

**Walton Road Scenic Byway  
Tourism Discussion Outline  
November 14, 2012**

1. The Byway as a Visitor Destination
  - Based on the discussions so far, what has the greatest potential to be marketed and to help attraction tourists right now? The story
    - Appeal to niche interests
    - Location
    - Scenery
    - Visitor Services
  - What are the unique opportunities of the byway?
    - Connecting themes along the route
    - Creating a presence that is unique from other trails and byways
2. What are current travel trends nationally and in Tennessee that can impact travel to the Walton Road Scenic Byway?
  - Who are potential byway travelers?
3. Developing and Marketing the Byway
  - How do travelers look for information?
  - Overview of marketing tools
  - Which of these tools does the committee want to focus on developing?  
Short-term? Long-term?
4. What are niche interest groups and how can they be reached?
  - Families traveling with children
  - Photography clubs
  - Hiking clubs
  - Geocachers
  - Birdwatchers
  - Motorcyclists
  - Bicyclists
  - Discussion of niche groups
    - When is best time for these niche tourists to visit?
    - What are some of the ephemeral characteristics of the area that might attract these visitors for one purpose, such as an event associated with a natural or cultural event?
    - Is there a “Best of the Byway” that might be used to draw weekend travelers? Best photography locations, best kids’ activities, best waterfalls, best cycling roads, best caving, etc.

5. How can the story of the byway be maximized to reach visitors?
  - How can the byway's themes be connected along the route?
    - Coordinate set of exhibits at visitor centers and museums
    - Audiotours
    - Connect to events that reflect the history and culture of the region
    - Other ideas?
  - What long-term (3-5 years) projects should begin to be developed?
  
6. Building local awareness through hospitality training and community outreach
  - Who do we want to reach?
  - How do we want to reach these audiences?
  - What is a proposed timeline for developing this plan?

HOW TO USE THIS TABLE

The following table pulls together the results of three committee meetings and one set of public meetings that took place between January 2012 and November 2012:

- Meeting #1: Visions and Goals ( January 26, 2012)
- Public Workshop #1: (April 2 and 3, 2012)
- Meeting #2: Preservation, Conservation and Interpretation (June 8, 2012)
- Meeting #3: Visitor Experience (August 7-8, 2012)
- Meeting #4: Marketing and Promotion (November 14, 2012) - TODAY

The results, taken together, form the recommendations for inclusion in the corridor management plan. Please review this table to determine if there are any missing pieces that should be included.

In addition to the strategies, the draft recommendations table also identifies potential partners for implementing the recommendations. The plan recommends that the Alliance for the Cumberland be considered for the role of serving as the primary management entity for the byway. The Alliance, sponsor of the travel planning web site for the Cumberland Region, EdgeTrekker, is an alliance of eighty public and private organizations whose goal is to foster economic growth through heritage and nature-based tourism as a means of preserving the Cumberland Plateau way of life.

Participation in this regional collaborative effort would come from Alliance for the Cumberland Partners. Coordination with agencies with management responsibilities in the corridor (TDOT, Tennessee Department of Environment and Conservation, etc.) would be facilitated through the continuation of the byway committee.

Potential funding sources are identified in major categories for transportation related, rural economic development, historic preservation, and by utilizing traditional tourism related funding sources. (See the list of potential funding sources attached with this table).

Finally, the table references three phases for implementation:

- Establishment Phase - this includes all the strategies that need to be implemented prior to full-scale marketing of the Byway
- Development Phase – includes those strategies, that when implemented, will help the Byway achieve its full potential for preservation and enhancement of intrinsic qualities of the Byway and for increasing economic activity for heritage and nature-based tourism
- Sustaining Phase – includes those strategies that are needed to maintain the byway as a heritage or nature-based tourism destination while preserving and enhancing the resources that make it attractive to begin with.

Strategy or Action		Potential Partners	Potential Funding	Phase
<b>Goal #1: Raise the awareness of the significance of the Walton Road by developing the travel route as an “outdoor museum” that tells an important story of frontier settlement, the challenges of migration across the wilderness, and the forging of a national identity as a means of educating visitors and residents alike of its historical significance as one of the earliest wagon roads over the rugged Cumberland Plateau.</b>				
	Develop an itinerary using the EdgeTrekker web-based travel tool (along with a printed map and guide) that can be utilized immediately for visitors that may want to visit and learn more about the Walton Road using existing and available sites and exhibits	County Tourism Offices Historians Alliance for the Cumberlands (host)	Rural economic development initiatives	Establishment
	Develop an interpretive plan and detailed exhibit plan that provides a coordinated interpretive framework and specific recommendations for new exhibits at existing museums, visitor centers, parks and public places as well as for a sequence of new outdoor waysides	Byway Sponsor in with assistance from local governments and site owners/managers	Rural economic development initiatives	Establishment
	Implement new exhibits at each County’s visitor center and where applicable in City or Town visitor centers to introduce the history and significance of the Walton Road to the Cumberland Plateau and to highlight the resources found in each County	County Tourism Offices and locally managed museums	Rural economic development initiatives	Development
	Develop interpreted waysides at locations associated with the pioneer travel experience where evidence of road traces, stands, and early settlements can still be seen	Byway Sponsor in with assistance from local governments and site owners/managers	Rural economic development initiatives	Development
	Nominate eligible historic sites and districts for listing in the National Register of Historic Places	Local governments and private owners with assistance from UCDD and Byway Sponsor	Federal preservation grant opportunities (through TDEC)	Sustaining
	Develop a regional system for recognizing and identifying authentic Walton Road sites and “Walton Road Communities”	Byway sponsor	Rural economic development initiatives	Development
<b>Goal #2: Enhance the experience of visiting the Walton Road by making it easier to find, follow and enjoy the travel experience and the authentic sites associated with the Walton Road</b>				
	Mark the travel route of the state designated scenic byway (US Route 70N and US Route 70) simply and efficiently by updating and/or replacing existing or missing Tennessee Scenic Byway sign logos on existing TDOT route markers (avoiding conflicts with signage programs for the overlapping “Promised Land Trail”)	TDOT with UCDD and Byway Sponsor	TDOT	Establishment
	Update and replace as needed directional signage that leads visitors from I-40 to existing visitor centers along the Walton Road (Carthage, Cookeville, Monterey, Crossville, Rockwood, Kingston)	TDOT with county and state tourism offices and local governments	TDOT and state and local tourism offices	Establishment
	Develop and implement a wayfinding system (including roadway related signage, web-based trip planning, and mobile-based travel aids) that directs visitors from major	Byway sponsor to lead with TDOT and local government	TDOT and state and local tourism offices	Development

Strategy or Action	Potential Partners	Potential Funding	Phase
gateways at I-40 interchanges to “Walton Road Communities” (and their visitor centers) and to authenticated “Walton Road Sites”	assistance		
Enhance the entrance corridors of “Walton Road Communities” to a more welcoming and attractive experience	Local governments and private owners with assistance from UCDD and Byway Sponsor	TDOT – transportation alternatives	Development
Seek out groups and organizations to “adopt” sections of the Walton Road for litter pick up and other beautification projects	Byway sponsor to lead with TDOT and local government assistance	TDOT – litter control program	Sustaining
<b>Goal #3: Increase Heritage and Nature-based Tourism activity by expanding the number of sites and attractions associated with the Walton Road</b>			
<p>Walton Road Interpretive Waysides – Develop and install interpretive waysides (coupled with web-based and mobile application to tell the story of the frontier routes across the Cumberland Plateau at the following locations (from east to west)</p> <ul style="list-style-type: none"> <li>• Crossing the Clinch River at the Ferry Crossing sites</li> <li>• This section of the Walton Road east of Mamma’s Creek i(one of the longest and best preserved along the scenic byway)</li> <li>• Spencer’s Rock viewed from US 70N</li> <li>• A well-defined section of the Walton Road is located within the boundary of the I-40 rest area at Crab Orchard where the Kemmer Stand tavern is interpreted</li> <li>• Johnson’s Stand at Mayland</li> <li>• Flat Rock near Monterey</li> <li>• This brick and stone chimney marks the site of Sehon’s Stand west of Monterey.</li> <li>• The original Walton Road is readily visible along several sections adjacent to Buck Mountain Road, Brotherton Mountain Road and Woodcliff Road. Best interpreted at the well preserved section off Woodcliff Road east of the Brotherton community</li> <li>• Raulston Stand with view to the landscape beyond – at location where big trees recently came down and road work was recently completed</li> <li>• Original Walton Road roadbed behind the abandoned gas station near Helms Road</li> <li>• Landing along the Cumberland River in Carthage – Walton Ferry site</li> </ul>	Byways sponsor to coordinate local projects in each county with assistance from local historic preservation organizations	TDOT – transportation alternatives	Development
Develop and expand visitor facilities at locations along the Walton Road where the frontier landscape can still be recognized and interpreted at the following locations (from east to west):	Projects managed in each county agency or organization with	TDEC – recreational trails, TDOT – transportation alternatives	Development

Strategy or Action	Potential Partners	Potential Funding	Phase
<ul style="list-style-type: none"> <li>Roosevelt Mountain (entrance safety improvements, parking, interpretation at top and trail linking Rockwood with the top)</li> <li>Ozone Falls (parking area and trail with interpretation, overlook w/railings)</li> <li>Bee Rock (parking area, trail with interpretation)</li> <li>Cumberland Mountain State Park</li> <li>Cumberland Trail (trailhead and day hike itinerary for byway visitor)</li> <li>Cookeville – Monterey Rail Trail</li> <li>Cumberland River (increase public access to riverfront)</li> </ul>	responsibility for lands and/or capacity to bring together multiple owners (with assistance from Byway Sponsor)		
Develop and expand visitor facilities at locations along the Walton Road that best illustrate the transformation of communities along the pioneer route from frontier culture to Plateau community (from west to east) <ul style="list-style-type: none"> <li>Kingston – interpreted walking tour including Fort Southwest Point, Bethel Cemetery, Gideon Morgan House, Roane County Courthouse, and TVA related sites along Clinch River</li> <li>Rockwood – downtown, Kinston Avenue Historic District</li> <li>Crab Orchard – story of Crab Orchard Stone</li> <li>Crossville – downtown (influence of Crab Orchard Stone) and link to nearby Cumberland Mountain State Park</li> <li>Monterey - “Main Street”, Depot, Standing Stone</li> <li>Cookeville – Depot and nearby Cream City Creamery, John’s Place, Museum</li> <li>Carthage – Courthouse, Eads Museum, Cumberland River, Walton Grave site</li> </ul>	Projects managed in each county agency or organization with responsibility for lands and/or capacity to bring together multiple owners (with assistance from Byway Sponsor)	NEH	Development
<b>Goal #4: Use marketing and promotion to expand the types of visitors, the length of visitor stays and the economic activity associated with those stays</b>			
<ul style="list-style-type: none"> <li>Develop and promote the stories associated with the people of the Walton Road (using excerpts from letters or journals as a means of expanding the audience (may require further research and documentation, especially women associated with the Walton Road</li> </ul>	Byways sponsor to coordinate local projects in each county with assistance from local historic preservation organizations	NEH	Development
Use a Variety of Marketing Tools <ul style="list-style-type: none"> <li>Start with Edgetrekker as the basis for itineraries and trip planning</li> <li>Launch a Byway specific website and rack card – (under development) – be sure that related byways use a compatible web site design and are linked together with Edgetrekker (for itineraries) and with each other</li> <li>Develop a common calendar for events and activities related to the Walton Road and publish through state tourism office, county tourism offices, regional web sites, etc.</li> </ul>	Byway sponsor and county and state tourism offices	State and local tourism offices	Establishment

Strategy or Action	Potential Partners	Potential Funding	Phase
<ul style="list-style-type: none"> <li>• Link the Byway website to other related tourism web sites at the state, regional and county level</li> <li>• Social media – develop a presence for Walton Road itineraries, events, programs and attractions</li> <li>• QR codes – use codes to expand the universe of information by using QR codes to link to the byway website (and other related websites) to provide more in-depth interpretive information, and to provide users with “what’s near here” information at specific sites</li> <li>• Press releases/fact sheets – emphasis on communicating with travel writers and on community development milestones (ribbon cuttings, for example)</li> <li>• Tear-off maps – for distribution at visitor centers</li> <li>• Vacation guides and brochures – incorporate Walton Road stories, attractions, events, etc. into each annual edition (determine due dates for upcoming year’s publications and schedule as a regular management activity for the Byway)</li> <li>• Visitor centers and information kiosks (see Goal 1)</li> </ul>			
<p>Target Niche Interest Groups – use the Walton Road as a means to reach and attract travelers in different ways (e.g. families with children, photography clubs, geocachers, bird watchers, motorcyclists, bicyclists)</p>	<p>Byway sponsor and county and state tourism offices</p>	<p>State and local tourism offices</p>	<p>Development</p>
<p>Develop a Hospitality Training and Community Outreach Program – use tailored training to build local awareness of history, sites and attractions, programs and activities</p>	<p>County heritage-based economic development initiatives with support from historic preservation organizations and byway sponsor</p>	<p>Rural economic development initiatives</p>	<p>Development</p>
<p><b>Goal #5: Use the byway to enhance the livability of communities along the route</b></p>			
<p>Develop concept development plans for each “Walton Road Community” (using Carthage and Rockwood as models):</p> <p><b>Carthage</b> (see concept development plan example)</p> <p><u>1. Smith County Courthouse</u></p> <ul style="list-style-type: none"> <li>• Preserve and enhance the courthouse as needed to make it open and accessible to the public (interior and exterior projects)</li> <li>• Install new exhibits (Walton Road exhibit?)</li> <li>• Gift shop featuring local artisans and local products,</li> <li>• Expand programs and activities (plays, hospitality and volunteer training, festivals, research, Nobel peace prize winner offices, etc.)</li> </ul>	<p>Local government initiatives with support from byway sponsor</p>	<p>TDOT – transportation alternatives where applicable</p> <p>Rural economic development initiatives</p>	<p>Development</p>

Strategy or Action	Potential Partners	Potential Funding	Phase
<p><u>2: Walton Grave Site</u></p> <ul style="list-style-type: none"> <li>Establish parking area, signage at gravesite telling story of Walton Road, Gazebo, Bench, Covered Pavilion for Rental</li> <li>Recommend developing walking path from Downtown to Grave Site</li> </ul> <p><u>3: River Front Park – River Walk</u></p> <ul style="list-style-type: none"> <li>Secure property on riverfront close to downtown Carthage</li> <li>Secure Project Manager/Architect for park-river walk</li> <li>Include River Front Market, Restaurant, Pavilions, and Outdoor Stage with seating for plays, concert, etc.</li> </ul> <p><b>Rockwood</b> (see concept development plan example)</p> <ul style="list-style-type: none"> <li>Gateway enhancement (tree planting, pedestrian connectivity, etc.)</li> <li>Trail to Mt. Roosevelt</li> <li>Rockwood Museum</li> </ul> <p><b>Kingston</b> – emphasis on enhancing US 70 approach to Kingston from the west  <b>Crab Orchard</b> – emphasis on creating an interpreted park or community gatherings space  <b>Crossville</b> - emphasis on enhancing the entrances and approaches along US 70 from west and east  <b>Monterey</b> – Native American / Standing Stone museum project (also see rail trail); streetscape enhancements and gateway/entrance corridor enhancements  <b>Cookville</b> – emphasis on enhancing US 70N approaches from east and west  <b>Baxter</b> – Depot project – visitor center/museum</p>			
<p>Build upon the expanding needs of visitors to increase economic opportunities for community-based tourism (locally owned restaurants, bed and breakfast/small hotels, guide services, artisans, antiques, and recreation-oriented businesses)</p>	<p>County heritage-based economic development initiatives with support from byway sponsor</p>	<p>Rural economic development initiatives</p>	<p>Sustaining</p>
<p>Educational Programs- link the byway to state curriculum standards by providing opportunities for field trips, expanded vacation educational opportunities tied to adventure sports (caving, hiking, rock climbing, etc.)</p>	<p>School districts with with support from byway sponsor and historic preservation organizations</p>	<p>NEH; non-governmental</p>	<p>Sustaining</p>