

Scenic Watch



Covering
News From
June
2019

J.C. Penney Memorial Scenic Highway annual meeting



Photo: FDOT



Fun Festivals
and Events

Central

July 2
Lighthouse Story Time and
Crafts for Kids, Jupiter
July 4-7
Key Lime Pie Festival, Key
West



Photo: J. C. Penny Scenic Highway

"Designated in 2010, the J.C. Penney Memorial Scenic Highway, located in the Town of Penney Farms, celebrates the rich history of the surrounding community and the ongoing dedication of a grass roots organization focused on education and advocacy for a unique way of life. With the support of numerous devoted and enthusiastic volunteers, the byway has become a focal point in the community.

Recently, the byway organization held their annual meeting at the Penney Farms Retirement Community. With nearly 45 people in attendance the group reviewed current projects, discussed upcoming events and held elections for the new year with all current board members being reelected and excited to take on the challenges of another term..."

-- FDOT and J. C. Penney Scenic Highway

[Read about the meeting](#)

[Read about J. C. Penny Scenic Highway](#)

Crawfordville: Historic Tourism Harvey's historic truck display

July 4
July 4th Fireworks at
Naples Pier, Naples
July 4
Fourth of July Fireworks,
Venice
July 4
Red, White and Boom,
Cape Coral
July 4
Old Fashioned Fourth at
Flamingo Gardens, Davie
July 4
Old-Fashioned Fourth of
July, Coconut Grove
July 4-7
Florida Supercon, Miami
Beach
July 5-7
Key West Mermaid
Festival, Key West
July 6-8
Islamorada Summer
Classic, Islamorada
July 13
Underwater Music
Festival, Big Pine Key
July 13
Schooner Wharf Bar Dock
Party, Key West
July 13
International Culture
Fest, Punta Gorda
July 13-14
International Mango
Festival, Coral Gables
July 16
Jupiter Lighthouse
Moonrise Tour, Jupiter
July 16-21
Hemingway Days, Key
West
July 18
Third Thursday Art Walk,
Islamorada
July 18
Annual Beach Chamber
Bowling Bash, Fort Myers
July 19
Christmas in July, Venice
July 24-28
Miami Salsa Congress,
Miami Beach
July 23-28
BugFest-by-the-Sea,
Lauderdale-By-The-Sea



Photo: Narcity.com

"...The Truck Graveyard is a group of old classic automobiles hidden in the middle of Crawfordville highway.

Nestled in the virescent forest you will see a group of defunct and rusty classic cars neatly set aside to decay. The perfectly aligned cars give this site an eerie graveyard feel that is only seen in films. What is surprising is that not many know the history and background of this perfectly arranged art installation.

The graveyard sits on the side of the road on Highway 319 near Crawfordville, on the Big Bend Scenic Byway. According to Only In Your State, the rust-covered vehicles were arranged in order from oldest to newest by the owner, Pat Harvey.

In this secluded area rest about 30 classic vehicles dating from the early 1900s all the way to the mid-1970s...

South

July 2

Lighthouse Story Time and Crafts for Kids, Jupiter

July 4-7

Key Lime Pie Festival, Key West

July 4

July 4th Fireworks at

Naples Pier, Naples

July 4

Fourth of July Fireworks, Venice

July 4

Red, White and Boom, Cape Coral

July 4

Old Fashioned Fourth at Flamingo Gardens, Davie

July 4

Old-Fashioned Fourth of July, Coconut Grove

July 4-7

Florida Supercon, Miami Beach

July 5-7

Key West Mermaid Festival, Key West

July 6-8

Islamorada Summer Classic, Islamorada

July 13

Underwater Music Festival, Big Pine Key

July 13

Schooner Wharf Bar Dock Party, Key West

July 13

International Culture Fest, Punta Gorda

July 13-14

International Mango Festival, Coral Gables

July 16

Jupiter Lighthouse Moonrise Tour, Jupiter

July 16-21

Hemingway Days, Key West

July 18

Third Thursday Art Walk, Islamorada

July 18

Harvey's family used these cars and its parts on the Harvey family farm. Once the automobiles had no use, they were moved to the woods and let to rest. The site has become popular among locals and photographers looking for a unique backdrop. The car display features Ford automobiles and even a classic DeSoto vehicle..."

-- Jannely Espinal, Narcity

[Read entire article](#)

Legal: Vegetable garden bill was signed

Senators wade into legal thicket of Miami-Dade vegetable garden lawsuit



Photo: Miami Herald

"A bill that will ban local governments from regulating vegetable gardens — and herb, fruit and flower gardens — is headed to the governor's desk.[update: signed]

The conversation surrounding vegetable gardens is rooted in a legal dispute about an ordinance in Miami Shores that banned the gardens from being

Annual Beach Chamber
Bowling Bash, Fort Myers
July 19

Christmas in July, Venice
July 24-28

Miami Salsa Congress,
Miami Beach

July 23-28

BugFest-by-the-Sea,
Lauderdale-By-The-Sea

North

July 2-30

Bands on the Beach,
Pensacola

July 4

Homes for Troops Virtual
5K and 10K, Gainesville

July 4

Sertoma's 4th of July
Celebration, Pensacola

July 4

Riverfest, Milton

July 5-6

First Weekend Union
Garrison, Amelia Island

July 6

First Saturday Militia
Muster and Training at
Fort Mose, St Augustine

July 5

First Friday Garden Walk,
Palm Coast

July 12-13

Pensacola Beach Air Show,
Pensacola Beach

July 13

Artrageous Artwalk,
Fernandina Beach

July 13

Bridge of Lions 5K Run, St
Augustine

July 15-20

Greater Jacksonville
Kingfish Tournament,
Jacksonville

July 27

Nature Ninja 5K Eco-
Friendly Adventure Race,
Gainesville

July 28

Back to School Bash,
Ocala

planted in front yards. Hermine Ricketts and Tom Carroll, who ate from their vegetable garden for 17 years, sued the village after they faced \$50 in daily fines after the village amended its ordinance in 2013. They had to dig up their garden — which can't grow in their backyard because of a lack of sun. Gone were their tomatoes, beets, scallions, spinach, kale and multiple varieties of Asian cabbage to boot.

In November 2017, an appeals court upheld a ruling that the couple does not have a constitutional right to grow vegetables in their front yard. They appealed the ruling to the Florida Supreme Court, which declined to grant review.

The main opponent to both vegetable garden bills has been the Florida League of Cities, who have argued that the unique aesthetic of Florida's cities are brought about through code enforcement. They also argued against the idea of preemption, which would undo rules like a 2013 Orlando ordinance that allows residents to use 60 percent of their front yard as a vegetable garden.

While other concerns over too much preemption came up in committee, the bill specifies that the language does not apply to other regulations like limits on water use during droughts, regulated fertilizer use or the control of invasive species."

-- Dara Kam And News Service Of Florida, South Florida Sun-Sentinel

[Read entire article](#)

[Read article about Miami Shores legal battle how Senators got involved](#)

[The Senate bill and it's history](#)

Market for outdoor advertising:
"Outside the home, media is not

[For many more events and details please visit the Orlando Times Travel Calendar here](#)



fragmenting"



Photo: Getty in Forbes

"...When it comes to contextual relevance, digital out-of-home (DOOH) advertising can be particularly effective. The use of geo-location data for attribution studies and mobile surveys have found that DOOH is instrumental in building brand awareness, purchase intent, plus web and store traffic with a contextually relevant and a timely ad message. As a result, DOOH plays an important part in new business pitches and client retention strategies with ad agencies.

Mike Cooper, the global president and CEO of Rapport Worldwide, the out-of-home media planning and buying agency of IPG Mediabrands, says, 'Not including DOOH in a new business presentation shows a complete lack of understanding of where consumers are today.' Cooper also cites new technology and the physical inventory of DOOH as instrumental in helping with a client's messaging by using the space to create and deliver content. As an example, the agency has created small screen events with clients using DOOH screens which then go viral online, attracting millions of views. This allows for marketers to interact directly with consumers.

Out-of-home is the lone traditional ad-supported medium in which revenue has been increasing both in the U.S. and globally. With more ad dollars being

allocated to digital media (especially mobile), marketers have become aware of their compatibility with DOOH. Recent industry studies reveal mobile click-through rates and search engine usage increase when consumers are exposed to a DOOH ad. In fact, many prominent tech companies such as Amazon, Apple and Google are using DOOH as an integral part of their marketing strategy. Furthermore, Netflix recently spent a reported \$150 million on a string of 32 high-profile DOOH billboards on Sunset Strip in Los Angeles.

Why is ad revenue for DOOH growing? Rick Ducey, the Manager Director of BIA, says 'It's a laundry list: the high quality of display technology, more standardized ad units, automated workflow, programmatic trading, measurability, cost efficiencies and viewability have been strong growth drivers. DOOH can draw the attention of a captive audience with video messaging in taxicabs, elevators, etc. DOOH ads are also being delivered with point-of-sales ads at interactive kiosks. The one key is advertisers know exactly where the ad impressions will be seen.'

Ducey continues, 'In the past, I think OOH and DOOH maybe have been seen to be top of the funnel channels, but their role in the media mix has become far more impactful at lower funnel levels. DOOH has a lot of cross-platform capability and this flexibility serves advertisers well.' In the U.S., BIA forecasts video OOH's compound annual growth rate to be a strong 4.8%, and non-video DOOH growing at healthy rate of 4.5%.

..Nowadays, the average worker spends over 26 minutes commuting to work each way (or roughly nine days each year), up from 22 minutes in 1990. The trip is longer in urban areas such as New York and Washington. This provides workers ample time and opportunity for digital signage exposure. Additionally, for advertisers, DOOH offers a brand-safe environment with 100% viewability, the ads are not skippable, and there isn't any fraud'..."

-- Brad Adgate, Forbes

[Read entire article](#)

"Ormond Beach to allow murals downtown"



Photo: City of Ormond Beach

"Art will soon be taking center stage here, as murals will now be allowed downtown, a move that has been two years in the making.

'When you pass by small cities, they look the same,' said Julia Truilo, executive director of Ormond Mainstreet. 'We want to keep enhancing the way our town looks and how people identify us.'

In response to the new ordinance that was approved in May, the Ormond Beach Mainstreet Arts District formed a committee to match artists with businesses and approve mural proposals. So far six artists have signed up and there are already a few projects in the works...

Previously, murals were considered signs under city ordinances. In order to allow murals, city officials created a new ordinance that clarified the rules for murals and where they could be painted.

The reason for the two-year delay, according to City Commissioner Troy Kent, was to make sure officials got everything right...

The City Commission and the Mainstreet Arts District wanted to make sure the murals were not perceived as advertisements, but rather works of art with the potential to draw visitors, much like the murals in downtown DeLand..."

-- Nikki Ross, Daytona Beach News-Journal

[Read entire article](#)

Historic photo of Ormond Beach



Canoeing on the Upper Tomoka near Ormond
Photo: Wikipedia, Ormond Beach near Tomoka River
c. 1905

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