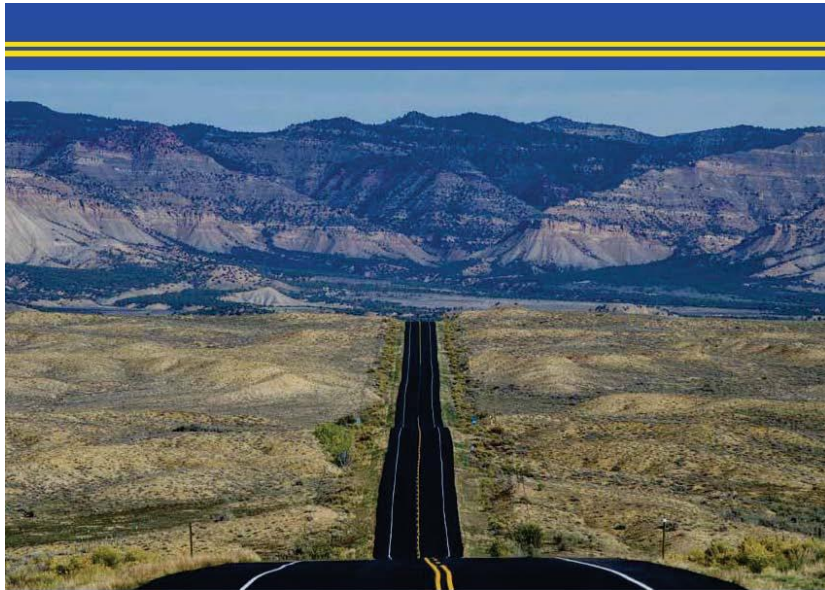




COLORADO
Department of Transportation



Colorado Byways Program Update September 16, 2020



Strategic Plan

for the Colorado Scenic and
Historic Byways Commission

Guiding travelers to experience and be inspired by treasured places
that comprise Colorado's Scenic and Historic Byways.



#1 Top byways program

**#2 Economic
development and livability**

#3 Each byway is strong



Program Guidance Summary



COLORADO SCENIC AND HISTORIC BYWAYS

Program Guidance Summary (February 11, 2019)



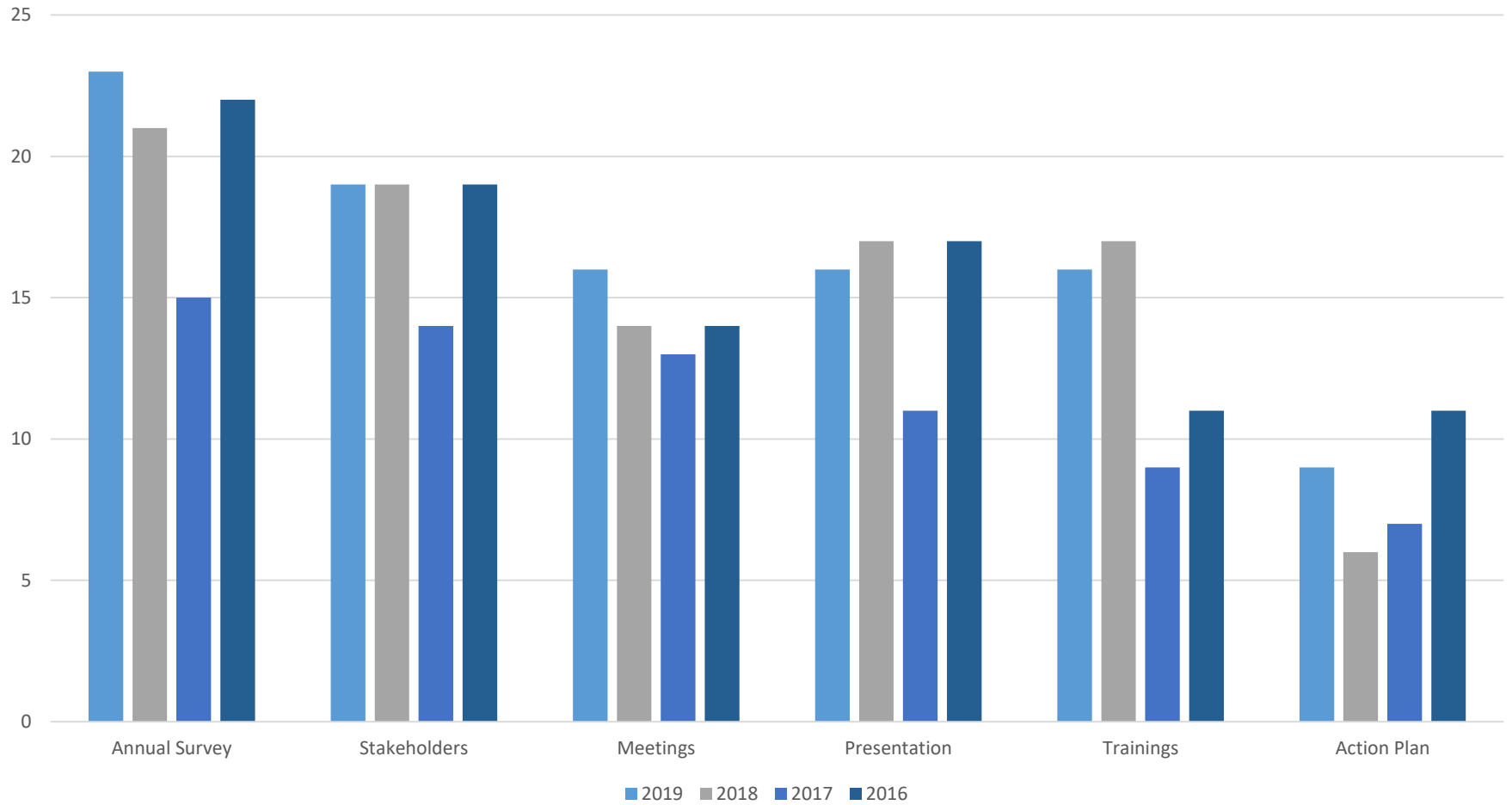
Colorado's Scenic and Historic Byway Program Guidance was approved by the Colorado Scenic and Historic Byways Commission on October 21, 2015.

The guidance was designed to provide the criteria necessary to establish and maintain Byways that promote, preserve and enhance the significant intrinsic resources of the State of Colorado. The Colorado Scenic and Historic Byways Commission strives to maintain a quality byway program that enhances the visitor experience.

How does this program guidance affect the existing Byways? The existing Byways will be expected to maintain a sustainable Byway by completing the following:

- Maintaining a byway committee - including job description(s), bylaws/guidelines, organization section (new) in Corridor Management Plan (CMP)
- Maintaining an active member/stakeholder list
- Maintaining a regular meeting schedule – minimum of two (2) per year with one (1) of those an in-person meeting
- Hold public workshops, community events, or presentations to local elected officials or group – one (1) minimum per year
- Participation in CDOT, Colorado Byways, National Scenic Byway Foundations or other public meetings, trainings, webinars and conference calls – four (4) per year by the byway committee collectively
- Completion of Annual Survey
- Completion of CMP Updates every ten (10) years – the original federal guidelines, plus sections on organization, operation, finance, marketing, and Byway GPS coordinates
- Maintaining an annual action plan – so it is clear that the CMP's goals are achieved

Colorado Byways Annual Report Data





2019 Highlights

- Photo Exhibit
- 1,345,692 People Found You on Google
- 5280 Magazine Front Cover & Article

COLORADO CREATIVE INDUSTRIES

ART EXHIBITION AT THE STATE CAPITOL

Colorado Scenic and Historic Byways

FEBRUARY 2019 – APRIL 2019



Clockwise from top left: Lisa Ann Schwantes, Bear Creek Bridge-Red Mountain Pass; Dennis LeBlanc, Pawnee Pioneer Trail; Michael Underwood, Silver Thread; Arnaud Muller, Steel Bridge-Phantom Canyon

This exhibition features photographs of all 26 of Colorado Scenic and Historic Byways. Colorado's Scenic Byways program protects and promotes roadways that offer recreational, educational, and economic benefits to Coloradans and visitors. These byways unite communities and the stories of their collective past. The byways are located in 48 of Colorado's 65 counties and provide access to eight National Forests and two National Grasslands; eight National

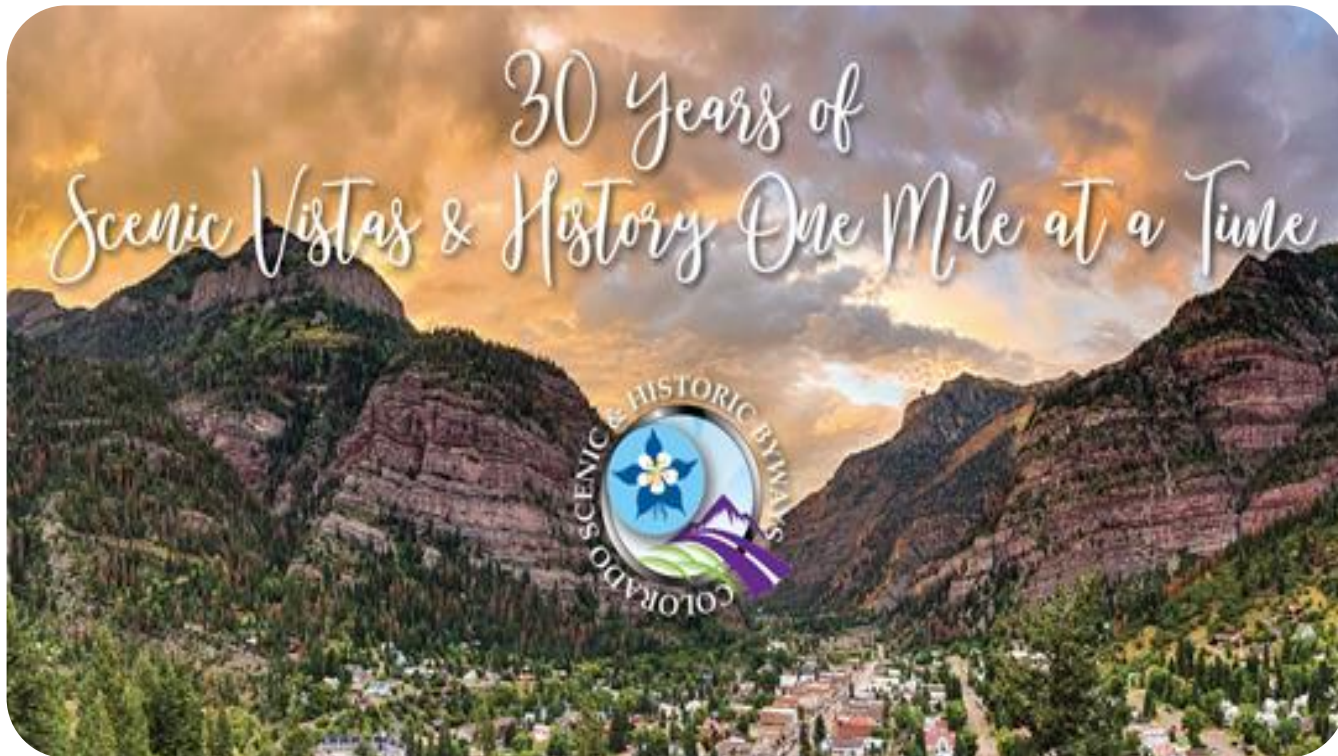
Monuments; two National Historic Sites; two National Heritage Areas; two National Wildlife Refuges; two National Recreation Areas; 13 National Recreation Trails; and four National Parks—Black Canyon of the Gunnison, Great Sand Dunes, Mesa Verde (a World Heritage Site), and Rocky Mountain National Park. Driving these byways, travelers can experience and be inspired by treasured places throughout the state.



The art exhibition program, Creative Capitol, celebrates Colorado artists by displaying rotating art exhibitions at the State Capitol. Exhibitions are sponsored by Colorado Creative Industries, a division of the Office of Economic Development and International Trade. Colorado Creative Industries exists to manage the opportunity for the creative sector to complement economic development in Colorado. The mission of Colorado Creative Industries is to promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life. For more information, please visit coloradocreativeindustries.org



Colorado Byways 2021 Symposium





Partnerships



www.ColoradoByways.org

www.codot.gov/travel/scenic-byways

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