



Indiana

Indiana National Road Association: National Road Antique Car Tour. Thanks to committed volunteers, the Indiana National Road Association has successfully completed its second, and is gearing up for its third, National Road Antique Car Tour. The tours provide a visible means to promote the Historic National Road across Indiana and increase awareness and appreciation for the historic and cultural significance of the route. A great source of civic pride, the tour attracts people of all ages. To mark the event, a tour publication was developed to showcase the special features of both the Road and the automobiles. Tour information generated from the first 2 events had been captured on a commemorative CD-ROM and distributed to the libraries of all of the schools located along the Historic National Road. By sharing this story, the Association hopes to create interest and promote stewardship to protect and preserve the nation's first federally-funded interstate.

Twig Rest Area and Trailhead. Left unused for 25 years, the U.S. 40 Twig Rest Area is being brought back to life as the trailhead and roadside park for the National Road Heritage Trail. Revitalization of the facility will provide travelers a new place to stop and rest along the Historic National Road as well as a chance to hop on the Trail and experience the natural beauty of the corridor at a more leisurely pace. Built along an abandoned railroad corridor that runs parallel to U.S. 40, the Trail eventually will extend from eastern Vigo County to the Wabash River providing a valuable community link and ready access to many of the area's unique resources.

Maine

Schoodic Scenic Byway Community Partnership. Faced with a series of economic hardships, communities along the coast of Maine joined forces to identify ways to promote year-round economic stability. Intent to balance protection of the Schoodic region's abundant natural resources, working landscape and way of life with future economic development, a community partnership was formed to encourage regional cooperation. Several initiatives have been accomplished to date: a corridor management plan has

been completed, a regional forum held to discuss and document community aspirations, a needs assessment completed to define infrastructure improvements and currently plans are underway to revitalize the former Navy Base as a National Park Service "Schoodic Education and Research Center."

Minnesota

Superior Byways Web Site Based Marketing Project. Collaboration instead of competition is the basis of a web site project in Minnesota. What began as project to jointly market 4 byways located along the North Shore of Lake Superior has resulted in the development of a portal web site to promote the roadways as a collection. A one-stop site, visitors to www.superiorbyways.com can quickly access local sites organized around the intrinsic qualities found along each byway. Initiated with the help of a National Scenic Byways Program grant, the site also has spurred cross promotion from other organizations that have provided hotlinks to the site and included the web site address in their marketing materials.

Edge of the Wilderness National Scenic Byway "Signing Control." Intent to preserve the visual integrity of the landscape adjacent to the byway, the Minnesota Highway 38 Leadership Board and like-minded byway supporters worked together to develop a sign control ordinance to limit and guide signage. By limiting off-premise signs and providing guidance for tourism-related businesses located close to the byway, the ordinance strikes an effective balance between promoting commerce and protecting the rustic beauty of the area. Designed to promote a common visual theme, the ordinance provides detailed guidelines for the fabrication of on-premise signs including information on the design, color, size, lighting and materials to be employed.