

Elements of a Good Byway Website

*Leslie McLellan
Tourism Currents*

*Stephanie Liskey
Sailforth Productions*

What we'll cover:

- Must-haves for any website
- Most useful features of byway websites
- Bird's eye view of tech options
- Working with partners
- Content preparation before hiring designers/developers
- Q & A

Take a 30,000' view before you dive in!

WHO IS YOUR IDEAL VISITOR?

Families

Locals

Preservationists

History Enthusiasts

Outdoor lovers

Adventurers

Cyclists & Recreation

RV'rs

WHAT TO INCLUDE TO GET THEIR ATTENTION:

Great photos

Interesting itineraries

Tell your story!

Videos

Maps

Testimonials

The sky's the limit based on why people are traveling your Byway

WHY ARE THEY TRAVELING YOUR BYWAY?

Coming to see a specific attraction, retailer, lodging establishment, restaurant along your Byway?

On the way to somewhere else?

Locals who don't know what's there (yet)?



- Fast
- Engaging
- Intuitive



 **The Florida Black Bear Scenic Byway
Travel Guide Phone App is Available!**
[Learn more>>](#)

DOWNLOAD THE APP:



Plan Your Trip



Ask a Black Bear



Watch the Video



Green Mountain

SCENIC BYWAY

[Home](#) [Things to Do](#) [Ask a Local](#) [Food & Lodging](#) [Communities](#) [Galleries](#) [Videos](#)



Natural Sites



Hiking & Biking



H

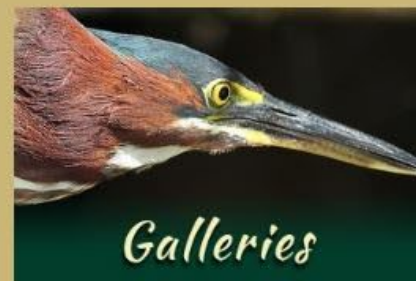
Green Mountain Scenic Byway



Byway Story



Things to Do

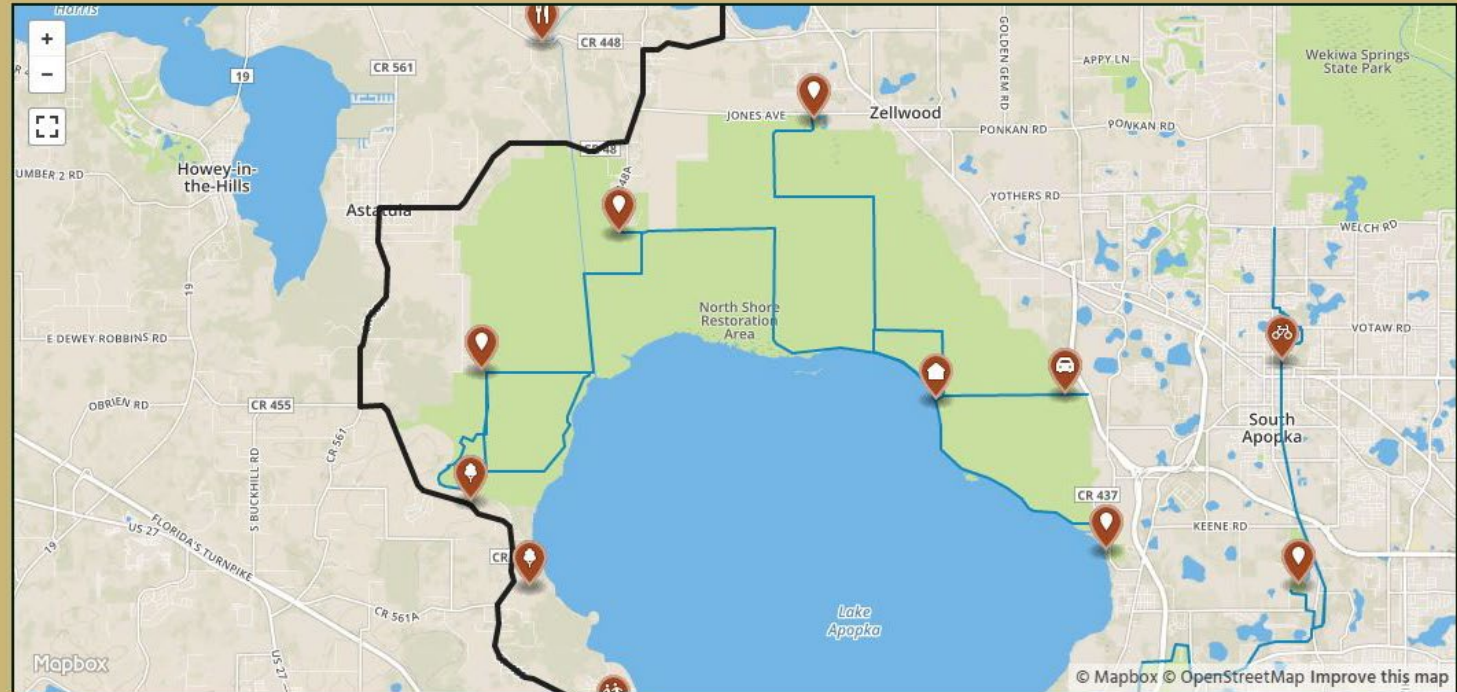


Galleries

Check Out Our 2020 Digital Tour Guide At [Geotourist.Com](https://www.geotourist.com)



Map & Directions



This byway features
interactive trail maps
alongside the byway
map.

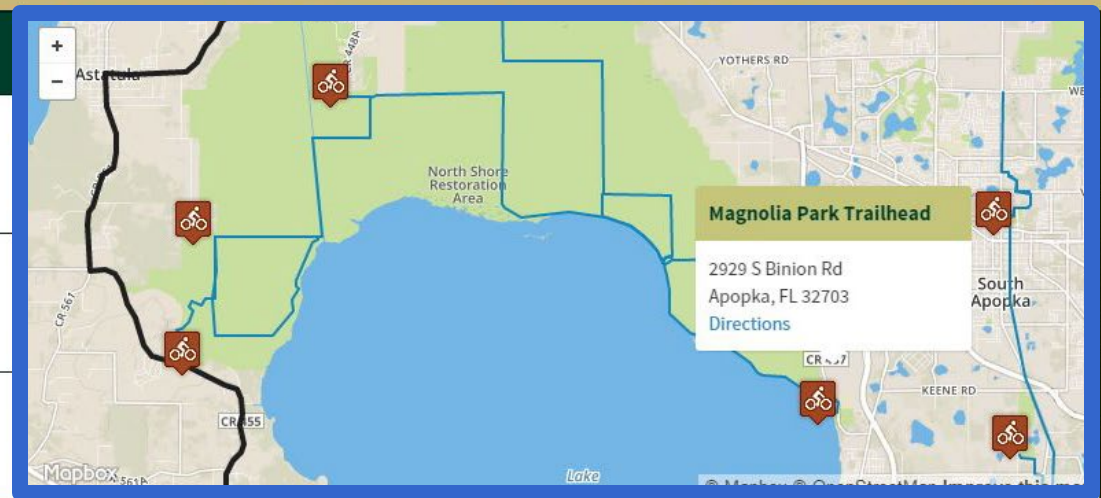


Multi-use Trailheads

**Green Mountain Scenic
Overlook and Trailhead**
20700 CR 455
Ferndale, FL 34715

**Killarney Station
West Orange Trailhead**
17914 FL-438
Winter Garden, FL 34787

**Chapin Station
West Orange Trailhead**
501 Crown Point Cross Rd
Winter Garden, FL 34787



About The Byway



The Green Mountain Scenic Byway is located in the center of the state close to Orlando, but feels far from the bustle of city life. With its rolling hills and rural charm, Green Mountain Scenic Byway is a place known for wildlife sighting, historical small towns, and outdoor recreation.

[Read More](#)

Get Involved

- ★ [Our Mission](#)
- 👤 [Become a Member](#)
- 📄 [Document Resources](#)
- 🖼️ [Photo Galleries](#)
- 📰 [GMSB News](#)
- 📅 [Events](#)
- 📁 [Press Kit](#)

BYWAY WEATHER

62°

overcast
clouds
96%
humidity
wind: 1m/s
WSW
H 66 • L 59

78°
TUE

81°
WED

81°
THU

extended forecast

Weather from OpenWeatherMap

GMSB Sponsors & Partners



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Weather from OpenWeatherMap

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River of Lakes Story

The Native Americans of the area, the Timucua, referred to the St. Johns River as the "Welaka", which meant "River of Lakes"...

[READ MORE](#)



Touring the Corridor

The St. Johns River is the spine of the corridor; the ROLHC derives its name from the River. But there is not a road that winds along the river's edge...

[READ MORE](#)



Photo & Video Gallery

Regional highlights are brought to life in visual format here with videos and photos featuring local culture, nature and artists...

[READ MORE](#)

Updated Identity to Welcome Travelers to FBBSB



Discover Wild Florida



Adventurers



Vacationers



Naturalists



Historians





Florida Black Bear Scenic Byway

A National Scenic Byway



Discover the Wild Florida of the Naturalists



Marjorie Harris Carr | Tireless Conservationist
Marjorie Harris Carr's most prominent legacy on the byway was to halt the construction of the Cross Florida Barge Canal. Over the long 1962 - 1971 battle, she enlisted citizen's groups, formed an environmental group, and rallied the public to stand up for our precious local ecosystem.

Marjorie Harris Carr
photo: Florida Archives

"Why fight for the Ocklawaha River? The first time I went up the Ocklawaha, I thought it was dreamlike. It was a canopy river. It was spring-fed and swift. I was concerned about the environment worldwide. What could I do about the African plains? What could I do about India? How could I affect things in Alaska or the Grand Canyon? But here, by God, was a piece of Florida. A lovely natural area, right in my backyard, that was being threatened for no good reason."

Marjorie Harris Carr



CCC volunteers - photo: Library of Congress



The Civilian Conservation Corps (CCC)

This organization put many unemployed young men to work in the Great Depression, and National Forests all over the country benefited from their efforts. The CCC was responsible for the construction of 126,000 miles of roads and trails, planted millions of trees, built fire towers, and left permanent structures in the forest for visitors to use. This group helped make it easier for the public to access nature.

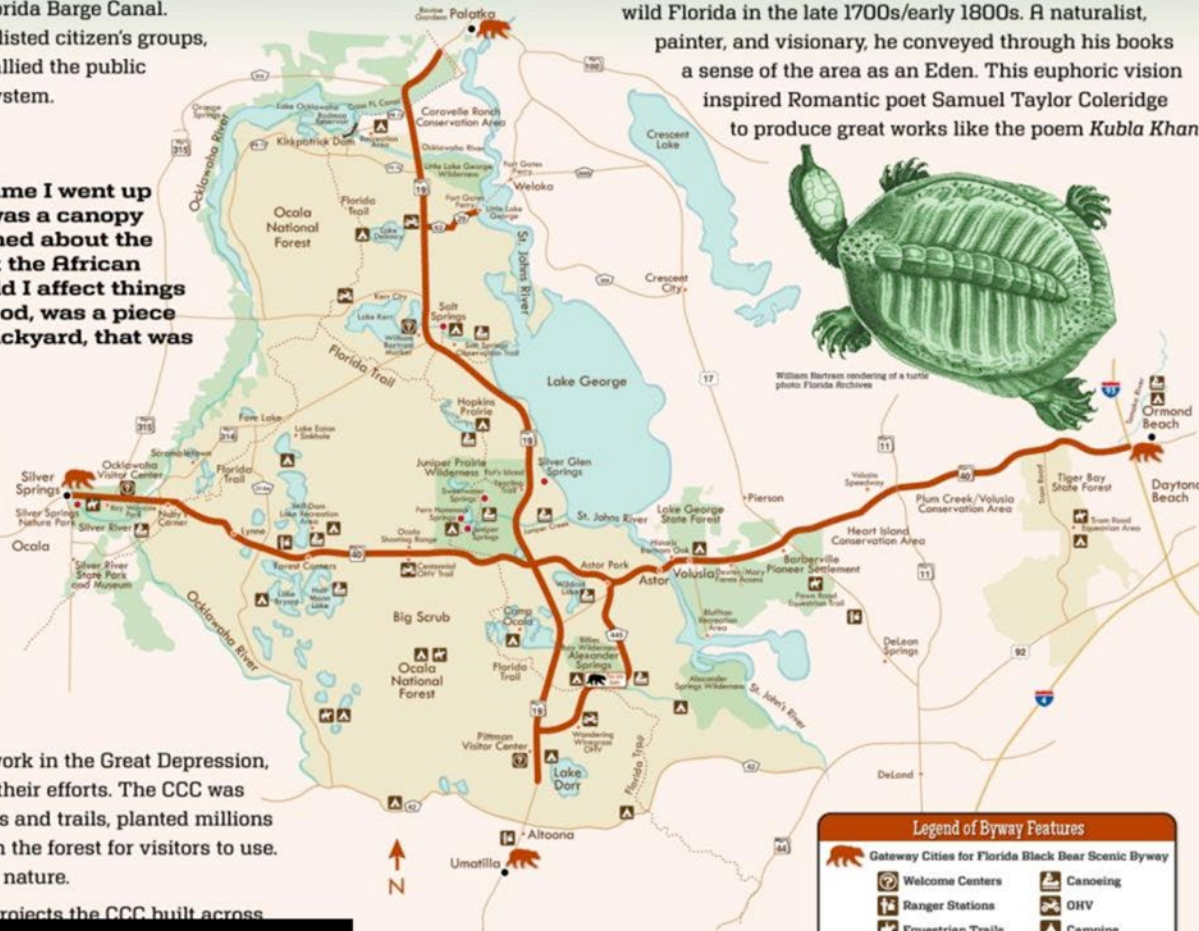
The Mill at Juniper Springs was one of the most unique projects the CCC built across

William Bartram | Dreamy Naturalist

William Bartram, a Quaker from Britain, fell in love with wild Florida in the late 1700s/early 1800s. A naturalist, painter, and visionary, he conveyed through his books a sense of the area as an Eden. This euphoric vision inspired Romantic poet Samuel Taylor Coleridge to produce great works like the poem *Kubla Khan*.



William Bartram's rendering of a turtle
photo: Florida Archives



Legend of Byway Features

- Gateway Cities for Florida Black Bear Scenic Byway
- Welcome Centers
- Ranger Stations
- Equestrian Trails
- Canoeing
- OHV
- Camping

Note: This map is not exhaustive, but is intended as an initial introduction to the byway

Naturalists at Alexander Springs



Florida Black Bear Scenic Byway

A National Scenic Byway



Discover the Wild Florida of the Adventurers

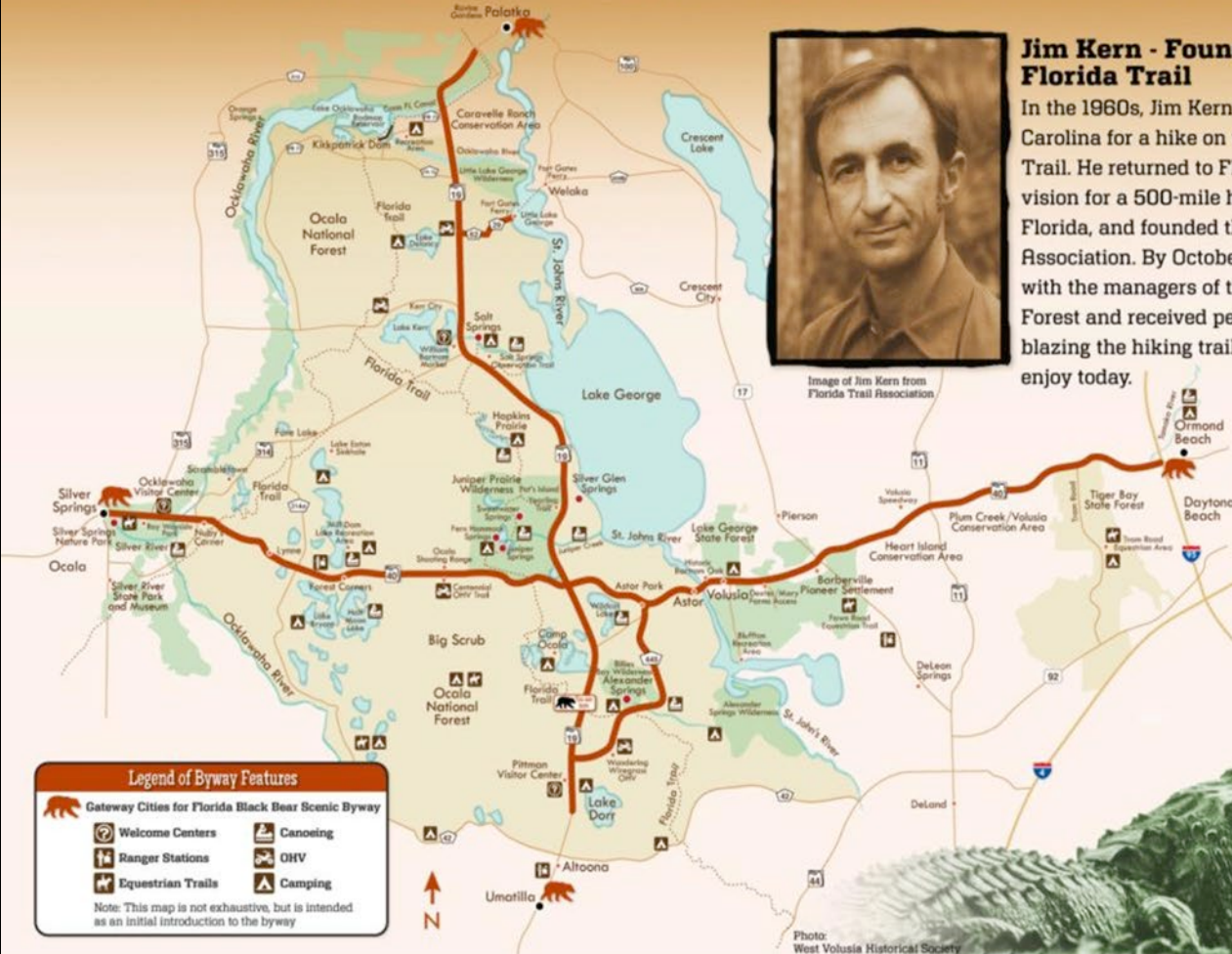


Image of Jim Kern from Florida Trail Association

Jim Kern - Founder of the Florida Trail

In the 1960s, Jim Kern headed to North Carolina for a hike on the Appalachian Trail. He returned to Florida with a vision for a 500-mile hiking trail across Florida, and founded the Florida Trail Association. By October 1966, Kern met with the managers of the Ocala National Forest and received permission to start blazing the hiking trail byway travelers enjoy today.

Ross Allen - Reptile Wrangler

Ross Allen, founder of the *Ross Allen Reptile Institute* at Silver Springs, was known for his daring approach to wild Florida, particularly the reptiles. Famous for "milking" snakes of their venom, he says he was motivated to start this practice by the need to treat his son for a bite at a time when there was no serum available.



Image of Ross Allen and friends: Florida Archives

Adventurers at Pittman Visitors Center



Florida Black Bear Scenic Byway

A National Scenic Byway



Discover the Wild Florida of the Historians



Marjorie Kinnan Rawlings Stamp, featuring the young deer from *The Yearling* ©2008 United States Postal Service

Marjorie Kinnan Rawlings

The quote below from Marjorie Kinnan Rawlings captures the deep connection many people feel for this wild and untamed area of Florida. She discovered a spiritual bond with nature itself here, and has been one of the area's great storytellers, with the location of her most famous novel, *The Yearling*, set along the scenic byway.

"If there can be such a thing as instinctual memory, the consciousness of land and water must lie deeper in the core of us than any knowledge of our fellow beings... We cannot live without the earth or apart from it, and something is shriveled in man's heart when he turns away from it and concerns himself only with the affairs of men."

Marjorie Kinnan Rawlings, from her novel, *Cross Creek*.



Photo of Herbert Stearns courtesy Dana Ste. Claire

Dana Ste. Claire

Dana Ste. Claire was raised near the byway, and fell in love with the area and its people so deeply, he wrote a book, *Cracker*, about the complex and often misunderstood history of that group. This is a photo of Herbert



Photo of Rick Tonyan courtesy Dana Ste. Claire

Rick Tonyan

Rick Tonyan spent years researching local Florida "cow hunter" involvement in the Civil war for his novel, *Guns of the Palmetto Plains*. Rick considers himself a "Florida Cracker", and has cracked a whip since he was a boy. This "cracking" of the whip is one thing that made the Florida cow hunters unique - they kept the cattle together with the sound of the whip, to avoid the entanglements lassoes would bring in the Florida foliage.



Legend of Byway Features

- Gateway Cities for Florida Black Bear Scenic Byway**
- Welcome Centers
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 - Canoeing
 - OHV
 - Camping

Note: This map is not exhaustive, but is intended as an initial introduction to the byway

Historians at Juniper Springs



Florida Black Bear Scenic Byway

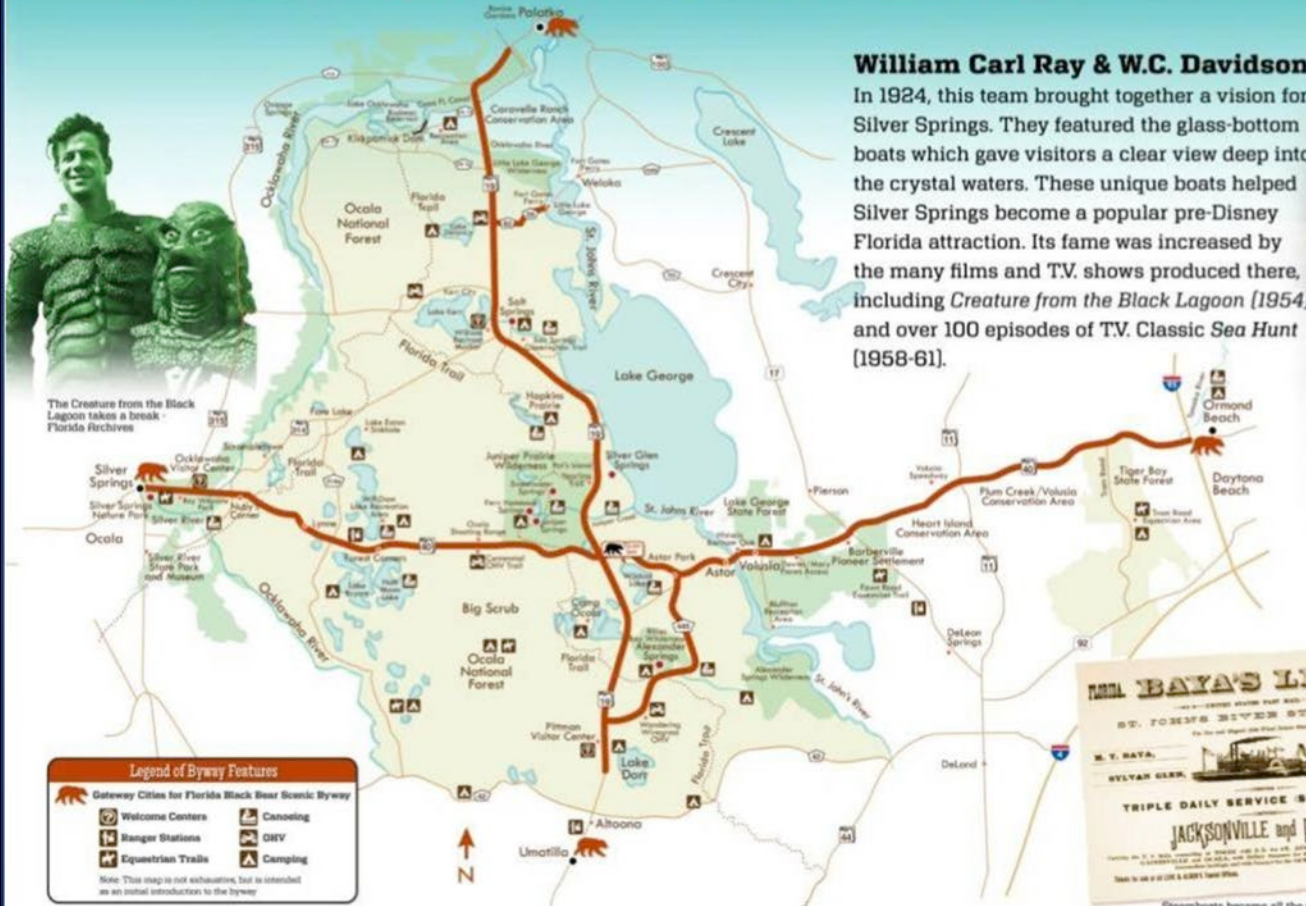
A National Scenic Byway



Discover the Wild Florida of the Vacationers



The Creature from the Black Lagoon takes a break - Florida Archives



William Carl Ray & W.C. Davidson

In 1924, this team brought together a vision for Silver Springs. They featured the glass-bottom boats which gave visitors a clear view deep into the crystal waters. These unique boats helped Silver Springs become a popular pre-Disney Florida attraction. Its fame was increased by the many films and TV. shows produced there, including *Creature from the Black Lagoon* (1954) and over 100 episodes of TV. *Classic Sea Hunt* (1958-61).



Glass-bottom boats are still a big attraction to this day at Silver Springs

Harriet Beecher Stowe

(author of *Uncle Tom's Cabin*)

Harriet Beecher Stowe wrote one of the first "tourism" articles about Ocala and the St. Johns River area in 1879. Her writing was the first to inspire Northerners to think of Florida as a vacation spot. She wrote that she and her fellow travelers were "wild with inherent raptures" on the river, after she overcame her wariness of a steamboat trip.



Steamboats became all the rage in the late 1800s on the St. Johns and the Ocklawaha photo: West Volusia Historical Society

Vacationers – interior panel at Pittman Visitors Center



Florida Black Bear Scenic Byway

A National Scenic Byway



What kind of byway traveler are you?

Adventurers

This land calls out for hearty souls who blaze new trails. Like to hike, backpack, fish, or hunt? How about tackling a world-class canoe run? There are many exciting opportunities for roughing it here in the Ocala National Forest.



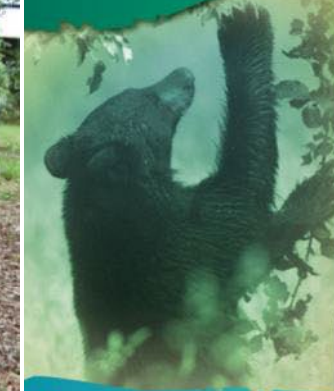
Historians

Do you love to know the stories & cultures of the places you visit? Enjoy the historic buildings, pioneer settlements, and famous locations on the byway, and savor some local food and music.



Naturalists

The ecologist, conservationist, or birdwatcher loves to check out the flora and fauna of the area. Rise early in order to have more quiet time with nature - a choice we highly recommend to spot nature at her finest.



Vacationers

World travelers seek the "real Florida" along this byway. Local Florida folks come here to get beyond the crowds and plastic of big amusement parks. Either may find a quiet cabin by a lake, or a place to drift in a boat and dream.



Discover Wild Florida





30 Min Video



St. Johns River Eco Tours



Athens Theatre



DeLand House



SkyDive DeLand



DeBary Hall



Reptile Discovery Center



Lyonia Preserve



Green Springs



De Leon Springs State Park



Blue Spring State Park



Barberville Settlement



Enterprise Festival



Sculpture Walk DeLand



Sanford Art Walk



National Wildlife Refuge



River of Lakes Heritage Corridor

44 subscribers

SUBSCRIBE 44

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ABOUT



River of Lakes Heritage Corridor

1,006 views • 3 years ago

<http://rolhc.org>

POPULAR CHANNELS



The ACE Family

SUBSCRIBE



5-Minute Crafts

SUBSCRIBE



Inside Edition

SUBSCRIBE



Tasty

SUBSCRIBE



Lucas and Marcus

SUBSCRIBE



CookieSwirlC

SUBSCRIBE

Popular uploads

PLAY ALL



Central Florida Zoo & Botanical Gardens



Sanford Art Walk

2.3K views • 3 years ago



DeBary Hall

1.9K views • 3 years ago



Lake Woodruff National Wildlife Refuge

Make a shortened domain name:

- Floridablackbearsenicbyway.org
- FBBSB.org
- Riveroflakesheritagecorridor.org
- ROLHC.org

Florida Black Bear Scenic Byway Mission Statement

"Our mission is to enhance, encourage, and promote the preservation and protection of the outstanding natural, ecological, cultural and historical resources of the Black Bear Scenic Byway for its residents, inhabitants, visitors and future generations."



For questions or to report problems related to the Florida Black Bear, please contact the Florida Fish and Wildlife Conservation Commission office:

FWC Northeast Region | 1239 S.W. 10th St.
Ocala, Florida 34471-0323 | 352.732.1225

On nights/weekends, call Wildlife Alert:
888.404.3922

For questions on the food storage order or the Ocala National Forest, please contact:

Lake George Ranger District: 352.625.2520
or Seminole Ranger District: 352.669.3153



www.floridablackbearsenicbyway.org

Welcome to Bear Country



Respecting & Coexisting
with **Bears** on the Florida
Black Bear Scenic Byway

Ursus americanus floridanus





[About Us](#) ▾ [Our Byways](#) ▾ [Tour Highlights](#) [Traveler Resources](#) ▾ [FSHP Community](#) ▾ [Contact Us](#)



We look forward to the
road ahead in 2022



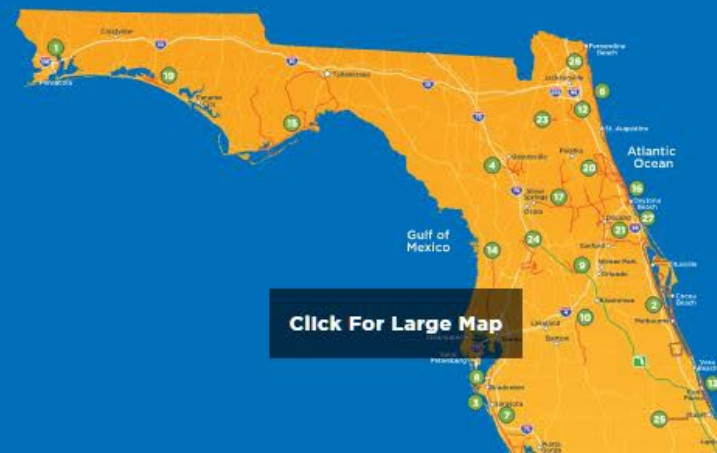
EXPLORE THE COLLECTION

Our Byways in the top navigation of the site reveals links to all scenic byways in Florida, sorted by region.

You can also find a byway by location visually and navigate to a byway page by selecting the map at the right. This will open a larger map.

Each byway page has more information and an interactive map with directions to gateway locations on each byway.

We encourage you to use the byway maps to start or plan your trip via mobile device.



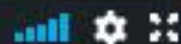
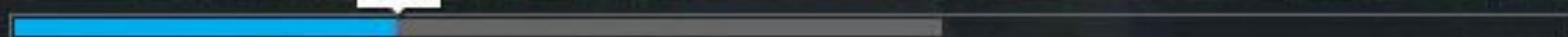
oad ahead in 2022



NATURAL PLACES



00:14



EXPLORE

Byways in the t
ys In Florida, s

can also find a t
by selecting th

byway page has more information and an interactive map with
tions to gateway locations on each byway.



Bartram Trail in Putnam County



The Putnam County Bartram Trail has developed a map with 31 sites Bartram visited in the region. Each site has a marker for tours, there is an overall map brochure, interpretive kiosks, and tour & historical information in the St. Johns River Center in



Green Mountain

SCENIC BYWAY

[Home](#)[Things to Do](#)[Ask a Local](#)[Food & Lodging](#)[Communties](#)[Gallerles](#)[Videos](#)

[Home](#) > [Galleries](#)

Galleries



[Birds Of The Byway Gallery](#)



[Butterfly Gallery](#)



[Flora Gallery](#)



[Dragonfly Gallery](#)



[Historic Gallery](#)



[Green Mountain Scenic Byway Today](#)

Pensacola Scenic Bluffs Photo Gallery

[VISIT FLORIDA GALLERY ▶](#)[BYWAY VIDEO GALLERY ▶](#)[BYWAY GALLERY ▶](#)

VISIT FLORIDA GALLERY

In 2015, **Visit Florida** featured a series of articles about our Florida Scenic Highways. A different photographer took photos of each byway as part of this project, giving us a wonderful window on each byway. **Pensacola Scenic Bluffs** was photographed by Andrew Wardlow. All images are copyrighted by Andrew Wardlow and **Visit Florida**, and cannot be used for any other purpose than this gallery.





Credit to photographer

Children ride bicycles at Bay Bluffs Park | Photo by: Andrew Wardlow



Follow the River

The St. Johns River is the spine of the corridor; the ROLHC derives its name from the River...

[READ MORE](#)



Food Tours

If you would like to experience an eclectic mix of fine cuisine and Florida comfort food, you'll have to plan...

[READ MORE](#)



Art Tours

The River of Lakes Heritage Corridor offers a wonderful assortment of venues for art lovers of all kinds.

[READ MORE](#)



Historic Tours

Suggestions for a 1- day, 2-day or long weekend historic excursions.

[READ MORE](#)



Eco Tours

A few suggestions for people who want to get to the heart of nature...

[READ MORE](#)



Take the Kids

Attractions and activities oriented to children. Here are a few suggestions...

[READ MORE](#)

Save the Date!

Saturday, February 18, 2023

Clays2Raise

Sporting Clay Fundraiser!

**Scenic
Sumter**
HERITAGE BYWAY

Scenic and Heritage Byway in Sumter County, FL

Our mission is to **promote and protect** the natural beauty, recreational potential, and outstanding historical resources and traditions of the Scenic Sumter Heritage Byway for residents, visitors and future generations.

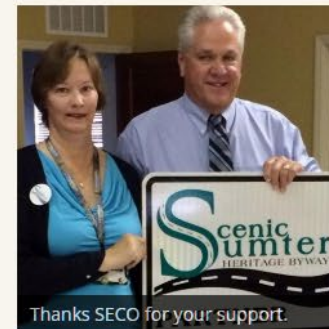
It is our vision that the synergy developed through strong partnerships, education and resource advocacy creates a nationally recognized byway that **showcases the natural, scenic, recreational, and heritage resources of Sumter County**, and those community decisions are based on part of these special values.

[View our 2020 Annual Work Plan here.](#)



Scenic Sumter Heritage Byway - "Making a Difference in Your..."

Share



Upcoming Events

FEB	8:00 am Clays2Raise Sporting Clay Fundra... @ Blackjack Sporting Clays
18 Sat	

[View Calendar →](#)

[Translate »](#)

10th Annual Spoonbills & Sprockets Cycling Tour

Cycle Florida's Newest All-American Road!

10th Annual Spoonbills & Sprockets Cycling Tour

April 2, 2022

Cycle Florida's Newest All-American Road!

#A1ABig10

You know it. You love it. Now check out the new routes!

Spoonbills & Sprockets is back for 2022 and we're ready to celebrate our 10 year anniversary with YOU and this year our entire ride showcases our A1A Scenic Byway!

Strap on your helmet and saddle up for 15, 37, 62 or 100 miles and cycle your way to the finish line during this 2-day event! We're pulling out all the stops to make this year's event THE BEST EVER and we know you'll be glad you came!

From our kick off cookout and early packet pick up Friday afternoon to event day and

CURRENT PAGE
Event details



ONLINE REGISTRATION CLOSED

STORE

Along the Route

Map

Satellite

Map controls

Map data ©2022 Google, INEGI

Filters

☒ Agriculture

☐ Historic

☐ Scenic & Trails

☐ Shopping

☐ Restaurants

Destinations

Carpenter Brother Blueberries

Categories: Agriculture

Fussell's

Categories: Agriculture

GatorWorld Parks

Categories: Agriculture Scenic & Trails

Idlewild Lodge & RV Park

Categories: Agriculture Scenic & Trails

Mills Ranch and Berry Farm

Categories: Agriculture

Pana Vista Lodge



Upcoming Events

FEB
18
Sat

8:00 am Clays2Raise
Sporting Clay Fundra... @
Blackjack Sporting Clays

[View Calendar →](#)



Indian River Lagoon National Scenic Byway

69°F



Member Login

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Donate



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Traveler's Guide

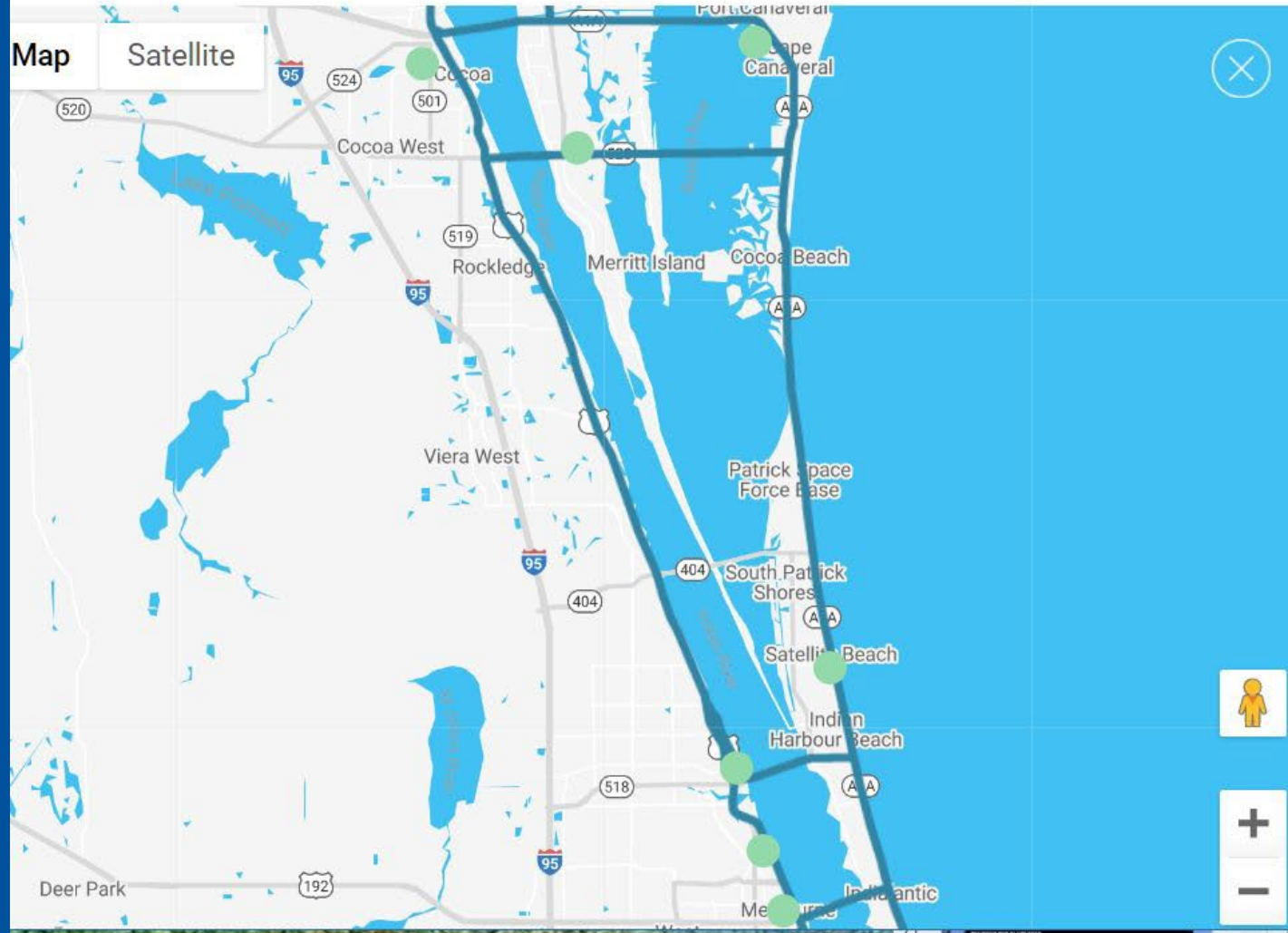
Kid's Corner

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Filter Destinations

- ☐ Natural Areas
- ☐ Recreation
- ☐ Cultural Sites
- ☐ Historic
- ☐ Visitor Centers
- ☒ Electric Vehicle Charging Stations

Destinations

- EV Charging Station – Eau Gallie Library
- EV Charging Station – Melbourne City Hall

Itineraries

Experience the Wildlife, Waterways, Woods, and Way of Life of the Big Bend Scenic Byway on these special "Byway Tours," which can be self-guided or enriched by a local Green Guide, with accessibility in mind. Fun for the whole family, these tours combine fishing, wildlife viewing, photography, hiking, kayaking, and biking. When you get hungry, you're in for a real treat! Enjoy a picnic lunch at suggested sites or try our southern cuisine featuring fresh Florida seafood at an historic lodge or waterfront restaurant. All without crowds, high prices, or pressures. The Big Bend is slower paced, relaxed, and full of great values! Smiles and very friendly people are the norm. You won't be disappointed....rain or shine. Go make memories!

Byway West Itinerary



Byway Central Itinerary



Byway East Itinerary



Byway Ambassadors Administration



This project received financial assistance from VISIT FLORIDA.

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Designed and Powered by 3W Studios

[Home](#) > [Food & Lodging](#)

Food & Lodging

Featured Food & Lodging

This byway features a wide variety of choices for food & lodging. We arrange them by community. We don't include all communities, since some have sparse restaurants. Options for lodging include a mix of hotels, bed and breakfast inns, vacation rentals, and campgrounds/cabins.

[Food](#)

[Lodging](#)

Lodging opportunities along the byway vary by community culture and demeanor. Clermont, a newer community has multiples of newer chain hotels, yet maintains several resorts and RV resorts with long histories. Mt Dora, on the other hand, has many bed and breakfast facilities and cottages. You can find lodgings using trip advisor and yelp. Below are individual historic facilities.

Mount Dora

The Lakeside Inn is the oldest hotel along the byway, established in 1882. Additional rooms and buildings were added every few years to keep up with the growing number of visitors. Calvin Coolidge and First Lady Grace Coolidge arrived in mid-January 1930 for a month-long stay following his retirement. Extensive photos and history can be found on their website.

Lakeside Inn
100 Alexander St
Mt Dora, FL 32757
352-383-4101
www.lakeside-inn.com

Oakland

The Oakland Manor House was established as a private home in the early 1900s. Renovated in 1990s and named the Oaktubb Inn, it was a very popular bed and breakfast. After more recent renovations and a change in ownership, it is now known as the Oakland Manor House.

Oakland Manor House
620 N. Tubb St.
Oakland, FL 34760
(407) 614-8219
oaklandmanorhouse.com



DON'T MISS THESE CULINARY DELIGHTS



TOP DOWN DINING *Lots of factors combine to create a great dining experience, but the "view" is an amenity that often ensures a meal becomes memorable.*



IT'S BBQ SEASON! *Of course, every season is BBQ season on Florida's Historic Coast.*



13 BURGERS FOR YOUR BUCKET LIST *When visiting Florida's Historic Coast, look to the locals for the best burgers in St. Augustine and Ponte Vedra Beach.*

ASK A BLACK BEAR



ASK A BLACK BEAR



Riding Into Bear Country

by Tom Rose

When I heard that the portion of State Road 40 that runs East from Silver Springs, through The Ocala National Forest to Ormond Beach, FL had been officially designated *The Florida Black Bear Scenic Byway* I knew that there would have to be a ride.

[Read More...](#)



Exploring the Florida Black Bear Scenic Byway

By Chris Kincaid

I am frequently asked, "What is there to do around here?"... While Florida often brings visions of white beaches and blue ocean water, central Florida offers vast forest lands, and extensive freshwater rivers, lakes and wetland areas. It's difficult to pick a

RIDING INTO BEAR COUNTRY



photo: Tom Rose

Tom Rose



Tom Rose is a freelance journalist specializing in outdoor, adventure and motor sports stories. His work has appeared in *Rider Magazine*, *Florida Wildlife*, *Outdoor Adventures*, *Motorcycle Classics* and many other national and regional publications.

RIDING INTO BEAR COUNTRY

“ High on the mountain tell me what you see
Bear tracks bear tracks lookin’ back at me
Better get your rifle boy before it’s too late
Cause the bear’s got a little pig and headed through the gate
He’s big around the middle and he’s broad across the rump
Runnin’ ninety miles an hour takin’ thirty feet a jump
Ain’t never been caught he ain’t never been treed
And some folks say he looks a lot like me

From the song *Old Slow Foot* recorded by country singer Porter Wagoner, written by Jay Webb

TRACKING THE BLACK BEAR



Cathy Connolly



Cathy Speidel Connolly works for the Florida Fish and Wildlife Conservation Commission in the Bear Management Program. She started out in the Bear Response program in 2001 and in 2009 was hired by FWC Bear Management.

TRACKING THE BLACK BEAR

Where are you most likely to see a Black Bear in Florida? The Florida Black Bear Scenic Byway runs right through the middle of the Ocala National Forest. The Ocala National Forest is home to more bears than any other area in the state of Florida. The Forest has approximately 1200 bears living in and around it. I have been fortunate with my job to encounter a great number of bears over the years. There is no reason why you shouldn't be able to find where the bears are.



Many of the Forest roads cut off of SR19 and SR40. They are dirt roads and are easy to access. The roads are identifiable by a brown sign with numbers. The best times to travel these roads are very early in the morning and just before dark. The bears are most active during these times. However, in the fall when they are eating constantly to store up for the cooler days ahead, you can spot them at all times of the day and night.



Green Mountain

SCENIC BYWAY

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Ask A Local

Birding the Byway

by: Gallus Quigley, Jr.



The Green Mountain Scenic Byway offers visiting birders many great parks and preserves to stop and enjoy some birding.

Oakland Nature Preserve in the Town of Oakland with it's nearly mile long boardwalk terminating at Lake Apopka and extensive trail through a variety of habitats has over 150 birds documented is a great spot to spend a few hours. In winter it is one of the best local spots for Painted Buntings which regularly come to the feeders near the Nature Center.

As one travels north on the byway a short jog off into Town of Montverde one can go to Truskett Park, do not let its size fool you, the short boardwalk leading out into Lake Apopka under a pavilion is great in winter to scan the lake for gulls, terns, ducks, and raptors, while the trees often yield many...

[Read More](#)



Among my Tribe in Sanford

by Cherie Dacko

Stroll the sidewalks any time during the day or night in historic downtown Sanford, Florida, and you are likely to cross paths with a nationally known artist. Filmmakers, sculptors, musicians, photographers, folk artists, writers and painters are all drawn to this waterfront community for its live-and-let-live vibe...

[READ MORE](#)



Lost in War and Time

by Larry French

The headlands and tributaries of the River of Lakes Heritage Corridor are stuffed with historical treasures just waiting rediscovery. Over time, the overall appearance of the landscape has changed as forests have matured, been removed, or begun anew...

[READ MORE](#)



Discover Deland's Culture

by Judy Thompson

Have you ever fallen in love with a place? If not, I suggest you "Discover DeLand" and you will. It happened to me. I came to Central Florida in pursuit of my dream to ride dressage. Luckily that dream landed me in the award winning...

[READ MORE](#)

Discover DeLand's Culture

by Judy Thompson

Judy Thompson



Judy is the President of the [Museum of Art, DeLand](#), Florida as well as the chair of the culture committee for the DeLand area chamber of commerce and Secretary of the [Fall Festival of the Arts](#). She is a long time art lover and collector, and delights in the many visual and performing art options available to the DeLand community.

Portrait of Judy by Jill Cannady

Have you ever fallen in love with a place? If not, I suggest you “Discover DeLand” and you will. It happened to me. I came to Central Florida in pursuit of my dream to ride dressage. Luckily that dream landed me in the award winning MainStreet community of DeLand, Florida, home of Stetson University, an incredible diversity of cultural offerings and the nicest [and most talented] people you will ever meet.

If you gravitate toward the visual arts, then the [Museum of Art, DeLand](#), offers exceptional fine art exhibitions in nine galleries in two locations. The Hand Gallery of Art and the Gillespie Mineral Museum on Stetson’s campus stand out with their nationally noted collections. The African American Museum of the Arts highlights outstanding black visual and performing artists with rotating exhibitions and concerts in the adjacent amphitheater.

How about theater? The Athens Theatre is a restored historic gem offering a wide variety of professional and community plays, musicals and concerts. The Shoestring Theater in nearby Lake Helen does the same. And a little farther south, the Gateway Center for the Arts hosts visual arts exhibitions and musical and theater performances alike.

Are you a music lover? Stetson’s music department is nationally known for its voice and instrumental instruction and hosts dozens of musical performances open to the public. Café da Vinci, the Abbey, the Grotto, the Gin Mill, the Elusive Grape all offer a wonderful array of live music on a weekly basis. Of course, you will want to sample the breadth of excellent food offerings including Cress, rated Zagat’s 2014 Best Restaurant in Orlando [even though it is located in DeLand, some 45 miles to the north.] Whatever cuisine you enjoy, you will find the best of it in DeLand. A short listing also has to include Byte, a tapas bar and restaurant; De La Vega, Mexican; Santorinis, Greek; Odum Thai; Square 1 at the Artisan Hotel, Indian; and of course a plethora of pizza/burger/sandwich/barbeque offerings.



Kids Corner

Think a road trip is boring? Think again!

Check out our printable kid's games below. Just click on the thumbnail image or link for each game to download the printable version.

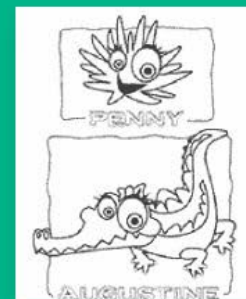
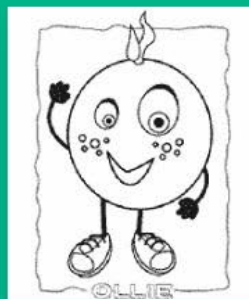
SCAVENGER HUNTS

Go on a scavenger hunt to find some of Florida's most precious treasures along some of the Florida Scenic Byways and see if you can find everything on the list!

- [Big Bend Scenic Byway Scavenger Hunt](#)
- [Courtney Campbell Scenic Highway Scavenger Hunt](#)
- [Florida Keys Scenic Highway Scavenger Hunt](#)
- [Old Florida Heritage Highway Scavenger Hunt](#)
- [Scenic Highway 30A Scavenger Hunt](#)
- [Suncoast Scenic Parkway Scavenger Hunt](#)
- [The Ridge Scenic Highway Scavenger Hunt](#)
- [Pensacola Scenic Bluffs Highway Treasure Hunt](#)

COLORING PAGES

Fun coloring pages of Ollie the Orange & friends.





Contact Us

Phone: [386-268-0109](tel:386-268-0109)

Email: bartramtrailsociety@gmail.com

Mailing address:

Bartram Trail Society of Florida

P.O. Box 1251

Palatka, FL 32178

Your Name (Required)

Your Email (Required)

Message

Submit



Historical Society Museum Opens on J.C. Penney Memorial Scenic Highway

Clay County Commissioner Dr. Kristen Burke cuts the ribbon on the new museum. Photo courtesy of Nick Blank at claytodayonline.com The Town of Penney Farms and the J.C. Penney Memorial Scenic...



FDOT FSHP Conference & NSBF Byway Leader Training March 28th to April 2nd 2022

Please register for this free meeting if you would like to attend, in order that we may have a head count for lunch. This year, our statewide meeting is part...



Three byways in the FSHP collection have upgraded designations as of 2021!

[Learn More](#)

Quick Links

- [Scenic Highways Overview](#)
- [Photo & Video Galleries](#)
- [Byway Buzz](#)
- [Contact Us](#)
- [Media Kit](#)
- [Site Map](#)
- [Privacy Policy](#)

Select Language ▼

Twitter Feed

Tweets by @FLscenichighway

 **Florida Scenic Highways**
@FLscenichighway

Florida Keys Scenic Highway is a great place to search on #FindARainbowDay!

#AmericasByways #SundayBest #Rainbow #RoadTrip #Bridge #Keys #7MileBridge

[Embed](#) [View on Twitter](#)



The Ridge Scenic Highway

Byway Length: **39 Miles**

Designated: **February 16, 2005**

FDOT District: **1**

OVERVIEW

Located in Polk County in the center of the state, **The Ridge Scenic Byway** along US 17 extends 38.7 miles along the Lake Wales Ridge, from its intersection with US 27 south of Frostproof to Haines City and its intersection with US 17/92.

Winding along the Lake Wales Ridge, SR 17 provides scenic vistas and access to lakes, natural areas, citrus agricultural fields and unique Florida attractions. A trip along **The Ridge Scenic Byway** will provide you with a taste of what Florida was like in the early 1900s.

Enjoy the sight of the historic communities and rural agricultural areas for which Central Florida is famous. Winding along the Lake Wales Ridge, the byway offers scenic vistas and access to lakes, natural areas, citrus agricultural fields, and many other unique Florida attractions. The byway corridor flows through the historic communities of Frostproof, Hillcrest Heights, Babson Park, the Village of Highland Park, Lake Wales, Lake of the Hills, Dundee, Lake Hamilton and Haines City.

Byway Website: ridgescenichighway.com

Byway Map: [Downloadable PDF Map](#)

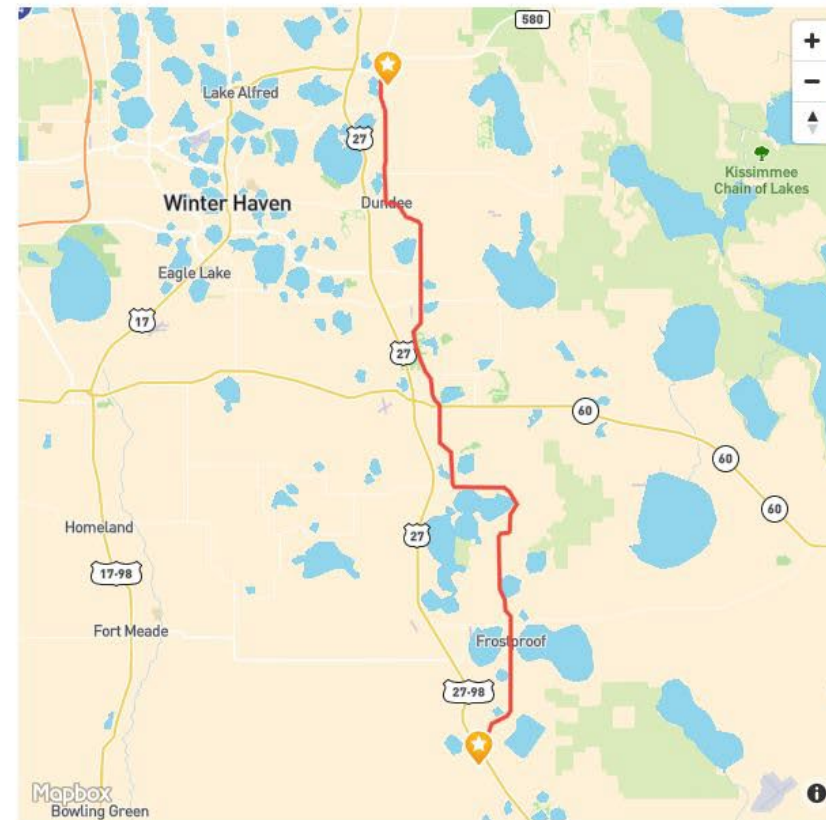
Share This Page:

f Share

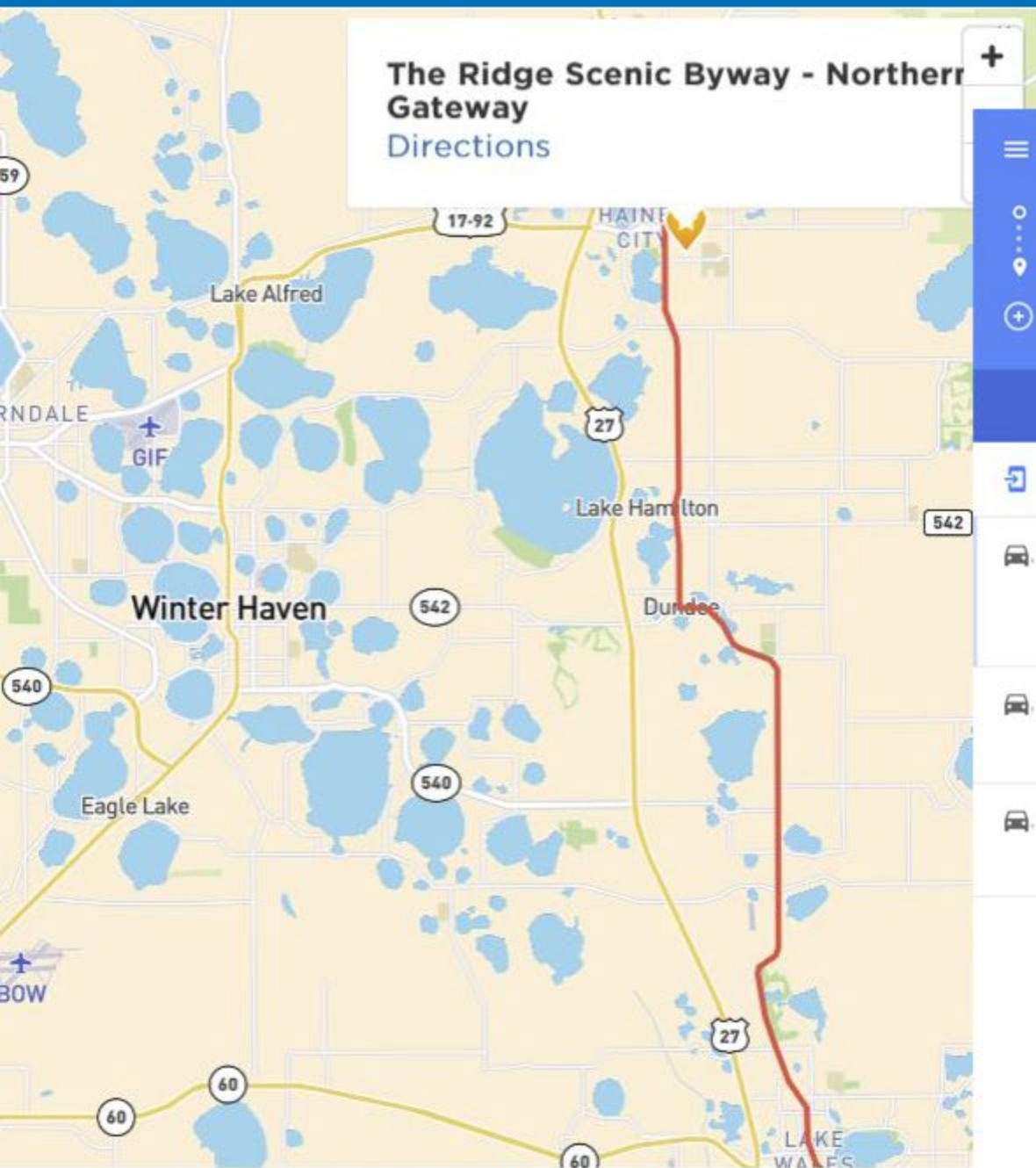
🐦 Tweet

in Share

📌 Pin



The Ridge Scenic Highway Map



The Ridge Scenic Highway Map

Navigation interface showing directions from Brookhurst Ln, Kissimmee, FL 34747 to 1717 E Hinson Ave, Haines City, FL 338. The interface includes a search bar, a list of destinations, and a table of route options.

Brookhurst Ln, Kissimmee, FL 34747

1717 E Hinson Ave, Haines City, FL 338

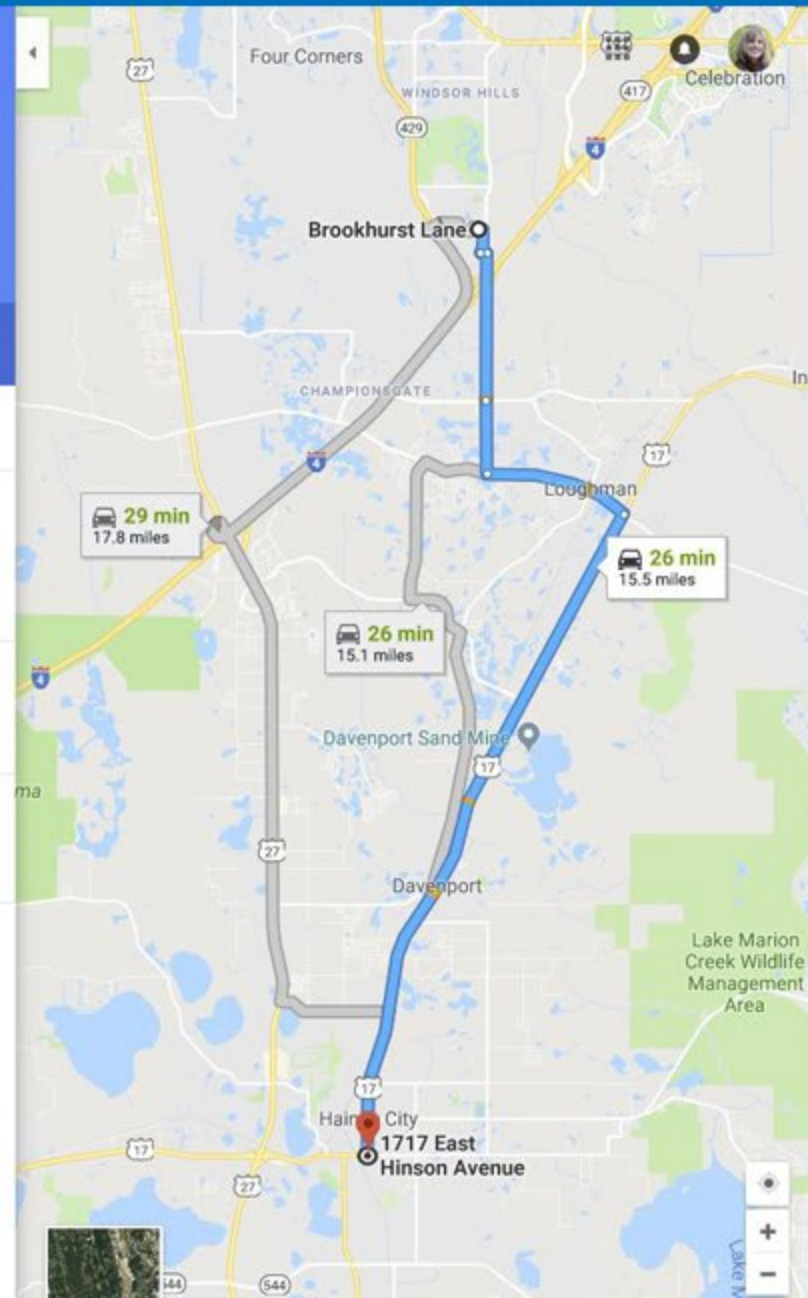
Add destination

Leave now

OPTIONS

Send directions to your phone

via US-17 S/US-92 W	26 min	15.5 miles
Fastest route, the usual traffic		
DETAILS		
via County Rd 547 and US-17 S/US-92 W	26 min	15.1 miles
via US-27 S	29 min	17.8 miles



THE RIDGE SCENIC HIGHWAY VIDEO



BYWAY RESOURCES

Byway Website: ridgescenichighway.com

Byway Facebook: facebook.com/TheRidgeScenicHighway

GENERAL DIRECTIONS

Located right in the middle of the state, east of Lakeland and Tampa and southwest of Orlando. The byway runs north and south along US 17.

Take I-4 to exit #55 towards Haines City. Turn left on US 17/92 for approximately 1 mile. Turn right on State Road 17 (The Ridge Scenic Highway).

ASSOCIATED RESOURCES

These are specific resources for this byway. See [Associated Florida Resources](#) for connections to organizations affecting all byways in Florida.

Polk County:

<http://www.polk-county.net/boccsite/home/>

Frostproof Chamber of Commerce:

<http://www.frostproofchamberofcommerce.com/>

Dundee Chamber of Commerce:

<http://townofdundee.com/>

Haines City Chamber of Commerce:

<http://hainescity.com/>

GENERAL DIRECTIONS

Located in the center of Florida, entrance to the byway can be reached from several directions.

From Jacksonville: Take I-95 south. You can enter the River of Lakes Heritage Corridor from a few directions:

From Orlando: Take I-4 east toward Sanford. Take the 17-92 exit just before crossing the St. Johns River Bridge. At the light, you will be turning on the River of Lakes Heritage Corridor. You can turn left to go to Sanford or you can turn right to head to Debary and DeLand.

From Tampa: Take I-4 East through Orlando and continue on to Sanford. Take the 17-92 Exit just before crossing the St. Johns River Bridge. At the light, you will be turning on the River of Lakes Heritage Corridor. You can turn left to go to Sanford or you can turn right to head to Debary and DeLand.

From Ocala: From Ocala, take SR 40 east through the Ocala National Forest along the Florida Black Bear Scenic Byway until you intersect with US 17. At US 17, you are on the River of Lakes Heritage Corridor. You can either head north on US 17 to the Volusia County line. You could also take US 17 south along the corridor. In addition you can continue on SR 40 past US 17 to SR 11 which is another leg of the corridor.



Byway Galleries

BYWAY DOWNLOADS

- › [River of Lakes Heritage Corridor Brochure 2016](#)
- › [Bartram Trail Along ROLHC Brochure 2016](#)
- › [Central Florida Scenic Byway Brochure 2016](#)
- › [River of Lakes Heritage Corridor Logo - Various Formats](#)
- › [Byway Map: Downloadable PDF Map](#)



Real Places. Real Stories...

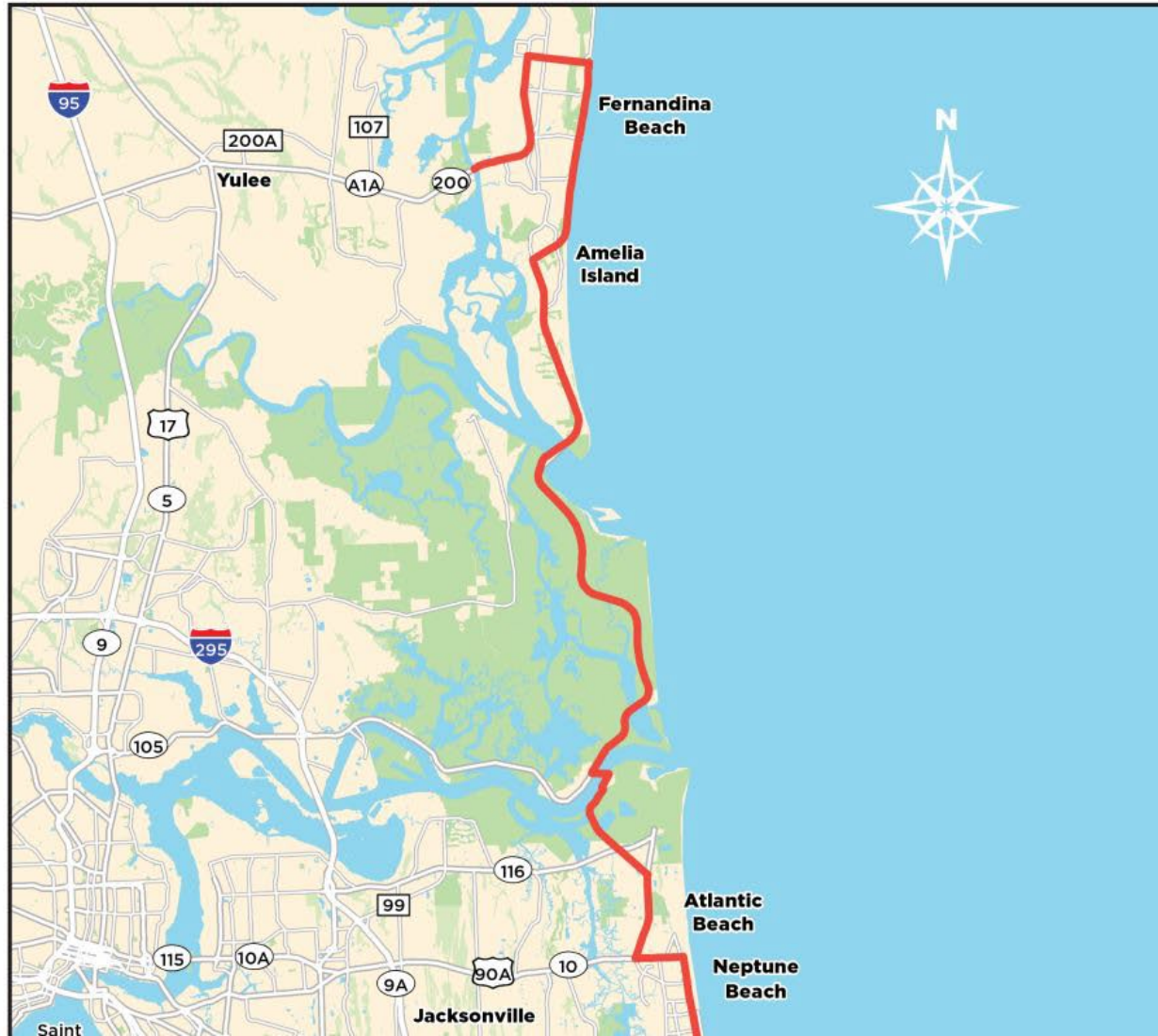
A1A Ocean Islands Trail

Length of the Byway: 40 miles

Designation Date: July 26, 2016

FDOT District: 2

Ocean Islands Trail is often referred to as "Florida's First Coast." This stretch of beaches and barrier islands on Florida's Atlantic coast are connected by the iconic Highway A1A. The route traverses small cities, but is part of the Jacksonville metropolitan area. The byway region offers a combination of ecological diversity, colorful history and recreational opportunities galore.



A1A SCENIC & HISTORIC COASTAL BYWAY

Where Pavement Meets Paradise



The first image on the left is Flagler Beach, the second image is the historic Bridge of Lions in St. Augustine, and the final image is a view from a turret at the Castillo de San Marcos. In 2021, this byway was promoted to be Florida's second All-American Road!

- Byway Website: www.scenic1a.org
- Byway Tour Information: [Online Tour Itineraries](#) | [Info About Cell Phone Tour](#)
- Byway Video: [A1A Coastal Byway – Always An Adventure](#)
- Learn More about [A1A Scenic & Historic Coastal Byway](#)

BIG BEND SCENIC BYWAY

Explore Undiscovered North Florida



The image above shows Waukulla Springs on the left, egrets in flight at St. Marks Wildlife Refuge on the right, and an inset image of St. George Island Lighthouse.

- Byway Website: FloridaBigBendScenicByway.org/
- Overall Byway Map: [Big Bend Scenic Byway Map](#)
- Byway Tour Information: [BBSB Coastal Trail](#) | [BBSB Forest Trail](#)
- Tour Itineraries: floridabigbendscenicbyway.org/explore-byway/tour-itineraries
- Byway Video: [Belle of the Byway](#)
- Learn More about [Florida Big Bend Scenic Highway](#)

Common Bases for Byway Sites

- Website Builder
- CMS Templates
- Custom CMS

Website Builder (Wix)

- Good if you need to do it yourself
- All-in-One servers, hosting, etc.
- Just load your content & it's up quickly

WordPress CMS Template

- Phenomenal Support – easy to find plugins that work
- Easy Ramp-up for use compared to other platforms
- Many hosting companies work very well with it.

- Dashboard
- Posts
- NSBF Training
- Portfolio
- File Manager
- Media
- Home Slider
- Nectar Slider
- Pages
- All Pages
- Add New
- Comments
- National Byways
- State Byways
- State Partners
- Boxzilla
- Board Members
- Contact
- Webinar
- NSBF Newsletters
- Salient
- FIFU
- Appearance
- Plugins 7
- Users
- Tools
- WPBakery Page

Salient Templates

My Templates

Custom Heading

Text: Upcoming Webinar:

Single Image

CSS Animation: None

Divider

No Line

About the Presenters:

Stephanie Liskey is the co-owner of Sailforth Productions. She has over 20 years' experience in the design field, and over a decade's experience in working with byways. Her team has headed up master plans, interpretive plans and marketing plans for byways, but is currently most known in the byway community for delivering materials across media, including kiosks, brochures, videos, photography, social media and of course, websites! Stephanie sees a website as the key item for a byway to begin with.

Leslie McLellan is a tourism professional in Montana with over 30 years of experience in destination marketing (mostly in Southern California). Along with Sheila Scarborough, she is part of Tourism Currents, a company that trains tourism and hospitality clients in digital marketing.

Leslie has built two destination marketing organizations in California, worked for Hilton Hotels and several hotel management companies. She currently handles marketing for a resort hotel and is also the downtown marketing consultant for Lake Arrowhead Village, CA. She has been in the travel and tourism industry since 1981 and is still learning every single day.

Custom Heading

Text: Elements of a Good Byway Website

In today's challenging digital environment, a solid byway website is a must-have. It means that YOU control your byway's most important online presence and source of information, not some other entity like Facebook (no, a Facebook Page should not act as your website) or Google. What goes into making and maintaining this "solid" website? What are the essential components and content needs for a basic site that meets modern standards, and what are a few extra bells and whistles that are good to have when you're ready? That's the topic of our April 13, 2022 NSBF webinar, at 3 p.m. Eastern. Join us as a professional website designer, and a tourism pro who has helped build and run several destination marketing websites, step you through the various elements of a byway website that will work best for you. A webinar recording and handouts will be available for all registrants.

Cost - \$35 for non-NSBF members; free for NSBF members
Date: April 13, 2022
Time: 3:00 pm EDT

Purchase registration if you are not (yet!) a member of NSBF:

Button

Text: Non-Member Registration

Divider

No Line

Register for free as an NSBF member:

Clear cache

Move to Trash

Update

Page Attributes

Parent

Training, Events & Advocacy

Template

Webinar Page Template

Order

0

Need help? Use the Help tab above the screen title.

WP Rocket Options

☐ Never cache this page

Activate these options on this post:

☐ LazyLoad for images

☐ LazyLoad for iframes/videos

☐ Minify/combine CSS

☐ Remove Unused CSS

☐ Minify/combine JS

☐ CDN

☐ Load CSS asynchronously

☐ Defer JS

☐ Delay JavaScript execution

Note: None of these options will be applied if this post has been excluded from cache in the global cache settings.

Critical Path CSS

Generate specific Critical Path CSS for

Custom WordPress CMS

- No Bloat that will slow your site or its SEO
- Enhanced Creativity/unique look
- Make updates to the platform and input by the client much easier.

Security

- **Sucuri** is the overall best recommendation for quick way to get up and running. This plugin works with any website.
- **WordFence** is less expensive but still good, but only works with WordPress.

ADA Compliance

- Consider **color blindness** & contrast in initial design
- Alt-tags for images help also help SEO—
do it as you go
- Don't have “orphaned pages” –
IE, pages with no link to them

ADA Compliance

- Users should be able to tab through your navigation. If you don't do something strange, most templates accommodate this.
- ADA plugins help – **UserWay** is the #1 Free plugin.
- **Acessibe** is more in-depth, but costs \$50 per site, monthly, so this is a high-end option.

SEO (Search Engine Optimization)

Ensuring good SEO can be **confusing**,
and it's constantly changing.

SEO (Search Engine Optimization)

- Do your best to optimize speed early on
- Google penalizes your rank if you are slow on desktop OR mobile, esp. in past 2 years
- Content is King with SEO – make good blogs
- Consistency in posting new material

Maintenance Plans

- WP Engine – Wordpress hosting
- Companies with their own servers
- Wix, etc. have their own hosting

Artists/Designers

- **AIGA** runs programs to support grassroots orgs
- Check in with **local colleges**
- If photographers donate work – **give credit**
- You need a designer, at whatever level, who will work with you to **express your story visually**.

Programmers

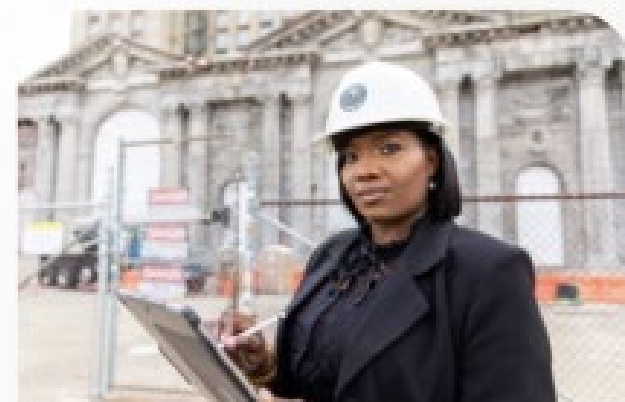
- You need **usability & design**, and this most likely will not occur with only a programmer
- Your programmer/team should educate & **empower** you to maintain content on your site
- Look at the plan for **sustaining the site** when complete.

A GENTLE REMINDER:

It's the Byway's responsibility to get people to drive the Byway; but it's your partners' responsibility to get people through their door.

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

[Manage now](#)

Detroit Voltage

4.9 ★★★★★ (27)

Electrician in Detroit, Michigan

OVERVIEW

UPDATES

SERVICES

REVIEWS

PHOTOS



CALL



DIRECTIONS



SAVE

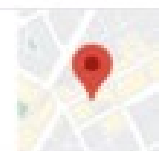


WEBSITE

REQUEST A QUOTE



400 Monroe St #261,
Detroit, MI 48226



Open · Closes 5 PM

Byway partners claim their Google Business Profile listings, mention Byway name in location info.

www.google.com/business

KEY ITEMS A WEBSITE DESIGNER WILL NEED

- Other websites you like as inspiration
- Key points of your story (discuss with your members)
- Vision & Mission
- Social links, Sponsors/Partners
- Text content: itineraries, history, byways highlighted sites – if you already have this. If not, start thinking ahead of spending work time
- Think about items you may be willing to maintain – do you want a blog? Do you want a calendar of events?

Time for Q & A!