



March 2019

Byway Leader Training - May 7-8, 2019

Designed for new and renewed byway leaders throughout the nation, this training is sponsored by the National Scenic Byway Foundation (NSBF) and hosted by the East Central Regional Development Commission, the St. Croix Scenic Byway and their partners.



Join us May 7-8, 2019 along the **St. Croix Scenic Byway** at the confluence of the Veteran's Evergreen Byway. Held at the **Audubon Center of the North Woods** in Sandstone, MN, a residential environmental learning and retreat center nestled on the shores of Grindstone Lake in east-central Minnesota.

Expect to learn:

- How Byway organizations are **thriving without Federal dollars**
- **Corridor Management Plan (CMP)** strategies for funding opportunities
- **Priorities** for marketing, partnerships and fund-raising
- **Byway jargon** – Viewshed Protection; Wayfinding; Pull-off Interpretation; etc.
- **From NSBF Leaders** Jan Gammon, Chris Sieverdes, Penny Simonsen, and Sharon Strouse

Cost is \$95.00, includes meals/snacks and all materials; reduced cost overnight accommodations will be offered at the Audubon Center of the North Woods, Lowry Lodge.

Registration deadline is April 15, 2019.

[Register Today!](#)

Contact Sharon Strouse sharonstrouse@gmail.com for registration information, overnight accommodations at the Center and questions. The Center is 5 miles from Interstate-35, with hotel accommodations available.

Scholarships are available for attendees registered from East Central Minnesota

(Chisago, Isanti, Kanabec, Mille Lacs, and Pine counties). Those inquiries can be made to penny.simonsen@ecrdc.org.

Byway Spotlight: Promoting Scenic Byways in New Hampshire

Despite perceptions of fading interest in byways since the 2012 elimination of Federal funding, there are efforts afoot in New Hampshire to better promote these rich roadway resources.



A heady mixture of latent appeal and grassroots outreach led to the initial Statewide Scenic Byway Marketing Forum in Meredith (April 2017). Over 35 attendees from across the state gathered near the shores of Lake Winnepesaukee to hear updates from NH Department of Transportation (DOT) and NH Division of Travel & Tourism (DTTD). Attendees also enjoyed the opportunity to share candid stories of struggles and success at the local level.

Overwhelmingly positive feedback led to the formation of a NH Scenic Byway Marketing Committee, comprised of regional planners, local byway council members, NH DOT and DTTD, and tourism organizations from the White Mountains, Lakes, and Seacoast regions. Meeting bi-monthly since August 2017, this group organized a second annual “Marketing Scenic Byways in NH Forum” in May 2018, which featured a keynote address by Janet Kennedy of the NSBF Board and Lakes to Locks Council in NY. Additionally, the Marketing Committee has spearheaded an effort to create one-page flyers for each NH-designated byway and has worked closely with DTTD to ensure their display on the popular www.visitnh.gov tourism website.

Planning for a third annual forum is underway. The theme for the May 2019 event is volunteerism: specifically, how local byway councils with limited resources can attract and retain a dedicated corps of individuals passionate about a byway's natural, historical, and cultural resources.

These forums are an opportunity for fledgling byway councils to learn best marketing practices from well-established ones; they also provide a unique chance for byway council reps to converse with planners, town staff, economic development, and tourism promotion professionals. Attendees' shared zeal and willingness to navigate roadblocks and detours ensures a bright future for byways in the diminutive but resolute Granite State.

Article submitted by Adam Hlasny, Senior Transportation Planner, Southern NH Planning Commission. 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.

Bringing the World to America and Our Nation's Byways at IPW

IPW is a great opportunity to promote your byway or state byway collection AND help

keep byways "on the map"!

The NSBF Foundation has purchased a booth on "Federal Row", exhibiting alongside the National Park Service, AIAA/BIA, America's Great Outdoors, National Parks Promotion Council, Department of State, and other national agencies and organizations. NSBF will represent all byways, including America's Byways and state scenic byways. Byways and state collections supporting our IPW effort through sponsorship will receive special attention when meeting with attendees.



The NSBF will hold as many as 40 back-to-back appointments over a three-day period with international tour operators interested in the "off the beaten path" trips for group and leisure travelers that byways provide. We'll talk with attendees about byway travel experiences, directing them to a specially-created website, ComeCloserToAmerica.com, where they'll find a link to Bwyays.org and information about Sponsor Byways and state collections supporting our IPW effort.

IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. IPW 2019 will be held in Anaheim, CA from June 1-5. More than 1,000 U.S. travel organizations and more than 1,300 international and domestic buyers (from more than 70 countries) will conduct business negotiations resulting in future Visit USA travel.

For more information or to become a sponsor, contact NSBF Board Member, Stacy Brown at (318) 222-9391, sbrown@sbctb.org or email the NSBF at info@nsbfoundation.com.

Register Today for the Next NSBF Webinar!

National
SCENIC BYWAY  **FOUNDATION** **WEBINAR SERIES**

**READY TO RIDE? BRINGING RECREATIONAL
MOTORCYCLISTS TO YOUR SCENIC BYWAY**
Wednesday, April 10, 4 p.m. EDT



Presenters: Scooter Pursley, North Dakota Tourism
Wanda Maloney, Corridor Solutions &
National Scenic Byway Foundation

Would you like to attract more travelers with disposable income and leisure time to your scenic byway or heritage highway?

Join us for the next NSBF (National Scenic Byway Foundation) webinar; we'll show you how the travel preferences of recreational motorcyclists match perfectly with the byway travel experience. Learn about different ways to cater to the unique needs of this important tourism market – from mapping to lodging.

You'll also learn how North Dakota's successful Scenic ByRider Program is getting motorcycle enthusiasts out on the state's scenic byways and backways.

We hope to see you at our one-hour webinar on Wednesday, April 10, 2019 at 4 p.m. Eastern.

Your hosts are Wanda Maloney with Corridor Solutions and the National Scenic Byway Foundation, and Scooter Pursley with [North Dakota Tourism](#).

Member Registration

Members can register for this webinar by [logging onto the website](#) and then [following this link](#). Members will have access to the webinar following April 10, 2019.

Non-Member Registration

The cost of the webinar is \$35 for non-members.

Thank you to our Webinar sponsor:
[North Dakota Tourism](#)
Department



Social Media Tips: Manage Your Reputation, Before a Crisis

How much control do you have of your online reputation? What do Byway visitors find when they Google you, or one of your Byway partners?

There are companies that charge a lot for "online reputation management" when there is a crisis or PR disaster.

Do you know what they do?

They immediately set up a brand website, blog, and social media accounts, and they work to "flood the zone;" publishing a bunch of positive content so that less-flattering news gets pushed to the less-visible Page Two of Google search results.

Here's an idea: publish your own content, on your own websites, social accounts, and Google My Business listings....and do it BEFORE there is a crisis. Do it so that you manage your own online reputation by being present and visible when visitors search for information about you.

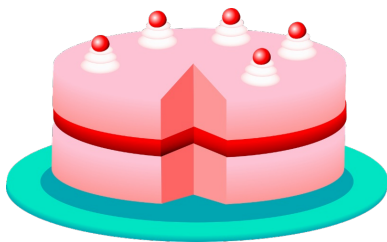
Social Media Tips from Sheila Scarborough and Leslie McLellan with [Tourism Currents](#).



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.](#)



Another benefit of membership: viewing past webinars. Check out the February Webinar, Building A Byway Marketing Layer Cake. 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

info@nsbfoundation.com

