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March | 2017 Issue

Happy First Birthday! Cascades Lakes

A year ago, on March 17, 2016, a ribbon cutting celebration happily marked the culmination of over a decade of planning, design, and construction for the Cascade Lakes Welcome Station on the Deschutes National Forest. It was a joyous occasion attended by government officials from the Deschutes National Forest, Portland's Regional Office, Oregon Department of Transportation, and many members from the local community who had given countless hours to support the vision for this new way to connect communities to public lands as a hub for countless trails for hiking, biking, and other means of multi-modal transportation for both visitors and locals.

Located on the western edge of the high desert mountain town of Bend, Oregon, this new portal to public lands on the Cascade Lakes National Scenic Byway will welcome many of the 2.5 million visitors coming to the Deschutes National Forest each year. Next year will be the 20th anniversary of a once red cinder road, known as "Century Drive" for its 100-mile loop road, becoming a National Scenic Byway in 1998.



March 17, 2016 Cascade Lakes
Welcome Station Ribbon Cutting
Ceremony

After a successful first year of operation, the Welcome Station enjoyed many visitors who had great things to say about the new visitor facility. Several trails and nearby trailheads are in the final phase of completion allowing access to features such as the Deschutes River and to nearby communities such as Sunriver and to several of Oregon's Scenic Bikeways. Be sure to plan a stop at the new Cascade Lakes Welcome Station on the Cascade Lakes National Scenic Byway next time you find yourself in Oregon!

Social Media Tip of the Month

LinkedIn - More ROI



[NSB Foundation](#)

[America's Byways](#)

What is one of the first items that comes up when you Google your own name? Your LinkedIn profile. Pretty good reason to keep it in order, right?

Another way to get more out of LinkedIn is to participate in active LinkedIn Groups that are well-moderated (not that easy to find, we'll admit.)

Here are two we recommend:

- * Downtown Revitalization
- <https://www.linkedin.com/groups/1963009>
- * Economic Development 2.0
- <https://www.linkedin.com/groups/3588654>

LinkedIn is the top social business network; don't wait until you are job-hunting to get the most out of it.

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

Webinar Opportunity Social Impact Investing - Part I

1. How else can a foundation help you besides simply giving you money?
2. Learn how to approach foundations to seek help.
3. You are going to get solid ideas regarding how to work with foundations on this webinar.

[Register Now](#)



Social Impact Investing: Strategies which seek to consider both financial return and social good to bring about social change.

Wed. March 22, 1pm EDT.

[Part I:](#)

Learn about expanding your thinking beyond your own resource constraints.

[Patrick Westerlund,](#)

Presenter and Social Impact Investment Coach, The Wells Foundation

Contributed by the NSB Foundation Education Committee

Reminder Deadline - Request for Quotes

The National Scenic Byway Foundation is seeking quotes for Professional Services in the preparation of the National Scenic Byway Foundation Newsletter and Social Media. Deadline for extended to March 24, 2017.

Please see the attached [RFQ](#) for more information.

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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