

VISTAS



AMERICA'S BYWAYS

MARCH/APRIL 2003

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New Byway Training and Education Opportunities—Designed Your Way

We've been listening.

The biggest part of America's Byways Resource Center staff members' jobs is time spent in contact with people who work with National Scenic Byway programs across the country. That contact time may be by phone, e-mail, US mail or in person. We have indeed, as the new tag line says, come closer.

The mission of the America's Byways Resource Center is "To provide resources to the byway community in creating a unique travel experience and enhanced local quality of life through efforts to preserve, protect, interpret and promote the intrinsic qualities of designated byways." One of the main ways we accomplish this is through fostering local leadership and providing training, education and access to resources to help byway groups accomplish their goals and missions.

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Planting Seeds—Information To Grow On

What you've seen from us over the past four years in the way of training and education has been information dispersed in response to immediate needs of emerging national byway organizations. As byways have applied for and received designation at the national level, a complicated process and a new set of expectations arises for groups. It's been important to get those seeds planted to meet immediate needs and we hope the combination of the National

Conference, conference calls, publications, Web site, e-mails and site visits have been helpful in setting and achieving goals.

We also know how difficult it is to keep up with all the information that becomes available in a variety of formats. Information arrives to your office or home and creates a whole new challenge to sort it out, find specifically what is needed, arrange for time to review it, pass it on to others who need to know, then plan how to use it and implement the plan. Whew!

It doesn't just come from the ABRC, either. We all get information from many sources. That adds to the amount of time we each spend organizing and planning rather than doing what we think of as the real work that needs tending to.

Defining The Learning Possibilities
With a vision to create a distinctive collection of American roads, their stories and treasured places, staff members of the ABRC and FHWA's National Scenic Byways Program joined together for a strategic planning session to set out more than a year's worth of work toward that vision.



Participants at the 2003 National Scenic Byways Conference will have the opportunity to learn in a variety of ways, including field workshops.

2003 National Conference Plans Taking Shape

We are going to have an exciting time in Albuquerque this May! Plans for the 2003 National Scenic Byways Conference are well underway for the four-day event May 18 – 21. By the time you read this article, the registration brochure will have either reached you or will be in your hands within days. Please take time to review it carefully and then make plans to attend this worthwhile event.

The conference this year concentrates on **four main topical areas: interpretation, funding, sustainability and marketing.** After the Portland, Oregon conference in 2001, we listened very carefully and heard your comments regarding content for the next national conference. These were the four topics mentioned most frequently by you, the byway

community. We have built a solid program of speakers, presentations and visuals around these four topics. We will have three blocks of sessions featuring these topics within the three main conference days. Details are still being finalized, but they promise to be stimulating, educational and to-the-point.

To this core of topics, we added our Best Practices workshops that concentrate on this collection of award-winning project ideas from throughout the United States. A dozen of these workshops will be offered, containing valuable information for every byway organization seeking specific insights into innovative solutions to byway needs.

We have also planned a wonderful Wednesday filled with mobile workshops. Participants select from a set of itineraries that

allow them to experience New Mexico's byways first-hand. Each daylong workshop is carefully planned to include learning points, byway project experience and time for dialogue with experts in various disciplines involved with successful projects. Of course, there will be ample opportunity for fun along the route as well.

Speaking of fun, the event certainly offers more than work in the conference site! We coordinated several special events—some scheduled and some suggested—that allow for interacting with friends, experiencing the culture of New Mexico, and simply having fun. Look forward to a fantastic kick-off reception, optional event selections and a great casual reception to end the conference.



Henry Hanka, Director
America's Byways Resource Center

We sincerely hope you will seriously consider registering for the conference in Albuquerque. We expect over 500 of your friends and fellow byway participants to take part this year. Join them and gain a great deal from attending an event like this—education, networking, interaction, and simply having a good time. Make plans now to be with us in Albuquerque in May. We're counting on you for this year's premier event.



Learn from the experts. ★

★ *Learn from each other.*

Learn ON the byway; see it in action. ★

Join us on a journey...

Get ready for something new and different. This year, in response to feedback that you want to learn **solid skills** and **techniques** for your byway initiatives, the conference format will focus on select topic areas. The topic areas were selected based on your comments and questions throughout the year.

Take advantage of all the learning opportunities at this year's conference.

I. LEARN FROM THE EXPERTS: FOUNDATIONS FOR SUCCESS

We are highlighting four focus areas for this conference:

- Sustaining your byway organization
- Marketing your byway
- Funding your byway
- Interpretation—sharing your byway story

For each focus area there will be **foundation** sessions to learn the keys to success. In those areas where you want to expand your skills, we are offering **specialized** sessions. You can choose to focus on one topic or sample each of them! All of our session instructors will be scheduled in the **Expert Booths** (located in the exhibit hall) so that you can ask questions.

II. LEARN FROM EACH OTHER: BUILDING ON SUCCESS

Poster Sessions

You have said many times that the best learning opportunities come from each other. The **Poster Sessions** are an opportunity for byways to share specific successes and lessons in the four focus areas. These one-hour sessions will offer serious learning in a casual atmosphere. Come to learn from your peers, ask questions and take away ideas you can use.

Best Practices

Take it to another level. The **Best Practices Workshops** give you the opportunity to learn from the award-winning projects of the 2001 and 2003 competitions. These advanced training workshops will inspire and ignite ideas that you can use for your own byways.

III. LEARN ON THE BYWAY: SUCCESS IN ACTION

The conference finale will be an opportunity to explore New Mexico's byways. See how the skills you have learned over the past two days are being applied in the field. All **Mobile Workshops** will be included in the full conference registration. Don't miss this valuable opportunity.

Visit www.byways.org for more 2003 Conference information today. Registrations due April 25.

As we met and began our strategic thinking, we asked, “What have we heard? What is it that the byways need us to do so that they can do their work even better? How do we provide our product in a format that is useful in real ways? How do we encompass the diversity of the program groups and individuals? What is our role in the development of sustainable leadership?”

We talked at length about conversations with groups and individuals from byways, survey results, feedback forms and informal comments. We tapped into each other’s expertise and experiences. We thought about timelines, organizational capacity, budgets and outside resources. We envisioned what would happen if we stuck with the status quo in contrast to what we would do in our wildest dreams.

In the end we got back to the listening. Every byway is about places and stories. Every corridor in the collection is a treasure for the nation. We hear the requests for information and technical assistance that are held in common across the program. We hear the need for personalized attention.

As we laid out our plan in a strategic format we kept our overall mission at the forefront. Over the next year, training and education will be available to byway groups in formats that are familiar from years past, and fresh as a result of the energy generated during our discussions.

First we did some focusing. We quickly realized that in order to be most effective, we had to put some parameters around the package we intend to offer.

While there are dozens of topic areas we could dive into, we identified several to which we will give highest importance during the next year:

- Historic roads
- Organizational sustainability
- Funding
- Interpretation
- Marketing
- Way-finding
- Accessibility
- Strategic planning
- Scenic conservation

Within each of these topics we anticipate there will be specific sub-topics requested that will be addressed as appropriate.

Delivering Information and Training

Here’s the fun part. We listened to feedback on how information and training is most effectively delivered. The answer is: **THERE IS NO SINGLE BEST WAY!** Of course, this doesn’t surprise us or you. Research on learning provides clear evidence that whatever the topic, material must be provided in a variety of ways to meet style, time, technology and resource preferences.

We listed numerous possible ways we could get information out to the byway community. An abbreviated version of that list includes workshops, conferences, peer-to-peer meetings, working site visits, tele-workshops, resource lists, newsletters, Web site, e-mails, manuals, fact sheets and other publications. Not all of the topics will be served by every method listed. Our strategic plan sets out which methods are most appropriate for each topic and what the ABRC and FHWA has the capacity to provide.

While listening, one thing we heard loud and clear is that the one-on-one in-person contact has the biggest learning impact. Whether that takes place during a workshop, a peer-to-peer visit or a working site visit by a Byways Resource Specialist, the relationships built and networks created add significant strength to the community and build leadership capacity.

The Training Portfolio

At the National Scenic Byways Conference in May, you will be introduced to what we fondly call the “training portfolio.” The entire format of the conference was deliberately designed to have a strong emphasis on key learning points that kick off the portfolio. You will see that the topics of funding, marketing, interpretation and sustainability have the largest presence in conference offerings. With a scattering of others throughout the conference, these are the topics that we hear are in biggest demand.

We continue to listen. While we want to be strategic and intentional in the assistance we provide to you—the national byway community—we also want to be responsive. You will find, over the next months, that we will be present with you in a more focused way. We will plan and be deliberate in our training and education offerings. If we are unable to provide assistance on a specific topic or within your timeline, we will assist you in finding other resources.

We’ll listen for you. Because we have many conversations with byway folks around the country, we will hear what you have to offer each other. Creating and maintaining the network of relationships among byway group members may be one of the most important aspects of our education efforts. The pool of knowledge and experience within the community is huge. (It’s really more of a big lake than a pool!) When we listen we can help you make connections with others who share common concerns, problems, ideas and solutions. When you are stuck or thinking of trying something new, we can connect you with others who have been there and facilitate the process if needed.

Just as the traveler is invited to come closer to hear the byway story, we invite you to come closer to your own learning community. Join the conversation. *We’ll continue to listen.* ★

Every byway is about places and stories. Every corridor in the collection is a treasure for the nation. We hear the requests for information and technical assistance that are held in common across the program. We hear the need for personalized attention.



The 2003 National Scenic Byways Conference offers several training formats, such as classroom-style discussions.



An Evening at the KiMo Theatre

by Johnnie Meier, President, New Mexico Route 66 Association

On Tuesday night, May 20, the historic KiMo Theatre on old Route 66 in Albuquerque will host "An Evening at the KiMo," a special, free event sure to thrill attendees of the 2003 National Scenic Byways Conference. The event will include a dessert reception in the lobby area, including cherry dump cake from the Sun N Sand Restaurant on Route 66 along with an assortment of Route 66 brand soft drinks in collectible bottles. Following the reception, attendees will be ushered into the theater and seated in raspberry-colored upholstered theater seats with unique pueblo inspired stepped backs. From the stage, attendees will be welcomed by the President of the New Mexico Route 66 Association and Albuquerque city officials who will provide a case study overview of the preservation of the historic KiMo Theatre.

After the presentation, attendees can relax and get ready to enjoy a night of film. A short subject documentary film produced by PBS will be screened, profiling a restoration project led by the New Mexico Route 66 Association to restore 10 classic neon signs on Route 66 in New Mexico. Then the audience will be transported back in time when the black-and-white, 1940 movie *Grapes of Wrath* is presented on the big screen. *The Grapes of Wrath*, starring Henry Fonda as Papa Joad, received seven Oscar nominations and won Oscars for Best Director and Best Supporting Actress, Jane Darnell.

King Of Its Kind
Originally built in 1927, the KiMo Theatre received its name in a contest won by Isleta Pueblo Governor Pablo Abeita. The pueblo words mean "King of its Kind" and the theater can still proudly boast its name. Oreste

Originally built in 1927, the KiMo Theatre received its name in a contest won by Isleta Pueblo Governor Pablo Abeita. The pueblo words mean "King of its Kind" and the theater can still proudly boast its name.



Bachechi, a partner in operating the Pastime Theater in Albuquerque, built the venue. Bachechi hired the architecture firm of the Boller Brothers to design a new theater for downtown. Carl Boller traveled extensively throughout New Mexico, visiting the pueblos of Acoma, Isleta and the Navajo Nation searching for inspiration for the theater's theme. The Boller Brothers integrated Native American design with the popular Art Deco movement to create the premier example of Pueblo-Deco architecture. The elaborate theater was built at a cost of \$150,000 and featured an \$18,000 Wurlitzer organ to accompany the silent movies.

Time took its toll. However, after a \$2 million renovation project, the KiMo Theatre reopened September 16, 2000 and later received the 2001 National Preservation Honor Award from the National Trust for Historic Preservation. "What makes the KiMo's restoration so special is the impressive public-private partnership that made it possible," said Richard Moe, president of the National Trust. "The city was involved for many years with Friends of the

KiMo, and as the city actually owns the theater, it's an interesting and inspiring model for other cities to emulate. It's concrete proof that preservation is good business." Historic Route 66 in New Mexico is designated as a National Scenic Byway and preservation efforts like the KiMo Theatre, located on the byway, can teach lessons on investing in important assets that contribute to the intrinsic value of the byway.

Details Everywhere, Even Ghosts
If you have never been inside, you are in for an amazing treat. The interior is designed to invoke the feeling of a Native American ceremonial Kiva. Buffalo skulls with glowing eyes greet you. Chandeliers hang overhead, representing Native American funeral canoes. Above, the perforated ceiling is backlit to give the illusion of a starry night sky, a characteristic of the "atmospheric" style of theater design. You'll observe log-like ceiling beams illustrated with dance and hunt scenes and walls featuring panels decorated with Navajo rug designs. Navajo swastikas are also incorporated as design elements, representing a



An Evening at the KiMo Theatre continued from pg. 4

spinning log that links back to a Navajo story of a spirit-guided river journey in a hollow log to a place of prosperity and abundance. On the balcony level, long-legged crane-like wrought-iron birds link together to form a balcony railing that descends along stairways. You'll notice door handles modeled after Kachina figures. Everywhere you look, the detailed ornamentation has been described as somewhere between spooky, baroque, exotic and gauche.



Adding to the spooky atmosphere are the reports of resident ghosts. In 1951, during the showing of an Abbot & Costello movie, a six-year old named Bobby ran from his seat during a scary moment on screen. He headed towards the lobby and was met with the explosion of a boiler that killed him. During a stage run of *A Christmas Carol* in 1988, all manner of disturbances occurred that were attributed to the ghost of Bobby. The stage manager

at that time left an offering, which appeased the ghost. Since that time, superstitious performers leave doughnuts, yo-yos and other toys to appeal to the ghost of a young boy that has been seen wearing a striped shirt and blue jeans. Without the offerings, performers are plagued with a mysterious force that disrupts the performances. But the ghost of Bobby is not alone. The ghost of a woman

wearing a bonnet has also been seen wandering the theater.

Transitions Through Time

Since the theater opened in 1927, it has gone through several transitions. The glory days when it hosted such stars as Sally Rand, Gloria Swanson, Tom Mix and Ginger Rogers ended in 1963 with a major fire. Cosmetic repairs allowed the theater to remain in operation until 1968 when bankruptcy forced closure. It briefly opened in 1971. Facing demolition, the theater received a reprieve when the City of Albuquerque purchased it with a voter-approved bond. Restoration began in 1977 and has proceeded through several phases. A grand reopening celebration was held in 2000. The theater is on the National Register of Historic Places.

Today the theater is a showpiece, seating an audience of 700 with an orchestra pit for 40 musicians. The theater remains busy with

something to entertain audiences almost every week. Attractions include concerts, dance performances, occasional films, opera programs and plays.

On May 20, stroll from your hotel downtown to the KiMo Theatre on Historic Route 66 and enjoy an evening of sweets, festivities and a classic movie with fellow byway enthusiasts. Get your flicks on Route 66!

KiMo Theatre

423 Central N.W.
Downtown Albuquerque
Phone: (505) 848-1370
Web site: www.cabq.gov/kimo



Make The Most Of Your 2003 National Scenic Byways Conference



May 18-21
Albuquerque, New Mexico

Fifteen Ways to Leverage Learning

It takes time and money to attend a conference. How can you maximize your learning experience and your investment?

1. Before the conference, write down a list of objectives you want to achieve and questions you want to ask.
2. Don't leave meetings to chance. If you want to connect with someone from a specific byway or agency, call ahead and arrange a time to meet during the conference. Don't just hope to "run into people."
3. Select workshops that offer relevant information that you can use immediately. If others from your byway attend, then spread out and attend different sessions.
4. Use break and meal times to meet new people.
5. Bring brochures, maps and information from your byway. Get advice, contacts and feedback from other participants.
6. Plan ahead to share what you learn with other members of your byway organization. You'll learn more when you plan to teach someone else. "Third-person teaching" is a powerful strategy.
7. Participate in the conference "Shop Talk Poster Session." Not only will others learn from you, you'll learn from others who stop by to discuss your project.
8. Ask questions—in training sessions, at breaks, on the mobile workshops. Actively seek ideas and information to use on your byway.
9. Sit in the front. You will be more alert, see and hear better, be less distracted, have greater contact with presenters and retain more information. Research shows that a distinguishing factor between "A" and "F" students is where they sit in class.
10. Take notes. You'll remember information better when you write it down.
11. Ask speakers to recommend books, Internet sites or reference materials, if you want to learn more about a topic.
12. In each workshop, identify a few learning "nuggets" that will help your byway. Look for ways to implement the ideas you pick up at the conference.
13. Introduce yourself to workshop instructors. Visit speakers in the "Expert Booth." Get office addresses and phone numbers for follow-up questions.
14. Take time to visit with vendors in the exhibit hall. Collect information on products and services that can help your byway.
15. Arrive early or stay late to explore New Mexico's large network of state and nationally designated byways.





Pump Up Your Web Power

Visit the 2003 National Scenic Byways Web Site Workout Room



Here's your chance to meet one-on-one with the Byways Online Utah State University Web site team! Learn about the many online opportunities available to you, and discover how www.byways.org can benefit your byway. The One-on-One Web Site Workout Room will be open Sunday, Monday and Tuesday. A sign-up sheet for appointments will be located near the registration desk at the conference. Reserve your meeting time early! ★

Conference Mobile Workshop Preview

Many of you are wondering just where the mobile workshops will take you on Wednesday, May 21, during the 2003 National Scenic Byway Conference. Far from mere sightseeing trips, these **workshops on wheels** will offer first-hand learning experiences presented by New Mexico byways—byways that have successfully implemented the principles you will learn about during your three days at the

conference. You can choose one of twelve Mobile Workshops that focus on topics important to you—from how different groups have come together to preserve their byway's heritage to how one byway meets the challenges of welcoming visitors while dealing with limited financial and water resources.

Mobile workshops depart at 9:00 a.m. and return to the hotel no later than 6:00 p.m.—just in time for you to meet your new friends and acquaintances at the closing reception to talk about what you learned. Watch your mailbox for all the details in the 2003 National Scenic Byways Conference registration brochure! ★

Training Volunteers And Docents In Visitor Services: The Certified Interpretive Guide Program

by Alan Leftridge, Certified Interpretive Trainer

Are you confident about your ability to deliver quality experiences to your scenic byway visitors? The National Association for Interpretation, a nonprofit corporation of more than 4,800 members, has developed the Certified Interpretive Guide program that will meet your training needs. The Certified Interpretive Guide program offers a nationally recognized accreditation that affirms the ability of your staff to apply interpretive techniques to informal situations. The program will enhance the communication skills of your staff and provide an understanding of how to meet the needs of tourists. Training topics include history of the interpretive profession, audience assessment, program development, program delivery techniques, how to use universal concepts that reach every tourist, and how to interpret for special groups. The people who benefit most from the training are guides, docents, volunteers and permanent staff, and, of course, byway visitors.

To be certified, a person must complete 32 hours of training, pass a written exam and demonstrate proficiency in a practical application of interpretation. All of these requirements are met by attending a training course.

Training opportunities are available across the United States. The National Association for Interpretation Web site (www.interpnet.com) lists several upcoming workshops; click on the "certification" link. Your byway may wish to offer a dedicated certification training to meet the specific needs of your volunteers, docents and staff. Contact Lisa Brochu at naiprograms@aol.com to find a Certified Interpretive Trainer in your area.

Certified Interpretive Guide status for your staff and volunteers affirms your byway's commitment to delivering quality interpretive services to all audiences.

Alan Leftridge
Certified Interpretive Trainer
Post Office Box 976
Swan Valley, Montana 59826
lefridge@blackfoot.net ★

What Makes Writing Interpretive? Special Training Opportunity After The National Conference

May 22 • Albuquerque, New Mexico

Interpretive writing draws from technical, scientific, historical and cultural sources and incorporates creative techniques. It tends to result in a response from the readers by connecting them emotionally and intellectually to the meanings and significance of the resources being interpreted.

Join Alan Leftridge, the Executive Editor of *Legacy*, the magazine of the National Association for Interpretation, for a one-day, in-depth training entitled, *The Art of Interpretive Writing*. The training takes place at the Hyatt Regency Albuquerque, May 22, 2003, from 9 a.m. to 5 p.m. This training will sharpen your skills for connecting with your byway's audiences by

using strategies promoted by the National Association for Interpretation and the National Park Service. These skills include focusing on tangibles, intangibles, universals and themes in your writing, while avoiding trite expressions. The skills apply to your brochures, exhibits, PSAs and magazine articles, too.

This training is limited to 30 participants, and has a fee of \$120.

To receive registration materials, contact:

Alan Leftridge
Post Office Box 976
Swan Valley, Montana 59826
Phone: (406) 754-2940
E-mail: lefridge@blackfoot.net
★



See America's Byways Campaign

by Betsy O'Rourke, Senior Vice President, Marketing, Travel Industry of America

The See America's Byways campaign is a partnership between the Department of Transportation and The Travel Industry Association of America (TIA) representing the \$536 billion U.S. travel industry.

The overall goal of the campaign is to generate renewed interest in driving trips throughout the United States, with an emphasis on America's Byways and their historic, recreational, cultural and scenic significance.

The campaign was developed based upon TIA research, which indicates Americans are:

- 1) driving more than flying;
- 2) staying closer to home;
- 3) spending less money, and;
- 4) looking for an "authentic" American experience.

Further, TIA research confirms that travelers are continuing to use online resources more regularly for trip planning and booking.

One of the core features of the campaign is to make itineraries available in an easily accessible format from the www.SeeAmerica.org Web site. Each Byway is searchable by state and will feature a photo, map and itinerary(ies) as well as appropriate links to other sites, i.e., state tourism Web sites, tour operator sites and www.Byways.org. We anticipate that itineraries will be available on www.SeeAmerica.org by March 7, 2003.

PROMOTIONAL TOOLS

- *National Geographic Traveler* Pictorial E-mail

To promote these itineraries, TIA is creating a number of tools. In cooperation with *National Geographic Traveler* magazine, 25 spectacular photographs have been selected. Each photo represents a different Byway or All-American road. These photos will be used in a pictorial e-mail, set to music, and ending with the words: "See America. Now More Than Ever." Recipients can click on the SeeAmerica.org logo and be linked directly to the SeeAmerica's Byways section where all the itineraries can be found. The e-mail will be distributed to all TIA members and all Byways organizations that will, in turn, forward it to their respective e-mail distribution lists. This way, we all are able to take advantage of each other's distribution network to make sure Americans and international travelers get the message to travel in America. This e-mail will be sent out the last week of April in order to be distributed the first week of May. This email will be distributed FREE of charge.

- *USA Today* Special Section

TIA has negotiated with *USA Today* to publish a special section on May 9 called "See America's Byways." This section will feature several of the itineraries from the SeeAmerica.org site and will include editorial copy provided by *Fodor's* and will encourage readers to go to www.SeeAmerica.org for more information about driving trips in the US.

- SeeAmerica Day Bookmark

On May 10, SeeAmerica Day, the Byways will be celebrating See America's Byways Day. This is the first day of National Tourism Week and the last day of National Historic Preservation Week, and the entire travel and tourism industry, along with many historic and cultural institutions, will be passing out a common branded premium to their customers, a SeeAmerica bookmark. The front of the bookmark simply says "See America. Now More Than Ever." The back of the bookmark can be overprinted with a message, offer or logo, customized by each individual organization. For example, a hotel chain might use a "kids stay free" message, a museum might print a "half price on return visit" offer, etc. Each participating organization determines its individual message. The prices are extremely reasonable: \$50 for 1,000 bookmarks, including printing and shipping; up to \$1,500 for 100,000 bookmarks. The minimum customized order is 1,000 pieces and the deadline to order is March 23, 2003. Order forms and information can be found on www.tia.org. We expect to deliver over 10 million bookmarks to travelers across America on May 10. (Many organizations are choosing to use the bookmarks beyond SeeAmerica Day, as well.) With broad participation by the travel industry on May 10, we hope to generate a great deal of publicity, both locally and nationally.

- Traveling Photo Exhibit

Another component of the See America's Byways campaign is a traveling photo exhibit. The same 25 *National Geographic Traveler* photos we are using in the e-mail will be displayed in an attractive, museum-quality exhibit that can be shipped to organizations for local events. If you are interested in hosting the exhibit, please contact TIA Marketing at (202) 408-8422 and ask for Lyndsay Rossman.

- See America's Byways Poster

The final component of the campaign is a signature See America's Byways poster, featuring one of the 25 exhibit photos. This poster will be sent to travel agencies throughout the U.S., U.K., Japan and Brazil and will be distributed to agents and tour operators at several international and domestic trade shows.

For additional information about the See America's Byway Campaign or the See America's Byway Day, please contact:

Shana Baker
National Scenic Byways Program
E-mail: shana.baker@fhwa.dot.gov
Phone: (202) 366-1862.



Sheyenne River Valley Scenic Byway (North Dakota)

Byway Length:

63 miles (and 4 excursion spurs)

Driving Time:

5 hours minimum

Designations:

North Dakota Scenic Byway
(1997)

National Scenic Byway (2002)

Unique Features:

Known as the “Hidden Treasure of the Great Plains,” the Sheyenne River Valley Scenic Byway corridor is one of North Dakota’s gems, possessing unique scenic, cultural and historic landscapes.

Trees are a rare sight in North Dakota. In fact, the state ranks 50th in the nation for tree cover.

Quaint towns, picturesque farmsteads, historic churches, one-room schoolhouses and pioneer cemeteries lend an Americana charm to this subtle landscape.

But visitors who dip into the Valley of the Sheyenne River discover an incredibly diverse prairie ecosystem and, yes, trees. Gently rolling hills, a looping river and a winding roadway let travelers discover the mystery that lies around the next bend in the river or the next bend in the road. The scenic byway weaves through a glacial meltwater trench that makes up the Sheyenne River Valley. The

route follows Native American footpaths, pioneer wagon trails and military fort supply routes, segments of which are still visible.

Quaint towns, picturesque farmsteads, historic churches, one-room schoolhouses and pioneer cemeteries lend an Americana charm to this subtle landscape. The byway’s scenic, cultural and historic qualities have been recognized by *Midwest Living* magazine, *AAA’s Home and Away* magazine, *Country Discoveries* magazine, and *National Geographic’s Guide to Scenic Highways and Byways*. Sixteen byway resources are listed on the National Register of Historic Places.

Archaeological studies show that the Sheyenne River Valley may have been intermittently occupied for over 11,000 years. Numerous archaeological resources have been recorded, but many locations are restricted in order to protect these priceless resources. Visitors can view mounds, a stone solar calendar, petroglyphs and rock features.

The cultural heritage reflects a mixture of customs and traditions passed on from the region’s first



Twice a year, Sodbuster Days celebrates traditional farming techniques like haying, cutting, shocking grain, threshing and field preparation. The popular events are held at the Sunne Farm within Fort Ransom State Park. (Credit: Janet Schultz)

immigrant settlers. For example, stop at the Dew Drop Inn in Kathryn, North Dakota (pop. 70) and you’ll find a hot cup of coffee and fresh homemade lefse (a Norwegian specialty). Over 50 cultural events are held in byway communities, including farmers markets, horse shows, rodeos, county fairs, community days, church suppers, antique and art festivals, vintage tractor shows and ethnic festivals.

Recreational opportunities abound. You can enjoy snowmobiling, birding, canoeing, hunting, fishing, hiking, golfing, cross-country skiing and, surprisingly, downhill skiing.



The High Line Bridge (shown here) is 3,860 feet long and stands 162 feet above the Sheyenne River. Eight unique bridges are interpreted as part of a historic bridges tour in Valley City. An International Volksmarch follows the bridge tour route. (Credit: Janet Schultz)

Organization:

The Sheyenne River Valley Scenic Byway represents the willingness and ability of communities, public agencies and private organizations to work together on economic development and conservation issues.

A 22-member *all-volunteer* Byway Committee directs the activities of the scenic route. Members represent a wide-range of interests—local businesses; county, state and federal agencies; historical societies; byway communities; tourism; recreation; transportation; and citizen groups.

It's a dynamic group with a "get things done" attitude. For the members' efforts to achieve national designation in 2002, the committee received a Community Spirit Award from the Valley City Area Chamber of Commerce.

Current Projects:

The active byway organization has racked up an impressive list of accomplishments and initiatives. Here are just a few examples:

- Volunteers developed a **\$1.3 million interpretive project**. Funding is leveraged from 31 sources (including 88 cents in street change collected in Washington, D.C. during the 2002 designation events for new byways). As research for this project, byway committee members reviewed ten nationally



Medicine Wheel Park, located in Valley City, features a reproduction of a Medicine Wheel (a stone solar calendar), honoring the site of a massive Native American burial mound complex.

designated byways in eight states to learn about visitor centers, marketing and interpretation. When the project is complete, visitors will learn the byway's story at 27 interpretive sites, seven map panel locations and a new visitor center.

- The byway creatively leverages **in-kind donations**, as well as funding. For example, the U.S. Army National Guard and court-identified offenders in a community service program have provided labor for site work and manually intensive projects.

- The 4,200-mile **North Country Scenic Trail (NCT)** runs through a variety of environments and links seven northern states—New York, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota and North Dakota. Accreditation is being sought for the segment of the trail that parallels the scenic byway. The National NCT conference was held in Valley City in August 2002.
- The new **Rosebud Visitors Center**, being constructed this year, will serve as a byway portal. The facility will house a unique artifact—"Rosebud," an 1881 Northern Pacific Railroad Superintendents' Coach. Only one of eight coaches built, it is the only one known to remain intact with its original artifacts. A \$345,000 Transportation Enhancement grant was awarded for this project. An additional \$528,518 in grants has also been awarded.

- The group initiated a **Grant Writers Roundtable** to identify grant sources and coordinate grant applications. At monthly meetings, representatives from a wide range of community organizations (the byway, education, health care, city government, nonprofits, etc.) exchange ideas and information about funding sources, preparing grants and success stories. If a funding source doesn't fit one organization, it may work for someone else.

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In October 2002, North Dakota held its first conference for representatives from the state's seven scenic byways. Sheyenne River Valley Scenic Byway is the first route in North Dakota to receive national designation.

Byway Organizations

Editor's Note: This is an excerpt from "Making the Grassroots Grow," an upcoming publication from America's Byways Resource Center. This new guide presents basic organizational concepts, case studies and best practices from the National Scenic Byways Program.

Reaching Out: Tailoring Your Community Relations

Stop and take a closer look at your community. We often view our community as one big group, when in reality it is made up of many layers and dimensions. The "Community Effectiveness Pyramid" is one way to understand the many different segments that are important to your byway efforts. What each group expects and how you work with individual groups can vary widely.

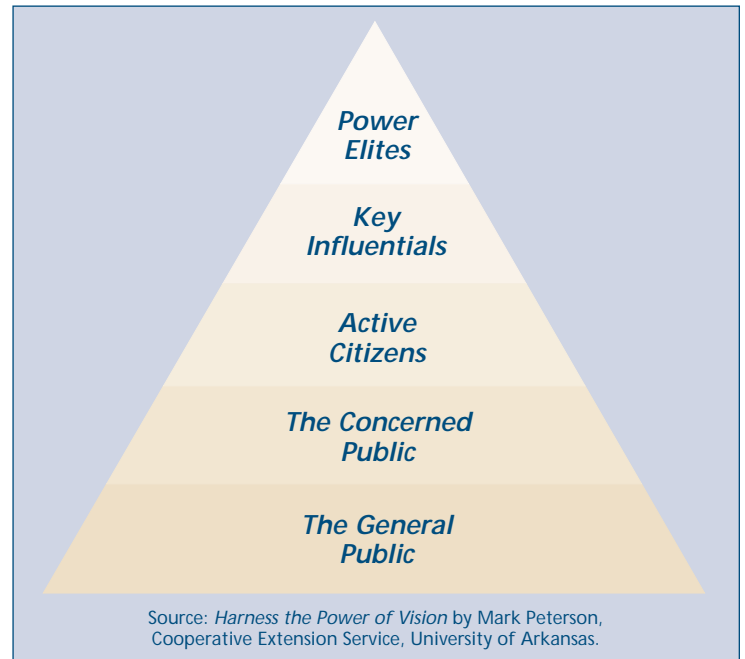
Power elites derive influence from things like having an old family name, being a large landowner, or being someone with strong connections to elected officials. This group has influence over many sectors of the community. Often, these people's opinions are sought when something new arises or the community feels a conflict approaching.

Key influentials derive their influence from their position. For instance, these people might include the bank president, a well-known business owner, the newspaper editor or the National Forest district ranger. Key influentials tend to have the greatest impact on issues related

to each individual's specific area or agency, rather than community-wide influence.

To work with power elites and key influentials, consider what kind of support you need and the best way to get it. Although these people may not be active participants in your byway organization, it's imperative that they know enough about your efforts to speak positively and knowledgeably when they are asked questions in other situations. Make sure that people with significant community influence don't feel out of the loop or snubbed by your byway group. A good approach is to have someone in your group who knows the key influentials extend personal invitations or offer to regularly keep them up to speed on your progress.

Active citizens are sitting on your byway's group right now. These people are usually actively involved in several community organizations. Active citizens tend to know each other and connect on various boards and committees. They share information through their volunteer work. They can be good sources for finding other



like-minded people to enrich your group. Active citizens get things done and are critical to your group's success.

The concerned public keeps up to speed on what's happening in the community, volunteering if an issue comes up in an area that they care about. They may be interested in being a member of your byway group or may have a specific focus they would like to work on, such as increasing tourism, beautification efforts or historic preservation. They tend to find out about you through more traditional means, including the local newspaper. The concerned public can make significant contributions to your group. It's important to note, however, that individuals from this group may be motivated by a more targeted concern, rather than the active citizens' zest to make improvements in many areas.

The general public, the largest community segment, will hear about you through the media or general community dialogue. Typically, they will not get involved unless they perceive a real threat or opportunity that affects them directly. They often don't have the time or energy to be actively involved; they might not think their efforts would be worth contributing. They may write letters or attend controversial zoning meetings, but they won't stay involved after the crisis passes. This may not be a negative thing. In fact, their lack of ongoing attendance may be their message that you are on the right track and they are no longer concerned.

By tailoring your communication and outreach to the various layers in your community, you'll build a stronger foundation for your byway. ★



It's important to understand the various layers of community involvement. "Active citizens" are those individuals who are already involved with your byway organization. They have different needs and motivations than the "concerned public" or "general public."

Western States Gateway Communities Conference

by Sally Pearce, Colorado State Scenic Byway Coordinator

Representatives from 13 western states and 11 federal agencies came together recently in Albuquerque, New Mexico to discuss current approaches to quality of life issues for gateway communities. The conference, entitled “Gateway Community Partnerships for Tourism and Conservation” and hosted by the Western States Tourism Policy Council (WSTPC), was held at the Hyatt Regency Tamaya Hotel in the Santa Ana Pueblo December 3-5, 2002.

Byways were well represented with case studies from Logan Canyon National Scenic Byway in Utah and the San Juan Skyway All-American Road in Colorado. Both sessions focused on how scenic byways can help bridge the gap between federal agencies and local communities. The Logan Canyon presentation highlighted the wealth of outstanding products developed for the byway, including interpretive kiosks, brochures and maps, and improvements to visitor facilities such as picnic and parking areas and restrooms.

The San Juan Skyway presentation focused on the preservation side of the partnership—community groups working with federal agencies and land trust organizations to secure scenic easements and acquire property to protect the landscape from unsympathetic development.

In both cases, their keys to success included:

- A passion or big vision
- Strong leadership
- Effective partnerships

A presentation on the Moab (Utah) Information Center, located on the newly designated Dinosaur Diamond National Scenic Byway (Utah and Colorado) provided great ideas for public-private partnering to serve visitor and community needs. **Key points from this session included:**

- Getting to know both the local businesses in your community and your visitors
- Developing a good partnership with your neighboring federal agencies, including regular communication
- Becoming a source of community education with programs like free lectures and special activities for school children

Funding and Other Critical Topics

The session on financial and technical assistance revealed a variety of federal programs that can be tapped for both assistance and funding. Check out www.cfda.gov for a listing of all federal assistance programs. The Land and Water Conservation Fund can be a source of funds for both federal and state projects related to parks, outdoor recreation, and



This kiosk orients visitors to the byway, tells about tourist attractions in nearby Cache Valley, interprets information on the Forest Service and has timelines of the geological and historical forces that shaped Logan Canyon.

conservation areas. The National Park Service can provide technical assistance through its Rivers, Trails and Conservation program.

Other highlights included keynote speeches from Secretary of the Interior Gale Norton, discussing the **four Cs: Consultation, Communication and Cooperation** all in the service of **Conservation**; Dr. Peter Tarlow, who addressed the impact of crime and terrorism on tourism; and an interactive strategic planning session facilitated by Drs. Kristin and John Hunt, where key concepts included identifying what's right, what works, what we appreciate and what we value—rather than what's wrong.

Community/Public Partnership Sessions

Two sessions on the last day highlighted innovative approaches to community/public partnerships. Alan O'Neill highlighted the successes of the Outside Las Vegas Foundation, which is dedicated to preserving the federal public lands surrounding Las Vegas, enriching the experience of its visitors, enhancing the quality of life for local residents and promoting community stewardship of these valuable resources. The Outside Las Vegas Foundation works closely with four federal partners:

Bureau of Land Management, National Park Service, U.S. Fish and Wildlife Service and USDA Forest Service. They work together to protect natural, historical or archaeological sites; develop and revitalize facilities and interpretive exhibits; build trails; support education, volunteer and outreach programs; and sponsor scientific research for the public lands around Las Vegas.

Derrick Crandall, President of the American Recreation Coalition, presented the “Toolbox for the Great Outdoors.” This CD Toolbox educates users on funding and volunteer opportunities that are available for recreation management on public lands.

This was the sixth educational conference sponsored by the Western States Tourism Policy Council and its federal partners. WSTPC works to support the conservation, preservation and protection of federal and tribal lands while raising the awareness of the important role they play in the development of sustainable tourism in the gateway communities that border them. ★



The Moab (Utah) Information Center demonstrates the positive benefits of public-private partnerships. This center not only provides visitor information, but has become a source for community education with free lectures and activities for children.

2003 Calendar

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

2003

APRIL

April 1, 2003

Deadline: Call for Presenters for Sparks Your Imagination - 2003 National Interpreters Workshop
Schedule for Reno/Sparks, Nevada
November 11-15, 2003
www.interpnet.com/interpnet/workshops.htm

April 29-30, 2003

14th Annual Transportation Research Conference
University of Minnesota
Center for Transportation Studies
St. Paul, Minnesota
www.cts.umn.edu/events/rescon

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, Wisconsin
For more information, please send e-mail to:
julia.cuchna@dnr.state.mn.us
or visit www.narrp.org

May 4-10, 2003

National Historic Preservation Week
www.nthp.org

May 8, 2003

11:00 a.m. EST
Historic National Road - All-American Road Dedication Events
Simultaneous ribbon-cutting events in the six Historic National Road states.

May 10, 2003

SeeAmerica Day
www.SeeAmerica.org

May 10-18, 2003

National Tourism Week
www.tia.org

May 11-13, 2003

2003 Legislative & Policy Conference
Washington D.C.
American Planning Association
www.planning.org/legislation/2003policyconf

May 18-21, 2003

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

May 18-21, 2003

National Town Meeting on Main Street
Cincinnati, Ohio
Main Street, National Trust for Historic Preservation
www.nationaltownmeeting.org

May 22, 2003

The Art of Interpretive Writing
Hyatt Regency Albuquerque, New Mexico
For more information, contact:
Alan Leftridge
406-754-2940
E-mail: lefridge@blackfoot.net

JUNE

June 13-15, 2003

Illinois National Road Festival
Celebrations and events in 14 byway communities

June 7-11, 2003

International Heritage Development Conference
Pittsburgh, Pennsylvania
www.riversofsteel.com/conference

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

NOVEMBER

November 11-15, 2003

Sparks Your Imagination
2003 National Interpreters Workshop
Reno/Sparks, Nevada
www.interpnet.com/interpnet/workshops



Thank You Early Conference Sponsors!

America's Byways Resource Center and the Federal Highway Administration are pleased to announce our early sponsors for the 2003 National Scenic Byways Conference.

PLATINUM SPONSOR

★★ The US Fish & Wildlife Service will host the wonderful opening night reception on Sunday, May 18.

GOLD SPONSOR

★ *American Road Magazine* will provide valuable giveaways during the opening general session after keynote speaker Michael Wallis, on Monday, May 19.

★ The Albuquerque Convention & Visitors Bureau welcomes you to its sunny city and hopes you'll take time to experience all that Albuquerque has to offer.

Thank you to our early sponsors. This event wouldn't be the same without the generosity of organizations like yours!



Byway Leader Bulletin

Nationally designated byway leaders can watch their mailboxes for the first issue of the Byway Leader Bulletin in March. This is a new avenue for America's Byways Resource Center to communicate directly, and on a regular basis, with the byway leaders across the nation. In the bulletin, you'll find information regarding upcoming training opportunities, new resources

available and details about other upcoming news items or events. Brief and to the point, the Byway Leader Bulletin will be a great way for the Resource Center to get important news briefs to you regularly.

Watch for the bulletin tucked inside the next Tele-Workshop Fact Sheet! ★

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