

# VISTAS



AMERICA'S BYWAYS

JANUARY/FEBRUARY 2003

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## Workshops Teach Byways How to Enhance Interpretation

**B**yway representatives are making some new connections—*interpretive connections*. In *Interpretive Planning and Media Development* workshops, sponsored by America's Byways Resource Center, participants learned how to use their interpretive services to connect the interests of visitors with the meanings of resources.

Two four-day workshops, held in Logan, Utah (August 2002) and Stevens Point, Wisconsin (September 2002), provided nationally designated byways with hands-on experience in interpretive planning, design, writing and media selection. One participant said, "The information I received in this training will help me look more carefully at the projects along my byway. I realize we have lots of interpretive options available to use in telling our byway's story."

Through a combination of classroom sessions, field exercises and computer labs, workshop attendees learned how to apply important interpretive concepts. Instructor Ron Zimmerman, University of Wisconsin-Stevens Point, explained, "If we remember that we are developing experiences



In hands-on computer labs, workshop participants created signs, posters, wayside exhibit panels, placemats and other interpretive projects.



(Logan, Utah) Interpretive workshop participants valued the interaction with other byway leaders. One evaluation form stated, "Simply being surrounded by other people working on byways was great. I enjoyed the chance to hear what others are doing and compare notes. The networking was very valuable."

instead of products, we are on the way to successful interpretation. Although interpreters often think of media and programs as products, they are really visitor experiences."

After some basic lessons using desktop publishing software QuarkXpress and Adobe Photoshop, attendees applied their new knowledge to create their own byway sign, wayside exhibit, panel or other interpretive project. With an increased understanding of graphic design, some byways gained confidence to tackle an interpretive project at home or improve their relationship with an interpretive consultant. Steve Keegan, Peter Norbeck Scenic Byway (South Dakota) explained, "I feel more grounded in how signs are designed. This will help me explain to our graphic artist how we'd like our signs to look. We want to develop some consistency in our designs for signs, panels and other interpretative materials."

### Lessons from Logan Canyon

Utah's Logan Canyon Scenic Byway provided the backdrop for the August 2002 interpretive workshop. An award-winning interpretive project there features eleven stunning interpretive sites, two companion travel guides, restaurant placemats and improved traveler facilities. The 41-mile byway illustrated important lessons:

- Begin with a plan and have a clear vision of the story you are telling.
- Involve partners early on to create ownership.
- Use structural design and materials to create a common visual identity in interpretive exhibits.
- Make sure interpretive structures harmonize with the landscape.
- Take a comprehensive approach. Logan's interpretive package includes several media—signs, printed materials and facilities.

## A New Year's Message

As we embark upon a new year, there are several significant activities that lie ahead for the National Scenic Byways Program and byway community.

The first major activity is the reauthorization of the Transportation Equity Act for the 21st Century (TEA-21). As many of you may know, TEA-21 will expire on September 30, 2003. This six-year legislation authorizes the Federal surface transportation programs for highways (which the National Scenic Byways Program is part of), highway safety and transit.

Throughout 2001, we had various listening sessions and conversations to hear your expectations on the future of the National Scenic Byways Program. We heard you say,

"no major changes." We expect the next reauthorization bill to be evolutionary rather than revolutionary. Ideally, we anticipate the following timeline for reauthorization:

### EARLY 2003

Administration provides to Congress the U.S. DOT bill

### SPRING AND SUMMER 2003

Engage in the congressional hearings and debate

### FALL 2003

Anticipate passage of a new surface transportation act

The 2003 National Scenic Byways Conference is another significant milestone. This year's conference will be held May 18-21 in Albuquerque, New Mexico. The America's Byways Resource Center

has been working feverishly in planning for the conference. The conference will provide a forum for attendees to learn new ideas through topic and mobile-oriented workshops. As at the last conference, Best Practices for Byways projects will be recognized.

Last but not least, the America's Byways Marketing program has identified opportunities and events for the year. One event that is scheduled is "See America's Byways Day" on Saturday, May 10. We will work with the Travel Industry Association of America (TIA) and each of the byways in distributing the special edition of the "See America's Byways" map along with other promotional materials.



Shana V. Baker, Program Director  
National Scenic Byways Program

We will continue to work with America's Byways Resource Center in identifying and delivering training and educational activities to assist the byway community.

America's Byways are truly the heart and soul of America, and the byway community is the vehicle that makes it possible. I look forward to seeing each you at the conference and working with you on future opportunities.

*I wish each of you much success in the New Year. ★*

## Coming and Going

### David Fasser Retires

David Fasser retired from the New York State Department of Transportation in mid-September after 38 years of state service. David served the Department as Director of the Landscape Architecture Bureau since 1979. As New York State Scenic Byway Coordinator and Chairman of the New York State Scenic Byways Advisory Board since the inception of the program well over ten years ago, David has developed a passion for the Scenic Byways program.



David Fasser (right) is shown here with Tom Bodett (left) during filming for New York State's Statewide 2002 Fall Foliage Campaign.

Most of you know David Fasser. He is deservedly recognized nationwide as a key partner with a keen expertise and knowledge of the Scenic Byways Program. He has participated in a leadership capacity in every National and Regional Scenic Byways conference, hosted and chaired State Byway Coordinator meetings and regional conferences, judged and participated in "Best Practices" and other juried and competitions, and sponsored and progressed model projects for the benefit of New York State, the Scenic Byways Program, and for all other states. Significant examples include the designation process that was carefully developed in New York State and has since served as a successful model for numerous other states; and the statewide fall foliage tourism and marketing campaigns of 1996 and this year, with celebrity spokesman Tom Bodett.

In New York State, David skillfully developed and guided a healthy and sustained program. Under his leadership, there are now over seventy designated State Scenic Byways that link travel and tourism across the State, and total over 2200 miles in length; a highly recognized National Scenic Byway, the Seaway Trail; and a recently designated All-American Road, Lakes to Locks Passage: The Great Northeast Journey. The many themes and stories promoted by the scenic byways of New York State, and developed under David Fasser's skillful guidance, are appropriately representative of the amazing diversity of New York State and its people.

Prepared by  
Mark Woods  
New York State Scenic Byway  
Coordinator  
NYSDOT, Landscape  
Architecture Bureau ★

### Welcome, Leah Hill



Leah Hill

Leah Hill joined the staff at America's Byways Resource Center in December 2002. As Communications Specialist/Event Planner, Leah will be responsible for event planning, communications and publications. Previously, she served as Marketing & Public Relations Coordinator at the Arrowhead Regional Development Commission (ARDC). A graduate of the University of Minnesota – Duluth, Leah brings strong communication skills and great enthusiasm to the Byways community. ★

# Come Closer: We Have Stories to Tell

## A Marketing Update from the National Scenic Byways Program

by Sharon Hurt Davidson, Outgoing Marketing Manager  
National Scenic Byways Program, Federal Highway Administration

My last assignment as a member of the National Scenic Byways Program team was to write an article for *Vistas* outlining the status and direction of the marketing program...a kind of "state of America's Byways marketing farewell address." After almost nine years with scenic byways (two in West Virginia and nearly seven with FHWA), I knew that I was ready for a change, but was also committed to leaving the marketing program "in a good place." Now could not be a better time to move on, because the marketing program has never been stronger and had more momentum than it does today.



We have a great communications firm working on our media and outreach, Fleishman Hillard. Another firm, Dan Rosenthal Company has been working closely with the staff and marketing committee to take the America's Byways brand to the next level. Scores of byways are incorporating the America's Byways brand into their material and participating in itinerary projects, photography projects and other programs that become available. We have great partners in the Travel Industry Association of America,

*Mobil Travel Guide* and *National Geographic Traveler*. We have prospects for several other partnerships. We are working on an assessment and overhaul of the Web site, [www.byways.org](http://www.byways.org),

together into the future. On Saturday, May 10, 2003, TIA and FHWA will be celebrating America's Byways with the distribution of the special edition "See America's Byways" map on

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*Our position is strong — we are an auto-centric product that offers diverse and authentic quality experiences close to home.*

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that will help meet traveler, media and byway community needs more effectively and efficiently...with a new look and feel of the byways brand. And finally, we have a tagline - ***Come Closer: We Have Stories to Tell.***

As for our numbers...the requests for maps via the 800# and [www.byways.org](http://www.byways.org) more than doubled in 2002 and hits to [www.byways.org](http://www.byways.org) have grown to an average of 4 million per month. People are talking about America's Byways.

But what is more impressive than the numbers in a sagging and competitive tourism industry, is America's Byways appeal to other organizations and corporations. Our position is strong—we are an auto-centric product that offers diverse and authentic quality experiences close to home. Corporations recognize America's Byways as a valuable way to connect with their audiences. Our brand has grown into a powerful asset that we are able to leverage with our partners to increase awareness of America's Byways.

Our partnership with TIA and the See America's Byways campaign is growing. With the designation of the second Saturday of every May as "See America's Byways Day," we plan to work

byways across America. There will also be a video e-mail announcing See America's Byways that will be launched the week before. The special See America's Byways insert in *USA Today* will run on Friday, May 9th. Readers will be directed to [www.byways.org](http://www.byways.org) and [www.SeeAmerica.org](http://www.SeeAmerica.org) for more information and travel itineraries on America's Byways.

Another project in the works with TIA is the photography exhibit. Five exhibits will be developed in partnership with *National Geographic Traveler*, highlighting America's Byways. The exhibits will be showcased in 20 major malls around the country from May 1 to September 14, 2003 that will reach an estimated 250 million people. From this project, *National Geographic Traveler* has expressed interest in producing a special issue of *National Geographic Traveler* devoted to America's Byways.

Another great partnership has been nurtured with *Mobil Travel Guide*. FHWA and *Mobil Travel Guide* will cooperatively produce an *America's Byways Atlas* for distribution in major outlets such as Cosco and Barnes & Noble. Some of the profits of the sale of the atlas will revolve back into the development of new America's Byways products or marketing

activities. The partnership is also developing a Web-based component, which will include byways' itineraries.

We are not depending only on partnerships, however, to build awareness and motivate travel on byways. We have developed and are implementing an editorial calendar, which outlines monthly and seasonal pitches to the media based upon an America's Byways message platform. A media kit, program brochure, new look for the Web site and brochure templates are being developed to reflect the America's Byways brand. And, as you all know, the America's Byways map is printed and delivered.

Is all of this work making a difference? We plan to find out through research. First, FHWA will be working (through Fleishman Hillard) to conduct conversion studies to answer the question—just how many people are driving the byways after browsing [byways.org](http://byways.org) or requesting a map? Next, from that sample of people who are driving the byways, we will develop a profile. The research will not only give us an idea on the return of our investment, but also get a better definition of our customers. Then, we will all be able to more effectively reach them in the future.

One of the most challenging items for both the Resource Center and FHWA is how to effectively communicate all of this information and opportunities to the byway community. So, look for more articles in *Vistas*, an electronic newsletter/fact sheet and e-mails to keep you updated.

Thank you for making this such a great experience for me. It is a great time for America's Byways and I wish all of you the best success.

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In addition, workshop participants studied trail design at Tony Grove Lake (located near the byway) and developed plans for possible ways to integrate interpretation into the trail experience. They also had the opportunity to observe first-person



Interpretive panels located along the Logan Canyon Scenic Byway provided first-hand knowledge about the elements of effective signage.

interpretation with costumed interpreters at Jensen Living Historical Farm. Here the history of Cache Valley and the Intermountain West comes alive as interpreters describe living in one-room shanties, and tell about packing all of their necessities into a wagon for the long journey west.

**Studying Shrines in Stevens Point** Schmeckle Reserve, located on the campus of the University of Wisconsin - Stevens Point, served as headquarters for a September interpretive workshop. Like Logan Canyon, participants received classroom instruction on basic elements of interpretation, completed computer lab training in QuarkXpress and PageMaker and discussed applications of interpretive mediums. Unlike

Logan Canyon, however, participants at the Stevens Point workshop were taken on a field trip to view the rural county roads of Portage County to Polonia, Wisconsin.

These roads are not designated byways, but they contain an amazing collection of roadside Polish shrines. Polonia is the largest concentration of Polish immigrants in the United States and contains a wealth of history and culture surrounding the Polish families of the area. These roadside "attractions" are private and have no current interpretation.

The field trip posed a great question for the group: "How would you treat the interpretation of these structures and the culture they represent?"



Unique field shrines mark remote rural crossroads around Stevens Point, Wisconsin, reflecting the Polish heritage of the area. Workshop participants discussed options for appropriate interpretation of these special sites.

The group debated issues related to private structures, lack of roadside facilities, maintaining the integrity of the area and "how much is too much." It was a good exercise that



Van Back (Kentucky) shows the wayside exhibit that he designed in the interpretive workshop. Participants had the opportunity to share their project ideas and receive feedback from other attendees.

stretched people's imaginations and interpretive skills.

In addition, participants shared their respective interpretive plans and products with the group for a useful critique session.

#### Upcoming Interpretive Opportunities

America's Byways Resource Center is currently defining new training initiatives, which include opportunities to learn more about byway interpretation. Watch for more information in the coming year.

In addition, interpretive workshops featuring Michael Gross and Ron Zimmerman will be offered at the National Scenic Byways Conference in Albuquerque, New Mexico on May 18-21, 2003.



## Five Principles for Interpretive Success

Workshop participants received copies of *Signs, Trails, and Wayside Exhibits* by Suzanne Trapp, Michael Gross and Ron Zimmerman. In this book and throughout the course, the instructors presented basic principles for creating effective signs, trail panels and wayside exhibits.

### 1. Signs, trail panels and wayside exhibits are part of a larger whole.

They are methods for experiencing a site and learning its stories. They seldom provide detailed or in-depth information, but they can provoke visitors to want more.

### 2. Interpretation should always be based on a unified theme.

Choose a theme that reveals the meaning of a site to visitors. Each sign or wayside should fit into that theme.

### 3. Learning is best when it is closely associated with the experience.

Signs, trail panels and wayside exhibits provide information about real things. Their purpose is to interpret concrete objects and experiences on the site.

### 4. Signs, trail panels and wayside exhibits should be compatible with the site.

They should enhance the on-site experience, not detract from it. Selection of materials, proper placement and design requires sensitivity and forethought.

### 5. The best interpretation is short and concise.

Visitors want to experience the site. They will ignore long, complex messages. A good graphic with a short headline may be all that is needed.

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(Stevens Point, Wisconsin) Schmeckle Reserve, located on the campus of the University of Wisconsin-Stevens Point, was the location for one (of two) interpretive workshops. In total, thirty-one byway leaders and state coordinators received training in this year's Interpretive Planning and Media Development workshops.



Staff from the University of Wisconsin-Stevens Point led the Interpretive Planning and Media Development workshops (L to R): Ron Zimmerman, Jim Buchholz, Michael Gross and Kelli English.

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# Is Your Scenic Byway Interpretation Sustainable?

by John A. Veverka, Certified Interpretive Planner

## Is your scenic byway interpretation in trouble?

The project is done, the scenic byway is completed, the interpretive plan is done, and all of the thousands of dollars spent on interpretation media to bring the byway story alive to your visitors are in place. Are you finally all done? NO! You have really just begun.

The problem with a lot of byway interpretation is that it was not

planned to be sustainable. Often done by contractors who are not trained interpretive planners, byway interpretation tends to be lots of information, not inspiration/interpretation and tends to be **answers to questions that no one is asking!** The interpretation was done to simply “complete the project.” It was never tested or evaluated to see if the interpretation actually worked—in other words, successfully transmitted any messages to visitors—before the final panels or other media were completed. It was not planned to be an on-going interpretive system in need of monitoring and yearly updating. Most of the interpretation media are final. Once the panels are up, or the booklets printed, it’s all done. Everyone goes home. And that’s the problem.

Now a year or so has passed, and most of the residents/visitors have seen the panels, or done the booklet-directed drive. Once you have done it—you’ve done it. So if the byway group is monitoring the byway tourism draw, the group will probably see a drop in interest from locals and many visitors over time. The story and presentation are “old news” and the scenic byway slowly returns to being what it always was—a scenic road.

diversity of audiences attracted to your byway? How will your byway interpretation plan be marketed for audiences such as schools, history or natural history buffs, botanists, and geologists? What media will you have for each diverse group?

3. After the project is done, who will provide maintenance to make sure that interpretive panels are in place and haven’t been vandalized, and other

6. And the last question: If you spent tens of thousands of dollars interpretation, just how do you really know that you are getting tens of thousands of dollars in benefits from that interpretation? Where is the proof of pay back?

## Seen it, done it—what’s next?

The fact is that byway interpretation, like any other interpretation, can get boring after a while, and will need freshening up! And if the interpretation was boring to start with, this becomes critical in the long-range interpretation sustainability and marketing plan. Quite simply, byway interpretation has to be updated. In some cases updating is needed seasonally, yearly, or at least every two years. Who will do this, and how will it be funded? Without this freshening up, it is hard for byways to maximize their tourism draw potential and be sustainable as a tourism generator for communities and regions more than a few years after their initial implementation.

## Some ideas that might help:

1. During the initial byway interpretive planning process, make sure that sustainable interpretation is in the plan. This would include planning for changing and updating interpretive media at select sites over one to five years.
2. If you know you’ll need seasonal interpretive panels for some byway locations, have them all done at once during the plan/design/fabrication stage. That way you will have the panels ready for installation, and you can advertise that “new panels are now up” for seasonal marketing of the byway.

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*The project is done, the scenic byway is completed, the interpretive plan is done, and all of the thousands of dollars spent on interpretation media to bring the byway story alive to your visitors are in place. Are you finally all done? NO! You have really just begun.*

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## Is your byway interpretation going to be sustainable?

By sustainable, I mean that your byway will function for many years successfully drawing in tourism, as well as a community educational experience and resource, rather than have high interest at the start, and then less and less interest as the years pass. Here are some questions to help you think about your byway sustainability.

1. Will you evaluate your byway interpretation to see if it actually is successful in interpreting your story to visitors? If you are spending tens of thousands of dollars on interpretation, then spend part of that money to make sure the stuff works!
2. Will you plan the interpretation media for more than one market group (the concept of mass customization) to increase the

interpretive media is updated? For example, the Ohio River Road Scenic Byway goes through three states. Exactly which group(s) will make sure the interpretive media for that byway is kept up and maintained, and that the interpretation is a seamless experience for visitors in the future?

4. How will you keep your byway “interesting” and fun for visitors after they have seen the initial panels or booklet many times? Why should they travel the byway again?
5. With gas prices going up, what are the benefits to visitors to do a scenic byway drive? What’s in it for them? What do they get in return for their investment of time and money to drive the byway? What benefits are you marketing?

Is Your Scenic Byway Interpretation Sustainable? continues on pg. 6

3. While you can produce one printed byway booklet or CD for interpretation, you will probably need several different ones for different market groups. Here is a way to serve these visitor needs and not break the bank:

- Produce several different themed self-guiding booklets for different market groups such as:
  - Byway geology and glacial history
  - Early pioneers and settlement in the region
  - Historic cemeteries and their stories
  - Historic buildings and architecture
  - Historic people and places
  - Byway roadside plants and animals
  - A parent’s guide to the byway
  - A child’s coloring book for byway features
  - K-12 teachers’ guides for byway experiences and education
  - The spring (summer, autumn and winter) byway guide

Produce these materials in full color as MS Word documents in your computer and then have them posted and available on the byway Web site. That way visitors can print off (with their own paper and ink) the guide(s) they are most interested in. For those who don’t have computer access, have a few printed

copies available at byway contact points where visitors can “have one printed while they wait,” or they can check one out and return it later. These different guides can have different physical stops located by mile markers, visual ques, or odometer readings. Again, this should be part of the initial interpretive plan. The byway should determine which micro market groups to attract, the interpretive topics to be developed for these diverse market groups, and the appropriate interpretive stops for each themed guide. This gives you maximum flexibility for your byway interpretation, including being able to easily update each booklet without incurring huge printing costs.

**The sustainable interpretation planning basics**

In planning for sustainable byway interpretation and related media, here are some basic interpretive planning steps to consider. These should be part of ANY byway interpretive master plan.

1. What is my main byway interpretive theme and sub-themes for which I need different interpretive media and experience? Is this theme and sub-theme(s) marketable?
2. Specifically, what are the learning, behavioral, and emotional interpretive objectives that I want my interpretation to accomplish, both for the total byway experience, and for each individual site, location or stop?

3. Who are the different macro and micro market groups, and thematic market groups that I want to attract? What are their different interpretive media preferences? What are their subject matter needs and interests? Will their interests change over time?
4. What are the different sustainability issues of the byway? For example, seasonal sites/attractions, fixed market groups (the same visitors over and over again), changeable interpretive panels, or seasonal tour route media? What needs to be done to keep things fresh?
5. What will the interpretive media mix need to be (seasonal, thematic, market driven) for sustainable byway marketing over the next five-plus years? What media/services will need to be seasonally or annually updated? Why will it need to be updated?
6. What will the sustainability implementation costs be (changeable media, services, planning and design) over the next five years?
7. How will the interpretive and tourism marketing be tracked and evaluated to assure that both are working and accomplishing their stated objectives at an acceptable level?
8. What will the strategy be to see if the byway interpretation is indeed positively affecting tourism and that the interpretive investment is yielding the desired pay back?

**Summary**

Scenic byways are generally a huge investment in time and money. While most of the effort goes to all of the up-front and start-up costs of the byway development, including developing and installing interpretive media, much less effort seems to go to the long-term sustainability planning of a byway as an interpretive heritage tourism asset. Without this kind of sustainability planning for updating interpretive materials and interpretive experiences, and developing a wide range of interpretive options for different market groups, the true potential of byways for providing long-term heritage tourism benefits to communities and regions can be easily lost.

An equal effort needs to be placed on interpretive planning and interpretive updating. A long-term benefit will be evident, the freshness of the interpretive experience will be maintained, and visitor interest in your byway’s story will live on.

**For more information, please contact:**

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 Certified Interpretive Planner  
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 ★

**Self-Assessment: How Do Visitors Learn About Your Byway’s Story?**

**THE BASICS**

- Have you identified your byway’s stories and themes?
- Do you have a byway brochure(s)?
- Do you use simple media/interpretive features like restaurant placemats or counter displays in businesses to build byway name recognition?
- Do you provide information to local museums, attractions, and existing visitor centers so they can help tell your byway’s story?
- Do you have an interpretive plan?
- Have you considered a wide variety of visitor demographics in planning interpretation (children, seniors, international travelers, visitors with disabilities, etc.)?

**ADVANCED INITIATIVES**

- Do you have an interpretive facility for your byway?
- Do you have interpretive signs or kiosks along the byway?
- Do you use a wide range of interpretive media to tell the byway’s story (videotape, audiotape, CD, living history demonstrations, step-on programs, etc.)?
- Have you created educational materials for children, local schools and teachers?
- Have you developed byway interpretive publications?
- Do you publicize byway stories through local news media?

## Off the Shelf



### Interpretive Centers: The History, Design, and Development of Nature and Visitor Centers

by Michael Gross and  
Ron Zimmerman

Just published, this book is the fifth volume in *The Interpreter's Handbook Series* of practical guides for interpretive professionals and students. *Interpretive Centers* shares philosophies and techniques about these facilities with the

visionaries who plan them, the managers who operate them, and those who keep them current and relevant. This is a valuable resource for byway volunteers, interpreters, administrators, boards of directors, maintenance persons, architects, landscape architects and exhibit designers. Visually stunning, the publication contains 650 photographs and 125 case studies that exemplify best practices in the profession. (Copyright 2002, UW-SP Foundation Press, Inc.)

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### Enhancing America's Communities: A Guide to Transportation Enhancements

The new edition of the National Transportation Enhancements Clearinghouse's (NTEC) popular guidebook is now available. This 32-page full-color guide features information on federal and state TE requirements, how to develop a project application, as well as 21 new case studies of TE projects that have successfully contributed to community revitalization. The 12 eligible Transportation Enhancements activities provide a valuable funding source for scenic byways:

- (1) Pedestrian and Bicycle Facilities
  - (2) Pedestrian and Bicycle Safety and Education Activities
  - (3) Acquisition of Scenic or Historic Easements and Sites
  - (4) Scenic or Historic Highway Programs Including Tourist and Welcome Centers
  - (5) Landscaping and Scenic Beautification
  - (6) Historic Preservation
  - (7) Rehabilitation and Operation of Historic Transportation Buildings, Structures or Facilities
  - (8) Conversion of Abandoned Railway Corridors to Trails
  - (9) Control and Removal of Outdoor Advertising
  - (10) Archaeological Planning and Research
  - (11) Environmental Mitigation of Runoff Pollution and Provision of Wildlife Connectivity
  - (12) Establishment of Transportation Museums
- Projects highlighted in the guide include the Oklahoma Billboard Control and Removal Program; Rock Island Railroad Depot in Liberal, Kansas; Mineral Belt Trail in Leadville, Colorado; and the Gervais Streetscape in Columbia, South Carolina. To order a free copy, email [ntec@transact.org](mailto:ntec@transact.org) or call 1-888-388-6832. You can also download a copy of the guide at the Web site: [www.enhancements.org](http://www.enhancements.org)  
★

## Byway Leader Tele-Workshop Fact Sheets Available



America's Byways Resource Center hosted several Tele-Workshops in 2002 for byway leaders. Each Tele-Workshop Fact Sheet provides a summary of the information presented during the conference call:

**February 2002**  
*Alternative Funding: Looking Beyond Traditional Sources*

**May 2002**  
*Economics, Partnerships, and Your Byway Community: Creating Destinations from Scenic Drives*

**June 2002**  
*Cultural Heritage Tourism: If You Promote It, They Will Come*

**August 2002**  
*Traveling Gracefully: Interpreting Scenic Byways*

**October 2002**  
*Making the Grassroots Grow: Building and Sustaining Byway Organizations*

**December 2002**  
*Web Site Technology: Online Opportunities for Byways*

To request a copy of a Tele-workshop Fact Sheet, please contact

Jeanine Buck  
at [jbuck@byways.org](mailto:jbuck@byways.org)  
or 1-800-4BYWAYS ext. 5  
★

# Albuquerque, New Mexico: Something for Everyone!

Courtesy of the Albuquerque Convention and Visitors Bureau

Albuquerque isn't just the site of the 2003 National Scenic Byways Conference—it's an exciting and educational destination in itself. Albuquerque's multiculturalism, natural beauty, museums, profound historic attractions, spectacular climate, galleries and shopping make it the perfect destination.

Discover New Mexico's Native American culture in the ancient cliff dwellings and petroglyphs and in the lifestyles of the area's earliest civilizations. Nowhere are so many pueblos accessible to the public than in the Albuquerque area, many within an hour's drive. The Indian Pueblo Cultural Center features the history, art and culture of New Mexico's 19 Indian Pueblos. Visit the center on the weekends for free Native American dances and craft demonstrations. The National Hispanic Cultural Center of New Mexico is dedicated to preserving the rich artistic and cultural heritage integral to the Hispanic Community worldwide, and offers a visual arts museum and amphitheater.



Built in 1927, the KiMo Theatre features restored Pueblo Deco architecture, which fused the spirit of the Indian cultures of the Southwest with the exuberance of America during the roaring twenties. (Credit: [www.marblestreetstudio.com](http://www.marblestreetstudio.com))

## Art in the Air

Albuquerque's thriving performing arts community features the New Mexico Symphony Orchestra, the Albuquerque Little Theatre, the Albuquerque Civic Light Opera Association and La Compania de



Over 900 balloons float over the skies of Albuquerque at the annual Albuquerque International Balloon Fiesta® each October. (Credit: Ron Behrmann)

Teatro. Performances are regularly scheduled in the University of New Mexico's grand Popejoy Hall and the historic KiMo Theater in downtown Albuquerque.

Albuquerque is home to more than 100 galleries and studios, offering visitors a choice of art styles and expressions. Local galleries host a monthly gallery tour called ArtsCrawl, a community event for novices and seasoned collectors at exhibition openings.

Albuquerque is also the "Ballooning Capital of the World," with its picture-perfect weather, wide-open terrain and miles of visibility. "The Albuquerque Box," ideal for ballooning, is a unique atmospheric condition made possible by surrounding mountain ranges and wind characteristics.

## Red or Green?

There's nothing like authentic New Mexican cuisine in Albuquerque, where the common question is asked, "Red chiles or green chiles?" ("Christmas" means you want both

red and green.) Albuquerque offers a variety of dining options from delicious New Mexican food at El Pinto Restaurant to the breathtaking views from High Finance Restaurant, 2.7 miles up the Sandia Mountains (via the Sandia Peak Aerial Tramway).

Albuquerque Biological Park consists of three separate facilities, the Rio Grande Zoological Park, the Albuquerque Aquarium and the Rio Grande Botanic Garden. The



The world's longest single-span aerial tramway rises to 10,378 feet with an 11,000-square-mile panoramic view from the peak of Sandia Mountains. (Credit: Jay Blackwood)

Rio Grande Zoo sits on more than 60 acres just blocks from Old Town and downtown Albuquerque, and has become one of the leading zoos in the nation.

Explora! Science Center and Children's Museum of Albuquerque is New Mexico's premier hands-on learning center, providing hands-on exhibits and activities encouraging creativity, imagination and discovery in the arts and sciences.

Whether you visit Albuquerque just for the conference or you plan to come early and stay late, make sure you find time to see all that the city has to offer. There truly is something for everyone!

For further visitor information about Albuquerque, please visit the Albuquerque Convention & Visitors Bureau Web site at [www.itsatrip.org](http://www.itsatrip.org)

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# Attending The 2003 National Scenic Byways Conference? Come Early, Stay Late: Visit New Mexico's Scenic Byways This May

by Laurie Evans, New Mexico State Highway and Transportation Department

On behalf of all 27 of New Mexico's scenic byways, I invite you to attend the National Scenic Byways Conference May 18-21, 2003 in Albuquerque. Seven byways are within an hour's drive of Albuquerque, and you will get the chance to spend a day on one of them at the conference. But we hope that you'll venture a bit farther afield and come early or stay late to check out some of our other attractions. New Mexico is called "The Land of Enchantment," and if you haven't visited us before, you'll see why when you get here. Besides our better-known destinations like Albuquerque and Santa Fe, we have:

**Billy the Kid National Scenic Byway:** Lincoln, Billy the Kid's old stomping grounds and the scene of the Lincoln County Wars of 1876 to 1878, is a main attraction on this byway. The whole town is a state monument and looks remarkably like it did when Billy the Kid lived there. East of Lincoln is Capitan, Smokey

the Bear's hometown. South is Ruidoso, a destination for summer and winter recreation.

**Enchanted Circle Scenic Byway:** This byway makes a loop through historic northern New Mexico. Recreation possibilities include rafting, hiking, camping and back country 4X4 trips. In Taos, you simply must visit the Taos Pueblo, a World Heritage site. The old North House, America's oldest apartment building, looks like it did 1000 years ago—no utilities allowed for the families who still live there.

**Native Heritage Scenic Byway:** One of our three newest, this byway in northwestern New Mexico includes Chaco Canyon (also a World Heritage site), historic Navajo trading posts, Zuni Pueblo and the surreal landscapes of the Bisti Badlands. You'll pass through communities like Yah-Tah-Hey (Navajo for hello), Sheep Springs and Naschitti.

**Geronimo Trail Scenic Byway:** The largest community this loop passes through is Truth or Consequences, known for its hot springs and for Elephant Butte Lake. The other communities are "ghost towns" like Hillsboro, Chloride and Kingston, as well as mountain mining towns with a handful of year-round inhabitants.

**Trail of the Mountain Spirits Scenic Byway:** The Gila Cliff Dwellings are here, one of the more remote Indian cliff dwellings open to the public. Silver City and Pinos Altos are old mining towns with lots of history, and the Santa Rita copper mine is on the route. A copper mine? Yes, it's the largest in the world, and it's such an overwhelming sight that there's a pull-off to take it all in.

And these are just sights on some of the byways. There's a lot to see that's not on a designated byway:

**Roswell** is the site of the famous alien spaceship crash of 1947. The town is home to two alien

museums. It's also the center of New Mexico's oil country. South of Roswell is **Carlsbad Caverns National Park**, with 100 known caves, including Lechuguilla Cave—the nation's deepest limestone cave and third longest.

**Columbus** is the site of the last invasion of the United States, commanded by the Mexican general Pancho Villa in 1916. Pancho Villa state park tells the story and boasts the first military airstrip in the country and the first military grease rack! It's also just a few miles north of one of New Mexico's two crossings into Mexico. You can park at the border, walk into Palomas, Mexico, and eat at La Tienda Rosa (the Pink Store) for about \$5.00 before you shop for all things Mexican.

**Fort Sumner** has several claims to fame. It's the burial place of Billy the Kid. It was the last place Lucien Bonaparte Maxwell lived, who once owned the largest single private land holding in the country, the Maxwell Land Grant. It was also the destination of the Long Walk of 1864. Kit Carson rounded up 8,000 Navajos and forced them to walk more than 300 miles from northeastern Arizona and northwestern New Mexico to Bosque Redondo. This grim event in American history is commemorated at Fort Sumner State Monument.

I could go on and on, but I want to give you a chance to discover some of these things for yourself. If I've whetted your appetite and you want to know more, contact me at [laurie.evans@nmshtd.state.nm.us](mailto:laurie.evans@nmshtd.state.nm.us) or 505-827-5516. I'll be happy to send you information on New Mexico byways, or discuss a possible itinerary for a side trip. Call 1-800-545-2040 for a vacation guide; if you want it, you can request extra information about New Mexico. Expect to be enchanted! ★



New Mexico received its first Scenic Byways grant in 1992. The state now has 27 byways, three of which were added to the system recently. Six of New Mexico's byways have national designation, and three of those—the Santa Fe Trail National Scenic Byway, Old Route 66 National Scenic Byway, and El Camino Real National Scenic Byway—are also National Park Service Historic Trails. Most of the byways can boast all six of the intrinsic qualities, and some of them commemorate important events in history. But all of them represent a unique perspective on New Mexico. (Credit: Jan Underwood/Mike Pitel)

# National Scenic Byways Conference Planning Gains Momentum

## Mark Your Calendar!

Albuquerque, New Mexico is the place to be May 18-21, 2003. Nearly 500 people from byways across the nation will come together for one purpose: to learn new ideas and concepts they can take home with them to help their byways thrive. So mark your calendars, everyone—the 2003 National Scenic Byways Conference is only a few months away!

Join us for four action-packed days of education, ideas, culture, history, celebrations, old friends and new friends. The 2001 National Scenic Byways Conference in Portland, Oregon was a success, and this year's event will be even better. Here's a little taste of what you can expect in the coming months and at the conference.

## A Sneak Peek

Conference registration brochures will be mailed in February. In the meantime, you can find the latest information on the conference at [www.byways.org](http://www.byways.org).

The conference will focus on four main learning points:

- Marketing
- Sustainability
- Interpretation
- Funding

Participants will attend classroom-style and mobile workshops that will enhance their knowledge and skills in these four topical areas.

The pre-conference workshops have been cancelled to allow the four main learning points to be addressed in the best possible way. While the original intent was for participants to visit these byways for additional hands-on learning prior to the conference, we encourage you to visit some of these wonderful roads on your own either before or after the conference.

Best-selling author and conference keynote speaker Michael Wallis will share his passion for the open road and the history of the American West at the general session on Monday, May 19th. Mr. Wallis' work has been published in hundreds of national and

international magazines and newspapers, including *Time*, *Life*, *People*, *Smithsonian*, *Texas Monthly*, and *The New York Times*. He is also a three-time nominee for the Pulitzer Prize. His newly expanded 75th anniversary edition of *Route 66: The Mother Road* was published Spring 2002.

Other conference highlights:

- *Best Practices* award winners will be honored at the *Road Beckons Luncheon*
- Byway representatives can meet with National Scenic Byways Online staff at the *Byways Online Meetings*
- Exhibit hall and poster session opportunities will be available throughout the conference
- Attendees can learn more about outstanding projects and ideas as we showcase *Best Practices* "Marketplace of Ideas"
- Conference participants will "hit the road" Wednesday for some hands-on learning on mobile workshops



## For More Information

Remember to watch your mailboxes for the registration brochure in February and to check [www.byways.org](http://www.byways.org) for the latest information. If you have further questions about the conference, please contact Leah Hill at [lhill@byways.org](mailto:lhill@byways.org) or 218-625-3301.

*We look forward to seeing you in Albuquerque in May! ★*

# Share Your Heritage Workshops Grants

The National Endowment for the Arts and the USDA Rural Development Office of Community Development are funding Share Your Heritage workshops again in 2003. These workshops are designed to bring diverse community representatives together to assist them in cohesively addressing key cultural heritage tourism challenges. Each two-day workshop addresses a specific cultural heritage tourism challenge or theme that will result in a related local project. Up to 30 participants may attend each workshop led by national experts.

"This is a great opportunity to leverage national resources to address specific cultural heritage tourism challenges in rural communities," said Amy Webb, Heritage Tourism Program Director for the National Trust for Historic Preservation.

A Share Your Heritage workshop is ideal for communities that have recently inventoried cultural resources and are currently developing a cultural heritage tourism plan.

Past workshops have focused on building collaboration between similarly themed art sites, creating cultural corridors, and enhancing urban neighborhood cultural tourism efforts.

Nonprofit organizations or governmental agencies are eligible to apply as the lead co-sponsor. For selection criteria and workshop description details, contact the National Trust for Historic Preservation. Applications can be downloaded at <http://www.nasaa-arts.org>.



For more information, contact:

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## CAPITAL CORNER

by Mary Beth Seibert, American Recreation Coalition

Washington, D.C. has an almost festive atmosphere this January. The 108th U.S. Congress is newly sworn in, featuring a number of new faces and leaders, and seems ready to take on the business of the country. New legislative proposals are being circulated, committees are being organized, and hearings will soon be in full swing. The President gives his State of the Union Address soon, providing another flurry of budget proposals and policy directives. Despite threats of terrorism and potential war, most of the Nation's Capital is still focused on the usual stuff—budgets and funding for key programs.

### The Primary Players

The primary players on T-3 from the Administration include the White House, which sets the overall policy, the Office of Management and Budget, which attaches numbers to the policy proposal, and the Department of Transportation, which provides input and technical expertise to back up the Administration's proposal. On Capitol Hill, the Transportation and Infrastructure Committee has the lead role in the House. The committee's chairman is Representative Don Young (R-AK), who knows firsthand about Alaska's byways. Representative James Oberstar (D-MN), the preeminent

Governor's Association, and the American Trucking Association. Many of these organizations will conduct meetings to highlight their views and stimulate attention by other organizations. For example, AASHTO will host a meeting linked to the Tourism Unity Dinner in March for travel, tourism and recreation leaders as well as a special session in Alabama in April, in cooperation with the Southeast Tourism Society.

In addition, rail and transit supporters will be fighting for a piece of the pie. These organizations are primarily focused on the "big" issues: whether to increase the

Trust for History Preservation, and the AAA will all be monitoring developments on T-3 throughout the year.

According to Helen Sramek, "AAA will focus its efforts around the theme 'Get There America,' a simple slogan that captures the essence of mobility and signifies what AAA members want from their transportation systems: safety, choice and efficiency. Highway and traffic safety will be the most important message for AAA. Quality of life is tied to the ability of citizens to travel freely and safely."

"Scenic byways symbolize that which made motoring fun at the beginning of the automotive age—the opportunity to see the best of America up close and personal. Scenic byways showcase the role transportation has played in our history and provide visitors with a link to the best America offers. AAA was one of the national partners that worked to create the program in 1991. We are proud to lend continued support for the program in the reauthorization," Helen said.

The American Recreation Coalition will emphasize several themes, including the role of byways in linking Americans to recreational opportunities. The importance of health and fitness, and opportunities for walking, running, cycling or hiking on or adjacent to byways, are potent benefits for communities with byways. ARC also hopes to find ways to use new technologies to benefit byways.

### For more information, please contact:

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## *Despite threats of terrorism and potential war, most of the Nation's Capital is still focused on the usual stuff—budgets and funding for key programs.*

First, we expect Congress to finalize appropriations bills for Fiscal Year 2003 left hanging at the close of the last session, which will be good news for byways awaiting national grants. Soon after, Congress will begin deliberations on the reauthorization of TEA-21 and other important measures.

Because of the reauthorization process, 2003 will be an extremely important year for byways. The new highway bill, code-named "T-3" by many, will affect the next six years of funding for America's Byways, and, despite past successes of the program, continuation of the program is not guaranteed. In our last Capital Corner, we shared some information about how the reauthorization process works. This time, we'd like to provide a fuller picture of who is involved, from government agencies to Congress to national organizations.

Congressional champion of byways, is in the minority leadership position on this committee. In the Senate, the Environment and Public Works Committee has primary jurisdiction. Other committees will also be involved, and especially the Ways and Means (House) and Finance (Senate) committees on tax issues involving the Highway Trust Fund. The November 2002 elections returned the Republicans to leadership positions in the Senate, elevating the influence of Senators Jim Inhofe (R-OK) and Kit Bond (R-MO), especially.

And, of course, T-3 is attracting the attention of hundreds of special interest groups and national organizations with a stake in transportation policy. Many of these are well-known players, such as AAA, AASHTO, the American Highway Users Alliance, the American Road and Transportation Builders Association, the National

gas tax supporting the Highway Trust Fund; the implementation of the environmental streamlining process; and safety and security issues. A variety of other groups with more specialized interests will also be involved. Examples include the Surface Transportation Policy Project, which supports strengthening the emphasis on environmental, health, air quality and historic preservation protections in T-3, and agricultural interests that are eager to improve transportation (and competition among transportation modes) from farm to market.

**The Byway Community's Input** Undoubtedly, the byway community and the national partners will also be called upon to provide input on the past successes of the National Scenic Byways Program, and to build a case for future actions to improve America's Byways. The American Recreation Coalition, Scenic America, the National

# 2003 Calendar

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Send calendar entries by the 5th of each month to [center@byways.org](mailto:center@byways.org)

## 2003

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### 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](mailto:julia.cuchna@dnr.state.mn.us)

or visit [www.narrp.org](http://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](mailto:center@byways.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](http://www.nationaltrust.org)

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