

2014

Kansas Byways

INTERPRETIVE PLAN





Monument Rocks





Kansas sunflower

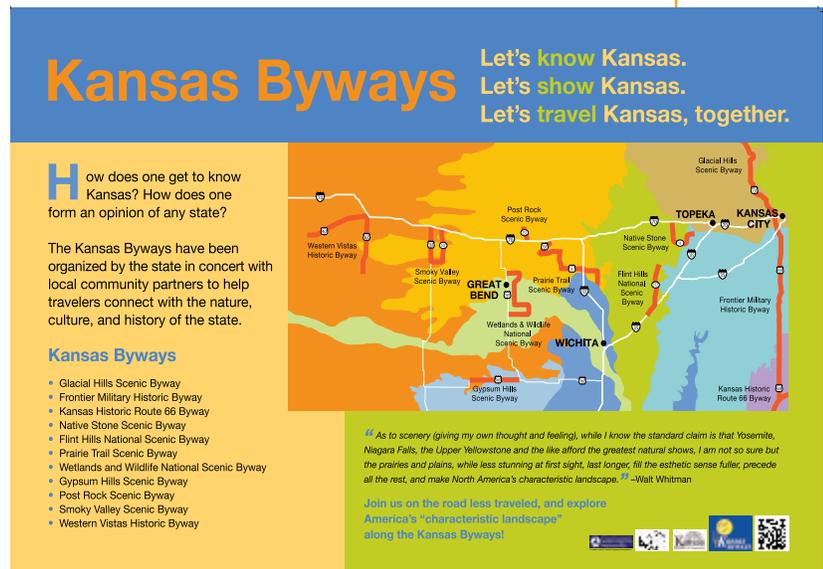
Preface

Go West, young man, go West and grow up with the country. --Horace Greeley

For most of our early history the U.S. had clung to the Atlantic Coast. Yet the United States exploded from a population of just fewer than 2 million in 1770 to 38.5 million in 1870. The Battle of Fallen Timbers in western Ohio (1794) removed the last vestiges of Indian opposition to westward immigration. The Louisiana Purchase (1803), followed by the early explorers such as Lewis, Clark, Pike, and Long, opened America's eyes to the possibilities west of the Appalachian range. President Andrew Jackson's Indian Removal Act of 1830 finally pushed the eastern tribes west of the Mississippi, and open the door to our western potential. We would cling to the Atlantic no longer.

Three events precluded an incremental (and logical) expansion of the U.S. across the Great Plains. Although the Indian Removal Act successfully forced tribes to the west, the lands where they settled, such as the Kansas territory, were declared out of bounds for settlement. The barrier didn't evaporate; the barrier simply shifted west of the Mississippi. The federal government initially charged the military troops stationed at Fort Leavenworth with keeping the Indians safe from the encroachment of settlers.

Second, the defeat of Mexico in 1848 opened the Pacific to settlement. Stephen Long's characterization of the Great Plains as the "Great American Desert" had dissuaded potential



Kansas Byways Let's know Kansas. Let's show Kansas. Let's travel Kansas, together.

How does one get to know Kansas? How does one form an opinion of any state?

The Kansas Byways have been organized by the state in concert with local community partners to help travelers connect with the nature, culture, and history of the state.

Kansas Byways

- Glacial Hills Scenic Byway
- Frontier Military Historic Byway
- Kansas Historic Route 66 Byway
- Native Stone Scenic Byway
- Flint Hills National Scenic Byway
- Wetlands and Wildlife National Scenic Byway
- Gypsum Hills Scenic Byway
- Post Rock Scenic Byway
- Smoky Valley Scenic Byway
- Western Vistas Historic Byway

As to scenery (giving my own thought and feeling), while I know the standard claim is that Yosemite, Niagara Falls, the Upper Yellowstone and the like afford the greatest natural shows, I am not so sure but the prairies and plains, while less stunning at first sight, last longer, fill the esthetic sense fuller, precede all the rest, and make North America's characteristic landscape. ¹⁹ –Walt Whitman

Join us on the road less traveled, and explore America's "characteristic landscape" along the Kansas Byways!

Kansas Byways wayside welcome sign

settlers from considering the area suitable for agriculture. Suddenly California became the destination of choice.

Third, the discovery of gold in California in 1849 accelerated the rush to the west coast. Only a year later (1850) the U.S. accepted California as the 31st state. Oregon would follow in 1859. The settlement of Kansas and other Great Plains states would lag for years behind the west coast.

Yet for this country to become whole, and for Manifest Destiny to be perfected, the Great Plains had to be settled. Issues that had nagged



Post Rock Sculpture

the country since its founding were finally to be addressed. Critical matters such as slavery and Indian rights were left to the Great Plains states to resolve. There were no new lands to receive displaced Indians, and Bleeding Kansas assured that once and for all time slavery would be confronted.

The story of the settlement of the Great Plains is the story of the final realization of the American dream. To know America, one must first know the Great Plains. To know the Great Plains, one must see and experience Kansas.

A report of this magnitude requires the help of many. We relied on a number of information resources, including Wikipedia, Kansapedia (a product of the Kansas Historical Society), and the resources of Emporia State University. We have tried to attribute direct quotes to these sources, but in those instances where we may have overlooked attribution we apologize in advance.

We thank Kansas Wildlife, Parks, and Tourism and the Kansas Department of Transportation for their unflagging support over the time of this project. In particular we would like to express our appreciation to Sue Stringer (KWPT), Kelli Hilliard (KWPT), Linda Craighead (KWPT), and Scott Shields (KDOT) for their aid and support. We would like to thank Ted Cable (KSU) and Bill Fischer (NPS) for their reviews of earlier drafts and for their contributions to the final product.

Finally, we would like to express our sincere appreciation to the 11 byway committees that we have come to know so well. One could not choose better groups of people to work with, and we thank them for their support and for their deep love of their state, Kansas.

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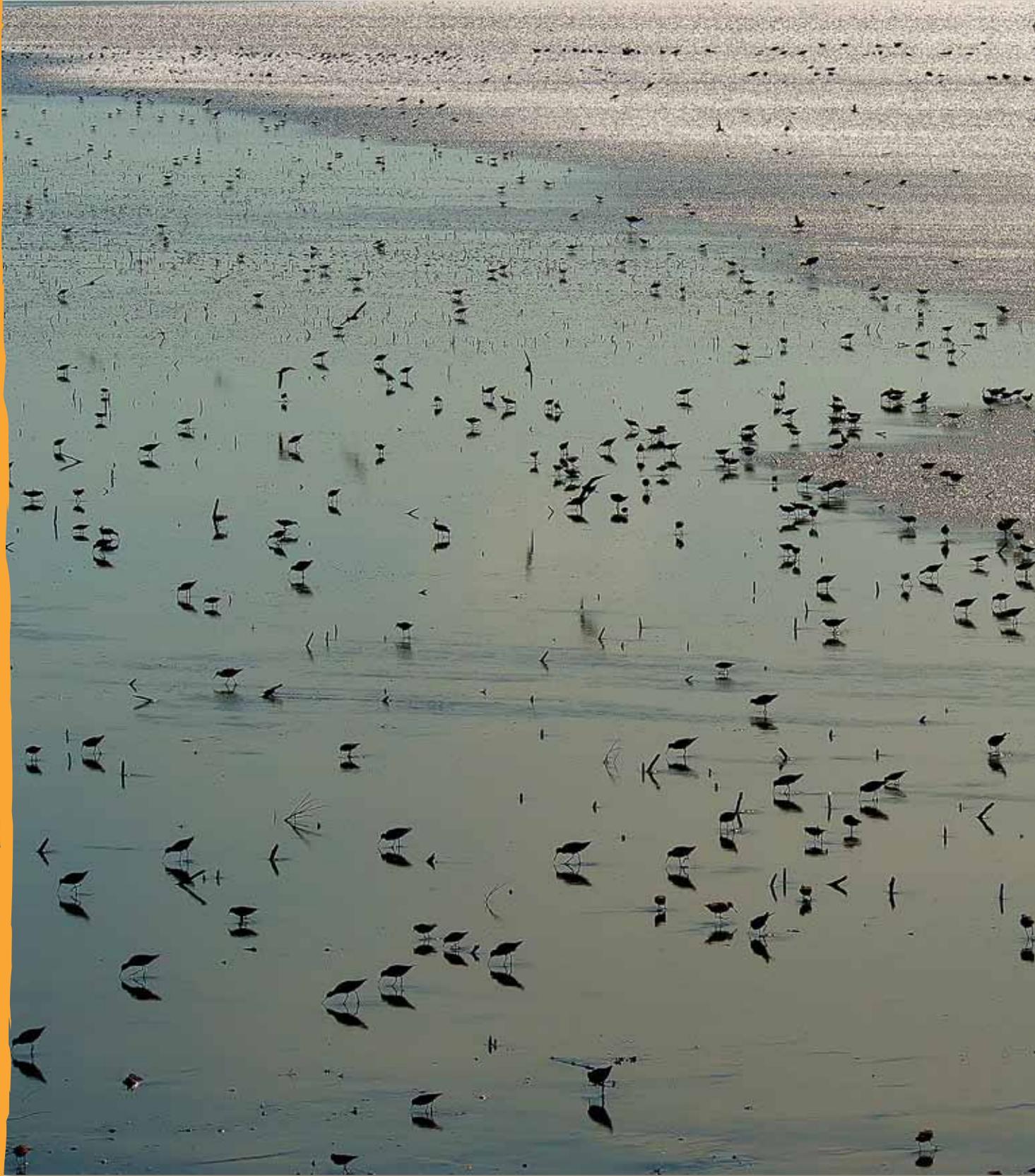
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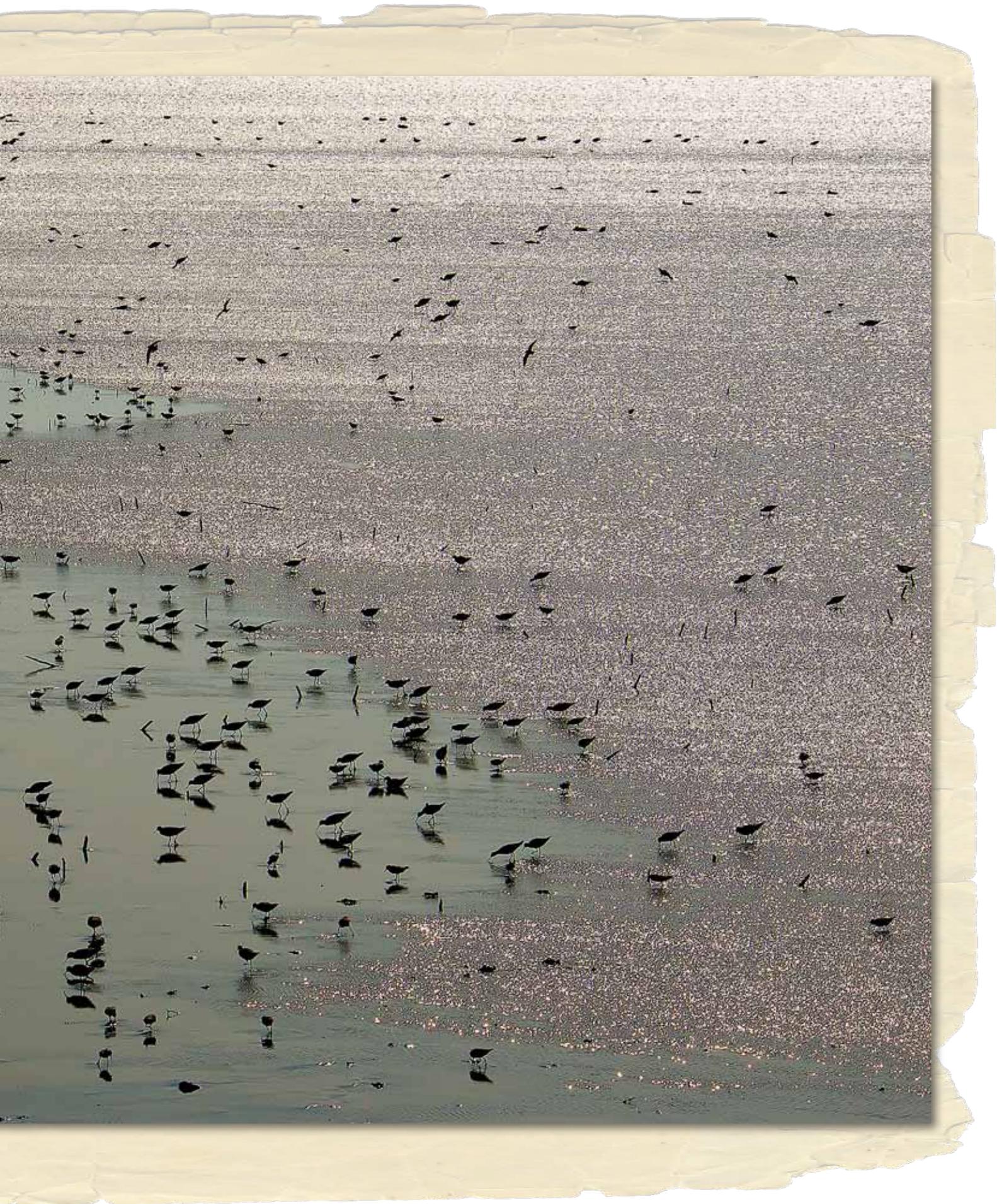
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Cheyenne Bottoms Wildlife Area



Project Purpose

*The human being, by his mere presence,
imposes a schema on space...Yi-Fu Tuan*



Barn in wheat field

We view the world through human eyes. We are not dispassionate observers. The words that we use to describe the world we see come from millennia of human experiences. Beauty isn't only in the eye of the beholder; those around us tint our understanding of what we see and experience. What each of us knows of the world is personal, yet how we comprehend the world and how we express this knowledge is derived from the combined human experience.

How does one get to know Kansas? Television? Movies? Press? How does one form an opinion of any state? Have you visited yourself, or has a friend or family member who has been there? Many travelers go through or over states without experiencing them. Speed across Kansas on I-70 and you could be anywhere.

The Kansas byways have been organized by the state in concert with local community partners to help travelers connect with the authentic nature, culture, and history of the state. In other words, byways show Kansas, and help visitors know Kansas. The route of each byway has been designated through the development of an original Corridor Management Plan (CMP). Resources within the CMP were inventoried during the initial development of the CMPs.

Kansas has eleven byways, two of which are National Scenic Byways. Three of the Kansas byways are designated as historic, and eight as scenic. All contain both scenic and historic features, however.

Kansas Byways

- Glacial Hills Scenic Byway
- Frontier Military Historic Byway
- Kansas Route 66 Scenic Byway
- Native Stone Scenic Byway
- Flint Hills National Scenic Byway
- Prairie Trail Scenic Byway
- Wetlands and Wildlife National Scenic Byway
- Gypsum Hills Scenic Byway
- Post Rock Scenic Byway
- Smoky Valley Scenic Byway
- Western Vistas Historic Byway

This purpose of this project is to provide for the professional development of interpretation plans that extend the appreciation and appeal of each byway by expanding on the route's intrinsic qualities. This interpretive plan organizes byway places and stories into an interpretive structure consisting of storylines and narratives. Additional recommendations include interpretive products for the byways, including the following: interpretive panels and/or kiosks, trail markers, way finding signs, smart phone apps, educational maps and/or guidebooks, and other interpretive products as determined feasible by the byways.

Typically an interpretive plan encompasses a single byway, or heritage area, or park. This strategy, however, involves 11 byways and the state as a whole. The scale of the project, therefore, demands an expanded approach. The old shoes no longer fit.

To that end we have expanded our traditional planning protocol and added a completely new stratum for organizing the content. Normally

a three-level approach is sufficient. With a traditional plan, a theme, four or five storylines, following by the stories themselves is sufficient. However, with 11 byways and hundreds of stories we chose to add an additional level of organization. A full discussion of this approach is presented later in this document.

Thematic Structure

Interpretive plans are written to contain a byway's content, the subject matter, within a thematic framework. The concept of thematic structure is fundamental to interpretive planning. Research has demonstrated that it is easier for the human mind to remember and make decisions on the basis of stories with meaning than to remember strings of unrelated data.

This thematic structure overarches all of the byway communities, places, and stories. The central theme and the storylines of this plan remain the same no matter the byway. What will change are the stories. A physical place on a byway attaches to the theme and storylines through stories of people and events. While our central theme and storylines do not change along the byways, there is a never-ending supply of stories that radiate or emanate from the byway sites themselves.

The challenge is to choose the specific stories to tell and the sites where they should be told. This, in a nutshell, is the foundation of any successful byway or byway interpretive plan. Once a theme has been established to set the interpretive

**Let's
know
Kansas**

**Let's
show
Kansas**

boundaries of a byway, the next step is to identify the subjects of interest, the stories to tell, and the locations for telling them.

This approach is tailored to expected byway audiences and outcomes. Although this interpretive strategy includes marketing information, this is not a marketing plan. Interpretation can and should inform marketing. Yet, as Freeman Tilden wrote in *Interpreting Our Heritage*, the true purpose of interpretation is... "to reveal the beautiful truths that lie behind the appearances."

Theme

Travelers trust the state's byways to help them see and know Kansas. The responsibility of Kansas byways is to first know the state, and then be prepared to show the state to others wishing to see and know more.

The essence of the interpretive plan, like the essence of a book or a play, is the theme. The theme encapsulates what the byway plan is about. In this case, the theme clearly states the purpose of the state's byway system. Unlike fiction, where the theme is often implicit and only revealed through a careful reading, the theme statement of an interpretive strategy is explicit and presented as an active statement or command.

A theme is the central idea or ideas around which an interpretive strategy is constructed. The theme is an implicit or recurrent idea that is central to a strategy. Simply put, the theme is what the strategy is about.

The late David Larsen, a long-time interpreter for the National Park Service, stated the following about interpretive themes;

An interpretive theme statement provides an organizational compass. The theme statement guides the selection of tangible/intangible links. Those links must be developed into opportunities for emotional and intellectual connections to the meanings of the resource and arranged in an order that "adds up" to the interpretive theme. The theme is the tool that cohesively develops the central relevant idea or ideas for the audience.

The theme we select is not the only possible theme for the byway system. Different interests might craft different themes based on a different set of expected outcomes. Yet once a theme is chosen, we contain our interpretation within its boundaries. The theme provides the sideboards for our interpretive wagon.

An individual byway's theme should also be reflected in the names of the byways as well as in brand elements such as a tag line. We expect the theme for the Frontier Military Historic Byway to be frontier military history. Travelers assume Glacial Hills Scenic Byway to be about glacial hills, and for the Flint Hills National Scenic Byway to be about the Flint Hills. As visitors we welcome learning a byway's additional stories and places, but we are disappointed if a byway doesn't deliver the core product on its label.

The state byway system as a whole, therefore, should at least be the sum of its parts. In other words, the Kansas byways should at their minimum help visitors see and know more about the following:

- Glacial Hills
- Frontier Military
- Route 66
- Flint Hills
- Gypsum Hills
- Prairie Trail
- Native Stone
- Wetlands and Wildlife
- Post Rock
- Smoky Valley
- Western Vistas

Yet the Kansas story covers much more ground than these byway themes imply. In fact, the sum of these themes is a discounted version of the state. The reason for this incompleteness is simple. The 11 state byways only cover a small percentage of the state, the byways are not uniformly distributed across the state (most are south of I-70), and the byway corridors do not encompass many of the better known heritage sites such as Abilene, Manhattan, Topeka, Dodge City, and Lawrence.

This interpretive strategy offers ways in which the Kansas byway system as a whole can be made greater than the sum of its parts. With this in mind, we have chosen a single theme for the Kansas byway system – Let's Show Kansas, Let's Know Kansas. Each of the Kansas byways is expected to contribute to a visitor's knowledge of the real Kansas, and to help connect visitors to specific places where these Kansas stories are physically and tangibly exhibited.



Flint Hills monument sign

The importance of physical sites where interpretation is offered cannot be overemphasized. A byway, unlike a history text or a work of fiction, is a tangible, visible reflection of the state's patrimony. A byway directs travelers to specific sites where Kansas heritage may be better understood and experienced. A byway leads the visitor to a real Kansas not seen from the roads better traveled.

The Kansas byways have been developed to help tourists and residents alike with their travels in the state. *Travelers trust the state's byways to help them see and know Kansas. The responsibility of Kansas byways is to first know the state, and then be prepared to show the state to others wishing to see and know more.*

Kansas isn't unknown; Kansas is misknown. For most Americans the Great Plains states, including Kansas, are rectangular voids separating the oceans. What is known of Kansas is incomplete and incorrect.

Let's correct the misperceptions. Let's know Kansas. Let's show Kansas.



Route 66 Visitors Center, Baxter Spring, KS



Storylines



Coronado Heights

The most basic (and time-tested) method for organizing interpretive materials is using storylines to associate and aggregate related stories. A storyline, like the plot in a novel, organizes the stories important to the overall theme. Storylines should be limited in number but broad in scope. We try to limit storylines to no more than four or five in a given interpretive plan.

Storylines (like plots) are often linear, organizing stories along a geographic or chronological path. We have used a simple chronological ordering for the Kansas byway storylines.

The first of the storylines, Land's Legacy, transcends time and therefore is the first of the five. Past Forward is about contemporary Kansas and its future, and is therefore the final storyline in the series.

While the theme and its storylines are limited, the stories that may be told related to these storylines are limitless. Therefore we have defined our storylines broadly to provide room for a diversity of stories. While there is an advantage in organizing the state's entire byway system into a single thematic structure, there is also strength in helping each byway to tell its own unique stories.

Kansas Byway Storylines

Land's Legacy

To know America, you must know the Great Plains.

To know the Great Plains, you must know Kansas.

The first of the byway storylines is *Land's Legacy*, a collection of byway stories about the land itself and how that landscape has shaped human history. The basic premise of this storyline is simple. *To know America, you must know the Great Plains. To know the Great Plains, you must know Kansas.*

The Great Plains, the vast grassland that once extended unbroken between the Missouri River and the Rocky Mountains, defined this country and its people as fundamentally as any of the better-known landscapes such as the Eastern Seaboard or the Appalachian Mountains. At different periods in America history different landscapes have arisen to influence (and, on some cases, retard) the path of American progress. The Great Plains represents the last frontier where American settlers were forced to adapt or perish. *The inventions and adaptations that arose in the Great Plains were critical to this country becoming whole from sea to sea.*

A recent *Business Insider* poll reported that Americans considered Kansas to have the “worst scenery” in the country (with Colorado having the most beautiful). We suspect that

these results reflect ways in which people have been exposed to Kansas (on an interstate highway or flying over the state in an airplane) or how they have seen the state represented (or misrepresented) in the press and on television.

This storyline is intended to correct these misperceptions. *The Kansas landscape is surprisingly varied and diverse, yet much of this diversity is not seen from inside a car speeding along the 422 miles of I-70. One MUST venture off the beaten path to find Kansas, and these byways offer the routes and itineraries to do so.*

Walter Prescott Webb, historian and author of *The Great Plains*, considered the 98th Meridian to be a defining line or demarcation in American history. East of the 98th Meridian (passing between Ellsworth and Great Bend in central Kansas) the landscape resembles that of Europe -humid with rivers adequate for transportation. Pioneers would have found this to be a familiar and comforting landscape. As pioneers crossed the Missouri River traveling west, however, they entered a new world. The trees disappeared (did not disappear due to chopping down – they were always very sparse), rivers were shallow and incapable of supporting transportation, and with every mile in movement west the land became more desiccated and foreboding. Before reaching the 100th Meridian pioneers were well aware that they had entered an exotic landscape.

Tourists crossing Kansas from the east (on I-70, for example) experience these same changes. The Kansas landscape stretches from rolling hills and eastern deciduous hardwood forests in the east to High Plains prairie and badlands in the west. Between these bookends is the American Great Plains, an iconic (and singular) chapter in the American (both native and immigrant) saga. This is the legacy of this land called Kansas.

The Kansas landscape is surprisingly varied and diverse, yet much of this diversity is not seen from inside a car speeding along the 422 miles of I-70. One MUST venture off the beaten path to find Kansas, and these byways offer the routes and itineraries to do so.



Threshing Machine Canyon

First People, First Nations

People have inhabited Kansas since the end of the Ice Age, over 11,000 years ago.

Kansas owes its name to the Kansa Indians, the “People of the South Wind.” People have inhabited Kansas since the end of the Ice Age, over 11,000 years ago. This storyline is focused on pre-Columbian history before contact with European settlement and the subsequent displacement of tribes. The Indian story after Euro-American settlement and the Indian Removal Act of 1830 is best told in *Bridging the American Divide*. Our desire is the development a storyline where we can help explain and show Indian heritage independent of the eventual influences of Euro-American settlement.

Unfortunately, the large majority of Indian sacred sites were destroyed with European settlement. We are left with little in the way of tangible evidence of their presence. Sites such as the Shawnee and Highlands Missions are tragic for Native Americans themselves. Therefore we are interpreting the American Indian history in Kansas in more than one storyline, and we will give the Native Americans, the original inhabitants of Kansas, their just due in *First People, First Nations*.

The story of the American Indian is more than a retrospective. The American Indians continue to live and thrive in contemporary America. Indians continue to live in Kansas, both on tribal lands and scattered throughout the larger society. Currently there are four Indian reservations in Kansas:

- Ioway (Iowa) Indian Reservation
 - White Cloud, Kansas
 - Annual events include the Chief White Cloud Rodeo, held in June, and the Baxoje Fall Encampment (Powwow), in September.
- Kickapoo Indian Reservation
 - Horton, Kansas
- Kansas Prairie Band Potawatomi Indian Reservation
 - Mayetta, Kansas
- Sac and Fox Indian Reservation
 - Reserve, Kansas

There are additional tribes with Kansas roots now located in Oklahoma (once the Indian Territory), such as the Kaw and the Quapaw. Some return annually for powwows and other tribal events such as the Kaw who return for Washunga Day Celebrations in Council Grove.

The best way to learn about the modern American Indian is from the Indians themselves. The best place to meet American Indians is on their tribal lands and at tribal events such as powwows. Kansas is fortunate to have these four reservations remaining in the state and a number of public events that happen annually.

The story of the American Indian has been told and retold, with most versions of the saga tarnished with bias and racial insensitivity (and, often enough, hatred). There is ample opportunity in Kansas to hear the Indians tell their own stories. This is the intent of this storyline. We can provide a basic set of facts concerning the American Indian in Kansas, but for the stories themselves we must rely on the subjects, American Indians, to tell their own stories.

Immigrants All

All Kansans are or have been immigrants, even the Indians who came to this land over 11,000 years ago.

Immigrants All is the storyline about the people who came and settled in Kansas. This storyline includes the stories of not only Euro-American pioneers but of those Indian tribes that were forced to come here and may (such as the Sac & Fox) or may not (such as the Quapaw) have settled. There is no native Kansan. All are immigrants, even the Indians who came to this land over 11,000 years ago.

The *Immigrants All* stories include settlers, traders, soldiers, and those only passing through on their ways west. While *Bridging the American Divide* is about great events, we see *Immigrants All* as being about people and their efforts to eke out an existence in the Kansas territory.

Example of *Immigrants All* stories include the following:

- American Indians removed to the Kansas Territory
- Explorers
- Traders
- Emigrants
- Pioneers
- Exodusters
- Free Soil Farmers and Ranchers

Bridging the American Divide

The Great Plains is an iconic American landscape that changed the complexion of the American saga.

The Great Plains is the iconic American landscape, a land that fundamentally changed the way Americans view the country and themselves. America pushed inward along its eastern then western coasts. The space in the middle, the Great Plains, stayed vacant until the mid-1800s.

Settlers were required to be adaptive and inventive to succeed in occupying this unfamiliar landscape. Kansas spans this American transition, the longitudes that, in Webb's words, "destroyed traditions." Without the successful occupation of the Great Plains, the two halves of America would have remained cleaved.

The utility of the 98th and 100th Meridians as an ecological and social divide continues to be debated. In the late nineteenth century these lines represented, at least metaphorically, the boundary between the moist east and the arid west. In 1879, U.S. Geological Survey head John Wesley Powell established the boundary in a report of the west that has carried to this day. Rather than debate the line, and whether or not the 98th or the 100th Meridian is more useful, we will focus on the transition between humid east and arid west as it plays out across the state and is evidenced on the byways.

The Kansas byways, in general, stretch across a rural landscape. Travelers on the byways are exposed to one of the most open landscapes in the nation. The interpretive challenge, therefore, is to engage the visitor in a landscape that, at times, appears featureless.

Yet distance itself provides the interpretive backbone for the byways, allowing the traveler the opportunity to explore its defining landscapes at leisure. Yes, the land changes subtly, but it changes nevertheless. Rooted in the forested east, the byways terminate in the semi-arid west. This is a landscape that redefined America, certainly as much as the Mississippi River or the Appalachian Mountains. The byways may be in Kansas, but at their essence these are American stories.

Examples of stories within this storyline include the following:

- Santa Fe Trail
- Immigrant Trails
- Cattle Trails
- Military Roads
- Railroads
- Route 66
- Missouri River
- Cultural Divides
- Bleeding Kansas
- Buffalo Soldiers
- Brown v Board
- CCC/WPA
- Military Forts
- Air and Auto
- Great Plains Farm and Ranching

Past Forward

Adaptions and inventions that were necessary to settle the Great Plains continue to evolve to serve humanity in contemporary times.

Kansas settlers were faced with a foreign landscape that challenged their abilities to adapt, adjust, and persevere. Most were from the humid, forested eastern U.S., and were unprepared for the treeless expanses that prevailed west of the Missouri River Basin. Winters were harsh, the wind incessant, and wood scarce.

Many of the adaptations and inventions developed to tame the rugged landscape, such as the American windmill, have continued to evolve. Wind turbines now generate electricity rather than draw water. Sport hunting in wetlands such as Quivira National Wildlife Refuge (NWR) and Cheyenne Bottoms Wildlife Area (WA) is now based on science rather than market price. Traffic (as well as flooding) on the Missouri River is managed by a series of locks and dams rather than left to the devices of nature.

Drawing on the lessons of the past, Kansans continue to illuminate the way forward. Agriculture in the Great Plains is among the most productive in the world. Irrigation, such as the center pivot method, has entered the computer age. Ranchers track the ancestry of their stock through sophisticated software. Oil



Native stone and windmill

and gas is now being revitalized through new technologies such as hydraulic fracturing. The Kansas story is not only about its past. This storyline also explores its future.

Examples of stories within this storyline include:

- Alternative Energies
- Carbon Sequestration by Native Prairie Grasslands
- Wind
- Military (Fort Leavenworth, Fort Riley)
- Quality of Life

Narratives

The traditional theme/storyline/story approach is adequate when planning interpretation for a single byway, park, or museum. In the case of the Kansas byways, however, we still must take into account the needs of the state as a whole. What works at the byway level isn't necessarily sufficient at the complexity of the state level.



Fort Scott National Historic Site

For example, most stories transcend byway boundaries. In many cases the most important stories from the state's perspective are spread across a number of byways and places. In addition, these same stories may be shared with sites not included in any byway. For example, the Flint Hills Discovery Center in Manhattan, one of the most impressive interpretive centers in the country, is not part of the Flint Hills National Scenic Byway. The state is not well served by ignoring the sites that help carry a story because of a technicality, a mistake, or the constraints of an inadequate Corridor Management Plan (CMP).

We have developed a new level of interpretive organization to address this need. This new level, the narrative, follows stories along an allegorical, rather than geographical, range. These narratives all include sites on byways, but they often integrate non-byway sites as well. While storylines and byways are restrained by geography, narratives have no such constraints.

It is easier for the human mind to remember and make decisions on the basis of stories with meaning, than to remember strings of data. This is one reason why narratives are so powerful and why many of the classics in the humanities and social sciences are written in the narrative format.

There is no limit to the number of narratives that are possible within the state. We offer the following as a place to begin, not to end. However, these narratives demonstrate how this approach helps the state escape the confines of geography while strengthening the role of the byways in showing and knowing Kansas.

Narratives may also be nested within other narratives, just as stories are nested in narratives. For example, the Lincoln Legacy narrative encompasses several subnarratives that are smaller in scale and scope. Often byways have particular strengths in subnarratives rather than in the narrative as a whole. In these cases the subnarratives are assessed and ranked independently.

Later in this report the narratives will be ranked according to importance to the state and their potential return of investment. This is not to say that every narrative isn't important. Yet if resources are limited, where should the state invest first? Where can the state expect the most significant return on investment that may help fuel the next round of investments?



Native stone fence



Kansas Wetland Education Center



Wetlands & Wildlife National Scenic Byway

When you think of Kansas, what pops into your mind? Prairie? Wheat? Dorothy? The Wetlands & Wildlife National Scenic Byway will forever reshape your image of this part of the "Sunflower State." This 77-mile

Byway connects two of the world's most significant natural wetlands—Cherokee Bottoms and the Quilley National Wildlife Refuge. More than 60,000 acres of wetlands host millions of migrating birds each year, including waterfowl, shorebirds, even whooping cranes. The wetlands in this region have been named one of the Eight Wonders of Kansas.

But the Byway offers far more than beautiful wetlands and birds. Along your trek, you'll see native stone buildings, underground tunnels, metal street art, WWI art and bridges, an operating flour mill, a stretch of the Santa Fe Trail, a raptor center, and more. So grab a picnic map, sit in the audiopod, and discover our incredible region of 80 miles.



Who We Are

The Wetlands & Wildlife National Scenic Byway connects Cherokee Bottoms, Quilley National Wildlife Refuge, the Santa Fe Trail, and Quilley National Wildlife Refuge. The Byway is managed by the Kansas Department of Wildlife, Parks, and Natural Resources, the Kansas Department of Transportation, and the Nature Conservancy.



History and Change

Along the Byway, you'll discover landscapes and communities that have changed over time. You're entering a region rich with the history of early settlers, a land of migrating bird migrations, of wild events, and weather, and of daily lives that honor history. Welcome!



Inventory

*An inventory is not only a collection of stories,
but also of the places where these stories are best told.*

--Ted Lee Eubanks



Mount Sunflower

In 2012 and 2013 Fermata traveled and inventoried every mile of every Kansas byway. Most were traveled more than once. Thousands of images of sites and resources were taken, and a selection of over 350 images has been placed in this gallery. Byway committees and stakeholders met with Fermata along every byway; in addition, he met with numerous communities and individuals along the byway. There is no corner of Kansas that has not been visited during this period.

In addition, Fermata visited with all of the Indian tribes with a history or a presence in Kansas. Many tribes offered no input they would

like to see considered mainly because large parts of their Kansas history deal with death, disease, and destruction of their way of life. While we are aware that this is certainly part of Kansas history, it is not something we want to dwell on for every byway. For this reason we created a separate storyline for the American Indian stories (*First People, First Nations*) and inventoried those stories and sites as well.

We prioritized our contacts and outreach to the tribes based on their current status in Kansas. There are four tribes with reservations in the state, and these received our highest priority treatment. In addition, the Kaw maintain close

contact with Kansas and return annually to Council Grove for Washunga Day celebrations. We also gave the Kaw our highest priority.

Freeman Tilden's first principle of interpretation states that "any interpretation that does not somehow relate what is being displayed or described within the personality or experience of the visitor will be sterile." The interpretive advantage enjoyed by byways is the *in situ* experience. Therefore not only are we interested in being effective at "displaying or describing" but also in connecting the visitor to tangible, physical *places*.

As a result the inventory is not only a collection of stories but of the places along the byways where these stories are best told. The interpretive inventory that we are presenting for each byway, therefore, directly links visitors, places, and stories. These points of interpretive interest are organized by storyline.

Fermata has developed a methodology for assessing specific places for sustainable tourism potential. This approach, titled the Applied Site Assessment Protocol (ASAP), weighs intrinsic values, extrinsic values, and constraints. We used this approach for our Kansas assessments.

ASAP

Fermata previously developed the Applied Site Assessment Protocol (ASAP) to aid us with performing unbiased assessments that could be compared to and contrasted with sites at other locations. ASAP should not be confused with a biological assessment, since the protocol is interested in weighing sites relative to their tourism, recreation, and interpretive, rather

than ecological, values. If resources determine visitation, then the better these resources are understood relative to their distinct recreational or appreciative values the better we can plan our interpretation.

The National Scenic Byways Program requires applicants to consider six intrinsic values for their Corridor Management Plans. Such an approach is far too limiting for interpretive planning. The ASAP protocol weighs both intrinsic and extrinsic values of a specific site, adjusting these values with a final series of modifiers. Sites are valued respective to the market (international, national, regional, or local) and relative to themselves.

The following pages outline the complete inventory of the 11 Kansas scenic byways. The sites and stories are organized by storyline. As new places and stories become identified and available, they will be easily integrated into the outline.

The stories that are integral to the narratives will be further developed later in this report. However, individual byways will interpret and promote sites and stories that are of local interest as well. Therefore we begin the inventory by assessing every site and story, no matter the level of interest or appeal.

We also emphasize that each entry in the diagram is an interpretive opportunity unto itself, and that many of these entries represent a set or suite of stories. For example, while in Kansas in 1859 Lincoln visited Leavenworth, Atchison, Troy, and Doniphan. He made several speeches, and met with numerous people.

Each of these places and people is an interpretive opportunity. The choice of which

ones to develop is the responsibility of the respective byways. The storylines delineate our interpretive boundaries. The byways select the stories and places to develop within those boundaries.

Glacial Hills Scenic Byway

Land's Legacy

- Glaciation
 - Glacial Hills
 - Loess Hills
 - Leavenworth to White Cloud
 - Sioux Quartzite Erratics
 - Quartzite boulder in Leavenworth adjacent to the courthouse
 - Leavenworth terminal moraine
 - Missouri River
 - The Grand Detour (Big Bend)
 - White Cloud
 - Atchison
 - Leavenworth

First People, First Nations

- Kansa
 - Doniphan
 - Ancient Indian city and government center of the Kansa nation in Atchison County, Kansas.
 - Independence Creek
 - Kansa Hut
 - Archeological exhibit at Atchison County Historical Museum
- History of Iowa Tribe
 - Highland Mission (only if opened)
- History of Sac & Fox
 - Highland Mission (only if opened)
 - Reserve (not on byway)

Immigrants All

- Santa Fe Trail
 - Fort Leavenworth
- Emigrant Trails
 - Oregon & California Trails
 - Highland Mission trail ruts
- 49er Trail
 - Follows Oregon-California Trail
- Mormon Grove
 - Atchison

Bridging the American Divide

- Early Explorers
 - Lewis and Clark Expedition (1804 – 1806)
 - Leavenworth
 - Atchison
 - Independence Creek
 - White Cloud
 - Stephen Harriman Long Expedition (1819)
 - Leavenworth
 - John James Audubon Expedition (1843)
 - Leavenworth
- Civil War
 - Abraham Lincoln's visit to Kansas
 - Troy (Roger's House)
 - Leavenworth
 - Atchison
 - Doniphan
- Pony Express
 - Troy
 - Atchison
 - Leavenworth
- Railroads
 - Atchison Rail Museum
 - Leavenworth Riverfront
- Air
 - Atchison
 - Amelia Earhart Birthplace Museum
 - Amelia Earhart artifacts at Atchison Country History Museum

- Civil Rights
 - Highland Community College, an important institution in Kansas history. First established in 1837 for the Sac & Fox nations, the college claims to be the first institution of higher learning in Kansas. Almost equally interesting (to me, at least) is that Highland College is where George Washington Carver was accepted for entry, and then refused once he arrived in Highland because of his race.

Past Forward

- Peter Toth Statue (Troy)
- *Earthwork* by Stan Herd
- International Forest of Friendship
- *Amelia Comes Home* by John Cerney
- Amelia Earhart statues

Frontier Military Historic Byway

Land's Legacy

- Bottomland Hardwood Forest (this ecotype is emphasized due to its relative scarcity in Kansas)
 - Marais des Cygnes NWR
 - Transition zone between the humid wooded east and the dry grasslands of the west. Bottomland hardwood forests, tallgrass prairies, rivers, and wildlife
 - Marais des Cygnes WA
- Missouri River
 - The North Esplanade, Riverfront Park in Leavenworth
 - Lewis and Clark Riverfront Park at Kaw Point

- The Kansas River National Water Trail from Junction City to Kansas City
- Tallgrass Prairie
 - Marais des Cygnes NWR
 - The Prairie Center (Olathe)
 - Overland Park Arboretum & Botanical Gardens
- Wetlands, Waterfowl, Wildlife
 - Marais des Cygnes NWR
 - Marais des Cygnes WA
- Mining
 - Coal
 - Mined Lands WA
 - Baxter Springs Heritage Center & Museum (contains names, mining equipment from area including that moved from Picher, OK after EPA shut down the town b/c of mining remnants
 - Franklin Community Center & Heritage Museum* (Miner's Hall Museum)
 - Big Brutus (West Mineral)
 - Miner's Memorial (Pittsburg)
 - Lead and Zinc
 - Baxter Springs Heritage Center and Museum
 - Franklin Community Center & Heritage Museum (Miner's Hall Museum)
- Wolf Creek
 - Overland Park Arboretum and Botanical Gardens

First People, First Nations

- Osage
- Immigrant Tribes
 - Fort Leavenworth
 - Fort Scott National Historic Site

The fort was established specifically to guard the Permanent Indian Frontier and closed when the unorganized territory was preparing to be opened for white settlement.

- Baxter Springs
- Grinter Place State Historic Site - KC
- Huron Indian Cemetery - KC
- The Civil War and Native Americans
 - Fort Scott
 - Baxter Springs

Immigrants All

- Santa Fe Trail
 - Mahaffie Stagecoach Stop and Farm Historic Site (Olathe)
 - Fort Leavenworth
 - Westport (MO)
- Strawberry Hill Museum and Cultural Center - KC
- Jewish Merchants and Professionals
 - Kansas City
 - Leavenworth (Landing Retail District)
- Deaf Cultural Center in Olathe
 - Trading Post
 - C. W. Parker Carousel Museum

Bridging the American Divide

- Military Roads
 - Fort Leavenworth
 - Frontier Army Museum
 - Fort Scott
 - Fort Scott National Historic Site
 - Fort Blair (Baxter Springs)
 - Fort Gibson (Oklahoma)
- Bleeding Kansas
 - Marais des Cygnes Massacre (Trading Post and Pleasanton)
 - Trading Post Memorial
 - Marais des Cygnes Massacre National Historic Landmark
 - John Brown Museum State Historic Site
 - Osawatomie
 - Underground Railroad
 - Quindaro Ruins Overlook

- Quindaro Underground Railroad Museum
- John Brown Statue
 - Quindaro Ruins Overlook
 - Quindaro Underground Railroad Museum
- Civil War
 - Fort Leavenworth
 - Frontier Army Museum
 - Fort Scott National Historic Site
 - Fort Blair (Baxter Springs)
 - Battle and Massacre
 - African American Civil War history
 - Quantrill Raids
 - National Cemeteries (1863)
 - Fort Leavenworth
 - Leavenworth
 - Fort Scott
 - Soldiers' Lot
 - Baxter Springs
 - Mound City
 - Buffalo Soldiers
 - Buffalo Soldier Monument, Fort Leavenworth
 - Fort Scott National Historic Site
 - Mine Creek Battlefield State Historic Site (Trading Post)
 - Only major Civil War battle fought on Kansas soil
 - Abraham Lincoln's visit to Kansas
 - Frontier Military Museum (Leavenworth)
 - Sherman, Ewing, and McCook in Leavenworth
 - The Law Firm of Sherman, Ewing, and McCook was on the 2nd floor of a wooden building located in downtown Leavenworth before the Civil War. All four partners in the firm became general officers in the Union Army during the Civil War. The most famous member of the firm was William Tecumseh Sherman who led

Union forces on the famous “March to the Sea.” After the war and the presidential inauguration of Ulysses S. Grant, General Sherman in 1869, became General of the Army. His interest in military education led him to order the establishment of the School of Application for Infantry and Cavalry (now the Command and General Staff College) at Fort Leavenworth in 1881, so the Army would be able to “keep up with the rapid progress of the science and practice of war.”

- The Early Explorers
 - Lewis and Clark
 - Fort Leavenworth
 - Lewis and Clark Park at Kaw Point
 - Lewis and Clark Statue
 - The French
 - Fort de Cavagnial (1744-1764)
 - Although the fort no longer exists, Lewis and Clark, Audubon, etc. mention its location where Salt Creek enters the Missouri River (north of Fort Leavenworth)
 - Stephen Harriman Long
 - Fort Leavenworth
 - John James Audubon
 - Fort Leavenworth
- Indian Wars and Removal
 - Fairway
 - Shawnee Indian Mission State Historic Site
 - School of Application for Cavalry and Infantry (1881)
 - Gen. William T. Sherman
 - Fort Leavenworth Main Parade Field
 - Trading Post
 - Osawatomie, Kansas
 - Pottawatomie Death Trail
 - St Mary’s Sugar Creek Mission
 - St. Philippine Duchesne

Memorial Park

- Centerville, KS
- First Indian school for girls west of the Mississippi River.
- First female saint west of the Mississippi River.
- Fort Leavenworth National Cemetery
- Modoc and Nez Perce Tribes (Baxter Springs)
- Civil Rights
 - African-Americans
 - Fort Scott
 - George Washington Carver
 - Gordon Parks
 - Fort Scott Community College
 - Leavenworth
 - Richard Allen Cultural Center and Museum
 - Merriam
 - Walker School
 - Corinthian Nutter and Esther Brown
 - Merriam Historic Plaza
 - Leavenworth Federal Penitentiary
 - Jack Johnson (1920)
 - Pap Singleton Colony (Exodusters)
 - Baxter Springs
- Railroads
 - Leavenworth Riverfront Community Center
 - Leavenworth
 - Fred Harvey
 - Great Railroad Era
 - Overland Park
 - Strang Line
 - Strang Carriage House
 - Baxter Springs
 - First Cowtown in Kansas – First Terminus of Missouri River, Fort Scott and Gulf Railroad to reach Indian Territory. Conjunction with Eastern Shawnee Trail from Texas for cattle drives.

- Women's Suffrage
 - Leavenworth
 - Susan B. Anthony
- New Deal
 - CCC
 - Crawford State Park and CCC Memorial
- Cowboy Boot
 - Invented in Olathe, KS
 - Deaf Cultural Center
- Air Travel History
 - 1st Airport west of the Mississippi in Overland Park
 - Site for the first airplane flight west of the Mississippi with shows by the Wright Brothers, sponsored by Strang, on December 24, 1909.

Past Forward

- Modern Military
 - Fort Leavenworth
 - United States Army Command and General Staff College
 - Combined Arms Center
 - National Simulation Center
- Carbon Sequestration
 - Marais des Cygnes NWR
 - Bottomland Hardwood Forest
- Railroad
 - Johnson County Intermodal
- Johnson County Community College's National Academy of Railroad Sciences partnership with BNSF

Kansas Historic Route 66 Byway

Land's Legacy

- Kansas Ozarks
 - Schermerhorn Park

- Southeast Kansas Nature Center
- Spring River and Shoal Creek
 - Shoal Creek WA
 - Empire Dam Falls
- Mining
 - Lead and Zinc
 - The late 1800's brought the discovery of lead to the areas around Baxter Springs.
 - Galena Mining and Historical Museum
 - Baxter Springs Heritage Center & Museum

First People, First Nations

- Quapah
- Western Osage Indians
 - Black Dog Trail (1803)
 - Extended from winter territory east of Baxter Springs and extended northwest to summer hunting grounds at the Great Salt Plains.

Immigrants All

- Lead and Zinc Mining Boom
 - East Galena Historic District
 - Railroads
 - Baxter Springs
 - Kansas City, Fort Scott and Gulf Railroad
 - <http://kansasheritage.org/research/rr/kcfs.html>
 - St. Louis & San Francisco Railroad
 - Galena
 - Indian Removal
 - The Modocs and Nez Perce relocated to Indian Territory in Ottawa County. The Modocs arrived by train at Baxter Springs November, 1873, as prisoners of war. The Nez Perce

arrived at Baxter Springs July, 1878. Both tribes were relocated to Indian Territory after they had been defeated by the U.S. Army.

Bridging the American Divide

- Historic Route 66
 - In 1926, the new Route 66, which was designed to create a network of connecting road from Chicago to Santa Monica, California was completed. The 13.2 mile segment in Kansas linked the two towns of Galena and Baxter Springs, and became the first paved road in the state.
 - Kansas Historic Route 66 Visitor's Center in Baxter Springs
 - Marsh Arch Bridge (also known as Rainbow Bridge) (Riverton) – Only remaining Marsh Arch Bridge on Route 66 (interpret the Marsh Arch Bridge)
 - Old Riverton Store (1925)
 - Galena Viaduct (1923)
 - Galena Mining and Historical Museum
- Civil War
 - Baxter Springs
 - The 1st Kansas Colored Infantry ambush (1862)
 - The 2nd Kansas Colored Infantry - Quantrill's attack on Fort Blair (1863)
 - Soldier's Lot (1869)
- Cattle Trails
 - Baxter Springs
 - The rail road arrived in Baxter Springs in 1870; Baxter Springs is regarded as the first cowtown in Kansas.
- WPA
 - Schermerhorn Park (Galena)

- Unionizing of the Mines
 - Galena Mining and Historical Museum
 - Baxter Springs Heritage Center and Museum

Past Forward

- Tourism
 - Kansas Historic Route 66 Visitors Center
 - Historic Galena and Baxter Springs
 - Pixar (Cars)
 - EPA Super Fund Sites
 - Lead-Zinc Contamination
 - Super Fund Clean Up

Flint Hills National Scenic Byway

Land's Legacy

- Tallgrass Prairie
 - Tallgrass Prairie National Preserve
 - Konza Prairie*
 - Flint Hills Discovery Center*
 - K-177 Scenic Overlook south of Cottonwood Falls
 - Greater prairie-chicken (Cassoday)
 - Flint Hills Nature Trail
 - Trail from Cottonwood Falls to Strong City
- Prairie Rivers
 - Neosho River
 - Neosho River
 - Council Grove
 - Cottonwood River
 - Cottonwood Falls
- Geology
 - Ocean Floor
 - Flint (chert) Deposits
 - Occurring in chalk and marly limestone formations

First People, First Nations

- Kaw, Osage
 - Allegawaho Heritage Memorial Park (Council Grove)
 - Roniger Memorial Museum (Cottonwood Falls)

Immigrants All

- Sante Fe Trail
 - Council Oak
 - Hays House
 - Last Chance Store
 - Terwilliger Home
 - Santa Fe Trail ruts
 - Post Office Oak and Museum
- Kaw Mission SHS and Museum (Council Grove)
- Chase County Courthouse (Cottonwood Falls)

Bridging the American Divide

- Cow Country
 - Introduction into the New World
 - Breeds
 - Modern Husbandry
- Horse
 - Introduction into the New World
 - Breeds and origins
 - Uses and training
- Cowboy
 - Origins
 - Tack (saddles, chaps, boots, rope, brands)
 - Culture (continuing in activities such as branding)
- Cattle Trails
 - Origins
 - Routes
 - Trailheads (the role of the railroads in

attracting cattle and establishing trailheads)

- Cowtowns
- Ranching
 - Origins
 - Invention of barbed wire
 - Invention of the American windmill
 - Branding
 - Flint Hills Rodeo
 - Chase County Museum
- Railroad
 - Matfield Green
 - Strong City
 - Atchison, Topeka and Santa Fe Railroad Depot
- Stone
 - Z-Bar Ranch House
 - Chase County Courthouse
 - Stone Quarries
- Farming
 - Cottonwood Falls Gristmill

Past Forward

- Modern Indian life and culture
 - Washunga Days
- Sustainable Agriculture
 - Pioneer Bluffs
- Modern ranch and grassland management
 - Beneficial use of fire
 - Grass fed beef
- Modern animal husbandry
- Prairie carbon sequestration
 - Flint Hills Discovery Center
- “PrairyErth” by William Least HeatMoon
 - Cottonwood Falls
- Council Grove Sculptures
 - Guardian of the Grove
 - Madonna of the Trail
- Symphony in the Flint Hills
- Artists Impressions
 - Painting, sculpture, photography
 - Literature

Gypsum Hills Scenic Byway

Land's Legacy

- Gypsum Hills
 - Scenic overlooks or viewing geology, flora, and fauna
 - Gypsum Hills Scenic Overlook
 - Gypsum Hills Wildlife Drive
- Salt Fork of the Arkansas River
- Medicine Lodge River
- Gypsum mining

First People, First Nations

- Kiowa
 - Medicine Lodge on the Medicine Lodge River
- Comanche

Immigrants All

- Ranching
 - Medicine Lodge Stockade Museum
 - Stockade
 - Comanche Cattle Pool

Bridging the American Divide

- Medicine Lodge Treaty Statue (Medicine Lodge)
- Memorial Peace Park
- Carrie Nation's Home
- Ranching
 - Medicine Lodge Stockade Museum
 - Barbed Wire
 - American Windmill
- Susanna Salter
 - Argonia (to be recommended for inclusion)

Past Forward

- Medicine Lodge Indian Peace Treaty Pageant
- Kansas Championship Ranch Rodeo
- The Nature Conservancy's "Red Hills Initiative"
- Artists' Inspirations

Native Stone Scenic Byway

Land's Legacy

- Limestone Strata
- Echo Cliff
- Lake Wabaunsee

First People, First Nations

- History of Potawatomi
 - Potawatomi Reservation in Mayetta (nearby/north of Topeka)
 - Story of Seven Grandfathers

Immigrants All

- 1878 Historic Sage Inn and Stagecoach Station
- District 6 School House

Bridging the American Divide

- Native Stone Construction
 - Byway Sites
 - Alma
 - Wabaunsee County Historical Museum, Alma
 - Wabaunsee County Courthouse
 - Eskridge

- Waugh Building
- CCC
 - Lake Wabaunsee
- WW II German Prisoners of War
 - Lake Wabaunsee

Past Forward

- Alma Creamery

Wetlands and Wildlife National Scenic Byway

Hoisington – Weather

- Weather Extremes (Land's Legacy)
- Modern Tornado Awareness and Construction (Past Forward)

Clafin – Geology

- Cheyenne Bottoms Geology (Land's Legacy)
- Oil and Gas (Land's Legacy)
- Hydraulic Fracturing (Past Forward)
- Wheat (Bridging the American Divide)

Ellinwood - Movement of Man

- Native Tribes (First People, First Nations)
 - Cheyenne and Wichita (Quivira)
 - Wichita – story being told
 - Both Wetlands Named for Indian Tribes (migration)
- Coronado (Bridging the American Divide)
- German Settlement (Immigrants All)
- Santa Fe Trail (Immigrants All)
- Exodusters (Immigrants All)

Great Bend - Birds & Wildlife

- Cheyenne Bottoms WA Wildlife (Land's Legacy)
- Shorebird Migration (Land's Legacy)
- Modern wildlife management (Past Forward)

Stafford County - Wetlands & Water

- Quivira NWR (Land's Legacy)
- Water and Wetland Management (Past Forward)
- Endangered Species Management (Past Forward)

The Wetland and Wildlife National Scenic Byways has an interpretive plan in place and not in need of revision. Therefore we have developed an inventory that points to ways in which the current interpretive plan can be expanded to better align with the new state interpretive strategy. The inventory for Wetlands and Wildlife NSB, therefore, differs from those that have been created for the other Kansas byways.

Prairie Trail Scenic Byway

Land's Legacy

- Geology
 - Mushroom Rock State Park
 - Hoodoos
 - Kanopolis Canyons
- Wildlife
 - Kanopolis State Park
 - Smoky Hill WA
 - Maxwell Wildlife Refuge

- McPherson County State Lake
- McPherson Valley Wetlands
- Prairie Rivers
 - Smoky Hill River
 - Lake Kanopolis
 - Lindsborg
 - Ellsworth

First People, First Nations

- Kiowa
 - Twin Mounds
 - Bison
 - Maxwell Wildlife Refuge

Immigrants All

- Swedish
 - Lindsborg
- Pioneers
 - Smoky Hill Trail
 - McPherson Museum
 - Maxwell Wildlife Refuge History
- Living with the Land
 - Kanopolis
 - Faris Caves

Bridging the American Divide

- Indian Wars
 - Kanopolis
 - Fort Harker
- Cattle Trails
 - Ellsworth
 - The Wickedest Cattle town in Kansas
- CCC
 - Lindsborg
 - Coronado Heights
- Motorcycle Transportation
 - Marquette
 - Kansas Motorcycle Museum

- Farming
 - Wheat
 - Lindsborg
 - McPherson County Old Mill Museum
- National Old Trails Road
 - Ellsworth
- Sheep Ranching
 - Carneiro

Past Forward

- Tourism
 - Old Lindsborg
- Wind Power
 - Elkhorn Prairie

Post Rock Scenic Byway

Land's Legacy

- Native Stone (geology)
- Wilson Lake
 - Wilson State Park
 - Wilson Lake Dam

First People, First Nations

- Pawnee
 - History
 - Pawnee Indian Trail
- Rocks (Petroglyphs; Hoodoos)

Immigrants All

- Czech
 - Wilson
 - St. Wenceslaus Catholic Church
 - Czech Opera House (being restored)

- After Harvest Czech Festival
- Lucas
 - Brant's Meat Market

Bridging the American Divide

- Populist Movement
 - Garden of Eden
- Native Stone
 - Post Rock Limestone Fenceposts
 - Bluestem Quarry and Stoneworks (Lucas)
- Railroad
 - Kansas Pacific Railroad
 - Wilson
 - Midland Railroad Hotel

Past Forward

- Grassroots Art
 - Garden of Eden
 - Deeble Rock Garden
 - Bowl Plaza
 - Post Rock Art (Lucas)
 - Downtown Lucas
 - Grassroots Art Center
 - Miller's Park
- Alternative Energies
 - Wind
 - Turbines near I-70

Smoky Valley Scenic Byway

Land's Legacy

- Inland Seaway
 - Castle Rock
 - Wildcat Canyon
 - Cedar Bluff Scenic Overlook
 - Hoodoos

- Great Plains, Mighty Rivers
 - Smoky Hill River
- Wildflowers and Wildlife
 - Cedar Bluff State Park and WMA
 - Cedar Bluff Reservoir
 - WaKeeney Main Street Nature Trail

First People, First Nations

- Arapaho
 - Plants/ Medicinal Uses (Buffalo Bull and Cedar Tree)

Immigrants All

- Volga-Germans
 - Zion Lutheran Church
- Swedes
 - Emanuel Lutheran Church
- Czechs
 - Voda, west of WaKeeney
- GAR Civil War veterans and Irish immigrants
 - Collyer

Bridging the American Divide

- Immigrant Trails
 - Smoky Hill Trail or Butterfield's Overland Despatch
 - Bluffton (Threshing Machine Canyon)
 - Trego County Historical Society Museum
- Railroads
 - Kansas Pacific Railroad
 - WaKeeney
 - Warren & Keeney
- Stone Buildings
 - Trego County Courthouse
 - WaKeeney Municipal Building
 - Wilcox School
 - Emanuel Lutheran Church
 - Ness County Bank Building

- Pioneers and Homesteaders
 - In God we trusted, in Kansas we busted
 - WaKeeney
 - Trego County Historical Society Museum
 - Ness City
 - Ness County Historical Museum
 - American Windmill
 - WaKeeney Main Street Nature Trail
 - Dust Bowl
- Christmas City of the High Plains
- Cattle Trails
 - Western Cattle Trail or Texas Trail
- Military Forts
 - Fort Hays
- Highways
 - Golden Belt Highway
- WaKeeney
 - Highway 40 or Victory Highway
 - WaKeeney
- I-70 (WaKeeney)
 - First Interstate Highway project in the United States
 - First interstate highway project completed under the provisions of the Federal-Aid Highway Act of 1956.
 - USDOT calls the “Greatest Public Works Project in History.”
- CCC / WPA
 - WaKeeney Municipal Building
 - Wilcox School

Past Forward

- Alternative Energies
 - Wind Farm
 - Southern Trego County

Western Vistas Historic Byway

Land’s Legacy

- High Plains & Short Grass Prairie
 - Mount Sunflower
 - The Nature Conservancy (TNC) Smoky Valley Ranch
- The Kansas Seaway (Western Interior Seaway)
 - Monument Rocks
 - Hoodoos
 - Garden of the Gods
 - Little Pyramids
 - Keystone Gallery
 - Fick Fossil and History Museum
- Prairie Rivers
 - Smoky Hill River
 - Russell Springs
- Stephen Long’s “Great American Desert”
 - Western Wildlife
 - Extirpation of the American bison
 - Gathering of buffalo bones for fertilizer

First People, First Nations

- Taos
 - El Cuartelejo Pueblo Ruins
 - El Cuartelejo Museum
 - Fort Wallace Museum
 - Fick Fossil and History Museum

Immigrants All

- Settlers
 - Steele Homestead
 - Clark – Robidoux House

- Rhea Antique Pump Organs
- Exodusters
 - Logan County

Bridging the American Divide

- Frontier Military
 - Fort Wallace Museum
 - Fort Wallace Cemetery
 - Battle Canyon
 - Lone Butte
- Immigrant & Freight Trails
 - Smoky Hill Trail
 - Butterfield Overland Despatch
 - Russell Springs
 - Butterfield Museum
 - Smoky Valley Ranch
- Railroad
 - Kansas Pacific Railroad
 - Kansas Pacific Railroad Superintendent's House
- Buffalo Bill
 - Buffalo Bill / Billy Comstock contest near Monument
 - Buffalo Bill's Wild West and Congress of Rough Riders of the World
- WWI
 - Spirit of the American Doughboy
- WWII
 - Smoky Hill Air to Air Gunnery Range
- Native Stone
 - Railroad Culverts and Bridges
 - Russell Springs Courthouse
 - Smoky Valley Ranch Quarry
 - Keystone Gallery
 - Oakley High School
- WPA/CCC
 - Lake Scott State Park
 - Oakley High School

- Highways
 - Highway 40 or Victory Highway
 - Sharon Springs
- Madigan's and Robidoux

Past Forward

- Duff Buffalo Ranch
- Jerry Thomas Gallery and Collection
- Buffalo Bill Cultural Center
- Buffalo Bill Bronze Sculpture
- Modern range and Habitat Management
 - TNC Smoky Valley Ranch



Black-tailed Prairie-Dog



Remains of an exoduster school, Logan County



Kansas wheat field





Jerry Thomas Gallery

Outdoor Recreation Analysis

The vector of choice for American's finding their way to nature is outdoor recreation. Most outdoor recreation is tourism; our definition of tourism, leaving home to experience nature, culture, or history, includes outdoor recreation in the mix. The distance one travels from home to visit a park, museum, or historical site is irrelevant from the standpoint of the visitor. What is critical is the initial choice and commitment to leave home.

Outdoor recreation is also an effective way to connect people to our interpretive spaces. The following list comprises a selected list of outdoor recreations that have shown substantial growth and that are appropriate for the public recreational lands in Kansas. We are also providing a list of the motivations for why people recreate in the outdoors. These are being supplied to aid the state in shaping strategic marketing campaigns.

In the future, Kansas should look to couple these growth recreations with specific sites in the state. In many cases the byways can be used as platforms for supplying these expanded recreational offerings. ***We believe that no tourism strategy is more promising to Kansas than using outdoor recreation as a means and heritage tourism as the end.***



Missouri River near White Cloud

The recently completed Kansas Ecotourism Strategy includes a more in-depth review of recreational opportunities in the state. The following list includes only those growth recreations that we have identified as being especially opportune for Kansas. The recreations that are listed are often part of a larger set of recreational activities. For example, while bow hunting is the hunting segment

growing most rapidly, hunting in general is an important outdoor recreation in Kansas. Hunting in all of its forms, therefore, should be cultivated and promoted in the state.

Recent recreational enhancements such as the Kansas River National Water Trail (canoeing and kayaking) and the Flint Hills Nature Trail (hiking) have expanded the recreational opportunities within the state. We recommend that future investments be made in similar enhancements that couple growth recreations with specific Kansas sites. For example, the Kansas Ecotourism Strategy contains specific recommendations for expanding a number of recreations (wildlife photography, birding, hiking) within Cheyenne Bottoms. Additional enhancements to consider include wildlife photography blinds at Maxwell Wildlife Refuge, mountain biking trails in the western badlands (like the Maah Daah Hey trail in western North Dakota), the construction of an artificial white-water kayaking course within an appropriate state park (see the Dickerson Whitewater Course in Maryland and the Stonycreek Whitewater Park in Pennsylvania for examples), and the development of a dark-sky park for starwatching and photography in the rural west (Cherry Springs State Park in Pennsylvania, a Fermata project, is an excellent example).

Select Activities (2013 Outdoor Foundation)

- Stand Up Paddling
- Kayaking /Canoeing
- Bicycling
- Fly Fishing
- Bow Hunting
- Trail Running
- Birdwatching

- Wildlife Photography
- Hiking
- Camping (developed)
- Rail-Trails
- Equestrian

Recreational Motivations

- Get exercise 70%
- Be with family/friends 54%
- Keep physically fit 51%
- Be close to nature 47%
- Get away from the usual demands 46%
- Observe scenic beauty 46%
- Experience excitement/adventure 45%
- Enjoy the sounds/smells of nature 44%
- Develop my skills/abilities 36%
- Be with people who enjoy the same things 32%
- Gain a sense of accomplishment 29%
- Experience solitude 25%
- Develop a sense of self-confidence 24%
- Be with people who share my values 19%
- It is cool 18%
- Talk to new/varied people 12%
- Other reason(s) 6% +/-

Experiential Travel

Who travels the byways?

Travelers are attracted to the Kansas byways by the experiences they offer not the destinations they represent. All tourism is experiential. However, mass tourism replaces an authentic experience with ones that can be created, controlled, and sold by tourism providers. The key elements in experiential travel are as follows:

- Authentic
- Depends on inherited resources
- Benefits locality
- Enlightening (transformational)
- Sustainable
 - Society
 - Ecology
 - Economy
- Experience, rather than price, driven

Experiential tourism depends on inherited rather than fabricated or artificial resources. This genre of tourism contrasts with mass tourism and the requisite resorts, amusement parks, and race tracks. Underpinning experiential tourism are inherited resources which include cultural, historical, and ecological assets. Within culture we include resources such as art, music, food, dance, religion, architecture, traditions, stories and myth, and traditional clothing.

According to a recent article in the travel blog *Gadling*, *The Rise of the Free Independent Traveler*, FITs tend to be environmentally aware, with the desire to experience new ways of life and usually are enthusiastic, off-the-beaten-track explorers with a thirst for experiencing the “real thing.” They enjoy good food, architecture, and the heritage of local cultures.

Also, they are an important and growing sector in the travel market. Governments, regional tourist boards and other public sectors responsible for tourism development try to attract them. Why? The basic principle is economics. FITs spread their money around in a more efficient fashion, buying from multiple locations driven by their own particular itinerary and tastes and by the intention of enjoying the local way of life. In contrast, tour groups concentrate in a few providers, which tend to spread money in a less than optimal manner. The challenge is for Kansas to find access

to this FIT market. Unlike the mass tourism sectors, FIT is amorphous and ill-defined. However, to this end the Gadling article makes the following recommendations:

- How FITs garner information for their trips is of vital importance. Not surprisingly, a wide variety of sources and/or tips from social websites are key. Sites such as Lonely Planet’s Thorn Tree forum or GoNOMAD.com are both examples and represent the fundamental difference between the FIT and other types of traveler.
- Many FITs are even leveraging Facebook, Twitter, Foursquare and other social networking sites to get information about trips. After all, independent travel is about the sharing and passing on of ideas and knowledge. The FIT vacation is a custom-built menu fed by suggestions from friends, forums, specialty providers or others. The rise of low-cost airlines in the US and Europe has also increased the supply of alternative and lower cost short haul destinations fueling demand for these newly available markets.
- The Internet is fundamental to the rise of the FIT, and as such, many traditional Travel Operators interested in tapping into this new, growing market are starting to offer fully customized travel options through their websites to create almost an oxymoron: Independent Travel Operators.

Within the FIT market there are additional segments that may offer special opportunities for Kansas. For example, it has been estimated that about 20% of all tourism journeys in the world are made by “young people aged fifteen to twenty five...the emergence of the backpacker ‘market’ has produced more

detailed studies of the characteristics of backpacker travel, including high levels of interaction with hosts, low organization, and the use of low cost, less comfortable facilities.”

Ecotourism is one available approach to reach the FIT market. Yet, what exactly is ecotourism? In contrast to a cruise or a stay in an all-inclusive resort, each a packaged product, ecotourism is arguably an ethic. One of the first definitions of ecotourism came from the International Ecotourism Society: responsible travel to natural areas that conserves the environment and improves the well-being of local people. While the ethic is laudable, in practice ecotourism has evolved into unpredicted lineages.

Therefore, it is important to state at the beginning what is Kansas ecotourism and what it is not (or what it should not be). The recent addition of the word “sustainable” to the tourism lexicon is welcome. Although there are debates about what is or what is not sustainable, at least there is a definable metric that is now a meaningful goal. Therefore, we recommend that the target market for Kansas ecotourism is Fully Independent Travelers interested in experiencing the inherited resources of the state (culture, history, nature) in a sustainable fashion.

Larry Dwyer and Ray Spurr of the STCRC Centre for Economics and Policy have studied sustainable tourism in Australia. In a recent report (Tourism Economics Summary) they note the following:

Much of the tourism literature today appreciates the importance of developing tourism ‘sustainably’. Whatever the precise meaning of this term, an essential element of a sustainable tourism industry is economic viability. It is sometimes forgotten that the concept of

sustainability has an economic dimension alongside its social and environmental dimensions. Economic efficiencies result in less use of resources with potentially less adverse social and environmental impacts from their use. Tourism development is fundamentally driven by business. However, governments play a significant role as partners in tourism development to an extent which is not replicated in most other industries through their extensive engagement, by all levels of government, in tourism planning and strategy, marketing, infrastructure development, land use planning and responsibility for parks and public and natural attractions, and through their role in managing environmental and community impacts of tourism. The more comprehensive our understanding of the economic issues associated with tourism is, as reflected in the decisions made by tourism operators and policies enacted by destination managers, the more able are economic efficiencies to be achieved in the overall objective of sustainable development of the industry.

The economics of tourism (sustainable or otherwise) are relatively simple. There must be a resource (destination), a demand for the resource, a means of accessing the resource, and the goods and services required by travelers to the resource.

Without basic provisions (food, lodging, transportation, fees and services, merchandise) local communities are incapable of capitalizing on visitation. The tourism dollars that might have been spent locally sift through to the next city, the next economy. Ecotourism is an ethic, a premise. Yet to simply aspire to having economic impacts accrue locally does not mandate that this aspiration become real. An aspiration is simply a dream writ large.

Engagement

Freeman Tilden stated (in his six principles of interpretation) “the chief aim of Interpretation is not instruction, but provocation.” Communication strategies instruct. Engagement strategies provoke.

Marketing is engagement. The intent of marketing is to provoke the potential buyer into an action (a purchase). Every advertisement, billboard, and television commercial is styled with engagement in mind.

Experiential tourism is contingent on an authentic experience. Therefore the engagement strategy must be authentic, and the marketing efforts authentic.

We previously noted the audiences, buying and non-buying, that are the focus on this strategy. Engagement is similarly focused on diverse audiences and functions. These include the following:

- Marketing
- Tourists
 - Kansas
 - Out-of-State
- Tourism Industry
- Heritage (byway) Community
- Public Officials

We suggest separating the buying and non-buying audiences when discussing interpretive media and messages. The primary buying public consists of tourists, yet we also include residential (in-country) tourists and recreationists when considering site-specific economic impacts. This is important when considering which media to use to communicate with which audiences.

The Long Tail of Travel

Chris Anderson, editor of Wired magazine, began writing about the long tail of demand almost a decade ago. He summarized his thought in his seminal book, *The Long Tail - Why the Future of Business is Selling Less of More*. Anderson believes that there is great value in niche markets and products. Anderson has argued that as information has democratized (primarily through the Internet), access to a more diverse selection of products has become expected by the buying public. Anderson believes that in any industry that democratizes, you should see more diversity and the demand should be spread out over more “products.” Where the cost of inventory storage and distribution is high, only the most popular products are sold. But where the Long Tail works, minority tastes become available and individuals are presented a wider array of choices.

In looking at travel, Anderson found that the Long Tail would be driven by:

- Lowered flight costs = more travel, more risk-taking
- Lower “search costs” = broader vistas, more willingness to go off the beaten path
- Better word-of-mouth tools = “bottoms-up hits”
- Peer ratings, reviews reinforce authentic success, punish “manufactured experience”

Anderson looked at trends in UK travel, comparing visits to well-recognized destinations compared to “everywhere else.” From 1998-

2008, the top 50 destinations from the UK (the “head” of travel) fell from 36% of the total to just 26%, while everything else (the “tail”) grew.

If we consider mass tourism destinations to be the head, then the vast majority of experiential destinations must be in the tail. In order for travelers to reach the tail, information must be democratized. Steve Barnhart, CEO/President of Orbitz, has remarked that while the travel industry has always had access to Long Tail products (to a certain degree), the challenge now is to help “the customer move down the ladder of risk.” He has recommended that the industry “spend the time and money to enhance the technology in order to improve customer experience.”

According to a recent report from the Adventure Travel Trade Association, the challenges to Long Tail tourism remain considerable, with many of the issues similar to those experienced by the ecotourism industry.

- Long Tail marketplaces have a difficult time even finding their sellers because many long-tail tourism activities or services have not been formally inventoried: up to 30% of tour and activity operators do not even have a web presence, and less than 8% of revenues are generated from any form of retail distribution.
- Long Tail activity providers vary in their application of and comfort with technology and the more remote the product, often the less likely information exists online or is up to date.
- A clear measure of trustworthiness and reliability for the purchase of niche activities online has not yet emerged and as a result, travelers perceive higher risk in booking online.

Despite these challenges, the adventure travel segment is estimated to be growing at 17% a year, and cultural tourism, often thought to be a small market, actually doubled from 1997 to 2007 and accounted for 40% of international tourism in 2007.

According to Christina Heyniger, to solve the problem of identifying exotic and remote activities providers, many of whom currently lack a web presence, it is critical to aggregate Long Tail inventory.

Long Tail travel activities retailers may consider a range of different approaches to identifying and organizing the long tail, such as:

- Creating tools that allow sellers to list services themselves.
- Recruiting sellers through focused research and direct outreach.
- Attracting travelers to the website’s content, which in turn draws sellers to publicize their unusual, hard-to-find, long tail inventory.

In other words, the industry must help customers become comfortable with the risks and rewards of experiential travel and to understand the diverse niches (such as birding and wildlife photography) that are appearing in the market.

Media and Message

Content is king...Bill Gates

Effective interpretation tiptoes a tightrope between media and message. Rarely are the two balanced; the tension rarely dissipates. Content distrusts media; media discounts content. The interpreter tries to force the two into a cooperative relationship. Media and message strive to bludgeon the other into submission.

We live in an anti-content age. Media now subsumes the messages, and interpretive spaces birthed by the new media are filled with recycled imagery and shopworn narrative. Yet this media-choked space is ripe with opportunity for those who replace the shopworn and the recycled with the original.

The narratives that we have written are original. The images we have gathered are original. The methods that we have used to gather and then prioritize content are original. Therefore the media we select, and the approaches that we recommend in how these media are to be employed, should be original as well.

Yet the world is awash in information, and our visitors are vacationing as much to escape as to learn. We understand that in a media-hyped world less is more. Byway media will need to be used strategically.

We believe that every word, picture, and color used to communicate content matter. We believe that these elements become part of the message itself. As McLuhan said, the media is the message. Therefore, we will approach

media with the same gravity as we do when developing original content.

Fortunately, media have been exhaustively researched, and we can make certain choices (colors, fonts) based on what we know about our visitors and their preferences. For example, we know that while people can read 250 to 300 words a minute, they typically are willing to only stay at an interpretive sign for around 45 seconds.

We also know that the average American adult reads at a 7th to 8th grade level. Therefore, if a title and tag are 5 seconds, and the synopsis is 10 seconds, then we have about 30 seconds of text time for the narrative. Of course, we can write more content. We can pack an interpretive sign with words and images stretching from edge to edge. We may impress ourselves with such a design, but our visitors will not read it.

Research also has shown that the use of color (Farley & Grant, 1976; Wolf & Smith, 1993), vivid pictures (Standing, 1973), and the presence of flip-panels (Moscardo, 1999; Bitgood, 2000) can help attract and hold visitors. We shy away from flip-panels since they are hard to maintain, but as for color and vivid imagery, we use both freely and religiously. We do so not out of personal preference, but do so because our visitors, our market, tell us to.

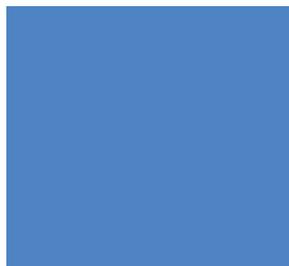
Does this work? Jensen (2006) found that “the artistic design...has a significant effect on attraction, showing that people are more likely to attend to a sign based upon artistic design regardless of the text content. Second, a significant effect was found on visitor holding time between the two versions of the sign. This indicates that by manipulating the artistic component exhibit designers may be able to increase the average viewing time.

This is precisely why we use vivid colors and imagery. This is also why we use “chunking” in the presentation of text. An example of “chunks” of information is the set of vignettes presented in our sign templates and in our web design. People are far more likely to read “chunks” of text rather than a long, uninterrupted narrative.

Text is another component of interpretive materials that can be manipulated and designed in order to maximize effectiveness. Here are a few examples. First, remember that the average American reads at a 7th or 8th grade level. An interpretive sign is not the place to introduce lengthy, complex words or jargon. We use the active voice and avoid the passive with a vengeance. Legibility is another issue for consideration. We prefer a sans serif font since

we present text in small chunks. Serif works well with lengthy narratives, such as a chapter in a book. Since we limit word count, we can use larger fonts to improve legibility.

Also, remember that black and white are implied in any color palette. We often place black text against white or light gray backgrounds to improve legibility. In this way we use color more for accents, and do not take away from the legibility of the sign. We also use color to distinguish labels and the like. We do not like to use italics or bold face on signs, and we use color to get the same result. Please note that Kansas uses PANTONE 108C for its yellow, and byways should try to use that color in their palettes when yellow is required.



C - 71 R - 78
M - 42 G - 132
Y - 0 B - 196
K - 0

100% 100%

PMS 2727U - 100%



C - 22 R - 193
M - 0 G - 205
Y - 100 B - 35
K - 8

100% 100%

PMS 390 - 100%



C - 0 R - 243
M - 51 G - 144
Y - 100 B - 29
K - 1

100% 100%

PMS 152U - 100%



C - 0 R - 255
M - 16 G - 212
Y - 68 B - 109
K - 0

100% 100%

This is precisely why we are recommending a color palette that, while reflecting the colors of Kansas, also has the “punch” necessary to attract a visitor’s attention. This is not simply our personal preference. This is what the research tells us. The palette should be applied consistently across the byway system. Individual byways can develop a unique palette derived from the state’s (such a palette of colors analogous to the orange shown on page 103).

The following recommendations are being offered for the state byway system as a whole. The reasons are two-fold. First, we believe that a graphically integrated byway system is more effective in connecting with the public than one that is not. Again, we believe that the whole is greater than the sum of the parts. Second, we believe that setting graphical standards ensures that every byway will meet a level of professionalism.

Given the demands of the FIT market, and the need to engage this traveling public in the Long Tail of Kansas byways, the obvious place to begin is with the Internet. Yet we make this recommendation with a word of warning. The messages being expressed are as important as the media themselves. What is needed is a balanced approach that not only utilizes current digital media but one with messaging tailored to specific target audiences.

Content is King

Bill Gates famously declared in 1996 that “content is king.” Our media serve no purpose without content (the messages themselves). According to a recent Adobe research report,

- A Pew survey described content creation as the creation of “the material people contribute to the online world.”
- Eight percent of Internet users are very active in content creation and consumption.
- Worldwide, about one in four Internet users are significant content creators, and users in emerging markets lead the world in engagement.
- Sixty-nine percent of American and European internet users are “spectators,” who consume--but don’t create--online and digital media.
- The ratio of content creators to the amount of content they generate is sometimes referred to as the 1% rule, a rule of thumb that suggests that only 1% of a forum’s users create nearly all of its content.
- The single most significant trend is the continued emergence of content marketing as a standalone discipline. Content, in all its shapes and forms, is core to everything we do as marketers. There is now a widespread realization that optimization of all types of content, both on-site and off-site, and across a range of different formats and devices, is absolutely critical.

A critical issue facing Kansas byways (as well as Kansas tourism, in general) is not only where is this content going to come from, but who is going to generate it and how will it be distributed? Most Kansas byways lack content creators as well as the media to distribute the content. Only a few byways maintain their own websites and social media.

Most of the on-line byway content that does exist is static and stale, and does little to engage the public in the state or the byways. In this informational void content is being provided by outside interests with varying degrees of

quality. Ten of the eleven byways have a printed brochure, while only four have websites and only five maintain a social media presence. Even the Flint Hills National Scenic Byway, a signature byway that has been the attention of the state for the past several years, has no website (the current link to the America's Byway website is broken).

Engagement Recommendations

Interpretation is educational, but it is not education. Freeman Tilden stated (in his six principles of interpretation) "the chief aim of Interpretation is not instruction, but provocation." Communication strategies instruct. Engagement strategies provoke.

Marketing is engagement. The intent of marketing is to provoke the potential buyer into an action (a purchase). Every advertisement, billboard, and television commercial is styled with engagement in mind.

Experiential tourism is contingent on an authentic experience. Therefore, the engagement strategy must be authentic for the marketing efforts authentic.

Our first recommendation regarding media is the development of a robust Kansas byway website. The current internet sites are simply inadequate. The state's byway site lacks detailed byway content, offers maps that are simple Google reproductions, and is thematically impoverished. The website is place or thing driven rather than experience driven.

There are two additional websites that purport to represent byways. These additional sites, both inadequate in their presentations and informational offerings, only confuse the visitor. These sites include Natural Kansas and the national byway system's America's Byways website.

Not all Kansas byways have their own websites, and most would not be able to develop and maintain one on their own. The absence of the most basic web-based information and presence is in some cases inexplicable.

The same is true for the use of social media as a component of the byway internet strategy. Gadling states that, "independent travel is about the sharing and passing on of ideas and knowledge. The FIT vacation is a custom-built menu fed by suggestions from friends, forums, specialty providers or others." Therefore, the Kansas byway website should provide not only information about where and how to travel, but also offer social media such as Facebook where visitors can discuss their byway experiences.

The development and maintenance of this website is not a volunteer effort. Therefore, the state will need to fund a tourism web development company to build the website, and then add the staff that can maintain the website once it is developed.

Nothing is paramount to content. Nothing. The content we gather, research, fashion, and deliver is the heart of any interpretive effort. Signs are simply one way in which we deliver our content to the visitor.

The science of signage has dramatically evolved over the past several years. Digital technologies have made the actual creation of signs far less

arduous than in the past. Yet the art of sign design, or at least the principles of that art, have remained the same.

Effective interpretive signs all depend on the following to be addressed in a professional manner:

- Research
- Interpretation of the research materials
- Writing (crafting of the sign narrative)
- Graphics
 - Imagery
 - Design

For a narrative sign like *National Landscape*, for example, the byways will need to research the topic (prairies), interpret the materials that are found on prairies, connect the interpreted materials to specific places, write the narrative content that will be published on the sign, gather the necessary professional images needed to illustrate the content, and then design the final sign with the narrative content and imagery that has been developed. We do not believe that the state or the byways have this capacity in-house, and therefore signs will need to be developed by professionals outside of the system.

Only the actual fabrication of the sign can be considered to be a commodity. Yet, in recent years, even this final step is becoming more of an interpretive function. Signs can be designed and then displayed on a website without the need for a fabricator. This is especially true when the interpreter is also the web designer. And now, with the advent of a variety of new print materials and print technologies, the actual fabricating of a sign has become relatively simple and inexpensive.

The advances in sign materials and fabrication in the past few years are staggering. A sign graphic can be printed on just about any material. We are especially interested in metal prints (where the image is actually embedded in the aluminum backing) and an acrylic such as Plexiglas.

The advantage to static media (fabricated signs or printed brochures) is that they require little maintenance from the local byways, although the initial development may require significant local involvement. Once a sign is fabricated and installed, little attention is required until the sign is to be replaced.

On the other hand, local capacity and competencies are primary concerns with organizing and maintaining a digital media strategy. The advantage to digital media is that they are dynamic and can be changed at will. However, if there is little or no local capacity for or interest in servicing the media, then no media or limited static media may be a prudent choice.

One compromise is to develop a series of interpretive signs that are interchangeable. Interchangeable signs are those printed on photographic materials such as metal (Magnachrome), paper, or plastic, and then placed within permanent frames for inside or outside display. Such signs can be removed and replaced at low cost and with some regularity. Rather than the substantial investments that permanent interpretive signs require, we recommend developing an interchangeable system of narrative signs as described above.

And how should the signs look? How should they be designed? We find that a three-column, 36" X 48" landscape is an ideal dimension. When scaled down to a 36" X 24" sign, we normally consider going to a two-column format.

Magic Muck

Fueling Wetlands Wildlife

Few people visit Cheyenne Bottoms to glimpse the humble bloodworm. But this tiny red wriggler is one big reason these wetlands draw millions of eye-dazzling migratory birds each year. Beneath every flotilla of pelicans, every majestic crane, lies an intricate web of abundant and unheralded wetlands life.

It takes a lot of food to satisfy the millions of birds that migrate through here twice a year. Billions of bloodworms (midge larvae), feasting on decaying plant matter, become fodder for refueling shorebirds. And bloodworms are just one key strand in the wetlands food web. Cranes eat frogs, pelicans eat fish, coots eat wetland plants—all fueled by the muck. As you feast your eyes on the birds and wildlife here, remember the teaming life that supports them beneath the wetlands' surface. There is magic in our muck!



American Bittern
Ted Lee Eubanks



Snowy Plover/Ted Lee Eubanks

Snowy Plover

The snowy plover is one of the few shorebirds that breeds here, nesting on wetland salt flats and muddy shores. Carefully watch this plover as it feeds. You may see it tremble one foot in the mud to encourage its prey to reveal itself.



Dry mudflats/J. S. Aber

Motion and Change

Along the Byway, wetland water levels constantly shift. The wetland community thrives on these changes. In a dry summer, thousands of acres dry up and vegetation decays, enriching the muck. In wet years, these same bottomlands resemble expansive lakes, rippling with wildlife.



Funded in part by the Federal Highway Administration through the Kansas Scenic Byways Program.

The sign above is a 36" X 48", three-column landscape. The topic or subject, wetlands, is introduced at the very beginning, and the place where we are interpreting the wetlands, Cheyenne Bottoms, is also named. The title and tag line can be read in fewer than 5 seconds. That's right; the title and tagline should be read in 1 to 5 seconds, and no longer.

The left column is where the sign synopsis and narrative (main copy) are presented. Why? In the English language, we read top to bottom, left to right. The synopsis should be no longer than two or three sentences, and take no longer than 10 - 15 seconds to read. People prefer to read short sentences, and also prefer active language. We design a sign so that if a visitor only reads the title or headline, tag line, and the synopsis, they will have read the essential thoughts behind the sign.

Also, notice that the synopsis is set apart by text size and color. We prefer distinguishing the different sections in this manner rather than changing fonts. We do not like to mix fonts, so every letter in this sign is sans serif. We are not against serifed type in the narrative, although we rarely use it. We are adamantly against the use of serifed type or italics in headlines, tag lines, captions, etc. Serif type is a body or content type, with the serifs making it easier to read long blocks of text. Since we avoid long blocks of text, we do not need to use a serifed font.

The synopsis in the left column is followed by the narrative or the body text of the interpretive sign. On a three-column sign, we like this to be limited the narrative to a 1-minute read time.

The middle column is simple. This column is set aside for an image. This is the eye catcher,

the graphic element that captures a person's attention in the first place. You can see the bittern in the Magic Muck sign from across the room, while you can only read the text from up close. Therefore, the quality of the imagery becomes critically important. This is not the place for snap shots from your last vacation. This is where we use our most dramatic, high resolution, professional images. This is the bait on the end of the hook.

Finally, the third column is one that we have come to appreciate more in the last few years. This column is for additional stories or "vignettes" that deepen the interpretive content of the sign.

That is our basic approach for designing a three-column interpretive sign. The use of color should be obvious. But nothing is more important to the success of an interpretive sign than content, and nothing is more important to content than interpretive planning.

What is critical in byway signage, as well as any printed content such as a brochure or a poster, is that they be professionally designed and produced. The Kansas byway system today suffers from an abundance of poorly designed interpretive materials that are inconsistent in their "look" across the system and the state.

- **Smartphone applications**

Mobile's momentum continues to accelerate in 2013 — more than 1 million apps available, more than 150 million tablets sold, and more than 1 billion smartphones in consumers' pockets globally. An estimated 56 billion smartphone applications (apps) will be downloaded in 2013. An estimated 14 billion tablet apps will be downloaded as well. At the end of 2012 there were 1.2 billion people

worldwide using smartphone apps. This is projected to grow at a pace of nearly 30% annually, reaching 4.4 billion users by the end of 2017. Most of this growth is coming from Asia.

Globally, websites are getting more traffic from tablets than smartphones. Internet users view 70% more pages per visit when browsing on a tablet vs. a smartphone. Seventy-five percent of reading sessions occur on tablets, and 23% on smartphones. When compared to smartphone readers, tablet readers open their app twice as often per month, and read three times as many pages each time they read.

Forrester's latest report on mobile technology, *2013 Mobile Trends For Marketers*, reports the following:

- **Immediacy and convenience combine to alter people's behavior.**

Consumers are changing their normal routines due to the multiple mobile options at their fingertips.

- **Ubiquity profoundly disrupts business models.** Firms must run their businesses in real time to respond to customers, partners, and employees.

- **Treat mobile as a strategic priority.**

While many marketers will remain hampered by limited budgets and resources, some market leaders will make large investments to differentiate themselves from the pack.

- **Tablets will be the biggest short-term disruptors.** Smartphone penetration has already surpassed 50% in the US and will do so in most developed countries through 2013.⁸ In contrast, tablets are in fewer than one in five US households.⁹ Still, in spite of a smaller

installed base, tablet commerce will outpace mobile Commerce on smartphones. Conversion rates are already higher, and consumers use them as PC replacements — shifting their behavior from laptops to tablets. Smartphones will primarily influence sales and offer support, but new, less sophisticated smartphone owners will be less active users of mobile services.

States such as Hawaii and Colorado have developed smartphone apps for their byways. These numbers above should sufficiently demonstrate why. Yet the apps have value far beyond the numbers of users they attract. Apps offer a flexible platform for delivering content such as navigation, passports, video, audio, and internet linkages. In addition, apps provide affordable access to advertising that is critical to Long Tail goods and service providers.

Fermata has acquired a smartphone application, Trails2Go, that has been specifically developed for trails, heritage areas, scenic byways, and the like. This app is being provided to the Kansas byways by Fermata for the year following the completion of this plan.

Recommendations

We recommend the following suite of interpretive materials and enhancements for the Kansas byway system. Knowledge of social media and smartphone applications is limited among the byway volunteers, and it will be helpful to provide training for those who will be involved at the local byway level.

1. Trails2go smartphone applications
2. Kansas byway website
3. Interchangeable interpretive signs for narrative content

4. Byway social media campaign
5. Individual byway travel posters
6. Byway state travel guide with map
7. Byway rack piece
 - State
 - Individual byways
- Byway audio/video products for YouTube,] podcasts, PSAs, public radio/television.

We also recommend that the state work with allied industries and agencies to develop strong linkages between the byway narratives and the industries being profiled. For example, potential partners for the Cow Country narrative are the Kansas Department of Agriculture and the Kansas Cattlemen's Association. The same is true for the Pastures of Plenty narrative, where potential partners include the Kansas Department of Agriculture, the U.S. Department of Agriculture, the Kansas Farm Bureau, and the Kansas Farmers Union.

We also recommend that Kansas Tourism organize a series of familiarization (fam) tours for not only the press but for these allied industries as well. We also see value in fam tours for local officials along the various byways. The new narratives offer an opportunity to introduce the byways to audiences new and old.

Conclusions

Although this interpretive strategy does not pretend to be a full-blown marketing plan, there are certainly opportunities for offering marketing recommendations that will inform a marketing plan. We previously identified the tourism segment, the FIT, we believe to be the most propitious for Kansas. We have also recommended the media we believe (based on the research that we have provided) best suited

to reach this segment of tourism. Interpretation provides the “why,” not just the “where” and “when.” Travel is motivated by experiences, and these potential travel experiences are best described and explained to the public through interpretive planning.

As Freeman Tilden wrote, “the purpose of interpretation is to stimulate the reader or hearer

toward a desire to widen his horizon of interests and knowledge, and to gain an understanding of the greater truths that lie behind any statements of fact ... to search out meanings for himself.” If the byways reflect a wider horizon, places where the “greater truths” of Kansas patrimony are still preserved, then interpretation of these byways will be critical to attracting and satisfying the independent traveler.



Sunny Slopes School House



Prairie rain



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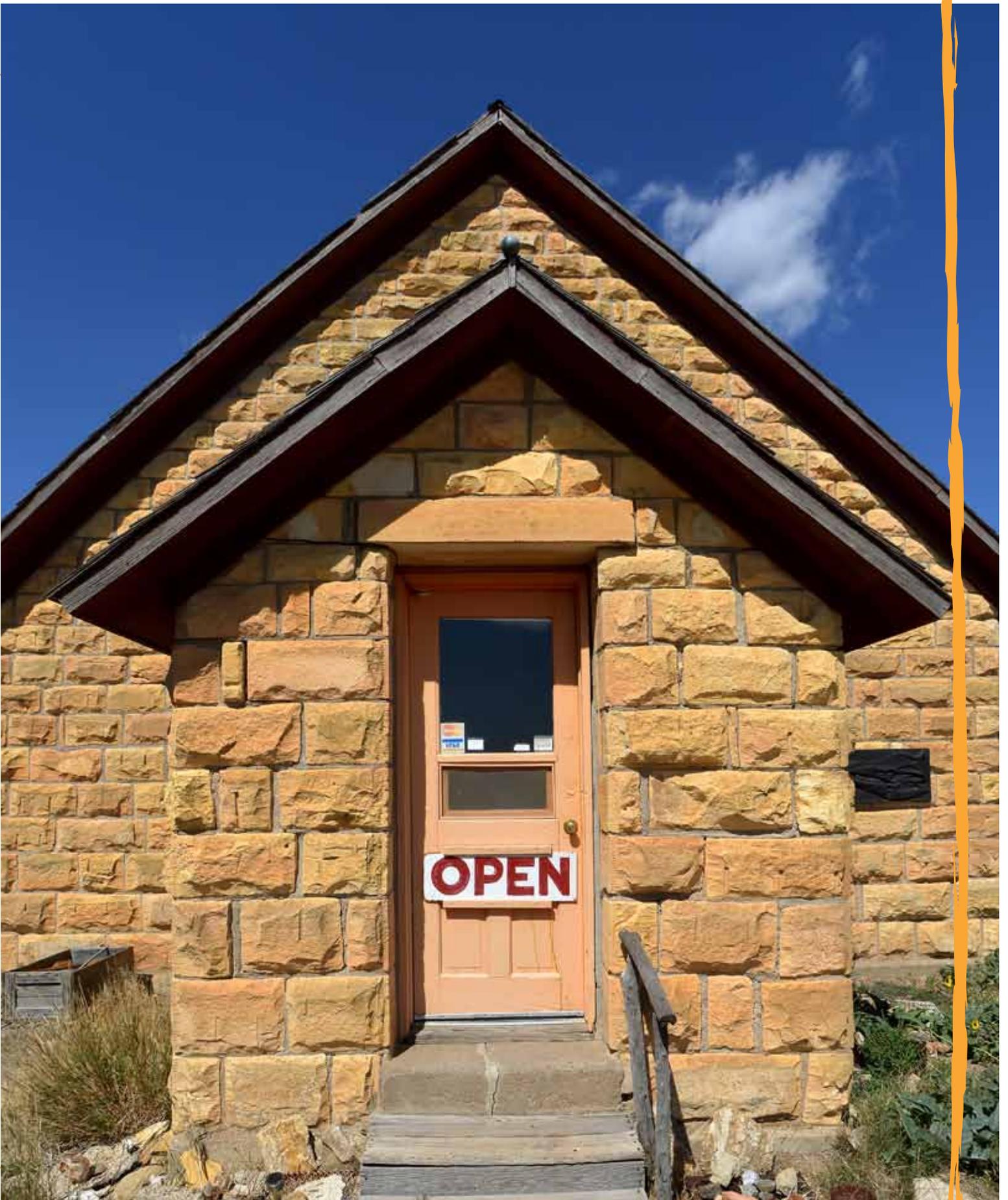
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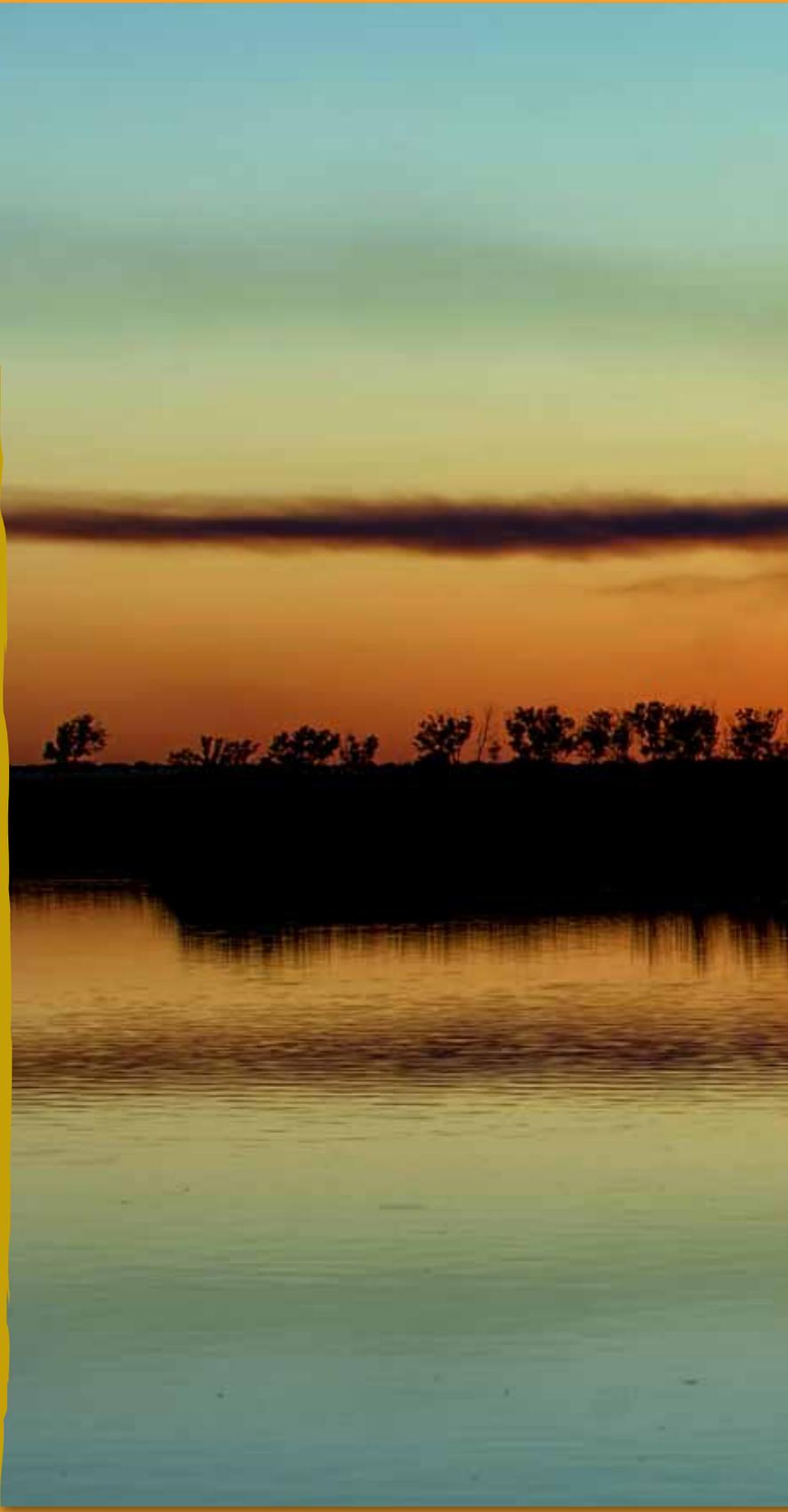
Keystone Gallery



Rainbow Bridge



Prepared by Fermata, Inc.
Austin, Texas,
www.fermatainc.com
Photos by Ted Lee
Eubanks, Fermata, Inc.
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