

Indiana Byways Conference

Design our byway program to work smarter not harder:
Increasing Visitor Engagement along Your Byway

November 4 & 5, 2021

Agenda

Pre-Conference

Homework Assignment Prior to Conference: Identify issues and possible solutions for the Indiana Byway Program with you Thursday evening to share.

Thursday Nov. 4

2:00 – 5:00 Secret Shopping and Engagement along the Whitewater Canal National Scenic Byway – Activity TBA

- 5:00 At the depot for wine and hors d'oeuvres and networking
- 5:30 Celebration of the National Byway designation of the Whitewater Canal Scenic Byway & State Designation of the Hoosier Hills Scenic Byway
- 6:00 Prime Rib Dinner/wine and dessert - Reservations required
- 7:00 Open discussion about working with INDOT and Indiana State Tourism - moderated by Kurt Garner.

Making it work: Mutual partnerships with State Departments of Transportation and State Tourism Departments – Indiana Byway Leaders - Open discussion with Jan Gammon, Lincoln Highway Heritage Byway, National Scenic Byway in Iowa; Michael McClanahan, TN state byway coordinator; Sharon Strouse, Amish Country Byway Leader, Ohio – facilitated by Chris Sieverdes, Ohio Scenic Byway Advisory Committee Chairman and President, National Scenic Byway Foundation

Friday Nov. 5 – Reservations required

- 7:30 Continental Breakfast
- 8:20 Welcome, Whitewater Canal National Scenic Byway Leaders
- 8:30 Increasing Visitor Engagement along Your Byway – Panel Presentation: Tourism Directors and Byway Consultants
- 9:20 Best Practices for State Byway Programs – Michael McClanahan, TN state byway coordinator
- 10:10 Break, Networking

10:30 What do you need from Indiana Byway Leaders? - INDOT and Indiana Tourism Dept.

11:00 Open discussion: Our mutual partnership for success: Indiana Byways and State Byway Program

11:45 Box Lunch

12:15 Phillip Anderson --- Placemaking Along our Byways

12:30 - 2:30 Byway Reports – Indiana Byway Leaders

Optional:

2:30 Improving the Visitor Experience along your Byway- NSB Foundation Leaders

View-shed Enhancement along your Byway – NSB Foundation Leaders

Implementing your CMP: Future Funding and Partnerships – NSB Foundation Leaders

6:00 Dinner and drinks (on your own) at the 3rd Place Restaurant, along the Whitewater Canal National Scenic Byway