



March 2018 Issue

## Is your scenic byway interpretation in trouble? (part 2)

*This is the second part of an article that began in February 2018's newsletter. [To review the complete article, visit the NSBF website.](#)*

Scenic byways are generally a huge investment in time and money. While most of the effort goes to up-front costs, including developing and installing interpretive media, equal effort is not often spent on the long-term sustainability planning of byways as an interpretive heritage tourism asset.



*Create byway signage that will last for years.*

To create byway signage/interpretation that will last for many years and continue to successfully educate and provide interest to visitors, consider these ideas:

1. In the final plan, include timelines for changing and updating interpretive materials.
2. Produce seasonal interpretive panels at the same time, so they are ready to go.
3. Create printed materials and handouts focused on different market groups.
4. Post materials to your website and allow visitors to print the guides they are interested in (saving you printing costs). Have a few printed copies for those without computer access.

In planning for sustainable byway interpretation and related media, here are some basic interpretive planning steps to consider and include in your interpretive master plan.

1. What are my main byway interpretive themes and sub-themes? Are these marketable?
2. What are the Learning, Behavioral, and Emotional interpretive objectives we want to accomplish; for the total byway experience and for each interpretive site, location, or stop?
3. Who are the different macro and micro market groups, and thematic market groups we want to attract? What are their interpretive media and subject matter needs and

- interests? Will these groups' interests change over time?
4. What are the sustainability challenges?
  5. What is the interpretive media 5-year plan? What media/services will need to be seasonally or annually updated and why?
  6. What will the sustainability implementation costs be (changeable media, services, planning and design, etc.) over the next 5 years?
  7. How will the byway interpretive and tourism marketing be tracked and evaluated to make sure the goals are being met?
  8. What is the strategy to ensure the byway interpretation is indeed having a positive effect on tourism and that the interpretive investment is yielding a return on investment?

[To read the complete article, click here.](#)

*John A. Veverka, Certified Interpretive Planner at John Veverka & Associates wrote this article ([www.HeritageInterp.com](http://www.HeritageInterp.com)). Want to highlight your Scenic Byway? Send us an email with your idea or article (under 1,000 words), at [info@nsbfoundation.com](mailto:info@nsbfoundation.com).*

## Creating a Unique Fundraiser for your Byway

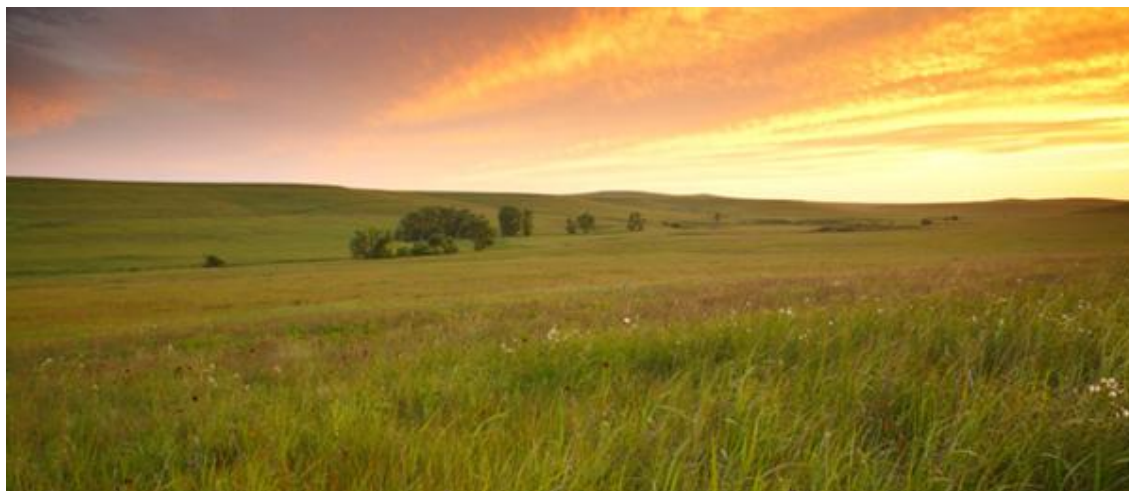
You know the attributes that make your Byway unique, whether the sights, businesses, or cultural treasures. Utilizing those elements in a fundraising event can create something that truly reflects the Byway. Here is one example of how to do it!

[Historic Pioneer Bluffs](#) on the [Flint Hills National Scenic Byway](#) in Kansas was the site of an amazing Local Comfort Food banquet, "French Cuisine with a Kansas Twist," prepared by members of the Board of Directors of the non-profit Pioneer Bluffs Organization. The four-course meal was made from ingredients obtained from 25 local sources in eastern Kansas and western Missouri.



*Located along the Flint Hills National Scenic Byway is Pioneer Bluffs.*

The menu began with hors d'oeuvres of white sausage and morels, a cheese puff, stuffed pepper and tomato tart served with a "Honeydew Shiver" cocktail. Second course was a "Boiled Water Garlic Soup" and green salad accompanied by Iris Pinot Gris wine. The main course was wine-braised bison with chestnut puree, lemon-buttered red long beans served with George DuBoeuf Beaujolais Nouveau. Dessert was apple Charlotte with light custard sauce served with First Base Hard Cider!



*Flint Hills National Scenic Byway, photo from Travel Kansas.*

The dinner was served in the historic ranch house, reminiscent of the dinners the Rogler family served to guests in the early 1900's. The Pioneer Bluffs Ranch story began in 1859 when Charles Rogler, a young Austrian immigrant, walked from Iowa to Kansas to start a new life.

Charles' son, Henry, and later his grandson, Wayne, carried on Charles' highly respected farm/ranch operation. Henry's daughter, Helen, was born in 1902. She earned a master's degree, taught school and acted in several movies and television ads. She was a world traveler, bringing home food, culture and dance from places she visited. In addition to being a fundraiser for Pioneer Bluffs, the dinner was a tribute to Helen's adventurous spirit! Music was provided by Howard Glanton and Excier Rodriguez.

A lovely time was had by all!

*Deb Divine provided this article. Want to highlight your Scenic Byway? Send us an email with your idea or article, at [info@nsbfoundation.com](mailto:info@nsbfoundation.com).*

## Byway Leader Training across the Nation

Byway Leader Training (BLT), designed for emerging and current byway leaders, is sponsored by the National Scenic Byway Foundation. Each 2-day pre-conference workshop is associated with a Byway Conference Event. Cost is \$50 including meals and materials.

- April 17-18, 2018 in Kearney, NE along the Lincoln Highway
- June 4-5, 2018 near Schenectady, NY along the Mohawk Towpath Scenic Byway
- Aug 21-22, 2018 in Richmond, IN along the Historic National Road

**The deadline for New York and Indiana is six weeks before the workshop. The Kearney BLT can take a few more registrants. Contact Sharon Strouse, [sharonstrouse@gmail.com](mailto:sharonstrouse@gmail.com) or call 330-231-3468 for the registration application, 2-day itinerary and curriculum outline.**



**National  
SCENIC BYWAY  
Foundation**

# BYWAY LEADER TRAINING

Attend a Byway Leader Training, designed for new and renewed byway leaders for only \$50.00 (includes meals/snacks and all materials); overnight accommodations costs vary.

<p><b>RSVP by April 10</b></p> <p><b>Apr. 17-18</b></p> <p>Before the <b>Heartland Byway Conference</b> April 18-20</p> <p>Held in Kearney, NE along the Historic Lincoln Highway at the Audubon Rowe Sanctuary</p> <p>Registration extended!</p>	<p><b>RSVP by April 24</b></p> <p><b>Jun. 4-5</b></p> <p>Before the <b>Byway Storytelling Summit</b> June 6</p> <p>Held in Schenectady, NY along the Mohawk Towpath Scenic Byway</p>	<p><b>RSVP by July 10</b></p> <p><b>Aug. 21-22</b></p> <p>Before the <b>Midwest Byway Conference</b> August 22-24</p> <p>Held in Richmond, IN along the National Road</p>
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**Contact [sharonstrouse@gmail.com](mailto:sharonstrouse@gmail.com) to register or make inquiries.**

## Midwest Regional Byway Conference

The Midwest Regional Byway Conference will be held on August 22-24 in Richmond, Indiana at the Cope Environmental Center and the Richmond Holiday Inn. Highlights of the conference include:

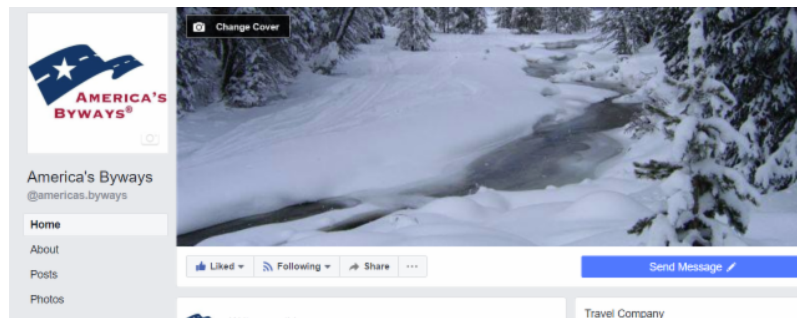
- Keynote Speaker - [Sheila Scarborough, Tourism Currents Inc.](#) - "Promoting Byway Partnerships in Towns across America"
- Byway Mobile Workshop along three Byways: Historic National Road, Miami & Erie Canal and the Land of the Cross-Tipped Churches
- Early Bird Registration is \$130

Contact [sharonstrouse@gmail.com](mailto:sharonstrouse@gmail.com) for registration materials, available soon.

## March tip: Update your Facebook page photo

What's an easy thing to do to keep your Facebook Page fresh? Change out the big header/cover photo at the top, on a regular basis. Every time you do that, a notification is sent to your followers, and photos do well in the News Feed.

Plan to change out the photo at least four times a year to match the seasons; don't have a snowy photo still posted in July! Even better, swap out the photo once a month. Try a graphics tool like [Canva](#) to add text to photos that highlight that month's events along your Byway.



*Don't have a snowy picture up in July! Change the photo regularly.*

Only use high-quality photos, so they don't look grainy. Try for 1920 by 1080 pixels - you can move the photo around to make sure that it displays the way you want even if Facebook crops it. Make sure to check that it looks good when rendered on a mobile device, too.

[Go here to learn how to change out your Page cover photo.](#)

Tip brought to you by Tourism Currents - [www.tourismcurrents.com](http://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](http://www.nsbfoundation.com)

**STAY CONNECTED:**



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