

“Downeast” / “Bold Coast” Scenic Byway Concept

Byways: The Basics

- Byway designation based on intrinsic qualities: Archaeological, Cultural, Historic, Natural, Recreational, and/or Scenic
- Byways follow numbered routes
- Designated based grassroots initiatives.
- Both State and National designations

Why seek Byway designation?

- Already a recognized travel route
- Builds on multiple tourism-related initiatives
- “Byway” is a recognized national brand
- Brings national recognition and marketing support
- Byway funding opportunities

Draft Timeline

| | 2010 | | | 2011 | | | | |
|------------------------------|------|----|----|------|----|----|----|----|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| Stakeholder Outreach | █ | █ | █ | █ | █ | █ | █ | █ |
| Community Outreach | | █ | █ | █ | █ | █ | █ | █ |
| Refine Initial Byway Concept | | | █ | █ | █ | █ | █ | █ |
| Seek State Designation | | | | █ | █ | █ | █ | █ |
| Form Byway Committee | | | | | █ | █ | █ | █ |
| Seek National Designation | | | | | | █ | █ | █ |

For more information, please visit our website at www.wccog.net

Questions

- Is there community support for this concept?
- Does the concept route make sense? How could it be improved?
- Which towns want to participate? Which don't?
- What is the best “brand” for this byway? (Suggestions “Bold Coast,” “Downeast Coastal”)

