



Corridor Management Entity (CME) Meeting  
March 9, 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 meeting December 8, 2014 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**
- 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 2<sup>nd</sup> 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 18<sup>th</sup>.
- 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 9<sup>th</sup>, 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.*

# **The Ridge Scenic Highway Corridor Management Entity**



## **2010 Corridor Management Plan Five Year Update**

**April 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. Since the designation several changes have occurred within the corridor boundaries affecting the highway and the CMP. 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.

Polk County planning staff has developed the 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 Polk Transportation Planning Organization (TPO) developed an East Polk County Network Needs Study. This plan outlines the needs for roads and public transit throughout the corridor. The Florida Department of Transportation (FDOT) is in the process of completing a new road in Polk County called the 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. 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.

## **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 6<sup>th</sup> Street and North 7<sup>th</sup> 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.

*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 Table \_\_\_\_\_.

Table \_\_\_\_: historic places, sites and structures listed on National Register within One Mile of the Ridge Scenic Highway

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.

<b>Name</b>	<b>National Register Reference Number</b>	<b>Address</b>	<b>City</b>	<b>Date of Construction</b>	<b>Architectural Style</b>	<b>Notes</b>
Downtown Haines City Commercial District	94000150	Roughly bounded by Hinson and Ingraham Aves and 4 <sup>th</sup> and 7 <sup>th</sup> 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.
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.

<b>Name</b>	<b>National Register Reference Number</b>	<b>Address</b>	<b>City</b>	<b>Date of Construction</b>	<b>Architectural Style</b>	<b>Notes</b>
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.
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

<b>Name</b>	<b>National Register Reference Number</b>	<b>Address</b>	<b>City</b>	<b>Date of Construction</b>	<b>Architectural Style</b>	<b>Notes</b>
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.
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.

<b>Name</b>	<b>National Register Reference Number</b>	<b>Address</b>	<b>City</b>	<b>Date of Construction</b>	<b>Architectural Style</b>	<b>Notes</b>
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:

<b>Site Name</b>	<b>Address</b>	<b>Year Built</b>	<b>Style</b>	<b>Structure Use</b>
10 N 10 <sup>th</sup> Street	10 N 10 <sup>th</sup> 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:

<b>Name</b>	<b>Address</b>	<b>Year Built</b>	<b>Type</b>	<b>Classification</b>
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.

*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.
- 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 4<sup>th</sup> 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.
- Dundee:
  1. Christmas Parade. This event is held annually and attracts visitors from the area.
  2. July 4<sup>th</sup> 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. 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 carillonners, 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.
  4. 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.
  5. July 4<sup>th</sup> 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.
- 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. 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**
- 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.

3. Little Theatre. The theatre, located at 411 N. 3<sup>rd</sup> 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.
  5. Model Railroad Club.
  6. 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 is currently known as the LeKarica Restaurant and Inn.
  - 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 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 6<sup>th</sup> 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 4<sup>th</sup> 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.
    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 a play park, 5 tennis courts (lighted for evening play), 24 shuffleboard courts, 2 racquetball courts, picnic pavilion, and parking area.
  - 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 caboos. 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 1<sup>st</sup> 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.
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
  - 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.

*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 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.
- 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.

*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 24**. 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; and
- Cattle Grazing – These areas provide views of cattle and grazing lands, usually terminated by tall pines.

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,” see Appendix A for the map.**

- 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

## **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 carryout 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 9**. The success of these events can be found in the **Measuring Success section on page 27**.

## LOCAL SUPPORT

*The News Chief*, *The Ledger*, 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
  - 6<sup>th</sup> 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.

### 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](http://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 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.

In June 2011, The Ridge Scenic Highway CME released a website ([www.ridgescenichighway.com](http://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 has 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 in Lake Wales around the Mountain Lake Cut-Off Road and Central Avenue intersections. The average volumes along the corridor increase as you head north from Frostproof towards Lake Wales. After Lake Wales the volumes drop towards Dundee where they begin to increase to almost 12,000 in Haines City. Over the years SR 17 has been resurfaced and US 27 has been under construction, these two factors have influenced the travelers along the corridor. The Polk TPO has noticed a decrease in traffic volumes across Polk County over the last few years. This probably has a lot to do with the price of gas, the loss of jobs across the County and some people are choosing to take transit over driving their automobiles. The building boom that was occurring along the Scenic Highway has slowed down tremendously over the last few years and the traffic volumes follow this pattern.

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 24.



<b>FDOT Site Location</b>	<b>2009 AADT</b>	<b>2010 AADT</b>	<b>2011 AADT</b>	<b>2012 AADT</b>	<b>2013 AADT</b>	<b>Average Volume</b>
0064 SW of Livingston Lake Rd	2,800	2,800			2,500	
5038 S of CR 630 (Frostproof)	6,500	6,000			6,000	
5039 N of CR 630 (Frostproof)	3,800	3,500			3,500	
0049 N of McCloud Road (Frostproof)	2,800	3,100				
0122 NW of Libby Rd (Babson Park)	5,700	6,200			5,600	
0018 S of Bellview Drive (Lake Wales)	3,600	4,000			3,900	
5122 SE of Polk Ave. (Lake Wales)	4,600	4,400			3,700	
5123 NW of Polk Ave. (Lake Wales)	7,400	7,200			7,600	
5124 N of Central Ave (Lake Wales)	9,600	9,500			7,700	
0047 S of Mtn. Lake Cut-Off	11,400	11,000			10,400	
5212 S of Chalet Suzanne Rd	7,600	7,200			6,400	
0048 S of Waverly Road	6,000	5,800			5,500	
0071 N of Waverly Road	6,100	5,900			5,800	
0092 NW of Lk Mabel Lp Rd (Dundee)	5,600	4,700			4,900	
5030 E of Center Street (Dundee)	6,400	6,200			6,100	
5031 N of Main Street (Dundee)	8,300	7,700			7,100	
0046 S of SR 544 (Haines City)	5,900	5,900			5,900	
5049 N of SR 544 (Haines City)	10,600	10,400			8,400	
0039 S of US 17/92 (Haines City)	11,300	11,100			10,000	

## 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.

<b>Agency/Organization</b>	<b>Project</b>
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
<b>INCREASE COMMUNITY SUPPORT AND PARTICIPATION</b>	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
<b>INCREASE RESOURCE PROTECTION, MAINTENANCE, PRESERVATION AND ENHANCEMENT</b>	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
<b>INCREASE TRANSPORTATION AND SAFETY</b>	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	
<b>INCREASE EDUCATION AND PUBLICIZE CORRIDOR STORY</b>	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.

<b>GOALS</b>	<b>OBJECTIVES</b>	<b>STRATEGIES</b>	<b>ACTION ITEMS</b>	<b>PLAN OF ACTION</b>
<b>PURSUE SUSTAINABLE AGRICULTURE AND ECOTOURISM</b>	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><b>PROVIDE ADEQUATE ADMINISTRATION</b></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**

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



GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p><b>INCREASE RESOURCE PROTECTION, MAINTENANCE, PRESERVATION AND ENHANCEMENT</b></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><del>Environmentally Sensitive Lands Surrounding Lake Livingston Listed with Polk County Environmental Lands Program</del></p>	<p><del>Environmentally Sensitive Lands Surrounding Lake Livingston Listed with Polk County Environmental Lands Program</del></p>	<p><del>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.</del></p>
		<p>Support and expand existing recreational efforts.</p>	<p><del>Haines City to Lake Wales Trail</del> <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. <del>Research the location and ownership of abandoned right of way, including railroad and infrastructure. Create maps of potential bicycle trails.</del> Coordinate with Polk County Planning <u>Department</u>, and <del>Polk County TPO and</del> 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> <del>If appropriate, encourage private landowners to allow trails.</del></p>
		<p><del>Expand resources for equestrian community.</del></p>	<p><del>Support Efforts for New Park on Lake Easy</del></p>	<p><del>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.</del></p>
		<p><del>Provide access to intrinsic resources by biking, hiking, walking, canoeing, and horseback riding.</del></p>	<p><del>Haines City to Lake Wales Trail</del></p>	<p><del>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.</del></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. <a href="#">Encourage other community partners and local governments to adopt portions of the highway.</a>
Continue to encourage and coordinate the acquisition and management environmentally sensitive lands	<del>Work with local, county, and state agencies.</del>			
	<del>Coordinate and encourage the purchase of land development rights on environmentally sensitive lands.</del>	<del>Executed Conservation Easements</del>		<del>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.</del>
	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	<del>Support local celebrations/ holidays.</del>			
	<del>Pursue grants to fund local celebrations, festivals and other cultural events.</del>	<del>Funding for Local Events</del>		<del>Create a plan to expand and improve the festival. Create subcommittee to implement plan. Seek and secure funds for that plan.</del>
	<del>Develop a clearinghouse or coordinating calendar for cultural events.</del>	<del>Widely Recognized Coordinating Calendar</del>		<del>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.</del>
	<del>Support local cultural organizations.</del>			
<del>Provide information of cultural resources in multiple languages.</del>				
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.
	<del>Encourage new development to include roadside buffers and encourage local governments to require them for new development.</del>	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 <a href="#">and ensure lighting, signage, landscaping and hardscaping reflect the</a>	<del>North Lake Wales Selected Area Plan that Preserves Vistas of Bok Tower</del>		<del>Attend public meetings and contact Polk County and Lake</del>

		<p><u>historic character of the corridor.</u></p>		<p><del>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.</del></p>
		<p><del>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.</del></p>	<p><del>Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Road and North of Sixth Street</del></p>	<p><del>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.</del></p>
			<p><del>Bicycle Facilities and Appropriate Design between US 27 and Webber International University</del></p>	<p><del>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.</del></p>
			<p><del>North Lake Wales Selected Area Plan that Preserves Vistas of Bok Tower</del></p>	<p><del>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.</del></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, <a href="#">Polk</a> TPO and local governments in identifying <del>and correcting</del> unsafe conditions and high crash locations along SR 17.	<a href="#">Promote safety and multi-modal enhancements along SR 17 consistent with the corridor vision and action plan.</a>	<a href="#">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.</a>
		<del>Promote safety and multi-modal enhancements along SR 17 consistent with the corridor vision and action plan.</del>		
		<del>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.</del>		
		<del>Urge local and county law enforcement to implement posted speed limit.</del>		
	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	<del>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.</del>
			<del>Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Road and North of Sixth Street</del>	<del>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.</del>
			<del>Bicycle Facilities and Appropriate Design between US 27 and Webber International University</del>	<del>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.</del>
		<del>Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the Florida Department of Transportation.</del>	<del>Promote Non-Motorized Modes of Travel</del>	<del>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.</del>
			<del>Bicycle Facilities and Appropriate Design between Mountain Lake Cutoff Road and North of Sixth Street</del>	<del>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.</del>
			<del>Bicycle Facilities and Appropriate Design between US 27 and Webber International University</del>	<del>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</del>

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

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p><b>INCREASE EDUCATION AND PUBLICIZE CORRIDOR STORY</b></p>	<p>Educate residents and decision makers about the Ridge Scenic Highway Vision, Goals, <del>and</del> Strategies, and Action Plan.</p>	<p><del>Communicate ideas, activities, and events through media outreach.</del></p>		
		<p><del>Develop standardized presentation on the Ridge Scenic Highway, (e.g. interactive website, video, handouts, brochures, others means as needed).</del> <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>. <del>Distribute per Action Item:</del> Distribution of Scenic Highway printed materials to <del>travel accents and travelers</del> <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><del>Include government officials (city and county) on CME mailing list.</del></p>		
		<p><del>Publicize and invite public to CME meetings and events.</del></p>		
		<p><del>Sponsor a speakers bureau.</del></p>	<p><del>Proactive Speakers Bureau</del></p>	<p><del>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.</del></p>
	<p><del>Provide information to public activists for lobbying efforts</del></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><del>Haines City Downtown Master Plan that Supports the Scenic Highway</del></p>	<p><del>Participate in the drafting and adoption of the master plan. Lobby for inclusion of streetscaping along 6<sup>th</sup> Street, sidewalks along east side of SR 17, and a Scenic Highway wayfinding program along SR 17.</del></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><del>Develop pamphlets and brochures to guide the traveler along the corridor, including local culture and ecological information.</del></p>	<p><del>Website, Video, Handouts, Brochures, Visitor’s Guide, Press Release</del></p>	<p><del>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.</del></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 <del>presentation</del> materials.</p>		

			Coordinate staffing schedule of volunteers.
	Work with local governments, property owners and developers to create <b>additional</b> 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. <del>Negotiate with public and private landowners to secure the right to the land.</del> Reconsider the design of the overlooks contained in the Concept Plan. Coordinate with Polk County TPO and FDOT to issue permits and schedule funding. <del>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.</del>
	<del>Develop interpretive signs at pull-off and other locations along the corridor.</del>		
	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.
	<del>Develop an interactive web site with links to sites, attractions and events along the corridor.</del>	<del>Website, Video, Handouts, Brochures, Visitor's Guide, Press Release</del>	<del>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.</del>
	Sponsor events <u>to</u> establish a wide advertisement base.	<del>Corridorwide Yard Sale</del>	<del>Choose a time that supports the events of local community groups and institutions. Advertise heavily within the community for participation. Advertise regionally for event.</del>
		<del>Successful Scenic Highway Event</del>	<del>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.</del>
		Scenic Highway Event <del>Plan and</del> 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>

				<a href="#">heavily within the community for participation. Advertise regionally for event.</a>
		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 <del>Materials</del> <a href="#">Materials and t-shirts and other materials</a> to Travel Agents and Travelers	Make contact with tourism and tour groups. Secure permission to provide and stock scenic highway printed materials <a href="#">and</a> <del>recruit local museums, history centers, and retailers to display and sell t-shirts or other materials.</del>
		<del>Develop, produce, and sell "The Ridge Scenic Highway" t-shirt and other marketing items.</del>	<del>Supply of "The Ridge Scenic Highway" T-Shirts</del>	<del>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.</del>



GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p><b>PURSUE SUSTAINABLE AGRICULTURE AND ECOTOURISM</b></p>	<p>Protect the commercial base of <u>agriculture</u><del>cattle and citrus industry.</del></p>	<p><del>Develop strong relationships with the agricultural industry.</del></p>	<p><del>Prominent Local Agriculture Landowners and Producers as Active CME Members and Board Members</del></p>	<p><del>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.</del></p>
		<p><del>Action Alert Networking System</del></p>	<p><del>Action Alert Networking System</del></p>	<p><del>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.</del></p>
		<p><del>Work with the county, municipalities and agricultural industry to encourage the sustainability of agricultural uses along the corridor.</del></p>	<p><del>Encourage Innovative Methods that Protect Cattle and Citrus Industries</del></p>	<p><del>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.</del></p>
		<p><del>Action Alert Networking System</del></p>	<p><del>Action Alert Networking System</del></p>	<p><del>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.</del></p>
		<p><del>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></del></p>	<p><del><u>Encourage</u> <del>Prominent</del> Local Agriculture Landowners and Producers as Active CME Members and Board Members</del></p>	<p><del>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.</del></p>
		<p><del><u>Encourage innovated methods that protect agriculture</u> <del>Action Alert Networking System</del></del></p>	<p><del><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></del></p>	

				<p><del>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.</del></p>
		<p>Promote incentives for <del>alternative</del> <u>local</u> family farming businesses.</p>	<p>Encourage Innovative Incentives that Support <del>Alternative Family</del> <u>local</u> Farming Business</p>	<p>Review current local and regional agriculture protections and <del>family</del> <u>farming</u> economics. Research and review best practices. Brainstorm new approaches to protecting and supporting <del>family</del> <u>local</u> farms. Tailor approaches to local farmer needs. Suggest policy changes to local and regional government officials.</p>
<p><del>Develop</del> <u>Encourage</u> nature-based and heritage-based tourism.</p>		<p><del>Host special events.</del></p>	<p><del>Successful Scenic Highway Event</del></p>	<p><del>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.</del></p>
			<p><del>Scenic Highway Event Plan and Schedule</del></p>	<p><del>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.</del></p>
		<p><del>Funding for Local Events</del></p>		<p><del>Create a plan to expand and improve the festival. Create subcommittee to implement plan. Seek and secure funds for that plan.</del></p>
		<p><u>Promote, s</u>upport <u>or host</u> historical and cultural events.</p>	<p><del>Successful Scenic Highway Event</del></p>	<p><del>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.</del></p>

			Scenic Highway Event <del>Plan and</del> 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. <a href="#">Advertise heavily within the community for participation. Advertise regionally for event.</a>
			<del>Widely Recognized Coordinating Calendar</del>	<del>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.</del>
		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 <a href="#">and Ridge Scenic Highway t-shirts as well as other materials.</a>	Make contact with tourism and tour groups. Secure permission to provide and stock scenic highway printed materials <a href="#">and recruit local museum history centers and retailers to display and sell t-shirts or other materials.</a>
	<del>Promote the Ridge Scenic Highway as an international resource for agricultural and ecological research.</del>	<del>Create interactive website documenting the unique agricultural and ecological assets of the region.</del>		

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION
<p><b>PROVIDE ADEQUATE ADMINISTRATION</b></p>	<p>To <del>establish and</del> 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><del>Establish P.O. Box for CME correspondence.</del></p>	<p><del>Scenic Highway P.O. Box</del></p>	<p><del>Establish P.O. Box at local post office</del></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><del>Collect the names and contact information of those that participated in the CAG.</del> Research <u>and create</u> the names and contact information for <u>interest and membership groups</u> <del>those that should be send CME information</del> – 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 <del>Action Alert.</del></p>
		<p>Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural, <del>/</del>Historic, Commercial/ Developers, Environmental, <u>and Education</u>).</p>	<p><del>Close Coordination with Local Governments</del></p>	<p><del>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.</del></p>
			<p><del>Prominent</del> <u>Promote</u> Board Members <u>hip</u> within the Tourism, Cultural/Historic, Commercial, <del>/</del>Developers, <del>and</del> Environmental fields, <u>and education</u></p>	<p>Brainstorm within the CME, local governments, and local community groups for board members <del>with high profiles and</del> 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></p>
<p><del>Prominent Local Agriculture Landowners and Producers as Active CME Members and Board Members</del></p>	<p><del>Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit</del></p>			

				partners. <del>Make presentations to local agriculture associates.</del>
		Convene <del>annual</del> <u>quarterly</u> meetings, as specified in the CME Bylaws.	Successful <del>Annual</del> <u>Quarterly</u> Meetings	<del>Form subcommittee to plan and</del> <u>Execute Annual <u>Quarterly</u> Meetings with varying topics.</u>
		Regularly review and update the Short Term Action Items.	<del>Initiation of Master Plan/Main Street Program in Dundee</del>	<del>Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by FDOT</del>  <del>Streetscaping on Main Street and Center Street</del>  <del>Intersection improvement at SR 17 and Main Street</del>
			<del>Initiation of Master Plan in Frostproof</del>	<del>Wall Street streetscaping within proposed Frostproof Historic Preservation Area</del>  <del>Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT</del>
			<del>Initiation of Master Plan in Lake Wales</del>	<del>Trailhead at SR 17 and trail</del>  <del>Streetscape/bicycle trail along 3<sup>rd</sup> Street (within Lake Wales Residential Historic District)</del>  <del>Passive recreational park with visual connection to commercial historic district and lake, SR 17 and Park Ave.</del>  <del>Streetscaping along SR 17 (within Lake Wales Downtown Historic Commercial District)</del>  <del>Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT</del>
			<del>Initiation of Master Plan in Lake Hamilton</del>	<del>Redevelop park between Smith and Hill at 2<sup>nd</sup> Street</del>  <del>Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the FDOT</del>
			<del>Update of Master Plan for Webber</del>	<del>Construct passive recreational park on Crooked</del>

			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

# **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](mailto: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):
    - \$

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

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



Figure 1: Church Yard Sale Dundee Area



Figure 2: 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):
    - \$0.00
  - Private (individual donations, business sponsors, foundations, special events, membership):
    - \$164.03
  - Earned Income (merchandise sales, fees for programs, etc.):
    - \$0.00
  - In-Kind Value:
    - \$0.00
  - 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 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.**

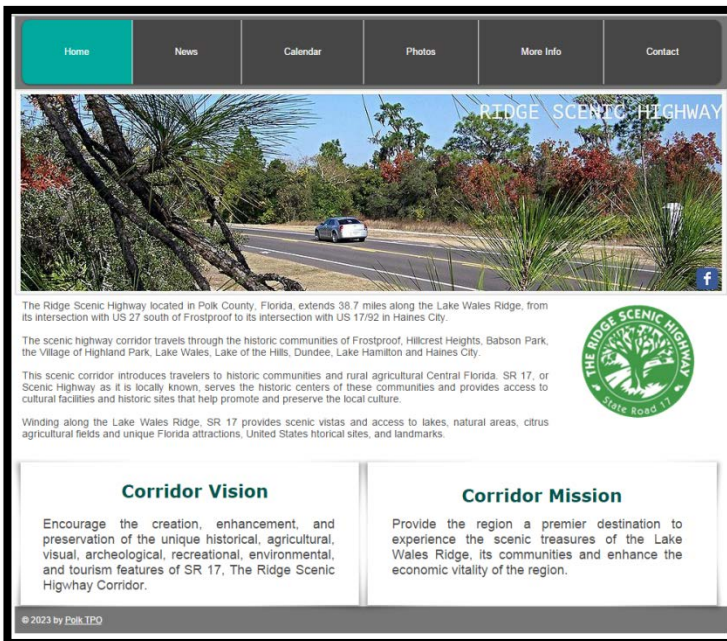


Figure 6: Ridge Scenic Highway Website - Home Page

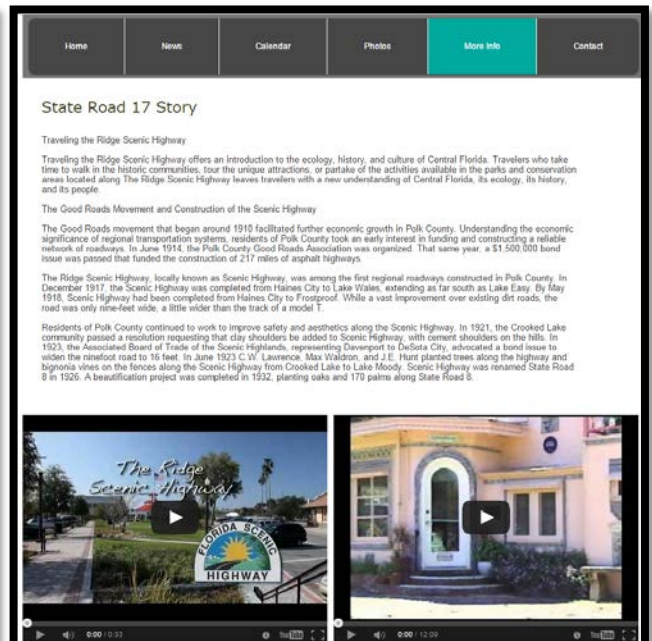


Figure 5: Ridge Scenic Highway Website - Story

## Section 2: Other Accomplishments

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

## 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:**

- 

### **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:**

- 

### **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.**

- **Lake of the Hills Centennial Celebration.** The CME provided \$100 towards the event. The event included two guest speakers Grady Judd, Polk County Sheriff and David Price, President of Bok Tower Gardens.
- **Pioneer Days**

## 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):**

- \$0.00
  - **Private - (individual donations, business sponsors, foundations, special events, membership):**
    - \$0.00
  - **Earned Income:**
    - \$0.00
  - **Total Other Funding - (merchandise sales, fees for programs, etc.):**
    - \$0.00
3. **Please describe your outstanding funding needs in the following categories:**
- **Project(s) or program(s) that lack funding**
    -
  - **Total Amount of funding needed**
    -
  - **Potential sources of funding identified**
    -
4. **Please list potential funding sources being pursued (if not identified above).**
- 
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](http://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 [redacted] flyers were created and dispersed at local events.
2. **What was the total amount spent on marketing?**
- \$0.00



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

- 7. What is the organization's current structure (nonprofit, informal citizen group, etc.)?**
  - Non-Profit Florida Corporation since June 6, 2008
- 8. 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.
- 9. 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?**





# 2015 Ridge Scenic Highway Corridor Management Entity Board



Jurisdiction	Member	Alternate	CME Officer
Dundee	Comm. Steve Glenn	Vacant	
Frostproof	Diana Webster-Biehl*	Martha Neher	*Secretary
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

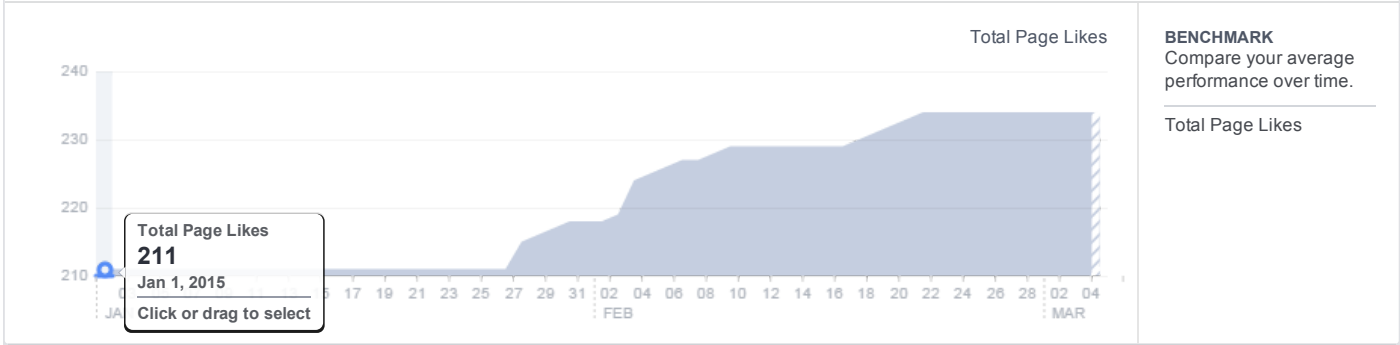
### **Scenic Highway Enhancement/Protection:**

- 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

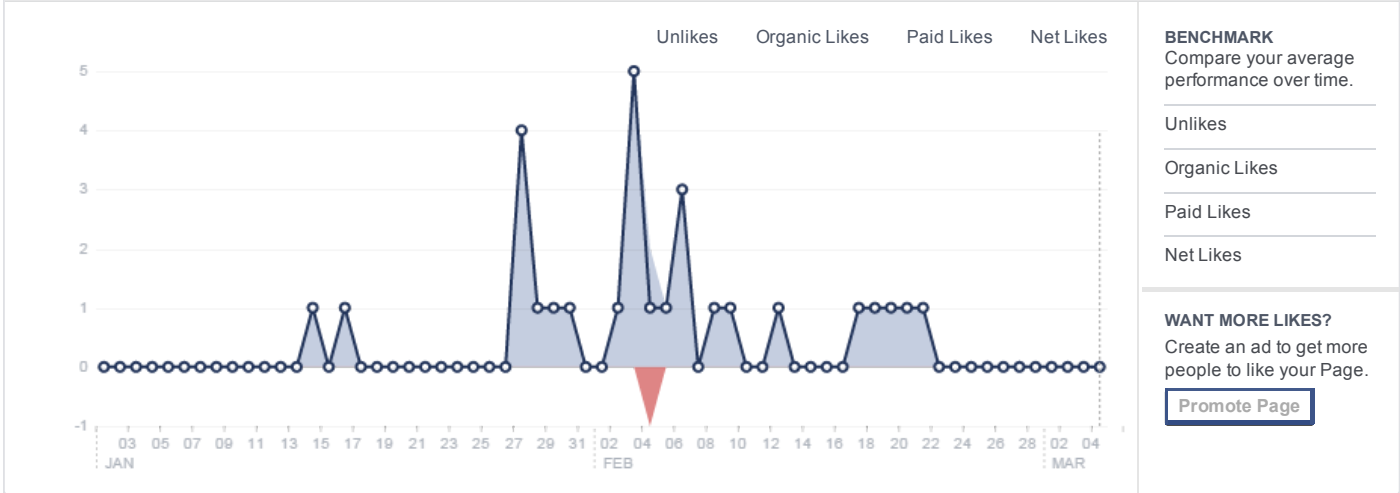
- Page
  - Messages
  - Notifications
  - Insights**
  - Posts
  - Export
  - Settings
- Overview
  - Likes**
  - Reach
  - Visits
  - Posts
  - People



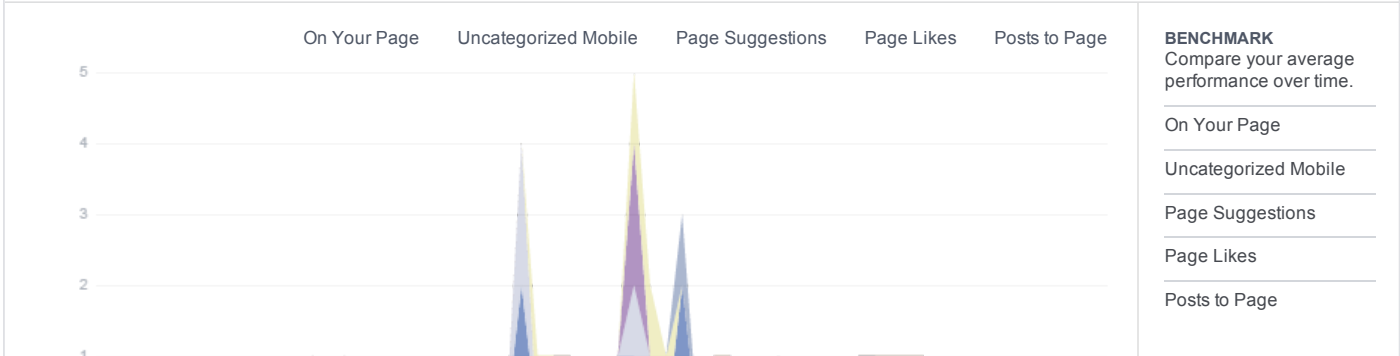
Total Page Likes as of Today: 234



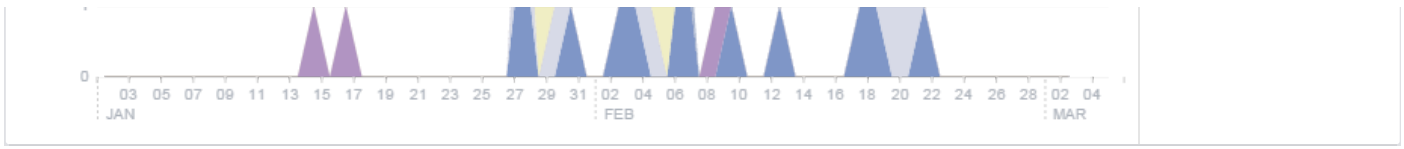
**Net Likes**  
Net likes shows the number of new likes minus the number of unlikes.



**Where Your Page Likes Happened**  
The number of times your Page was liked, broken down by where it happened.



### The Ridge Scenic Highway



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English (US)

Search for people, places and things

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  - Notifications
  - Insights**
  - Posts
  - Export
  - Settings
- 
- Overview
  - Likes
  - Reach
  - Visits
  - Posts
  - People**

**Your Fans**
**People Reached**
**People Engaged**

### The people who like your Page

**Women**

**83%**  
Your Fans

**46%**  
All Facebook

Age Group	Your Fans (%)	All Facebook (%)
13-17	0%	0%
18-24	2%	0.427%
25-34	15%	1%
35-44	17%	4%
45-54	23%	3%
55-64	17%	5%
65+	10%	1%

**Men**

**15%**  
Your Fans

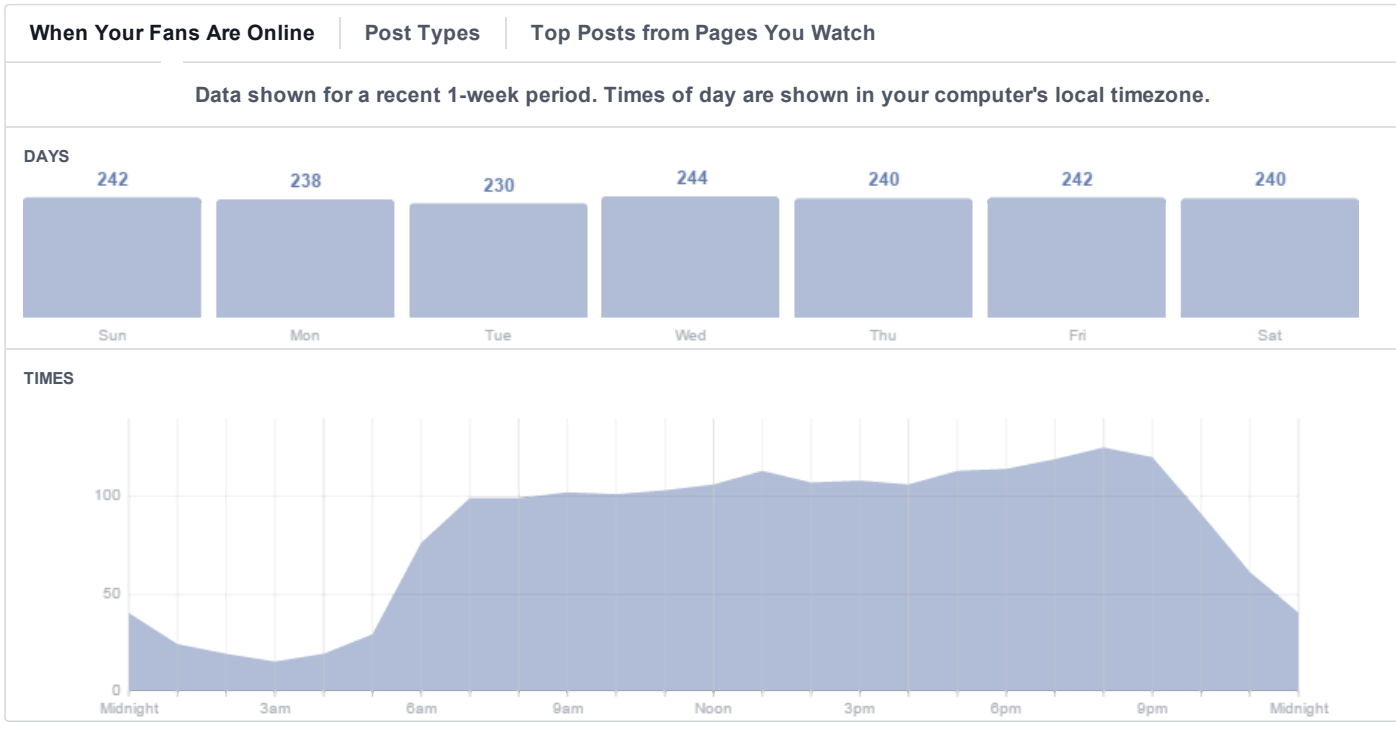
**54%**  
All Facebook

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		

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**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	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
02/25/2015 9:44 am	Polk County Parks & Recreation is looking for teen volunteer counselors (Junior Counselors) for			12	0 0	<a href="#">Boost Post</a>
02/25/2015 9:39 am	What a big catch! Where do you like to fish along the Ridge Scenic Highway?			45	2 0	<a href="#">Boost Post</a>
02/25/2015 9:33 am	Chalet Suzanne auction is set for this Friday and Saturday. Read below for more information.			22	9 2	<a href="#">Boost Post</a>
02/25/2015 9:30 am	Congratulations to "The Friendly City's Yard of the Month" winner Mr. and Mrs. Danes!			16	1 1	<a href="#">Boost Post</a>
02/20/2015 2:01 pm	Congrats to the families with 4th graders in the 2015/2016 school year!			100	3 3	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>



02/16/2015 1:34 pm	Great news for our economy and local area!	27	0 2	<a href="#">Boost Post</a>
02/16/2015 11:31 am	Nice perspective! #PresidentsDay	67	1 0	<a href="#">Boost Post</a>
02/16/2015 10:12 am	GREEN CAREERS AND PLAYSTORMS: Using Nature as a Guiding Principle in Any Job : The	13	0 0	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
02/06/2015 12:00 pm	Ryan Kordek and Curtis Knowles went from Frostproof north to Haines City taking pictures	70	316 7	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
02/06/2015 9:51 am	Crooked Lake Sandhill Trail	0	7 1	<a href="#">Boost Post</a>
02/06/2015 9:13 am	Welcome!	94	3 9	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
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	<a href="#">Boost Post</a>
02/03/2015 4:02 pm	Come out and enjoy the 31st Annual Lake Wales Mardi Gras Celebration!	21	0 2	<a href="#">Boost Post</a>
01/27/2015 4:10 pm	Ridge Scenic Highway CME Meeting (Board Meeting)	16	0 0	<a href="#">Boost Post</a>
01/27/2015 4:01 pm	Places to visit and experience along the highway.	3.6K	317 172	<a href="#">Boost Post</a>
01/27/2015 3:50 pm	1917: SR 17, The Ridge Scenic Highway from Haines City to Lake Hamilton	26	1 0	<a href="#">Boost Post</a>
12/09/2014 10:05 am	Mark your calendars so you don't miss any of our events in 2015.	29	2 1	<a href="#">Boost Post</a>
12/08/2014 11:44 am	Meeting today at 4pm. Lake of the Hills Community Clubhouse at 47 East Starr Avenue,	29	0 0	<a href="#">Boost Post</a>
10/03/2014 4:56 pm	The Ridge Scenic Highway's cover photo	73	19 0	<a href="#">Boost Post</a>
10/03/2014 4:54 pm	Please accept our apologies as we build a new and improved website.	108	9 3	<a href="#">Boost Post</a>
10/03/2014 11:53 am	DON'T MISS THE 2014 RIDGE 39-MILE SCENIC HIGHWAY YARD SALE! SATURDAY,	483	3 47	<a href="#">Boost Post</a>

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Daily data is recorded in the Pacific time zone.

1W 1M 1Q

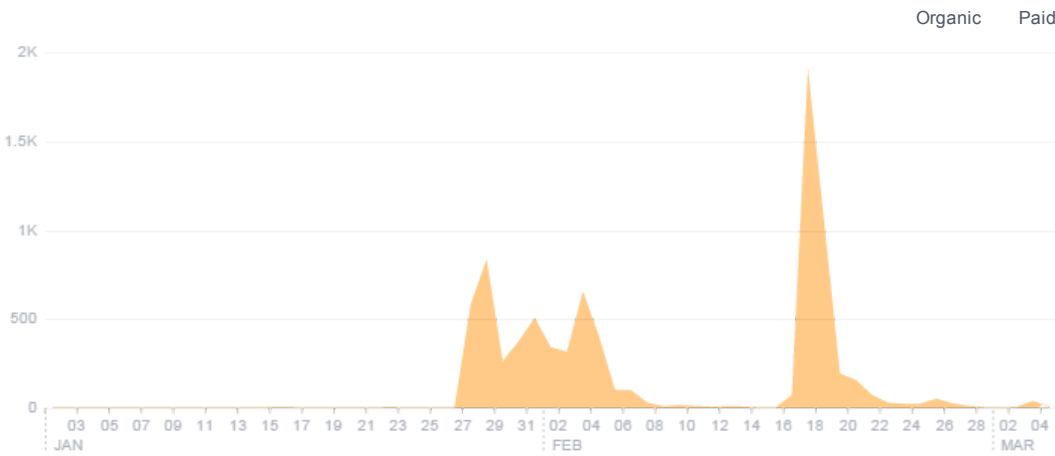


**Start:**

**End:**

### Post Reach

The number of people your post was served to.



**BENCHMARK**  
Compare your average performance over time.

---

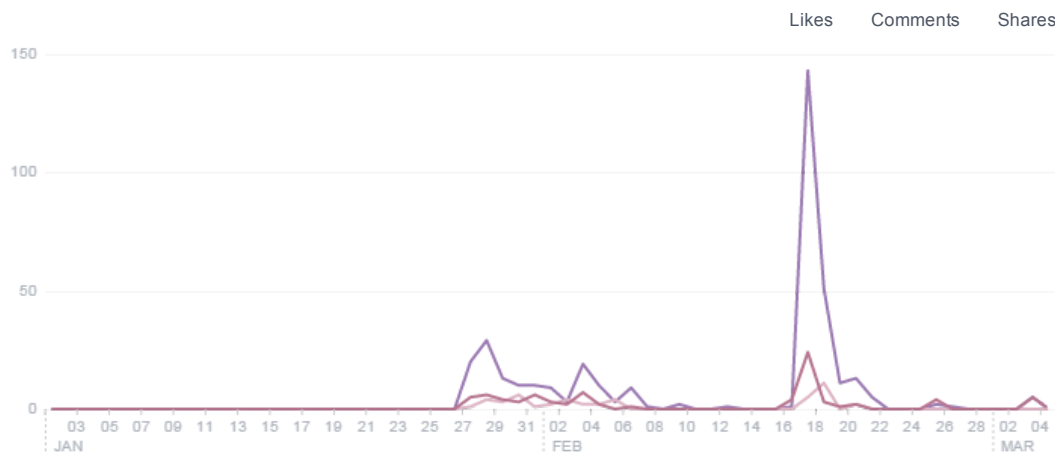
Organic

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Paid

### Likes, Comments, and Shares

These actions will help you reach more people.



**BENCHMARK**  
Compare your average performance over time.

---

Likes

---

Comments

---

Shares

### Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



**BENCHMARK**  
Compare your average performance over time.

---

Hide Post

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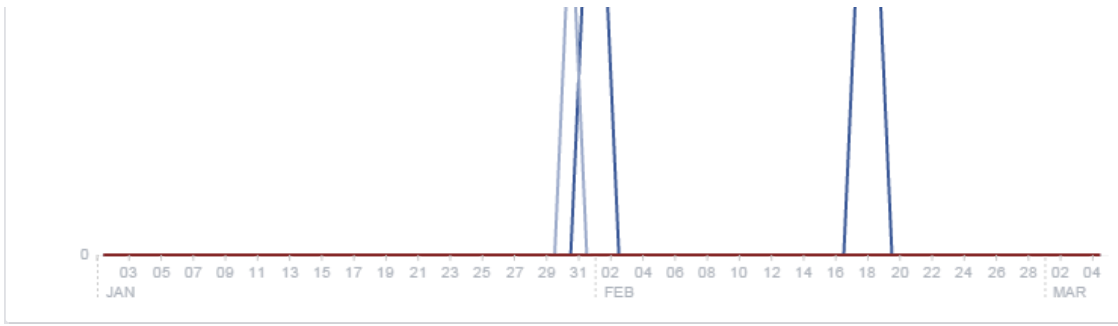
Hide All Posts

---

Report as Spam

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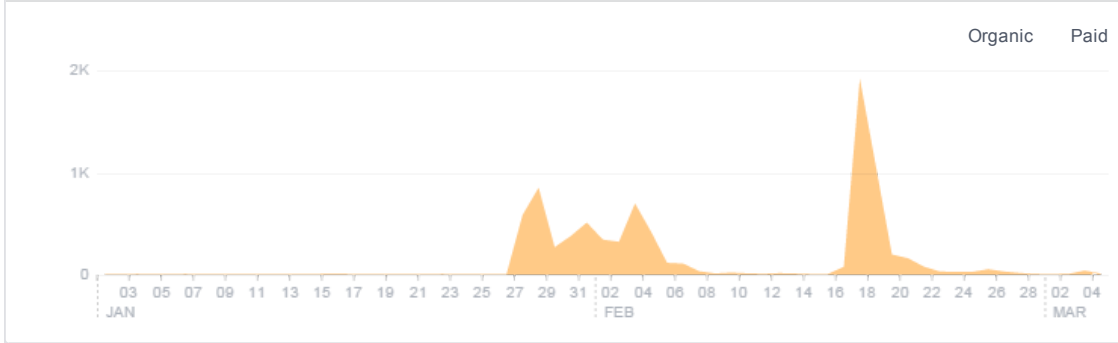
Unlike Page



- [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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