



June 2019

Byway Leader Training

Twenty-five byway leaders and presenters, from six states, converged on the North Woods Audubon Center near Sandstone Minnesota May 7–8 2019, to strengthen their knowledge, skills and relationships about the byway program and management.



Highlighting the first evening was the recognition of Dick Haskett, founding member and first Executive Director of the National Scenic Byway Foundation. He was pleased by the momentum and education of the National Scenic Byway Foundation to continue efforts byway leader outreach.

These trainings are designed with byway leaders in mind. You can gain several key components to help your byway succeed such as how byway organizations are thriving without the aid of Federal dollars and the best practices for marketing, partnership, and funding. More information will be released soon on upcoming trainings.

Signs officially designate the Lake Mille Lacs Scenic Byway



Traveling north on Hwy. 169, the route turns east on Hwy. 18. The

On Wednesday, May 29 and Thursday, May 30, crews with the Minnesota Department of Transportation were out around the lake setting up signs to officially designate the Lake Mille Lacs Scenic Byway route.

For those hoping to make this lake encompassing loop, the Lake Mille Lacs Scenic Byway begins in Onamia on Hwy. 27, heading west toward County Road 26. Co. Rd. 26 heads north, eventually meeting U.S. Hwy. 169.

route continues to circumnavigate the lake, turning south on Hwy. 47 and then traveling east through Isle on Hwy. 27. Hwy. 27 then connects back to US Hwy. 169.

The sign was designed by award-winning Minnesota graphic artist Mark Herman, who has previously done promotional work with the NFL, Nike and Coca-Cola.

With signage now placed as of Thursday, May 30, travelers have new incentive to come see Mille Lacs Lake from all four sides.

Keep it Classy, Not Trashy



Our National Scenic Byways are here for your enjoyment and offer a great scenic experience all along our byways. But here is an instance where keeping our byway scenic and clean wasn't a high priority.

The trash left at the Attean overlook on the Old Canada Road in Maine was a result of folks not being responsible for themselves. They did follow the rules for Carry in and Carry out for the site they stayed at by neatly bagging the trash. Follow through was missing however—leaving the trash in a public place thinking someone would appear and pick up after them was a serious error. The crows made that quite evident by scattering contents of three of the six garbage bags over the lawn.

Taking this a step further trash is a problem all over and perhaps the crows were bringing this to the attention of the 16,000 plus viewers on Facebook. Never knew our winged friends were such savvy marketers!

Top 10 Road Trips



1. Monument Valley Trails
2. Yellowstone and the Tetons
3. Mesa Verde National Park

The rest of the top ten trips included

4. along the Missouri River
5. Blue Ridge Parkway
6. Oregon's Pacific Coast
7. Colorado's Rockies
8. Grand Canyon road trip
9. Hells Canyon Scenic Byway
10. Bryce Canyon and Zion National Parks

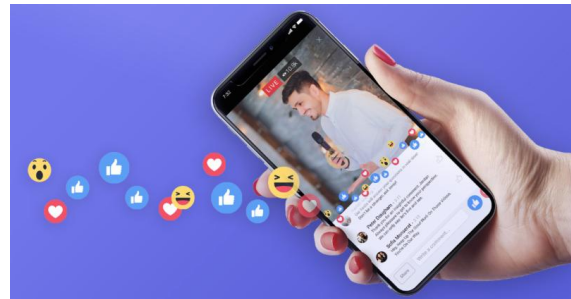
Source:

www.lonelyplanet.com

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Social Media Tips: Facebook Visibility

It is getting more and more difficult to get visibility for a Facebook Page. Many times, you'll find that very few of your followers see your updates in their News Feed, unless you pay for a Sponsored post or ad.



One media method that does still get prominent free News Feed placement is Facebook Live video.

Think about what you could stream live from your Byway: an event or festival, a demonstration, a visit to a Byway partner business/attraction, or maybe "the view right now from my motorcycle/bicycle."

Facebook Live video can be educational. Here is an example of using it for the monthly #tourismchat, which is normally a discussion held on Twitter but has twice been a Facebook Live event; once about Instagram, and also about email marketing. Go here to see the video recordings of the livestreamed chats.

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.

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**.

NSBF Member Benefits:

- 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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