



Corridor Management Entity (CME) Meeting
June 8, 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 AGENDA

- 1. Welcome Members and Visitors - Ms. Mimi Reid-Hardman, CME Chair**
- 2. Approval of Minutes**
Minutes of Quarterly meetings December 8, 2014 and March 9, 2015 Action is required. (Attachment)
- 3. 2014 Ridge Scenic Highway Annual Report**
Discussion and approval for the 2014 Annual Report. Action is required. (Attachment)
- 4. 2015 Ridge Scenic Highway Corridor Management Plan Major Update**
Discussion and approval for the 2015 major update to CME Plan. Included with this item is the strike out and underline of the Goals/Objectives/Strategies/Action Plan Items. Action is required. (Attachment)
- 5. Establish 39-Mile Scenic Highway Yard Sale 2015 Committee**
Event Date: Scheduled for November 7, 2015 Action is required.
- 6. Board Appointments**
Election of Ridge Scenic Highway Corridor Management Entity Officers and At-Large Board Members Pursuant to the CME's Bylaws, an annual meeting is to be held to select CME Officers and At-Large Board Members. Action is required. (Attachment)
- 7. 2015 Action Plan Priorities**
The CME will be asked to adopt the 2015 priorities. Action is required. (Attachment)
- 8. Ridge Scenic Highway's Facebook Activity Report**
- 9. Treasurer's Report – Mr. Ed Esteve, CME Treasurer**
Discussion and approval of 2015 budget Action is required. (Attachment)
- 10. Other Communications and Reports**
 - Next Board Meeting:
 - September 14, 2015
 - 4:00p.m.
 - Lake of the Hills Community Clubhouse
47 East Starr Avenue, Lake Wales
- 11. Adjournment**

RIDGE SCENIC HIGHWAY
CORRIDOR MANAGEMENT ENTITY

**Meeting Summary
December 8, 2014**

MEMBERS

PRESENT:

Ed Esteve, Treasurer, Lake of the Hills
Diana Webster Biehl, Secretary, Frostproof
Clint Eliason, City of Haines City
Johnny Powell, North Corridor Historian
Eugene Fultz, Mayor of Lake Wales
Clint Eliason, Haines City

Staff: **Ryan Kordek**, Staff, TPO
Diane Slaybaugh, Staff, TPO

- I. CALL TO ORDER:** The meeting was called to order at 4:15p.m. by Ed Esteve, Treasurer, who declared a quorum, and invited those present to introduce themselves.
- II. APPROVAL OF MINUTES:** *Diana Webster-Biehl moved approval of the minutes of September 8, 2014, with the corrections as discussed. Seconded by Diana Eugene Fultz. Motion Carried.*
- III. RIDGE SCENIC HIGHWAY 39-MILE YARD SALE REPORT:**
 - Greg Esteve who served as coordinator got a job shortly after being appointed, and didn't have as much time to spend on it as he had planned.
 - He coordinated mostly the Dundee, Lake Wales and parts of Babson Park. Diana Webster-Biehl represented Frostproof. Lake Hamilton and Haines City decided not to participate. Dundee was to participate, but backed out due to a conflict.
 - There were about \$850 in expenses for flyers etc. Income was \$250 from Lake Wales, \$155 from Frostproof, and a \$50 donation from Lake of the Hills. There was a choir that had 25 tables, but we have not collected anything from them (yet!).
 - Flyers were distributed at Polk State College Fest, Boktober Fest, and Pioneer Days
 - There was good publicity in the Heartland papers and notices in the Ledger and News Chief.
 - There was good traffic and many organizations and merchants got involved.
 - Signage: There were only 35 useable signs and the flags and any other signs were not found. The 35 signs were placed. About 15 signs were recovered after the sale.
 - They have created a database of those who had tables for use next year.
 - Many thanks to Ed, his wife and Greg for their work.
 - The Web Site was and Facebook page was updated in time for this year's event.
 - Diana Biehl suggested we have 3x6 banners printed on both sides on PVC frames placed in the city/community centers of each member next year. Additional "yard sign" signage may be needed.

IV. RSH-CME WEB SITE

- The group discussed the importance of the Web site and Facebook with a link to Visit Florida web site.
- The group also discussed that local entities could forward information to Diane Slaybaugh on local events to have them placed on the web site and on Facebook since there are many people who check into those sites.

V. ANNUAL REPORT and OTHER REPORTS

- Diane Slaybaugh said that the annual report will be due in April or May of 2015.
- The 5-year update to the Corridor Management Plan is due around April 2015.
- These will be part of our discussion next meeting.

VI. MEETING CALENDAR

- The RSH-CME Board meetings are the 2nd Monday of every third month at 4 pm, March 9, June 8, September 14, and December 14 of 2015.
- *Diana Biehl moved that the calendar be approved and that a more complete listing of Scenic Highway be included and that RSH-CME representatives provide the event names to the TPO staff. Seconded by Clint Eliason. Motion Carried.*

VII. TREASURER'S REPORT

- Ed Esteve reported, from memory, that there were about \$820 in expenses this year, with \$455 income received to date. The bank account prior to this was about \$1,200. He apologized for not having a formal report, as his computer is down.

VIII. OTHER COMMUNICATIONS & REPORTS:

- Ed Esteve invited all to the Lake of the Hills Christmas Party on December 18th.
- Doug Leonard from the Central Florida Regional Planning Council, will be representing Lake Hamilton.
- Diane Slaybaugh asked members to help her recruit members for an advisory committee she has for elderly, disabled, and economically disadvantaged. The committee is the Florida Commission for the transportation disadvantaged local TD. She needs a person 60+ years and a medical representative (Home Health Care person, RN, etc.) The meetings are held quarterly on Monday afternoons.
- **Next Meeting:** March 9th, 2015, tentatively at Lake Wales.

ADJOURNMENT:

- *Motion to adjourn by Diana Biehl. Seconded by Eugene Fultz. Motion carried.*
- *The meeting was concluded at 5:15 p.m.*

RIDGE SCENIC HIGHWAY
CORRIDOR MANAGMENT ENTITY

Meeting Summary
March 9, 2015

MEMBERS PRESENT:

Ed Esteve, Treasurer, Lake of the Hills
Johnny Powell, North Corridor Historian
Eugene Fultz, Mayor of Lake Wales
Mimi Hardman, President, Lake Wales

Staff:

Ryan Kordek, Staff, TPO
Curtis Knowles, Staff, TPO

- I. **CALL TO ORDER:** The meeting was called to order at 4:00p.m. by Ed Esteve, Treasurer, who declared a quorum was not present, and invited those present to introduce themselves. No formal action can be made at the meeting since there is no quorum.
- II. **APPROVAL OF MINUTES:** December 8, 2014 Minutes have been tabled until the next meeting on June 8, 2015.
- III. **2014 RIDGE SCENIC HIGHWAY ANNUAL REPORT:**
 - Curtis Knowles reviewed the annual report with the group. The yellow highlighted areas were discussed and information was provided to fill in the blanks.
- IV. **2015 RIDGE SCENIC HIGHWAY CORRIDOR MANAGEMENT PLAN MAJOR UPDATE:**
 - Curtis Knowles reviewed the Update with the group. There were changes to the Plan requested at the meeting and incorporated into the final draft sent to the State Scenic Highway Office.
- V. **ESTABLISH 39-MILE SCENIC HIGHWAY YARD SALE 2015 COMMITTEE**
 - This committee could not be selected due to the lack of quorum.
- VI. **BOARD APPOINTMENTS**
 - Appointments could not be selected due to the lack of quorum.
- VII. **2015 ACTION PLAN PRIORITIES**
 - Priorities could not be selected due to the lack of quorum.
- VIII. **RIDGE SCENIC HIGHWAY'S FACEBOOK ACTIVITY REPORT**
 - Curtis Knowles gave a report on the activity on Facebook. The Page is getting great interaction and support.

IX. TREASURER'S REPORT

- Ed Esteve reported on the annual budget for 2014 as well as the proposed 2015 budget. However, neither document was approved due to the lack of quorum.

X. VIII. OTHER COMMUNICATIONS & REPORTS:

- Next Meeting: June 8, 2015 at the Lake of the Hills Community Clubhouse at 4:00p.m.

XI. ADJOURNMENT:

- The meeting was concluded at 5:30 p.m.

The Ridge Scenic Highway 2014 Annual Report



March 9, 2015

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Corridor Information

Road: State Road 17 (Scenic Highway)
Limits: US 27 to US 17/92
Centerline Miles: 38.7
Name: The Ridge Scenic Highway
Location: Polk County
Designation: February 2005

CME Contact Information

Full Name: Diana Webster-Biel
Position: Secretary
Address: Frostproof City Hall
111 West First Street
City: Frostproof
State: Florida
Zip: 33843
Phone: (863) 605-4564
Fax: (863) 534-6471
E-mail: websterbiehl@verizon.net

Section 1: Completed Projects

1. Did your byway organization complete one or more projects in 2014?

Yes

Completed Project #1

- **Project Name:**
 - 39-Mile Scenic Highway Yard Sale
- **Category/Type:** “Program”
 - 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.
- **Project Costs:**
 - Government Grant(s) - (federal, state, or local):
 - \$0.00

- Private (individual donations, business sponsors, foundations, special events, membership):
 - \$700
- Earned Income (merchandise sales, fees for programs, etc.):
 - \$300
- In-Kind Value:
 - \$0.00
- Total Cost:
 - \$1,000.00

- **Project Dates:**
 - Start Date: November 1, 2014
 - End Date: November 1, 2014

- **Project Lead:**
 - **Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)?**
 - The CME lead the project through a Yard Sale Committee to coordinate the details.

- **Brief Description of the project:**
 - The CME began this event in 2008 and is an annual event held on the first Saturday in November. The goal is to provide local awareness of the Ridge Scenic Highway as a resource for promoting Economic Tourism in the small unique towns and larger city centers. The event has been widely attended and visitors had a lot of compliments on how well it was organized and the scenic views along the highway.

- **Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?**
 - Each year the event is a learning experience. We have used local newspapers to send press releases and develop articles about the event. We have handed out flyers at different events throughout the year as well as provided the flyer to the local Chambers of Commerce. With the growth in attraction to our Facebook page, we will engage our friends and partners about our event in the years to come to gain support and exposure.

- **Project impact: What is known about the economic, quality of life, and/or environmental impacts of the project?**
 - We have heard from local business (restaurant, retail, libraries, other) during this event they have had a dramatic positive shift in customers. We have also heard from those same businesses months later, they have repeat customers due to the “new” customers finding out about them at the Yard Sale event.
 - The local police and sheriff’s office provide extra patrol along the highway during the event.

- **Byway goals addressed: What planning goals are addressed by the project?**
 - Increase Community Support and Participation
 - Increase Transportation and Safety
 - Increase Education and Publicize Corridor Story

- **Please list and describe the role of the project partners.**
 - Local governments – provide staff and rental locations to host the designated spots for the CME to rent out – serves as income for the event for the CME
 - Residents – the residents along the corridor setup their yard sales which supports the success of the corridor event
 - Webber International University – provided 1,000 event flyers
 - Lake of the Hills Community Club – provided 750 event flyers

- **Please forward 3-5 high-resolution photos of each project that the FSHP has permission to include in the FSHP Annual Report.**



Figure 2: Church Yard Sale Dundee Area



Figure 1: Community Area Yard Sale Lake Wales Area



Figure 3: Vendor at Community Area Yard Sale - Babson Park Area



Figure 4: Ed Esteve and Susan Welborn wearing the official 39-Mile Scenic Highway Yard Sale T-Shirts

Completed Project #2

- **Project Name:**
 - Ridge Scenic Highway Website

- **Category/Type:** “Program”
 - 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.

- **Project Costs:**
 - Government Grant(s) - (federal, state, or local):
 - N/A
 - Private (individual donations, business sponsors, foundations, special events, membership):
 - \$164.03
 - Earned Income (merchandise sales, fees for programs, etc.):
 - N/A
 - In-Kind Value:
 - N/A
 - Total Cost:
 - \$164.03

- **Project Dates:**
 - Start Date: June 2014
 - End Date: October 3, 2014

- **Project Lead:**
 - **Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)?**
 - The CME lead the project through the Polk TPO staff.

- **Brief Description of the project:**
 - The old website was hosted by a company that no longer wanted to allow changes to the website without a full purchase redesign. The Polk TPO researched website providers and presented the new website to the CME Board for approval in September 2014. The Polk TPO staff continues to maintain the website for the CME. The website is widely used as static information about the Scenic Highway and the CME organization. The website can be viewed on mobile devices unlike the old website.

- **Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?**
 - When creating a website use a nationally recognized company. Having the experts in outreach with the Polk TPO helped the CME make an informed decision to go with a new company which allowed a new website to be created. The new website is now mobile friendly as well.
- **Project impact: What is known about the economic, quality of life, and/or environmental impacts of the project?**
 - Many people praised the Polk TPO staff in the efforts for the new website, its simple but sophisticated looks including the information found throughout the site.
- **Byway scenic goals addressed: What planning goals are addressed by the project?**
 - Increase Community Support and Participation
 - Increase Education and Publicize Corridor Story
- **Please list and describe the role of the project partners.**
 - Polk TPO – provide staff support to create and maintain the site
- **Please forward 3-5 high-resolution photos of each project that the FSHP has permission to include in the FSHP Annual Report.**



Figure 6: Ridge Scenic Highway Website - Home Page

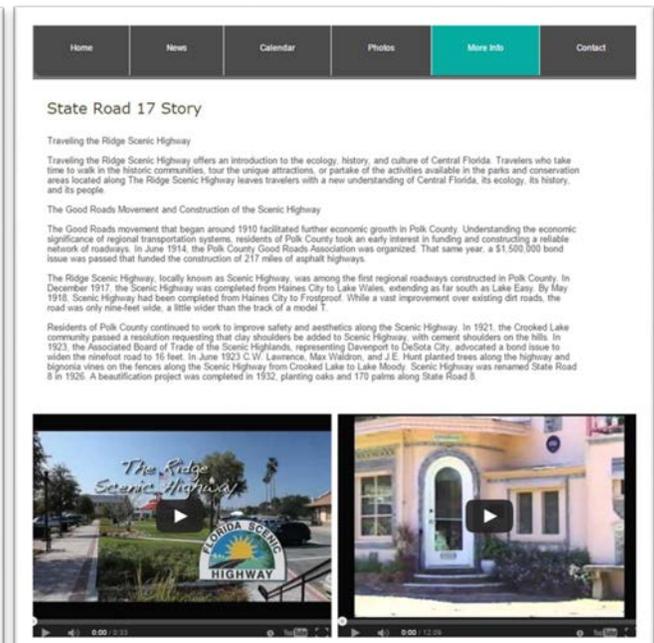


Figure 5: Ridge Scenic Highway Website - Story

Section 2: Other Accomplishments

1. Please describe any other noteworthy accomplishments from 2014 not included in the Completed Projects section.

- N/A

Section 3: Previously Completed Projects

1. In 2014, were any significant benefits or positive impacts from previously completed projects documented? If so, please name the project, and summarize any impacts in all areas below that apply:

Economic:

- N/A

Quality of Life:

- Each year many of the local government and communities host annual events. This year the Town of Dundee noticed more pride with their events. Their events grew in participation to provide the event and attend the event.

Environmental:

- N/A

Other:

- Town of Dundee installed street lights along Main Street (SR 17, The Ridge Scenic Highway). The lights provide great lighting for those walking on the new street tree lined sidewalks at night to the local shops and restaurants.
- The Chalet of Suzanne closed their doors this year. The owners of the Chalet will auction the property off in February 2015. The CME held several meetings at this location throughout the years since designation in 2005. While we do not know what is in store with the property, this was a loss to the community both historically and economically.

Section 4: Public Participation and Partnerships

1. Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2014.

- Stakeholders were routinely updated through the quarterly meetings held by the CME board. The 39 Mile Scenic Highway Yard Sale committee worked with local stakeholders. The CME recreated their website in 2014 with new content, look and feel. The CME also increased their presence on Facebook. This has been a great resource to reach out to our partners throughout the year.

- 2. Are there issues or concerns regarding the scenic highway in corridor communities?**
 - There is a concern on how the new Central Polk Parkway will cross SR 17, The Ridge Scenic Highway. Although the roadway in this area is in the planning stages now and not scheduled for construction at this time.

- 3. How are new byway organization members, leaders, volunteers, and partners recruited?**
 - The CME is currently having a hard time recruiting new members to the At-Large positions. One of the priorities for 2015 is to find ways to reach out and gain support with new members. We are reaching out with our network of local business, Chambers of Commerce, Facebook friends, and other ways. The CME changed their meeting time from 9:00am to 4:00pm in efforts to gain additional attendance to the meetings from the membership.

- 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.)?**
 - In 2014, the Facebook friends increase from 134 likes to 211 likes. This was due to an increase usage of Facebook as a tool for communication.
 - The 39-Mile Scenic Highway Yard Sale has increased in estimated size of 1000 people in 2014 from 2013.

- 5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?**
 - The meeting notice is sent via email to 40 people and 6 people get hard copies via mail due to not having an email address.

- 6. Did the byway organization assist its partners with any projects in 2014? If so, please describe.**
 - The CME provided \$100 towards the Pioneer Days event in Lake Wales.

Section 5: Funding

- 1. Does your byway organization have a budget?**
 - Yes

- 2. In addition to the project funding described in Section 1, please list other amounts of funding by source:**
 - **Government Grant(s) - (federal, state, or local):**
 - N/A
 - **Private - (individual donations, business sponsors, foundations, special events, membership):**
 - N/A

- **Earned Income:**
 - N/A
 - **Total Other Funding - (merchandise sales, fees for programs, etc.):**
 - N/A
3. **Please describe your outstanding funding needs in the following categories:**
 - **Project(s) or program(s) that lack funding**
 - N/A
 - **Total Amount of funding needed**
 - N/A
 - **Potential sources of funding identified**
 - N/A
 4. **Please list potential funding sources being pursued (if not identified above).**
 - N/A
 5. **Please describe the organization's challenges to obtaining funding.**
 - The funding that has been sought after included a requirement for a dollar match. The CME does not have enough money in the bank to match many of the grants.
 6. **Do you have a funding success story from 2014? For example: a successful fundraising event or identifying a new source of funding. If so, please describe.**
 - None

Section 6: Marketing

1. **Describe the marketing methods used (website, brochure, festival booths, advertisements, etc.) in 2014 for the scenic highway and the effectiveness of each.**
 - Website (www.ridgescenichighway.com): was redesigned in 2014. The new website allows the CME Board to post events, news, documents, and photos.
 - Facebook (<https://www.facebook.com/TheRidgeScenicHighway>): was used throughout 2014. The CME went from 134 likes to 211 likes in 2014. The post topics vary: events, website temporarily down, and yard sale information.
 - Flyer: To promote the 39-Mile Scenic Highway Yard Sale event 3,250 flyers were created and dispersed at local events. Webber International University donated 1,000 flyers, Lake of the Hills Community Club donated 750 flyers, and the CME paid Staples for 1,500 flyers.
2. **What was the total amount spent on marketing?**
 - \$100.00
3. **What were the sources of revenue for marketing?**
 - Table/Spot rental at the 39-Mile Scenic Highway Yard Sale

4. **Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.).**
 - This information has been requested from the local chambers of commerce; however, at the time their reports have not been completed.
5. **Has the impact of the scenic highway on local tourism trends been identified in any way? If so, please describe.**
 - This information has not been documented.
6. **Please describe how the byway organization is working with local tourism agencies:**
 - The CME includes the Chambers of Commerce in the email notification of meetings and events. The Chambers also allow the CME to place flyers for events at their offices.

Section 7: Byway Organization

1. **What is the organization's current structure (nonprofit, informal citizen group, etc.)?**
 - Non-Profit Florida Corporation since June 6, 2008
2. **In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?**
 - The CME sent out letters to the local governments requesting participation with the CME board and committees.
3. **What are the organization's greatest challenges (recruiting new members, getting the work done, etc.)?**
 - One of the challenges is to get the At-Large positions filled by active participants. In 2015, the CME has listed it as a priority to get these positions filled. The CME changed their bylaws to reduce the number of required members for a quorum to five.
 - Lack of participation of current membership has been an issue with committee meetings for the 39-Mile Scenic Highway Yard Sale.

Section 8: Final Comments

Is there anything significant from 2014 that has not been captured in this report?

- None

The Ridge Scenic Highway Corridor Management Entity



2010 Corridor Management Plan Five Year Update

March 2015

Corridor Vision

Encourage the creation, enhancement, and preservation of the unique historical, agricultural, visual, archeological, recreational, environmental, and tourism features of SR 17, The Ridge Scenic Highway Corridor.



Figure 1: SR 17 in Babson Park

Corridor Mission

Provide the region a premier destination to experience the scenic treasures of the Lake Wales Ridge, its communities and enhance the economic vitality of the region.

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PREAMBLE

SR 17, The Ridge Scenic Highway contains a wide variety of natural, scenic, historical, cultural, and recreational resources of regional and national significance along the Lake Wales Ridge. The corridor is rich in archeological sites, cultural enclaves, tourist destinations, historic commercial and residential districts (some listed on the National Historic Register), farming, communities, national landmarks, conservation lands, migratory bird preserves, and green spaces. Its rolling hills and valleys, pristine waters, and high sandy ridge have promoted healthy living and scenic vistas for past generations.

INTRODUCTION

The original Corridor Management Plan (CMP) was adopted in February 2005 followed by an update in April 2010. The Corridor Management Plan outlines the Vision, policies and a plan by which to maintain, preserve, protect, and enhance the intrinsic resources located along the scenic highway. This will be the second update to the original plan.

February 2005, The Ridge Scenic Highway was designated a Florida Scenic Highway. Upon designation about two thirds of the land surrounding The Ridge Scenic Highway was in Polk County's jurisdiction; however, today most of the land is within municipal jurisdictions.

Since the designation several changes have occurred within the corridor boundaries affecting the highway and the CMP. Polk County planning staff has developed the

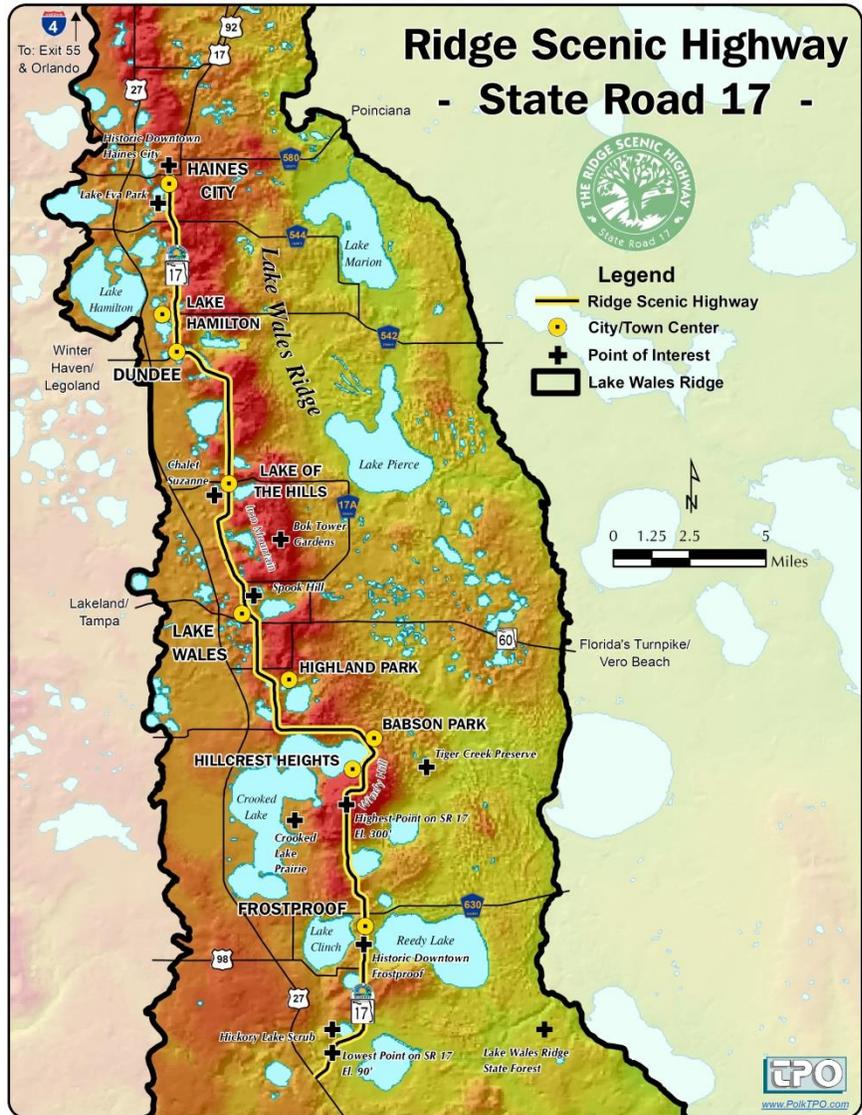


Figure 2: Elevation Map of the Ridge Scenic Highway

Southeast Selected Area Plan (SAP). The SAP extends from Lake Wales south to Frostproof. The purpose of the SAP is to develop a vision and supporting plan for the future recognizing and protecting existing community resources while establishing a framework for quality growth in an area. The Florida Department of Transportation (FDOT) is in the process of completing a new study for a road in Polk County called Central Polk Parkway. This new six lane roadway will traverse SR 17, The Ridge Scenic Highway between Lake Wales and Dundee. FDOT will have community

meetings to discuss the roadway later in 2015. The roadway is partially funded in the Eagle Lake area of the County. The other sections are currently going through design. FDOT also completed a Bicycle/Pedestrian Master Plan for the corridor in 2009. This plan is used by the local governments and FDOT to place sidewalks and trails along the highway. Since the plan was completed several projects have been implemented in Frostproof, Lake Wales and Haines City.

CORRIDOR CONDITIONS

The Ridge Scenic Highway contains an abundance of archeological, historic, cultural, recreational, natural, and scenic resources. The intrinsic resources found along the Ridge Scenic Highway, as a whole, teach residents and guests of the unique and irreplaceable ecology and culture found along the Lake Wales Ridge.

Archeological Resources

The archeological site located along SR 17 Scenic Highway in the City of Frostproof has remained unchanged. The city continues to own and maintain the site once used as a pre-Seminole Indian burial mound by the Calusa Indians.

Historic Resources

The Ridge Scenic Highway serves communities with long and rich histories.

Historic Districts

The six historic district boundaries located along the Ridge Scenic Highway have remained unchanged.

Downtown Haines City Commercial District – The City of Haines City constructed a new city hall and library at the intersections of Main Street, North 6th Street and North 7th Street in downtown. As part of the Downtown Redevelopment Plan, an urban bike trail system is proposed. The intent of this system is to tie several approved projects into a comprehensive system of trails that will eventually interconnect with Haines City and ultimately reach out to other communities.

Hinson Avenue, Ingraham Avenue, Fourth Street, and Seventh Street are the rough boundaries of the Downtown Haines City Commercial District. Constructed between 1913 and 1937, the Downtown Haines City Commercial District is the historic commercial area of downtown. It contains 25 buildings, 20 of historical interest. The architectural styles represented include Masonry Vernacular, Mediterranean Revival, and other Revival styles. The Downtown Haines City Commercial District was added to the National Register of Historic Places in 1994.

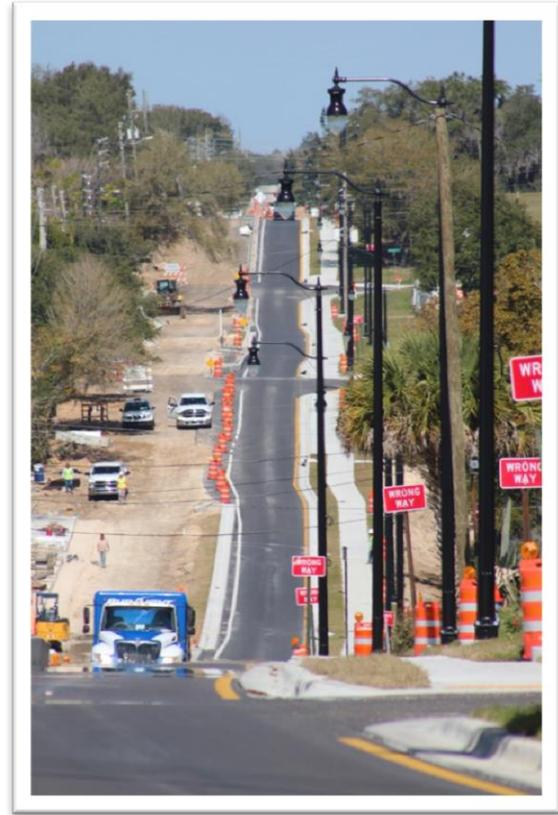


Figure 3: SR 17 Reconstruction based on FDOT Bike/Ped Plan in Haines City

Chalet Suzanne – August 4, 2014, the Hinshaw family closed the Historic Chalet Suzanne Inn and Restaurant. February 27 and 28, 2015 the Chalet Suzanne will be auctioned off. April 2010 till August 2014, the Chalet Suzanne airstrip was mostly used during Lakeland’s Sun ‘n Fun event. The Chalet Suzanne hosted an annual informal barbeque to thank all of the flyers that come in for the Sun ‘n Fun event. The Chalet also hosted many visitors and patrons of the restaurant and inn.

In 1931, Bertha Hinshaw and her family began entertaining weary travelers in their home a short distance from what was then US Highway 27 and today is known as SR 17. What started as a small country inn has slowly grown over the years (and generations) into a little village reminiscent of old Europe, including a restaurant, 30-guestroom inn, shops, airstrip, soup cannery, gardens, museum, family cemetery, citrus groves and vineyard, many of which have celebrated national and international acclaim. Chalet Suzanne is listed on the National Register of Historic Places and their homegrown gourmet soups and sauces have been served in many famous places, including the surface of the moon!

Mountain Lake Estates Historic District – There has been a few permitted houses within the community over the last five years.

Constructed in the early 1920s as a winter community for wealthy northerners, the Mountain Lake Estates Historic District contains 101 buildings, 65 of historical interest. The Olmsted Brothers of Brookline, Massachusetts, designed the community. The Mountain Lake Estates Historic District was added to the National Register of Historic Places in 1993. It contains two properties that are also listed by the National Register of Historic Places – El Retiro and the Colony House.

North Avenue Historic District – No change within the district over the last five years.

The North Avenue Historic District extends across nine acres and contains 12 contributing structures. It is located in the City of Lake Wales, north of the Lake Wales Historic Residential District, south of G Street and Winston Avenue is the eastern boundary. The prevalent architecture is frame vernacular.

Lake Wales Historic Residential District – No change within the district within the district over the last five years.

The Seaboard Airline railroad grade, CSX railroad tracks, East Polk Avenue, and South and North Lake Shore Boulevards are the boundaries of the Lake Wales Historic Residential District. It contains 206 contributing historic buildings. The Lake Wales Historic Residential District was added to the National Register of Historic Places in 1997.

Lake Wales Commercial Historic District – The district was refreshed with major streetscape improvements completed at the end of 2011. Funded by a Community Development Block Grant, the \$330,000 project included decorative pavers, sidewalk repairs, new crosswalks and curb ramps, and extensive shade trees and plantings along Park, Stuart and Central Avenues between SR 17 – The Ridge Scenic Highway and First Street.

SR 17, Central Avenue, Market Street, and Orange Avenue are the rough borders of the Lake Wales Commercial Historic District. It was originally constructed between 1913 and 1928, the earliest phase of development of the City of Lake Wales. It contains 21 buildings, 16 of historical interest.

The Lake Wales Commercial Historic District was added to the National Register of Historic Places in 1990.

National Register of Historic Places, Historic Sites, and Structures

According to the State Historic Preservation Office, there are 27 National Registered historic places, sites and structures located within a mile of the Ridge Scenic Highway. These sites are shown in the below table.

Name	National Register Reference Number	Address	City	Date of Construction	Architectural Style	Notes
St. Mark's Episcopal Church	94000159	102 N. 9th St.	Haines City	1890	Steeply pitched cross-gable roof	Oldest standing structure in Haines City. Added to the US National Register of Historic Places on March 7, 1994.
Landmark Baptist College and Christian Bookstore (Polk Hotel)	94000151	800--810 Hinson Ave.	Haines City	1926	Italian Renaissance Revival	First skyscraper built in Haines City and still one of the largest buildings Added to the US National Register of Historic Places on March 17, 1994.
Downtown Haines City Commercial District	94000150	Roughly bounded by Hinson and Ingraham Aves and 4 th and 7 th Sts	Haines City			The district contains 20 historic buildings. Added to the US National Register of Historic Places on March 7, 1994.
Old Central Grammar School	94000160	801 Ledwith Ave.	Haines City	1925	Mission Revival	The first modern educational facility erected in Haines City; presently used as a cultural arts center. Added to the US National Register of Historic Places on March 17, 1994.
Old Haines City National Guard Armory	94000158	226 S. 6th St.	Haines City	1932	Colonial Revival	The only historic facility in the community that is related to the state militia and U.S. National Guard. Added to the US National Register of Historic Places on March 2, 1994.

Name	National Register Reference Number	Address	City	Date of Construction	Architectural Style	Notes
Old Dundee ACL Railroad Depot (a.k.a. Margaret Kampsen Historic Dundee Depot Museum)	01000739	103 Main St.	Dundee	1911		Currently serves as a museum. Added to the US National Register of Historic Places on July 30, 2001.
Lake of the Hills Community Club	00000265	41 E. Starr Ave.	Lake Wales	1929		Added to the US National Register of Historic Places on March 24, 2000.
Mountain Lake Colony House (a.k.a. Mountain Lake Club House)	91000113	E of FL 17, on N shore of Mountain Lake	Lake Wales	1916	Mediterranean	Designed by Frederick Law Olmsted Jr. and Charles R. Wait; in its day one of Central Florida's most fashionable resort hotels. Added to the US National Register of Historic Places on February 22, 1991.
Mountain Lake Estates Historic District	93000871	SR 17 North of Lake Wales	Lake Wales	1920's First Developed		The district contains 65 historic buildings, including two previously listed on the National Register: El Retiro Estate (today renamed "Pinewood" and part of the landmark Bok Tower Gardens) and Mountain Lake Colony House. Added to the US National Register of Historic Places on August 26, 1993.
Bok Mountain Lake Sanctuary and Singing Tower (a.k.a. Bok Tower Gardens)	72000350	1151 Tower Boulevard	Lake Wales	1927-1929		Added to the US National Register of Historic Places on August 21, 1972.
El Retiro (a.k.a. Pinewood Estate)	8500333		Lake Wales	1930-1932	Mediterranean Revival	Home of C. Austin Buck. Now part of Bok Tower Gardens. Added to the US National Register of Historic Places on December 12, 1985.
Roosevelt School	01000306	115 East St. N	Lake Wales			Added to the US National Register of Historic Places on March 29, 2001.

Name	National Register Reference Number	Address	City	Date of Construction	Architectural Style	Notes
C. L. Johnson House	89001481	315 E. Sessoms Ave.	Lake Wales			Added to the US National Register of Historic Places on September 21, 1989.
G. V. Tillman House	90001276	301 E. Sessoms Ave.	Lake Wales			Added to the US National Register of Historic Places on August 31, 1990.
Dixie Walesbilt Hotel	90001273	115 N. First St.	Lake Wales	1926	Vernacular masonry	One of the few historic skyscrapers in Florida. Added to the US National Register of Historic Places on August 31, 1990.
Lake Wales City Hall	90001274	152 E. Central Ave.	Lake Wales	1928	Masonry Vernacular with Mediterranean Revival elements	The first building in the town to serve a local government function
North Avenue Historic District	01001086	100 Block of North Ave	Lake Wales			Contains 12 historic buildings. Added to the US National Register of Historic Places on October 12, 2001.
Lake Wales Historic Residential District	97000858	Roughly bounded by Seaboard Airline RR grade, CSX RR tracks, E. Polk Ave, South and North Lake Shore Blvds	Lake Wales			The district contains 206 historic buildings. Added to the US National Register of Historic Places on August 8, 1997.
Lake Wales Commercial Historic District	90000732	Roughly bounded by Scenic Hwy, Central Ave, Market St, and Orange Ave	Lake Wales	Designated on May 10, 1990	N/A	Contains 16 historic buildings
First Baptist Church	90001275	338 E. Central Ave.	Lake Wales	1923	Classical Revival	Considered an excellent example of its style. Added to the US National Register of Historic Places on August 31, 1990.
Atlantic Coast Line Railroad Depot	90001277	325 S. Scenic Hwy.	Lake Wales	1928	Mediterranean Revival	Added to the US National Register of Historic Places on August 31, 1990.

Name	National Register Reference Number	Address	City	Date of Construction	Architectural Style	Notes
B. K. Bullard House	90001272	644 S. Lakeshore Blvd.	Lake Wales			Added to the US National Register of Historic Places on August 31, 1990.
Church of the Holy Spirit	90001271	1099 Hesperides Rd.	Lake Wales	1927	Spanish Mission	Currently serves as the Lake Wales Culture Center. Added to the US National Register of Historic Places on August 31, 1990.
Casa De Josefina	75000567	2 mi. SE of Lake Wales off U.S. 27	Lake Wales	1923	Florida Boom	Added to the US National Register of Historic Places on June 10, 1975.
Chalet Suzanne	90001085	3800 Chalet Suzanne Dr.	Lake Wales	1931		Added to the US National Register of Historic Places on July 24, 1990.
Babson Park Woman's Club	97001229	1300 N. Scenic Hwy	Babson Park		Mediterranean Revival	Added to the US National Register of Historic Places on October 17, 1997.
Old Frostproof High School (Current City Hall)	97001420	111 W. First St.	Frostproof		Mediterranean Revival	Renovated to serve as City Hall. Added to the US National Register of Historic Places on November 13, 1997.

According to the State Historic Preservation Office there are fourteen possible historic sites listed in our current plan that need to be removed due to being designated a State Historic site or are no longer a possible historic site, those include:

Site Name	Address	Year Built	Style	Structure Use
10 N 10 th Street	10 N 10 th Street	1920c	Frame Vernacular	Residence
303 E Central Avenue	303 E Central Avenue	1920c	Bungalow	Residence
325 E Johnson Avenue	325 E Johnson Avenue	1920c	Bungalow	Residence
333 E Johnson Avenue	333 E Johnson Avenue	1930c	Shingle	Residence
342 E Tillman Avenue	342 E Tillman Avenue	1928c	Mediterranean Revival	Residence
408 E Bullard Avenue	408 E Bullard Avenue	1928c	Mediterranean Revival	Residence
427 E Bullard Avenue	427 E Bullard Avenue	1928c	Bungalow	Residence
428 E Bullard Avenue	428 E Bullard Avenue	1928c	Bungalow	Residence
432 E Bullard Avenue	432 E Bullard Avenue	1928c	Mediterranean Revival	Residence
438 E Polk Avenue	438 E Polk Avenue	1925c	Frame Vernacular	Residence

502 E Polk Avenue	502 E Polk Avenue	1925c	Bungalow	Residence
Alexander, B H House	314 E Central Avenue	1919	Bungalow	Residence
Boyle Auto Supply	122 E Crystal Avenue	1928c	Mission	Retail Establishment
Tillman, G V House	301 E Sessoms Avenue	1916	Georgian Revival	Residence

In the last five years, 22 new possible historic sites are listed with the State Historic Preservation Office, those include:

Name	Address	Year Built	Type	Classification
1735 SR 17	1735 SR 17	1957c	Masonry Vernacular	Residence
1911 SR 17	1911 SR 17	1939c	Craftsman	Residence
212 E Johnson Avenue	212 E Johnson Avenue	1928c	Frame Vernacular	Residence
220 E Orange Avenue	220 E Orange Avenue	1947	Masonry Vernacular	Unknown
227 E Polk Avenue	227 E Polk Avenue	1924c	Frame Vernacular	Residence
233 E Bullard Avenue	233 E Bullard Avenue	1928c	Masonry Vernacular	Residence
237 E Polk Avenue	237 E Polk Avenue	1920c	Frame Vernacular	Residence
237 S 3rd Street	237 S 3rd Street	1920c	Frame Vernacular	Residence
302 E Polk Avenue	302 E Polk Avenue	1928c	Frame Vernacular	Residence
302 Harding Avenue	302 Harding Avenue	1930c	Frame Vernacular	Residence
303 E Polk Avenue	303 E Polk Avenue	1924c	Bungalow	Residence
305 Harding Avenue	305 Harding Avenue	1930c	Frame Vernacular	Residence
306 E Polk Avenue	306 E Polk Avenue	1920c	Frame Vernacular	Residence
332 C Street	332 C Street	1920c	Frame Vernacular	Residence
334 1/2 C Street	334 1/2 C Street	1920c	Frame Vernacular	Residence
334 C Street	334 C Street	1920c	Frame Vernacular	Residence
456 D Street	456 D Street	1930c	Frame Vernacular	Residence
500 Grace Avenue	500 Grace Avenue	1932c	Frame Vernacular	Residence
608 6th Street	608 6th Street	1930c	Frame Vernacular	Residence
900 Grace Avenue	900 Grace Avenue	1950c	Frame Vernacular	Residence
Ramon Theatre	15 E Wall Street	1925	Mediterranean Revival	Theater
Smith Printing	137 E Sessoms Avenue	1920c	Frame Vernacular	Commercial

History Museums

Margaret Kampsen Historic Depot – The train station, a 66-by-26 feet building built primarily of Florida pine and cypress, was started on November 2, 1911, and completed just after the first of the next year. The train station now turned into a museum is open to the public for viewing local artifacts throughout the week. The museum was dedicated on November 18, 2001. The museum includes historical artifacts and documented information to preserve the past for future generations.



Figure 4: Lake Wales Depot Museum

Lake Wales Depot Museum – Since opening in 1976, the Depot Museum has evolved into a resource center for the collection, conservation, exhibition, and study of materials pertaining to the history of Lake Wales, Florida. Patrons traveling down the highway can stop in to see the history of the Ridge Scenic Highway designation.

Frostproof Historical Museum and Library – The building that is home to the Frostproof Historical Museum was built in 1922. It was the site of the first public library in town. After the Latt Maxcy Memorial Library was established in 1978, the Frostproof Historical Society began to use the building for the museum. Inside the museum, visitors can find historical artifacts that are important to the city’s history. There are also photographs, maps, newspapers, books and other records in the genealogical section. Those who enjoy learning about the founding families can listen to and view audio and video tapes of some of the families. There also are books on the founding families as well.

Cultural Resources

Churches – There are many churches along the corridor that serves as gathering places and is the foundation for civic life in many communities.

Government Facilities – SR 17 has many government buildings located along the highway. In November 2012, Haines City opened a new City Hall and Library in Downtown. In August 2012, the City of Lake Hamilton opened their new water treatment plant. November 2011, the Town of Dundee opened a new City Hall and Library in the Town Center.

Festivals and Events – The Ridge Scenic Highway corridor is the host of many festivals and events that are held throughout the year.

- Whole Corridor:

1. Annual 39-Mile Scenic Highway Yard Sale. The CME began this event in 2008. The goal is to provide local awareness of the Ridge Scenic Highway as a resource for promoting Economic Tourism in the small unique towns and larger city centers. The event has been widely attended and visitors had a lot of compliments on how well it was organized and the scenic views along the highway.

4th Annual Join us Saturday, November 5
8 AM - 2 PM

Travel State Road 17, the beautiful Ridge Scenic Highway and visit us at nine great locations:

Haines City:
St. Ann Catholic Church, 1265 Robinson Drive

Dundee:
*Community Center, 603 E. Main Street
Jeanette Raines, 863.419.3114, jeanraines@townofdundee.com

Lake of the Hills:
Community Clubhouse, 47 East Starr Avenue (Off of S.R. 17)
Edward Esteve, 865.676.8015, edesteve@tarrastovrr.com

Lake Wales:
*CSX Trailhead Center, 450 N. Scenic Highway
Tina Richmond, 863.676.1721, tornet@hotmail.com

Lake Wales Care Center, 201 N. Scenic Highway

Lake Wales Association of Realtors, 318 N. Scenic Highway

Babson Park:
*Across from Webber Int'l University, 1050 N. Scenic Highway
Susan Welborn, 863.698.7308, susan@helake@aol.com

Ridge Audubon Center, 200 N. Crooked Lake Drive

Frostproof:
*Downtown, E. Wall Street at SR 17
Diane Biehl, 863.605.4564, websterbiehl@verizon.net

39-Mile Yard Sale T-Shirts for sale \$10.00 each; sold at all locations
***Rent Your Space for \$10.00 at selected locations.**

Collectables, Antiques and Treasures

Fundraiser Event - Donations Welcome
Sponsored by: The Ridge Scenic Highway Corridor Management Entity, Inc.

www.ridgescenichighway.com
Find us on Facebook – "The Ridge Scenic Highway"

Edward Jones INVESTMENTS

Logos: BOK TOWER GARDENS, Florida's Natural, Florida Scenic Highway, Lake of the Hills, CARE CENTER, and others.

Figure 5: 39-Mile Scenic Highway Yard Sale 2011 Flyer

- Haines City:
 1. Christmas Parade. This event is held annually and attracts visitors from the area to see the great floats and Mr. and Mrs. Santa Claus.
 2. Glitter Glisten and Snow. Lake Eva Park gets transformed into a winter wonderland including snow and local entertainment.
 3. Thunder on the Ridge (Annual July 4th Celebration). The Thunder on the Ridge event boasts the largest fireworks display in Polk County, plus local and national entertainment.
 4. Ribs on the Ridge. This is an annual event and draws visitors from the area.
 5. IRONMAN 70.3 Florida. This is an annual event and is a regional IRONMAN TriClub Championship race, attracting clubs from all over the state with its podium ceremony, pre-race barbecue, and tent city celebration. IRONKIDS race takes place the day before the main event. IRONMAN 70.3 Florida is also a Regional IRONMAN TriClub Championship race.



Figure 6: IRONMAN 70.3 Florida Bike Course

The event is a popular early-season race, whether you're a first-timer or a seasoned pro getting your legs ready for the year ahead. Expect a beach start, glassy freshwater lake swim, moderately hilly bike course past orange groves and through downtown, and an energetic three-loop run. The swim course, in particular, receives rave reviews from athletes.

- Dundee:
 1. Christmas Parade. This event is held annually and attracts visitors from the area.
 2. July 4th Celebration. The celebration is held on Lake Marie annually. Patrons traveling along SR 17, The Ridge Scenic Highway can pull off the road and enjoy the fireworks show.
 3. Fall Festival. This highly attended event includes a costume contest, pie eating contest and line dancing.
- Lake of the Hills:
 1. Old Fashioned Ice Cream Social. This event continues to draw people from the region and serves as a fund raiser for the Community Clubhouse. This event has occurred annually since 1965. Members and friends of the Lake of the Hills Garden Club dress in red and white vintage costumes and serve homemade cakes, pies, and ice cream. Proceeds from the event benefit further restoration work on the grounds and clubhouse.
 2. Gourmet Grilled Chicken Dinner. This event is held annually and serves as a fund raiser for the Community Clubhouse.

- Lake Wales:

1. Pioneer Days. This annual event continues to attract approximately 15,000 visitors from the region. This event honors the founding fathers of Lake Wales. Activities include Pioneer Hour, which opens with the ringing of Tillman Bell and follows with the announcement of the Pioneer of the Year.
2. Lake Wales Arts Festival. First held in 1972, this annual event features the tradition of celebrating and exhibiting quality works of art by fine artists and artisans with up to 100 artists competing for more than \$30,000 in awards. Presented by the Lake Wales Art Council, the diversity of the critically acclaimed two-day Festival attracts thousands of art lovers each year who purchase original, one-of-a-kind works of art.
3. Orange Blossom BBQ Revue. A BBQ competition sponsored by the Lake Wales Rotary was held Dec 5-6, 2014 in Lake Wailes Park, with the next one scheduled for Dec 4th -5th, 2015.
4. Make it Magical Holiday Event. An annual event in downtown Lake Wales, takes place the first Friday night in December.
5. Jewel of the Ridge Jazz Festival. The event takes place for its 2nd year on April 11th in Lake Wailes Park.
6. Car Show. The show is held monthly on the 4th Saturday of every month from 4-8pm.
7. Farmers Market. Held in Downtown Lake Wales on the 2nd & 4th Saturday from 9am – 2pm.
8. Wine Walk. Held three times a year hosted by the Women's Business Connection in conjunction with the Monthly Car Show on the 4th Saturday of the month.
9. International Carillon Festival. Bok Tower Gardens continue to host this event annually. The festival features one of the world’s greatest carillons, the Singing Tower. With performances by world renowned carillonneurs, enjoy a renaissance of this most unique musical instrument through debut performances of new compositions and music performed throughout the 500-year history of the carillon.
10. Mardi Gras. This annual event has bloomed into a major social and tourist event, drawing thousands of visitors from across, Florida and beyond. The event includes pageantry, parades, exotic floats, outrageous costumes, masked crowds, carnival royalty, high-stepping and strutters moving to the rhythms of Dixieland Jazz. The Lake Wales Mardi Gras was created in memory of Vinton Davis, owner and operator of Vinton’s New Orleans Restaurant along with his wife in 1984.
11. July 4th Celebration. This event is held annually at the Lake Wailes Park. The event includes food vendors, fun activities all day, and the day ends with a blast of fireworks in the evening.



Figure 7: 2015 Lake Wales Mardi Gras Parade

12. Concert Outdoors. Polk State College JD Alexander Center (Old City Hall) hosts concerts outdoors on the steps the 1st 2 Wednesdays of the month from 12:30-1:45pm
- Babson Park:
 1. Oktoberfest. This is an annual event held in October. This event aligns with Webber International University's alumni weekend. The event takes place along Crooked Lake and includes a menu featuring a "German style" hot dog and sausage bar including grilled bratwurst and kielbasa, sauerkraut, German spätzel with sauerkraut, tossed salad, Oktoberfest potato salad, German style green beans, and assorted desserts and beverages, and more.
 2. Scenic 17 Triathlon (Babson Park to Frostproof). This annual event is held at Webber International University. The triathlon includes a ¼ mile swim in Crooked Lake (one of the largest freshwater lakes in Florida), a 15 mile bike ride along Scenic Highway and surrounding roads and concludes with a 3.1 mile run along Scenic Highway and surrounding roads. Due to the growth increase with this event, in 2011, the Youth Sprint Challenge Triathlon was established. In 2014, the event grew by adding an adult duathlon, which includes a 2k run and the 15 mile bike ride.
 3. Babson Park Audubon Center.
 From its founding in 1961, Ridge Audubon has launched numerous community projects to further its mission. In the early days, volunteer educators visited schools with wild animals or birds for students to see up close. Guided nature walks near school campuses were given. Students from back then are now adults, who say visits from volunteers had a profound impact on their understanding and appreciation of wildlife and conservation. In 1964, when the sanctuary was obtained through the generosity of Roger Babson, student groups were invited to take guided walks on the Babson Park Nature Center's own trail where many rare animal and plant species unique to the Lake Wales Ridge are protected. Eventually, a museum full of specimens, artifacts and educational displays was created. A library and a bookstore were added to serve the needs of budding naturalists, young and old. Through the champion efforts of our members and loyal community supporters, the trail, bookstore and museum continue to be open to the public. Volunteers still visit schools and other sites when invited, notably for Earth Day displays, guided trail walks, fossil digs and nature talks. The Nature Center is where all of our potlucks, programs and meetings take place. It is usually where we meet for field trips. October through April a potluck dinner is followed by an educational presentation on wildlife, conservation, birds and nature topics of a wide variety.
 - Frostproof:
 1. Christmas Parade. This event is held annually and attracts visitors from the area.
 2. Festival of the Trees. This event is held annually at the historic Ramon Theater.



Figure 8: 2012 Festival of Trees

There are many displays of lighted Christmas trees, each decorated in different themes and colors accompanied by holiday music.

3. Murder Mystery Dinner. This event is held at the historic Ramon Theater.
4. O’Hara’s Orange Blossom Festival. This event is held annually to include antique car show, vendors, live music, and carnival rides.
5. Winter Music Series. This event is held annually at the historic Ramon Theater.
6. Talent Show Extravaganza. This event is held annually by the Rotary Club.

Museums, Theaters, Clubs, Colleges, and Community Centers – Museums, theaters, and community centers help to educate residents and guests of the history and culture of the community, allow residents to share their talents and experiences and help create a shared sense of community.

- Haines City:
 1. Landmark Baptist College. Landmark Baptist College was founded in 1980 and is housed in the Polk Hotel, a building listed on the National Register of Historic Places.
 2. Haines City Community Theatre. In 2014, the theatre moved to their new location the old library in Haines City, just a few blocks from the old location, at 303 Ledwith Ave. (in front of the Lake Eva Complex). On average, the theatre has about 150 season-ticket holders and averages around 400 audience members for each production.
 3. Community Center. In 2009, the community center received a renovation and expansion. The center is home to programming of youth and adult activities and athletics. The center also has office spaces and a new workout facility.
- Dundee:
 1. Community Center. The center is located at 603 Main Street and hosts activities, shows, and public meetings.
 2. Chamber of Commerce. The chamber, located at 310 East Main Street, promotes meeting people, helping to create a climate where business can flourish, create good community relations and have a vital advertising opportunity for the Dundee and surrounding area.
- Lake of the Hills:
 1. Lake of the Hills Community Clubhouse. The Clubhouse, located at 41 East Starr Avenue celebrated their centennial in January 2014.
- Lake Wales:
 1. The Museum at Chalet Suzanne. The museum closed with the closing of the Chalet Suzanne.
 2. Bok Tower Gardens. Bok Tower Gardens has offered some of Florida’s most remarkable experiences to more than 23 million visitors since 1929. Through its historic landscape gardens, unique Singing Tower carillon and magnificent 1930s Mediterranean-style mansion, the Gardens offer unparalleled opportunities for artistic, cultural, personal and spiritual enrichment.



Figure 9: Lake Wales Little Theatre

3. Little Theatre. The theatre, located at 411 N. 3rd Street, has been providing high-quality, live entertainment to Lake Wales and East Polk County since 1978. Our offerings include recent hits and old favorites, and we frequently offer new plays never before produced. Our intimate 140-seat theater ensures that everyone has a great view of the action! The goal of Lake Wales Little Theatre, Inc. is to provide high quality theatrical entertainment and a creative outlet for the many interested and talented people in our area. More specifically, the purpose of our theater is to provide cultural education and enjoyment for the citizens of Lake Wales and surrounding areas by producing, presenting, and viewing live theater activities. Participation in theater activities on stage, backstage and in the audience is open to all interested individuals
4. Art Center. In 2011 the Lake Wales Art Center was acquired by Polk State College. After nearly \$2 million in renovations to refurbish stained glass windows, upgraded signage, a reinforced rotunda and renovated restrooms the Center was reopened in March 2013. The Polk State Lake Wales Arts Center brings together visual and performing arts, offering Central Florida the best of both. The Lake Wales Arts Council maintains the Center, arranging classes, concerts, and exhibitions that rotate throughout the year. The Center has extensive gallery space, and visitors are always welcome to enjoy the Center's most recent display. The Polk State Lake Wales Arts Center offers many free and fun events throughout the year.



Figure 10: Lake Wales Art Center

5. Museum and Cultural Center. The Lake Wales Museum and Cultural Center is popularly known as The Depot Museum. Since opening in 1976, the Depot has evolved into a resource center for the collection, conservation, exhibition, and study of materials pertaining to the history of Lake Wales, Florida. It strives to serve as the means by which historic record of Lake Wales may be preserved and shared with the citizens of the community.
- Highland Park:
 1. Highland Park Club. I.A. Yarnellk, a partner of Harold F. Fairchild, formed the Highland Park Club in the early 1920's. Membership was restricted to those who purchased a 10-acre grove with a right to purchase a building lot. The "Colony" was marketed towards well-to-do northerners who wanted to winter in Florida. The Highland Park Club continued as a private club until 1994, when the club dispersed and sold the property. The building was known as the LeKarica Restaurant and Inn. After the 2004 Hurricane Season, the building was heavily damaged and closed.
 - Babson Park:
 1. Webber International University. The University is a private, non-profit, co-educational university of business. The university offers associate ad bachelor degrees in business with ten different majors to its approximately 550 students. Webber also awards Master of Business Administration degrees with options in Accounting, management, Marketing, and Sport Management. In December 2014,

the Webber International University History Center opened housing the historical artifacts of the university.

2. Babson Park Women's Club. The Club was founded in 1923 to further the development of highest ideals in the community. The organization continues to be active in the community.

- Frostproof:

1. Art League and Gallery. The Art league and Gallery was founded by local artists and is committed to continue promotion of education of visual arts in our



Figure 11: Babson Park Women's Club

community. Proceeds from commissions on art sales, donations and memberships help life enriching community outreach programs possible. Programs such as free art education to adults with physical or mental challenges, as well as, free after school classes for children. Our large studio classroom affords the space to create and teach multi-media art and lectures. Our gallery area features a variety of media: fine art paintings in water-color, oils, acrylics and also photography and drawing. The gallery also includes applied arts, decorative painting, jewelry, quilts, and found object sculptures. The exhibits rotate every sixty days to give all members opportunity to exhibit around the five annual art shows.

2. Chamber of Commerce. The Frostproof Area Chamber of Commerce is an economic development organization working on business retention and expansion efforts within the Frostproof Area. The Chamber is also responsible to promote Frostproof to businesses and individuals that might have an interest in relocating or visiting. We produce a relocation guide and other promotional materials that are widely distributed. The Chamber also organizes events and festivals to generate revenue for the businesses in Frostproof.
3. Depot. The first railroad to reach Frostproof arrived in 1912 and the depot was built that year. Clarence Dempsey was the Atlantic Coast Line depot agent from 1912 until 1919. Luncheons and meetings are held in the back of the facility.
4. Historical Museum and Library. The Historical Museum is located at 210 Scenic Highway. The building, erected in 1922, originally served as the first public library in Frostproof. The Museum houses historical artifacts, photographs, maps, newspapers, books, records, audio, and video-taped interviews, genealogy, and history of many of the founding families of Frostproof. The Museum and Library provide tours for youth groups and school classes.

Recreational Resources – Parks, trails, and recreational complexes are located along the length of the Ridge Scenic Highway, providing access to parks and natural acres, active recreation areas, and gathering opportunities.

- Haines City:
 1. Railroad Park. Located on the corner of 6th Street and Main Street in downtown. The park is home to the weekly Farmers Market. The Gazebo is available for reservation.
 2. Lake Eva Park. The Park, located at 555 Ledwith Avenue, includes a 30,000 square foot banquet hall, six-lane competition pool, kids water play area including a 20 foot slide, a maintenance facility, a restored armory building with offices, expanded community center, walking trail, 12 pavilions, great lawn, four tennis courts, and two basketball/volleyball courts. The Park is the home of the 4th of July Celebration “Thunder on the Ridge.”
- Lake Hamilton:
 1. Park in Lake Hamilton. Located across from the town hall, this park contains a baseball field and a children’s playground.
- Dundee:
 1. Merrill Street Park. Located at 301 East Merrill Avenue, the Park includes basketball courts with two goals, two swings, playground equipment for toddlers and older children, two three-wall racquetball courts.
 2. Lake Marie Park. Located at 604 Lake Marie Boulevard, the park is the location of many celebrations for the Town of Dundee and its visitors. It includes picnic shelter with tables, restrooms, playground equipment, boat ramp, picnic locations, and the 1.8 mile pedestrian and bike trail that circles Lake Marie.
 3. Lake Menzie Park. Located at 1 Lake Menzie, the park includes an exercise trail, fishing pier, and playground.
 4. Johnson Park. Located at 800 Edmund Avenue, this an open park of .6 acres.
 5. Henderson Park. Located at 413 Martin Luther King Street, the park includes basketball courts with two goals, swings, playground equipment and picnic shelter with tables.
 6. East Central Park. The park is a Polk County facility. The athletic park contains a fitness trail, baseball fields, concession stands, and a press box building.
- Lake Wales:
 1. Hardman Recreational and Cultural Complex. The 1920 Primary School serves as a Boys and Girls Club. The City of Lake Wales has restored the 1920 agricultural facility that is now used as the Trail Head Center and the meeting location of the Ridge Scenic Highway CME.



Figure 12: Lake Marie Park

2. Lake Wailes Park. The park includes half mile hike/bike trail, fishing pier, boat ramp, basketball court, soccer practice area, and picnic area. The park provides scenic views of Lake Wailes.
 3. Crystal Lake Park. The park includes new playground systems, play park, 5 tennis courts (lighted for evening play), 24 shuffleboard courts, 2 racquetball courts, picnic pavilion, and parking area.
 4. 9th Street Dog Park. This dog park has a separate small and big dog area, drinking water, shade trees, benches, and two picnic tables on each side for people to sit down in the shade.
 5. Kiwanis Park. The park includes a playground for children of all abilities, 2 pavilions, baseball fields, soccer field and skate park.
- Babson Park:
 1. Demonstration Garden Park. The park is used by the Babson Park Community Church and Babson Park Elementary School as a demonstration park on the types of local plants and trees to plant along the Lake Wales Ridge.
 2. Welling Park. The park is on Lake Easy and includes a boat launch, dock, improved parking and common area.
 - Hillcrest Heights:
 1. Carson Park. The park presents information on stormwater management and includes covered picnic facilities are available.
 2. Crooked Lake Park. Located at the southern end of Catherine Avenue in Hillcrest Heights, the pier provides views to the water and access to swim in the lake. Access to the pier is by permission only. The gate is locked at all times.
 - Frostproof:
 1. Friendship Park. Friendship Park was established in 1976 by the Frostproof Woman's Club. It features open green space and a picnic pavilion. The Frostproof Chamber of Commerce offices are in the old train depot on the east side of the park grounds, complete with a train caboose. Friendship Park is also known locally as Wall Street Park.
 2. Frostproof Sports Complex. The sports complex contains softball, baseball, soccer fields and tennis courts. Restroom facilities and full concession stands are available.
 3. Glades Fewox Park. The Park is a neighborhood park located between SR 17 and Lake Reedy. The park includes such amenities as a walking area and a play area.
 4. Henderson Field. Located across from Reedy Lake on Lake Avenue, this facility contains baseball fields and concession stands.
 5. Lake Reedy Park. Located on Lake Reedy Drive, this park contains two restrooms, one shelter, five tables, open play area, fishing, boat ramp, and canoe access.
 6. Lake Clinch Park. Located at the terminus of West 1st Street, the park provides swimming facilities on Lake Clinch.
 7. Lake Clinch Public Boat Dock. The dock is located along S. Clinch Lake Boulevard, near Lauterbach Street.



Figure 13: Welling Park's Boat Ramp and Dock

8. Lake Livingston Boat Ramp. Located on the west edge of Lake Livingston, boaters may access it from SR 17 along Livingston Lake Road.
9. Recreation Trails. There are a number of existing recreational trails along the Ridge Scenic Highway identified on the Polk County Trails map created by the Polk TPO:
 - Haines City Trail – runs along the existing rail bed and SR 17 from downtown to CR 544
 - Barbara B. Pederson Wildlife Preserve includes trails, located south of Dundee
 - Trail in Pine Ridge Nature Preserve
 - Lake Wailes Trail, which follows the southern and eastern shore of Lake Wailes
 - Lake Wales Trailway
(Rails to Trails)
 - Trails within Bok Tower Gardens
 - Trails located in Tiger Creek Preserve
 - Trails in Crooked Lake Prairie
 - Trails in Lake Wales Ridge State Forest
 - Trail located in Hickory Lake Scrub
10. Water Access. Anglers have labeled Polk County the “Bass Capital of the World.” Crooked Lake, an Outstanding Florida Water, provides opportunity for good bass and bluegill fishing. Peace River offers largemouth bass, bluegill and redear sunfish.



Figure 14: Barbara B. Pederson Trail

Attractions – The Ridge Scenic Highway is home to some of the oldest, original tourist attractions in Florida. The Scenic Highway provides an educational, entertaining, and unique day trip or weekend family trip for vacationers.

- Historic Districts and Structures. The many districts and structures along the corridor continue to provide antique shopping, boutiques, dining, education, and entertainment for the visitors and residents along the corridor.
- Chalet Suzanne Soup Cannery. August 4, 2014, the Hinshaw family closed the Historic Chalet Suzanne Inn and Restaurant.
- Bok Tower Gardens. Bok Tower Gardens has offered some of Florida’s most remarkable experiences to more than 23 million visitors since 1929. Through its historic landscape gardens, unique Singing Tower carillon and magnificent 1930s Mediterranean-style mansion, the Gardens offer unparalleled opportunities for artistic, cultural, personal and spiritual enrichment.
- Spook Hill. The legend of Spook Hill has entertained locals and tourists alike for generations. It is said that the tribal chief, Cufcowellax, battled a huge bull alligator that was harassing his tribe. The chief fought the gator for a moon and was victorious over the gator. The battle created a small lake near the large lake in which the battle had taken place. When the chief died, he was buried on the shore of the little lake, Ticowa. The legend was passed

on through the generations. Later, citrus riders noticed that their horses labored while riding downhill towards the lake. They named the location Spook Hill. Years later, the road was paved and residents found that their cars would roll uphill by themselves.

- Packing Plants. The Ridge Scenic Highway is home to some of Florida's largest citrus cooperatives and plants. Founded in 1924, the Dundee Citrus Growers Association (CGA) today has 325 growers whose groves produce 6.7 million 1-3/5 bushel boxes of fruit. Lake Wales CGA and Winter Haven CGA joined the Dundee CGA fresh fruit family in 1999. In 2000, Dundee

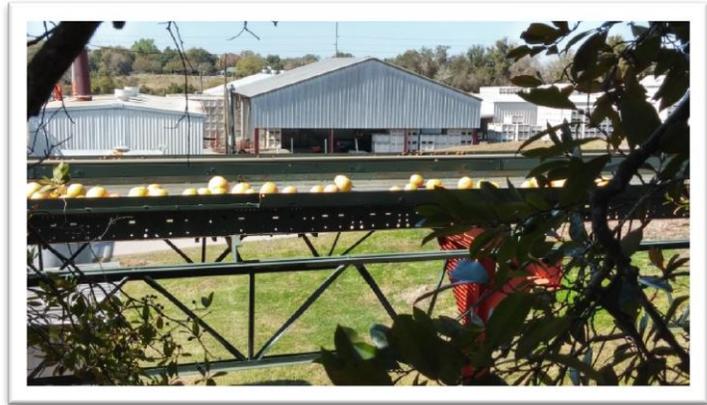


Figure 15: Dundee Citrus CGA Plant

- purchased Fruit Pack International (formerly Lykes Pasco) packinghouse. The Dundee CGA and its three packinghouses finished the 2000-2001 as the largest volume packing company in the state. The Dundee CGA is recognized as one of the most quality-minded progressive cooperatives in the state. Six local citrus growers founded the Haines City CGA as an agricultural cooperative by in 1909, and today it has 174 growers whose groves produce 2.8 million boxes of fruit annually. The packinghouse is still located at its original 7.5 acres in downtown Haines City, Florida. Haines City CGA is the second oldest citrus cooperative in Florida and the fifth largest packing operation in the state (out of 75 commercial packers).
- Great Florida Birding Trail. The Great Florida Birding Trail (GFBT) is a collection of sites throughout Florida selected for their excellent bird watching or bird education opportunities. Three sites included in the East Section Guide are located along the Ridge Scenic Highway: Historic Bok Sanctuary, Lake Wailes, and the Ridge Audubon Nature Center. Birdwatchers can spot birds such as kestrels, nighthawks, pileater woodpeckers, and loggerhead shrikes at Historic Bok Sanctuary. Waders, anhingas, sandhill cranes, and wintering duck species can be seen around Lake Wailes. Birds like eastern towhees, white-eyed vireos, ground doves, and nighthawks can be spotted at the Ridge Audubon Center.
 - Murals. The murals found in the Lake Wales Historic District and City of Frostproof capture the character and history of these towns. The “Crown Jewel of the Ridge” depicts one of the main business streets in downtown Lake Wales as it stood in 1931. The mural painted on One Scenic Central Building portrays the turpentine works and the Atlantic Coastline Railroad. The “Root of the Community” mural, located on the curved area of the Sullivan Real Estate office on North Scenic Highway in Frostproof, portrays the citrus industry in the Frostproof area.
 - Alpacas de los Altos Planos. This attraction is home to an Alpaca Ranch. Alpacas produce one of the world's finest and most luxurious natural fibers. Visitors can visit this unique attraction by driving approximately one quarter mile south of Chalet Suzanne Road and look to the right for the Alpacas de los Altos Planos sign.

Natural Resources – The preservation of the Lake Wales Ridge's unique habitats is being undertaken through the collaborative efforts of private and public groups, including federal, state, and local government agencies, non-profit organizations, research groups, and citizen activists. Natural or conservation sites open to the public located within the viewshed are detailed below.

- Village of Highland Park. The Village being designated a bird and wildlife sanctuary.
- Bok Tower Gardens Pine Ridge Nature Preserve Trail and Endangered Plant Nursery. The Bok Tower Gardens is a member of the Center for Plant Conservation, a national organization headquartered in the Missouri Botanical Garden in St. Louis. The Historic Bok Tower Gardens have a Rare and Endangered Plant Species program with a nursery where such plants are grown. The Bok Tower Gardens also participates in the National Seed Storage Laboratory Collections in Fort Collins. The Pine Ridge Nature Preserve is a Longleaf Pine/Turkey Oak ecosystem. The site allows researchers and visitors to learn more about the sandhill ecosystem. The preserve is home to six listed plant species, including wide-leaf warea (*Warea amplexifolia*) and two endangered species such as the Indigo Snake and Gopher Tortoise.
- Ridge Audubon Nature Trail. The Ridge Audubon Nature Trail contains two habitats, the sandhill and scrub communities and the oak dome habitat. The one-fourth mile trail with trail signs and self-guided tour maps allows travelers to learn about the plants and animals that inhabit these habitats.
- Crooked Lake Sandhill. Crooked Lake Sandhill is owned and operated by the Polk County Board of County Commissioners through the Natural Resources Division, Environmental Lands Program. The 25-acre site made up of longleaf pines is home to a number of rare species. The site includes old growth canopy, with some trees approximately 200 years old. The site includes a 0.8-mile self-guided trail.

- Crooked Lake. Crooked Lake, the second largest lake in Polk County, is designated an Outstanding Florida Water by the Florida Department of Environmental Protection. An Outstanding Florida Water is a water designated worthy of special protection because of its natural attributes. This special designation is intended to protect existing good water quality.



Figure 16: Crooked Lake

- Crooked Lake Prairie. Crooked Lake Prairie protects over 2 miles of Crooked Lake’s shoreline. Upland resources include 130 acres of scrub on the Lake Wales Ridge. A series of adjoining trails offer 1.3- to 3.6-mile walks through scrub and scrubby flatwood communities, pine forests, and marsh habitat.
- The Peace Creek Canal System. The Peace Creek Canal system was dredged more than 50 years ago to regulate water levels in a broad area from Dundee to Bartow. It serves as a major contributing source to the Peace River, which begins at the confluence of the Peace Creek Canal system and Saddle Creek. The canal system and its surroundings provide limited habitat for a variety of wildlife species, including foraging habitat for wading birds such as the state-listed Florida sandhill crane (*Grus canadensis pratensis*), white ibis (*Eudocimus albus*), and little blue heron (*Egretta caerulea*).

- Tiger Creek Preserve. Named after the pristine blackwater stream that forms the spine of this sanctuary, the preserve encompasses over 4,800 acres. The preserve includes most of Tiger Creek, its surrounding hardwood swamps, hammocks, oak scrub, pine flatwoods, sandhill, and longleaf pine/wiregrass habitat. Rare animals, such as skinks, gopher tortoises, the Florida mouse, indigo snakes, and gopher frogs, and plants, such as the scrub plum, pygmy fringe tree, and Carter's mustard live in the preserve. The Nature Conservancy owns and manages Tiger Creek Preserve. The Nature Conservancy conducts rare species monitoring, prescribed burning, and hydrological monitoring at the preserve to maintain and improve habitat for rare species. It recently opened the Tiger Creek Center to educate the community about living safely in Florida's flammable landscape.
- Hickory Lake Scrub. This 57-acre preserve, owned and managed by Polk County, contains ancient scrub, lakeshore and a small stream, cutthroat seep and oak hammock. Wildlife that may be observed includes gopher tortoises, Florida scrub lizards, and wading birds.
- Lake Wales Ridge State Forest. The Lake Wales Ridge State Forest consists of two separate tracts, the Arbuckle Tract and the Walk in the Water Tract, both purchased under the Florida's Conservation and Recreation Lands Program. The Walk in the Water Tract is located 2 miles east of Frostproof on County Road 630. The Arbuckle Tract is located 5 miles south of Frostproof on Lake Arbuckle Road. The Lake Wales Ridge State Forest provides a habitat for 24 plants and 19 animals currently having federal or state status as threatened or endangered. This list includes the scrub jay and the sand skink. Rare and endangered plants include the pygmy fringe tree, scrub plum, Carter's mustard, scrub-blazing star, and bear grass.
- Lake Kissimmee State Park. The 5,930-acre park is named for Lake Kissimmee, the third largest lake in the state. The park offers outstanding fishing, bird watching, picnicking, camping, boating, and hiking on 13 miles of beautiful trails and is home to a number of rare and endangered species.
- Grassy Lake-Stuart Preserve. The 185 acre preserve was purchased by the state for \$2.1 million in 2003 to protect eight rare species of plants and one rare animal species. It is located the southeast corner of US 27 and Mountain Lake Cutoff Road with a bit of land on the west side of US 27. It is managed by the Florida Fish and Wildlife Conservation Commission as part of its network of preserves along the Lake Wales Ridge.
- Ridge Audubon Center. The Center sits on three and a half acres of rare longleaf sandhill plant community on the Lake Wales Ridge.



Figure 17: Lake Wales Ridge State Forest

Scenic Resources – The Ridge Scenic Highway winds along the Lake Wales Ridge through historic communities, agricultural fields, and natural landscapes. The Ridge Scenic Highway offers ever-changing views. Each curve in the road, change in elevation and change in adjacent uses creates a new visual experience for the traveler.

- View Types. Each location along the Ridge Scenic Highway provides a unique view that introduces the traveler to one or more intrinsic resource. There are four types of views found along the highway:
 - Historic Community Center – In these areas, the Ridge Scenic Highway travels through historic communities, providing views of historic structures, governmental buildings, cultural facilities, recreational facilities, and public art. There have been many changes to each community and will be outlined in The Funding section on page 30. While the historic centers have not changed, the municipal boundaries have changed significantly throughout the corridor.
 - Rural Residential – These areas are located near the entrance to the towns or villages, near crossroads, or along lakes adjacent to the corridor, these areas contain low to moderate density homes whose front door is SR 17 and have changed as the development has occurred along the corridor.
 - Citrus Agriculture – In these areas, tall lush groves line the Ridge Scenic highway. In several areas, the citrus groves are being replaced with Peach Orchards.
 - Cattle Grazing – These areas provide views of cattle and grazing lands, usually terminated by tall pines.



Figure 18: Peach Orchards

Scenic Vistas. There are several locations along the Ridge Scenic Highway particularly memorable, where the roadway bends along a large lake or hilltop, providing unhindered views of the water and hills beyond. These locations capture the landscapes or significant intrinsic resources along the corridor. Not much has changed in the six vistas listed in the current CMP. The Scenic Highway Focus Group discussed where the viewsheds, beautification projects, and pull off locations are located along the corridor. These locations are mapped on the County’s “The SR 17 Ridge Scenic Highway Resource Protection Overlay Map” located within the Comprehensive Plan.

- Lake Hamilton
 - Lake Gordon Pull Off - From the viewpoint within a park in the Town of Lake Hamilton, the traveler can view relatively close views of Lake Gordon and the hill and water tower behind it.
 - Lake Crystal Vista
- Dundee
 - Lake Marie Beautification
 - Lake Marie Pull Off - Just south of Downtown Dundee, the road travels along the west bank of Lake Marie. Travelers in this area can see open views of the lake,

homes, and the hills beyond. Two pull-off locations are possible – a southbound pull-off west of Lake Marie and a northbound pull-off south of Lake Marie.

- Polk County Welcome Center
- South Dundee Vista
- Lake of the Hills
 - Bok Tower Vista at Chalet Suzanne Road - There are several locations along the corridor where Bok Tower can be spotted rising above the citrus fields. Perhaps the best view is from a southbound pull-off that is just south of Waverly Road and north of Lake of the Hills.
 - Bok Tower Pull Off
 - Bok Tower Vista south of Lake Starr
- Lake Wales
 - Lake Wales Conservation Viewshed
 - Lake Wales Beautification
 - Trail Head Center
 - Lake Wales Mural Vista
- Highland Park
 - Bok Tower Vista around Lake Easy and Blue Lake
 - Crooked Lake Pull Off
- Babson Park
 - Two Crooked Lake Vistas around Hollister Road
 - Crooked Lake Pull Off around Hollister Road
- Frostproof
 - North and South Lake Moody Vista - The road takes a sharp turn south and exposes a view along the corridor opens up to hills, rural residential development, citrus agriculture, and the winding roadway ahead. A scenic pull-off that is located at the highest point in the area provides striking views of much of the region.
 - Frostproof Mural Vista
 - Frostproof Pull Off at Reed Lake
 - Lake Livingston Vista at Hickory Lake
 - Lake Livingston existing pull off
 - Lake Livingston Vista just north of the railroad tracks

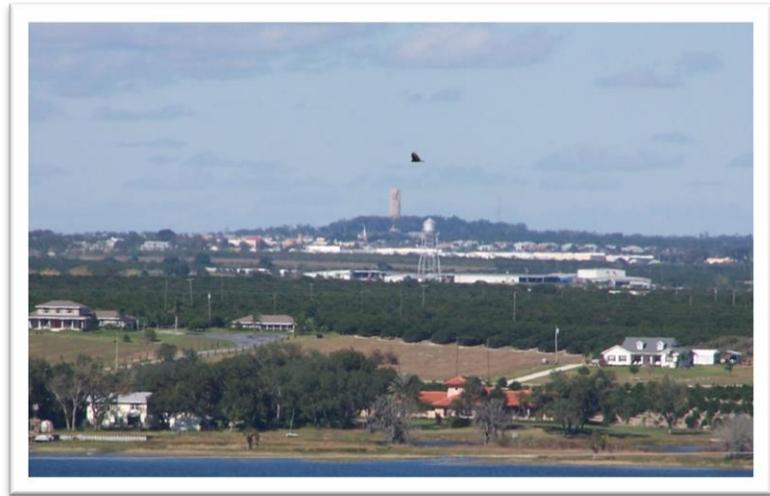


Figure 19: Views of Bok Tower from Crooked Lake

CORRIDOR VISION

The CME’s vision as approved in 2005 was long and included a future perspective, while looking back at the group’s accomplishments up to that point. The new vision of the CME is short and powerful. The CME decided it would be best to include a mission statement to go with the vision of the corridor.

Corridor Vision

Encourage the creation, enhancement, and preservation of the unique historical, agricultural, visual, archeological, recreational, environmental, and tourism features of SR 17, The Ridge Scenic Highway Corridor.

Corridor Mission

Provide the region a premier destination to experience the scenic treasures of the Lake Wales Ridge, its communities and enhance the economic vitality of the region.

Concept Plan

The concept plan is a visual representation of the corridor vision and a preliminary physical summary of the action plan. The Ridge Scenic Highway logo that was designed has been trademarked and is used on brochures, agendas, news releases, signs, banners and events. Many components located within the concept plan have been implemented.

CORRIDOR MANAGEMENT ENTITY (CME) ORGANIZATION

The Ridge Scenic Highway CME, Inc. was incorporated in June 2008 and The Ridge Scenic Highway logo was trademarked in 2009. Each year the CME Board chooses a list of priorities to focus on throughout the year. The Board meets quarterly and the meetings are rotated among locations along the corridor. The CME Board consists of 18 representatives including the following:

Polk County	Unincorporated Babson Park
Polk TPO	Unincorporated Lake of the Hills
City Frostproof	At-Large Agriculture
Town of Hillcrest Heights	At-Large Tourism
Village of Highland Park	At-Large Cultural
City of Lake Wales	At-Large Historic
Town of Dundee	At-Large Commercial/Developer
Town of Lake Hamilton	At-Large Environmental
City of Haines City	At-Large Education

GOALS, OBJECTIVES, STRATEGIES AND ACTION PLAN

The goals, objectives, strategies and action plan (GOSAP) items continue to be a priority of the CME and the future of the Ridge Scenic Highway. The CME changed a few of the objectives, strategies and action items so that they can be completed or monitored by the CME. The detailed GOSAPs are located in Appendix A.



COMMUNITY PARTICIPATION

Over the last five years, the CME has maintained an active membership, held many board and committee meetings along the corridor, participated in many events, held our own events throughout the corridor. The community participation is based on good local support of the Scenic Highway.

From 2010 to 2015, the CME has held a Board meeting quarterly. On the average, ten people are in attendance to the Board meetings and eight people for the Committee meetings. The last five years the CME Board and Committee has met over 72 hours to carry out the Ridge Scenic Highway's goals. The Board and Committee meetings are held at a variety of locations along the corridor to encourage local participation in the meetings. Each year the board establishes priorities for the next year. These priorities help to accomplish the items within the Action Plan. The CME has a great relationship with the local newspapers.

Community participation has occurred along the corridor throughout each year. Many events hosted by a municipality, private agency, or the CME are annual events. A list of the events found throughout the corridor is detailed in the Cultural Resources section on page 13. The success of these events can be found in the Measuring Success section on page 33.

LOCAL SUPPORT

The News Chief, The Ledger, Sun Newspapers, and The Lake Wales News have provided good coverage of our meetings, events, and happenings along the corridor. The news articles have maintained communication between the CME and the community as well as provide insight in the views of local residents. The news articles and attendance to events provide evidence of strong local support for the scenic highway designation. See Appendix B for a few newspaper articles.

CORRIDOR STORY

The story remains the same and will not require an update.

EVALUATION OF PROTECTION TECHNIQUES

The protection and preservation of the corridor's intrinsic resources are critical to designation and the long-term viability of the scenic corridor. The base for protection and preservation are the numerous existing local, state, and federal regulations that apply to road, building, and natural areas along the corridor. In addition, public and private agreements and acquisition activities supplement the goals and intentions of existing regulations.

In 2009, The FDOT completed the Ridge Scenic Highway Bicycle/Pedestrian Master Plan. The primary focus of the master plan is to identify missing links in the existing bicycle/pedestrian pathways that connect the numerous towns, communities, and major attractors along the Lake Wales Ridge. The plan also provides recommended improvements along with associated costs to eliminate these gaps in connectivity. Listed below are projects implemented from the Bicycle/Pedestrian Master Plan.

FUNDING

Over the last five years, the local jurisdictions, FDOT, and private investments have received and spent approximately \$31,492,962 along the corridor to support the scenic highway's vision.

Florida Department of Transportation (FDOT): The FDOT has completed several road projects and are proposing changes along the corridor. The projects are listed below:

Resurfacing Projects:

- Dundee Area
 - From east of 6th Street to East of 4th Street
 - Construction 2011 - \$166,174
- Lake Wales Area
 - South of Ray Martin Road to South of Mountain Lake Cutoff Road. This project includes sidewalks, bicycle lanes, improved crosswalks, drainage, signage, mast arms for traffic lights, and access drives to businesses will be improved.
 - Construction 2011/12 - 14/15 - \$5,234,271

- Lake of the Hills Area
 - North of Starr Avenue to North of SR 540. This project includes sidewalk and bicycle lane construction.
 - Construction 2011/12 - \$1,552,984
- Babson Park/Highland Park Area
 - From East Cook Road to Townsend Road
 - Construction 2011 - \$1,911,035

Intersection Projects:

- Lake Wales Area
 - Mountain Lake Cutoff Road at SR 17
 - Construction 2011/12 - \$1,488,983

Drainage Improvements:

- Lake Wales Area
 - Seminole Avenue to Osceola Avenue
 - Construction 2011/12 – 2014/15 - \$669,521

Transit Improvements:

- Hillcrest Heights to Frostproof Areas
 - CR 630 to Webber International University
 - Construction 2012/13 - \$25,571

Sidewalk Improvements:

- Frostproof Area
 - From F Street to I Street
 - Construction 2012/13 - \$260,000

Streetscaping

- Haines City Area
 - 6th Street from Hinson Avenue to Wood Avenue
 - Construction 2014/15 - \$1,600,000

Multi-Use Trails

- Haines City Area
 - Haines City Trail from Downtown and SR 17
 - Construction 2013/14 - \$817,000

Reconstruction

- Haines City Area
 - From SR 544 to US 17/92
 - Construction 2012/13 – 2015 - \$11,272,873. The project will include a complete reconstruction of SR 17, five landscaped medians, lighting, 8-foot wide sidewalk on the west side of the street, and a 5-foot wide sidewalk on the east side of the street. Some of the improvements were derived from the Scenic Highway Bike/Pedestrian Master Plan developed by the Florida Department of Transportation.

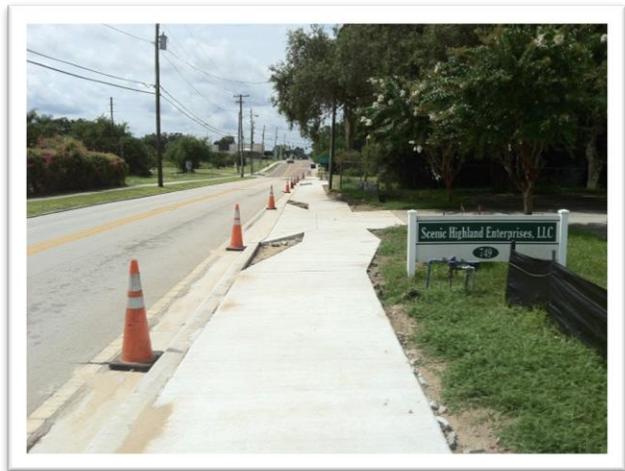


Figure 20: Implementing the Bike/Ped Plan - Frostproof Sidewalks

Dundee:

- In 2009, Dundee's Main Street, also a section of SR 17, The Ride Scenic Highway, will soon become a more picturesque, tree-lined road as it passes through the center of town. The Town received a \$18,750 non-matching grant from the Florida Department of Forestry program, "Florida Forest Health Improvement Initiative." Approximately 50 trees will be planted in 2010-2011. While the grant does not include irrigation, a Dundee based business, MaxiJet, is donating supplies for the irrigation of the trees.
- In 2011, the Town Center was constructed and opened. The Town Center includes most town departments, including Code Enforcement, Finance, Utility Billing, Building, Parks and Recreation. It also includes administrative offices for the town manager and town clerk as well as Council Chambers. The cost for this project as well as the library that was constructed in 2009 is estimated at \$1.3 million.

Green Horizon Land Trust:

- In 2010, Green Horizon Trust and the Dundee Town Commission, came together to open the Barbara B. Pedersen Wildlife Preserve along Lake Annie. The 40 acre tract of land, valued at \$1.5 million was donated by the Pederson Family to the Green Horizon Land Trust. Dundee agreed to donate two picnic tables and two benches for the preserve entrance which will be known as the Town of Dundee Doorway to the Ridge, and to provide regular trail maintenance. The Preserve features more than a mile of cleared hiking trails, picnic areas, educational signs and an abundance of beautiful Florida Landscape. The land has 35 acres of longleaf pine forest and 476 feet along the shores of Lake Annie. The property also contains a 5-acre citrus grove that Green Horizon plans to remove and replace with longleaf pines. The site is home to many endangered plants and a variety of animals, including the occasional bald eagle and deer. Even though the property was donated in January 2010, the project was able to get off the ground only earlier this year thanks to a \$12,000 grant from the Elizabeth Ordway Dunn Foundation. Green Horizon began the Barbara B. Pedersen Capital Campaign to raise the rest of the \$21,000 it needs. To date, private donors have contributed another \$7,000 bringing the total to \$19,000. Keep up with their progress by checking out the Green Horizon Land Trust web site, at greenhorizonfl.homestead.com.

Lake Wales:

- In 2011, the Lake Wales Downtown Historic District was refreshed with major streetscape improvements. These improvements were funded by a Community Development Block



Figure 21: Dundee's Main Street Renovations

Grant. The \$330,000 project included decorative pavers, sidewalk repairs, new crosswalks and curb ramps, and extensive shade trees and plantings along Park, Stuart and Central Avenue between SR 17 – The Ridge Scenic Highway and First Street.

Lake Hamilton:

- In 2011, a new water treatment plant replaced an outdated treatment plant from the 1950's and the water tower dating to the 1920's. The new plant includes a 400,000 gallon storage tank, two new wells, advanced hydrogen sulfide removal system, an indoor high service pumping room, security cameras, and other technologies to produce high quality water. The new plant is located on North Church Street. The project was funded by a \$2.4 million loan and \$923,800 grant from the US Department of Agriculture and the Florida Department of Environmental Protection. The Florida Department of Environmental Protection funded 65 percent of the \$836,000 hydrogen sulfide removal system. The Town of Lake Hamilton funded \$240,000.

CORRIDOR PROMOTION AND MEASURING SUCCESS

Over the last 5 years, the Scenic Highway has been the topic of discussion in the local newspapers. The coverage includes meeting recaps, text changes to the land development and comprehensive plans of Polk County, selected areas of study, 35-Mile Scenic Highway Yard Sale, historical sites, opening of parks, and road improvements. See Appendix B for some of the newspaper articles. Scenic 17 Sprint Triathlon in Babson Park has embraced the official logo of the Scenic Highway. Each year the event uses the Scenic Highway logo as their event logo.

The largest event the CME puts on each year is the 39-Mile Scenic Highway Yard Sale. This event began in 2008, with an estimated 100 attendees along the corridor. In 2014, an estimated 5,000 people attended the event. The event is a great way to gain visitors to the corridor, educate them about the Scenic Highway, as well as brings a large amount of business to the local businesses along the corridor. Many of the local business will have sidewalk sales on this day to attract people to their business. The Scenic 17 Sprint Triathlon has been a growing event. Webber International University with Alta Vista Sports puts on the event each year. The first event was in 2008 with 42 competitors. In 2014, there were over 100 competitors. In 2011, the event expanded to include a youth sprint challenge triathlon. In 2014, there were 36 youth competitors. Many of the competitors have commented on the scenic beauty of the corridor and the how challenging it is to do the run and ride portion of the course.



Figure 22: 39-Mile Scenic Highway Yard Sale Sign

In June 2011, The Ridge Scenic Highway CME released a website (www.ridgescenichighway.com). The website includes videos, pictures, annual reports, meeting documents, event calendar, members of the CME Board, and several pages about the Scenic Highway and its surrounding beauty. Upon designation the FDOT created a corridor video showcasing the many features and attractions along the highway. This video has been played on the Polk County Government Television, is located on the Polk TPO's YouTube account, and the Scenic Highway's Facebook page.

The CME tracked the FDOT’s SR 17 traffic count volumes each year. As can be seen in the table below, the volumes have varied along the corridor over the years. The highest volumes are located from Polk Avenue through to Waverly Road and then again in Haines City from SR 544 to US 17/92. Over the years, SR 17 has been resurfaced to include bike lanes and sidewalks as well as intersection improvements. From the 2010 Corridor Management Plan update, most of the traffic counts have decreased. This could be due to the completion of the widening of US 27 to six lanes.

There have been a tremendous amount of investments made along the corridor for preservation, protection, and enhancement of properties. The details are outlined in the Funding section on page 30.

SR 17 - FDOT Traffic Count Locations	2009 AADT	2010 AADT	2011 AADT	2012 AADT	2013 AADT	Average Volume
0064 SW of Livingston Lake Rd	2,800	2,800	2,800	2,500	2,500	2,680
5038 S of CR 630 (Frostproof)	6,500	6,000	6,000	6,100	6,000	6,120
5039 N of CR 630 (Frostproof)	3,800	3,500	3,500	2,900	3,500	3,440
0122 NW of Libby Rd (Babson Park)	5,700	6,200	6,200	6,000	5,600	5,940
0018 S of Bellview Drive (Lake Wales)	3,600	4,000	4,000	3,900	3,900	3,880
5122 SE of Polk Ave. (Lake Wales)	4,600	4,400	4,400	3,900	3,700	4,200
5123 NW of Polk Ave. (Lake Wales)	7,400	7,200	7,200	8,400	7,600	7,560
5124 N of Central Ave (Lake Wales)	9,600	9,500	9,500	8,500	7,700	8,960
0047 S of Mtn. Lake Cut-Off	11,400	11,000	11,000	10,500	10,400	10,860
5212 S of Chalet Suzanne Rd	7,600	7,200	7,200	6,500	6,400	6,980
0048 S of Waverly Road	6,000	5,800	5,800	5,200	5,500	5,660
0071 N of Waverly Road	6,100	5,900	5,900	5,400	5,800	5,820
0092 NW of Lk Mabel Lp Rd (Dundee)	5,600	4,700	4,700	5,000	4,900	4,980
5030 E of Center Street (Dundee)	6,400	6,200	6,200	6,300	6,100	6,240
5031 N of Main Street (Dundee)	8,300	7,700	7,700	7,100	7,100	7,580
0046 S of SR 544 (Haines City)	5,900	5,900	5,900	5,900	5,900	5,900
5049 N of SR 544 (Haines City)	10,600	10,400	10,400	8,400	8,400	9,640
0039 S of US 17/92 (Haines City)	11,300	11,100	11,100	10,000	10,000	10,700

LOCAL GOVERNMENT COMPREHENSIVE PLAN RELATIONSHIP

Over the last five years, Polk County adopted basic regulations/policies in the Comprehensive Plans and Land Development Codes.

Since the 2010 update, Polk County adopted the SR 17, The Ridge Scenic Highway as a Resource Protection overlay in the Future Land Use Map Series. The overlay applies to parcels and proposed ++development abutting the SR 17 Ridge Scenic Highway. The County continues to work with the local jurisdictions along the corridor, private agencies, and the Ridge Scenic Highway CME, to discuss the viewsheds, beautification projects, pull off locations, and development regulations along the corridor. The County and City’s Comprehensive Plans and Land Development Codes/Regulations have been revised to incorporate the Ridge Scenic Highway and development regulations along the corridor.

PARTNERSHIP

The CME works closely with the local governments, organizations, agencies in implementing the action plan items. Below you will find a list of organizations and agencies the CME has worked with since the designation of the Scenic Highway.

Agency/Organization	Project
7 Local Jurisdictions and Central Florida Planning Council	Coordination of board and committee meetings
	Letters of support for grant applications
	Text changes to their Comprehensive Plans
	Text changes to their Land Development Codes
	Assistance with events
	Scenic Highway Focus Group
Alico Incorporated	Scenic Highway Focus Group
Alta Vista Sports	Scenic 17 Sprint Triathlon (2010-2015)
Babson Park Beautification Group	Babson Park Demonstration Garden Park
Babson Park Visioning Group	Scenic Highway Focus Group
Ben Hill Griffin Incorporated	Scenic Highway Focus Group
Chalet Suzanne	Host meetings
	Assist with events
	Scenic Highway Focus Group
4 Chambers of Commerce (Haines City, Dundee, Lake Wales, Frostproof)	Distribution of Ridge Scenic Highway brochure
	39 Mile Scenic Highway Yard Sale
	Beautification projects
	Assistance with events
Envisors	Scenic Highway Focus Group
First Industrial	Scenic Highway Focus Group
Florida Department of Transportation	Scenic Highway Bicycle/Pedestrian Master Plan
	Ridge Scenic Highway Brochure
	Ridge Scenic Highway Corridor Video
Hardin Construction	Scenic Highway Focus Group
Hunt Brothers Incorporated	Scenic Highway Focus Group
Koala Signs	Scenic Highway Focus Group
Lake of the Hills Community	Host meetings
	Assist with events
Lake Wales Depot Museum	Information hub for the Ridge Scenic Highway
Lake Wales News	Scenic Highway Focus Group
2 Main Streets (Haines City and Lake Wales)	Distribution of Ridge Scenic Highway brochure
	39 Mile Scenic Highway Yard Sale
My Florida Realtors	Scenic Highway Focus Group
Peace River Packing Company	Scenic Highway Focus Group
Planning Associates	Mapping out sidewalks along the corridor

	Scenic Highway Focus Group
Polk County Farm Bureau	Scenic Highway Focus Group
Polk Transit Authority	Benches and bus stop improvements along the corridor
Polk Transportation Planning Organization	Technical Assistance
Raley Groves	Scenic Highway Focus Group
Ridge Audubon Center	Host Meetings
Story Grove Service Incorporated	Scenic Highway Focus Group
U.S. Department of Agriculture	Scenic Highway Focus Group
UC Development	Scenic Highway Focus Group
Visit Florida	Posting events on their site
Water Properties	Scenic Highway Focus Group
Webber International University	Scenic 17 Sprint Triathlon (2010-2015)
Wilson Miller	Scenic Highway Focus Group

PROBLEM AREAS

Over the last five years membership has varied with very active members to inactive members. At this time the CME is having a hard time maintaining the At-Large positions to the CME. These positions are important to reach out to certain sectors of the private industry along the ridge. The CME continues to seek out individuals so they can attend the meetings and events.

While there has been a lot of money spent/collected/invested in the corridor, the CME has had a hard time finding grants that do not require a local match. Like many of the jurisdictions along the corridor, the CME does not have money to put towards a matching a grant.

ACTION PLAN UPDATE

Since designation of the corridor, several action items have been completed, require revision to make them more effective, are new, and continue to be an action that the CME would like to pursue. Below is a status summary of the exiting action items and Appendix A will be a new action item list.

Short Term Action Items

Bylaws

The bylaws were revised in September 2013. The changes are to define a quorum as a not less than five regular and/or at large members. Alternates shall not be considered as part of the quorum unless their jurisdictions' representative is absent.

Byway Designation

The CME has not applied for the Byway designation.

Action Item: Inclusion of Ridge Scenic Highway in Local Government Comprehensive Plans.

The County has completed text for the Scenic Highway Overlay District into the Comprehensive Plans.

Action Item: Revised and Updated Corridor Management Plan

Throughout 2014, the CME brainstormed to come up with the updated CMP.

Education/Awareness/Community Participation

Action Item: Proactive Speakers Bureau

The CME has not given a presentation to the local groups and jurisdictions. They have participated in the County's Focus Group.

Action Item: Website, Video, Handouts, Brochures, Visitor's Guide, Press Releases

The CME created their website in 2011. FDOT created a video of the corridor in 2005 and this video is used on the Facebook page, website and the Polk TPO's YouTube Channel. A brochure was created about the history and provided points of interest along the corridor. The CME has worked with the local media to issue press releases about meetings and events along the corridor.

Environmental/Land Use

Action Item: Agricultural and Ecological Content for Website

The CME includes basic information about the environment and land use along the corridor on its website.

Action Item: Encourage Innovative Incentives that Support Alternative Family Farming Businesses

The CME has not had the opportunity to encourage incentives for alternative family farming business within the last five years, due to a vacancy with the At Large Membership vacancy.

Action Item: Encourage Innovative Methods that Promote Conservation

While the CME has not had the direct opportunity to encourage innovative methods that promote conservation, they have supported local governments and private land owners in efforts to conserve property or develop land development regulations.

Action Item: Encourage Innovative Methods that Protect the Cattle and Citrus Industries

The CME has not had the opportunity to encourage innovative methods that protect the cattle and citrus industries within the last five years, due to a vacancy with the At Large Membership vacancy.

Action Item: Close Coordination with Local Governments

The CME has worked with each of the local governments along the corridor in order to develop regulations and policies in Comprehensive Plans and Land Development Codes. The CME has also participated with each of the County's Selected Area Studies and the Scenic Highway Focus Group. The local governments also participate with the annual 39 Mile Scenic Highway Yard Sale event.

Action Item: Environmentally Sensitive Lands Surrounding Lake Livingston Listed with Polk County Environmental Lands Program

The CME has not addressed this item in the last five years.

Action Item: Executed Conservation Easements

The CME has not addressed this item in the last five years.

Action Item: Land Development Regulations that Preserve SR 17 Buffers and Viewsheds

The CME has worked with the County's Scenic Highway Focus Group to develop basic policies in the County's Comprehensive Plan to identify the viewsheds. The CME continues to work with the County's Scenic Highway Focus Group to develop policies and regulations to support buffers and viewsheds along the highway.

Fundraising/Grants

Action Item: Funding for Local Events

The CME has sought out funding for one event each year, the 39-Mile Scenic Highway Yard Sale. The CME rents out tables/spaces for patrons at different locations throughout the corridor.

Action Item: Tax-Exempt Status from IRS

The CME has begun the application process to submit the application for tax-exempt status; however, currently does not have the money for the application fee.

Historian

The CME split the role of the Historic At Large Member, by creating a northern and southern corridor person. Lake Wales serves as the middle location of the split.

Membership

Action Item: Mailing List of CME Members

The CME maintains an active list of members and potential members to mail materials to as well as an email list.

Action Item: Scenic Highway P.O. Box

Currently the CME uses the Lake Wales Depot as the mailing address due to the lack of mail the organization gets throughout the year.

Action Item: Successful Annual Meeting

The CME has a very successful annual meeting along with the other meetings held throughout the year.

Nominating

Action Item: Prominent Board Members within the Tourism, Cultural; Historic, Commercial/Developers, and Environmental Fields

The CME is always seeking out personnel to fill these At-Large members.

Action Item: Prominent Local Agricultural Landowners and Producers as Active CME Members and Board Members.

The CME is always seeking out personnel to fill these At-Large members.

Projects

Action Item: Promote Non-Motorized Modes of Travel

FDOT created a Bicycle/Pedestrian Master Plan for the corridor. This plan was developed with the CME and the local governments along the corridor.

Action Item: Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Road and North of Sixth Street

Although the construction of these facilities has not occurred in the last five years, the FDOT has created a Bicycle/Pedestrian Master Plan for the corridor. As opportunity occurs, the FDOT is incorporating the details of the Bicycle/Pedestrian Master Plan.

Action Item: Bicycle Facilities and Appropriate Design between US 27 and Webber International University

The FDOT has created a Bicycle/Pedestrian Master Plan for the corridor that supports the sidewalks that was installed in Babson Park and provides guidance for the remaining corridor. As opportunity occurs, the FDOT is incorporating the details of the Bicycle/Pedestrian Master Plan.

Action Item: Haines City to Lake Wales Trail

Haines City developed a master plan for their downtown, which included a trail. The City has the trail currently under construction in 2015. For the remainder down to the Lake Wales Trail, the FDOT has created a Bicycle/Pedestrian Master Plan for the corridor. As opportunity occurs, the FDOT is incorporating the details of the Bicycle/Pedestrian Master Plan.

Action Item: Corridorwide Yard Sale

The CME held their first corridor yard sale in 2008 and has continued the event annual since. The event has grown in size annually.

Action Item: Support Efforts for New Park on Lake Easy

Polk County Board of County Commissioners developed a park, Welling Park on Lake Easy.

Action Item: Haines City Downtown Master Plan that Supports the Scenic Highway

Over the last five years Haines City has made many changes to their downtown that supports the Scenic Highway. They moved their City Hall and Library to downtown, as well as began the trail to connect Haines City southward to the other communities along SR 17, the Ridge Scenic Highway.

Action Item: North Lake Wales Selected Area Plan that Preserves Vistas of Bok Tower

The CME has not addressed this item in the last five years.

Action Item: Ridge Scenic Highway Adopt-a-Highway

While the CME has not addressed this item in the last five years, many organizations have participated in cleaning the highway.

Action Item: Scenic Pull-Off Areas

These areas have not been constructed in the last five years; however, have been identified in the Polk County's Comprehensive Plan.

Action Item: Successful Scenic Highway Event

The CME hosts an annual 39-Mile Scenic Highway event.

Publicity

Action Item: Distribution of Scenic Highway Printed Materials to Travel Agents and Travelers

The local Chambers of Commerce and main street offices have the brochure about the Scenic Highway as well displays and distributes the flyer for the 39-Mile Scenic Highway Yard Sale.

Action Item: Gateway Markers on SR 17 in Haines City south of US 17/92, on Chalet Suzanne Road at SR 17, and on SR 17 North of US 27

The CME has not addressed this item in the last five years.

Action Item: Ridge Scenic Highway Interpretive Center

The CME has not addressed this item in the last five years.

Action Item: Scenic Highway Event Plan and Schedule

The CME has an annual calendar that is created and lists the events along the corridor.

Action Item: Supply of “The Ridge Scenic Highway” T-Shirts

The CME created and sales a T-Shirt for the 39-Mile Scenic Highway Yard Sale event.

Action Item: Wayfinding Design Template

The CME has not addressed this item in the last five years.

Action Item: Widely Recognized Coordinating Calendar

Currently there is not one calendar that is the host to all events along the corridor. The CME uses Facebook and their website to coordinate calendars and share event information.

Telephone

Action Item: Action Alert Notification System

The CME has not addressed this item in the last five years.

Long Term Action Items

Initiation of Master Plan/Main Street Program in Dundee

The CME has not addressed this item in the last five years.

Initiation of Master Plan in Frostproof

The CME has not addressed this item in the last five years.

Initiation of Master Plan in Lake Wales

The CME has not addressed this item in the last five years.

Initiation of Master Plan in Lake Hamilton

The CME has not addressed this item in the last five years.

Update of Master Plan for Webber International University

The CME has not addressed this item in the last five years.

Revision of Polk County Greenways Master Plan

The CME has not addressed this item in the last five years.

Update of Polk TPO’s Long Range Transportation Plan

The TPO is currently updating their Long Range Transportation Plan and will continue to support the SR 17 Scenic Highway’s Bicycle/Pedestrian Master Plan and Mission/Vision Statement.

Update of Chalet Suzanne Master Plan

The CME has not addressed this item in the last five years.

Update of Bok Tower Gardens Master Plan

The CME has not addressed this item in the last five years.

Update of Southwest Florida Water Management District Plan

The CME has not addressed this item in the last five years.

**APPENDIX A
GOALS, OBJECTIVES, STRATEGIES, ACTION ITEMS, AND
PLAN OF ACTION**

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
INCREASE COMMUNITY SUPPORT AND PARTICIPATION	Work closely with local governments, entities, and communities to coordinate and maximize our efforts	Review existing projects and participate in future planning with community leaders to synthesize mutual goals	Inclusion of Ridge Scenic Highway in State and Local Government Plans	Review existing Polk County and local government Comprehensive and Master Plans to ensure scenic highway is appropriately included in all planning, zoning, and infrastructure decisions and policies. Attend meetings and coordinate directly with local officials.
	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

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
INCREASE RESOURCE PROTECTION, MAINTENANCE, PRESERVATION AND ENHANCEMENT	Support and expand methods for resource protection	Support and expand existing conservation efforts.	Encourage Innovative Methods that promote Conservation	Review current local and regional conservation regulations. Research and review best practices. Brainstorm new approaches to providing incentives and requiring developers to preserve environmentally sensitive lands. Tailor approaches to local resources and growth patterns. Suggest policy changes to local and regional government officials.
		Support and expand existing recreational efforts.	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 Polk TPO to encourage inclusion of trails/sidewalks/bike lanes in plans.
		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.
	Continue to encourage and coordinate the acquisition and management environmentally sensitive lands	Develop innovative ways to protect environmentally sensitive lands.	Encourage Innovative Methods that promote Conservation	Review current local and regional conservation regulations. Research and review best practices. Brainstorm new approaches to providing incentives and requiring developers to preserve environmentally sensitive lands. Tailor approaches to local resources and growth patterns. Suggest policy changes to local and regional government officials.
	Preserve scenic views from SR 17	Coordinate the purchase of land development rights within key viewsheds.	Executed Conservation Easements	The Lake Wales Ridge Ecosystem is a Group A Project of Florida Forever. Contact local landowners and promote the benefits of conservation easements. Interview landowners to determine interest in conservation easements. Connect interested landowners with land trusts and Polk County Environmental Lands Program.
		Encourage local governments to provide incentives for clustering to preserve key viewsheds and ensure lighting, signage, landscaping and hardscaping reflect the historic character of the corridor.	Land Development Regulations that Preserve SR 17 Buffers and Viewsheds	Coordinate with local government representatives and stress the importance of SR 17 buffers and clustering throughout the rural areas of the corridor. Proactively contact land developers and describe the kinds of buffers and clustering that the community supports. Support development projects that include buffers and clustering.

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
INCREASE TRANSPORTATION AND SAFETY	Monitor and identify unsafe travel conditions and high crash locations for all modes of transportation along SR 17	Coordinate with the FDOT, Polk TPO and local governments in identifying unsafe conditions and high crash locations along SR 17.	Promote safety and multi-modal enhancements along SR 17 consistent with the corridor vision and action plan.	Encourage local governments to pursue transportation enhancement funding from the FDOT for trail and multi-modal projects on SR 17 that are consistent with the vision and action plan.
	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.

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
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, Handouts, Brochures, Visitor's Guide, Press Release, social media page	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.
		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.
	Tell the Corridor Story to inform and educate travelers about the multiple assets along the corridor.	Develop a way finding program.	Wayfinding Design Template	Revise the wayfinding ideas contained in the Section 1's Concept Plan into a design template. Promote the design template to local Main Street programs and Community Redevelopment Agencies.
		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.
		Work with local governments, property owners and developers to create pull-off areas. Develop interpretive signs at pull-off and other locations along the corridor.	Scenic Pull-Offs Areas	Reconsider the feasibility of the scenic overlook locations pinpointed in Scenic Resources subsection of Section 8: Designation Criteria. Reconsider the design of the overlooks contained in the Concept Plan. Coordinate with Polk County TPO and FDOT to issue permits and schedule funding.
		Encourage local governments and the Florida Department of Transportation to design and construct gateways for the corridor.	Gateway Markers on SR 17 in Haines City south of 17/92, on Chalet Suzanne Road at SR 17, and on SR 17 north of US 27	Review preliminary designs contained in the Concept Plan. Work with local engineers/designers for final design. Coordinate with local governments and FDOT on placement of gateways.
		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.
		Promote tourism through cooperative efforts with groups such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful	Distribution of Scenic Highway Printed Materials and t-shirts and other materials to Travel Agents and Travelers	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.

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
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.
			Encourage innovated methods that protect agriculture	Review current local and regional agriculture protections. Research and review best practices. Brainstorm new approaches to protecting and supporting agricultural industry. Tailor approaches to local farmer and grower needs. Suggest policy changes to local and regional government officials.
		Promote incentives for local farming businesses.	Encourage Innovative Incentives that Support local Farming Business	Review current local and regional agriculture protections and farming economics. Research and review best practices. Brainstorm new approaches to protecting and supporting local farms. Tailor approaches to local farmer needs. Suggest policy changes to local and regional government officials.
	Encourage nature-based and heritage-based tourism.	Promote, support or host historical and cultural events.	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.
				Work with tourism and tour groups, such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, Ridge Audubon, etc.

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p>PROVIDE ADEQUATE ADMINISTRATION</p>	<p>Maintain a Corridor Management Entity</p>	<p>Form non-profit organization with 501(c)3 status.</p>	<p>Tax-Exempt Status from IRS</p>	<p>To apply for recognition by the IRS of exempt status as an organization described in section 501(c)(3) of the Code, use Package 1023 (Application for Recognition of Exemption). The application must be complete and accompanied by the appropriate user fee. For more information, see Publication 557 (Tax-Exempt Status for Your Organization). See Application Process for a step-by-step review of what an organization needs to know and to do in order to apply for recognition by the IRS of tax-exempt status.</p>
		<p>Address and complete necessary operational functions and tasks such as establishing and maintaining mailing lists, CME logo, etc.</p>	<p>Mailing List of CME Members</p>	<p>Research and create the names and contact information for interest and membership groups – potential partners in government, business, nonprofits; potential funding sources; newspaper contacts; tourism and tour groups; agriculture industry supporters. Compile contact information divided into categories – regular contact, special contact, press, Agriculture.</p>
		<p>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).</p>	<p>Promote Board Membership within the Tourism, Cultural/Historic, Commercial, Developers, Environmental fields, and education</p>	<p>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.</p>
		<p>Convene quarterly meetings, as specified in the CME Bylaws.</p>	<p>Successful Quarterly Meetings</p>	<p>Execute Quarterly Meetings with varying topics.</p>

**APPENDIX B
NEWSPAPER ARTICLES**

Preserving the View

New Rules Would Keep Growth From Spoiling Scenic Highway

By [Tom Palmer](#)

THE LEDGER

Published: Sunday, February 19, 2012 at 12:40 a.m.

BARTOW | Scenic Highway winds for 39 miles through hills and valleys, past lakes, forests and citrus and a number of communities along the Lake Wales Ridge between Haines City and Frostproof.

But increasing growth has arrived along more stretches of the once-rural corridor, potentially threatening the scenic vistas and small-town atmosphere that has dominated the landscape for decades.



PAUL CRATE | LEDGER MEDIA GROUP
Susan Welborn, a resident of Babson Park, walks along a section of Scenic Highway between Babson Park and Frostproof overlooking Lake Moody.

Now, after nearly a decade of discussion, Polk County commissioners are poised to vote Tuesday on a new set of development regulations that will encourage people behind the inevitable development wave coming to the area to preserve as much of Scenic Highway's character as possible.

But Polk officials can't accomplish this alone.

Annexations during the past decade have placed most of the corridor under the control of Haines City, Lake Wales, Frostproof or Dundee.

Those decisions by those cities will be as important as anything county officials decide.

AN IDEA IS BORN

Johanna Buscher recalls the discussion at the Lake of the Hills Garden Club in 2002.

Developers encouraged by Lake Wales' annexations and a coming real estate boom were talking of bulldozing the citrus groves surrounding this quiet residential area around Starr Lake and Lake Mabel, not far from the historic Chalet Suzanne Restaurant and Country Inn.

Buscher and her neighbors wanted to do something to preserve their community, but they weren't sure what to do.

Meanwhile, Susan Wellborn and her neighbors in Babson Park were having similar misgivings as Lake Wales expanded from the north and Frostproof from the south.

They worried those annexations and the planned development that accompanied them threatened to overwhelm their quiet residential community and Crooked Lake, one of the few lakes in Florida that has earned the Outstanding Florida Water designation.

Babson Park residents had the same questions as Lake of the Hills residents.

They looked to county planners for advice.

Two ideas emerged.



PAUL CRATE | LEDGER MEDIA GROUP
Johanna Buscher, a resident of Lake of the Hills

One was getting the Florida Department of Transportation to designate the Ridge Scenic Highway as a Florida Scenic Highway. That was approved in February 2005.

That was fairly noncontroversial because it had no regulatory strings attached to it.

The other part of their effort was quite controversial, and that's why it has taken a decade to work things out. It involved reworking Polk County's growth plan and development regulations to set up a system to keep new development from overwhelming the corridor.

But when county planners convened a public meeting in Lake Wales in early 2006 to get public reaction to the proposal, the reaction was not what they expected.

That meeting drew an angry crowd of politically powerful citrus growers and developers who had not participated in the earlier discussions.

They also had not been given the opportunity to rework the plan's wording behind the scenes before its first public hearing.

They demanded county commissioners scrap it.

Commissioners complied.

After the controversy cooled, county officials formed a committee composed of all of the interest groups along the corridor so they could start over on the growth plan change via the formation of a focus group.

Jack Brandon, a Lake Wales lawyer who represented the major landowners, said that approach worked better because everyone was finally involved.

"I think it was one of the most outstanding examples of planning at the local level," he said.

Tom Wodrich, a county planner assigned to work with the citizen group, said some of the grass-roots representatives appeared disappointed that some aspects of the plan, such as making preservation a voluntary incentive program instead of a required one.

"Nevertheless, the plan did put a value on conservation," Wodrich said.

Lake of the Hills' Buscher confirmed that.

"It lacked any enforcement," she said. "It was just guidelines."

Some key features of the Scenic Highway plan and regulations include:

Development restrictions that require landscaping buffers made up of a variety of native trees and shrubs to preserve the natural feel of the corridor.

Restrictions on lighting and signs to reduce visual blight.

Development setbacks from the highway to avoid creating a "tunnel effect."

Prohibitions on intense commercial and industrial land uses, such as junk yards, power plants, car washes or car or mobile home sales lots.

Brandon said the process was frustrating after state planners challenged the initial plan change because they said it didn't protect the area well enough.

State planners issued a report in August 2009 that called the plan "premature" and said it contributed to urban sprawl.

County officials tried to negotiate a settlement but finally repealed the initial plan and restarted the process in hopes of running into fewer problems with the new administration in Tallahassee following the 2010 election, Brandon said.

HOW WILL IT WORK?

The key question that remains is whether the new rules will help.

Buscher and Wellborn said they're optimistic.

"We did not get everything we hoped for, but we're heartened the County Commission is moving ahead with it," Buscher said.

Wellborn agreed.

"I think it's the best achievable plan we could make at this time," she said, explaining the plan is the result of work by a diverse focus group from all of the interest groups along the corridor.

Wellborn said she hopes city officials embrace the idea.

What cities do is important because of the reversal that has occurred.

When the Scenic Highway protection plan was first discussed, 70 percent of the corridor was in unincorporated Polk County, and 30 percent was inside cities.

Now it's the other way around.

Any comprehensive plan for the corridor will involve coordination with city officials, Wodrich said.

He said he's working with city planners to come up with a shared vision. However, he said there are examples along the corridor of recent development that doesn't fit the vision.

That includes a housing development on Lake Mabel and an industrial warehouse development in Frostproof. In both cases, their appearance is visually jarring.

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Mark Bennett, Haines City's planning manager, said the city's development regulations include setbacks and visual buffering, especially around the city's main business park, located on a hilltop near Scenic Highway and County Road 544.

"Obviously an urban environment is different from a rural environment," he said, but he said Haines City's plan is intended to be compatible with Polk County's planning efforts.

Margaret Swanson, Lake Wales' planning director, said the city has setbacks for some development and is planning to plant trees, particularly in industrial areas, to make the corridor more attractive.

But Swanson said other opportunities are presenting themselves.

A resurfacing project planned by the Florida Department of Transportation in 2013 from Mountain Lake Cutoff Road to Ray Martin Road will bring with it 7,000 feet of new sidewalk and better defined driveways, which will improve the appearance of the section through much of Lake Wales and make it more walkable.

She said Lake Wales already has established designs for roadside lighting and signs, though she said there has been some resistance to banning internally lighted signs.

Officials in Frostproof haven't discussed the Scenic Highway plan in detail yet, said Jennifer Codo-Salisbury, a planner from the Central Florida Regional Planning Council, which contracts with the city to offer advice on land-use planning.

"There has not been a dialogue," she said. "They will be looking at it in late spring and early summer."

Babson Park's Wellborn said that's why continued monitoring is important.

"I hope the focus group will exercise some oversight and get involved," she said.

Wellborn said the important part of the plan is that it does contain the elements of a vision.

"We put guidelines in place so it won't be a hodgepodge," she said. "It will affect landowners in a positive way because it will increase the value of their land."

Buscher agreed.

"A lot of the property owners will realize it's to their advantage to cooperate," she said.

Wellborn said local businesses should benefit from ecotourism and the maintenance of a scenic area that contrasts with more urban areas.

Wellborn and Buscher said one of the most successful promotions is the 39-mile Yard Sale that was started in 2007 to attract visitors on the first November of every year.

Scenic Highway supporters have also launched their own website at <http://www.ridgescenichighway.com/> that contains a map, historic information, photos and other information about the corridor they love and hope to preserve.

[Tom Palmer can be reached at tom.palmer@theledger.com or 863-802-7535. Read more views on the environment at <http://environment.blogs.theledger.com> and more views on county government at <http://county.blogs.theledger.com/>.]

THE REPORTER

SUNDAY, FEBRUARY 26, 2012 | WWW.FOURCORNERSFLA.COM 25 CENTS

A DECADE OF EFFORT



MICHAEL WILSON | LEDGER MEDIA GROUP

THE POLK COUNTY COMMISSION has approved new rules that should help keep the landscape along Scenic Highway looking scenic. But success will depend also on the cities and towns along the road from Haines City to Frostproof.

Scenic Save

County Commission OKs New Rules For Corridor

By TOM PALMER | LEDGER MEDIA GROUP

Scenic Highway winds for 39 miles through hills and valleys, past lakes, forests and citrus and a number of communities along the Lake Wales Ridge between Haines City and Frostproof.

But increasing growth has arrived along more stretches of the once-rural corridor, potentially threatening the scenic vistas and small-town atmosphere that has dominated the landscape for decades.

Now, after nearly a decade of discussion, Polk County commissioners voted Tuesday on a new set of development regulations that will encourage people behind the inevitable development wave coming to the area to preserve as much of Scenic Highway's character as possible.

But Polk officials can't accomplish this alone.

Annexations during the past decade have placed most of the corridor under the control of Haines City, Lake Wales, Frostproof or Dundee.

Those decisions by those cities will be as important as anything county officials decide.

AN IDEA IS BORN

Johanna Buscher recalls the discussion at the Lake of the Hills Garden Club in 2002.

Developers encouraged by Lake Wales' annexations and a coming real estate boom were talking of bulldozing the citrus groves surrounding this quiet residential area around Starr Lake and Lake Mabel, not far from the historic Chalet Suzanne Restaurant and Country Inn.

Buscher and her neighbors wanted to do something to preserve their community, but they weren't sure what to do.

Meanwhile, Susan Wellborn and her neighbors in Babson Park were having similar misgivings as Lake Wales expanded from the north and Frostproof from the south.

They worried those annexations and the planned development that accompanied them threatened to overwhelm their quiet residential community and Crooked Lake, one of the few lakes in Florida that has earned the Outstanding Florida Water designation.

Babson Park residents had the same questions as Lake of the Hills residents.

They looked to county planners for advice.

Two ideas emerged.

One was getting the Florida Department of Transportation to designate the Ridge Scenic Highway as a Florida Scenic Highway. That was approved in February 2005.

That was fairly noncontroversial because it had no regulatory strings attached to it.

The other part of their effort was quite controversial, and that's why it has taken a decade to work things out. It involved reworking Polk County's growth plan and development regulations to set up a system to keep new development from overwhelming the corridor.

But when county planners convened a public meeting in Lake Wales in early 2006 to get public reaction to the proposal, the reaction was not what they expected.

That meeting drew an angry crowd of politically powerful citrus growers and developers who had not participated in the earlier discussions.

They also had not been given the opportunity to rework the plan's wording behind the scenes before its first public hearing.

[PLEASE SEE SCENIC, R9]

ILL BLOCHER | REPORTER EDITOR | BILL.BLOCHER@NEWSCHIEF.COM | 863.401.6973 | WWW.FOURC

Scenic

[CONTINUED FROM R1]

They demanded county commissioners scrap it.

Commissioners complied. After the controversy cooled, county officials formed a committee composed of all of the interest groups along the corridor so they could start over on the growth plan change via the formation of a focus group.

Jack Brandon, a Lake Wales lawyer who represented the major landowners, said that approach worked better because everyone was finally involved.

"I think it was one of the most outstanding examples of planning at the local level," he said.

Tom Wodrich, a county planner assigned to work with the citizen group, said some of the grass-roots representatives appeared disappointed that some aspects of the plan, such as making preservation a voluntary incentive program instead of a required one.

"Nevertheless, the plan did put a value on conservation," Wodrich said.

Lake of the Hills' Buscher confirmed that.

"It lacked any enforcement," she said. "It was just guidelines."

Some key features of the Scenic Highway plan and regulations include:

- Development restrictions that require landscaping buffers made up of a variety of native trees and shrubs to preserve the natural feel of the corridor.

- Restrictions on lighting and signs to reduce visual blight.

- Development setbacks from the highway to avoid creating a "tunnel effect."

- Prohibitions on intense commercial and industrial land uses, such as junk yards, power plants, car washes or car or mobile home sales lots.

Brandon said the process was frustrating after state planners challenged the initial plan change because they said it didn't protect the area well enough.

State planners issued a report in August 2009 that called the plan "premature" and said it contributed to urban sprawl.

County officials tried to negotiate a settlement but finally repealed the initial plan and restarted the process in hopes of running into fewer problems with the new administration in Tallahassee following the 2010 election, Brandon said.

"I think it's the best achievable plan we could make at this time," she said, explaining the plan is the result of work by a diverse focus group from all of the interest groups along the corridor.

Wellborn said she hopes city officials embrace the idea.

What cities do is important because of the reversal that has occurred.

When the Scenic Highway protection plan was first discussed, 70 percent of the corridor was in unincorporated Polk County, and 30 percent was inside cities.

Now it's the other way around.

Any comprehensive plan for the corridor will involve coordination with city officials, Wodrich said.

He said he's working with city planners to come up with a shared vision. However, he said there are examples along the corridor of recent development that doesn't fit the vision.

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SCENIC HIGHWAY RUNS THROUGH rolling hills surrounded by citrus groves through most of its course from Haines City in the north to Frostproof in the south of Polk County.

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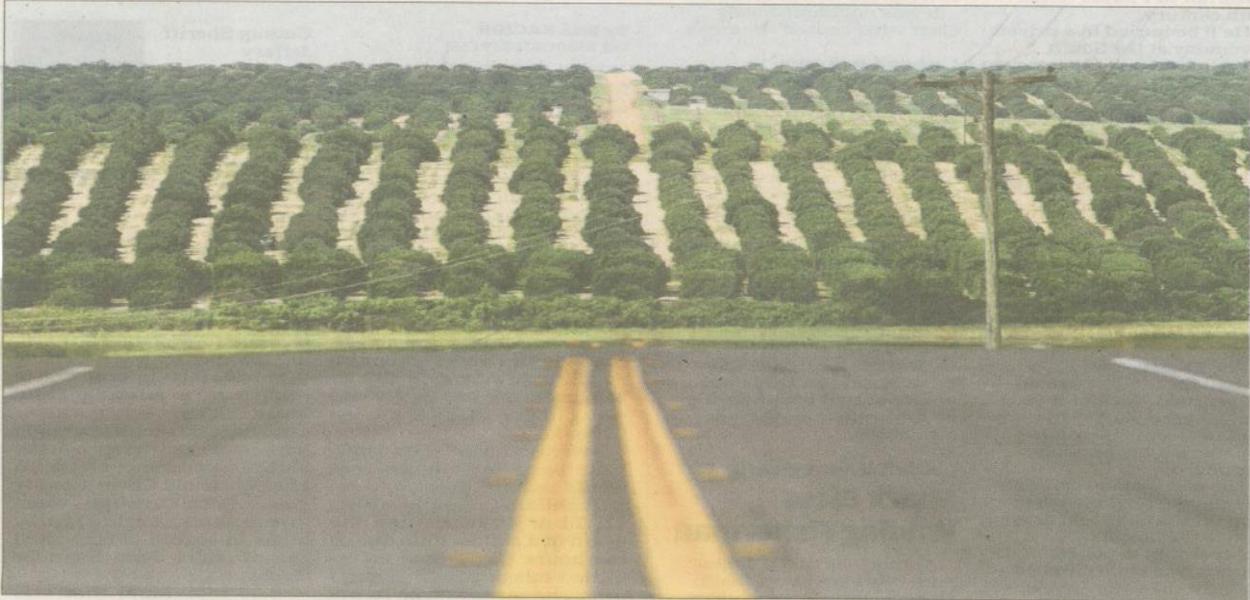
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polk news

IMAGES OF POLK SCENIC HIGHWAY

PHOTO ESSAY BY RICK RUNION | THE LEDGER



State Road 17, also known as Scenic Highway, runs north and south on the Lake Wales ridge in eastern Polk County. The road connects most of the county's eastern towns, from Frostproof to Davenport.

It crosses over the highest hills in the county through orange groves and past motels where tourists stayed years ago on their way to and from South Florida.

The two-lane road between Frostproof and Lake Wales is exceptionally beautiful. The highway swings past lakes, groves, public schools and Webber International University in Babson Park.

People looking for a great Sunday drive can try Scenic Highway and stop to buy fresh fruit and vegetables or boiled peanuts at one of the roadside stands.

Roll down the windows and enjoy the cooler weather while cruising the curves and rolling hills of eastern Polk.

— Rick Runion



['It Got Another Chance']

Audubon Center for Birds of Prey Releases 450th Bald Eagle into Wild

By [Tom Palmer](#)

THE LEDGER

Published: Friday, June 1, 2012 at 12:22 a.m.

LAKELAND | Lynda White brought a young bald eagle back to Polk County on Thursday and let it fly freely again.

It wasn't just any eagle, though.

It was the 450th bald eagle that had been brought to Audubon Center for Birds of Prey and released. It was also White's final release.

White, coordinator of Audubon of Florida's EagleWatch since 1998, retires this week after personally releasing about 250 of those eagles.

Her successor is Matt Smith, an Audubon volunteer and licensed falconer who accompanied her Thursday.

The fledgling, a bird about 5 months old with the speckled white and dark brown plumage and black bill of an immature eagle, was hooded before the release to keep it calm.

About 20 people, many of them EagleWatch volunteers from Polk, Pinellas, Hillsborough and Pasco counties, waited in a pasture at Sanlan RV Park near Banana Lake for the bird to fly.

After it was released, the bird flew a short distance and landed in another part of the pasture, presumably trying to get its bearings in unfamiliar surroundings.

The bird was rescued April 3 near its nest on Willowbrook Golf Course in Winter Haven by Lake Region Audubon President Reinier Munguia and transported to the center.

EagleWatch volunteer Natalie Alexich, who was monitoring the nest where the young eagle was born, said she alerted Munguia when she saw the eagle on the ground.

"I wanted to be there from start to finish," she said, adding this is the first eagle release she has witnessed.

White said the young eagle was suffering from avian pox, a viral infection spread by mosquitoes that causes skin lesions.

Now that it has recovered, White said it should be raising young eagles of its own five years from now.

"It got another chance," she said. "It's a great thing that we do."



MICHAEL WILSON | LEDGER PHOTOS
Audubon of Florida EagleWatch
Coordinator Lynda White releases a 5-month-old immature bald eagle at Sanlan RV Park in Lakeland on Thursday.

Highway to Get New Surface and an Upgrade

By [Mary Hurst](#)

THE REPORTER

Published: Thursday, March 24, 2011 at 11:04 a.m.

HAINES CITY | The City Commission has voted to approve a Florida Department of Transportation plan to reconstruct and resurface State Road 17 (Scenic Highway) from County Road 544 to U.S. 17/92 (Hinson Avenue) in Haines City.

The alternative chosen will include complete reconstruction of that portion of road and will include a bike path on the east side and sidewalks on the west side, with a medians to allow landscaping and beautification of the roadway.

The city will have to pay for any upgrade of street lighting and will have to maintain the medians.

FDOT hopes to begin the project in September or October. Construction will take about a year.

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Bok Gardens Nature Trail Opens Onto Pine Land Preserve

By *Greg Parlier*
Ledger Media Group Correspondent
Published: Saturday, March 2, 2013 at 4:01 a.m.

LAKE WALES | Nestled among citrus and pine, a new preserve trail at Bok Tower Gardens provides a portal to a landscape rich in serene nature.

The 1.5-mile trail winds through part of 260 acres of open lands surrounding Bok Tower Gardens preserved by the Green Horizon Land Trust.

"The open agriculture and pine lands around Bok Tower Gardens are important to preserving the historic design and beauty of the garden laid out by Fredrick Law Olmsted Jr.," David Price, president of Bok Tower Gardens, said during the trail's dedication ceremony Friday.



Price

The Florida Community Trust awarded a \$2.5 million grant to the Green Horizon Land Trust, an environmental preservation organization focused on the Lake Wales Ridge and surrounding areas, to preserve the land as "vistas critically important to the historic design of the Gardens."

"If you look out from the gardens, some of the beauty of the landscape is the open groves and fields," Price said. "The other thing is we have a lot of wildlife, and the open land is a wildlife corridor. If you have homes and fences and dogs and cats it would impact the wildlife."

During the development boom of the early 2000s, there was a movement to alter the covenant signed by owners of the land surrounding Bok Tower Gardens to potentially open up some of the land for development.

That's when the Gardens began looking in to ownership as a way to preserve the scenic vistas its visitors had enjoyed for decades, Price said.

The Green Horizon Land Trust stepped in to buy the land, and partnered with Bok Tower Gardens to maintain the land.

In the agreement, Bok Tower will restore 156 of the 260 acres of former agricultural land to longleaf pine forest. Some of the preserve will remain in citrus production, and the rest of the land is in its native natural state.

Two picnic shelters are on the preserve, one at the trail head near the entrance to the Gardens and the other at Lake Wales High School overlooking the Preserve and Bok Tower, where faculty can conduct classes in a unique outdoor setting.

Ten signs along the trail, which ends at Bok Tower Gardens' visitors center, tell about the natural history of the preserve and the Lake Wales Ridge.

The Florida Wildflower Foundation provided a \$3,000 grant to the project for the planting of thousands of native wildflowers along the trail, and Mosaic Corporation provided the rock trail, rich in fossils from its phosphate mines.

Additionally, 71 volunteers from the Ridge Rangers, a group focused on helping

restore and support the Lake Wales Ridge ecosystem, Boy Scouts and other community members spent six days and 370 hours planting more than 13,000 wildflowers and native grasses on a 1-acre area surrounding the Preserve's picnic shelter and trailhead.

"Without the support of these dedicated volunteers, it would have been difficult to complete such a large task," said Bok land steward Katrina Noland. "Not only were these volunteers able to make a lasting impact on the environment, they also received a firsthand education and experienced the nature of this threatened ecosystem."

CSX, the Vaughn-Jordan Foundation, the Florida Wildflower Advisory Council, Polk County Parks and Natural Resources, the City of Lake Wales and the Lake Wales Chamber of Commerce also contributed to the project.

Hikers may encounter numerous species of wildlife, including foxes, bobcats, gopher tortoises, birds and raptors that make these open lands their home. Some of the wildlife that lived in the Gardens has moved back into the Preserve, their native habitat, since Bok began restoring the pine forest.

"Probably the biggest impact is the feeling and the mood, the ambiance of the place," Price said.

The public can access the trail as part of the admission price to Bok Tower Gardens and part of the ticket price will go to maintenance and restoration of the Preserve.

Town Helps Green Horizon Trust, Pedersen Family Open Doorway to the Ridge

By CLIFFORD PARODY
LEDGER CORRESPONDENT
Published: Tuesday, July 24, 2012 at 9:29 p.m.

DUNDEE | The town's Doorway to the Ridge may be open by October.

That is the goal of the Green Horizon Trust and the Pedersen family who donated the 40 acres of nearly pristine land two years ago.

The nonprofit conservation agency has raised \$19,000 of the \$21,000 it needs to open what will be called the Barbara B. Pedersen Wildlife Preserve.

To help with the project, Rachelle Selser, who is executive director of the Lake Wales-based private trust, went before the Dundee Town Commission on June 26.

Selser asked the town to donate two picnic tables and two benches for the preserve's entrance, which will be known as the Town of Dundee Doorway to the Ridge, and to provide regular trail maintenance, which consists of backpack herbicide control and routine weed eating.

Because of all the work that already has gone into developing the preserve, the commission agreed.

"I think the park will not only be beneficial for our residents, but could also draw visitors from surrounding counties," said Dundee Town Manager Andy Stuart.

When it is complete, the preserve will feature more than a mile of cleared hiking trails, picnic areas, educational signs, and an abundance of beautiful Florida landscape.

Green Horizon and the Pedersen family are making plans to have a grand opening that will include a Friend of the Parks Foundation Trek Ten Trails hike and a geocache at Pedersen Preserve this winter.

The seeds for the project were planted by 84-year-old Jim Pedersen seven years ago. He is a retired citrus grower, cattle rancher, real estate broker and firearms dealer with a bachelor's degree in ecology.

He has lived on the land his entire life.

ON LAKE ANNIE

The 40-acre tract, valued at \$1.5 million, has been in the Pedersen family since 1940. The land has 35 acres of longleaf pine forest and 476 feet along the shores of Lake Annie.

The site is home to many endangered plants and a variety of animals, including the occasional bald eagle and deer.

"I've lived on the property since 1941," Jim Pedersen said recently. "As a child, I grew up here. I love the wilderness."

He and his family decided to donate the tract on the Lake Wales Ridge, which runs alongside Scenic Highway within the south city limits of Dundee.



PAUL CRATE | LEDGER MEDIA GROUP
JIM PEDERSEN and his daughter, Lisa Pedersen of Lake Wales, walk along his gravel driveway that is adjacent to the 40-acre tract of pine forest land along Lake Annie that he has donated to the Green Horizon Land Trust.

"I was looking for something to do with the property and it wasn't big enough for the Nature Conservancy, but Green Horizon was interested so we got together with them," Pedersen said.

"I couldn't see houses being built on the land, so we decided to give it to Green Horizon so it could stay how it is forever," he said.

His daughter, Lisa Pedersen, who owns The Gallery & Frame Shop in Lake Wales, supports the decision to donate the land.

"This is one of the last strips of the original longleaf pine in the area," she said. "We want it to remain in its natural state so people can see what Florida used to look like before the developers came through."

Jim Pedersen is proud of the fact that the preserve will be named after his mother, Barbara.

"My folks, especially my mother, were always interested in wildlife," Pedersen said, "and she kept this place pristine."

Although the property has been meticulously maintained by the Pedersen family for more than 40 years, Green Horizon President Alex Wheeler said some restoration is needed.

LONGLEAF PINES

During August and September 2004, Hurricanes Charley, Frances, and Jeanne ripped through the region in rapid succession. The preserve lost many of its longleaf pine trees, opening the area for more exotic, invasive species.

The property also contains a 5-acre citrus grove that Green Horizon plans to remove and replace with longleaf pines.

"The challenge for Green Horizon is to seek contributions to remove these offending species, restore areas with longleaf pine, and open the preserve for passive recreation and environmental education," Wheeler said.

Even though the property was donated in January 2010, the project was able to get off the ground only earlier this year thanks to a \$12,000 grant from the Elizabeth Ordway Dunn Foundation.

Green Horizon began the Barbara B. Pedersen Capital Campaign to raise the rest of the \$21,000 it needs.

To date, private donors have contributed another \$7,000 bringing the total to \$19,000.

Keep up with their progress by checking out the Green Horizon Land Trust web site, at greenhorizonfl.homestead.com.

Paving the Way: Road Reconstruction Project Enters Next Phase

State Road 17 in Haines City

By [Daniel Figueroa IV](#)
LEDGER MEDIA GROUP

Published: Thursday, October 23, 2014 at 1:14 a.m.

HAINES CITY | The State Road 17 South 10th Street Reconstruction project is on schedule and entering its next phase, said Janet Cook, the project's public information officer.

Monday saw structural asphalt begin to be poured on a 4,000-foot section of the northbound lane of SR 17 at State Road 544 and moving north. The paving is scheduled to be completed by today, and motorists will have access to the newly paved road in the coming weeks, Cook said.

The \$7.93 million project to reconstruct a section of South 10th Street between SR 544 and U.S. 17/92 began in November 2013 and is expected to be completed by summer 2015. It was initially a road resurfacing project, but city officials and Prince Contracting, the company handling construction of the road, decided it would be more cost-effective to reconstruct the entire 1.5 miles of roadway, Cook said.

The project includes replacing water and sewer pipes under the road, widening each of the two travel lanes to 11 feet, and includes the addition of a 14-foot section for a median and turn lane.

"The pipes were asbestos-covered and older infrastructure," Cook said.

"The city knew at some point it was going to have to be replaced. It didn't make sense to go back and replace the utilities."

The project also includes the addition of one 8-foot and one 5-foot section of sidewalk on either side of the road. A 3-foot section has been reserved for the 5-foot portion of sidewalk for the addition of streetlights.

Cook also said she has seen a generally favorable response to the project, especially with regard to the new sidewalks that will open when the construction is complete.

"I know some of the people on the east side who already have sidewalk and they can see more of the finished project," Cook said.

"They seem very happy."

However, not all are pleased with the project. St. Ann Catholic Church on Robinson Road, just off 10th Street, has lost some of its parishioners, said Michelle Wieber, a secretary for the church,



PAUL CRATE | LEDGER MEDIA GROUP
Paving has begun just north of State Road 544 in the northbound lane of the State Road 17 road improvement project that runs from SR 544 to Hinson Avenue in Haines City. The project is expected to be completed in the summer of 2015.

"We've lost a lot of parishioners who don't like having to be rerouted. They tried it out for a little bit," Wieber said. "It's a two-year project, and I doubt if it will get finished on time. We'll have to cross our fingers and hope for the best."

Cook said the project is "right on schedule" both timewise and financially despite some delays for weather.

Those delays, she said, were built into the initial projection.

"We've had a lot of rain. That impacts how well they can move along," Cook said.

"But it appears that they are about half done."

While Wieber expressed concerns over whether such an extensive project would be worth it, Cook remained hopeful that everyone will see its value upon completion.

"Travelers, drivers and residents will have a much more improved facility; more pedestrian friendly and smooth," Cook said.

"It'll be a very nice project."

Daniel Figueroa IV can be reached at daniel.figueroa@newschief.com or 863-401-6981.

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GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
INCREASE COMMUNITY SUPPORT AND PARTICIPATION	Work closely with local governments, entities, and communities to coordinate and maximize our efforts	Be available and receptive to community input to foster a spirit of cooperation		
		Review existing projects and participate in future planning with community leaders to synthesize mutual goals	Inclusion of Ridge Scenic Highway in Local Government Comprehensive Plans	Inclusion of Ridge Scenic Highway within the Transportation or Future Land Use Map and a policy that supports the CME
			Inclusion of Ridge Scenic Highway in State and Local Government Plans Close Coordination with Local Governments	Review existing Polk County and local government Comprehensive Plans and m Master p Plans to ensure scenic highway is appropriately included in all planning, zoning, and infrastructure decisions and policies . Attend meetings and coordinate directly with local officials.
	Receive input from residents local governments and decision makers community partners	Develop and implement a continuous public awareness program among the community (the Community Participation Program)		
		Inform public of contact information to allow for open communication		
		Update the Corridor Management Plan every five years to allow for revisions of the document	Revised d and Updated d Corridor Management Plan and annual reports	In 2014, brainstorm within CME and the public on new or revised ideas for the corridor. Coordinate with local governments and community partners .

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p>INCREASE RESOURCE PROTECTION, MAINTENANCE, PRESERVATION AND ENHANCEMENT</p>	<p>Support and expand methods for resource protection</p>	<p>Support and expand existing conservation efforts.</p>	<p>Encourage Innovative Methods that promote Conservation</p>	<p>Review current local and regional conservation regulations. Research and review best practices. Brainstorm new approaches to providing incentives and requiring developers to preserve environmentally sensitive lands. Tailor approaches to local resources and growth patterns. Suggest policy changes to local and regional government officials.</p>
		<p>Environmentally Sensitive Lands Surrounding Lake Livingston Listed with Polk County Environmental Lands Program</p>	<p>Environmentally Sensitive Lands Surrounding Lake Livingston Listed with Polk County Environmental Lands Program</p>	<p>Coordinate with a land trust to contact property owners of environmentally sensitive lands surrounding Lake Livingston to discuss acquisition or conservation easement. Contact Polk County Environmental Lands Program and complete Project Site Nomination Form.</p>
		<p>Support and expand existing recreational efforts.</p>	<p>Haines City to Lake Wales Trail <u>Promote non-motorized modes of travel</u></p>	<p><u>Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the Florida Department of Transportation.</u> Closely coordinate with Polk County on its Greenways Master Planning process. Research the location and ownership of abandoned right of way, including railroad and infrastructure. Create maps of potential bicycle trails. Coordinate with Polk County Planning <u>Department</u>, and Polk County TPO and Polk County <u>Recreation Parks Department</u>, and Polk TPO <u>and to</u> encourage inclusion of trails/<u>sidewalks/bike lanes on project list in plans.</u> If appropriate, encourage private landowners to allow trails.</p>
		<p>Expand resources for equestrian community.</p>	<p>Support Efforts for New Park on Lake Easy</p>	<p>Survey the residents of Highland Park to assess support for formalizing the County land on Lake Easy. Contact Polk County Recreation to assist in designing the park to include a picnic area, fishing pier, non-motorized boat access, and parking. Fencing should restrict vehicular access along lakefront. Coordinate funding and construction with Polk County Recreation.</p>
		<p>Provide access to intrinsic resources by biking, hiking, walking, canoeing, and horseback riding.</p>	<p>Haines City to Lake Wales Trail</p>	<p>Closely coordinate with Polk County on its Greenways Master Planning process. Research the location and ownership of abandoned right of way, including railroad and infrastructure. Create maps of potential bicycle trails. Coordinate with Polk County Planning and Polk County TPO and Polk County Recreation, and encourage inclusion of trails on project list. If appropriate, encourage private landowners to allow trails.</p>
		<p>Sponsor an adopt-a-highway and other litter control programs along SR 17.</p>	<p>Ridge Scenic Highway Adopt-A-Highway</p>	<p>Contact FDOT’s Adopt-A-Highway Coordinator in Tallahassee at 1-800-BAN-LITT(er) or 1-800-226-5488.</p>

				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.
Continue to encourage and coordinate the acquisition and management environmentally sensitive lands	Work with local, county, and state agencies.			
	Coordinate and encourage the purchase of land development rights on environmentally sensitive lands.	Executed Conservation Easements		The Lake Wales Ridge Ecosystem is a Group A Project of Florida Forever. Contact local landowners and promote the benefits of conservation easements. Interview landowners to determine interest in conservation easements. Connect interested landowners with land trusts and Polk County Environmental Lands Program.
	Develop innovative ways to protect environmentally sensitive lands.	Encourage Innovative Methods that promote Conservation		Review current local and regional conservation regulations. Research and review best practices. Brainstorm new approaches to providing incentives and requiring developers to preserve environmentally sensitive lands. Tailor approaches to local resources and growth patterns. Suggest policy changes to local and regional government officials.
Support and promote local culture	Support local celebrations/ holidays.			
	Pursue grants to fund local celebrations, festivals and other cultural events.	Funding for Local Events		Create a plan to expand and improve the festival. Create subcommittee to implement plan. Seek and secure funds for that plan.
	Develop a clearinghouse or coordinating calendar for cultural events.	Widely Recognized Coordinating Calendar		Contact local arts and cultural organizations and ask that they forward event information to CME. Establish website and publish events to the website. Advertise website through regional and state arts and cultural clearinghouse sources.
	Support local cultural organizations.			
Provide information of cultural resources in multiple languages.				
Preserve scenic views from SR 17	Coordinate the purchase of land development rights within key viewsheds.	Executed Conservation Easements		The Lake Wales Ridge Ecosystem is a Group A Project of Florida Forever. Contact local landowners and promote the benefits of conservation easements. Interview landowners to determine interest in conservation easements. Connect interested landowners with land trusts and Polk County Environmental Lands Program.
	Encourage new development to include roadside buffers and encourage local governments to require them for new development.	Land Development Regulations that Preserve SR 17 Buffers and Viewsheds		Coordinate with local government representatives and stress the importance of SR 17 buffers and clustering throughout the rural areas of the corridor. Proactively contact land developers and describe the kinds of buffers and clustering that the community supports. Support development projects that include buffers and clustering.
	Encourage local governments to provide incentives for clustering to preserve key viewsheds and ensure lighting, signage, landscaping and hardscaping reflect the	North Lake Wales Selected Area Plan that Preserves Vistas of Bok Tower		Attend public meetings and contact Polk County and Lake

		<p><u>historic character of the corridor.</u></p>		<p>Wales staff and elected officials. Emphasize the need to maintain open vistas to Bok Tower and rural character outside of the cities. Encourage requirements for native rural landscaping, wide buffers to SR 17, and open space preservation.</p>
		<p>Assure that lighting, signage, landscaping and hardscaping reflect the historic character of the corridor while conforming with standards presented in the Manual on Uniform Traffic Control Devices, FDOT guidelines, and other engineering standards.</p>	<p>Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Road and North of Sixth Street</p>	<p>FDOT's short-term Transportation Improvement Project list has funds committed to resurfacing between Mountain Lake Cutoff Road and North of Sixth Street. Work with the FDOT to include safe bike lanes in the design and that the resurfacing reflects historic character.</p>
			<p>Bicycle Facilities and Appropriate Design between US 27 and Webber International University</p>	<p>FDOT's short-term Transportation Improvement Project list has funds committed to resurfacing between US 27 and Webber International. FDOT now plans to designate the shoulders in this area as bike lanes, with marking and signage. Work with the FDOT to ensure safe bike lanes remain in the design and that the design reflects historic character.</p>
			<p>North Lake Wales Selected Area Plan that Preserves Vistas of Bok Tower</p>	<p>Attend public meetings and contact Polk County and Lake Wales staff and elected officials. Emphasize the need to maintain open vistas to Bok Tower and rural character outside of the cities. Encourage requirements for native rural landscaping, wide buffers to SR 17, and open space preservation.</p>

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
INCREASE TRANSPORTATION AND SAFETY	Monitor and identify unsafe travel conditions and high crash locations for all modes of transportation along SR 17	Coordinate with the FDOT, Polk TPO and local governments in identifying and correcting unsafe conditions and high crash locations along SR 17.	Promote safety and multi-modal enhancements along SR 17 consistent with the corridor vision and action plan.	Encourage local governments to pursue transportation enhancement funding from the FDOT for trail and multi-modal projects on SR 17 that are consistent with the vision and action plan.
		Promote safety and multi-modal enhancements along SR 17 consistent with the corridor vision and action plan.		
		Encourage local governments to pursue transportation enhancement funding from the FDOT for trail and multi-modal projects on SR 17 that are consistent with the vision and action plan.		
		Urge local and county law enforcement to implement posted speed limit.		
	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	These two trails are possible two trails-to-trails conversions. Encourage community groups in Bartow, Sebring, and along the trail to contact FDOT and Polk County TPO to express the need for the trail.
			Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Road and North of Sixth Street	FDOT's short-term Transportation Improvement Project list has funds committed to resurfacing between Mountain Lake Cutoff Road and North of Sixth Street. Work with the FDOT to include safe bike lanes in the design and that the resurfacing reflects historic character.
			Bicycle Facilities and Appropriate Design between US 27 and Webber International University	FDOT's short-term Transportation Improvement Project list has funds committed to resurfacing between US 27 and Webber International. FDOT now plans to designate the shoulders in this area as bike lanes, with marking and signage. Work with the FDOT to ensure safe bike lanes remain in the design and that the design reflects historic character.
		Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the Florida Department of Transportation.	Promote Non-Motorized Modes of Travel	These two trails are possible two trails-to-trails conversions. Encourage community groups in Bartow, Sebring, and along the trail to contact FDOT and Polk County TPO to express the need for the trail.
			Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Road and North of Sixth Street	FDOT's short-term Transportation Improvement Project list has funds committed to resurfacing between Mountain Lake Cutoff Road and North of Sixth Street. Work with the FDOT to include safe bike lanes in the design and that the resurfacing reflects historic character.
			Bicycle Facilities and Appropriate Design between US 27 and Webber International University	FDOT's short-term Transportation Improvement Project list has funds committed to resurfacing between US 27 and Webber International. FDOT now plans to designate the shoulders in this area as bike lanes, with marking and

				signage. Work with the FDOT to ensure safe bike lanes remain in the design and that the design reflects historic character.
			Haines City to Lake Wales Trail	<u>Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the Florida Department of Transportation.</u> Closely coordinate with Polk County on its Greenways Master Planning process. Research the location and ownership of abandoned right of way, including railroad and infrastructure. Create maps of potential bicycle trails. Coordinate with Polk County Planning <u>Department, and Polk County TPO and Polk County Recreation Parks Department, and the Polk TPO,</u> and to encourage inclusion of trails/ <u>sidewalks/bike lanes on project list in plans.</u> If appropriate, encourage private landowners to allow trails.
			Haines City Downtown Master Plan that Supports the Scenic Highway	Participate in the drafting and adoption of the master plan. Lobby for inclusion of streetscaping along 6th Street, sidewalks along east side of SR 17, and a Scenic Highway wayfinding program along SR 17.
		Encourage and support safety regulations/standards for bicyclists and pedestrians		

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p>INCREASE EDUCATION AND PUBLICIZE CORRIDOR STORY</p>	<p>Educate residents and decision makers about the Ridge Scenic Highway Vision, Goals, and Strategies, and Action Plan.</p>	<p>Communicate ideas, activities, and events through media outreach.</p>		
		<p>Develop standardized presentation on the Ridge Scenic Highway, (e.g. interactive website, video, handouts, brochures, others means as needed). <u>Develop materials to guide the traveler along the corridor, including local culture and ecological information</u></p>	<p><u>Create and maintain a</u> Website, Video, Handouts, Brochures, Visitor’s Guide, Press Release, <u>social media page</u></p>	<p>Create subcommittee <u>as needed</u> to research and draft content for products. Contact local partners to produce products. Arrange to have video play on Polk County TV <u>and other media outlets</u>. Distribute per Action Item: Distribution of Scenic Highway printed materials to travel accents and travelers <u>community partners and local governments</u>.</p>
		<p>Present and promote our information, programs, and materials to non-profit, business, and community groups.</p>	<p><u>Create a Proactive</u> Speakers Bureau, <u>email lists, share content on all media options (Social Media, TV, Radio, etc).</u> <u>Invite community partners to board and community meetings.</u></p>	<p>Create multiple presentations in PowerPoint <u>or other options</u> 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.</p>
		<p>Include government officials (city and county) on CME mailing list.</p>		
		<p>Publicize and invite public to CME meetings and events.</p>		
		<p>Sponsor a speakers bureau.</p>	<p>Proactive Speakers Bureau</p>	<p>Create multiple presentations in PowerPoint 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.</p>
	<p>Provide information to public activists for lobbying efforts</p>			
	<p>Tell the Corridor Story to inform and educate travelers about the multiple assets along the corridor.</p>	<p>Develop a way finding program.</p>	<p>Haines City Downtown Master Plan that Supports the Scenic Highway</p>	<p>Participate in the drafting and adoption of the master plan. Lobby for inclusion of streetscaping along 6th Street, sidewalks along east side of SR 17, and a Scenic Highway wayfinding program along SR 17.</p>
		<p>Wayfinding Design Template</p>	<p>Revise the wayfinding ideas contained in the Section 1’s Concept Plan into a design template. Promote the design template to local Main Street programs and Community Redevelopment Agencies.</p>	
	<p>Develop pamphlets and brochures to guide the traveler along the corridor, including local culture and ecological information.</p>	<p>Website, Video, Handouts, Brochures, Visitor’s Guide, Press Release</p>	<p>Create subcommittee to research and draft content for products. Contact local partners to produce products. Arrange to have video play on Polk County TV. Distribute per Action Item: Distribution of Scenic Highway printed materials to travel accents and travelers.</p>	
<p>Locate, establish, and staff an Interpretive/Multi-language Center for the corridor.</p>	<p>Ridge Scenic Highway Interpretive Center</p>	<p>Locate and negotiate an agreement with one or several cultural institutions that can host an interpretive center. Stock center with scenic highway presentation materials.</p>		

			Coordinate staffing schedule of volunteers.
	Work with local governments, property owners and developers to create additional pull-off areas. <u>Develop interpretive signs at pull-off and other locations along the corridor.</u>	Scenic Pull-Offs Areas	Reconsider the feasibility of the scenic overlook locations pinpointed in Scenic Resources subsection of Section 8: Designation Criteria. Negotiate with public and private landowners to secure the right to the land. Reconsider the design of the overlooks contained in the Concept Plan. Coordinate with Polk County TPO and FDOT to issue permits and schedule funding. Research, design, and construct site-specific display markers. Coordinate with Polk County and FDOT to construct pull-offs. In considering the design of the pull-off areas contained in the concept plan, the CME should be respectful of private property located adjacent to the pull-off areas, particularly citrus groves. To protect against the spread of trash, pickling of fruit and possible spread of diseases, fencing and/or signage of the property line/edge of right of way in the vicinity of the pull-off area should be considered. Additional fencing and signage should be designed to protect the scenic views.
	Develop interpretive signs at pull-off and other locations along the corridor.		
	Encourage local governments and the Florida Department of Transportation to design and construct gateways for the corridor.	Gateway Markers on SR 17 in Haines City south of 17/92, on Chalet Suzanne Road at SR 17, and on SR 17 north of US 27	Review preliminary designs contained in the Concept Plan. Work with local engineers/designers for final design. Coordinate with local governments and FDOT on placement of gateways.
	Develop an interactive web site with links to sites, attractions and events along the corridor.	Website, Video, Handouts, Brochures, Visitor's Guide, Press Release	Create subcommittee to research and draft content for products. Contact local partners to produce products. Arrange to have video play on Polk County TV. Distribute per Action Item: Distribution of Scenic Highway printed materials to travel accents and travelers.
	Sponsor events <u>to</u> establish a wide advertisement base.	Corridorwide Yard Sale	Choose a time that supports the events of local community groups and institutions. Advertise heavily within the community for participation. Advertise regionally for event.
		Successful Scenic Highway Event	Form CME subcommittee to expand on product of Action Item: Scenic Highway Event Plan and Schedule. Brainstorm on the nature and scale of the event. Secure location and appropriate infrastructure and materials. Apply for necessary permits. Schedule volunteers. Contact local and regional media outlets to advertise widely to residents and travelers.
		Scenic Highway Event Plan and 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. <u>Advertise</u>

				heavily within the community for participation. Advertise regionally for event.
		Promote tourism through cooperative efforts with groups such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, etc.	Distribution of Scenic Highway Printed Materials Materials and t-shirts and other materials to Travel Agents and Travelers	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.
		Develop, produce, and sell "The Ridge Scenic Highway" t-shirt and other marketing items.	Supply of "The Ridge Scenic Highway" T-Shirts	Design logo and content for t-shirt. Produce through t-shirt production company. Stock t-shirts at interpretive centers. Recruit local museums, history centers, and retailers to display and sell t-shirts.

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p>PURSUE SUSTAINABLE AGRICULTURE AND ECOTOURISM</p>	<p>Protect the commercial base of <u>agriculture</u>cattle and citrus industry.</p>	<p>Develop strong relationships with the agricultural industry.</p>	<p>Prominent Local Agriculture Landowners and Producers as Active CME Members and Board Members</p>	<p>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.</p>
		<p>Action Alert Networking System</p>	<p>Action Alert Networking System</p>	<p>Recruit local government officials, organizations, business, and residents that are concerned about the sustainability of citrus and cattle in the corridor. Establish a mailing list. Join associations that monitor the agricultural policy debates of the Florida Legislature and US Congress and subscribe to their legislative updates. In preparation for critical votes, write draft letters in support of sustainable agriculture. Distribute to mailing list.</p>
		<p>Work with the county, municipalities and agricultural industry to encourage the sustainability of agricultural uses along the corridor.</p>	<p>Encourage Innovative Methods that Protect Cattle and Citrus Industries</p>	<p>Review current local and regional agriculture protections. Research and review best practices. Brainstorm new approaches to protecting and supporting agricultural industry. Tailor approaches to local farmer and grower needs. Suggest policy changes to local and regional government officials.</p>
		<p>Action Alert Networking System</p>	<p>Action Alert Networking System</p>	<p>Recruit local government officials, organizations, business, and residents that are concerned about the sustainability of citrus and cattle in the corridor. Establish a mailing list. Join associations that monitor the agricultural policy debates of the Florida Legislature and US Congress and subscribe to their legislative updates. In preparation for critical votes, write draft letters in support of sustainable agriculture. Distribute to mailing list.</p>
		<p>Develop partnerships with representatives of agricultural industries or groups. <u>Work with local governments, agricultural industry and community partners to encourage the sustainability of agricultural uses along the corridor.</u></p>	<p><u>Encourage</u> Prominent Local Agriculture Landowners and Producers as Active CME Members and Board Members</p>	<p>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.</p>
		<p><u>Encourage innovated methods that protect agriculture</u> Action Alert Networking System</p>	<p><u>Review current local and regional agriculture protections. Research and review best practices. Brainstorm new approaches to protecting and supporting agricultural industry. Tailor approaches to local farmer and grower needs. Suggest policy changes to local and</u></p>	

				<p>regional government officials. Recruit local government officials, organizations, business, and residents that are concerned about the sustainability of citrus and cattle in the corridor. Establish a mailing list. Join associations that monitor the agricultural policy debates of the Florida Legislature and US Congress and subscribe to their legislative updates. In preparation for critical votes, write draft letters in support of sustainable agriculture. Distribute to mailing list.</p>
		<p>Promote incentives for alternative <u>local</u> family farming businesses.</p>	<p>Encourage Innovative Incentives that Support Alternative Family <u>local</u> Farming Business</p>	<p>Review current local and regional agriculture protections and family <u>farming</u> economics. Research and review best practices. Brainstorm new approaches to protecting and supporting family <u>local</u> farms. Tailor approaches to local farmer needs. Suggest policy changes to local and regional government officials.</p>
<p>Develop <u>Encourage</u> nature-based and heritage-based tourism.</p>		<p>Host special events.</p>	<p>Successful Scenic Highway Event</p>	<p>Form CME subcommittee to expand on product of Action Item: Scenic Highway Event Plan and Schedule. Brainstorm on the nature and scale of the event. Secure location and appropriate infrastructure and materials. Apply for necessary permits. Schedule volunteers. Contact local and regional media outlets to advertise widely to residents and travelers.</p>
			<p>Scenic Highway Event Plan and Schedule</p>	<p>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.</p>
		<p>Funding for Local Events</p>	<p>Funding for Local Events</p>	<p>Create a plan to expand and improve the festival. Create subcommittee to implement plan. Seek and secure funds for that plan.</p>
		<p><u>Promote, s</u>upport <u>or host</u> historical and cultural events.</p>	<p>Successful Scenic Highway Event</p>	<p>Form CME subcommittee to expand on product of Action Item: Scenic Highway Event Plan and Schedule. Brainstorm on the nature and scale of the event. Secure location and appropriate infrastructure and materials. Apply for necessary permits. Schedule volunteers. Contact local and regional media outlets to advertise widely to residents and travelers.</p>

			Scenic Highway Event Plan and 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.
			Widely Recognized Coordinating Calendar	Contact local arts and cultural organizations and ask that they forward event information to CME. Establish website and publish events to the website. Advertise website through regional and state arts and cultural clearinghouse sources.
		Work with tourism and tour groups, such as AAA, Visit Florida, Polk County Convention and Visitors Bureau, Keep Florida Beautiful, Ridge Audubon, etc.	Distribution of Scenic Highway Printed Materials to Travel Agents and Travelers and Ridge Scenic Highway t-shirts as well as other materials.	Make contact with tourism and tour groups. Secure permission to provide and stock scenic highway printed materials and recruit local museum history centers and retailers to display and sell t-shirts or other materials.
	Promote the Ridge Scenic Highway as an international resource for agricultural and ecological research.	Create interactive website documenting the unique agricultural and ecological assets of the region.		

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
PROVIDE ADEQUATE ADMINISTRATION	To establish and maintain a Corridor Management Entity.	Form non-profit organization with 501(c)3 status.	Tax-Exempt Status from IRS	To apply for recognition by the IRS of exempt status as an organization described in section 501(c)(3) of the Code, use Package 1023 (Application for Recognition of Exemption). The application must be complete and accompanied by the appropriate user fee. For more information, see Publication 557 (Tax-Exempt Status for Your Organization). See Application Process for a step-by-step review of what an organization needs to know and to do in order to apply for recognition by the IRS of tax-exempt status.
		Establish P.O. Box for CME correspondence.	Scenic Highway P.O. Box	Establish P.O. Box at local post office
		Address and complete necessary operational functions and tasks such as establishing and maintaining mailing lists, CME logo, etc.	Mailing List of CME Members	Collect the names and contact information of those that participated in the CAG. Research and create the names and contact information for <u>interest and membership groups</u> those that should be send CME information – potential partners in government, business, nonprofits; potential funding sources; newspaper contacts; tourism and tour groups; agriculture industry supporters. Compile contact information divided into categories – regular contact, special contact, press, Agriculture Action Alert .
		Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural, / Historic, Commercial/ Developers, Environmental, <u>and Education</u>).	Close Coordination with Local Governments	Review existing Polk County and local government Comprehensive Plans and master plans to ensure scenic highway is appropriately included in all planning, zoning, and infrastructure decisions. Attend meetings and coordinate directly with local officials.
			Prominent <u>Promote</u> Board Members <u>hip</u> within the Tourism, Cultural/Historic, Commercial, / Developers, and Environmental fields, <u>and education</u>	Brainstorm within the CME, local governments, and local community groups for board members with high profiles and commitment to the scenic highway. <u>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.</u>
	Prominent 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.
		Convene annual <u>quarterly</u> meetings, as specified in the CME Bylaws.	Successful Annual <u>Quarterly</u> Meetings	Form subcommittee to plan and <u>Execute Annual <u>Quarterly</u> Meetings with varying topics.</u>
		Regularly review and update the Short Term Action Items.	Initiation of Master Plan/Main Street Program in Dundee	Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by FDOT Streetscaping on Main Street and Center Street Intersection improvement at SR 17 and Main Street
			Initiation of Master Plan in Frostproof	Wall Street streetscaping within proposed Frostproof Historic Preservation Area Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT
			Initiation of Master Plan in Lake Wales	Trailhead at SR 17 and trail Streetscape/bicycle trail along 3rd Street (within Lake Wales Residential Historic District) Passive recreational park with visual connection to commercial historic district and lake, SR 17 and Park Ave. Streetscaping along SR 17 (within Lake Wales Downtown Historic Commercial District) Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT
			Initiation of Master Plan in Lake Hamilton	Redevelop park between Smith and Hill at 2nd Street Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT
			Update of Master Plan for Webber	Construct passive recreational park on Crooked

			International University	Lake (a Department of Environmental Protection "Outstanding Florida Waters")
			Revision of Polk County Greenways Master Plan	Construct park on Lake Moody Construct Multiuse (Bicycle and equestrian) Trail connecting Crooked Lake Prairie (Polk County Recreation) to Tiger Creek Preserve (The Nature Conservancy) Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT
			Update of Polk County TPO Long Range Transportation Plan	Intersection improvement at SR 17 and Main Street, Dundee Construct Multiuse (Bicycle and equestrian) Trail connecting Crooked Lake Prairie (Polk County Recreation) to Tiger Creek Preserve *The Nature Conservancy) Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT Currently in progress
			Update of Chalet Suzanne Master Plan	Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT
			Update Bok Tower Gardens Master Plan	Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT
			Update of Southwest Florida Water Management District Plan	Construct a recreational park on Crooked Lake (a Department of Environmental Protection "Outstanding Florida Waters") that features passive activities but does not provide water access Construct park on Lake Moody



2015 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	Gordon J. Broadhead	
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	Vacant	Vacant	
Tourism	Vacant	Vacant	
Cultural	Vacant	Vacant	
Historical	Johnny Powell (North)	Vacant (South Corridor)	Lake Wales is mid-point
Commercial/Developer	Joan Dick	Vacant	
Environmental	Vacant	Vacant	
Educational	Vacant	Vacant	



The Ridge Scenic Highway Corridor Management Entity 2015 Action Plan Priorities



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

Organization:

- Develop a list of Priorities to be adopted at the first meeting of the year
- Develop Active Committees to help implement Action Plan Priorities
- Prepare and submit an Annual Report to the FDOT
- Maintain Active membership
- Tax Exempt Status
- Seek grants or other funding for events/flyers/videos

Education/Awareness/Community Participation:

- Develop a Corridor Brochure/video
- Facebook Engagement (<https://www.facebook.com/TheRidgeScenicHighway>)
- Media Coverage/Press Releases
- Website Enhancement (<http://www.ridgescenichighway.com>)
- Enhance Member and Public Participation
- Public Events: trail, bike, triathlon, yard sale, other
- Update/Enhance the RSH Brochure and distribute to Chambers of Commerce, Libraries, Rail Depots/Museums, Outpost 27, etc.
- Work with travel agencies to promote The Ridge Scenic Highway

Scenic Highway Enhancement/Protection:

- Support local government efforts for Comprehensive Plan/Land Development Regulations
- Encourage and support local partner grants that are consistent with the CME's Mission and Vision
- Encourage and support protection/Enhancement of key resources of the Scenic Highway (Prominent View Points, Windy Hill, Lake Wales Trail & Trailhead Interpretive Center, Historic Downtowns)
- Participate in Keep Polk County Beautiful and Adopt-A-Highway

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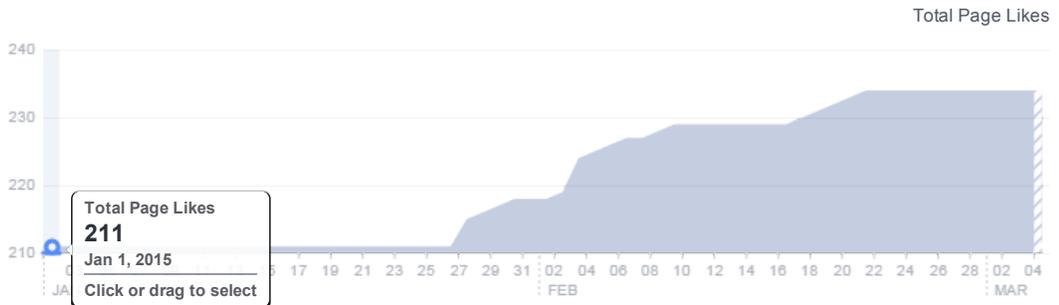
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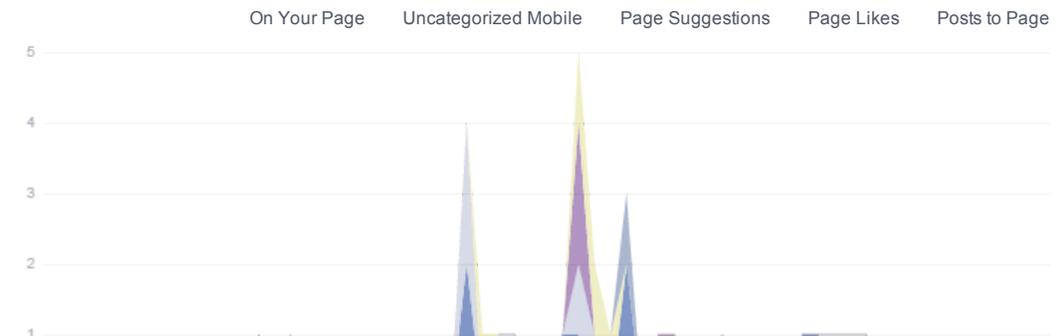
WANT MORE LIKES?

Create an ad to get more people to like your Page.

Promote Page

Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



BENCHMARK
Compare your average performance over time.

On Your Page

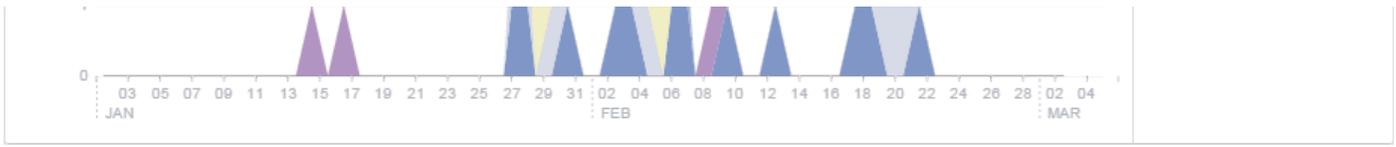
Uncategorized Mobile

Page Suggestions

Page Likes

Posts to Page

The Ridge Scenic Highway



[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

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English (US)

Search for people, places and things

- Page
 - Messages
 - Notifications
 - Insights**
 - Posts
 - Export
 - Settings
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- Overview
 - Likes
 - Reach
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Your Fans | **People Reached** | **People Engaged**

The people who like your Page

Women

83%
Your Fans

46%
All Facebook

Men

15%
Your Fans

54%
All Facebook

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	231	Lake Wales, FL	45	English (US)	229
Morocco	1	Frostproof, FL	27	English (UK)	5
		Winter Haven, FL	22		
		Lakeland, FL	14		
		Orlando, FL	11		
		Babson Park, FL	8		
		Bartow, FL	7		
		Auburndale, FL	5		
		Lake Alfred, FL	5		
		Wauchula, FL	5		

[See More](#)

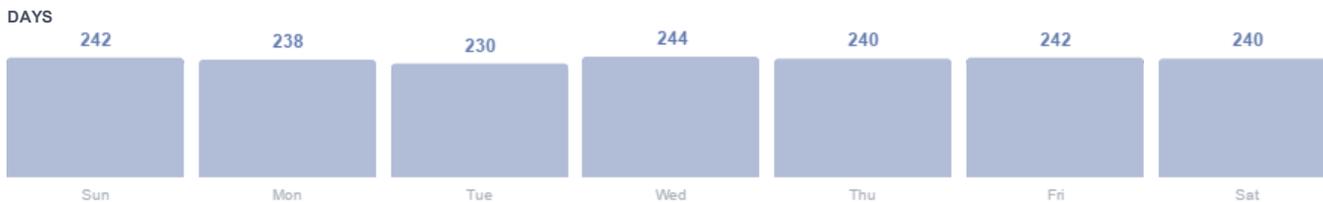
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When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



All Posts Published

December 05, 2014 to March 04, 2015

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

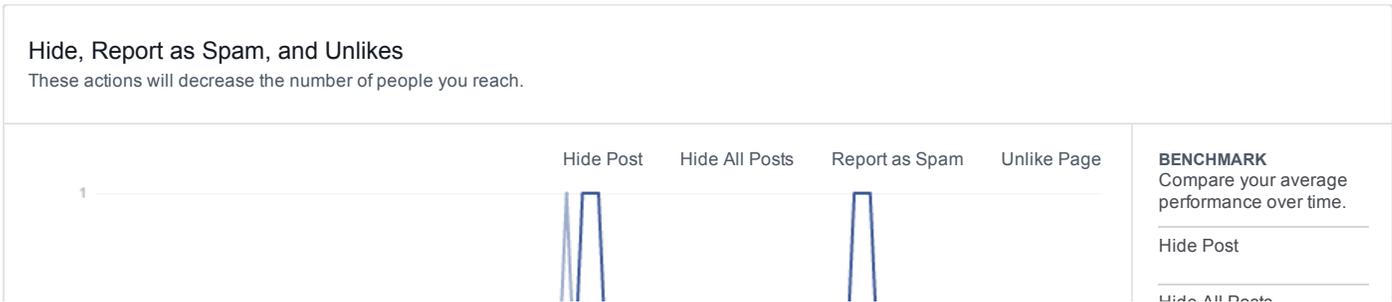
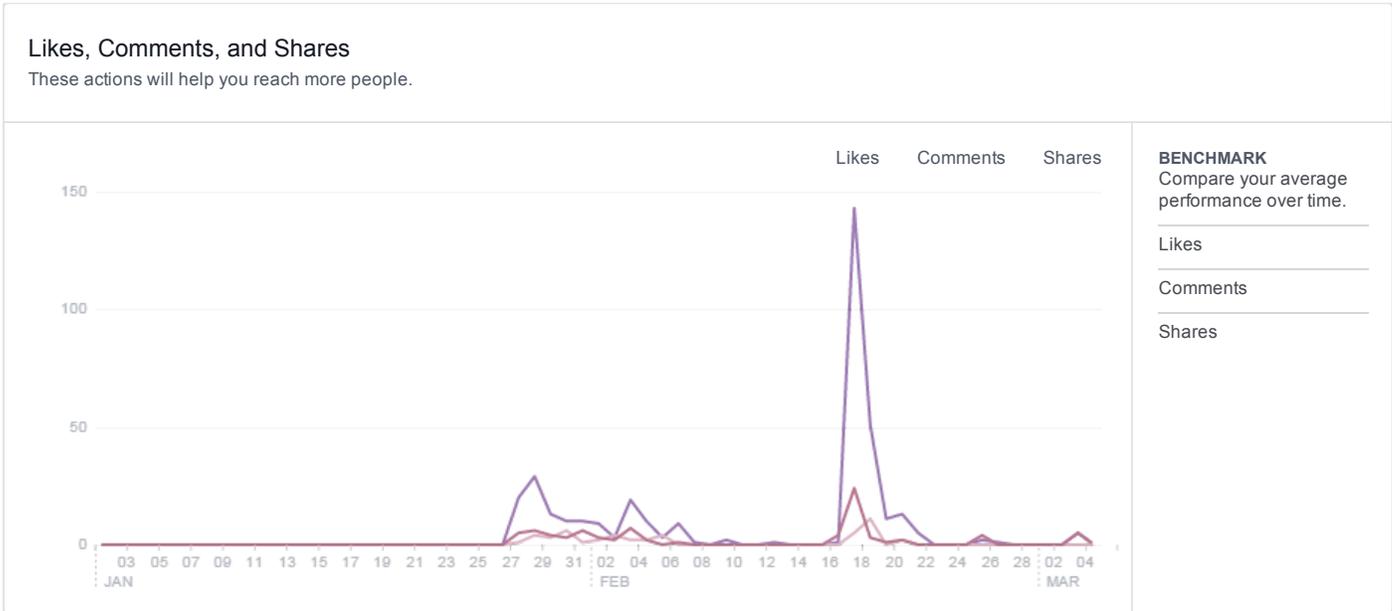
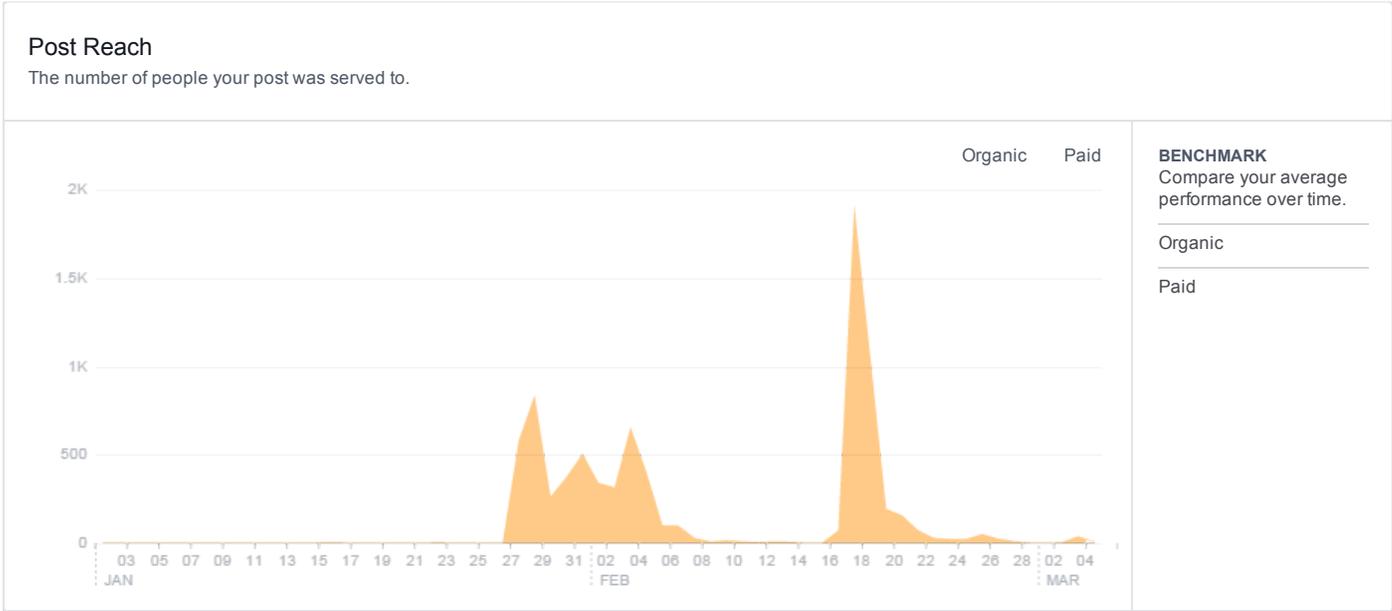
Published	Post	Type	Targeting	Reach	Engagement	Promote
03/03/2015 1:58 pm	Did you know today is Florida's Birthday? Happy 170th!			22	0 2	Boost Post
03/03/2015 9:00 am	Today is #nationalpancakeday! Stop by IHOP to get your Short Stack! In return for the free			24	0 0	Boost Post
03/03/2015 8:42 am	Have you ever wanted to create a Family Pedigree and not know how to do it? If so, here is			23	0 3	Boost Post
02/25/2015 9:44 am	Polk County Parks & Recreation is looking for teen volunteer counselors (Junior Counselors) for			12	0 0	Boost Post
02/25/2015 9:39 am	What a big catch! Where do you like to fish along the Ridge Scenic Highway?			45	2 0	Boost Post
02/25/2015 9:33 am	Chalet Suzanne auction is set for this Friday and Saturday. Read below for more information.			22	9 2	Boost Post
02/25/2015 9:30 am	Congratulations to "The Friendly City's Yard of the Month" winner Mr. and Mrs. Danes!			16	1 1	Boost Post
02/20/2015 2:01 pm	Congrats to the families with 4th graders in the 2015/2016 school year!			100	3 3	Boost Post
02/18/2015 4:32 pm	The Lake of the Hills Community Club and Garden Club will host its 51st annual Old Fashioned Ice			60	1 5	Boost Post

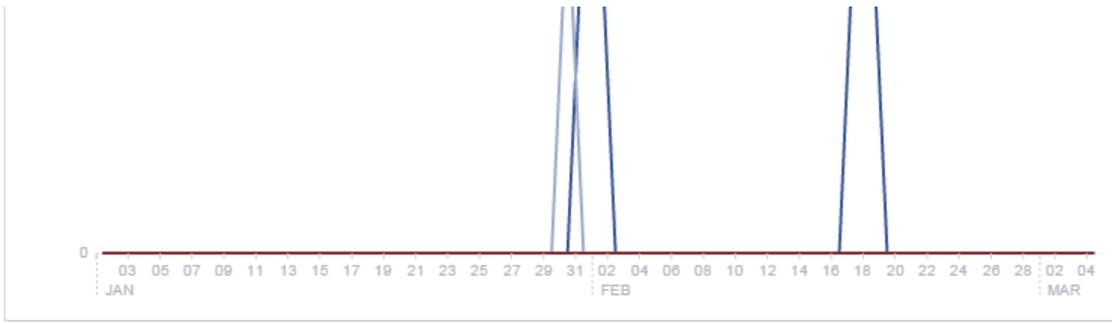
02/16/2015 1:34 pm	Great news for our economy and local area!	27	0 2	Boost Post
02/16/2015 11:31 am	Nice perspective! #PresidentsDay	67	1 0	Boost Post
02/16/2015 10:12 am	GREEN CAREERS AND PLAYSTORMS: Using Nature as a Guiding Principle in Any Job : The	13	0 0	Boost Post
02/16/2015 10:08 am	Come out and enjoy Johnny Burke at the Ramon Theater on February 20, 2015. Click below to find	12	0 0	Boost Post
02/06/2015 12:00 pm	Ryan Kordek and Curtis Knowles went from Frostproof north to Haines City taking pictures	70	316 7	Boost Post
02/06/2015 9:53 am	You'll be sure to enjoy the self-guided trail through a magnificent savanna and an open, airy, pine	42	59 6	Boost Post
02/06/2015 9:52 am	You'll be sure to enjoy the self-guided trail through a magnificent savanna and an open, airy, pine	42	59 6	Boost Post
02/06/2015 9:51 am	Crooked Lake Sandhill Trail	0	7 1	Boost Post
02/06/2015 9:13 am	Welcome!	94	3 9	Boost Post
02/06/2015 9:00 am	Where else can you see this in the world? You can here at the Crooked Lake Sandhill Trail.	2.8K	41 228	Boost Post
02/05/2015 6:46 pm	Tomorrow, I will be out taking pictures along the highway for the required annual report. Are there	70	1 9	Boost Post
02/04/2015 3:15 pm	For the present, the Lake Wales Depot Museum is closed. Call Lake Wales City Hall at 863-678-	35	7 3	Boost Post
02/03/2015 4:02 pm	Come out and enjoy the 31st Annual Lake Wales Mardi Gras Celebration!	21	0 2	Boost Post
01/27/2015 4:10 pm	Ridge Scenic Highway CME Meeting (Board Meeting)	16	0 0	Boost Post
01/27/2015 4:01 pm	Places to visit and experience along the highway.	3.6K	317 172	Boost Post
01/27/2015 3:50 pm	1917: SR 17, The Ridge Scenic Highway from Haines City to Lake Hamilton	26	1 0	Boost Post
12/09/2014 10:05 am	Mark your calendars so you don't miss any of our events in 2015.	29	2 1	Boost Post
12/08/2014 11:44 am	Meeting today at 4pm. Lake of the Hills Community Clubhouse at 47 East Starr Avenue,	29	0 0	Boost Post
10/03/2014 4:56 pm	The Ridge Scenic Highway's cover photo	73	19 0	Boost Post
10/03/2014 4:54 pm	Please accept our apologies as we build a new and improved website.	108	9 3	Boost Post
10/03/2014 11:53 am	DON'T MISS THE 2014 RIDGE 39-MILE SCENIC HIGHWAY YARD SALE! SATURDAY,	483	3 47	Boost Post

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- [Hide All Posts](#)
- [Report as Spam](#)
- [Unlike Page](#)

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



- BENCHMARK**
Compare your average performance over time.
- [Organic](#)
- [Paid](#)

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