



July 2018

Midwest Byway Conference Early Bird Rates End Friday, July 20!

The Midwest Byway Conference will feature nationally recognized speakers and byway leaders from more than 15 states. Great learning opportunities will be presented along the National Road in Richmond Indiana from August 22-24.

There is still time to register for the Early Bird Conference rates and to make a reservation at the conference hotel by Friday, July 20. Contact sharonstrouse@gmail.com for questions.

Downloads:

- [conference flyer](#)
- [agenda](#)
- [registration form](#)

The proposed restoration of the National Scenic Byway Program will be the topic for three listening sessions at the Midwest Byway Conference. NSBF board members will conduct the listening sessions with emphasis on:

- HR 5158 (already proposed in Congress)
- Recommendations to FHWA if the program is indeed authorized.

Register for the conference today to get in on the conversation!

Final 2018 Byway Leader Training RSVP by July 20

Don't forget that you can attend the **Byway Leader Training August 21-22** in Richmond, IN right before the Midwest Conference!

- Contact sharonstrouse@gmail.com for

Midwest Byway
Conference August 22-
24 in Richmond, IN

- **Download** registration materials and agenda
- **Register** before July 20 for early bird rates and hotel reservations



information and application for the final training by July 20

- Only \$50 for 12 hours of training

A Traveling Treat: Colorado Scenic & Historic Byways Exhibit at Denver International Airport

Until August 3 the **National Trust for Historic Preservation** will hit the road for a month-long road trip to celebrate adding Route 66 to its National Treasures portfolio and they are also seeking National Historic Trail status for one of “America’s 11 Most Endangered Historic Places.” Through interactive storytelling and a full slate of roadside engagement events, supported by State Farm, Airstream, Polaroid, and Two Lanes by Mike Wolfe, this trip from Chicago to Los Angeles will build support for the historic trail designation. The journey will feature a passenger-side view of the people, places, and stories that make it an icon of the American landscape. To see the road trip’s itinerary, support Route 66, and create connections with your Scenic Byway, visit preserveroute66.org!

At the same time, the National Trust will work with the Route 66 Road Ahead Partnership to reach out to organizations, businesses, local governments, and individuals across Route 66 to provide more information about National Historic Trails and what the designation could offer. National Historic Trails are nationally significant historical travel routes designated by Congress. There are currently 19 National Historic Trails including the Santa Fe and Lewis & Clark Trails.



“Driving Route 66 is the quintessential American road trip,” said Amy Webb, senior field director of the National Trust for Historic Preservation. “It is the most iconic, culturally-celebrated, and internationally-recognized stretch of highway in America. By promoting this authentic experience, we can help preserve a beloved icon and at the same time, revive local economies in rural communities.”

Route 66 provided a vital transportation corridor connecting the Midwest with southern California. Commissioned from 1926-1985, it was the shortest, best-

weather highway across the nation. A cross section of urban areas, panoramic scenery, tribal lands, and small rural towns, Route 66 travels more than 2,400 miles through 300 communities that more than 5.5 million Americans call home.

The hundreds of communities along Route 66 contain historic places, idiosyncratic character and cultural relevance. The independent businesses, roadside architecture and kitschy roadside attractions that originally flourished along Route 66 have gradually diminished as travelers bypassed Route 66 for the Interstate, and continue to be threatened. A permanent National Historic Trail designation will bring greater public interest and investment to these communities, support the preservation of authentic Route 66 icons and encourage the economic revitalization of this living, evolving corridor of Americana.

Have an idea for an article? Please send your 1,000 word (or less) article and photos to info@nsbfoundation.com.

Social Media Tips: NSBF members have access to webinars

One of the benefits of the affordable membership in the National Scenic Byway Foundation is all of the information and learning available in the members-only sections of the [NSBF website](#). You'll find Foundation Board minutes and recordings of almost all of the webinars we've offered in the last few years, including building byway itineraries, getting imaginative with funding sources, and effective online byway marketing.

We're also working to make all future webinars free to members, but you'll need to log into the website to register for them. To get started, [members in good standing can register here](#).

Tip brought to you by Tourism Currents - www.tourismcurrents.com



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.

Connect with us

info@nsbfoundation.com



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