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Scenic News:

Madison County, MS designates new "[Gateway to History](#)" scenic byway...

South Carolina DOT looks to [spruce up gateway roads](#) to Myrtle Beach...

Maine communities [unchain McDonald's](#) from standard franchise design...

Vernon, FL [garden club receives](#) \$100,000 highway beautification grant...



Your tax-deductible contribution will support our unique and vital mission to protect the scenic qualities of America's roadways, countryside and communities.

New affiliate:

[Scenic San Diego](#) has formed to

Maine survey shows scenic beauty is number one driver of state's tourism

Scenic America has long believed that "Beauty Sells and Blight Repels," and that notion was confirmed during a recent legislative hearing in the state of Maine.

A representative of the Maine Tourism Association testified at the hearing that a [2012 survey](#) showed that scenic beauty was the top reason overnight visitors chose Maine as their travel destination.



Maine passed a law banning billboards in 1978, becoming the fourth state to prohibit the roadside eyesores. The recent hearing was for a bill that would broadly expand the definition of an on-premise sign and lead to a cluttering of Maine's landscapes.

Those testifying against the bill included members of the state's tourism and business communities, who said that Maine's beauty is a vital part of its brand, a true driver of its economy and an integral part of the state's quality of life.

All indications are that the bill is headed for defeat.

Paul Bunyan Scenic Byway generates \$21.6 million for local economy

A [recent study](#) by the University of Minnesota Tourism Center found that the [Paul Bunyan Scenic Byway](#) is a major draw for travelers and has a significant positive impact on the local economy.

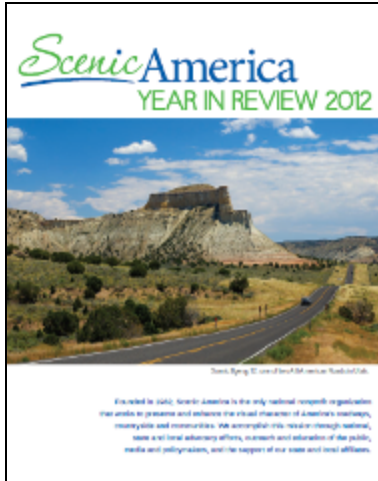
The study found that in 2010 an estimated 23,800 travel parties visited the region specifically because of the byway. These visitors spent a total of \$21.6 million dollars while in the area including \$14.6 million on locally produced goods and services.

protect the natural and scenic character of that beautiful city.

Newsletter archives:

You can now access past issues of Scenic Overlook newsletters [in once place!](#)

Don't forget to download our 2012 Year in Review:



Of course, Scenic Byways do more than just contribute to the local economy. They also help preserve and promote the natural, historic and scenic character of a region and are a source of pride for local residents and businesses.



The Paul Bunyan Scenic Byway is one of 150 designated roads in the [National Scenic Byways Program](#) administered by the U.S. Department of Transportation.

Knox County's digital billboard ban inspires "how to" paper

Commissioners in Knox County, Tenn. recently [voted to ban](#) digital billboards in the county, and the local advocacy group Scenic Knoxville was a driving force behind the ban.

Now the group wants to share the secrets of its success and help others looking to protect their communities from the effects of billboard blight.

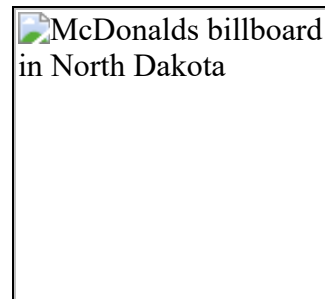
Scenic Knoxville President Joyce Feld has written a guide to the group's recent success and offers a series of tips to those looking to do the same.

[Click here to download the paper.](#)

New study says outdoor advertising linked to increased obesity

[A new study](#) finds that the higher the percentage of outdoor advertisements promoting food or non-alcoholic beverages within a census tract, the greater the odds of obesity among its residents.

The study found that compared to an individual living in an area with no food ads, those living in areas in which 30% of ads were for food would have a 2.6% increase in their probability of being obese.



The report states that food marketing predominantly promotes foods that are discouraged by the Dietary Guidelines for Americans. We have long known that outdoor advertising causes [negative mental and physical effects](#), and now we can add increased obesity to the list.

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