

SCENIC HIGHWAY WORKSHOP OFFERS FOCUS ON “PRODUCT”

The September 21 and 22 workshop conducted by URS Corporation for the Corridor Management Entity, CASH -16 was an invigorating experience, with much discussion and generation of great ideas for projects & partnership. On Friday, Travis Johnson, TranSystems Consulting brought a presentation called a “Byways Chat”. He stressed the importance of sustainability, cooperation and communication. Accountability and the need to have a yardstick to measure success are critical to proving the validity of the work being done to tell the corridor story and encourage visitors to explore the scenic, historic and cultural offerings of a particular byway.



Lively discussion in small group about putting our ideas into practice

Jennifer Vrynios and Seveni Guffey facilitated the remaining sessions where our CME attendees focused on the worth of our Corridor, This exercise allowed the group to coordinate the many events in Penney Farms, to everyone’s advantage, decide how best to welcome visitors and make their experience one to remember.

As a group we left the workshop with a new sense of direction and excitement about the “road ahead.”



Travis giving his “Byways Chat” to a group of 30 attentive CME members

ANNUAL REPORT 2012 COMPLETED

When September rolled around it was hard to believe that the second Annual report for the J.C. Penney Memorial Scenic Highway was due. We went through the anguish of asking what we had accomplished in the last year but were thrilled to find that we had done quite a bit in spite of ourselves! In this busy community it is always difficult to find a good time for our committees to meet. We have found that if we rally the troops around a special event, the duties get divided up and everyone pitches in. The two most successful special events in the last year have been the Antique Appraisal and the Golfing Under the Stars event. Both were fun and helped the CME named CASH-16 to begin to build up matching funds for new grant applications in 2013.

UPCOMING EVENTS & INFO

EVENTS

- Oct 30 Event Planning Committee
- Nov 16&17 Arts and Crafts Sale at PRC
- Dec 9 Float for Christmas parade
- Dec -Jan Model railroad Open House
- Jan 9 Outer Beltway Status Forum
- Feb – Jun Farmers market, TBA
- Mar 9 Antique Appraisal

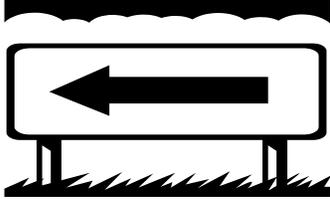
INFO

Come Geo-Caching in Penney Farms
Check www.geocaching.com
See the updated web-site at
jcpennescenichighway.org/



**SCENIC HIGHWAY VISITOR CENTER
AREA ALMOST A REALITY**

Thanks to the generosity of the Town of Penney Farms, the J.C. Penney Scenic Highway and Historical Society of Penney Farms are in the process of setting up a small visitor center and exhibit area at Town Hall. The project is moving ahead and we will be posting hours of operation soon. Coinciding with this event is introduction of a new brochure and update of the web-site



**MODEL RAILROAD EXHIBIT
ADDING NEW DISPLAY**

The Penney Retirement Community Model Railroad Club exhibit is a popular Point of Interest on the scenic highway because of the historic trains, kids quiz to find specific items along the rail lines and visitor-activated models. The Club recently received a major lay-out for the Santa Fe Railroad and members are busy reconfiguring the exhibit set-up to incorporate this gift. The display will reopen to visitors in December and will host a dedication of the Santa Fe Line around the beginning of the year. Watch Face Book and the web-site for updates.

**POPULAR ANTIQUE APPRAISAL
WILL BE BACK IN THE SPRING**



Antique Appraisal 2013 is scheduled for Saturday, March 9, beginning at 12:00 noon. The Spring Event will be

held in two buildings at 4385/ 4390 Wilbank Avenue, Penney Farms. Antique Appraisal 2013 promises to be bigger and better than last event with more appraisers and a wider variety of expertise. Mark you calendar, look out your treasures and join us for a fun

afternoon.



**IMPACT OF NORTHEAST FLORIDA
OUTER BELTWAY TO BE DISCUSSED**

On Wednesday January 9, the J.C. Penney Memorial Scenic Highway CME will sponsor a town-wide forum to discuss the projected Outer Beltway and the impact on S.R. 16.

Brandy Viller of FDOT will bring a presentation entitled "First Coast Outer Beltway Status Report." This evening will be of interest not only to CME members and residents living on or near the S.R. 16 Corridor but to those with businesses or future business interests in the area.

The program will be held in Barrows Hall, 4385 Wilbank Avenue, Penney Farms on Wednesday January 9 at 7:00p.m.

FUTURE FARMERS' MARKET

Among the ideas that came out of the Scenic Highway Workshop was the suggestion of setting up a regular Farmers' Market to serve both residents and visitors in Penney Farms. The idea is to schedule this event monthly or twice monthly at the same time as the Visitor Center, J.C. Penney Exhibit, Penney Memorial Church, Resale Shop, Model Railroad Club and Art Club would be open. Days and times are currently being explored.



**A VERY SPECIAL THANK YOU TO
EVE SZYMANSKI FOR OUTSTANDING
PICTURES OF THE CORRIDOR**

In recent weeks Eve has spent many hours taking and processing pictures of the Corridor for use on our web-site and in the brochures. We are indebted to her and show samples of her great work below. We thank Eve for sharing her talents.



French Norman Style Cottages



Penney Memorial Church



New Hope Baptist Church



One View of Model Railroad Exhibit