

VISTAS



AMERICA'S BYWAYS®

MARCH/APRIL 2010

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Economic Impact Tool For Byways:

A Beta-Tester's Story

By Ruth Hawkins, Executive Director, Arkansas Delta Byways

Economic impact studies have always been a mystery to me—kind of a witch's brew. You throw in some raw numbers, add magic-formula ingredients, stir the pot, and presto! Out comes this hydra-headed monster so powerful you have to stand back in awe of the numbers that pop out. But, like monsters, are the numbers real or just made up?

With responsibilities for two National Scenic Byways in Arkansas, I am often asked by legislators, community leaders and others about the economic impact of our byways. Thus, I have long tried to understand this magic in order to conduct my own studies periodically without having to pay a fortune and without having a clue about what really went into the mix.

For this reason, I jumped at the opportunity for the Crowley's Ridge Parkway-Arkansas and the Great River Road-Arkansas to be among the beta testers for the new economic impact model being developed for the America's Byways Resource Center by Economic Stewardship, Inc. (Learn more about the tool on page 4.) Though I had not been involved in earlier planning, I was aware that development of this model had been a lengthy process, with great guidance from other National Scenic Byways regarding what should be included in the model.

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Economic Impact Tool For Byways: A Beta-Tester's Story continues on page 4



Michelle Johnson, Director, America's Byways Resource Center

Get Up And Get Out!

The Byway Role In Creating Healthy Recreation Opportunities

Most of you are familiar with Richard Louv and his bestselling book, *Last Child in the Woods*. He drew national attention to the decline in outdoor play among children when he coined the term "nature deficit disorder". Many organizations and agencies paid attention and created special programs to bring children outside. We have a list of those programs and opportunities on the Resource Center's website.

"We know this stuff, Michelle," you say. And you're right, you've heard this message before; Mr. Louv was the keynote speaker at the 2007 National Scenic Byways Conference. So, why am I bringing it up *again*?

Well, there's a new industry interested in what Mr. Louv has to say; *and* these people want to know what you, as byways, community leaders, park managers, and others providing access to recreation, have to offer. The American Academy of Pediatrics has invited Mr. Louv to be its keynote speaker in 2010. Many health insurance providers,

HMOs, doctors and others in the health care industry are interested in the link between the gloomy medical statistics and the opportunity to send patients outside for health benefits. They see nature, specifically outdoor recreation, as a "prescription" for patients to manage weight, lower risks of diabetes, heart disease, some types of cancer and improve cardio respiratory and muscular fitness.

The Center for Disease Control is a great resource for information on obesity statistics and rates, but here are the facts plain and simple: **Over the past 20 years there has been a dramatic increase in obesity in both children and adults.** A recent study published by the *Journal of the American Medicine Association* shows a slowing of this trend, but the facts are clear: many of our fellow Americans are obese.

One doctor is actively reaching out to the recreation community to work in partnership. Dr. Daphne Miller is a family physician and an

associate clinical professor at the University of California at San Francisco and she gives her patients prescriptions to take a hike or play outside. She sees the value of nature and outdoor recreation as a critical part of a healthy lifestyle. Dr. Miller talked with park managers and outdoor recreation planners at a meeting I recently attended hosted by the American Recreation Coalition. She asked for a "physician's toolbox" that she can dip into and send patients home with trail guides, maps and other information to support and encourage outside physical activity. And more importantly, she wants her colleagues to have this toolbox to use when talking with patients.

What can you do? Talk with the outdoor recreation planners and managers at parks and forests along your byway. Find out what programs they offer, and work on promoting a unified message.

Can't find programs focusing on getting people outdoors? Create them! Use your byway as

the connection and gather appropriate people together for a brainstorming meeting. And when you invite park managers and outdoor recreation managers to the meeting, include health-related groups from your community such as the American Diabetes Association, American Heart Association, American Cancer Society, American Lung Association, local garden groups, highway clean up groups, Boy Scouts, Girl Scouts, and your local YMCA. Ask your local school district if it is interested, and check out area outdoor recreation groups such as a canoe, kayak, biking or hiking association. Also, talk with local colleges or tech schools; many of them have student outdoor recreation groups.

Do you want to continue this discussion and talk with other byways? Join me in a national networking call in May; watch www.bywaysresourcecenter.org for details!

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LIST OF RESOURCES FOR HEALTHY PEOPLE, HEALTHY BYWAYS

TAKE A HIKE AND CALL ME IN THE MORNING

www.washingtonpost.com/wp-dyn/content/article/2009/11/16/AR2009111602899.html

CHILDREN AND NATURE NETWORK

www.childrenandnature.org/

CENTER FOR DISEASE CONTROL

www.cdc.gov/obesity/index.html

www.cdc.gov

www.cdc.gov/physicalactivity/everyone/health/index.html

OTHER RESOURCES AND INFORMATION

www.surgeongeneral.gov/obesityprevention/index.html

www.nhlbi.nih.gov/health/public/heart/obesity/wecan

www.health.gov/paguidelines

www.healthypeople.gov

www.fitness.gov

www.presidentschallenge.org



JOIN THE OPEN SPACE WIKI AND LET THE FORUM CONTINUE!

We are thrilled to announce that our conversations about the role of the National Scenic Byway Foundation, begun during the National Scenic Byways Conference this past summer, can be continued on the website:

www.bywayswiki.com/mediawiki/index.php/Main_Page

Instructions for logging into the conversation are on the Main Page of the website.

Once you have logged in, click on "Add on Tables: What is the Role of the Byway Foundation?" to continue the conversation about what the Foundation can/should be doing. There are other discussion topics from the National Conference on the bywayswiki.com page also.

This is a community site. There is plenty of food for thought to refresh the dialogue. It is a place to add to the discussions started during the Conference. This website provides the opportunity for you to:

- ★ Add what you wish to add
- ★ Question what has been said
- ★ Offer alternatives
- ★ Search for topics you're interested in
- ★ If you can't find the topic of choice in the existing pages, start your own

It is a forum for the byway community to suggest ways to better the byways, State and Tribal programs, and the national program. This is your forum!

The ground rules are simple: be simple and be civil.

Our thanks go to Dan Marriott who spearheaded the Open Space Forum and to Chel Ethun and the America's Byways Resource Center staff who transcribed the information discussed during the Forum.

Let the Forum continue!

The National Scenic Byways Foundation Board plans to address key issues facing America's Byways this coming year. Plans are being finalized to engage in conversation about the recommendations presented in 2009 for the future of the National Scenic Byways Program (see "Assessing and Sustaining the Quality of the America's

Byways Collection" at www.bywaysonline.org/program/reports/). In addition, plans include expanding the membership, providing avenues for dialogue among byway groups, and increasing public awareness of America's Byways.

The National Scenic Byway Foundation is a not-for-profit and tax-exempt charitable organization established to aid in the successful completion of projects that might not otherwise be accomplished by byways and byway organizations. If you would like to join the Foundation, please contact Dick Haskett at RCRHaskett@comcast.net or visit www.nsbfoundation.com.



Coming & Going



Henry Hanka

Goodbye, Henry Hanka

Henry Hanka, Special Projects Manager for the past five years, resigned from America's Byways Resource Center, effective February 5, 2010.

As a number of large-scale projects overseen by Hanka for the past several years are nearing completion, it was the right time for him to close this chapter of his professional career and to explore other priorities and interests.

"During my past ten years at the Resource Center, I have had the privilege of working with some of the finest, most professional and dedicated people of my entire career," Henry said.

He added, "While the Resource Center staff will continue to serve the byway community, I find it necessary to devote more time to my family and personal responsibilities while pursuing other opportunities which may be available."

Before accepting the Special Projects Manager position at the America's Byways Resource Center in 2005, Henry served as the Director of the America's Byways Resource Center from 2001 to 2004 and the Executive Director of the Arrowhead Regional Development Commission, which is the Resource Center's parent organization, from 1991 to 2001. Under Henry's leadership, the Arrowhead Regional Development Commission established the America's Byways Resource Center with the Federal Highway Administration in 1999.

"Henry has worked on a number of high-profile projects, including the Public Awareness Plan and its implementation. We've all benefited from his good work," said Michelle Johnson, Director. "He will be missed."

Good luck, Henry!



When I received the software program for the beta test, I dove right in and began plugging in numbers, going one screen at a time. It was tempting to skip ahead and see what sort of results were being generated from each bit of data that I entered, but I decided to leave that for a surprise at the end. **As I worked my way through the model, there were several key things that impressed me:**

1. The input screens are quite intuitive and easy to follow. There are giant arrows and other icons to guide you, and if you don't understand a particular item, you can click on a question mark that gives you pop-up information. And if you're still stumped, a Technical Manual comes with the software.
2. It was great to find that the model builders had already done a lot of the work for me. For example, there is preloaded Employment

Data for every county in the country for each year from 2001-2010. Naturally, I wanted to use 1999 data for one of my byways, so I was thrown off at first and had to figure out how to deal with this. But I managed. Standard multipliers also are preloaded, though ultimately I probably will purchase a set of multipliers for my own specific counties. (If you don't have a clue what I'm talking about here, don't worry. I had no idea about multipliers until I read the Technical Manual.)

3. It is not the end of the world if you don't have every bit of the data called for on the screens. You can either bypass certain data analysis sections, or you can use default data that is already there. For example, if you don't have recent visitor-spending data for your byway, the national default statistics are already loaded. Obviously, the

more localized the data, the more accurate the results for your particular byway. But, hey, we've all got to start somewhere.

4. I discovered that most of the data called for, and not already built into the model, was not that difficult to obtain. Much of the information needed for counties along my byways was available online, either through Federal economic census data or various State and county agencies.
5. For the most part, the model calls for hard data. There are a few areas, however, that are highly subjective. For example, when you list various investments, how do you determine whether the investment actually had anything to do with your byway? And, if so, what percent can be attributed to the byway? That screen was a tough one, but fortunately

the model builders have provided a "But For Test" worksheet that leads you through a series of questions that help make these decisions. For the beta test, however, I took an easier way out. I included only those investments that clearly resulted from byways designation, such as National Scenic Byways Program grants and other grants and donations for specific byways projects. It was a conservative approach, but the results were still impressive.

6. The model has a lot of built-in flexibility. For example, depending on how you collect your visitor expenditure statistics, you can input by person or by total travel party, as well as per night or per total trip. You can even measure which of the six intrinsic qualities were impacted by various investments, although it was not worth the trouble

REQUEST YOUR COPY OF THE ECONOMIC IMPACT TOOL FOR BYWAYS



Since the very earliest days of the National Scenic Byways Program, the local organizations charged with managing National Scenic Byways and All-American Roads have found themselves repeatedly asked to prove their worth to elected leaders and skeptical citizens. The strongest response that byway groups can make to such challenges is to quantify economic impacts in terms of investment, jobs, earnings, tax revenues and other measures. However, the process of generating an economic impact model can be daunting for byway groups, the majority of which have modest budgets, limited staff resources and little to no expertise in the process of developing economic impact models.

As part of its Congressionally designated function of providing technical assistance to local byway groups, America's Byways Resource Center commissioned the development of an Economic Impact Tool that allows local byway staff and/or volunteers to measure the impacts of byways and byway-related activities in their communities. The Economic Impact Tool is a Microsoft Excel-based software program with a user-friendly interface that allows even novice computer users to generate economic impact figures for their regions.

To request a copy of the tool on CD and the accompanying user's Technical Manual, please complete the form in its entirety, located at www.bywaysresourcecenter.org/resources/specialprojects/economicimpacttool, and click "Submit." You will receive the tool via standard mail within two weeks of submitting your request.

to me. And not to be outdone by the Federal government, there is even a Short Form if you don't want to go through the long version of the model.

7. There were a few glitches in the test model, which should all be fixed in the final version, but even the glitches helped me better understand the model. In areas where there were problems, they were easy to spot, giving me the sense that I was in charge and not at the mercy of a mysterious model.

When I got to the end, it was fun to hit the button and let the formula work its magic. So the big bottom line question for me was this: Did the two byways have an economic impact on the counties along the route? No doubt about it. But this article is about the model, not about the specific results along my two National Scenic Byways. I can tell you, however, that the preliminary figures were substantial. I know that I was conservative in most of my inputs, but I also know that the standard multipliers were too

high for my byways, located in an impoverished region of the Arkansas Delta. So maybe things balanced out somewhat.

I still don't understand exactly how the model works (nor do I need to, thankfully), but I learned enough that I can now see how changing inputs can affect the ultimate outcomes. When I receive the final version of the software (with the few minor glitches fixed), I plan to replace some of the default data to further refine my figures before presenting them to our byway community. But one thing is for

certain already. I can definitely confront the specter of an economic impact study and say, "I'm not afraid of you anymore!"



BYWAY PROJECTS DATABASE

★ NOW AVAILABLE ★

Since the National Scenic Byways Program began in 1991, many exemplary projects have been completed across America that enhance, preserve, protect or promote byways and their corridors. These projects offer insights and learning opportunities. They present best practices to adapt and adopt. They inspire. They motivate. They prove that even the most monumental goal can be achieved.

America's Byways Resource Center developed the Byway Projects Database as an archive of outstanding byway projects from national, State, Indian tribe or Federal lands byways. We hope that you'll dig even deeper into these projects by contacting the project submitters, byway leaders or State coordinators listed for the projects. The database works to foster peer-to-peer learning, expedite research and support your organization's efforts to reach its goals.

Currently, the database consists of projects from the 2007 Scenic Byway Award nominations, and the project data was derived from the original byway

applications. We'll continue to add more projects in the next six months.

The user-friendly design makes it easy to get the results you're looking for. Search for projects by entering keywords, such as "kiosk" or "corridor management plan," or use the Advanced Search function to narrow your search by specifying project type(s), funding source(s), budget range, States/Indian tribes and more. If you don't have time to review all of your search results, just save projects to My Library and come back to them later.

Have A Submission?

You may also submit your byway's project information for this database. An editorial committee will review submissions for consideration twice yearly, typically in March and September.

Suggestions

We expect to continually add byway projects to the database, making this a robust and highly useful tool for the byway community. Send your questions, comments, and suggestions to lkohls@byways.org anytime!

Database entry for the Lake Erie Coastal Ohio Trail's Corridor Management Plan.

SUBMIT YOUR PROJECT!

Complete the submission form at:
<http://projects.bywaysresourcecenter.org/submission/>

Partnerships Blossom On The Lady Slipper Scenic Byway

Collaborative Planning Rescues More Than 1,000 State Flower Colonies



Nestled in the Chippewa National Forest, the Lady Slipper Scenic Byway features a wealth of interesting and unique sites along its relatively brief 28-mile route amid north-central Minnesota's lake areas, woodlands and wetlands. Highlights include the Continental Divide, Pennington Bog Natural and Scientific Area, the Mississippi River (a segment of the byway is shared with the nationally designated Great River Road), campgrounds, a fire lookout tower, CCC Camp Rabideau (the country's most well-preserved CCC Camp and a National Historic Landmark), and, of course, over 10,000 showy lady's slippers growing in scattered colonies along the roadway that bloom each summer in late June or early July.

The byway was designated as a National Forest Scenic Byway in 1990 and as a Minnesota State Scenic Byway in 1999. A Byway Board was established in 2003 and the organization achieved nonprofit status that same year. Over the last six years, the organization has been implementing a Corridor Management Plan. Its highly visible outcome is a plant-rescue effort that has benefited from strong partnerships with the Beltrami County Highway Department, the Chippewa National Forest, the Camp Rabideau Conservation Academy and Learning Center, and the Beltrami Electric Cooperative, among others.

Multiyear Partnerships

The Lady Slipper Scenic Byway board had been long-aware that the Beltrami County Highway Department had identified the highway for upgrades. Unfortunately, the road construction project threatened the byway's namesake, an uncommon native orchid notably designated as the State flower. When the Highway Department's plans moved closer toward implementation in 2005, the byway organization decided to undertake an effort to rescue the showy lady's slippers and

return them to the highway in the fall of 2010 after construction is completed.

The multiyear project has required ongoing communication between the byway group and its partners to coordinate funding and implementation activities throughout the construction phases.

First, the group had to locate the orchids. Back in the summers of 2006, 2007 and 2008, volunteers from the Lady Slipper Scenic Byway and a local youth-employment program conducted a survey of the lady's slipper colonies along the highway, under the direction of a plant ecologist from the Chippewa National Forest. Locations were marked with GPS coordinates. At these sites, information was noted about the numbers of plants, their distances from the road's edge, and whether they were located on the east or west side of the road. This information was entered in the USDA Forest Service's geographic information system (GIS) database, which allowed it to be plotted on an aerial photo-map of the highway. The basic data was also shared with the Beltrami County Highway Department.

When the plans for the first phase of highway reconstruction were finalized, a separate set of plans was printed that noted the lady's slipper locations. Using the photo-maps and data generated by the Forest Service, the Lady Slipper Scenic Byway board members developed recommendations and requests for special provisions based on a similar orchid-rescue situation 10 years ago on Minnesota State Highway 11 (currently Water's of the Dancing Sky Scenic Byway).

The Lady Slipper Scenic Byway requests involved items such as salvaging and stockpiling soils at the key sites, approving the fencing of orchids at areas outside the "disturb zone" and using a natural seed mix that wouldn't dominate the lady's slippers when they were restored to the roadway. Beltrami County Highway Engineer Tyler Koos incorporated



The Camp Rabideau youth group prepared sapling fences for the plant storage areas before they returned to the colonies with shovels. Then, they did most of the digging and transplanting of the orchids in the fenced storage areas. These dedicated volunteers rescued over 1,000 colonies!

the byway group's special provisions into the project. He also offered to implement a seeding method for the lady's slipper restoration areas that will make it easier to replant the orchids.

The Rescue Work Begins

In the summer of 2008, a youth group from Camp Rabideau Conservation Academy and Learning Center used GPS units to navigate back to colonies to gather more in-depth information on the plants. But the big move didn't begin until August of 2009. The Camp Rabideau youth group prepared sapling fences for the plant storage areas before they returned to the colonies with shovels. Then, they did most of the digging and transplanting of the orchids in the fenced storage areas. These dedicated volunteers rescued over 1,000 colonies!

New Related Projects Emerge

The byway group's positive working relationship with the Beltrami County Highway Department has extended to other projects, too. For example, the department helped to install Lady Slipper Scenic Byway wayfinding signs. And, while the group was preparing for the orchid rescue in 2007, Mr. Koos suggested that the Lady Slipper Scenic Byway organization apply for Transportation Enhancement funding to develop three interpretive sites with safe pull-offs and parking that would feature the

Mississippi River, the lady's slippers colonies, and orchids and wetlands at key points along the byway. Working with the Chippewa National Forest, the Lady Slipper Scenic Byway board prepared the application and presented the project to the ATP (Areawide Transportation Partnership, www.hrdc.org/html/services/transportation.html) in January 2008. The project won approval and will be part of the 2010 road construction.

Another exciting project grew from a partnership with the Beltrami Electric Cooperative. The cooperative holds the right-of-way for an underground power line across the highway from the Pennington Bog Scientific and Natural Area. This area is immediately adjacent to the planned Lady's Slipper Interpretive Amenities site. Some years ago, this entire area was a habitat for hundreds of showy lady's slippers. After the power line was buried, ATV riders created an unauthorized trail, much to the detriment of any remaining orchids.

Dan Edens, Beltrami Electric Cooperative Manager of Operations, agreed to allow the byway group to restore the orchids and construct a walking trail in the right-of-way, with an exclusion for repairs to the power line. The power company has also offered wood chips for the walking trail.

The Camp Rabideau youth crews will assist with clearing the area by hand to eliminate the need for heavy brush-removing equipment.

If all goes according to the Beltrami County Highway Department's plan, the rescued lady's slippers will return to their original locations in the fall of 2010. The Lady Slipper Scenic Byway hopes that its valued partnerships will continue to blossom for years to come.

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FIELD NOTES

By Wayne Gannaway,
Byways Specialist

Foundation Council Offers Analysis And Clues To Grantmaking In 2010

In these challenging economic times, byway organizations need to learn about all the possible funding sources available and how to effectively tap into them. Charitable foundations (including private, corporate and community) are a large contributor to the nonprofit economy, totaling approximately \$45.6 billion in 2008. The foundations' response to the recession and how they set their giving priorities has a huge impact on nonprofits. Every byway organization should thoroughly understand what foundations have to offer, particularly those in a byway's State or region.

To better understand the current circumstances of foundation giving in Minnesota, I attended the *Minnesota Council on Foundations* (MCF) January briefing and panel on its 2010 Outlook Report. You can be sure that I was not alone; an estimated 200 fundraisers and executive directors from nonprofits of every stripe convened in St. Paul to hear an assessment from the President of the MCF and an impressive panel of foundation directors.

In short, the speakers' consensus was that, while Minnesota foundations have taken a hit from the fluctuating stock market and, in the case of community foundations, fewer donations, the situation is improving. Grantmakers are more optimistic this year over last that their assets will increase and that the number

and size of grants will begin to recover in comparison to the decreases seen in 2009.

The recession has also affected how Minnesota foundations prioritize their grantmaking. Understandably, more grantmakers are giving to nonprofits that provide assistance to communities and families

affected by the economic downturn. They are also taking fewer risks and are focusing on core missions, current partnerships, and clear outcomes. According to the panelists at the briefing, nonprofits must be innovative and, when feasible, find partners to produce "multiple bottom-line wins." Nonprofits should not do "less with less," but

rather, do "different, with less." Their clear message: This is the "new normal."

The *Minnesota Council on Foundations* does not make grants, but it does offer a treasure trove of information and analysis to help stakeholders in the nonprofit sector. In addition to its Outlook Report and briefing, it produces a must-read quarterly newspaper offering tips and insights and a website with great tools for grantseekers and grantmakers alike.

Byway organizations need to understand and respond to the priorities of their potential funders, including foundations. Funders have grants to give. The more you know about a grantmakers' priorities, the better you can submit effectively written grant proposals to the right funders. Most States have an association or council similar to the MCF. Find the information source for foundations in your State at the website of *The Forum of Regional Associations of Grantmakers* (see the link below) and start getting to know them and, especially, get to know their priorities.

www.givingforum.org/s_forum/sec.asp?CID=575&DID=2625

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2010 Outlook Report

To assess the outlook for grantmaking in Minnesota in 2010, the Minnesota Council on Foundations (MCF) conducted its *2010 Outlook Report* survey in October and November of 2009. The survey asked MCF members and other large grantmakers in the state to predict how their 2010 giving will compare to 2009. In all, 125 organizations responded, representing about 70 percent of annual grantmaking in the state.

At a time of diminished public and private resources, the outlook for grantmakers and the nonprofit community remains challenging. Overall, grantmaking is estimated to decrease by approximately 1 percent in 2010 compared to 2009.

This report is a snapshot of survey responses provided to MCF in the fall of 2009. While it provides an indication of the overall sentiment about the outlook for grantmaking in 2010, changing economic indicators, volatile markets, and government action may also affect grantmakers and nonprofits in the coming year.

Key Findings

- Overall, giving by grantmakers in Minnesota is estimated to decrease by about 1 percent in 2010 compared to 2009.
- More grantmakers expect decreases in giving in 2010 than expect increases: 30 percent expect to give less compared to 25 percent who expect to give more.
- Twenty percent of grantmakers expect to decrease the number of grants they make in 2010, and 10 percent expect to decrease the size of grants awarded.
- Among the 78 percent of grantmakers who reported having assets, nearly 60 percent expect them to increase in 2010. Twenty-seven percent expect no changes.
- Among all types of grantmakers, corporate foundations and giving programs are most likely to expect their 2010 giving will remain the same as compared to 2009.
- Seventy percent of grantmakers report they are currently providing some kind of assistance to those affected by the economic downturn. Basic needs – food, housing and jobs – are the areas these grantmakers are most likely to support.
- Many grantmakers express concern about the well-being of their nonprofit partners, which are under significant programmatic and financial strains resulting from increased demands for services and decreased resources.

About This Report

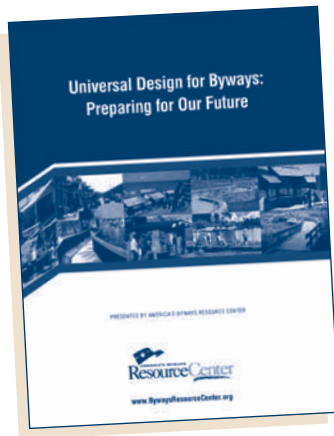
This report summarizes survey responses from 56 private foundations, 40 corporate foundations and giving programs, and 29 community/public foundations. Eight of the 10 largest grantmakers in the state are represented here. Seventy-four percent of grantmakers responding to the *2010 Outlook Report* survey also responded to the 2009 survey.

The majority of respondents (83 percent) granted \$10 million or less in 2009. The 17 percent of respondents who said they granted \$10 million or more in 2009 represent approximately 80 percent of the grant dollars reported on here.

Seventy-eight percent of respondents reported they have assets. Of those with assets, 70 percent have assets of \$50 million or less and 30 percent have assets over \$50 million.

NEW RESOURCE AVAILABLE:

Universal Design for Byways



The America's Byways Resource Center is pleased to announce the release of *Universal Design for Byways: Preparing for Our Future*, an important resource to help byway organizations understand what it means to be universally accessible, why universal accessibility is so important, and how to achieve it.

Byway organizations have a responsibility to provide for a full visitor experience. The codes and regulation associated with accessibility standards can seem

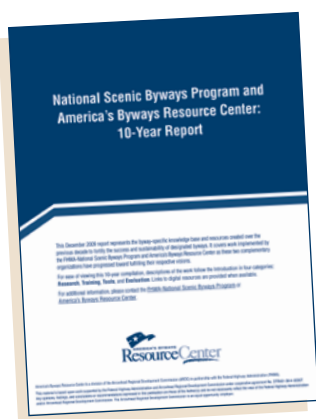
confusing and overwhelming. This multi-faceted tool kit is created to help byways discover the connection between byways and universal design and how to go beyond the minimum standards to provide for a full visitor experience.

A series of modules address the definition of universal design, common barriers that byway visitors face, the economic imperative of universal design and how to incorporate universal design standards into all byway

planning. Resources sheets, small group activities and self assessments round out each module. A train-the-trainer session will be offered to State and tribal byway program coordinators. Certified trainers will offer webinars and full-day workshops, resources and tools or byways interested in improving their visitor experience.

Contact your Byways Specialist (www.bywaysresourcecenter.org/about/people/states/) for more information. ★

National Scenic Byways Program and America's Byways Resource Center: 10-Year Report



This December 2009 report represents the byway-specific knowledge base and resources created over the previous decade to fortify the success and sustainability of designated byways. It covers work implemented by America's Byways Resource Center in support of the National Scenic Byways Program.

For ease of viewing this 10-year compilation, descriptions of the work follow the Introduction in four categories: **Research, Training, Tools, and Evaluation**. Links to digital resources are provided when available.

Visit www.bywaysresourcecenter.org/resources/specialprojects/10-year-report/ to view the full report. ★

NEW on
www.BywaysResourceCenter.org

LATEST WEBCASTS:

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- ▶ Corridor Management Planning for Byways
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Find these webcasts and more at:
www.bywaysresourcecenter.org/resources/podcasts/

UPCOMING WEBINARS:

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Module I - April 22
Module II - April 29
Module III - May 6
Module IV - May 13
- ▶ *Introduction to Wayshowing* – May 11
- ▶ *Using Social Media* – May 24
- ▶ *Conducting a Visitor Experience Visual Analysis* – June 10
- ▶ *Getting Started on Capital Improvement Projects* – July 1
- ▶ *Re-Evaluating Your CMP* – July 15

Watch www.bywaysresourcecenter.org for course descriptions and registration information.

History Through A Multifaceted Lens

Multiple Perspectives In Portraying Historic Intrinsic Qualities For The Byway

By Scott Sufficool,
Tribal Liaison,
America's Byways Resource Center

Recently, I viewed “The Battle of Mayberry” episode of the popular series *The Andy Griffith Show* (Episode #188, 1966) starring Andy Griffith as the Sheriff of Mayberry and Ron Howard as the sheriff’s son, Opie. The storyline centered on the legendary Battle of Mayberry that involved the Native Americans and the early pioneers of the small town. The local newspaper sponsored an essay contest for Opie’s elementary school class. The grand prize included a medallion and having the winning essay printed on the front page of the Mayberry newspaper.

Opie interviewed local residents about their knowledge and ancestral roles in the great battle, which produced claims that

each person’s ancestor played the most important role in the historic battle. Confused by the inconsistencies, Opie took his research one step further by reading old newspaper clippings of the battle archived at the capitol library. To his surprise, Opie’s research revealed that the Battle of Mayberry was in fact not

single-sided view. Rather, it is best done by a multitude of sources and perspectives. The traditional view of a “right” or “wrong” account of history is giving way to a more comprehensive analysis of history and interpretation. Viewing your byway’s historic intrinsic qualities through a multifaceted lens allows for a more colorful and enhanced

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a battle but a minor disagreement between the pioneers and the Native Americans. Furthermore, the disagreement actually ended in a conciliatory celebration between the two groups. Not a single shot was fired.

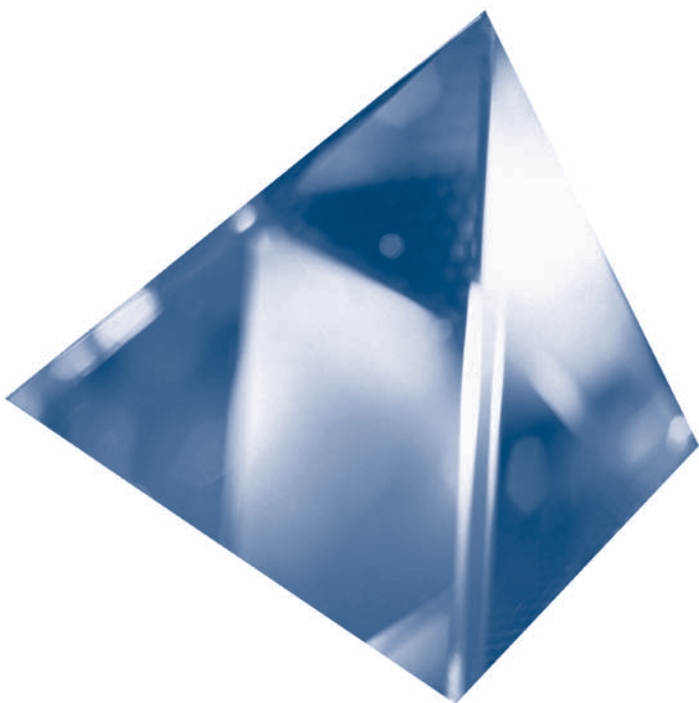
The Battle of Mayberry exemplifies the complexities involved in accurately portraying and interpreting history. Is history primarily a matter of facts or perspectives? Are there historical truths? If so, what are they? Scenic byways often face this same dilemma: Are they interpreting the whole story or one perspective? This is particularly true if the scenic byway emphasizes a historic, cultural or archeological intrinsic quality.

In my experience, capturing the byway *history* of an event, place or region does not have to be a

portrayal. Equally important, the byway visitor becomes more engaged in the analysis of the information and is allowed to draw his or her own conclusions.

As Opie discovered in his essay project, there are two common methods in obtaining historical information: oral history and written records. Both methods provide a wealth of information to the byway organization and greatly enhance the visitor’s experience. Both may also produce varying perspectives.

Oral history is often defined as historical information based on a personal experience and opinion of the speaker. Moreover, oral history can take on different forms, including eyewitness accounts about the past as well as stories, songs, legends and myths that have been passed down over the years by word of mouth. In addition, oral



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history as handed down through families often provides a much more inclusive picture of the past and depends on the individual, his or her own families' experience, the community's experience and the period of time when the event occurred.

In years past, oral tradition was often discredited due to discrepancies, inaccuracies or personal perceptions. Furthermore, oral history has the vulnerability of being very subjective and a personal form of evidence. However, like a double-edge sword, these same characteristics are what give oral history their greatest strengths and value. This is particularly true when attempting to portray a byway community's past and present culture. Oral history can reveal a community's cultural norms, feelings and emotions that are not found in other sources. In the example of the Battle of Mayberry, the pride of family heritage and tradition was evident in each family's perspective of how events occurred. The multiple perspectives that Opie discovered through his interviews provided an additional dimension into the culture of the community—one that may not have been found through other avenues of research. Equally important, oral traditions can enhance or corroborate other historical evidence as well as provide for alternative explanations of events.

Finally, oral history can provide an important voice to individuals or groups who are often marginalized

from other forms of documented history. The fact remains that the person who writes history does so from his or her own experience and perspective. This has often been the case in the portrayal of the "Old West" in America. Historically, Native American accounts were rarely included in the annals of history, since much of tribal knowledge is based on oral tradition. How many times have you visited a historical scenic byway and found that the history "begins" with the time of the newcomers, usually the settlers and pioneers? Fortunately, there are a growing number of scenic byways seeking Native American historical knowledge and interpretation to help complement the unique intrinsic qualities that make their byways special.

As you and the byway organization compile historical information for a new byway or look towards updating your existing corridor management plan, consider the various historical forms of information to expand the window into the past.

Written documentation is another valuable method used to obtain historical information. Just as with oral history, it is important to be aware of the strengths and weakness of the written record. Written sources can also carry



personal or social biases and always occur within a social context. As an example, newspaper accounts often suffer from historical inaccuracy because of the ideological perspectives of reporters and editorial staff—not to mention the local community for which the paper is written. However, the perspectives gained can be used as historical evidence of peoples' attitudes and interpretations.

for a new byway or look towards updating your existing corridor management plan, consider the various historical forms of information to expand the window into the past. And remember, whether it is the written word or oral tradition, accurate or inconsistent, the information you glean can provide a view to events of the past that will be much more rewarding to the visitor when seen through multifaceted lens.

For more information about researching and using oral traditions to tell a better, more comprehensive story, check out the American Folklife Center at www.loc.gov/folklife/.

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Taken as a whole, the added knowledge gained from written and oral history can build a more comprehensive perspective for your byway story. As you and the byway organization compile historical information

Calendar

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

2010

April 19-22

Northwest Tribal Transportation Symposium
Portland, Oregon
Affiliated Tribes of the Northwest Indians
For more information, please visit:
www.ltapt2.org/events/downloads/17NWSymposiumSaveTheDate.pdf

April 21-23

California Trails & Greenways Conference
Cambria, California
California State Parks
For more information, please visit:
www.parks.ca.gov/trails/conference

MAY

May 5-7

New Hampshire Governor's Conference on Tourism
Portsmouth, New Hampshire
New Hampshire Travel Council
For more information, please visit:
www.nhtravelcouncil.com/conference.html

May 5-8

IMBA World Mountain Bike Summit: Great Communities Build Great Trails
Augusta, Georgia
International Mountain Bicycling Association
For more information, please visit:
www.imba.com/summit/2010_World_Summit.html

May 7-9

Annual ND Historic Preservation Conference
Dickinson, North Dakota
Preservation North Dakota
For more information, please visit:
www.prairieplaces.org/conference/

May 15-19

International POW WOW
Orlando, Florida
U.S. Travel Association
For more information, please visit:
www.ustravel.org/events/international-pow-wow

May 18-19

The Section 106 Essentials Seminar
Salt Lake City, Utah
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106essentials.html

May 21-24

River Rally 2010
Snowbird, Utah
River Network
For more information, please visit:
www.rivernetwork.org/programs/national-river-rally

JUNE

June 6-10

2010 Environment and Energy Workshop
Raleigh, North Carolina
Transportation Research Board (TRB)
For more information, please contact:
Kate Quinn, FHWA, (202) 366-7909
or email: kate.quinn@dot.gov

June 18-27

Gettysburg Festival
Gettysburg, Pennsylvania
For more information, please visit:
www.gettysburgfestival.org/

AUGUST

August 11

Staying Alive with Creative Partnerships Workshop
Fort Collins, Colorado
National Association for Interpretation
For more information, please visit:
www.nairegions.org/7/workshop7.html

August 11-14

Civic Tourism III
Fort Collins, Colorado
National Association for Interpretation
For more information, please visit:
www.interpnet.com/civic

SEPTEMBER

September 8-10

Ecotourism and Sustainable Tourism Conference 2010: Lead. Sustain. Engage.
Portland, Oregon
The International Ecotourism Society
For more information, please visit:
www.ecotourism.org/site/c.orlQKXPCLmF/b.4835409/k.FC85/Ecotourism_and_Sustainable_Tourism_Conference_ESTC_2010.htm

September 10-13

2010 Annual ASLA Meeting and Expo
Washington, D.C.
American Society of Landscape Architects
For more information, please contact:
www.asla.org/ContentDetail.aspx?id=10770

OCTOBER

October 26-30

National Preservation Conference 2010
Austin, Texas
National Trust for Historic Preservation
For more information, please call:
(202) 588-6092
or email: conference@nthp.org

NOVEMBER

November 14-17

National Trails Symposium
Chattanooga, Tennessee
American Trails
For more information, please contact:
American Trails office: (530) 547-2060
or symposium@americantrails.org

November 14-19

NCAI 67th Annual Convention
Albuquerque, New Mexico
National Congress of American Indians
For more information, please visit:
www.ncai.org/Conferences-Events.7.0.html

November 16-20

2010 NAI National Workshop: An Interpretation Oasis
Las Vegas, Nevada
National Association for Interpretation
For more information, please visit:
www.interpnet.com/workshop/

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