



## Utah's Patchwork Parkway Update September 26, 2011

**Next Meeting:** Thursday, Oct. 27th at 1:00 p.m. at the Brian Head Town Hall. Main agenda item will be selecting a consultant/contractor for our Interpretive & Signage Master Plan and Sign Implementation.

**RFP Progress Report:** On Sept. 14th, 32 RFPs were e-mailed to NSB conference vendors, our list from our July meeting, and interpretive planners from the National Association for Interpretation, as well as posting on the Byways Forum Digest. From the posting on the Forum Digest, we have received another eight requests, plus twelve responses from the initial e-mail. Byway Coordinator Nancy Dalton has visited with five on the phone, plus one internet conference call. We should have several quality proposals to select from when we meet next month.

**Marketing Boot Camp:** Nancy was selected to attend the International Marketing Boot Camp in Duluth, Minnesota, Oct. 17-20, sponsored by the Byways Resource Center. Nancy's expectations are to come back with a marketing outline for us to refine, and ways to use social media to draw more people to our (including byway partners) websites, the byway and events. The Resource Center will reimburse up to \$1,000 in travel and lodging costs.

**Cedar City-Brian Head Tourism Grant:** Nancy has submitted a matching grant application of \$1,700 to Cedar City-Brian Head Tourism Bureau to help promote our 2012 Byway Celebration and Patchwork Passport Program. Presentations will be held Oct. 11th.



**Thank You to UDOT:** For those who have not yet driven through Parowan to Brian Head lately, UDOT recently installed a new LARGE directional sign at the Maverik intersection which includes our America's Byways logo. It looks great! Also, thank you to UDOT for getting the other signs up last June. Panguitch has a sign half this size with the Byway logo at their intersection of Main and Center. We appreciate the UDOT work crews in Garfield and Iron counties for their effort in getting the Byway signs installed.