

250 Years of America & Over 100 Years of Scenic Driving: Are You Ready?

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- Heritage marketing consultant; owner of **Culture-Link Communications** (www.culture-link.com)
- 25+ years experience with nonprofit marketing and communications
- Former **C&O Canal Trust** Director of Marketing & Communications
- Advancing collaboration and innovation in heritage tourism marketing

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Why the 250th Matters

- America's 250th is a once-in-a-generation opportunity.
- Every byway is part of America's 250-year story.
- Your byway doesn't have to be in the 13 colonies to participate.



Heritage Travel & Road Trips Are Booming

Road trips are back — flexible, personal, and experience-rich.

Scenic byways are perfectly positioned to capture this momentum.

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Photo from Vecteezy.com

Heritage & Cultural Travelers

- 78% of U.S. leisure travelers participate in heritage/cultural activities while traveling
 - 118.3 million adults each year
- They spend an average of \$994 per trip

Source: [Mandala Research](#)



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Heritage & Cultural Travelers

 Historic Sites/Landmarks

 Museums

 Hands-on Experiences

 Art Galleries

 Live Concerts

 Small Towns

 Theater/Dance Performances

 Scenic Drives

 Cultural Festivals

 Trails and Parks

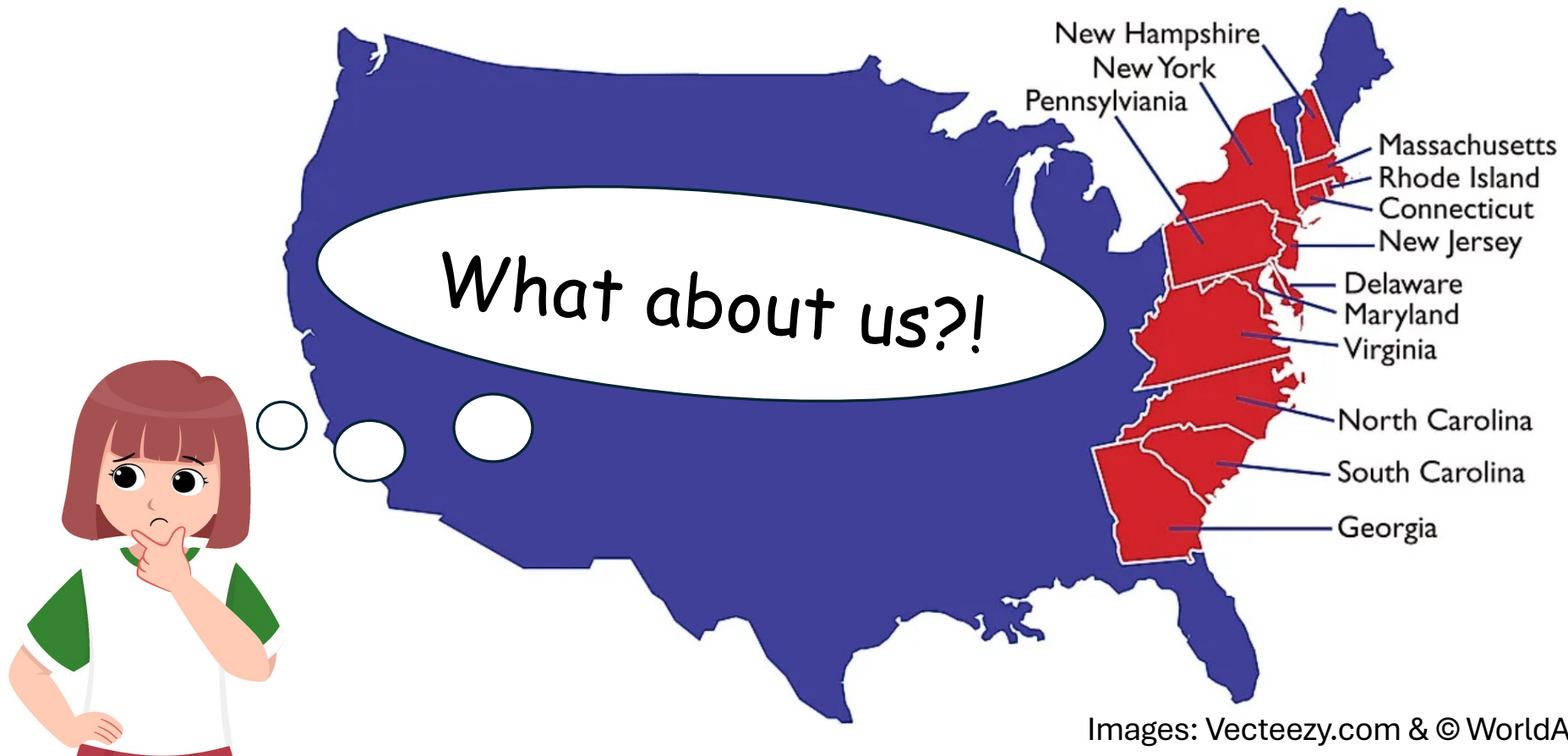
 Breweries, Wineries, Distilleries

 Culinary Experiences

 Farms/Markets

**Heritage
& Cultural
Travelers**

How do you tie your assets to the 250th?

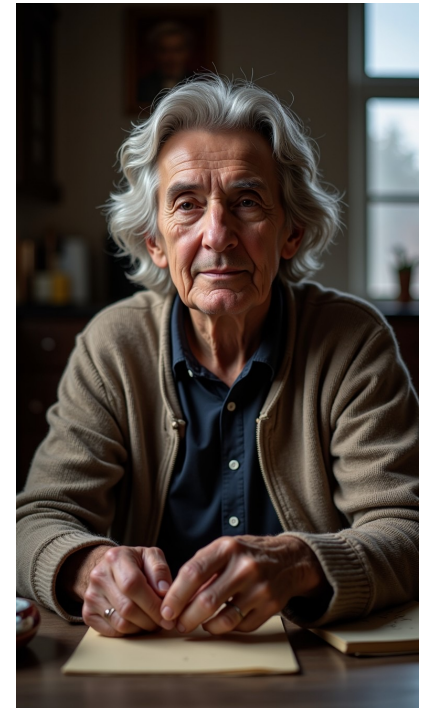


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Your Local Story Is National History

Every community has a story that ties into the American experience.

Photos by StockCake.com



✓ Tell Everyone's Story

Inclusivity of story-telling

- Native Americans, African Americans, Women, Immigrants, LGBTQ+, etc., etc.



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Focus on Unique, Hands-On Experiences

Highlight what makes your Byway unique by building hands-on, immersive experiences rooted in local culture, creativity, and the outdoors.



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Tap into the Power of Place

Think about what was happening in your area during the Revolution.





Remember to include Gen Z & Gen Alpha

- [Made By Us/Youth250](#) is doing great work in involving Gen Z in the anniversary.

MADE
BY US

Youth250
Bureau





Create Your American Road Trip

Develop a road trip itinerary with stops at what makes your byway special.



✓ Invest in the Future

The Bicentennial created many programs and preserved many structures that we still have today.

What you want to leave for your community at the 300th anniversary?



Bicentennial Park Stage, Columbus, OH



Build/Strengthen Community Partnerships

Work with your partners to develop activities that work together thematically and strengthen your community.



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Borrow National Ideas

- Partner with your local PBS station to host a screening of Ken Burns' [American Revolution](#)
- Participate in the [Greatest American Cleanup](#)
- Plant 250 trees along your byway
- Promote and celebrate [service](#) in your community
- Collect 250 [American stories](#) from your community
- Walk (or bike or drive) [250 miles](#)

✓ Celebrate on a budget

- Temporary signs or banners marking 250-themed stops
- Partner with local experts for talks, walks, or displays
- Host a birthday-themed open house, picnic, or trail event
- Host photo or art contests



✓ Tell Stories Digitally

- Share “Then & Now” photos or #OnThisByway posts
- Create a mini social media series: “250 Seconds of History”
- Use hashtags: #America250 #RoadTripUSA #ScenicByways250





Promote Through Partners

- Destination Marketing Organizatons (DMOs)
- 250 Commissions
- Event calendars
- Local media



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Grab FREE resources from my website

- The Heritage and Cultural Tourism Collaboration Builder
- Unearthing Untold Stories: Identify and Share Your Community's Untold Stories
- How to Build a Road Trip Itinerary for Heritage Travelers



How are you participating in the 250th?

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**GRAB THE
SLIDES**

