

SHOWCASE OF INTERPRETIVE PLANNING FOR THE KANSAS WETLANDS & WILDLIFE NATIONAL SCENIC BYWAY

Website—<http://www.kansaswetlandsandwildlifescenicbyway.com/>

Facebook—<http://www.facebook.com/pages/Wetlands-Wildlife-National-Scenic-Byway/103083968213>

Prior to 2001 – Initiated Byway research following a Strategic Planning Meeting.

2001 – Initial Byway application submitted to Kansas Scenic Byways.

December 2004 – Wetlands and Wildlife Scenic Byway designated as a Kansas Scenic Byway.



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Summer 2005 – Met with Fermata to estimate interpretive product costs.

Summer 2005 – Included match monies in the 2006 Barton County annual Budget.

September 2005 – Designated as a National Scenic Byway.

January 2006 – Submitted interpretive grant to the National Scenic Byway Program.



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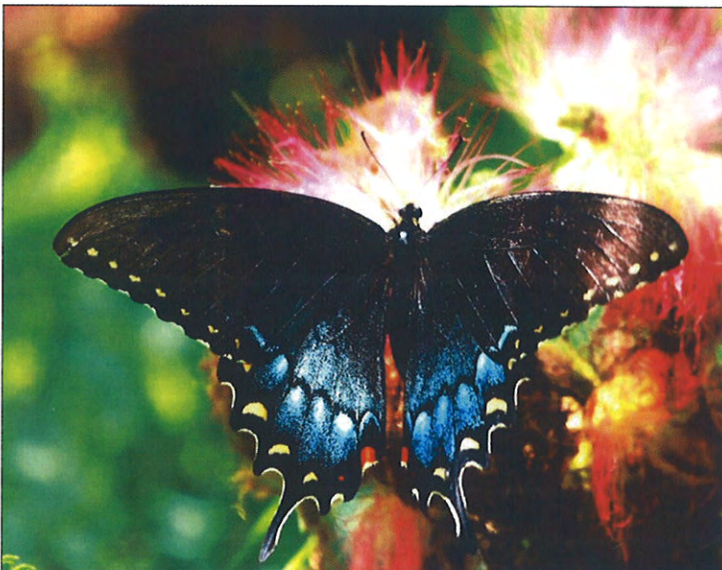
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August 2006 – US Department of Transportation awarded the interpretive grant funding.

November 2006 – Attended the NAI Conference in Albuquerque, New Mexico.

February 2007 – Requests for Qualifications received from interpretive firms.

April 2007 – Contracted with Fermata to develop interpretive plan and related products.



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June 2007 – Fermata and Barton County conducted community meetings.

August 2007 – Attended Certified Interpretive Training workshop at NAI.

October 2007 – Fermata conducted a branding summit in Barton County.

2008 – Interpretive product development completed and the Byway website was launched.



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January 2009 – Exhibitor booth at the McAllen, Texas International Travel Show to showcase and market the Byway.

March 2009 – Interpretive panels and the audio guide markers were installed along the Byway and in the corridor communities. The Byway brochures, guidebook, and audio tour were distributed to the public.

Spring - Fall 2009 – Completing National Scenic Byway Grant for the Corridor Management Plan – Comprehensive Strategic Planning.

Fall 2009 – Beginning phase of National Scenic Byway Grant for Marketing the Byway.



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**Showcase of Interpretive Planning for the Kansas Wetlands & Wildlife National Scenic Byway
National Scenic Byway Conference
August 23, 2009**

Introduction

- **Get to Know Presenter and Panel**
- **Get to Know your Class – Why You Picked this Presentation**
 - **Have you heard of our Byway?**
 - **Starting Interpretive Planning?**
- **Goal and Objective of the Presentation –**
 - **Plan, Partner, Professionalism, and Consistency – Key actions for the Wetlands and Wildlife National Scenic Byway Committee**
 - **Objective is to explain that this was an extensive planning process in regards to financing the project and researching various interpretive products**
 - **Byway Time Line from 2001 to 2009**
 - **Increase Byway knowledge –We want you come to see our Byway**
 - **Develop Tourism Opportunities = Tourism Dollars**
 - **NSB – Grant for Interpretation - \$209,000**

Who We Are – Byway Committee and the Byway

- **Our Partners - 3 Counties, 7 Communities, Great Bend CVB, 3 Wildlife Organizations -TNC, Kansas Wildlife & Parks and US Fish & Wildlife Services.**
- **This committee of 13 volunteers partnered with local, State and Federal governments and nature-oriented agencies in the interpretive planning \ development of a stirring 77-mile route through Central Kansas. Anchored by Cheyenne Bottoms and Quivira National Wildlife Refuge, there are upward of 60,000 acres of RAMSAR designated wetlands found here. Offering more than birded wetlands, one encounters landscapes and communities filled with stories of motion and change. The memory of vast bison herds joins the stunning bird migrations, the wild winds and weather and richly layered history. But it is personalization that enhances this Byway far beyond the natural views.**

What – Interpretive Plan and Product Development

- I. **Our Theme – Motion and Change! This theme, our voice, was utilized for the 2006 NSB Grant Application for an Interpretive Plan and Interpretive Product Development. Product Development Included:**
 1. **Interpretive Panels and Audio Guide Markers**
 2. **Single Fold Brochure**
 3. **37 Page Guide Book**
 4. **CD Audio Driving Tour**
 5. **Byway Website**

Fermata, a firm of nature based tourism professionals, was contracted to interpret our theme and was our general contractor for this entire project. Under the direction of Fermata, planning efforts began in 2007. Fermata and the Byway Committee members participated in community meetings, a branding summit, and various Byway meetings to expand on the theme of, "Motion and Change". From these meetings our interpretive story developed into 5 Sub-themes and 19 storylines.

II. Sub-Themes and Storylines.

1. The Wetlands

- **Cheyenne Bottoms**
- **Quivira**
- **Arkansas River**

2. Birds and Wildlife

- **Birds of the Woods & Prairie**
- **Birds of the Wetlands & Water**
- **Wings Over Water – Migration**
- **Home on the Range - Buffalo**
- **Jack Rabbits – Coursing**
- **Magic Muck – Web of Life**
- **Prey and Play – Wildlife Recreation**

3. Geology and the Landscape

- **No Trees Allowed**
- **Cultivating America's Breadbasket**
- **Post Rock and Black Gold**

4. Weather

- **Surviving the Dirty 30's**
- **Wrath of Nature**

5. Movement of Man

- **People of the Plains**
- **Illusive Cities of Gold – Coronado**
- **Wild West Super Highway – Santa Fe Trail**
- **Settling the Great American Desert –Pioneers**

III. Interpretive Panels

Twenty interpretive panel designs were developed including one welcome panel that was fabricated 10 times. Each of the seven corridor communities and the three nature sites received a Welcome panel. The other nineteen panels were designed with the storylines developed above. Each community received at least one interpretive panel. The other panels were placed at key stops along the Byway. For example, four panels were placed at Quivira's scenic overlook that had just been completed. Fermata's graphic artist designed the panels. We used many of Fermata's photos and then historical photos from the local and state historical societies. Fermata's staff searched for photos and images that told our story. Since we needed so many nature based photos, a local photographer, Jerry Segraves provided a disc full of photos in exchange for photo credits.

We had local experts review the panels for accuracy. For example, the historical panels were all reviewed by a staff member of the historical society. The birding panels and the site panels were reviewed by the site managers.

IV. Audio Guide Development

We knew we needed a “one of a kind” driving experience because we do not have “pull off” areas. The idea of the CD audio driving guide came from talking to another Byway and also other national tourist attractions. Fermata subcontracted with Q-Media to develop our Audio Driving Tour of the Byway. We were limited to 70 minutes for the drive. Fermata and Q-Media followed the sub-themes and developed a 10 track audio guide that followed the Byway route. Local historians, birding enthusiasts, local land site managers, farmers and an oil producer were interviewed to add local flavor to the drive. One human interest story, the story of Pelican Pete, a recluse that was a mathematical genius who helped local children with their math, was added because of his life of living on the Quivira Salt March is still told today by the locals and Quivira staff.

V. Detailed 37 page Trail Guide.

Cris Collier with the GBCVB designed the outline of the interpretive sites along the Byway and in the Corridor Communities. From this outline, Fermata’s interpretive writer developed a detailed and informative guide book for the entire Byway corridor. GPS coordinates were also included in this guide book to assist our travelers. This detailed Trail Guide has 31 sites along the Byway corridor to explore. By utilizing the Trail Guide together with the CD Audio Driving Guide make a very complementing package to visitors to our Byway and corridor communities.

VI. Single Page Brochure

This brochure is a teaser and a taste of the Byway. All contact information and the website address is provided. The interpretive panel locations are listed. This was added to get visitors into the corridor communities. These brochures are used for mass distribution at the Kansas Travel Information Centers and are distributed locally. They were handed out at the McAllen, Texas, International Travel Show this past January as an easy single contact brochure. In the Barton County Courthouse, we have these panels displayed and a brochure table to help develop more local awareness.

VII. Website

All information about the Byway is on the website following the theme, sub-themes and storylines. All brochures, detailed trail guides and the audio tour are accessible.

- Stories
- Events
 - Upcoming Events – Stan Herd and Monarch Mania
 - Upload recent photos in addition to the photo slideshows
 - Bird Sightings – E-Bird Feed for Cheyenne Bottoms, TNC and Quivira
- Links
 - E-Bird
 - Avian Tracking Doppler Radar
 - Kansas Water Office
 - Kansas Geological Survey
 - Kansas Biological survey
 - Cheyenne Bottoms Webcam

- **Weather.com**
- **Mapquest**
- **Design Your Tour**
 - **Audio Driving Tour – 10 Tracks**
 - **Downloadable – PDF Files – Brochure, Detailed Trail Guide, Birding List, Wildflower Brochure, Bird Brain Trivia for Adults and for children**
 - **Slideshows – 5 themes – Wetlands, Birds & Wildlife, Geology, Weather and Movement of Man – around 50 to 60 photos for each category**
- **Maps**
 - **Byway Map**
 - **Community Maps**
 - **Interpretive Panel Placement – Can review the panels on line.**

VIII. Where we are today? – We are in the process of a 2007 NSB CMP Strategic Planning Grant that will be completed this fall. We are working on a 2008 NSB Marketing Grant. We have just signed contracts for this phase. We have two segments of this grant. The Local Awareness Campaign for the seven corridor communities and the Sustainable Marketing Campaign for nation –wide external marketing.

We have been using Facebook since July 2009 to develop more social networking.

IX. Conclusion – Preserve, Protect, Promote and Community