

11.0 FUNDING AND PROMOTION

The improvements planned for the scenic highway will need to be funded through various means. The County, Cities and the Metropolitan Planning Organization will play a role in providing funding through their associated general budgets. However, the most successful implementation of the Action Plan will result from leveraging funding from different sources to fund specific elements of a project. Funding opportunities for improvements and maintenance for the corridor could include some or all of the following:

Pay as You Go

- Property Taxes
- Income Taxes
- Sales and Use Tax
- Real Estate Transfer Tax
- Special Assessments Districts
- Business Improvement District
- Benefit Assessment District
- User Charges
- Reserves
- Mitigation Financing
- Negotiated Exactions or Impact Fees (hookups, systems development or capital fees)
- Grants
- Public-Private Ventures
- Donations
- Sponsorships
- Volunteering/In-kind Services
- Community Redevelopment Area (CRA) / Tax Increment Finance District

Borrowing

- General Obligation Bonds -- Limited or Unlimited Tax
- Revenue Bonds (or "rate-supported" bonds)
- Taxable Bonds
- Tax Increment Financing Bonds
- Lease Purchase and Certificates
- Revolving Loans
- Bond Banks

Funding Sources

Stormwater Management

Program:	Cost-Sharing
Purpose:	Matching Grants for Stormwater Treatment
Supporting Agency:	St. Johns Regional Water Management District
Funding available:	Up to \$50,000
Eligible Participants:	Local Governments

Funding is available to help local governments with stormwater planning and implementation and alternative water supply development. The project receiving funding

must either provide flood relief and/or water quality improvements. Projects must be completed within the funding year, or must be phased by year. If the project is phased, the applicant must apply for funding for each phase of the project. The project cannot be part of a general roadway improvement, such as widening. Most grants range from \$20,000 to \$25,000. A few of the top priority projects may receive up to \$50,000.

The Cost-Sharing program provides matching funds. There is not set match, but the grants do not usually go above fifty percent. Applications are sent to local governments in the Fall. Deadline for applications is in early December.

Program: **State Revolving Fund Loan Program for Wastewater Treatment**
Purpose: Provide technical assistance
Supporting Agency: Florida Department of Environmental Protection
Funding available: Varies
Eligible Participants: Municipalities, county governments, special districts or agencies

Designed to provide funding to assist in the financing of publicly owned wastewater and stormwater treatment, collection, transmission, disposal, and reclamation re-use facilities.

Program: **319(h) of the Federal Clean Water Act**
Purpose: Reduce nonpoint source pollution
Supporting Agency: The Stormwater/Nonpoint Source Management Section of the Department of Environmental Protection
Funding available: Varies
Eligible Participants: Municipalities, county governments, special districts or agencies

These grant funds can be used to implement projects or programs that will help to reduce nonpoint sources of pollution. Projects or programs must be conducted within the state's NPS priority watersheds, which are the state's SWIM watersheds and National Estuary Program waters. All projects must include at least a 40% nonfederal match.

Examples of fundable projects include: demonstration and evaluation of Best Management Practices (BMPs), nonpoint pollution reduction in priority watersheds, ground water protection from nonpoint sources, public education programs on nonpoint source management, etc.

Project proposals are due each year in early July with project selection completed by September.

Educational

Program: **Coastal Workshop Series**
Purpose: Funding for Sponsor Coastal Workshops
Supporting Agency: Department of Community Affairs-Florida Coastal Management Program
Funding Available: Varies
Eligible Participants: Non profit Organizations, State and local governments

Funds are available to help sponsor coastal workshops on a variety of subjects. Funds may be used for speaker's travel and lodging. Funds may also be used to promote workshops.

Program: **Science to Achieve Results (STAR) Program Wildlife Risk Assessment**
Purpose: Fund research on the impacts of multiple stressors
Supporting Agency: EPA National Center for Environmental Research

Funding available: Up to \$175,000/year for 2 to 3 years
Eligible Participants: Academic and non profit Organizations, State and local governments

Research to evaluate the relative and combined risks of multiple stressors (e.g. habitat alteration, chemical pollution, and presence of exotic species). Research should be targeted to two areas:

- Research to understand risks to a specific population or species of wildlife (threatened, endangered or of special interest to stakeholder groups) and,
- Research to develop generalized approaches for assessing risks to wildlife populations. This research should result in methods and approaches useful for predicting risk to wildlife and modeling approaches for predicting how multiple stressors affect wildlife population dynamics.

Program: EPA Environmental Education Grant
Purpose: Increase public awareness of the environment
Supporting Agency: EPA
Funding available: There are two categories of funding.
Greater than \$25,000 -Submitted to EPA Headquarters
Less than \$25,000 – Submitted to Regional Offices
Eligible Participants: Academic and non profit Organizations

The EPA stresses that funds are for environmental education and not environmental information. The EPA's definition of Environmental Education is a project that increases public awareness and knowledge about environmental issues and provides the skills to make informed decisions and take responsible actions. Environmental information simply provides facts or opinions about environmental problems or issues.

Program: Grant Making
Purpose: Fund educational programs that develop the awareness of community character and appearance.
Supporting Agency: The Dunn Foundation
Funding available: Between \$500 and \$10,000
Eligible Participants: Academic and non-profit organizations

Provides program planning and design funds, as well as seed money for educational programs.

The pre-application process consists of a letter of inquiry outlining the funding requirement for the project. After the pre-application is reviewed, the requesting agency may be invited to submit a formal funding proposal.

Pre-applications must be made to the Foundation no later than January 1. Formal funding proposals must be postmarked on later than March 15. Awards are made in early June.

Parks and Public Lands

Program: Florida Communities Trust
Purpose: Purchase public land for outdoor recreation
Supporting Agency: Florida Department of Community Affairs
Funding Available: Varies

Eligible Participants: Municipalities and county governments and non-profit environmental organizations

Designed to provide grant and loan assistance for the acquisition of conservation and outdoor recreation lands.

Program: Florida Recreation Development Assistance Program

Purpose: Purchase public land for outdoor recreation
Supporting Agency: Florida Department of Environmental Protection
Funding Available: Varies
Eligible Participants: Municipalities and county governments

Designed to fund acquisition or development of land for public outdoor recreation projects.

Program: The Trust for Public Land Conservation Services Program

Purpose: Purchase public land for outdoor recreation
Supporting Agency: The Trust for Public Land
Funding Available: Varies
Eligible Participants: Local governments, local land trusts, and citizen groups

Designed to help local governments find creative solutions to buy land when there is no immediate funding or where the property owner has special requirements.

Program: Urban Park and Recreation Recovery Program

Purpose: Rehabilitation of recreational areas
Supporting Agency: National Park Service, Department of the Interior
Funding Available: (50% Federal/ 50% Local) Matching Grants for planning; (70% Federal/ 30% Local) Matching Grants for Rehabilitation
Eligible Participants: Local governments

Eligible activities include resource and needs assessment, coordination, citizen involvement and planning, and program development activities to encourage public definition of goals. State, local and private funds can be used as part of the local match. Community Development Block Grants may also be used as part of the local match.

Funds can also be used for rebuilding, remodeling, or expanding existing facilities. Innovation grants (70% Federal/ 30% Local) can be used to demonstrate innovative and cost effective ways to enhance park and recreation opportunities at the neighborhood level.

Applicants are encouraged to discuss their proposals with their NPS Field Office to determine basic eligibility and appropriateness prior to submitting a preapplication. Preapplications should provide information adequate to guide proposal selection.

Streetscaping/Pedestrian and Bicycle Improvements

Program: Transportation Enhancement Program

Purpose: Fund projects that go beyond what is routinely provided in transportation projects or in mitigation requirements associated with transportation projects.
Supporting Agency: Department of Transportation/ Federal Highway Administration
Funding available: Up to \$25, 000,000; smaller innovative projects are given priority
Eligible Participants: The Department of Transportation, state agencies, federal agencies, statewide or national interest groups, metropolitan planning organizations, county commissions, municipalities, and local interest groups

Funds can be used for the following:

- Provision of facilities for pedestrians and bicycles
- Acquisition of scenic easements and scenic or historic sites
- Scenic or historic highway programs
- Landscaping
- Historic preservation
- Preservation of abandoned railway corridors
- Control and removal of outdoor advertising
- Archaeological planning and research
- Environmental mitigation to address water pollution due to highway runoff or reduce vehicle-caused wildlife mortality

The solicitation of applications for local projects occurs through the MPO.

The solicitation for applications for projects that qualify as statewide enhancement occurs through the Central Environmental Management Office.

Federal Enhancement dollars can cover up to 100% of project cost on state roadways.

Program:

Purpose:

Supporting Agency:

Funding available:

Eligible Participants:

Recreational Trails Program

Develop and maintain recreational trails and trail-related facilities for both nonmotorized and motorized recreational trail uses.

Florida Department of Environmental Protection

Up to \$25, 000,000; smaller innovative projects are given priority

private organizations or any government entity

This program provides funding to develop and maintain recreational trails for motorized and non-motorized recreational trail users. Eligible projects may include maintenance and restoration of existing trails; development and rehabilitation of trail facilities; purchase/lease of equipment; construction of new trails; acquisition of property for trails or trail corridors; State administrative costs; and the operation of educational programs to promote safety and environmental protection.

States should give consideration to projects that provide for the redesign, reconstruction, nonroutine maintenance, or relocation of recreational trails to benefit the natural environment.

Federal-aid highway funds may be used to make up the matching fund requirements for RTP projects.

Program:

Purpose:

Supporting Agency:

Funding available:

Eligible Participants:

Contact Information:

National Urban and Community Forestry Matching Grant Program

Fund projects that go beyond what is routinely provided in transportation projects or in mitigation requirements associated with transportation projects.

Florida Department of Agriculture and Consumer Services

Awards are made on a 50% cost-share basis.

Local governments, educational institutions, communities, and non-profit groups

Florida Department of Agriculture and Consumer Services at

These funds are for projects that develop or enhance a community's ability to have a sustained, comprehensive tree care program.

Economic Development

Program: Coastal Partnership Initiative (Florida Coastal Management Program)

Purpose: Revitalize declining waterfront districts
Supporting Agency: Florida Department of Community Affairs
Funding Available: Up to \$50,000 for capital improvements
Up to \$25,000 for all other projects
Eligible Participants: Coastal Counties and Cities

Provides pioneering support, such as technical assistance, training and funding, for communities to revitalize declining waterfront districts. The program also provides funds for site design, and small construction or capital improvements. Waterfront districts are defined as areas that have been dependent on water for economic activities. Emphasis is on the following four areas: environmental and cultural resource protection, support of traditional waterfront economy, hazard mitigation and public access to working waterfronts and coastal resources. Projects must be of one-year duration.

There is a 1 for 1 matching requirement.

Program: Advertising Matching Grants Program

Purpose: Designed to help municipalities and counties publicize the tourism advantages of the State of Florida.
Supporting Agency: Visit Florida
Eligible Participants: Municipalities with a population of 50,000 or less, county governments with a population of 200,000 or less, or non-for-profit corporations
Funding Cycle: Annual; deadline typically third Friday in April

Designed to help municipalities and counties publicize the tourism advantages of the State of Florida.

Program: Florida Main Street Program

Purpose: Community Revitalization
Supporting Agency: Florida Department of State
Funding Cycle: Annual; deadline typically last Friday in July
Funding available: One time \$10,000 plus planning support
Eligible Participants: State and local governments

Designed as a technical assistance program to aid communities in revitalization activities.

There is a formal application to take part in the program. The criteria include:

The area must be a historic commercial district, with buildings that are 50 years old or greater.

The City must be willing to fund a full-time manager for at least three years.

There must be community-based support for the program

The one time \$10,000 can be used for facade improvements or signage program.

Beach Erosion

Program: **Florida Beach Erosion Control Program**
Purpose: Preserve and restore coastal sandy beaches
Supporting Agency: Florida Department of Environmental Protection
Eligible Participants: County and municipal governmental or special taxing districts with the responsibility of erosion prevention or beach and shore preservation
Funding Cycle: Annual; deadline typically third Friday in April

Designed to aid local, state, and federal governmental entities in the protection, preservation, and restoration of coastal sandy beach resources.

Program: **Small Beach Erosion Control Programs**
Purpose: Control beach and shore erosion to public shores through projects not specifically authorized by Congress
Supporting Agency: Office of the Chief of Engineers, Department of Army
Eligible Participants: States or local governments.
Funding Available: Maximum of \$200,000
Funding Cycle: Not applicable

The Corps of Engineers designs and constructs the project. The nonfederal sponsoring agency must agree to:

- Share equally in cash and in-kind services for feasibility studies
- Share in the cost of the project, including a cash contribution providing the necessary lands, easements, right-of-way, and relocations of private property if required for the project
- Assume full responsibility for all project costs in excess of the Federal cost limit of \$2,000,000
- Assure continued public ownership or public use of the beach, and its administration for public use
- Provide project maintenance
- Provide and maintain necessary access roads, parking areas and other public use facilities to be open and available to all on equal terms.

The applying agency should first contact the nearest District Engineer. An environmental impact statement is required. To apply, a formal letter to the District Engineer from a prospective sponsoring agency indicating clear intent to provide all required local participation.

The first \$100,000 is federally funded. Additional study costs are shared 50/50 with local sponsors. The Determination of local costs is based on the public use and ownership of the beach protected.

Community Redevelopment and Revitalization

Program: **Florida Small Cities Community Development Block Grant Program**
Purpose: Funding to help address community development needs
Supporting Agency: Florida Department of Community Affairs
Funding Available: The state is authorized to issue approximately \$160,000,000 in Section 108 Loan Guarantees for eligible activities. An eligible local government may apply for up to \$7,000,000 in loan guarantees.

Eligible Participants: Municipal governments with a population of 50,000 or less and county governments with a population of 200,000 or less
Designed to provide grants to eligible municipalities and county governments for neighborhood revitalization, commercial revitalization, and economic development.
Examples of activities that are eligible include:

- Rehabilitation and preservation of housing;
- Water and sewer improvements;
- Street improvements;
- Economic development activities;
- Downtown revitalization;
- Parks and recreation; and
- Drainage improvements

Program: **Keep Florida Beautiful, Inc. Approved Community Based Program Grant**
Purpose: Pass-through grant for litter and debris control
Supporting Agency: Keep Florida Beautiful, Inc. **Funding Available:** Varies
Eligible Participants: Any entity implementing litter and marine debris prevention program

Designed to help community based programs that conduct litter reduction activities. The grant funds are sub-granted to approved community based programs that conduct yearly litter reduction surveys; have hands-in grassroots volunteers; perform cost benefit analysis; organize volunteer litter clean up activities in March-April; produce an annual report that reflects their budget and use the KFB logo on materials generated with state funds.

Program: **Local Agency Program**
Purpose: Funding and technical assistance for transportation improvement projects
Supporting Agency: Florida Department of Transportation
Funding Available: Varies
Eligible Participants: Municipal and county governments

Designed to provide funding and technical assistance to local governments interested in implementing federal aid transportation projects.

Program: **Waterfronts Florida**
Purpose: Funding and technical assistance to promote and support the revitalization of waterfront communities
Supporting Agency: Florida Department of Community Affairs, Florida Coastal Management Program
Funding Available: \$35,000 over two-year period
Eligible Participants: Coastal county or municipal government, or a local non-profit or other similar local organization in partnership with the county or municipal government

Designed to provide innovative support for communities to revitalize and renew declining waterfronts. The program is a two-year program where designated communities develop strategic plans for the revitalization of their waterfronts. The Waterfronts Florida Program encourages communities to consider and emphasize the following four areas:

- Environmental & Cultural Resource Protection
- Support of the Viable Traditional Waterfront Economy
- Hazard Mitigation
- Public Access to Working Waterfronts and Coastal Resources

Cultural and Historic

Program: Ad Valorem Tax Exemptions for Improvements to Historic Properties
Purpose:
Supporting Agency: Florida Department of State
Funding Sources: Property tax exemption
Eligible Participants: Properties listed on the National Register of Historic Places, or contributing to a National Register Historic District, or designated as landmarks

Designed to allow counties and municipalities to adopt an ordinance allowing ad valorem tax exemptions for improvements resulting from rehabilitation of historic properties

Program: Cultural Partnership Initiative
Purpose: Financial assistance for projects in specific initiative categories
Supporting Agency: Florida Coastal Management Program
Funding Available: Varies, financial assistance, the recipient will be required to provide 100% (1 to 1) matching funding, Approximately \$600,000 available.
Eligible Participants: Local governments of the 35 coastal counties and all municipalities within their boundaries designated as "coastal" by the state planning agency; educational institutions; national estuarine research reserves; national estuary programs; and regional planning councils and non-profit groups working as partners with any of the previously named entities. Partnerships between regional and local agencies and non-profit organizations are encouraged.

The Florida Coastal Management Program intends for the Coastal Partnerships Initiative to inspire community action and to promote the protection and effective management of Florida's coastal resources. To provide financial assistance for projects in four specific initiative categories: Remarkable Coastal Places, Community Stewardship, Access to Coastal Resources and Working Waterfronts

Program: Cultural Facilities Program
Purpose: Funding to support capital improvement projects
Supporting Agency: Florida Department of State
Funding Available: Varies
Eligible Participants: Municipal and county governments and not-for-profit corporations

Designed to provide capital project funding for acquisition, construction, and renovation of cultural facilities

Program: Historic Preservation Grants-in-Aid Program
Purpose: Grant funds for historical surveys
Supporting Agency: Florida Department of State
Funding Available: The maximum matching grant award is \$40,000; however, most grant awards range from \$5,000 to \$25,000. The grantee will be required to provide a matching share of 50% in cash or in kind services
Eligible Participants: Departments or agencies of the state (including universities), cities, counties and other units of local government, and not-for-profit organizations

To assist in the identification, excavation, protection, and rehabilitation of historic and archaeological sites in Florida; to provide public information about these important

resources; and to encourage historic preservation in smaller cities through the Florida Main Street program

Program: **Historical Museums Grants-in-Aid Program**
Purpose: Matching funds
Supporting Agency: Florida Department of State
Funding Available: Grants for general operating support will not exceed 20% of a museum's operating expenses for the last fiscal year up to a maximum of \$75,000. Awards for educational exhibits will not exceed \$35,000. All funding is awarded as a 50/50 matching grant. Grantees may meet their 50% obligation with cash or donated materials and services having a specific cash value
Eligible Participants: Government agencies, corporations, partnerships and other organizations for exhibits, non-profit Florida History museums for general operating support Non-profit organizations and government agencies

These grants provide matching funds to assist Florida history museums with annual operating expenses and to support the development of educational exhibits relating to Florida history. General Operating Support grants underwrite technical, curatorial, administrative, and educational costs associated with the daily management of museum facilities

Program: **Special Category Grants**
Purpose: Funding Assistance
Supporting Agency: Florida Department of State
Funding Available: The majority of the Special Category grants awards are in the \$50,000 to \$250,000 range. Evidence of substantial local cost share over the previous five years must be demonstrated and a minimum amount of \$50,000 is needed to be eligible for consideration. A 50% or better local cost share is preferred
Eligible Participants: Departments or agencies of the state (including universities), cities, counties and other units of local government, and not-for-profit organizations

To assist major archaeological excavations, large restoration projects at historic structures, and major museum exhibit projects involving the development and presentation of information on the history of Florida

Hazard Mitigation and Emergency Management

Program: **Emergency Management Preparedness and Assistance Competitive Grant Program**
Purpose: Funding assistance for emergency management objectives.
Supporting Agency: Florida Department of Community Affairs
Funding Available: Emergency Management Competitive Grant Program - Awards are capped at \$300,00 per project, and multiple project applications may be submitted
Municipal Competitive Grant Program - Awards are capped at \$50,000 and only one entry per municipality per funding cycle.
Eligible Participants: Emergency Management Competitive Grant Program - State or regional agencies, local governments, or private non-profit organizations
Municipal Competitive Grant Program - Legally constituted municipalities that maintain an emergency management program and are signatory to the Statewide Mutual Aid Agreement

Designed to implement projects that will enhance emergency management objectives.

Program:	Flood Mitigation Assistance Program
Purpose:	Funding assistance to reduce flood hazard costs
Supporting Agency:	Florida Department of Community Affairs
Funding Available	Varies from year to year
Eligible Participants:	All non-sanctioned NFIP-participating communities

The Flood Mitigation Assistance Program is a pre-disaster federally funded program designed to fund projects or programs that will permanently reduce the costs of response and recovery to flooding hazards specifically costs that impact the National Flood Insurance Fund

Additional local, state and federal grants and programs, not detailed above that may be investigated include, but not be limited to the following:

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| • Institutional Conservation Program | Department of Community Affairs |
| • Artificial Fishing Reef Program | Department of Environmental Protection |
| • Beach Erosion Control Program | Department of Environmental Protection |
| • Conservation and Recreation Lands Acquisition | Department of Environmental Protection |
| • Derelict Vessel Removal Grant Program | Department of Environmental Protection |
| • Ecotourism/Heritage Tourism | Department of Environmental Protection |
| • Florida Advisory Council on Environmental Education | Department of Environmental Protection |
| • Historic Preservation Trust Fund | Department of Environmental Protection |
| • Land and Water Conservation Fund Program | Department of Environmental Protection |
| • Marine Resources Grants Program | Department of Environmental Protection |
| • National Recreational Trails Funding Program | Department of Environmental Protection |
| • Science Museum Program | Department of State |
| • Highway Beautification Grants Program | Department of Transportation |
| • Nongame Wildlife Contracts Program | Florida Fish and Wildlife Conservation Commission |
| • Small-Scale Spoil Island Restoration & Enhancement Program | Florida Inland Navigation District (FIND) |
| • Global Programs | National Oceanic Atmospheric Administration |
| • Cooperative Assistance Program | Florida Inland Navigation District (FIND) |
| • Waterway Assistance Program | Florida Inland Navigation District (FIND) |
| • Northern Coastal Basins Program | St. Johns River Water Management District |
| • Save Our Rivers and Preservation 2000 | St. Johns River Water Management District |
| • National Scenic Byway Grant | Department of Transportation |
| • American Greenways DuPont Awards Program | The Conservation Fund |

Other programs that are coordinated through non-profit groups might include Keep Florida Beautiful, Inc., Adopt-A-Shore, Great Florida Cleanup, and Environmental Public Service Awards.

Partnership opportunities and creative fundraising activities are abundant and varied within the County, where community involvement and support is overwhelming. Though there are numerous partnership opportunities, the following are a few examples:

- Local businesses fund landscaping in front of their buildings
- Local businesses donate landscaping materials (i.e. plants, bollards, ropes, site furniture, etc.) – signage and on-site furniture could advertise the contributing business

- The Citizen Advisory Group and the Florida Department of Transportation create a corridor brochure that highlights the corridor's resources and advertises local businesses that contribute to the brochure development or other corridor improvements
- The Library sponsors an environmental/historic resource fair with educational booths, a "walk-a-thon," community barbecue or cook-off to raise awareness for the corridor's resources and proposed improvements. Local businesses could donate food and drinks and/or prizes. This type of community event would raise awareness and support for the scenic highway, as well as raise funding for improvements (walk-a-thon, poster raffle, cook-off, etc.) and promote local businesses.
- Sponsored programs could include events, such as, bike-a-thons, car washes, car rally, marathons, triathlons or bike rallies. Additionally, group sponsored festivals, carnivals or a themed fair could occur along the corridor.

Promotional Techniques

Several promotional techniques have been suggested which includes

- Printed Brochures / Fact Sheets
- Informational Presentation to Groups
- Corridor Audio / CD-ROM Tour
- Gateway / Visitor Center
- Informational Kiosks
- Historical Markers
- Internet Web Page
- Quarterly Newsletter
- Trade Shows
- Quarterly Community Meetings
- Learning Experiences or Seminars

Due to the non-profit funding opportunities, the Corridor Management Entity (CME) may consider becoming a non-profit organization.