

WHAT WILL BE THE BENEFITS OF THE SCENIC BYWAY DESIGNATION?

Once the CMP is approved by the New York State Department of Transportation, the route will receive distant signage, and will be eligible for funding for projects that will achieve specific goals identified in the CMP.

Communities along this Scenic Byway will be able to individually and collectively market and promote the unique assets and resources of the byway corridor regionally, nationally, and internationally, attracting more people.

The Scenic Byway will link the key resources of our area together, providing continuous and varied experiences for visitors. The linked sites give visitors more reasons to remain longer in the region and spend more money locally, increasing direct and indirect tourism revenues.

North Country Scenic Byway Planning Workshop for St. Lawrence County Stakeholders

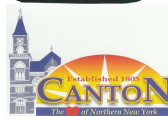
You're invited to join this important public workshop. The meeting is on January 20, 2011 at the Best Western at 90 East Main Street in Canton. Registration will begin at 7:30 a.m. The work session will begin at 8 a.m. and conclude at 10 a.m. The public is welcome.

Meeting Objectives

- Enhance understanding of North Country Scenic Byway process and benefits.
- Gather ideas to develop the North Country Scenic Byway Vision and theme statements relative to St Lawrence County.

See the benefits of being an Adirondack North Country Scenic Byway at

<http://www.adirondackscenicbyways.org>



Help your community develop the North Country Scenic Byway



This new project will bring economic vitality and increased tourism to our region.

WHAT IS THE NORTH COUNTRY SCENIC BYWAY?

This Scenic Byway is a route designated by the New York Department of Transportation as the travel corridor. It offers a unique driving experience and encourages visitors to explore the area and its special features. From Rouses Point, the eastern portal, the route goes west on Route 11 to Malone, then north on Route 37 through the St. Regis Mohawk Reservation, ending in Massena. A change of the name and an extension of the route to Potsdam and Canton are being considered.

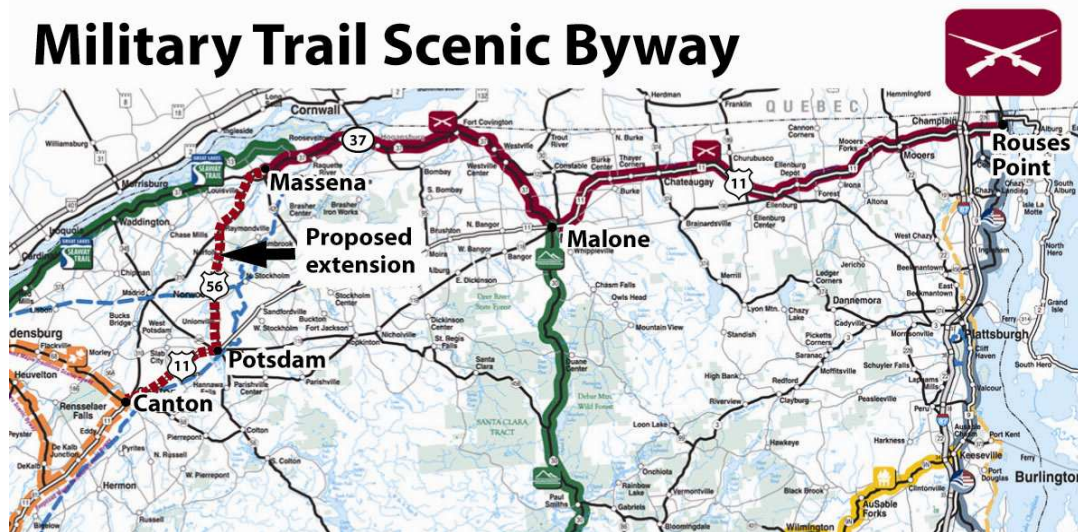
WHAT IS THE CORRIDOR MANAGEMENT PLAN?

The North Country Scenic Byway Corridor Management Plan is the roadmap to success! It's a comprehensive grassroots process to create a regional strategy, and community-based plan for new economic development. It will address community enhancement, resource stewardship, and tourism promotion in northern Clinton, Franklin and St. Lawrence counties along the Byway corridor.

Fuller Communications is working on behalf of the Adirondack North Country Association (ANCA) with funding provided by the Federal Highway Administration for the Corridor Management Plan project that is administered by the NYS Scenic Byway Program at the Department of Transportation.

This Scenic Byway will benefit from connections to four already recognized and promoted tourism routes in the region:

- [The Lakes to Locks Passage All America Road in Rouses Point](#)
- [The Adirondack Trail Scenic Byway in Malone](#)
- [The Great Lakes-Seaway Trail National Scenic Byway in Massena](#)
- [The new Maple Traditions Trail in Canton](#)



How can I participate?

Contact Robert Hest at 518-483-7593 or rhest@adirondack.org Visit www.ncbywayblog.wordpress.com for more information.

This map is based on the Adirondack North Country Region Road Map Scenic Byways, © 2010 Adirondack North Country Association