



June 2019

Establishing Byway Goals

Sharon Strouse, NSBF Education Committee Member

The National Byway Program on many levels is gathering momentum – again – across the nation and in many states. As the Byway Program gains momentum, there is no better time to reevaluate your byway’s Action Plan – or Corridor Management Plan.

The NSBF website has many fact sheets, publications and tools that can help you with this effort. As our own local byway is preparing to update its five-year CMP, we are using the FHWA Guide Chapter 8: Establishing Goals for our discussions and planning.

***"Don't just settle for what you think you can get until
you've thought about what you really want"***

To assist in CMP planning the Guide recommends three steps for establishing byway goals:

1. Solicit Input from the Community: As in every other stage of the byway planning process, your organization should get input from the community at large. How do they view the ideal future of the byway?
2. Think the Impossible: Temporarily free yourself from what you assume will be realistic constraints. There will be plenty of time to consider those constraints later. Write down what comes to mind, you may be surprised. Sometimes an audacious but compelling dream will bring unexpected consensus within a community and shake loose resources that you never thought possible.
3. Keep a Sense of the Future: Imagine how you would like to see the byway in the future. How will the intrinsic resources and visual character of the byway be preserved? Who will the byway users be? What kinds of activities and facilities will they need and enjoy? How can we improve the view along the byway? What impressions would the first-time visitor have of the byway corridor?

This is just one of many resources you can find on the NSB Foundation website for your use.

Looking Back: 2017 Great American Eclipse Engages Nebraska's Byways

Sarah Focke, NSBF Member



2017 was certainly one for the tourism record books! On August 21, 2017, more than 210 miles of Nebraska's Lincoln Highway Historic Byway was within the path of totality of the total solar eclipse. The three largest Lincoln Highway communities within the path of totality, North Platte, Kearney and Grand Island partnered with seven other communities across the state to market Nebraska as an eclipse destination. The coalition received marketing grant funding from the Nebraska Tourism Commission. A website and national marketing plan was developed.

The efforts met with resounding success. More than 708,000 people traveled to watch the eclipse in Nebraska, creating an estimated \$127 million economic impact from lodging and travel spending across the state. About 87 percent of the travelers came from out of state, making the eclipse the largest single tourist event on record in Nebraska.

Six of Nebraska's nine byways were in the path of the Eclipse. In fact, the eclipse traversed the entire Sandhills Journey Scenic Byway.

Preparations began as early as 2014 in Nebraska. Larger communities began developing marketing strategies and creating itineraries to entice Motorcoach groups to venture to regions of Nebraska.

Many small towns came together to develop and plan special slogans, festivals and viewing parties for this once in a lifetime event. So many of the rural communities needed to prepare for the influx of visitors. Making sure ATM machines are full, cell tower usage, available parking, signage, restrooms, so much of what we take for advantage.

Nebraska was a popular and unique destination as there is very little or no light pollution and a high percentage of clear skies.

Webinar - Flyway Byways: Birds & Bees on your Byway

Thursday, September 19, 2019 at 3:00 pm Eastern

Learn how to attract birders and nature tourism enthusiasts to your byway, with Eric

Hamilton from the Mohawk Towpath Scenic Byway in upstate New York, and John Loz from the Southern Adirondack Audubon Society.

For more information, visit our website at: www.nsbfoundation.com

Vandals Destroy Interpretive Panels

Published by kjzz.com

U.S. Forest Service officials are hoping the public can help them find the people responsible for destroying panels along a popular scenic route.

The interpretive panels are located along the Huntington and Eccles Canyons National Scenic Byway in the Manti-La Sal National Forest, where state route 31 joins south Skyline Drive.

If you know anything about how this happened, please call 435-636-3318, or 435-636-3525.



News article can be found here:
kjzz.com/news



Monthly Social Media and Marketing Tips

Brought to you by the Foundation's educational partner, [Tourism Currents](http://TourismCurrents.com).

There has been a significant resurgence in recent years in podcasting and audio content. It can be a very memorable way to get people's attention, but what if you aren't ready to start a podcast related to your Byway?

Consider advertising or sponsorships on an existing podcast, especially ones that are popular with travelers you wish to attract.

For example, the podcast search engine "Listen Notes" **lists these travel-related podcasts**. The Amateur Traveler podcast on the list, for example, has been around since 2005. **Here is how you can work with host Chris Christensen.**

Don't forget niche topics, too. If you have a craft distillery along your Byway, the **WhiskyCast** podcast might be a fit. Is there good birding on your Byway? **Look at these birding podcasts.**

Get into visitor heads through their ears, via podcasts.

Become a Member

NSBF Member Benefits:

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.

Another benefit of membership: viewing past webinars. Check out the April Webinar, Ready to Ride? Bringing Recreational Motorcyclists to your Byway. Members can view this webinar at their leisure by **logging onto the website** and then **following this link**.

- 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

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