

Scenic Byways Program

Ongoing

Program Description

The Scenic Byways Program supported by CTTC, brings together federal, state, tribal, local, nonprofit, corporate and private organizations and interests to promote and enhance the nationally and/or state designated scenic byways and historic roads, as well as the other numerous byways that exist in California.

Target Audience

Visitors to California. With the challenges of the current economy, more tourists are opting to travel by car, stay within their own state or visit a nearby state. California has seven national officially designated byways, in addition to well over 50 non-designated byways and historic roads. Visitors who drive these roads help to preserve and sustain California's rich history through their spending and support of businesses to which these roads lead.

Objectives & Reach

- Facilitate cross-agency, cross-county, and cross-regional communication and partnerships among agencies and organizations that have an interest in historic roads and scenic byways.
- Serve as a catalyst to identify governmental, corporate and private funding opportunities and resources that can be applied to support cooperative marketing efforts.
- Facilitate cooperative promotional projects and events.
- Attract governmental, corporate and private contributions for historic preservation.
- Promote a greater understanding of the benefits associated with historic roads and scenic byways.

Results & Accomplishments

- Jonelle Tannahill represented CTTC at the National Scenic Byways Conference. The California delegates met at the conference and discussed their future goals.
- Scenic byways were featured in California’s advertorial section of *The Cultural Traveler* in a “California Fives” format.
- CTTC entered into a contract with Chico State and Emilyn Sheffield to conduct scenic byways research, offer Web suggestions and develop scenic byways itineraries, as well as other endeavors.
- An advisory committee of state officials and experts was brought together to develop greater awareness and focus on byways on visitcalifornia.com.
- CTTC is working with America’s Byways resource center to discover opportunities to promote California byways.
- The focus of the 2010 California Cultural and Heritage Tourism Symposium will be scenic byways and historic roads, with nationally recognized Dan Marriott as the keynote speaker. Included in the Symposium is an interactive session in which professionals will help partners build itineraries based on their destinations, attractions and the roads that lead to them.
- Continued creating relationships with state and federal agencies to further promote scenic byways and historic roads. Dennis Cadd from the California Department of Transportation will be attending the Symposium, and will offer attendees information on how they can obtain federal funding, as well as national designation procedures.
- Working with CTTC Web development to better promote scenic byways and historic roads on visitcalifornia.com.

Program Contact(s)

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