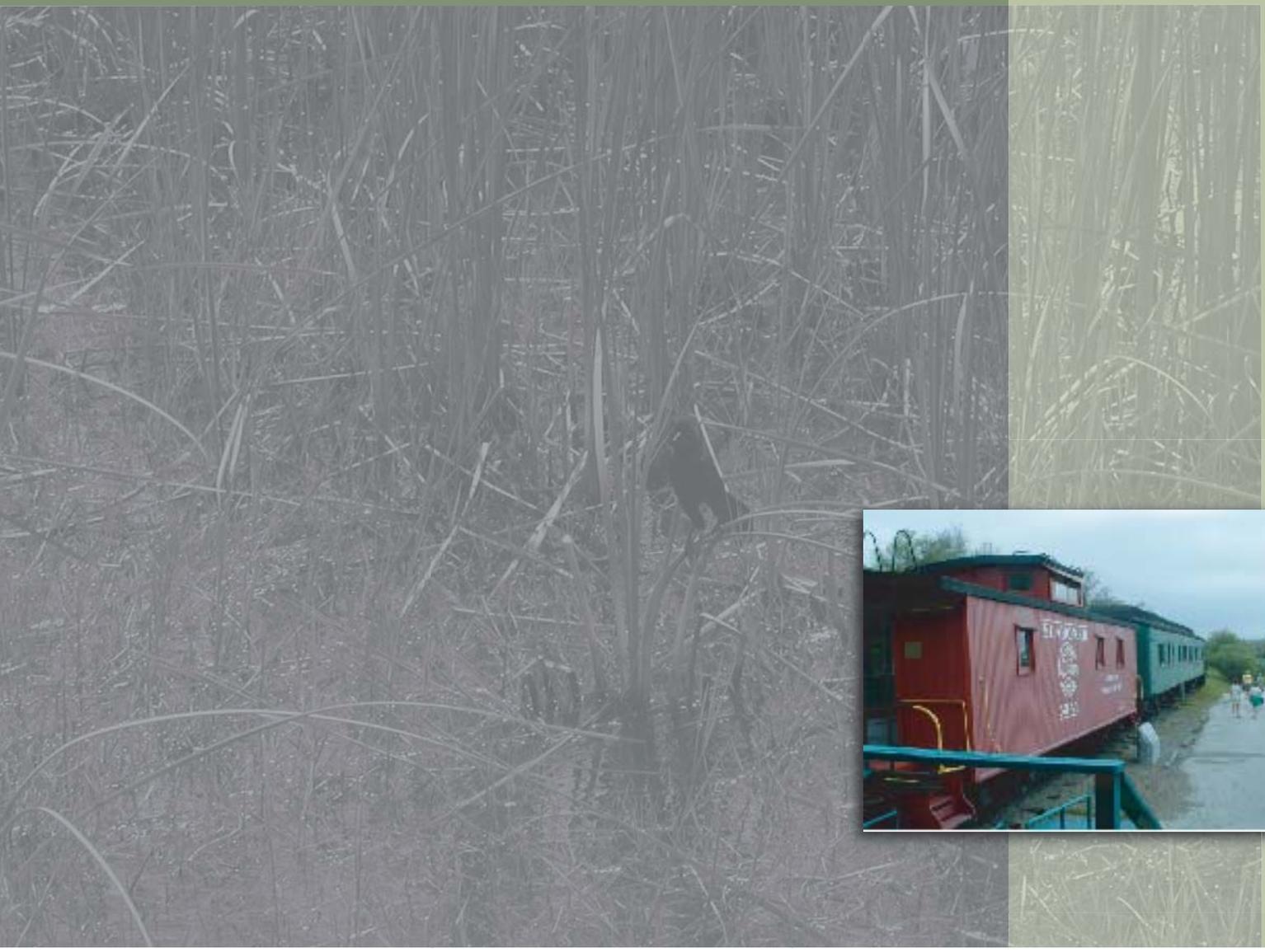


# Community Participation Program



### 3 Community Participation Program

The Community Participation Program is the Corridor Management Entity's outreach program that will heighten awareness, build consensus, and foster public involvement in support of the corridor. The Corridor Management Entity will implement the Community Participation Program throughout the Implementation phase.

Five Goals and their supporting Strategies directly address Community Participation and Promotion. Those Goals and Strategies are excerpted here. To read all Goals and Strategies, see *Section 1: Ridge Scenic Highway Vision and Concept Plan*.

#### Community Support and Participation

Goal 1: Work closely with local governments, entities, and communities to coordinate and maximize our efforts.

- Strategy 1.1: Be available and receptive to community input to foster a spirit of cooperation.
- Strategy 1.2: Review existing projects and participate in future planning with community leaders to synthesize mutual goals.

Goal 2: Receive input from residents and decision makers

- Strategy 2.1: Develop and implement a continuous public awareness program among the community (the Community Participation Program).
- Strategy 2.2: Inform public of contact information to allow for open communication.
- Strategy 2.3: Update the Corridor Management Plan every 5 years to allow for revisions of the document.

#### Education and Corridor Story

Goal 9: Educate residents and decision makers about the Ridge Scenic Highway Vision, Goals and Strategies, and Action Plan.

- Strategy 9.1: Communicate ideas, activities, and events through media outreach.

- Strategy 9.2: Develop standardized presentation on the Ridge Scenic Highway, (e.g. interactive website, video, handouts, brochures, others means as needed).
- Strategy 9.3: Present and promote our information, programs, and materials to non-profit, business, and community groups.
- Strategy 9.4: Include government officials (city and county) on CME mailing list.
- Strategy 9.5: Publicize and invite public to CME meetings and events.
- Strategy 9.6: Sponsor a speakers bureau.

Goal 10: Tell the Corridor Story to inform and educate travelers about the multiple assets along the corridor..

- Strategy 10.1: Develop a wayfinding program.
- Strategy 10.2: Develop pamphlets and brochures to guide the traveler along the corridor, including local culture and ecological information.
- Strategy 10.3: Locate, establish, and staff an Interpretive/Multi-language Center for the corridor.
- Strategy 10.4: Provide additional pull-off areas.
- Strategy 10.5: Develop interpretive signs at pull-off and other locations along the corridor.
- Strategy 10.6: Design and construct gateways for the corridor.
- Strategy 10.7: Develop an interactive web site with links to sites, attractions and events along the corridor.
- Strategy 10.8: Sponsor events establish a wide advertisement base.
- Strategy 10.9: Promote tourism through cooperative efforts with groups such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, etc.
- Strategy 10.10: Develop, produce, and sell "The Ridge Scenic Highway" t-shirt and other marketing items.

**Administration**

Goal 14: To establish and maintain a Corridor Management Entity.

- Strategy 14.1: Form non-profit organization with 501(c)3 status.
- Strategy 14.2: Establish P.O. Box for CME correspondence.
- Strategy 14.3: Address and complete necessary operational functions and tasks such as establishing and maintaining mailing lists, CME logo, etc.
- Strategy 14.4: Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural/Historic, Commercial/Developers, Environmental).
- Strategy 14.5: Convene annual meetings, as specified in the CME Bylaws.
- Strategy 14.6: Regularly review and update the Short Term Action Items.

**Promotional Techniques**

The Corridor Management Entity’s promotional strategy serves two distinct purposes, as a fundraising opportunity for implementation of the Corridor Management Plan, and as a promotional tool to promote tourism. The first step in developing a promotional strategy will be to identify the target audience of such a program. The Corridor Management Entity will evaluate tools by which to reach this audience and the message to be delivered.

Potential promotional techniques include:

Distribution materials

- Printed brochures/fact sheets
- Travel maps highlighting intrinsic resources
- Newsletter
- Magazine/newspaper articles
- Corridor audio/CD-ROM tour
- Informational presentation to groups/speakers bureau
- Web page

Activities and Events

- Community meetings
- Learning experiences or seminars
- Scenic Highway sponsored contests, fairs, and auctions

Sites and Structures

- Historical markers/history museums
- Interpretive/visitor center
- Gateways/scenic pull-offs



*Design Workshop, July 21-24, 2003*

## Community Participation Activities to Date

The Ridge Scenic Highway CAG created an informal "Speaker's Bureau" in order to inform local groups of the pursuit of the Florida Scenic Highway designation and encourage community support and participation. Following is a partial list of presentations made to these groups and organizations.

Frostproof City Council  
Hillcrest Heights Town Council  
Lake Wales City Commission  
Dundee Town Council  
Lake Hamilton Town Council  
Haines City Commission  
Frostproof Rotary Club  
Babson Park Womens Club  
Frostproof Lions Club  
Babson Park Visioning Group  
Lake of the Hills Garden Club/Community Club  
Lake Wales Lions Club  
Lake Wales Rotary Club  
Lake Wales Garden Club  
Frostproof Chamber of Commerce  
Lake Wales Ridge Eco-System Working Group

Ridge Scenic Highway Meeting Locations	
Location	Date
Lake-of-the-Hills - Community Clubhouse	February 2003
Lake Wales - City Hall	March 11, 2003
Lake Wales - City Hall	April 14, 2003
Haines City - City Hall	May 19, 2003
Babson Park - Ridge Audubon Nature Center	June 9, 2003
Frostproof - City Hall	July 14, 2003
Historic Bok Sanctuary	August 11, 2003
Dundee - Community Center	September 8, 2003
Chalet Suzanne	October 13, 2003
Lake-of-the-Hills - Community Clubhouse	November 10, 2003
Lake Wales - City Hall	December 15, 2003
Historic Bok Sanctuary	January 27, 2004
Lake Wales - City Hall	March 15, 2004
Frostproof - City Hall	April 19, 2004
Dundee - Community Center	May 25, 2004
Haines City - City Hall	September 13, 2004
Babson Park Community Church	October 25, 2004
Chalet Suzanne	December 13, 2004

Lake Wales City Hall - 4  
 Frostproof City Hall - 2  
 Lake-of-the-Hills - 2  
 Historic Bok Sanctuary - 2  
 Haines City - 2  
 Babson Park - 2  
 Dundee - 2  
 Chalet Suzanne - 2



**The Ridge Scenic Highway  
Corridor Advocacy Group**

September 13, 2004 @ 10:00 am  
Haines City - City Hall  
502 East Hinson Avenue  
Haines City, Florida

**MEETING AGENDA**

- I. Welcome**
- II. Ridge Scenic Highway Designation Status**  
*The application was submitted to FDOT on July 2!*
- III. CME Member Appointments**
- IV. CME Agreements**
- V. Set a Time and Place for the Next Meeting – Lake Hamilton? Babson Park?**

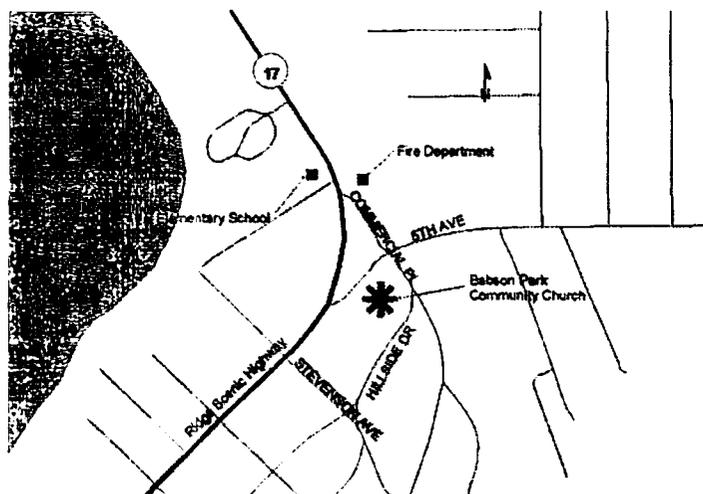


The Ridge Scenic Highway  
Corridor Advocacy Group  
October 25, 2004 @ 10:00 am  
Babson Park Community Church\*  
Babson Park, Florida

MEETING AGENDA

- I. Welcome
- II. Ridge Scenic Highway Designation Status  
*Plans for the dedication ceremony*
- III. CME Member Appointments  
*Report from the Nomination Committee*
- IV. CME Agreements  
*Presentation by the Bylaws Committee*
- V. Set a Time and Place for the Next Meeting

\* The Babson Park Community Church is located on the east side of SR 17 (Scenic Highway) just south of Babson Park Elementary and the Fire Department.



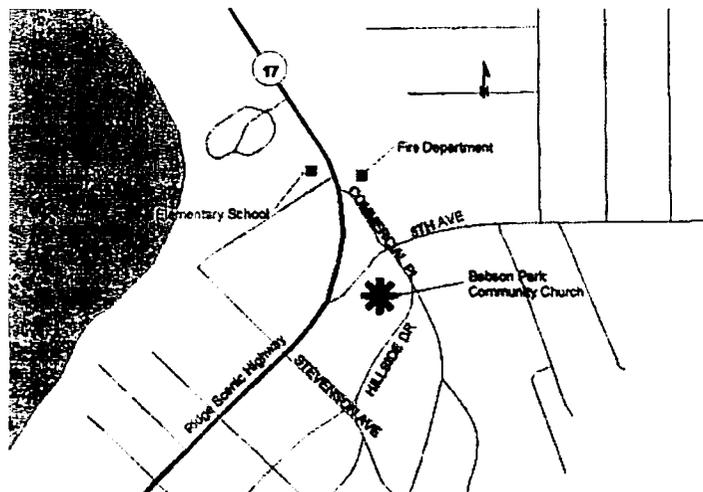


The Ridge Scenic Highway  
Corridor Advocacy Group  
October 25, 2004 @ 10:00 am  
Babson Park Community Church\*  
Babson Park, Florida

MEETING AGENDA

- I. Welcome
- II. Ridge Scenic Highway Designation Status  
*Plans for the dedication ceremony*
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October 25, 2004

## MINUTES FOR CME MEETING

Meeting OF THE RIDGE SCENIC HIGHWAY CAG on October 25, 2004, at the Babson Park Community Church was called to order at 10:00 am by Chairwoman Mimi Hardman. Those present were: Deming Cowles, Heather McKinley, Mimi Hardman, Helen Morrison and Ken Morrison, Martha Sehi, Johnny Powell, Lori Carlton, Ryan Kordek, Bub Burt, Jennifer Nanick, Ryan Kordek, Lori Carlton, Jake Rowe, Irene Johnson, Andrew Bryan, Cindy Turner, Johanna Buscher, Kay Huxelman, Bob Socal, Denise and Eric Hinshaw

After introductions, Mimi said she had called The County Commission regarding funds which Lake Wales and Bok Sanctuary were to receive. Since the Lake Wales City Commission did not approve Rails to Trails in Lake Wales as proposed there is grave concern the funds may be earmarked for other projects away from our area. This issue was on the Consent Agenda for the County Commission October Meeting. Seven people went to the meeting. The vote was unanimous to let Lake Wales complete the petition drive to allow the voters of Lake Wales to choose via a special election whether or not they want Rails to Trails as proposed. Ryan Kordek wrote a letter to Stanley Cann asking that the funds in question be rolled over to next year rather than given elsewhere. Lori Carlton (DOT) remarked that if nothing is done with the money, it would just roll over. That is probably what's going to happen.

Lori updated the Committee on the Ridge Scenic Highway Designation Application. The Advisory Committee's negative comments focused primarily on formatting changes. They do question how changes will be incorporated into each City's Comprehensive Plan. There is an overlap between the old Scenic Highway manual, which we were told we could use, and the new manual. This seems to be the reason for some of the questions. She will contact the "sign person" soon. Signs are made of metal and Ridge Scenic Highway would be identified at the top of sign. This seemed to stimulate discussion on sidewalks needed in school areas along the highway and other good comments. It will be great to be able to approach and tackle such projects.

Deming and Heather reported on the discussion about CME Appointments to At Large seats on the Board from the previous meeting and introduced the slate of names. Phone calls to nominees for the At Large seats and their alternate will take place after next Tuesday, after the Lake Wales Pioneer Days Celebration.

CME Entity Agreement: There was a motion to accept the CME Entity Agreement as written. It was seconded, voted upon, and unanimously approved as written.

Since Ted is no longer available to act as Vice Chairperson, we need to elect another person to fill that office. Deming was nominated. He was unanimously voted in as Vice Chair.

Curtis Knowles, Haines City Rep, is our Treasurer; he was not in attendance today. Heather McKinley is the Recording Secretary.

Our next meeting will be on December 13 at 10 a.m. at the Chalet Suzanne. Everyone was reminded to sign their CME Agreement and hand them to Mimi. Meeting was adjourned at noon.

Respectfully submitted,  
Heather HI McKinley,  
Secretary



**The Ridge Scenic Highway  
Corridor Advocacy Group**

December 13, 2004 @ 10:00 am

Chalet Suzanne

Lake of the Hills, Florida

**MEETING AGENDA**

- I. **Welcome**
- II. **Ridge Scenic Highway Designation Status**  
*Report from FDOT*
- III. **CME Function and Responsibilities**
- IV. **CME Member Appointments**  
*Presentation by the Nomination Committee*
- V. **Set a Time and Place for the Next Meeting**

LAKE WALES - Supporters of a tourist-grabbing label for a 38.7-mile stretch of State Road 17 in the Ridge hope for good news next month when state reviewers decide whether to designate the route as a scenic highway.

The highway is eligible for roughly three dozen special funding programs once it's added to the state's Scenic Highway system, said Ryan Kordek with Polk County's metropolitan planning organization.

The state review committee is scheduled to consider the Ridge corridor's application Jan. 19, said Lori Carlton, a community liaison with the state transportation department. The Ridge Scenic Highway Corridor Advocacy Group meets 9 a.m. Jan. 24 at Historic Bok Sanctuary in Lake Wales.

Supporters Monday reviewed the designation's status and finalized membership on a formalized steering committee that will control grant spending once Highway 17 receives its scenic designation. Sixteen members will represent incorporated and unincorporated communities along the stretch of highway as well as special interests like agriculture, historic & cultural interests and citrus.

The agency can act as a sounding board and lobby group on behalf of communities and downtowns from Haines City to Frostproof served by State Road 17.

Groups represented by the so-called Corridor Management Entity are also expected to volunteer in-kind services, raise funds and pay dues, Kordek said. The informal advocacy group, which has led the scenic highway campaign for more than a year, has gone as far as it can without the state designation, Carlton said.

"We really can't go forward too much more," she said.

The roughly dozen scenic corridors range in length from less than three miles in Bradenton Beach, to nearly 170 miles along Indian River Lagoon. There were 456 miles designated as of Fall 2001. The label requires that the road offer motorists access to archaeological, recreational, scenic, cultural or natural resources.

Supporters say the designation gives residents a hand in the growth of business development within the corridor. However, the corridor management entity has no formal powers and can not restrict land-use or otherwise directly affect property owners or developers.

The proposed scenic highway corridor encompasses Frostproof, Hillcrest Heights, Babson Park, the Village of Highland Park, Lake Wales, Lake of the Hills, Dundee, Lake Hamilton and Haines City. No community has refused participation in the campaign, Carlton said.

Jim Gallagher, Dundee town manager, said his council actively supports the corridor's designation and is anxious to add its representative to the management entity.

"It's something we've already strongly supported on the record," Gallagher said.

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