

Scenic Byways Interpretive and Cultural Resources Planning

Throughout the Upper Midwest and South



With experience working on scenic byways from Minnesota to Arkansas, the 106 Group has developed a methodology for strategic planning that ensures a meaningful visitor experience. Careful strategic planning for an interpretive visitor experience ensures connections of the mission, vision, people, and places along a scenic byway. Cultural, historic, natural, and archaeological resources do not exist in isolation. Place-based interpretation and a meaningful public outreach program lead to connections among places and sites, connections between past and present, and connections among today's stakeholders. Meaningful collaboration with the users of a place or their descendants can greatly enhance the planning process and inform design of exhibits and interpretive programs. Examples of our byway work include Great River Road, Lake Country Scenic Byways, and the Rohwer Japanese-American Relocation Camp along Arkansas Delta Byways.

