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November 2017 Issue

Byway Partnering - Star Valley Trail Scenic Byway

The recently designated Wyoming state byway, [Star Valley Trail Scenic Byway](#), was the venue for a multi-site quilt exhibit/event. The local quilt guild, Star Valley Quilt Guild, wanted to do something special in conjunction with the solar eclipse as well as celebrate the new Byway designation. The [Star Valley Quilt Trail](#) was created with the Quilt Guild partnering with the Lincoln County Development Council, Star Valley Arts Council, counties and towns, schools, tourism organizations, and quilt-related merchants.



The Star Valley Quilt Trail is giving away a free quilt block pattern called "Quilt Trail Adventure" if you join their mailing list. Photo from their website.

Each of the five event sites had a lovely quilt exhibit and an added attraction. One exhibit had quilts made by two national quilters in addition to the local quilts. An exhibit in the Star Valley Ranch town center had a "bed turning" (a stack of quilts is on a bed or table and each one is shown one at a time) by a 90-year old quilter who shared the quilts she made throughout her life. Another exhibit was in a town museum among its historic displays. One had a display of a "store" from the 1930-40's on the stage of the school auditorium.

One site showed a quilt depicting Leonardo da Vinci's painting of The Last Supper made by Dr. Don Locke using 51,816 1-inch fabric squares! Nationally famous quilter-piano player, Ricky Tims, performed at another site. Each site also had vendors in addition to the local shops and restaurants along the way. One enterprising vendor made solar eclipse quilted potholders to sell that were very popular souvenirs. Over 750 people attended the event and traveled the Scenic Byway.

This project differs from the barn quilt trails that are appearing across the country, also in conjunction with some Byways. Barn quilt trails typically have quilt block patterns painted on wooden panels and hung on

barns. This event was an actual quilt show in five sites along the Star Valley Scenic Byway during one weekend in August 2017.

Lessons from this event:

1. **Piggyback on other special events to bring more folks to your Byway** (e.g., solar eclipses and others not so grand).
2. **Partner with other community entities** (e.g., towns and counties, arts councils, convention and visitors bureaus, chambers of commerce, merchants, economic

- development councils, etc.) to engage the community, expand the visibility of the event, provide helpers, etc.
3. **Utilize volunteers' skills.** All of the 12 volunteers on the planning committee had skills such as public relations, fundraising, organizational expertise, etc. One of the organizers knew Ricky Tims personally.
 4. **Start planning early.** The group started planning three and a half years ago when they learned of the eclipse path. Decide what, where, who, when, where are the restrooms, etc. Towns donated spaces for the event. Cooperation and organization are critical for a well-run event.
 5. **Play up the Byway and the scenic spots.**
 6. **Select a variety of fundraising activities**, that appeal to many visitors. Their fundraising activities included a silent auction and a sold-out concert (\$6,000) by Country Western Hall of Famer and Storyteller Dave Stamey.
 7. **Be sure to spread the word to surrounding communities.** Star Valley is located in Wyoming but is close to Utah, Idaho, and Colorado so they sent information to quilt guilds and shops in those states, as well as Wyoming.
 8. **Capitalize on success!** It was such a well attended and profitable fundraiser, they plan to do events in 2018 and 2019.

Deb Divine, National Scenic Byway Foundation Co-Executive Director, and Donna Viljack, Co-Chair of the Star Valley Quilt Event wrote this article. Want to highlight your Scenic Byway? Send us an email with your idea or article, at info@nsbfoundation.com.

Spotlight: Native American Scenic Byway

November is Native American History Month. This is a great time to connect to the long history of Native peoples throughout the country.



A beautiful view from the Native American Scenic Byway. Photo from www.travelsouthdakota.com.

The [Standing Rock National Native American Scenic Byway](#) travels north/south through central South Dakota. The route takes travelers through the lands of the Yankton, Crow Creek, Lower Brule, Cheyenne River and Standing Rock Sioux Tribes. The entire Scenic Byway is 350 miles and takes about 5.5 hours to travel.

The scenic beauty is immense, winding along the Missouri River. The Scenic Byway highlights cultural, historical, recreational, and scenic resources. An abundance of wildlife, including prairie dogs, pronghorn and deer can be spotted as you travel - not to mention bison and elk herds that are maintained by several tribes.

The Scenic Byway travels through reservations of four tribes of Lakota Sioux: Crow Creek, Lower Brule, Cheyenne River



and Standing Rock. There are several museums and cultural opportunities to connect and learn more including the [Akta Lakota Museum and Cultural Center](#) in Chamberlain, SD and the Sitting Bull Visitor Center, located at Sitting Bull College Campus in Fort Yates, ND.

Learn more at [Native America Travel](#), [Lower Brule Sioux Tribe](#), and [Fort Pierre](#).

The Akta Lakota Museum provides rich details from the areas cultural history. Photo from aktalakota.stjo.org

Preserving the Historic Road 2018 Conference

Preserving the Historic Road is the leading international conference dedicated to the identification, preservation and management of historic roads. The 2018 Conference will be held in historic downtown Fort Collins and will celebrate 20 years of advocacy for historic roads and look to the future of this important heritage movement that began in 1998 with the first conference in Los Angeles.

Fort Collins, Colorado
September 20-23, 2018

The 2018 Conference promises to be an exceptional venue for robust discussion on the future of historic roads in the United States and around the globe. Visit www.historicroads.org for more information.

Call for papers

Preserving the Historic Road has issued a Call for Papers. Paper abstracts are due February 28, 2018. [Information on submitting a paper abstract.](#)

Fast facts!

How to keep a Facebook page for an annual event relevant throughout the year

Most Facebook event pages struggle as the administrator only posts a few weeks before the event and maybe a few posts after the event. There are two things wrong with that mentality. First, the event is not providing value to those who follow the event online and secondly the event is missing a huge opportunity to build a following by keeping the page interesting and engaging. A Facebook page content calendar can make it easy to post year-round.

Here are some ideas for posting once or twice per week to keep an event page current after the event is over and all the follow-up is done:

1. Why vendors should participate in the event.
2. What your sponsors receive and why someone should consider being a sponsor.
3. Intersperse photos from the current event, as well as mention other events in the area that happen (to show how your event supports other community events).
4. For the next few months highlight what might be new for the event next year, as well as highlight what the favorite parts were this past year.
5. Then about eight weeks prior to the event, start linking to any press coverage the event is receiving, show off your new posters, etc. and start pushing attendance - all the usual lead-up stuff for any event.

Tip brought to you by Tourism Currents - www.tourismcurrents.com/training/



By the numbers!

If you're constantly thinking about new ways to bring visitors to the beautiful scenery and cultural sites along your Byway, you might check out the recent marketing campaign that REI has instituted in the last few years. Their "OptOutside" effort links to their company culture to get customers outside on the biggest shopping day of the year, Black Friday (the day after Thanksgiving). Can your Byway benefit from this movement to get people outside in November?

- In 2015 (the first year), **1.4 million people** enjoyed the great outdoors rather than shopping that day.
- **143 retail locations**, headquarters, and two distribution centers were closed and all **12,000 employees** were paid not to work, but go outside.
- In 2016, they united with more than **450 non-profit, government and corporate partners** to inspire millions of people to hit the trails, parks and waterways.
- In a letter to his members explaining the OptOutside plan, Jerry Stritzke, president and CEO of REI, quoted outdoor visionary John Muir, **who in 1901 said** "Thousands of tired, nerve-shaken, over-civilized people are beginning to find out that going to the mountains is going home."

Interested in learning more? [Check out this article.](#)

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