

VISTAS



AMERICA'S BYWAYS

WINTER 2002

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Celebrate, Celebrate!

Byways Share Their Designation Successes

It takes a lot of hard work to become a National Scenic Byway or All-American Road. The process is more than identifying the intrinsic qualities that a byway possesses or completing a corridor management plan. In many cases, it takes volunteers who give tireless hours to spread the word, create an organization or foster a vision for the byway's future.

There is often a great flurry of activity to get to Washington D.C. for the designation event. Byway leaders come home with a

The Whistle Stop Tour
To celebrate the recent All-American Road designation, the Creole Nature Trail District Board of Commissioners and the Southwest Louisiana Convention & Visitors Bureau hosted a Whistle Stop Tour of the Creole Nature Trail.

The tour also served as a kick-off event for See America's Byways, the National Scenic Byway Program joint marketing initiative with the Travel Industry of America. Beginning Labor Day weekend,

"The All-American Road designation is an indication that our crown jewel is recognized on a national level."

Kathleen Blanco, Louisiana Lieutenant Governor

plaque, a new sense of a larger community and good memories. So, how does a byway convey this experience to its local communities?

In the past months, several newly designated byways developed creative celebrations to publicize the important national recognition they received and to perk local interest at the same time. America's Byways Resource Center followed some of these designation events and found wonderfully useful ideas and tips—many that can be adapted for any byway or any event. Enjoy the sampling.

the District joined other byway organizations across the country in promoting travel to these unique thoroughfares.

"The Whistle Stop Tour was our personal invitation to visit the Creole Nature Trail over the Labor Day weekend," said Monte Hurley, chairman of the Trail's governing board. "The welcome mat is still out: Come see for yourself what the Federal Highway Administration saw—a route worthy of the title All-American Road."



Rather than more traditional invitations, the Creole Nature Trail mailed commemorative posters as enticements to join the board of commissioners for the Whistle Stop Tour and VIP bash.

Throughout the tour, special tributes were made to the trail's scenic and cultural qualities. The motorcoach excursion along the byway's 180 miles of picturesque marshes, bayous and coastal beaches was interspersed with stops at each of the corridor's nine communities for a program of Cajun music, local delicacies and special presentations.

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America's Byways Resource Center
Arrowhead Regional Development Commission
227 West First Street
Suite 610
Duluth, MN 55802
1-800-4BYWAYS, Ext. 5



The Spirit of the Season



I think about those words as I make my preparations for the holidays. So much to do: write letters, buy gifts, wrap packages and decorate the house. And don't forget the food! Cookies, candies and the preparation of the Christmas feast. It's easy to forget the spirit of the season when we run from event to event and eagerly cross tasks off our lengthy lists. So let's take a quiet moment from the hustle and bustle and sit with a cup of hot cocoa (or tea, coffee, or whatever you prefer!) to reflect on holiday spirit and those around us that keep that spirit glowing.

Of course, your family and close friends top the list. The children with their active imaginations and natural enthusiasm that portray the spirit and warmth of the season every day. The warmth and caring of special people in our lives as they support us

through the ups and downs of the year. Somewhere on your list may be the people that surround you while you plan, promote and preserve your byway's special places. I think the essence of the season—hope, peace and joy—emanates from the byway program, although the energy and passion in the hearts and dreams of the byway leaders and supporters shines more brightly during this special season.

Think about your friends along your byway that work hard all year to support the byway. Perhaps you have volunteers that staff your visitor center, or planted flowers at a kiosk, or distributed brochures or maps along the byway. You may have board members that give their time, skills or dollars to help the byway effort. Perhaps you work closely with state or federal staff members that support your byway efforts within their organizations.



Michelle Johnson,
Resource Center
Associate Director

As I finish my cup of hot cocoa and my list of special friends close to home and those far away, I'm convinced that the spirit of the holiday season reflects year 'round in communities and along our beautiful byways across the nation.

Wherever your byway adventures take you, may the brightness of this holiday and spirit of the season remain with you throughout the New Year.



Year-Long Study Focuses on the Long-Term Integrity of Byways

America's Byways Resource Center and FHWA staff are working with Bill Kelley, a respected researcher from Eastern Washington University, to examine the long-term integrity of byways and their resources. Kelley is taking a sabbatical this year to study how the resources that made up a byway in its beginning are fairing in the long run and how byway groups have employed creative methods for integrating their byway vision into the varied plans in their respective regions.

The Byway Integrity Project will be completed in time for the 2003 National Scenic Byways Conference in New Mexico. Kelley has been traveling selected byways throughout the late summer and fall and will continue to do

field work into the winter months. Kelley will be talking with many of America's Byways leaders and volunteers about byway resources, outreach and organizations. Kelley's basic questions include:

- Will the resources that made up your byway when it was nominated still be around in 50 years?
- Will the experience your byway traveler has be the same, better or less enjoyable?
- What levels of change to the resource (some change is inevitable) do you envision as acceptable?
- How has your organization integrated your byway's vision into other plans in your region?

As part of the study, the Resource Center sent out a multi-page survey via e-mail to byway leaders to get baseline data for areas such as land management, staffing, organizational type and current influences on byway projects. (Thank you to those who returned the survey; this data serves as a valuable element to Kelley's research.)

At the conclusion of the study, Kelley will present his findings to the byway community. Based on the research, the Resource Center, FHWA staff and a team from the byway community will develop material that can be used in the field by byway organizations to monitor and plan for the long-term integrity of byway resources.

For more information about the Byway Integrity Project, please contact:

Chel Ethun
America's Byways
Resource Center
1-800-429-9297, ext 5 or
methun@byways.org

Dennis Adams
FHWA
1-800-429-9297, ext 3, press 1 or
Dennis.Adams@igate.fhwa.dot.gov



Minnesota Completes Fourth Annual State Scenic Byway Workshop

by Mark Anderson, Minnesota Scenic Byway Coordinator

The fourth annual Minnesota Scenic Byway Workshop brought out many local “Byway Ambassadors,” lots of first-hand byway success stories, and a contagious enthusiasm for scenic byways. The two-day workshop featured presentations on local byway marketing, byway sustainability, and statewide marketing. We were also delighted to welcome Scenic Byways Program Director Shana Baker to Minnesota and her first Scenic Byway Workshop to meet with our byway groups and enjoy a little Minnesota hospitality.

The workshop was held on November 6 and 7 in Mankato, which is located on the Minnesota River Valley National Scenic Byway. Seventy participants attended. They included byway organization members, local officials, state agency staff, local historical societies representatives, regional planning staff and a smattering of consultants. This year, 17 of Minnesota’s 20 scenic byways were represented at the workshop. The range of participants is growing with more people representing local historical societies and Department of Transportation District Offices.

Minnesota state scenic byway workshops have always provided an opportunity for people to share stories and ideas with people from other areas of the state and from other byway organizations. One of the major benefits of scenic byways is that they provide a gathering point for people from different communities and with different objectives. People have found a common ground with their scenic byways, which has been a starting point for developing productive working relationships.

A Lot Of Effort Ahead Of Time

Staging a state scenic byway workshop can be an intimidating task. We have taken a minimalist approach to the workshop in



Representatives from the North Shore Scenic Drive All-American Road, Historic Bluff Country National Scenic Byway and Minnesota River Valley National Scenic Byway celebrated their 2002 designations.

L to R - Rebecca Jackson, James Lungren, Dawn Hegland, Terri Dinesen, Shana Baker, Dave Vogel, Larry Moon, Barb Oswell, Mary Somnis, Marty Schultz, Marlene Shultz, Tim Campbell, Tammy Hughes, Marlene Butzman, Beverly Jiardina. Kneeling - Wayne Sames and Mark Anderson

the last three years and have discovered that we don’t really need a lot of money to put on a good meeting. We keep it short to simplify the planning and to make the workshop more attractive to people who can’t afford a lot of time away from their jobs.

Finding a meeting date has been tricky and we have settled on the month of November. We need to thread the needle between Thanksgiving, deer hunting, the NAI Conference and regional tourism meetings. That usually leaves us one two-day period so that we can put together a noon to noon program (a must in Minnesota where it is 535 miles from corner to corner).

A solicitation for properties to host the meeting goes out in the spring. The solicitation asks for a per-person quote that includes lodging, meals, meeting room and breaks. We require a facility that can handle 100 people sitting at round tables. Byway groups have been instrumental in soliciting proposals along or near their byways, and properties have been eager for our business because it is traditionally a slow time—summer is over and winter has not yet arrived.

This year, the Upper Minnesota Valley Regional Development Commission (the governing body for the Minnesota River Valley National Scenic Byway) agreed to be the banker for the conference and to hold the unspent balance for future conferences. In addition to the hotel package rate, conference participants were asked for a \$15.00 registration fee that was more than adequate to reimburse speakers for expenses and to pay for other incidental expenses.

Workshop Elements

Our workshops include the following elements:

- Introductions
- Awards and Recognition
- Byway Project Presentations
- Training
- Town Meeting

The **introductions** are an opportunity for everyone to talk a little bit about their accomplishments and their interests, or just tell a story. There is time aside for **awards and recognition** of groups and individuals to celebrate successes. Equal amounts of time are set aside for **presentations by byways** about successful initiatives and

projects, as well as subject-specific training sessions. **Training** is provided on a variety of topics. We finish the workshop with a facilitated “**Town Meeting**,” which provides the workshop planners with direction for future workshops. It also provides an opportunity for the state Scenic Byway Commission to get byway input on program policy issues such as statewide marketing, byway designation and maintenance.

Every year, we try to work some local color into the workshop. This year, byway participants were treated to a performance by Scott Sparlin, a longtime resident of the Minnesota River Valley who mixes his advocacy for environmental and water quality issues with music, songs and stories of the Minnesota River. Also, Ron Boldran, a local photographer, presented a slide show with his images of the Minnesota River Valley.

Probably the most valuable aspect of the workshops has been the opportunity for people to meet others from across parts of the state and from many organizations. Participants meet one another, share stories, make suggestions, forge deals, cement relationships and have fun. A natural follow-up activity will be peer-to-peer meetings between byway groups during the rest of the year. We are exploring ways to make that happen.

For more information, contact:

Mark Anderson
Minnesota Scenic Byway
Coordinator

Minnesota Department
of Transportation
395 John Ireland Boulevard, MS 620
Saint Paul, MN 55155
(651) 284-3748

Mark.r.anderson@dot.state.mn.us





The Creole Nature Trail Whistle Stop Tour was officially launched in Sulphur, Louisiana, one of two gateway cities to the byway. Shown at the ribbon cutting ceremony are: Shanna Landry, Southwest Louisiana Convention & Visitors Bureau; Robert Hennigan, Louisiana Department of Transportation and member of the Creole Nature Trail District Board of Commissioners; Monte Hurley, chairman of the Creole Nature Trail District Board of Commissioners; Captain Sammie Faulk, Creole Nature Trail District Board of Commissioners vice chairman; Shelley Johnson, executive director of the Southwest Louisiana Convention & Visitors Bureau; Barbara Roy, Louisiana Department of Tourism; Sulphur Mayor Ron LeLux; Lynn Jones, U.S. Representative Chris John's office; Ty Bromell, Louisiana state scenic byway coordinator; Louisiana Representative Kay Ihles; Mike Danahay, Calcasieu Parish Police Juror; Lake Charles Mayor Randy Roach; and Michelle McInnis, Southwest Louisiana Convention & Visitors Bureau.

The District was especially honored that these presentations included proclamations from Louisiana Governor Michael Foster; Lieutenant Governor Kathleen Blanco; the Calcasieu Parish Police Jury; the Cameron Parish Police Jury; and the mayors of the Trail's gateway cities, Lake Charles and Sulphur. Each paid tribute to the All-American Road designation and the marketing initiative by naming the Labor Day holiday as The Creole Nature Trail Weekend.

Representatives from national and regional media, the Louisiana Office of Tourism, the Louisiana Department of Transportation, and state and federal legislative offices joined other VIPs for the tour, and a number of byway residents met the tour group at the various stops.

"In Louisiana, we've always recognized the Creole Nature Trail as a unique American experience and a great tourist attraction," said Kathleen Blanco, Louisiana Lieutenant Governor. "The All-American Road designation is an indication that our crown jewel is recognized on a national level. This is an exciting opportunity for our visitors to look into our heart and soul, and connect with the things that have made us what we are today," she added.

Now one of only 20 All-American Roads in the country, the Trail was also among the first 14 to receive a National Scenic Byway designation from the Federal Highway Administration through the National Scenic Byways Program in 1996. It remains the only nationally designated byway in Louisiana.

Continues on pg. 5

Snapshots from the Whistle Stop Tour



Whistle Stop Guide: Captain Sammie Faulk, vice chairman of the Creole Nature Trail District Board of Commissioners and Economic Development Director for Cameron Parish, was one of a number of byway folks who served as guides for the tour.



The Creole Nature Trail District Board of Commissioners presented replicas of the All-American Road designation plaque to byway partners during the Whistle Stop Tour. Monte Hurley, chairman of the board, presented a replica to Willie Landry Mount, Louisiana State Senator and former mayor of Lake Charles.



During the tour VIPs and byway residents were invited to sign the banner at each stop. The banner was later sent to Shana Baker, acting director of the National Scenic Byways Organization, as a memento of the designation and Whistle Stop Tour.



Festival Queens: With more than 75 annual fairs, festivals and special events, Southwest Louisiana is renowned as the Festival Capital of the entire state. A tribute to the culture of the byway would not be complete without some of the festival queens. Shown left to right: Amber Benoit, Miss Preteen Marshland Festival; Kim Young, Miss Sulphur Mines; and Stacey Whittington, Mrs. Louisiana.

The entire student body, faculty and staff of Johnson Bayou High School joined in the festivities when the tour bus arrived. More than 150 students signed the designation banner.



At day's end, guests of the Creole Nature Trail Guests were treated to the sounds of the Hackberry Ramblers, the oldest performing Cajun band in the nation and recent recipients of the National Endowment of the Arts' National Heritage Fellowship Award.

Membership Anyone?

The North Shore Scenic Drive in Minnesota celebrated its extension this summer in each of the byway's communities. The Byway organization invited elected officials, byway stakeholders and community leaders to each of the five community stops to address media and local interested parties. Recognizing the public's interest in the byway and how it affects them, the byway organization put together a simple folder containing information about what it means to be a nationally designated byway, what types of grants are available, what projects have been initiated by the byway, and a membership form.



Long-Distance Celebrations

The designation of **Alaska's Marine Highway** as a National Scenic Byway certainly called for a major celebration. However, the byway couldn't hold just one press conference and cover the entire 8800-mile state ferry routes. Rather, officials from the Alaska Marine Highway, including Captain George Capacci, General Manager of the Marine Highway System, staged a series of celebrations along the ports of call throughout southeast Alaska. Called Sail-abration, the events began in early September and continue through the first half of next year.

The state ferry system features nine passenger/vehicle-transport vessels and 33 terminals that reach from Bellingham, WA and Prince Rupert, BC through the Inside Passage, across the Gulf of Alaska and Prince William Sound, around the Kenai Peninsula to Kodiak, then out the Aleutian Chain. At each port of call, byway leaders, officials and representatives from



America's Byways' first flag is hoisted aboard the M/V Malaspina while enroute to Haines and Skagway, Alaska.

the byway gave presentations to the local community about the byway recognition.

The Sail-abration was kicked off with the first of two Byway Stakeholder Summits and designation events to dovetail with national program events. After beginning the Summit in Juneau, the entire group sailed up the Lynn Canal to Haines and Skagway, dedicating the ship, the M/V Malaspina, as well as the terminals in Haines and Skagway (and continuing their stakeholder gathering in-between!).

After these visits, dedications of the Juneau, Bellingham, Ketchikan, Pelican and Sitka terminals followed, as well as the

M/V Columbia, Taku, LeConte and Matanuska. (All Marine Highway vessels are named after Alaska glaciers.)

Plans to present the specially designed Alaska Marine Highway/Scenic Byway plaque will continue later in the fall in Petersburg and Wrangell, and aboard the M/V Kennicott.

The presentations resume in the spring when terminals in south-central and southwest Alaska are dedicated. Part Two of the Alaska Marine Highway Stakeholders Summit is scheduled for January in Anchorage. Notably, the unique plaque is paired with an equally unique flag—the first byway flag to fly anywhere in the United States, according to the consultants who played a major role in bringing this to fruition!

Six-State Collaboration

The **Historic National Road** put together a press release that could be used by all six states promoting the recent designation. The press release covered information about the designation process, the history of the Historic National Road and local contacts for media. Each state coordinated its own events to help keep local flavor. ★

The Designation Opportunity

Designation events can be very important to a byway's outreach plan. Designation events can:

- Foster local and regional awareness through media attention and publicity efforts
- Attract new partners through special events
- Create a venue for introducing memberships
- Reward volunteers who have worked hard
- Renew interest in volunteers who may not be as involved
- Draw attention to local issues that the byway may be involved in



Alaska's Marine Highway Byway Stakeholder Summit members pose for a group picture aboard the M/V Malaspina and proudly show the "byway flag."



Reauthorization Hearings Continue

by Derrick Crandall, President, American Recreation Coalition

America's Byways have entered the countdown toward TEA-21 reauthorization and activities in Washington, D.C. directly affect the byway community now more than ever. The national partners are involved in the debates and some representatives have testified on key issues.

In September, Federal Highways Administrator Mary E. Peters and Federal Transit Deputy Administrator Robert Jamison addressed a hearing of the Subcommittee on Highways and Transit of the Committee on Transportation and Infrastructure in the U.S. House of Representatives. Mary outlined the Transportation Department's findings to be released soon entitled, *The Status of the Nation's Highways, Bridges, and Transit: Conditions and Performance*. The Subcommittee will use the report to draft TEA-21 reauthorization legislation in the coming months.

A Scenic Byways Advocate
In July the Subcommittee invited Meg Maguire, President of Scenic America, to testify as part of a hearing on TEA-21 reauthorization. Her comments, entitled, "Transportation Solutions in a Community Context," recommended Congress to approve the reauthorization for a merit-based program. The Senate has already moved away from earmarking.

In her remarks, Meg described the allied effort last year among various byway-related organizations to oppose earmarking of federal funds for National Scenic Byway Program projects. "In the end, with \$8.5 million of the approximately \$25 million in byways funding falling to earmarking, about \$16.5 million was awarded to merit-based programs," she recounted. She emphasized throughout her testimony that funding based on

merit is the proven and supported method among the many stakeholders in the grassroots-based National Scenic Byway Program. "We urge Congress to ensure that grants under the program, at whatever level of funding, remain based entirely on merit," she said.

Specifically, Meg told the Subcommittee members that Scenic America's research showed "there is ample justification for an increase in funding beginning at \$57 million in FY 2004, increasing by \$2 million each year to account for inflation and modest new additions to the system up to \$67 million in FY 2009. Over the six years of the bill the total authorization level would be \$372 million."

Meg explained the growth and success of the National Scenic Byways program to the Subcommittee members. She called it "an ideal partnership between federal, state and local governments, non-profit organizations, and the business community."

In describing the program's achievements, she highlighted four cornerstones of success:

1. Byways produce profits.
2. Byway grants leverage significant funds from other sources.
3. Byways protect, market, and interpret six irreplaceable resources—scenic, historic, cultural, archaeological, natural, and recreational.
4. The National Scenic Byways Program is a bottom-up program in which designated roads are recognized and put forward by the states.

"If all federal programs could show beneficial results comparable to the National Scenic Byways Program, the American people would have much greater confidence in the use of their tax dollars," she added

"If all federal programs could show beneficial results comparable to the National Scenic Byways Program, the American people would have much greater confidence in the use of their tax dollars."

Meg Maguire, President of Scenic America

Context-Sensitive Design Testimony

Representing Scenic America, Meg said the organization advocates "the simple and well-established principles of context-sensitive highway design (CSD)." Her testimony provided an overview of the concept and its pilot-program results. "Based on the evidence of the last 10 years showing greatly improved project results using context-sensitive design, we are convinced that no road should be built with federal funding that does not incorporate context-sensitive design principles and standards. In TEA-21 reauthorization, we strongly urge Congress to go with its original instinct and require states to incorporate context-sensitive highway design into all federally funded projects."

Meg also said that Scenic America believes that federal funding should "preserve all categories of enhancements" without changing current federal billboard laws within TEA-21 reauthorization—postponing reform to billboard regulations until Congress completes a more in-depth examination of control measures. Similarly, she recommended avoiding changing environmental review procedures; rather, she believes administrative processes can be streamlined to move projects ahead faster.

In her closing comments, Meg said, "ISTEA and TEA-21 have led to stronger communities; transportation systems that work

with the land, not against it; and a reawakening of a sense of place in America. We urge Congress to take those steps outlined at the beginning of this testimony as you improve TEA-21 for the future."

More Activity Ahead

The Committee on Transportation & Infrastructure and its Highways and Transit Subcommittee have continued hearings during the summer and into the fall. Most recently, John Horsley of the American Association of State Highway and Transportation Officials joined other national partners to testify about streamlining the project review process.

With the countdown continuing, the national partners will maintain a strong presence in Washington's activities. Watch Capital Corner for more developments related to the byways community.

For more information on reauthorization hearings, write or view online:

Committee on Transportation & Infrastructure

U.S. House of Representatives
2165 Rayburn HOB
Washington, D.C. 20515
(202) 225-9446

Rep. Thomas Petri (R-Wisconsin),
Chairman

www.house.gov/transportation/highway/



The Economic Impacts of Historic Preservation

A new report from Florida has important implications for byways investing time and money to enhance, protect and promote their historic intrinsic qualities.

Historic preservation helps bring an additional \$4.2 billion a year to the Florida economy and more than 120,000 jobs a year to Sunshine State workers, according to a study released in October 2002 by researchers at the University of Florida Levin College of Law Center for Governmental Responsibility (CGR).

Historic preservation helps bring an additional \$4.2 billion a year to the Florida economy and more than 120,000 jobs a year.

Commissioned by the Florida Department of State and conducted by staffs of CGR and the Center for Urban Policy Research at Rutgers University, the study is the first of its kind in Florida to research the impact of historical preservation.

"We examined the value of maintaining and renovating historic properties and sites amidst the pressures of new development," said study authors Timothy McLendon and JoAnn Klein of CGR. They also took into consideration direct and indirect financial impact of activities such as rehabilitation of historic

properties, heritage tourism, grants, tax incentives, museum operations and investment in Florida's Main Street Program.

The one-year study was prepared with input from individuals and officials involved in historic preservation, and government and community leaders from cities, towns and villages in every region of the state.

The study "provides striking evidence Florida's investment in the preservation and protection of historic places and the legacy of the cultures that created it, are paying huge dividends," Florida Secretary of State Jim Smith states in the report.

Among key findings:

- Historic preservation creates jobs. More than 123,000 were generated in the state from historic preservation activities during 2000, representing \$2.7 billion in income to Floridians. "The economist we worked with at Rutgers did some comparisons showing historical preservation is more efficient at bringing jobs to local communities than new construction would be," McLendon said.
- Historic preservation contributes to state and local taxes. Spending on historic preservation activities generated more than \$657 million in state and local taxes in 2000.
- Heritage tourism generates billions of dollars in local spending. More than \$3.7 billion was spent in Florida by tourists who visited historic sites, including archeological sites, historic museums, state parks and locations designated in the National Register of Historic Places.



"This whole city is funded on tourism, and the tourism base is historic preservation," said David Birchim, city of St. Augustine senior planner quoted in the research. St. Augustine is located along the A1A Scenic and Historic Coastal Highway, designated a National Scenic Byway in June 2002. Shown here is the Hotel Ponce de Leon, now Flagler College. Photo: Graphics Inc.

- The Main Street Program creates a greater sense of place in Florida communities. Since 1985, eighty Florida communities have leveraged a state investment of \$4 million into a total public/private investment of \$486.5 million to improve their downtowns.
- Historic preservation maintains property values. An examination of assessed values of residential properties in historic and non-historic districts in multiple Florida cities showed there was no case where historic preservation depressed property values.

Researchers found that in areas where historic homes are restored, property values are stable and, in many cases, appreciate in value much more quickly than comparable non-historic areas.

"If you just give a little eye to detail, to historic preservation, you'll get more money for it," said John Jones, a Tampa real estate consultant quoted in the study. "Historic preservation produces a wonderful return for the public money invested and is one of the most efficient ways public funds can be invested," McLendon said. "Historic preservation works. Florida has done a good job and has much to commend itself for. The program is very successful."

A 35-page Executive Summary of the study can be found at: www.law.ufl.edu/cgr/pdf/historic_report.pdf



Editor's Note: Watch for a new publication, "Making the Grassroots Grow," from America's Byways Resource Center.

This guide presents basic organizational concepts, case studies and best practices from the National Scenic Byways Program.

Ohio Byways Link Up for Great Results

Rural communities have a long history of working together to accomplish big tasks. This is the way barns were raised, quilts were sewn and crops were harvested. It still works that way in many parts of rural America. By pooling resources, small communities can accomplish more, expand their services, and strengthen their political voice and influence.

This is the idea behind Ohio Byway Links. It's an organizational model that's unique among state scenic byway programs. Ohio's fourteen byways have formed a collaborative organization focused on supporting and serving the needs of the byways within the state. The group's efforts extend and enhance the work of Ohio's Department of Transportation.

Paul Staley, Ohio State Scenic Byway Coordinator, said, "Ohio's Scenic Byways is a grassroots-driven program that enables the traveling public to experience the many diverse historic, scenic, cultural, natural, recreational and

Byway Links, have made a major impact on Ohio's Scenic Byways."

Founded on Cooperation

In 1999, Ohio Byway Links was a fledgling organization with a big goal of trying to help Ohio's byways and a tiny budget that

its potential for funding success.

Accommodating Growth

Ohio Byway Links meets twice a year (spring and fall) along different byways across the state. Sharon Strouse, Ohio State University Extension and Amish Country Byway contact, insures that there is an educational component in every meeting. In 2002, the focus was on interpretation. "Our Ohio byways have resources all along their corridors rich in interpretive opportunities," said Strouse. "On the brink of Ohio's Bicentennial, our organization has offered educational experiences and resources to byway members and organizations to improve our understanding of the importance of 'interpreting your byway.' It is our responsibility as byway managers to provide access to diverse activities offering education and skill development for a wide range of audience members."

As Ohio Byway Links has taken on more and more projects, the group realized it was time to expand the leadership ranks from the current four (president, vice president, treasurer and secretary). The officer corps was increased with four regional representatives at the fall 2002 meeting (held in Maumee) who will be responsible for Ohio Byways' Communications, Public Relations and Education/Programs within their areas of the state.

Ken Baldwin, Heritage Corridors of Bath representative, is a founding member of Ohio Byway Links. Baldwin explained,

By pooling resources, small communities can accomplish more, expand their services, and strengthen their political voice and influence.

archaeological assets the great state of Ohio has to offer. The pride communities exhibit and the many partnerships that have been created, especially Ohio

was "collected by passing the hat." Today, the organization is managing nearly \$500,000 in program dollars.

As a nonprofit educational 501(c)(3) foundation, the group has accepted tax-deductible donations from businesses, individuals and trust accounts. They are working on statewide efforts to accept additional dollars to expand programming and enhancement efforts.

Instead of competing for funding sources, the byways take advantage of cooperative funding opportunities. For example, it would be counterproductive for five individual byway organizations in any one year to compete for a small pool of Ohio Arts Council funding. If they combine their project goals under the statewide Ohio Byway Links organization and initiate a five-byway collaborative application, each byway increases



Wonderfully dedicated people are the lifeblood of the Ohio Byway Links, an advocacy network for the state's 14 scenic byways.

“Before Ohio Byway Links, grassroots Ohio byway organizations were independent in their local communities. Everyone was doing good work, but lacked a forum to share and communicate with each other.”

Ken Baldwin, Heritage Corridors of Bath representative

“Before Ohio Byway Links, grassroots Ohio byway organizations were independent in their local communities. Everyone was doing good work, but lacked a forum to share and communicate with each other. One of the greatest benefits has been the opportunity to share our successes and failures. We’ve learned a lot and made some great friends along the way.”

Partnership Strength

One of the organization’s strengths has been its ability to build partnerships. Active partners include the Ohio Department of Transportation, Ohio Department of Travel and Tourism, Scenic Ohio, the Ohio Chapter of the Automobile Association of America (AAA), Model T Ford Club International and Ohio State University Extension. The group has worked hard to nurture positive relationships with key agencies and leaders at all levels—local, regional, state and national. The results are evident in an impressive list of accomplishments:

- Drafted a constitution and bylaws and obtained nonprofit 501(c) (3) status.

- Published an award-winning Ohio Byway Links map and brochure.
- Designed “A Sunday Drive Anyday” traveling interactive display for use by byways, libraries, museums and interested communities.
- Increased public awareness of the byway through media contacts with newspapers, magazines and radio.
- Printed a newsletter that is distributed to over 1,000 people and agencies.
- Participated in a landscape aesthetics project partnership with The Ohio Arts Council and Scenic Ohio.
- Created an Ohio Scenic Byway slide presentation and script for all 14 Ohio byways.
- Secured a scenic byways grant for a statewide marketing plan.

Ohio Byway Links has found a formula that works—a clear purpose, dedicated people, strong partners, and a passion for their roads and special places. ★



An interactive traveling display highlighting Ohio byways has been exhibited at local fairs and festivals, the Ohio State Fair and the National Scenic Byways Conference.

Tool Box Update

What’s new to use for your fine-tuning your byway? Check out these handy byway tools.

RTCA Community Tool Box

Let’s face it, byway groups are primarily made up of volunteers that need to do a variety of things without a lot of resources. The Rivers and Trails Conservation Assistance Program of the National Park Service has created a great new packet of tools that byway leaders can use to help implement projects and goals. The **Community Tool Box** is a collection of more than 40 four-page topic ideas for developing a stakeholder list, conducting charrettes, implementing public relations plans, conducting effective meetings and more.



Each piece is short, contains a how-to, a checklist of when to use the tool (and when not to) and can be used independent of the other tools. The Community Tool Box is divided into categories for Decision Making Tools, Event Tools, Gathering Tools, Visual Communication Tools, Facilitation Tools, Organizational Tools, Outreach Tools, Written Communication Tools, and Collecting Data Tools.

Visit: www.nps.gov/phso/rtcatoolbox/index_comtoolbox for details.

Byway Self-Assessment

Byway groups are busy folks who manage to stay organized and focused. However, sometimes all that energy makes it difficult to know where to start when aligning or realigning byway priorities.



The America’s Byways Resource Center and staff at the National Program have created a 10-page worksheet for byways to use to evaluate their needs. The Byway Self-Assessment is a check-up tool that groups can use to look at visitor experience, organizational development, funding, marketing and way finding. This unique and easy-to-use tool offers a series of questions that help prioritize activities, but only takes only a matter of minutes to complete.

Visit: www.byways.org/press/designation_2002_training or call America’s Byways Resource Center for more information at 1-800-429-9297, ext 5.

Byway Leader Tele-Conference Fact Sheets

America’s Byways Resource Center put on several tele-workshops this year for byway leaders. Topics range from interpretation to heritage tourism. A summary Fact Sheet is available from the Resource Center for each tele-workshop.



Call the Resource Center at 1-800-429-9297, ext 5 to get yours today!

FACT SHEET TOPICS:

- Alternative Funding Sources
- Economics, Partnerships and Your Byway Community
- Sharing Your Heritage: If you Promote It, They will Come
- *Coming Soon!* Traveling Gracefully: Interpreting Scenic Byways
- *Coming Soon!* Making Grassroots Grow: Building and Sustaining Byway Organizations
- *Coming Soon!* Web Site Technology

Kansas Byways Run on the *Power of Partnerships*

When Kansas Scenic Byway leaders convened in Fort Scott on September 11-12, they brought along ideas for building successful partnerships. “**The Power of Partnerships**” was the theme of this year’s conference.

By building collaborative relationships with groups and organizations that have common concerns and interests, Kansas byways are increasing their effectiveness and results. The examples described below reveal the variety of partnerships and projects that have been developed in Kansas.

- The Peace Treaty Pageant along the **Gypsum Hills Scenic Byway** is held every three years to reenact the signing of a treaty between the U.S. Government and five Plains tribes. Kaye Kuhn described the tourism alliance that was created among “many organizations that were trying to accomplish the same goals.”

By building collaborative relationships with groups and organizations that have common concerns and interests, Kansas byways are increasing their effectiveness and results.

- Connie Dougherty, chair of the **Post Rock Scenic Byway** committee, described the process they are using to upgrade and update interpretive panels at the Wilson Dam Overlook. Their partners in this project are the Corps of Engineers and the Kansas Department of Wildlife and Parks.
- The Kansas State Historical Society, the National Park Service and a private foundation are working together to preserve a Civil War battlefield along the **Frontier Military Scenic Byway**. An initial Transportation Enhancement grant through the Kansas Department of Transportation provided funding to purchase



Every other year, Kansas byway leaders meet along one of the state's scenic byways. This year's meeting was held in Fort Scott, Kansas along the Frontier Military Scenic Byway. At Fort Scott National Historic Site, visitors can explore 20 historic structures and interpretive exhibits.

Twelve Principles of Partnership

Across the country, the National Park Service is an important byways partner. John Daugherty, superintendent of the Fort Scott National Historic Site, gave the following advice for creating and maintaining healthy partnerships. (Daugherty credited Brian O'Neill, retired superintendent of the Golden Gate National Recreation Area, for sharing many of these lessons).

1. Invest time to inform the community about the mission of your agency or organization, the significance of your program and important issues.
2. If you are working with a government agency, realize that bureaucracy and red tape are a reality. Educate your members to accept it.
3. Partnerships are building relationships with individuals.
4. Effective partnerships must have a shared vision. This is how you focus efforts of diverse groups and individuals.
5. Partnerships must have a common goal or goals.
6. Partnerships must be jointly owned, shared, and mutually supported.
7. Partners must respect each other's culture.
8. Partnerships will grow only as far as partners will allow.
9. You must be willing to engage in reasoned risk taking when forming a partnership for a worthy project. Are you willing to risk failure?
10. Build on and use the strengths of each other.
11. Understand delayed gratification. Patience is truly a virtue. This does not mean you tolerate a lack of progress or time-wasting meetings.
12. Asking for money or fundraising is NOT a partnership. Partners must be vested in a common vision, goals, and have a say in directing the partnership. If partners give money, all the better. Groups who simply provide money are donors or sponsors, not partners.

320 acres of the original Frontier Military Road on which the Mine Creek Battle occurred. The actual location of the road was determined during a Summer Intern Project by geology students from the University of Kansas. Long-term plans are to expand the land included in the site, conduct archeological investigations and expand visitor information. Arnold Schofield, historian at the Fort Scott National Historic Site, provided descriptions of the battle as well as the future plans.

- An award-winning byway overlook along the **Flint Hills Scenic Byway** was a collaborative project that involved representatives from four communities, three counties and many state agencies. A variety of community members and experts from local educational institutions

shared advice and expertise. The simple, unobtrusive pullout allows visitors to step out into the landscape and experience the tallgrass prairie. Charlie Klamm explained that throughout the planning process, people followed a motto of "See it like it is; keep it like it is."

- Tourism has received a boost from the **Southeast Kansas Tourism Region** (www.sekinc.org). Local communities have discovered the benefits of joining together to promote and market their collective region of the state. Members of SEKINC are invited to participate in educational forums on topics such as how to market your community, how to recruit bus tours, how to plan a festival or event, and how to create a travel itinerary. This lively regional alliance proves tourism is fun! ★



Partnerships in local small communities were discussed by (L to R) Richard Neinstedt, city manager, City of Fort Scott; Mary Lynne Stevenson, former Chamber of Commerce director, Fort Scott; and John Daugherty, park superintendent, Fort Scott Historic Site. By thinking, planning and working together, the individuals and groups that make up a community can accomplish goals that none could achieve alone.



The Kansas Scenic Byways Clearinghouse is a successful public/private partnership. Debbie Divine, Program Manager (Bucher, Willis & Ratliff Corporation), and Rick Ross, State Scenic Byways Coordinator (Kansas Department of Transportation), work together to provide information and technical assistance to the state's scenic byways.



Stands of native grasses and prairie wildflowers beautify the Kansas roadside. Establishing these plots and strips of vegetation is a tricky process that involves seeding in the winter, spraying in the spring, burning in the summer, and hope! Signs have been erected to help educate the public and protect these areas from damaging mowing.

*"See it like it is;
keep it like it is."*

2002 Calendar

Send calendar entries by the 5th of each month to center@byways.org

2003

FEBRUARY

February 6-8, 2003

Saving Places 2003: Preserving Western Heritage
Hosted by Colorado Preservation Inc.
Denver, Colorado
For more information, please contact:
Ann Pritzlaff
Phone: (303) 893-4260 or SavingPlaces@aol.com
or visit www.coloradopreservation.org

MAY

May 4-8, 2003

23rd Annual Conference of the National Association of Recreation Resource Planners (NARRP)
"Planning Great Spaces in Great Places"
Park East Hotel, Milwaukee, WI
For more information, please send e-mail to:
julia.cuchna@dnr.state.mn.us
or visit www.narrp.org

May 18-21, 2003

2003 National Scenic Byways Conference
Hyatt Regency Albuquerque
Albuquerque, New Mexico
For more information, please call:
(800) 429-9297, ext. 5 or center@byways.org

AUGUST

August 2-3, 2003

Scenic Summit Action for America's Communities, Countrysides and Public Lands
Hyatt Regency Hotel
Denver, Colorado
For more information, please visit:
www.scenicsummit.org

SEPTEMBER

September 30-October 5, 2003

57th National Preservation Conference
Sponsored by the National Trust for Historic Preservation
Denver, Colorado
For more information, please visit:
www.nationaltrust.org

Coming and Going

GOING: Rebecca Solem

Rebecca Solem, America's Byways Resource Center's Communication Specialist/Event Planner has taken a new position in Minneapolis. She joined the Resource Center in 2001 and brought tremendous enthusiasm to efforts on behalf of the byways. *The Resource Center and byway community will miss her!*



America's Byways Resource Center
Arrowhead Regional Development Commission
227 West First Street, Suite 610
Duluth, MN 55802

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