



The National Voice of Scenic Byways & Roads

Update

The National Scenic Byway Foundation is currently involved in many exciting developments and enhancement of support for members.

To name a few

As the National Voice of Scenic Byways and Roads, the National Scenic Byway Foundation has been afforded many more opportunities to put Byways in front of decision makers and the American public.

NSBF clearly understands how important Federal funding is to Byways. As Representative Maloney's amendment that ultimately passed, was being considered, we were directly in touch with hundreds of Members of the US House of Representatives and our nationwide network of supporters worked day and night to gain support for the amendment's passage. Currently, we have developed a network of supporters who are ready to contact all the US Senators at a moment's notice.

We also clearly understand how important marketing is to Byways. NSBF has contracted for the development of a comprehensive website that will ultimately illustrate all 1,000 Byways in the United States. Colorado Scenic and Historic Byways are being used as the prototype on that website.

In addition, we understand how important education is to Byways. For the first time this fall, Byway Leader Training is being offered virtually, to enable more Byway leaders to take advantage of the training. The class this fall is the largest ever.

The social media platforms on which we are featuring members Byways have been expanded to include Facebook, Twitter, Instagram, Twitter and LinkedIn.

We have developed a very strong relationship with officials at FHWA and representatives of all the other Federal Agencies involved with Byways. We have also implemented a development program to approach major sponsors to enable us to provide more value to the Byway community.

NSBF's membership has more than doubled in the last year, which speaks to the value that Byways Leaders place on our efforts.

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