



April 2017 Issue

## Success with Matching Grants - White Pass Scenic Byway

The White Pass Scenic Byway near Seattle, Washington is seeing success in funding marketing materials and other projects by partnering with the U.S. Forest Service and Port of Seattle, as well as other tourism groups. The Byway is the recipient of \$10,000 to match an additional \$5,000 from four tourism based organizations. [Read more about the recent award.](#)



*The White Pass Scenic Byway allows visitors access to Mt. Rainier, Mt. Saint Helen, and Mt. Adams (from the White Pass Scenic Byway website).*

By utilizing the matching grant program, the White Pass Scenic Byway will be able to reproduce popular drive tour maps and hiking tear sheets, as well as pay for a new mobile app for the Byway. The Byway is also partnering with the Mount St. Helens National Volcanic Monument to spread funds further to attract more visitors to the area.

If you want to learn more about funding, attend our webinar on Wednesday, May 10 at 1 p.m. EDT (see below).

### Explore: White Pass Scenic Byway

The White Pass Scenic Byway includes over 600-miles of scenic beauty from volcanoes to rural areas of Washington State. The current advertising itinerary is the "Cascades, Columbia and Cabernet," highlighting the variety of landscapes that visitors will encounter. Learn more about the White Pass Scenic Byway organization at [www.whitepassbyway.com](http://www.whitepassbyway.com)

## Social Media Tip of the Month

### 3 Easy Ways - Instagram Tips

What is Instagram UGC? In a nutshell, UGC is User Generated Content which is content, and in this case photos, your visitors post that can help you promote your Byway.

Here are 3 ways to get great marketing value from these photos:

1. **Have a Byway hashtag** - Instagram uses hashtags to call out, name, and categorize photos. By giving your Byway a hashtag, like #NatchezTraceParkway, you enable people to easily share their photos with you and help you market your Byway.
2. **Repost photos using the Repost app** (or another program) for those who tag your Byway. Download the Repost app on your phone and you can easily share a photo while giving photo credit to the Instagram user who originally posted the photo.
3. **Make sure you have your hashtag posted** at turnouts and along the Byway. It's your job to make it easy for visitors to tag you.

By doing these 3 things you can increase your Instagram marketing reach ten-fold and without spending much of your marketing budget!

*Contributed by Sheila Scarborough and Leslie McLellan, [Tourism Currents](#)*



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## Next NSB Foundation Webinar

Wednesday, May 10, 2017 @ 1 p.m. EDT

### Is Your Byway Organization Ready to Ask for Money???



You don't want to miss this one!

Remember NSB Foundation Members receive a discount for up to five participants attending the webinar. Contact [tarahill@bellsouth.net](mailto:tarahill@bellsouth.net) if you need the member code or have questions about registration.

**[To download the flyer to share with your colleagues, click here.](#)**

Know the joys of exchanging ideas with like minded Byway communities.

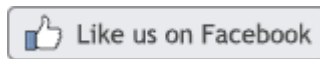
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