



June 2018

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

The Denver International Airport is currently treating visitors to all 26 of Colorado's Scenic and Historic Byways in a new art exhibit featuring breathtaking color photography of several unique, majestic, and rare Colorado locations.

As the fifth-busiest airport in the United States, Denver International Airport handles 61 million passengers each year. The Airport has an Arts Program which administers the City and County of Denver's "one percent for art" ordinance designed to enhance public places. The Airport houses nearly 40 site-specific works including sculptures, murals and other installations. Other cities have similar funding opportunities for art, and we love the idea of taking beautiful photos from a scenic byway to educate visitors (from around the world or locally) to get out and explore the area. This exhibit is also a great way to raise awareness of cultural and geographic treasures.

Photos include locations such as Rattlesnake Arches Trail, the Steel Bridge on Phantom Canyon Road, and the highest paved road in North America. The exhibit represents each of the byways located in 48 of Colorado's 65 counties, 11 of which are nationally recognized for their outstanding scenic and historic attributions. For more information, visit www.coloradobyways.org.

If you're not traveling through the Denver International Airport's 'Y-Juncture Gallery' (past the A-security checkpoint) before October 2018, **check out the photos online today!** We hope you'll be inspired to create similar partnerships in your area to spread the word about your scenic byway.

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



Byway Leader Training & Midwest Byway Conference this August

This August, make plans to attend the Byway Leader Training (BLT) and/or the Midwest Byway Conference, co-hosted by Indiana and Ohio Byway leaders, as well as the National Scenic Byway Foundation (NSBF). The Conference and BLT will re-energize and re-focus attendees on current byway programs, projects, success stories, and best practices.

Byway Leader Training

The two other 2018 BLT workshops, held in New York and Nebraska, brought together dozens of byway leaders from around the country. Each two-day training offers 12 hours of training and participant feedback has been excellent: *"What a wonderful opportunity this was to learn new things and interact with such knowledgeable and enthusiastic byway leaders."*

Midwest Byway Conference

Byways – their Past, Present and Future – will be the focus at the Midwest Byway Conference, with featured presenters:

- Sheila Scarborough, Tourism Currents Inc
- Mark Falzone, Executive Director of Scenic America
- NSBF Board members who will talk about efforts to restore the National Scenic Byway program at the federal level.

As part of the conference, registrants can visit the National Road exhibit at the **Huddleston Farmhouse** along the National Road and attend the mobile workshop along three byways. There will also be a silent auction the first night at the J&J Winery during dinner. If you would like to donate a representative item for the auction, contact Sharon Strouse.



Byway Leader Training August 21-22 in Richmond, IN

- Contact sharonstrouse@gmail.com for information and application for the final training by July 10
- Only \$50 for 12 hours of training

Midwest Byway Conference August 22- 24 in Richmond, IN

- **Download** registration materials and agenda
- **Register** before July 20 for early-bird rates (\$130; after August 10, \$160)



Call for Proposals: National Road Bicentennial Symposium

The National Park Service at Friendship Hill National Historic Site and Fort Necessity National Battlefield (in partnership with Washington & Jefferson College and the National Road Heritage Corridor) seeks proposals for presentations at the National Road Bicentennial Symposium by July 31, 2018.

The National Road Bicentennial Symposium will be held Saturday, October 27 at Washington & Jefferson College in Washington, Pennsylvania. This year marks the bicentennial of the opening of the Eastern Legacy portion of the National (or Cumberland) Road from Cumberland, Maryland to Wheeling, Virginia (now West Virginia). To commemorate this important milestone and to recognize the National Road's significance and legacy, this symposium will look beyond the National Road to examine the larger role of internal improvements and transportation in United States history.

Submit a proposal if:

- You are an academic and/or public historian, a graduate or undergraduate student, and/or independent scholar.
- You have a presentation or paper focused on the National Road, internal improvements, and/or United States transportation history.
- Alternate session formats, including roundtable discussions, film viewings, and hands-on programs, will also be considered.

The proposals should include a 250- to 500-word abstract for the presentation and a CV/résumé.



Send all submissions before July 31, 2018 to:
Hilary_Miller@nps.gov

For more information:

- www.nps.gov/frhi/nrbs.htm
- 724-329-2501

Updated Tollway Brochure Kiosks

How do you share information about your tourist attractions (including Scenic Byways)?

New kiosks with fun and engaging photos have been added to Tollway Oases (rest stops) in Northern Illinois. By providing information at locations where travelers are already stopping (and stretching their legs), educational and recreational information is easy to access.

Learn more at <http://tollwayoases.com>



Social Media Tips: When Should I Boost a Post on Facebook?

Facebook often lets you know that one of your posts is doing particularly well and suggests that you “Boost” that post.

You should boost a post if:

- You want that post to show up in more of your followers' **news feeds**.
- You have a post that is doing particularly well, say for a special event, and you want to expand the **reach** of that post.
- You don't know much about Facebook advertising, so it's an uncomplicated way to get more eyeballs on your post without knowing the ins and outs of Facebook advertising.

Boosting a post is ideal for those with small budgets! You can spend as little as \$20 and reach a few thousand extra people.

So next time Facebook lets you know that you should Boost a post, do think about it. It's a very good way to extend your marketing reach.

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.

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

Connect with us

info@nsbfoundation.com

