSUE SUSTAINABLE AGRICULTURE AND ECOTOURISM	Protect the commercial base of agriculture.	Work with local governments, agricultural industry and community partners to encourage the sustainability of agricultural uses along the corridor.	Encourage Local Agriculture Landowners and Producers as Active CME Members and Board Members	Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit partners. Make presentations to local agriculture associates.	2016 Recruit vacant positions	CME Board
	Encourage nature-based and heritage-based tourism.	Work with local governments, ecotourism industry partners to encourage ecotourism	Encourage Local Ecotourism groups as Active CME Members and Board Members	Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit partners. Make presentations to local ecotourism associates.	2016 Recruit vacant positions	CME Board

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION	TIME FRAME	LEAD PARTY
PROVIDE ADEQUATE ADMINISTRATION	Maintain a Corridor Management Entity	Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural, Historic, Commercial/Developers, Environmental, and Education).	Promote Board Membership within the Tourism, Cultural/Historic, Commercial, Developers, Environmental fields, and education	Brainstorm within the CME, local governments, and local community groups for board members commitment to the scenic highway. Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit partners. Make presentations to local agriculture associates.	2016 Recruit vacant positions	CME Board
		Convene quarterly meetings, as specified in the CME Bylaws.	Successful Quarterly Meetings	Execute Quarterly Meetings with varying topics.	Quarterly	CME Board



2016 Ridge Scenic Highway Corridor Management Entity Board



Jurisdiction	Member	Alternate	CME Officer
Dundee	Comm. Steve Glenn	Vacant	
Frostproof	Martin Sullivan	Martha Neher	*Secretary (Vacant)
Haines City	Clint Eliason	Vacant	
Unincorporated Babson Park	Vacant	Vacant	*Vice-President (Vacant)
Unincorporated Lake of the Hills	Edward Esteve*	Johanna Buscher	*Treasurer
Lake Wales	Mimi Reid-Hardman*	Vacant	*President
Highland Park	Vacant	Vacant	
Hillcrest Heights	Vacant	Town Clerk Larry Blackwelder	
Lake Hamilton	Doug Lenard	Mayor Marlene Wagner	
Polk County (BoCC)	Vacant	Vacant	
Polk Transportation Planning Organization	Mayor Eugene Fultz	Vacant	
At-Large	Member	Co-Member	
Agriculture	Robbie Kincaid	Vacant	
Tourism	Nancy Hicks	Vacant	
Cultural	Vacant	Vacant	
Historical	Johnny Powell (North)	Vacant (South Corridor)	Lake Wales is mid-point
Commercial/Developer	Vacant	Vacant	
Environmental	Vacant	Vacant	
Educational	Vacant	Vacant	



Corridor Management Entity (CME)
39-Mile Yard Sale Committee
December 1, 2015 @ 8:30 a.m.
Lake of the Hills Community Clubhouse
47 East Starr Avenue, Lake Wales, FL 33898



Babson Park * Dundee * Frostproof * Haines City * Highland Park * Hillcrest Heights * Lake Hamilton * Lake of the Hills * Lake Wales * Polk County

39-Mile Scenic Highway Yard Sale
Debriefing Notes

1. Income:

- Sponsorship Total = \$300
 - Lake Hamilton \$100
 - Lake of the Hills \$100
 - Haines City \$100

- T-Shirts and Table Rentals Total = \$1,075
 - T-Shirts Sales
 - Frostproof \$80
 - Lake Wales \$
 - Lake of the Hills \$40
 - Dundee \$
 - Lake Hamilton \$
 - Haines City \$

 - Table Rentals
 - Frostproof \$180
 - Lake Wales \$305
 - Dundee \$230
 - Lake Hamilton \$215

- Vendors
 - Dundee \$25

2. Expenditure:

- In-Kind Value Total = \$620
 - Dundee Chamber of Commerce \$200 (Printed Flyers)
 - Dundee Chamber of Commerce \$60 (Local Event Banner)
 - Lake Wales \$100 (Printed Flyers)
 - Dundee \$135 (Printed Flyers)
 - The Ledger \$25 (Table Comp)
 - Lake Wales Depot Museum \$20 (Spray Paint)
 - Lake Hamilton \$80 (Local Event Signs)

- CME Board Total = \$963
 - Printed Flyers \$111
 - T-Shirt Purchase \$852

3. Suggested Improvements for next year:

- Send out information about weather...hot/cold/rain/sun
- Punch Cards with a chance to win if visit certain locations
- Create a survey for the end of the event
- Print a large location map of the corridor to be displayed at each official location
- Work with local hotels for overnight deals evening before and evening after
- Work with local restaurants for breakfast, lunch, and dinner specials
- Early social media and website engagement
- Create an online registration process for table/booth rentals and t-shirt sales
- Offer discounts to local attractions the day after the event
- Create maps of spots available and not available when people reserve online
- Offer setup early in the am or the night before
- Official sites need to be marked the day before for people to setup
- Print off Thank You letter to each person who reserves a spot with the date for next year
- Create Save The Date flyer and share earlier
- Create Flyer with tear off info for people to take with them
- Create flags/banners for next year for each official location
- Create a single web page specific to the yard sale

4. Went well for this year:

- Most communities participated along the 39 miles
- Use of Facebook to post information about the event – tagging jurisdictions and community groups, chambers commerce, Visit Central Florida, news media sites, and local yard sale groups
- The Polk Sun published an article in their paper October 30 – November 5

2016

January						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February						
S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

March						
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April						
S	M	T	W	T	F	S
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May						
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June						
S	M	T	W	T	F	S
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July						
S	M	T	W	T	F	S
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24	25	26	27	28	29	30
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August						
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21	22	23	24	25	26	27
28	29	30	31			

September						
S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November						
S	M	T	W	T	F	S
		1	2	3	4	5
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13	14	15	16	17	18	19
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27	28	29	30			

December						
S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Board Meetings:

The second Monday of every third month, beginning at 4:00 p.m.

3/14: Haines City – City Hall

6/13: Dundee – Dundee Area Chamber of Commerce

9/12: Lake Wales – TBD

12/12: Frostproof – TBD

Events:

April 10th
Ironman 70.3 Florida – Haines City

Oct. 29th & 30th
Pioneer Days – Lake Wales

November 5th
39-Mile Scenic Highway Yard Sale