

## Promotion

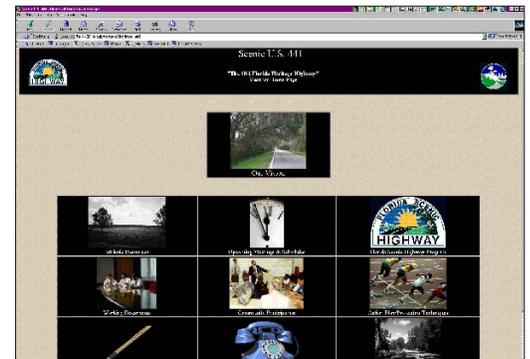
The CAG feels strongly that all of the intrinsic resources located along Scenic US 441 and the loop/spur road system should be enjoyed by visitors and residents alike. The group also feels strongly that the promotion of these resources should be contextually appropriate and developed through low-key advertising and promotion techniques. The term “whispering campaign” was used to describe the preferred promotion efforts. The CAG established a booth at the Annual Micanopy Fall festival to explain the Florida Scenic Highway Program and the benefits of the Scenic designation to hundreds of residents and visitors. The people visiting the booth showed their support for the designation by signing a petition which has been described in the local support section. The booth was set up and manned by Sandy Burnett and Worth Auxier, homeowners along Scenic US 441 (see photos below). The booth was a tremendous success and helped to spread the word about the program, the CAG also received approximately 400 signatures supporting the scenic designation during the two-day event.



The CAG established a website early in the CMP development process to disseminate information about the Florida Scenic Highway Program and specifically the Scenic US 441 designation. The website included all the working documents developed for the CMP such as the vision statement; the goals, objectives and strategies; the Action Plan, the draft Comprehensive Plan revision language; and the CME Agreement. The website was used to electronically transfer and review information and plan for the four CAG /public meetings that were held as part of the CMP development.

The website will be linked to other related websites in the future such as Alachua County, FDOT EMO, Scenic America, Scenic Florida and Historic Micanopy. The website will be used to promote and advertise the Scenic US 441 designation and disseminate important program information.

The CME will work with Alachua County Department of Tourism in developing and implementing promotion techniques and events.



## Funding

The following is a list of potential funding sources for Scenic US 441 and the loop/spur roads including private, county, city, state and federal funds. Grant applications for the National Scenic Byways FY2001 and FDOT Highway Beautification Council are included in **Appendix D**.

### Private Funding Sources

- ◆ Civic Groups: Local civic groups are looking for projects to adopt as their organization's community civic project.
- ◆ Donations of labor and cash from private citizens for land acquisition and for corridor promotional events.
- ◆ Donations from commercial and residential property owners and neighborhoods along Scenic US 441 and the spur roads for corridor promotional events.
- ◆ Sponsorships/Advertisements from businesses benefiting from Scenic Highway visitors or its designation, e.g. Bicycle clubs, Bed and Breakfasts, Historic Museums, etc.
- ◆ Private/Philanthropic grants for land acquisition and protection.

### Alachua County Funding Sources

- ◆ Alachua County Grants

### State Funding Sources

- ◆ Conservation and Recreation Lands (CARL) Funding
- ◆ Florida Department of Transportation (FDOT)
- ◆ Florida Highway Beautification Council Grants (50/50 match)
- ◆ Historical Museum Grants-in-Aid (50/50 match)
- ◆ Florida Mainstreet Program (\$10,000 seed money grants)
- ◆ Florida Communities Trust Land Acquisition Grants
- ◆ Transportation Outreach Program (TOP)
- ◆ County Incentive Matching Program SHS (50/50)

### Federal Funding Sources

- ◆ Transportation Enhancement Funds (80/20 match)
- ◆ National Scenic Byways Program Grants (80/20 match)
- ◆ National Urban and Community Forestry Matching Grant (50/50)
- ◆ Greenways and Rails-to-Trails Program
- ◆ Historic Preservation Grants-in-Aid (50/50 match)
- ◆ Transportation and Community and System Preservation (TCSP) Pilot Program, Grant monies for local governments.
- ◆ National Recreational Trails Funding Program (Symms Act), Coordinated through FDEP
- ◆ FYI: Conservation Agencies are exempt from the Uniform Act allows greater flexibility in acquiring property.

### Florida Legislature

Support for local bills to provide State appropriations for the Scenic US 441 Corridor and loop/spur road.