

2009 Scenic Byway Award Winner

PLANNING

INTERPRETATION GRANT - PLANNING AND DEVELOPMENT OF A NATIONAL SCENIC BYWAY



BYWAY: Wetlands and Wildlife National Scenic Byway
STATE: KANSAS

Partnerships And Professionalism: Planning For Success

Anchored by Cheyenne Bottoms, the Nature Conservancy and Quivira National Wildlife Refuge, the Wetlands and Wildlife National Scenic Byway features stunning bird migrations, historic communities, and upward of 60,000 acres of wetlands along the stirring 77-mile route through Central Kansas. A committee of 13 volunteers partnered with local, State and Federal governments and nature-oriented agencies for the interpretive planning and development of the byway's story. The byway group received a National Scenic Byways Program grant and matching monies from Barton County in 2006 to pursue interpretive

product development. This allowed the group to seek assistance from Fermata, an organization of nature-based tourism professionals.

The planning process involved hosting extensive community meetings, consulting experts and establishing an accessible online communication venue to encourage public and partner participation. The selected theme, Motion And Change, covered five experiential components: Wetlands; Birds And Wildlife; Geology And The Landscape; Weather; and The Movement of Man. Today, the byway's interpretive plan complements its corridor management plan in flexible and focused ways. The plan continues to guide the byway's growth and strengthen its sustainability.



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