

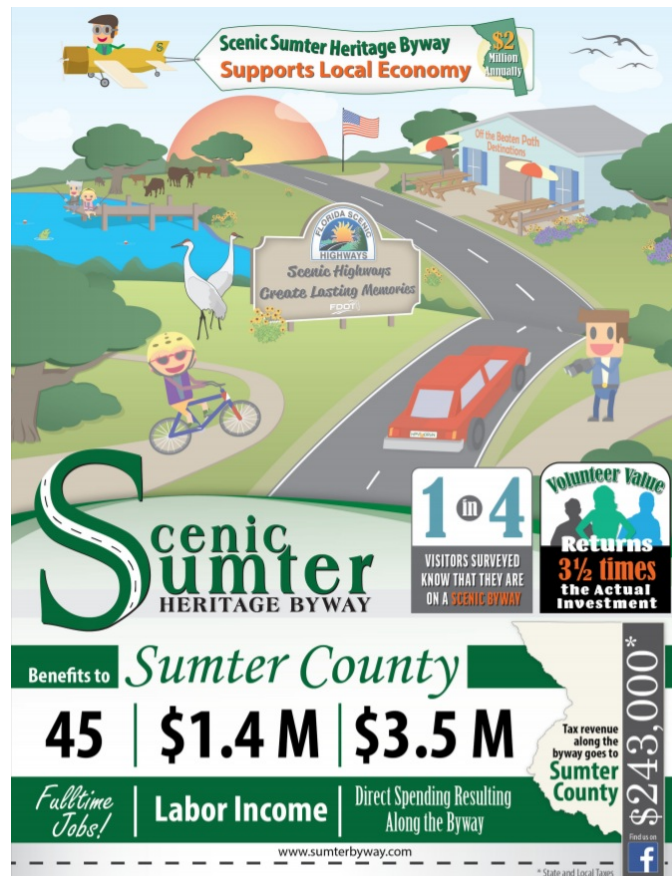


May 2019

Byway Spotlight: Scenic Sumter Heritage Byway, Florida

The Florida Department of Transportation (FDOT), in partnership with the Scenic Sumter Heritage Byway organization, recently completed an **economic assessment of their 62-mile Byway**. FDOT contracted with the University of Florida-Institute of Food & Agriculture Services, Food and Resource Economics Department to assess the economic impact of a designated scenic highway on the communities that it touches.

The study's economic modeling efforts estimated the total annual impacts attributed to the Scenic Byway to include the creation of 45 full- and part-time jobs, over \$2 million in added Gross Regional Product, and the generation of nearly \$250,000 in local and state tax revenue.



This study used a combination of methods to measure economic impact including public surveys, traffic analysis, and regional economic modeling. Nearly 500 respondents provided input.

The results of the survey indicated that one in four respondents were aware they were on a scenic byway and many reported engagement in a variety of activities including motorcycle and bicycle riding. The study also documented the importance of byway related local grassroots volunteerism that has contributed well over \$250,000 in volunteer time since this prestigious designation was awarded in 2013.

If you have an idea for an article, please send your article of 1,000 words or less, plus any photos, to info@nsbfoundation.com.

National Scenic Byway Program Revival

The U.S. House of Representatives' recent vote of 404-19 in favor of a bill to revive the National Scenic Byways Program was a victory two years in the making. It was the result of strategic work by **Scenic America** and our allies in Congress and strong support from the community of Byway Leaders.

This marked the first time ever a pro-scenic bill by Scenic America passed a chamber of Congress. Scenic America is currently working to ensure that the Senate companion bill, S. 349, is passed and the National Scenic Byways Program is restarted.

Learn more about the legislative work being completed by **Scenic America**.

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

It's not too late to get your byway/byway collection story in front of tour operators who send visitors to the USA by joining NSBF at the largest international trade show in the USA, IPW.

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 1,300 international and domestic buyers (from more than 70 countries) will conduct business resulting in future Visit USA travel.

The NSB Foundation has purchased a booth at IPW on "Federal Row," exhibiting alongside the National Park Service, AIA/NTA/BIA, America's Great Outdoors, National Parks Promotion Council, Department of State, and other national agencies and organizations. The NSBF is able to purchase a booth that will represent all byways, including America's Byways and state scenic byways. The cost to attend IPW on your own would be well in excess of \$7,500, for just one person! Byways, and collections of byways, who buy into the NSBF's IPW effort will receive highlighted recognition during appointments at the show. During IPW 2019, the NSBF booth will hold up to 40 face-to-face appointments over a three day period with international tour operators. Tourism trends show that visitors are actively working to find "authentic America" experiences which ties in perfectly with what scenic byways have to offer.

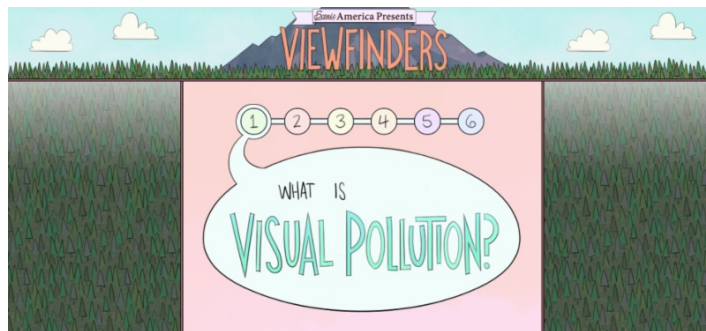
Tour operators that we meet with will be directed to the **ComeCloserToAmerica.com** website where they'll find a link to **NSBF** and information about Sponsor Byways and state collections supporting our IPW effort.

For more information or to become a sponsor, contact NSBF Board Member, Stacy



One Way to Discuss Visual Pollution

Scenic America has developed an interactive, educational website that teaches viewers how to be "ViewFinders" in their communities. By using information from the Dunn Foundation, viewers will learn about impacts to the visual environment and how individuals, Byway Leaders, and cities can make changes to their environment.



How do you educate your community about visual impacts? Share with us on our [Facebook page](#).

Social Media Tips: Tourism Industry Survey Results

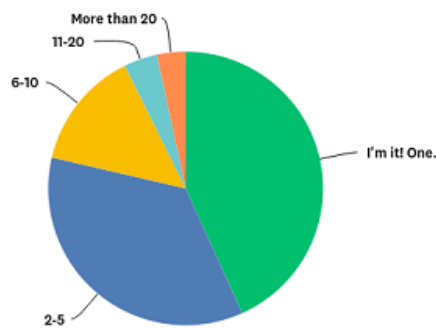
Have you ever wondered what your peers are doing with social media and digital destination marketing? We just released the results from our second tourism industry survey that asks questions about use of social/digital; respondents include scenic byway pros plus a lot of small CVBs, DMOs, and "teams of one."

There have been a number of changes since our last survey in 2014, but a lot of things have not changed (like time management challenges and how to keep up with it all.)

[Here is a link to the results summary](#) - there is a PDF download at the bottom of the post, in case you want everything in one document.

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

Q2 How many people are on your organization's marketing team? (select one)



Become a Member

The mission of the National Scenic

NSBF Member Benefits:

- The National Scenic Byway Foundation advocates on behalf

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.**

- 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.



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**.

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

