

Section 10: Funding and Promotion

Funding:

There are a number of state, federal, and private funding sources available to implement the actions and strategies in the CMP. The Ormond Scenic Loop & Trail Corridor Management Entity will work with the City of Ormond Beach and Volusia County to secure grant funding to help realize improvements in the Corridor. The following is a partial list of available grant sources:

Florida Recreation Development Assistance Program (FRDAP)

Administered by the Florida Department of Environmental Protection, FRDAP grants are used to fund recreational facilities identified in the State Comprehensive Outdoor Recreation Plan (SCORP). Points are awarded for the number of new and renovated facilities included in the project scope. Projects under \$50,000 require no local match. Projects between \$50,000 and \$150,000 require a 25% local match and projects over \$150,000 require a 50/50 match. Maximum grant amount is \$200,000.

Deadline: typically in September/October for funding the following July

Recreational Trails Program (RTP)

Administered by the Florida Department of Environmental Protection, RTP grants fund trail construction, renovation and trail user education. RTP grants require 20-50% local match and applications are scored higher if the local match is more than 20%. Maximum grant amount is \$100,000 for non-motorized and \$250,000 for motorized.

Deadline: currently being revised

Land and Water Conservation Fund (LWCF)

Administered by the Florida Department of Environmental Protection, LWCF grant funds may be used for acquisition and development of public outdoor recreation facilities. The LWCF program is funded by the Clean Water Act so it is federal money passed to the states and Federal Rules apply. LWCF grants require a 50/50 non-federal match. Maximum grant amount is \$200,000.

Deadline: typically in March

Florida Communities Trust (FCT) – Forever Florida Program

FCT funds are provided by proceeds the State receives from the sale of document stamps and is a dedicated ten-year program. The Florida Forever program provides grant funds for the acquisition of public lands only for the purpose of open space, conservation and outdoor recreation. FCT has a complex scoring system that ties into a community's Comprehensive Plan. Maximum grant award is \$6.6 million.

Deadline: May 2007

Section 319 Non-point Source Management Implementation Grant

Administered by the Florida Department of Environmental Protection, Section 319 grants are funded by the EPA through the Clean Water Act. A minimum 40 percent non-federal match is required and Water Management District funds can often be blended into the local match. Urban stormwater retrofit and regional

stormwater treatment facilities are funded with this program. Broad financial partnerships are encouraged and improve an application's score.

Deadline: July 1, 2007

Urban and Community Forestry Grants (UCFG) Program

The UCFG program provides 50/50 matching grants for the development or enhancement of community forestry programs. Projects include demonstration projects (tree planting), ordinance creation or revision, surveying and inventorying including GIS mapping, Management Plan creation or revision, education, and training. First time applicants can request up to \$50,000 and previously awarded communities can request up to \$35,000. Tree planting projects are limited to \$15,000 and information and education projects are limited to \$10,000.

Deadline: typically in March

Historic Preservation Grants-In-Aid Program

The Department of State, Bureau of Historic Preservation administers this program. Most projects submitted are for the restoration of publicly owned historic structures, but also eligible are archeological projects and the preservation of other historic resources. Special Category Grants can range up to \$250,000 and are funded by legislative appropriation.

Deadline: May 2007

Waterways Assistance Program (WAP)

The Florida Inland Navigation District (FIND) administers the WAP program under the auspices of a twelve member Board of (Governor appointed) Directors from each of the twelve counties that form the District. The program is funded by ad valorem (property) taxes assessed on all the coastal counties that comprise the District. To be eligible for funding, projects must in some way benefit boating and/or the Intracoastal Waterway. Most projects require a 50 percent match, but channel dredging requires only a 25% local match. The WAP provides \$6-7 million to local governments annually.

Deadline: April 2007

ECHO Grants

Volusia County ECHO (Environment, Cultural, Historic, and Outdoor Recreation) grants in aid program was developed late in 2000 and was established to provide environmental, ecological, cultural, historical, and outdoor recreational opportunities. Funding is distributed on a competitive basis with other proposed projects in the Volusia County. The applicant must also demonstrate matching funds.

Enhancement Grants

Transportation Enhancement Program (TEA) was established under the Intermodal Surface Transportation Equity Act (ISTEA) and is continued with TEA-21 to enrich the experience of the traveling public. The Federal Highway Administration administers TEA funds and includes a federal TEA funding contribution of up to 80% of the total project cost. The sponsor's local match makes up the remaining 20%. TEA funds are not a grant; they are facilitated through a contract between the sponsor and Florida Department of Transportation and prioritized by the local Metropolitan Planning Organization.

National Scenic Byway Grants

National Scenic Byways Program discretionary funds are available for projects along highways designated as National Scenic Byways, All-American Roads, State scenic byways or Indian tribe scenic byways. The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users; P.L. 109-59 authorizes \$35.0 million in FY 2007 for the National Scenic Byways Program.

Deadline: March 19, 2007

Additional sources for partnerships, promotion, and funding can be found in a variety of private, non-profit organizations, and other state resources that include:

- The City of Ormond Beach
- Tomoka State Park, Bulow Creek State Park, and the North Peninsula State Park
- Florida Inland Navigation District
- FDOT Beautification Grant program
- National Scenic Byway Grant program
- Businesses and residents of Volusia County, City of Ormond Beach, and Ormond by the Sea
- Ormond Beach Chamber of Commerce
- Save the Loop Committee
- Ormond Beach Garden Club
- Local Scout Troops
- Save the Manatee Club
- Halifax River Audubon
- Ormond Beach Historical Trust
- Volusia Anthropological Society
- Keep Florida Beautiful, Inc.
- Save the Yacht Club
- Social and Fraternal Organizations
- Recreational Clubs
- United States Fish and Wildlife Service
- Environmental Protection Agency
- Florida Cooperative Extension Service
- Florida State Corrections Agency
- Rudolf Steiner Foundation
- Wildlife Foundation of Florida
- EGBAR foundation
- Sea Turtle Volunteer Patrol Program
- Volusia County Metropolitan Planning Organization
- The Trust for Public Land (TPL)
- Street Johns River Water Management District

Examples of partnership opportunities and creative fundraising activities could include:

- Local businesses donate landscaping materials and have signage on on-site furniture along the Corridor
- Local walk-a-thon or bike-a-thons
- Continued events such as those sponsored by the “Save the Loop” group, which raise awareness of the Corridor as well as possible funding for improvements
- Local brochure of the Corridor sponsored by advertisers
- Benefits, fairs, and festivals
- Selling calendars
- “Seed Money” campaign – selling wildflower seeds
- Charitable donations from citizens and businesses

A top priority of the CME is to further develop this preliminary list of funding sources and to pursue meetings with local agencies and elected officials to gain support, materials, and any necessary supporting documentation for application to funding sources. Seeking out private funding sources may expedite implementation of the Corridor’s long and short-term goals.

Promotion

The previous efforts of the CAG in marketing and promotion have included printing of informational flyers and attending events where flyers were distributed and support signatures were gathered. The Save the Loop group, with a number of overlapping members who participated with the CAG, has been promoting the preservation of the canopied roadways for the past several years. Presentations have been made by the CAG members to Volusia County, the City of Ormond Beach, the Metropolitan Planning Organization and other civic groups. Creating and selling calendars has been considered as a method of raising funds and promoting the Scenic Highway. The CAG has also established and maintained a website at savetheloop.org to promote the Ormond Scenic Loop & Trail. The experience of driving the Loop and/or A1A generates substantial word of mouth promotion. Driving the Loop and cruising A1A are favorite activities of the motorcyclists drawn by Daytona Beach to Bikeweek and BiketoberfeStreet

The CME plans to continue meeting monthly. They plan to develop a brochure in 2007 and distribute them throughout the area. Tomoka State Park staff has volunteered to help distribute and promote. Visit Florida will be asked to provide advice and technical assistance in the development of a plan for promotion, with achievable timelines, for the CME to implement.