Welcome

Vermont Byways Meeting
Stoweflake Mountain Resort
11am-Noon, Wednesday, April 5, 2017
Vermont Byways Meeting
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Agenda

• Overview of State of Vermont advertising and promotional support
• Upcoming opportunities
• Ongoing marketing plans and discussion
• Committee updates
Vermont's Scenic Byways
Discover more people and places that make Vermont special.

May 28-29, 2016
10 a.m. - 5 p.m.
Visit 201 Studios & Exhibits

STATE CRAFT CENTERS

TWO Fall Open Studio Weekends!

October 1 & 2
and October 8 & 9
10 a.m. - 5 p.m.
Visit 95 Artist Studios and Galleries

Presented by the Vermont Crafts Council
vermontcrafts.com

DISCOVER THE PEOPLE AND PLACES THAT MAKE VERMONT SPECIAL

Explore Vermont Byways

Explore the quality, uniqueness and diversity of Vermont State Craft Centers along Vermont's 10 scenic byways. Find free Vermont Vacation planning guides, Vermont Byways maps and themed itineraries online at www.vermontvacation.com/crafts
**Molly Stark Byway**

**Bennington to Brattleboro**

Route 9 - West/East Byway across Vermont

Route 9, the Molly Stark Byway, is part of a system of roads in Vermont that take you off major highways and into the towns and countryside. Explore our famous Green Mountain National Forest, former markets, live theater performances, recreation opportunities, historic sites, art and agriculture festivals and more. Get to see how Vermonters live.

Many exciting spots to places in communities along the Molly Stark Byway including: Lakes in Vt; Blueberry festival, Jamaica; Vermont Country Stores, Winnhampenn; Mount Snow; Southern Vermont Garlic & Herb Festival, September 2-3, 2017 in Bennington; Strolling of the Heifers, June 2-4, 2017 in Brattleboro.

The scenic Molly Stark Byway passes through the towns of Bennington, Woodford, Wilmington, Marlboro and Millbrook. Check the state website for more information.

**Contact:** Bennington Chamber of Commerce, 403-447-3311 • [www.mollystarkbyway.org](http://www.mollystarkbyway.org)

**Stone Revival Gallery & Gift Shop**

**Pittsfield/Stockbridge**

The ideal Vermont Stop for your Motorcoach Tour

Located on the picturesque Vermont Route 100 Byway, Stone Revival features breathtaking views of the surrounding mountains, an outdoor Sculpture Garden & Studio, and a Gift Shop with a broad array of Vermont artisan designed crafts, artwork, products and collectibles come home to nature, photography, handcrafted jewelry and gift cards. Vermont products, hand-made quilts and wood crafts.

The featured artist is M.J. Julian Isaacs, a Vermont native of Jewish and Orange Indian descent. Julian is a master sculptor in marble & hardwoods. His unique sculptural carvings, custom tiles and fine art reproductions are showcased throughout the shop and grounds.

Our convenient location near the intersection of Route 100 and Route 30 is the perfect stop on your way to and from many of Vermont's most popular group destinations including Woodstock and Quechee, Montpelier and Waterbury and Ludlow and Manchester.

**Spectacle Experience:** Summer & Fall Season - Watch Julian at work in the outside sculpture studio. Summer/Fall: Enjoy a picnic on the surrounding lawn with boxed lunches direct from our kitchen. In the fall the surrounding mountains offer a breathtaking view of the foliage colors.

**Dates of Operation:** May 1 – Oct 31 Tuesday – Saturday: 10:00 am to 5:30 pm (Sunday by reservation). 
New – April 30 Wednesday – Saturday: 10:00 am to 9:00 pm (Sunday & Monday by reservation).

**Group Policy and Rates:** Reservation recommended. Visit our website for advance reservation. Drive and relax: receive a complimentary meal. Ample parking and gentle level for ease of access. With ADA between the hours.

**Contact:** Lee Ann Isaacs, proprietor, 135A VT Route 100, Stockbridge VT, 05772 • 802-746-8110
[leeann.isaacs@stone-revival.com](mailto:leeann.isaacs@stone-revival.com) • [www.stonerival.com](http://www.stonerival.com)

**The Shires of Vermont Byway**

**Pownal to Manchester Routes 7 and 7A north/south**

The Shires of Vermont Byway is named for the scenery it passes through from Vermont's southern border with Massachusetts in Pownal, through Bennington, where it intersects with the Molly Stark Byway, to Manchester where it intersects with the Stone Valley Byway in the heart of town. This ribbon of road, Rts. 7 from Pownal to Bennington, and Rts. 7A from Bennington to Manchester, is the historic thoroughfare that has connected the communities of the north and south shires for centuries. Nestled between the Taconic and Green Mountain ranges and enriched by the waters of the famous Putnam River, The Shires is a popular four season destination for those seeking the authentic Vermont experience.

**For events information along the byway contact:** [www.Bennington.com](http://www.Bennington.com) or [www.VermontCenter.com](http://www.VermontCenter.com)
[www.town.of.pownal.vt.us](http://www.town.of.pownal.vt.us)
[www.marthaephylorchard.com](http://www.marthaephylorchard.com)

**Bradford – On the Connecticut River Byway**

Bradford's historic downtown offers a diverse range of activities. Take in a play at the Old Church Theater, visit our Bradford Historical Museum or the Falls at Boch Park, stop for a meal or partake in locally grown, organic homemade products. Boat, canoe and kayak on the Connecticut River, or go hiking at Wright's Mountain.
Taste Your Way Along Vermont’s Byways

by Ellen Sullivan

Vermont is home to the country’s highest concentration of craft breweries, a thriving agricultural economy and a hyper-local farm-to-table dining scene—all of which are accessible via Vermont’s designated state byways.

Resources to Guide You

The Zephyr Vermont Byways guide offers themed itineraries along each of the 10 routes to help visitors explore the state’s hidden gems based on their interests.

FOOD EVENTS

Events across Vermont open their doors to the public for one week each August to celebrate Vermont’s agricultural heritage. ‘Food & Farm Week’ presents numerous opportunities to step onto farms—many of which are typically closed to the public—where visitors can learn about food systems through hands-on learning, farm tours, and food demonstrations. Visitors can join workshops throughout the week, as well as events on farms, in restaurants, schools, and homes. The weather can vary from sunny to rainy, and visitors have a unique opportunity to explore the diverse landscapes of Vermont.

Taste Your Way Along Vermont’s Byways

Vermont is an agricultural state, and its farms are a significant part of the state’s economy. The state is known for its dairy products, including cheese, ice cream, and yogurt, as well as its apple orchards and wineries. The state’s local food movement is also a major part of the economy, with many farmers and chefs working together to create unique and delicious dishes. Visitors can experience Vermont’s food culture by exploring the state’s many farms, wineries, and breweries. Some of these establishments offer tours and tastings, while others may have a restaurant or café on-site. Visitors can also find local markets and farms throughout the state, where they can purchase fresh produce and other local products. Vermont is also known for its dairy products, including cheeses, ice cream, and yogurt, and visitors can find a variety of these products at local stores and farmers’ markets. Overall, Vermont offers a unique and diverse food experience for visitors of all ages.
Autumn and Art

Ten Regions — with Scenic Drives and an Abundance of Arts and Outdoors to Explore —

While Vermont is a four-season destination, it is during fall foliage that the Green Mountain State is arguably the most vibrant. Travelers who choose to visit Vermont amid the most intense colors of autumn are also greeted with a wealth of seasonal arts events. The state’s landscape both inspires and integrates the arts into its environment. In this light, the Vermont Arts Council and Vermont Tourism have partnered to provide travelers the best of both worlds: a nature escape and cultural immersion. This collection of ten regions combines opportunities to engage with the arts and the spectacular fall foliage via scenic drives and outdoor excursions.

Vermont is 76% forested and has the greatest concentration of sugar and red maples in the U.S., creating fiery red and orange hillsides that nature-lovers, plein air painters and photographers seek. Indeed, it’s a well known fact that Vermont boasts the most brilliant fall foliage colors. A lesser known fact, however, is that while in Vermont, you’re often in the company of artists. Vermont ranks third in the nation for artists as a percentage of its workforce, second for writers, and eighth for both musicians and photographers. In essence, in Vermont the arts are as rich as its soil, vibrant as fall foliage and steadfast as hikers on its trails.

The abundance of towns with stunning vistas, untrashed roads and hidden art gems provide an immersive “arts and outdoors” vacation. Travelers can experience Vermont’s natural beauty by touring trails and byways, and also enjoy galleries, concerts, and arts festivals along the way.

Vermont Arts and Fall Foliage Destinations

North to South

1. In Vermont’s rural Northeast Kingdom, you’ll find unexpected delights. Tour the more than 50 massive and masterful sculptures by David Stromeyer amid meadows and hay fields at Cold Hollow Sculpture Park. Visit Hog Mountain, home of the Stephen Huneck Gallery. Set on 150 acres, the grounds are always open to people and their dogs. For an especially...
Discover Vermont’s Byways

February 23, 2017

Vermont’s scenic byways link downtown centers with its vibrant local culture.

As the number one ski and snowboard state in the east, visitors to Vermont know they’re in for an epic alpine adventure, but the exploration shouldn’t end at apres. Local culture in Vermont’s mountain communities thrives with diverse art offerings, rich history, and lively performances around every turn—all accessible via Vermont’s designated scenic byways.

Vermont state byways, a network of 10 well-signed and mapped scenic routes, wind around Vermont’s mountain peaks and travel through valley towns. The byways range in length from 14 miles to more than 400 miles, meandering through a landscape of rivers, forests, and pristine hillsides to vibrant towns and villages.

The following selection is a small sample of the many artistic, historic, and scenic attractions dotted the byways system all attracting skiers and riders as they travel to and from the slopes.

Art and craft thrive at the juncture of the Northeast Kingdom Byway and Connecticut River Byway, south of Burke Mountain. The Northeast Kingdom Artists Guild in St. Johnsbury is one of five designated Vermont State Craft Galleries; here visitors will find traditional and contemporary handmade crafts and fine art as well as rotating exhibits that change...
Vermont’s foliage season has begun the northern part of the state, and foliagistas are encouraged to visit the state’s many foliage locations. Vermont’s foliage season is now well underway. Indeed, the past few days have been quite foliagey in the Northern region of the state. Vermont’s foliage season is now well underway. Indeed, the past few days have been quite foliagey in the Northern region of the state.
That’s brilliant!

Many routes lead to breathtaking beauty, fun in Vermont

EXPLORES
VERMONT BYWAYS

THE ELEMENTS
AWAIT

VERMONT FAIR TRADE
WWW.VERMONTFAIRTRADE.COM

WHAT CROWD?
ACCESS MUNICIPAL LANDS
WWW.VERMONTSTATE.COM
Many routes lead to breathtaking beauty, fun in Vermont

By: Alex Kowal / wnews@wnews.com

Many routes lead to breathtaking beauty, fun in Vermont. The state's foliage displays are just one example of the natural beauty Vermont offers to its visitors. Vermont is home to the Green Mountains, which are the highest mountain range in the northeastern United States. The state's landscape is characterized by green forests, rolling hills, and beautiful lakes. Vermont is also known for its small towns and villages, which are often located near the state's lakes and mountains. This makes Vermont an ideal destination for outdoor enthusiasts, whether they are looking for hiking, mountain biking, or skiing. And with its many farms and orchards, Vermont is also a great place for foodies, who can enjoy fresh, locally sourced produce throughout the state.
Upcoming Opportunities
The Non-Skiers Guide to Vermont

Presented by Vermont Department of Tourism

Although Vermont is known for skiing, it is also a wonderful place where non-skiers can experience a quintessential New England winter.

Vermont comes alive at this time of year, when the tall-reaching pines add color to the mountains and ice-glazed ponds beg for the dance of skaters. It’s the perfect destination for families, couples or individuals.
For a copy of today’s notes or to submit material for IPW, editorial, map/web updates please email: Hilary.DelRoss@Vermont.Gov