

# Interpreting Iowa's Scenic Byways

## October 7-8, 2009



### Wednesday, October 7

10-11:00 am

#### **Introductions**

Introduction of workshop facilitators

Participant introductions and overviews of byways projects

11:00 am-noon

#### **Traveling Gracefully: The Fundamentals of Byway Interpretation –**

Explore the meanings of heritage interpretation and how we apply its principles to our byways.

Examples from scenic byways will illustrate how effective interpretation connects the interests of the traveler with the stories and the meanings of our communities and roadways.

Noon-12:30 pm

#### **Lunch**

12:30-1:30 pm

#### **Telling the Stories of our Byway: Interpretive Planning –**

Discuss step-by-step techniques and procedures for developing a framework of significant topics, themes, and messages that guide planning and drive development in ways that are meaningful to visitors. Interpretive master plans play an essential role in scenic byways, providing a unified visitor experience and funding options.

1:30-2:45 pm

#### **Connecting to Scenic Byway Travelers: Interpretive Media Options–**

Linear corridors like scenic byways are ideal conduits for interpreting stories in exciting ways. Wayside exhibits, kiosks, audio tours, brochures, and cutting-edge technology make ideas come to life. This interactive session reviews design and writing principles with examples from scenic byways.

2:45-3:00 pm

#### **Break**

3:00-4:15 pm

#### **Scenic Byway Facilities: Visitor Centers and Exhibits–**

Discover techniques for developing successful visitor centers, which serve as interpretive portals to the real stories along the byway. Innovative case studies of visitor centers from around the world will be highlighted, along with the Dimensions of Design: providing for people, being in harmony with the site, being economical, and being sustainable.

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## **Thursday, October 8**

8:30-9:15 am

### **Working with Consultants –**

Discussion session about when to bring in consultants, how to select the right firm, and how to work effectively with them.

9:15-10 am

### **Open Discussion on Interpretive Planning: Question and Answer Session**

10am-1pm

### **Field Experience at Reed/Niland Corner in nearby Colo**

Carpool to Colo (20 minute drive).

Tour of interpretive facilities led by project representatives.

Lunch

Summary of workshop