



February 2019

Lawmakers Move to Revive National Scenic Byways Program

America's scenic roadways got a major boost in Congress on February 6 as the House of Representatives passed a bill to restart the dormant National Scenic Byways Program, while companion legislation was introduced in the Senate.

Show your support of Senate Bill 349 by contacting your Senators today and share with your networks, as a way to show community support for the Scenic Byway Program.

The House Bill, H.R. 831, sponsored by Rep. David Cicilline, Democrat of Rhode Island, and Rep. Garret Graves, Republican of Louisiana, passed overwhelmingly by a vote of 404-19.

"As Rhode Islanders know, our state is home to some of the most beautiful scenic byways in the country," said Rep. Cicilline. "This bipartisan bill will allow us to capitalize on our state's natural beauty and generate millions of dollars in new economic activity. I'm pleased that this bill passed the House today and I look forward to seeing it signed into law."



"I am proud that my home state of Maine boasts not only three National Scenic Byways, but also the Acadia All-American Road. These roadways provide Mainers and tourists alike with spectacular views and memorable experiences, while at the same time spurring much-needed economic activity in the surrounding areas," said Senator Collins. "The National Scenic Byways Program represents a true win-win scenario by protecting precious corridors and providing tangible benefits for local communities."

Since its inception in 1991 the program has bestowed the National Scenic Byway designation on 150 roads around the country, but the last round of designations occurred ten years ago and Congress officially pulled support for the program in 2012.

National Scenic Byways have been shown to generate significant economic activity for nearby communities, many of which are small and rural in nature. A 2010 report from the University of Minnesota showed a \$21.6 million economic impact from traveler spending along both the Paul Bunyan Scenic Byway and nearby Lake Country Scenic Byway. A 2013 study of Scenic Byway 12 in Utah found that the byway generated nearly \$13 million annually in local spending.

The NSBF encourages you to reach out to your Senators today and ask for their support of Senate Bill 349.

Creating a Realistic Corridor Management Plan



Tips for creating or updating your Byway Corridor Management Plan (CMP) are summarized in our **CMP Fact Sheet**.

Start with confirming the one or two primary intrinsic qualities of the byway. The primary intrinsic quality that characterizes the byway is the axis around which all components of the CMP rotates. It becomes the brand and centerpiece.

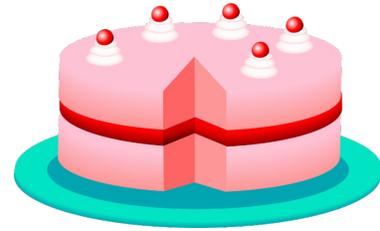
The CMP, a combination of a strategic and a tactical plan, is intended to achieve actions and results. An effective CMP does not require pages and pages of narrative. Keep it simple and relevant. Move from Vision to Mission to a limited set of goals tied to the mission. By the time you identify specific, measurable objectives for each goal and develop the tactical or action plan for each goal, you are well on your way toward forming the blue print for byway implementation.

Don't try to address every issue or fix every problem immediately. The CMP can be updated at any point during the life of the plan. Trying to do everything will lead to frustration and burn-out. Pace yourself.

Take a look at the Byway Fact Sheet for more CMP tips.

Article submitted by Chris Sieverdes, Vice President, NSBF, Leader, Amish Country Byway, Ohio. If you have an idea for an article, please send your article of 1,000 words or less, plus any photos, to info@nsbfoundation.org.

If you want to get the word out about your Byway, especially online and through social media, you can't do it alone. Cross-promotion gives you the best chance to catch people's attention in a busy and fragmented world, inspiring them to visit.



But what does the power of a strong online presence look like for Byways and Byway partners in 2019? It looks like a cake! Working together, you can build a marketing "layer cake" that ties together the individual promotional efforts of Byway partners (town governments, local/regional/state tourism organizations, Main Street organizations, individual merchants, restaurants, attractions, museums, hotels, parks, etc.) on top of digital marketing work by the Byway itself.

Add some yummy icing with social media customer service - plus getting found with your listings on services like Google My Business - and you've baked your way to success.

Join presenters Sheila Scarborough and Leslie McLellan with Tourism Currents on Wednesday, February 20, at 4 p.m. (EST).

The webinar is free for NSBF Members. To register, [log into the website](#) (upper right corner) then select the Training menu ---> **Webinars** ---> The Cross-Promotion Power is In Your Hands.

[Member Login for Registration](#)

The webinar cost is \$35 for non-members. Register and pay using the link below.

[Non-member Registration](#)

Social Media Tips: Build Your Byways Marketing Foundation

One of the problems that we see with byway tourism partners is that some of them don't devote enough attention to their own digital marketing. There seems to be an expectation that the byway organization or local tourism organizations are supposed to "take care of all that."

Our tough love response is: "It is the tourism organization's job to get people to the destination. It is YOUR responsibility to get people through your door."

If byway partners aren't taking care of the basics of building their foundational layer of the overall byway "marketing cake" - claiming their attraction/hotel/restaurant/business on Google My Business and then keeping the listing updated, having a reasonably modern, mobile-friendly website, and having some sort of a social media presence (usually but not always a Facebook Page) - then the CVB or DMO can only do so much for them.

[Learn more about cross-promotion opportunities and byway marketing](#)

during next Wednesday's webinar; yes, you'll get a recording and a copy of the slides, too.

Social Media Tips from Sheila Scarborough and Leslie McLellan with **Tourism Currents**.



Become a Member

The mission of the National Scenic Byway Foundation is to empower, strengthen, and help sustain byways.

When you join our growing membership, we're able to amplify our impact with decision-makers, funders, and partners. Your membership directly funds the resources and training we offer to byway leaders across the country, and helps empower our cause to our partners. **Read more about the membership benefits.**

Benefits for every member:

- The National Scenic Byway Foundation advocates on behalf of byways and byway programs.
- Email newsletter and inclusion in our digital communications.
- Listing in membership directory on website.
- Invites and early notices to participate in NSBF sponsored educational opportunities.
- Access to digital byway resources available at www.nsbfoundation.com.

Enjoy the Benefits of Membership - Join Today!

Know the joys of exchanging ideas with like-minded Byway communities.

Join the National Scenic Byway Foundation. Gain a voice, access tools and training, and spread your Byway message.

Visit our website and learn more about membership benefits: www.nsbfoundation.com

Connect with us

info@nsbfoundation.com

