

Scenic America

Scenic America is the only national nonprofit dedicated to enhancing the visual character and scenic beauty of America's parks, open spaces, neighborhoods, and transportation corridors.

We work to...

- Celebrate scenic byways and gateway communities
- Encourage beautiful highways and reduce billboard blight in America
- Promote placemaking: preserving and enhancing community character through good community planning and design guidelines
- Underground overhead utility wires
- Honor parks and open spaces

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Mark Falzone, President (mark.falzone@scenic.org)



Mark Falzone was selected to serve as President of Scenic America in April 2017.

Since his arrival, Scenic America has increased its investment in lobbying, research, communications, and additional tools to further the organization's mission. As a result, for the first time in its nearly 40-year history, in 2019 Scenic America authored and passed a bill through Congress. For this significant accomplishment, Scenic America was recognized by the American Society of Association Executives (ASAE) with the 2020 "Power of A" Gold Award.

Additional successes followed this 2019 victory, as Scenic America defeated a billboard industry-sponsored amendment that would have gutted the Highway Beautification Act. Under Mark's leadership, Scenic America also made additional progress in its campaigns for the undergrounding of utility wires and working to secure additional funds for America's scenic byways.

Prior to his arrival at Scenic America, Mark served as Deputy Director of the National Immigration Forum, and before that was a five-term elected member of the House of Representatives in Massachusetts. As a member of the National Conference of State Legislatures he was twice elected to the Executive Committee.

Mark holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government.