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National Scenic Byway Foundation - 904 Cook Street, Denver, CO 80206  
[www.nsbfoundation.com](http://www.nsbfoundation.com) - info@nsbfoundation.com

December | 2016 Issue



Foundation Directors attending December 6th event

### Capitol Reception is the 25th Yr Mile Marker for Byways

150 roads around the country designated as National Scenic Byways or All-American Roads are important to local communities because of economic benefits generated by tourism, as well as the sense of pride they instill by preserving a corridor important to the area's heritage. Thirty seven State Scenic Byways in 15 States are prepared to seek National Scenic Byway designation in the future. The NSB Foundation stands ready to support their efforts.

[Read more...](#)

*Contributed by NSBF Communications Chair, Sallie O'Hara*

### Social Media Tip of the Month

#### No One Will Visit If They Can't Find You

How can visitors find the terrific businesses, attractions, restaurants, and hotels along your byway?



[America's Byways](#)

Clear, well-placed signage and other offline methods, of course, but here are some tips for getting found online....

\*\* If you do nothing else, claim and fill out your Google Business profile. It gives you a much better chance at being visible and find-able when people whip out their phones and start searching for "things to do in XYZtown" or "places to eat in XYZtown."

Go here to start: <http://www.google.com/business/>

\*\* Nonprofits may be eligible for Google Ad Grants - free AdWords advertising on search results pages.

Go here to learn more: <http://support.google.com/grants/>

\*\* Make sure that your Facebook Page "About" section has the most updated address, phone number, and hours of operation.  
Many xxxx

\*\* For tips and ideas specifically about social media for tourism and hospitality, try our twice-monthly [Tourism Currents email newsletter](#).

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

## Polish Your Know How - Find Out Money Tips in 2017

As funding opportunities become more competitive, granting entities expect more matching dollars. Leveraging available funds becomes more crucial.

Join Sally Pearce, Charlotte Bumgarner, and Amanda Shanklin in the first webinar of the season set for January 31st at 1 p.m. EST. They will discuss ways to leverage limited funding to protect important resources along your Byway. Through the use of case studies, we will highlight successful projects and demonstrate how. These ladies share decades of experience with Byway leaders. Be among the informed! [Click here to learn more and register!](#)

For the NSBF discount code on webinar registrations, contact [tarahill@bellsouth.net](mailto:tarahill@bellsouth.net) or [info@nsbfoundation.com](mailto:info@nsbfoundation.com).

Member organizations may register up to five individuals at the discount rate of \$20 vs \$30 for non-members. Webinars are archived for later viewing for members on our website.

*Contributed by Sharon Strouse, NSB Foundation Education Chair*

## Around the Nation - Sharing Good Ideas!

### Charge Ahead Colorado

Due Feb 23, 2017 - Colorado Energy Office (CEO) provides financial support for electric vehicles (EV) charging stations - <http://cleanairfleets.org/programs/charge-ahead-colorado>.

### Conservation Excellence Conference

Mar 21-23, 2017 - helps define and influence the future of land conservation - <http://www.cclt.org/>

### National Main Street Center Conference

May 1-3, 2017 - explore how Main Streets can position themselves at the forefront of the new economy, dive into the critical intersection of health and

place, discover how commercial districts can be drivers of equity and inclusion, and so much more. [Main Street America](#)

**National Planning Conference**

May 6-9, 2017 - New York City - opportunities to network with planners from across the country and around the world <https://www.planning.org/conference>

*Contributed by NSBF Communications Chair, Sallie O'Hara*

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

JOIN THE

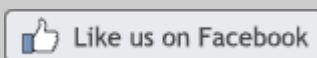
# National Scenic Byway Foundation

Gain a voice; access tools and training; and spread your byway message.

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