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Byway Community Awards 📧 Byway Coordinator Training

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January 2021 News

New National Byway Designations – Soon!



Like you, we are anticipating the announcement from the Secretary of Transportation about the new national byway designations. So, look on the front page of our website often – we will post the new byway designations as soon as they are made public:

nsbfoundation.com

In advance – Congratulations to the byway organizations with new national byway designations.

2021 NSBF Byway Community Awards

The National Scenic Byway Foundation recognizes the successes of byways or a collection of byways and affiliated communities and leaders. Award winners will receive promotion and

publicity about their byway project/event excellence. Recognition includes national magazine articles, social media recognition, byway newsletters, etc.

[2021 Byway Community Awards Application and Guidelines \(link to pdf\)](#)

Beginning in 2021, and continuing in odd-numbered years, NSFB will recognize local byways with awards that are tied to community events or enhancement projects along byways. Deadline March 12, 2021.

A total of up to eight award winners will be recognized across the two categories:

1. **Byway Event Award** - authentic events, volunteer events, etc.
2. **Byway Beautification Award** - aesthetic or environmental enhancement projects with consideration of its relation to your intrinsic qualities and visitor experience, etc.



All award nominations must be made by a NSBF organization member, ONE award application per member. Thus, a byway organization may self-nominate for an award, or a DMO, Business, Regional Agency or State Collection may nominate a byway for an award.

Nominations will only be accepted from nominees with a paid membership for the current calendar year. Deadline for award nominations is March 12, 2021. Contact sharon.strouse@nsbfoundation.com for eligibility and other nomination questions. Link to the NSBF website for more details: <http://nsbfoundation.com/nsbf-membership/nsbf-awards/>

State Byway Coordinator Orientation Training – February 24 and 25, 2021 - registration due Feb 1

Launching the NSBF State Byway Coordinator Orientation Training (SBCOT) Program

"NSBF developed a State Byway Coordinator Orientation Training Program (SBCOT) to support our special and ever-changing audience of state byway coordinators and program managers." says NSBF President Chris Sieverdes. The program is launching its two-day training on February 24-25 from 12:00 Noon to 4:00 Eastern Time via Zoom. The curriculum addresses Byway Program Best Practices and planning for the future. The eight (8) 1-hour sessions cover these subjects presented by experienced NSBF byway specialists who have a combined 75 years of experience leading scenic byways. The curriculum includes the following:

1. The Role of NSBF – Presented by Sharon Strouse, NSBF Executive Director & NSB Leader
2. The Role of FHWA – Presented by Lenore Bates, Colorado State Byway Coordinator and Strouse
3. Understanding the National Scenic Byway Program – Presented by Ann Gravatt, Retired Delaware State Byway Coordinator and state DOT Administrator
4. The Importance of the Corridor Management Plan – Presented by Chris Sieverdes, NSBF President and Ohio Byway Advisory Chair, and Mike McClanahan, Tennessee DOT State Scenic Byway Coordinator
5. Byway Coordinator Roles and Responsibilities – Presented by Bates, McClanahan and Strouse
6. Management of Constituents – Presented by Gravatt and McClanahan
7. Funding Projects and Managing Resources – Presented by Bates and McClanahan
8. State Byway Coordinator Agency Affiliation – Presented by Bates and McClanahan

Application is due by Monday, February 1, 2021. The registration fee is \$95. See NSBF website for payment options. Register soon so we have time to mail the agenda and the related resource materials packet. Please go to www.nsbfoundation.com, for the SBCOT registration form and email the completed form to sharon.strouse@nsbfoundation.com.





Make Waves on Florida's A1A Scenic and Historic Byway

By Adam Hlasny

Balance. On the road or in life we strive for it, despite its elusiveness. The A1A Scenic and Historic Coastal Byway finds an equilibrium with its enviable mix of shimmering turquoise vistas and invaluable historical treasures.

This 72-mile section of A1A is lined with princely palms, 400+ years of American history, and a cultural milieu to boot. From over 50 prehistoric archaeological sites to St. Augustine's Spanish ambiance, history buffs will never be bored. Ponte Vedra's Cultural Center and Concert Hall are focal points for the arts and music. The Flagler Beach Historical Museum's mantra "From the Stone Age to the Space Age" endeavors to balance Florida's impressive past and vivid future.



Sometimes you just need a beach day. There are an abundance of choices ranging from the laidback vibe of tiny Vilano Beach to Varn Park's peaceful expanse to Flagler's beloved pier. Leave footprints in the warm, moist sand; a greater force will wash them away but for now you've made your mark. Smile as brackish breezes tickle your skin and dishevel your hair. For a distinct glimpse of Florida's natural side, stop at the River to Sea Preserve and become a wildlife sleuth. Tread quietly along its mellow trails and you may spot a stately blue heron, scaly alligator, or even a jolly plump manatee.

In Florida or anywhere, attaining balance can be a challenge. However, this coastal byway comes pretty darn close. Where better to find harmony than on a road whose very name is symmetrical? Perhaps driving this exquisite route will offset life's stresses as you ramble up the coast, your head swiveling left and right to savor the splashy views. On one side the past; on the other a boundless blue horizon. The byway's future – and your own – is in the balance.



Rural Development Toolkit Webinar

January 21 @ 8 am-10am Pacific Time - Free

Join the Outdoor Recreation Roundtable for the launch of this new comprehensive resource that showcases best practices, grants and technical assistance. Sourced from over 60 practitioners, this comprehensive resource will help communities build recreation economies around the United States.

Speakers:

Chris Perkins, ORR Fellow, Yale School of the Environment/Yale School of Management

Axie Navas, Outdoor Recreation Division Director, New Mexico

Toby Bloom, National Program Manager, Travel, Tourism and Interpretation, USDA Forest Service

Katie Allen, Director, Conservation Leadership Network, The Conservation Fund

[REGISTER HERE](#)

Join NSBF - We appreciate your Support!

Would you like to be a sponsor of our 2021 newsletters?

By becoming a sponsor or a member of NSBF you are supporting the Byway Community by:

- Advocating for federal funding support for the National Scenic Byway Program
- Helping to provide expert advice and mentoring for Byway Leaders
- Supporting our Byway Resource Library additions
- Providing education, webinars and training to the Byway Community

Contact Sharon at sharon.strouse@nsbfoundation.com to inquire about sponsor or donor

opportunities. To Join as a member: Click on www.nsbfoundation.com, go to the 'Become A

Member' page, select your preferred membership category and either pay online by PayPal or

send a check to the National Scenic Byway Foundation Office with your completed [Membership](#)

[Form](#), PO Box 212, Millersburg, OH 44654-0212.

While it is warm and sunny in St. Augustine along the A1A National Scenic & Historic Byway in

Florida at this time, the snow outside of the National Office has provided a tranquil atmosphere.

We are keeping warm by the fire on the coldest of days. The office will always be warm and

welcoming all year round. Come visit anytime.



Sharon

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The National Voice
of Scenic Byways
& Roads



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