



Heritage Crossroads: Miles of History

Corridor Management Entity

Nonprofit Annual Report

FY 2014

January 2015

February 2015

Letter from the Chair

In 2004, community advocates including county and local government representatives, Flagler County Historical Society and other community leaders came together to discuss the historic significance and natural beauty of Flagler County. At that time the group was introduced to the Florida Scenic Highways Program by the Florida Department of Transportation. This program was established to help recognize the "best of the best" in regional roadways that offer the visitor a journey to remember for a lifetime.

These local partners recognized the importance of a scenic highway designation as a method of telling the story of Flagler County's heritage and providing an economic development tool for the region. In 2008, 98 miles of Flagler County roads were designated as a Florida Scenic Highway, Florida's first heritage highway. Since that time this advocacy group has worked diligently to implement its mission of community education, resource enhancement and protection of the region's heritage resources. The group is currently working with its partners on a pocket park in downtown Bunnell, the design of a regional heritage visitor's center along US 1 in the northern part of the County and developing unique ways to educate the community on the region's heritage. Each project is expected to spark interest in the County's intrinsic resources and draw additional visitors to Flagler County.

The Heritage Crossroads Corridor Management Entity, Inc. (CME) recently celebrated its 6 year anniversary as an advocate for the region's heritage. In addition to its success in implementing local projects, the group is now a federally recognized 501(c)3 organization with a corridor web site, high quality marketing materials that promote the unique intrinsic resources of this Byway, and a growing membership.

I am pleased to submit the attached 2014 Not-for-Profit Annual Report for the Heritage Crossroads Corridor Management Entity. It reflects constant organizational growth and focused energy consistent with our mission and long term vision.

Lastly, the CME recognizes the efforts of all our past leaders and volunteers for their efforts to make local heritage a focal point in Flagler County.

If you have additional questions, please refer to our website www.heritagecrossroads.org or contact me directly at 386.290.4903.

Sincerely,



Susan Barry, Chair
Heritage Crossroads Heritage Highway, Inc.

Our Core Principles

Our Story

In November of 2004, a small group of community advocates including county and local government representatives, Flagler County Historical Society and others came together to discuss the historic significance and natural beauty of Flagler County. In that same year the Bunnell Chamber of Commerce, in cooperation with the Flagler County Chamber of Commerce formed a Historic Preservation Committee to seek designation as a Florida Scenic Highway through the Florida Department of Transportation (FDOT). This FDOT program was established to help identify the “best of the best” in regional roadways that offer a visitor the journey to remember for a lifetime. These community advocates recognized the importance of a scenic highway designation as a tool to tell the story of the history of Flagler County, take advantage of potential grant opportunities and use this designation as an economic development tool for the region.

As a result of these early efforts, in 2008 98 miles of roads in Flagler County were designated as a Florida Scenic Highway, Florida’s first heritage highway. Since that time this corridor advocacy group has worked diligently to accomplish its mission of community education, resource enhancement and protection of the region’s heritage resources.

Mission

The mission of Heritage Crossroads is to highlight the historic resources of Florida’s first Heritage Highway – ranging from the Florida Agriculture Museum to the Bulow Plantation Ruins - by promoting, enhancing and preserving the unique character of these resources and their place in Florida’s history. Through education and interpretation we will enhance the experience of visitors and the community’s appreciation of the region’s heritage.

Our Defining Values

- Appreciation for the history of Flagler County
- Building a vibrant local economy
- Respect for the founding families of the region
- Desire to ensure that future generations understand their roots
- Appreciation for the balance between community heritage and the natural beauty of the region
- Maintaining strong partnerships with other community advocacy groups having similar interests

Recent Achievements

- Participation in the 10th Annual Flagler County Chamber of Commerce Creekside Festival.
- Ongoing design efforts to develop a regional heritage visitor's center.
- Advancing the design and funding efforts for a pocket park in downtown Bunnell.
- Initiate discussion regarding the inclusion of byway information as part of the Hewitt's Sawmill informational kiosk.
- Support the Flagler County Historical Society's monthly heritage bus tours.
- Sponsored the first & second annual Flagler Heritage Festival.
- Working towards Level II Accreditation through the Florida Department of Transportation/District 5 Achieving Excellence Program.

Specific Programs/Case Studies

Heritage Crossroads Project Fact Sheet

Flagler Regional Heritage Visitor's Center

Background: The Heritage Crossroads Corridor Management Entity has partnered with the Florida Agricultural Museum, Flagler County Board of County Commissioners (BOCC), the City of Palm Coast and local architect Joseph Pozzuoli to site, design and construct a visitor's center to attract tourists and residents interested in the rich heritage of Flagler County. This facility is intended to serve as a regional draw for tourists with a desire to get off the beaten path. Although this project has been in the planning stage for several years, concept development efforts have been significantly energized during the past 18 months. The Florida Agricultural Museum was successful in identifying a site on their current museum property for the facility to be located while the Flagler County BOCC identified seed funding to complete preliminary engineering and analysis for the facility concept. The Flagler County Engineering Department is assessing ways to complete final design.

Current Status: Architectural renderings completed. The Flagler County Engineering Department is currently producing final design plans while the community is seeking funds to construct this facility.

Cost: \$1,500,000 (preliminary construction estimate)

Schedule: Final design complete in 2015, Construction based on funding

Additional Questions: John Seibel, 386.437.5568



Flagler County North-Side Visitor's Center

Heritage Crossroads: Project Fact Sheet

10th Annual Creekside Festival

Background:

The Heritage Crossroads CME was a major sponsor for this regional event sponsored by the Flagler County Chamber of Commerce. The Creekside festival, celebrating its 10th Anniversary, spotlights the history of Flagler County and brings together families to learn and experience Flagler County's heritage. Held on the shores of historic Pellicer Creek, the Creekside Festival has become the signature event of the year, attracting more than 12,000 visitors each year. This two-day festival with family friendly activities including live bluegrass music, historical demonstrations and exhibits, arts & crafts vendors, a photography contest, a kids' zone, pony rides, amazing food vendors and much more, all in a picturesque natural setting. Participants shopped for crafts, viewed period exhibits and mingled with historic reenactors.

Current Status: Event held October 2014

Cost: Donations to Heritage Crossroads General Operating Fund

Additional Questions: Barb Kelly, 386.439.1646



Heritage Crossroads: Project Fact Sheet

Bunnell Pocket Park (Four-Corner Property)

Background:

One of the CME's goals is to find ways to enhance the community's appreciation for Flagler County heritage and gain a better understanding of the advocacy group's mission. Additionally, one to the CME's founding principles has been supporting enhancement efforts in downtown Bunnell.

Through a review of the County Property Appraiser records, a small vacant parcel located at the intersection of SR 100/SR 11 and US 1 ("Four Corners" Property) was identified as the site for a possible pocket park. The CME has worked closely with the City of Bunnell to establish current ownership and identify property acquisition options. This parcel was acquired by the City in early 2014. Long term site planning efforts for this parcel are just beginning but current concepts include; informational kiosk, limited parking, wall of history, landscaping and park amenities.

Current Status: Park visioning efforts are currently underway

Cost: \$15,000 (property acquisition), design estimate currently being developed

Schedule: Master planning concepts 2015. Seeking construction funding

Additional Questions: John Seibel, 386.437.5568

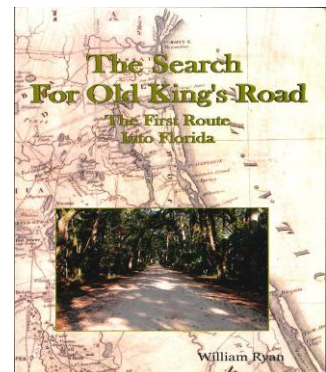


Heritage Crossroads: Project Fact Sheet

Innovative Byway Educational Opportunities

Background: The Heritage Crossroads: Miles of History Heritage Highway Corridor Management Entity (CME) was the first designated heritage highway in the state's collection of scenic highways. During its six years of existence it has sought out opportunities to educate the public on its history and heritage resources. The CME currently maintains a byway website and other social media tools. Additionally, it has developed a visitor's itinerary and participates in numerous community events focused on Flagler County's heritage. The CME is always looking to develop innovative tools to educate. Several of the more unique include;

- **Brochures:** The CME has developed two byway educational brochures for general distribution. The first is a general introduction to the byway including a map and discussion on the region's history. The second was designed to offer a walking tour of the historical resources located in the City of Bunnell. This unique informational tool is designed to provide the visitor with a one-mile walk through town. The route includes many of the City's most significant historic resources.
- **Bill Ryan Local Book Series:** Bill Ryan is not only a founding member of the CME but a renowned historian and author. He has written four books on the history of Flagler County and the region's heritage. Each book speaks to unique part of the history of the region. His first book told of the search for Old Kings Road, an integral part of the Byway. *Bulow Gold* tells about the region's immense plantations of old and stories of hidden treasure. Bill is an honored participant at many byway events.
- **Flagler County History Tours:** The Flagler County Historical Society is a founding member of the Heritage Crossroads CME and has a mission very similar to that of the Byway; *to discover, procure and preserve the history of Flagler County Florida*. The Society has been conducting twice monthly historic site tours of Flagler County twice a month for over two years. Many of the resources included in the tour are part of the Byway. The Society uses the Byway historic site map/fact sheet as part of its tour materials. Historian and CME member Bill Ryan leads this three-hour tour covering locations and materials rarely viewed. Tour profits are shared between the Society and the byway.



Current Status: These examples are ongoing.

Additional Questions: Barb Kelly, 386.439.1646

Goals & Objectives for 2015

- Support final design and funding of the pocket park in downtown Bunnell
- Increase membership by 30%
- Support the design/construction of the Flagler Visitor Center
- Reprinting of byway informational materials
- Review & Update CME Goals/Objectives as part of their ongoing organizational sustainability efforts
- Finalization of the Hewitts Mill Kiosk

Financial Report FY 2014

Heritage Crossroads Heritage Highway
Consolidates Statement of Activities
FY 2014 Budget (with projection to FY 2015)

Revenues	FY 2014	FY 2015
H. Crossroads Themed Merchandise	\$200	\$250
Grants Received	\$1,500	\$1,500
Donations	\$2,000	\$2,200
Events Revenue	\$1,000	\$1,500
Expenses		
Salaries/Wages	\$0	\$0
Post Office Box	\$100	\$100
Postage	\$20	\$20
Office Supplies	\$20	\$20
Licenses/Certifications	\$200	\$200
Donations	\$50	\$50
Memberships (community)	\$0	\$0
NET ASSETS	\$4,410	\$5,060

Current Officers (FY 2015)

- Susan Barry, Chair
- Nancy Duke, Vice Chair
- Cathy Cook, Secretary
- Barb Kelly, Treasurer

Board of Directors (FY 2015)

- Steven Jones
- Bill Lenssen
- John Seibel
- Nate McLaughlin
- Bill Ryan
- Stanley Drescher
- Jane Culpepper

Technical Advisors (FY 2015)

- Florida Department of Transportation/Districts 2 and 5

Heritage Crossroads: Miles of History

Corridor Management Entity

P.O. Box 113

Bunnell, Florida 32110

www.heritagecrossroads.org

Heritage Crossroads is a 501(c)3 not for profit corporation