Our nation’s Scenic Byways are more visible and energized than ever! The National Scenic Byway Foundation is leading the effort to re-vitalize our national Byway Community. New opportunities abound: nominations are being accepted by FHWA for additional National Byway designations and the NSBF has initiated a national byway awards program for byway recognition. And of course, the Byway experts within NSBF are available for guidance. Every month, we’ll be bringing you the latest news about all that is Byways!

Get Awarded – Join Us

National Scenic Byway Foundation is honoring Byways which are thriving and doing great things through a new, members only Awards program. The national awards will be given out at the Heartland Byway Conference, being held April 14-16 in Leavenworth, Kansas. Every Byway with a success story in marketing, partnership, fundraising, byway interpretation, innovation, public-private partnership, visitor experience, viewshed improvement and more is encouraged to apply. Click here for award program details:

AWARD PROGRAM DETAILS

If you have questions about the Awards program, please contact Sharon Strouse, NSBF Executive Director, sharon.strouse@nsbfoundation.com 330-231-3468, or NSBF Awards Chair, Jessica Oh, Minnesota Department of Transportation, jessica.oh@state.mn.us 651-366-4939

The Heartland Byway Conference in April is our opportunity to hear from key Byway presenters, experts leading byways, our Federal partners and byway educators. The conference is hosting the Awards program and special dinner on the last evening. Come and get more energized through networking and learning with fellow Byway Leaders.

Feb 28, Early Bird Registration Deadline: The Heartland Byway Conf – April 14-16: https://www.travelks.com/industry/education/heartland-byways-conference/

Our Latest Webinar: RV Readiness for Your Byway
RVing is big business in the United States and growing. The industry delivers $50B in economic impact in America annually, with 40 million/9 million families going RV camping each year. Households between 35-54 are most likely to own an RV, 38% of owners are Millennials. Learn how to create a Byway experience that is most attractive to RV'ers on Wednesday, February 19, 2020 at 4 PM EST.

For the past 13 years, Kevin Broom, director of media relations for the Recreational Vehicle Industry Association has led an award-winning media relations program positioning RVs and RV vacations, as a fun, cost effective way for families to escape the pressures of everyday life and enjoy seeing America and spending quality time together outdoors. He will tell us how Byways can plan to attract RV travelers and bring positive economic impact to their Byways.

Co-Sponsored by Travel Oregon.

Byway Feature

Have you ever been fascinated by a new Byway? A new destination with which you are totally unfamiliar? To get acquainted, every month, we will feature a different Byway, one with qualities that are completely unique. In January, it is of course, to feature a Byway where winter transforms a seasonal landscape – Lake Mille Lacs in Minnesota. When the 200 square mile lake freezes solid each year, it turns into a city on ice with plowed roads, huts, picnic tables and more, where people can walk and drive across the lake instead of around it.

Lake Mille Lacs a Frozen Playground for Winter Pursuits

Frozen. It’s more than just a blockbuster Disney film franchise, it’s a way of life for Central Minnesota residents several months each year. The North Star State is richly blessed with thousands of clear liquid expanses, ripe for recreation. Equidistant from the Twin Cities and Duluth, Lake Mille Lacs is perfectly situated for year-round enjoyment. Come December, the lake solidifies and becomes a buzzing activity hub, lines of F-150s and Silverados parked on a three-foot-thick layer of ice. The distant sun glints off ice houses of crimson and sage, lazily rising smoke belying the conversations taking place within.

For those content with views, the 68-mile Lake Mille Lacs Scenic Byway provides an excellent intro to the region, meandering among state parks, birdwatching areas, and even an Indian Museum & Trading Post. When the mercury plummets though, the lake itself becomes the epicenter of winter fun. “As winter progresses small cities pop up around the lake with plowed highways that even include road and speed limit signs” said Tina Chapman, Executive Director of Mille Lacs Area Tourism Council.

Winter pursuits range from dropping a line for walleye or pike in comfort – according to Chapman, fish houses range from small and rustic to luxury houses with fireplaces and
From the Director’s Desk

The start of the new decade has brought momentum to the Byways program. National Scenic Byway Foundation is receiving new memberships and inquiries daily. As we grow the organization, enabling us to assist more Byways and strengthen our efforts to promote Byways, your time and talent is not only just needed, it is critical to our success. Please consider volunteering on the education, communication, membership, marketing or any of the other NSBF standing committees. Feel free to call Sharon Strouse, 330-231-3468, to discuss how you can contribute to the efforts of the National Scenic Byway Foundation.

BYWAY DATES & DEADLINES

February 19, 4pm ET – RV Readiness Webinar – sign up at nsbfoundation.com

February 28 – NSBF Awards application deadline, due to sharon.strouse@nsbfoundation.com

February 28 – Early Bird Deadline for the Heartland Byway Conference

April 14-16 – Heartland Byway Conference, Leavenworth Kansas

April 22 – Byway Leader Training, New Hampshire – applications due

May 20-21 – Byway Leader Training, New Hampshire in the White Mountains
Become a NSBF Member for 2020 now and apply for AWARDS.
Visit our member page to see our many member benefits:
https://nsbfoundation.com/index.php/member-byways/become-a-member