

# Scenic America



Annual Report

2021  
2022



# *Scenic* America

*Our mission is to preserve and enhance the visual character and scenic beauty of America.*

*We advocate for a Scenic America for all people and communities.*

# Dear Friends,

Reflecting on the past year, I am inspired and humbled by the tremendous support Scenic America has received from people like you who understand the importance of preserving and enhancing our nation's visual character and scenic beauty. With your help, we have reached new milestones in the past year, as detailed in this annual report. A few highlights include:



- We successfully advocated for scenic concerns in the Infrastructure Investment and Jobs Act. Billions of dollars are now available to support utility undergrounding projects. Notably, we worked with Congress to secure an amendment to the Stafford Act allowing FEMA disaster relief funds to be put towards utility undergrounding, improving the resiliency of our power grid and creating more scenic communities. The legislation also includes support for programs in the gateway communities that welcome visitors to our national parks and public lands.
- We took on the billboard industry in the U.S. Supreme Court in collaboration with our partners in Texas and other like-minded organizations—and we won. The Court's 6-3 decision fends off another attack on the Highway Beautification Act by affirming the constitutionality of the billboard restrictions that are currently in communities across the country.
- We landed an additional \$6 million in funding for the National Scenic Byways Program during a very challenging budget environment. We also pushed back when the FHWA announced an aggressive timeline for byways grants applications, ensuring a more equitable process to award a total of \$22 million in National Scenic Byways Program grants.
- We joined communities across the country in their fights against billboard blight, helping our chapters and affiliates to score notable victories in Los Angeles, Tennessee, and elsewhere.
- We developed new research tools, communications platforms, educational programs, and advocacy campaigns to reach more people and grow our impact. For this work, we took home prestigious awards, including a Gold Circle Award from the American Society of Association Executives.
- We updated *Taking the Long View*, our strategic white paper, to better reflect our recent accomplishments and evolving challenges.
- We launched our inaugural photo contest and doubled our website traffic.

In 2022, Scenic America celebrates its 40th anniversary. In the past four decades, we have led the way to shape the scenic qualities of our communities. And for the fifth year in a row, we have demonstrated solid growth in our impact and revenue, topping the \$1 million mark once again.

We are grateful to you for supporting us, and we look forward to your partnership as we work together to create a more scenic America in the decades to come.

A handwritten signature in blue ink, which appears to read "Mark Falzone". The signature is fluid and cursive, written in a professional style.

Mark Falzone, President  
Scenic America



Downtown Charlottesville, Virginia. Photo courtesy of Visit Charlottesville.

## Board of Directors

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**Stephan Jalon**  
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**Jim Sipes**  
Landscape Architect

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**Jonathan Kemper**  
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Providence, RI

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**Keith Howard**  
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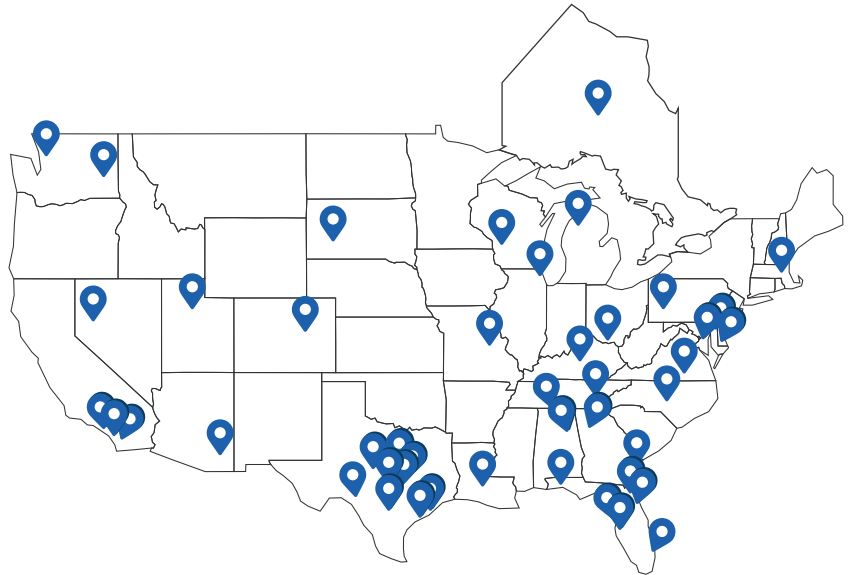
**Edward T. McMahon**  
Takoma Park, MD

**Larry Rockefeller**  
New York, NY

# Chapters and Affiliates

Scenic America has 47 active chapters and affiliates. As the national leader for scenic conservation, we provide research, guidance, and resources while our chapters and affiliates work on the ground at the state and local level. Scenic chapters and affiliates also act as resources for us and each other, creating a nationwide network of experts and advocates who support and amplify the work of each other.

Chapters of Scenic America work in close collaboration with the national office on fundraising, advocacy, research, communications, and other initiatives.



## CHAPTERS

- Scenic Los Angeles
- Scenic Missouri
- Scenic Nevada
- Scenic Pittsburgh
- Scenic Prince George's
- Scenic Tennessee
- Scenic Walton

## Affiliates

- Scenic Alabama
- Scenic Arizona
- Scenic Austin
- Scenic Chatham
- Scenic Clearwater
- Scenic Colorado
- Scenic Comal County
- Scenic Dallas
- Scenic Delaware
- Scenic Florida
- Scenic Ft. Worth
- Scenic Galveston
- Scenic Georgia
- Scenic Houston
- Scenic Hill Country
- Scenic Illinois
- Scenic Jacksonville
- Scenic Kentucky
- Scenic Knoxville
- Scenic Lafayette
- Scenic Manatee
- Scenic Massachusetts
- Scenic Miami
- Scenic Michigan
- Scenic North Carolina
- Scenic Oceanside
- Scenic Ohio
- Scenic Ontario
- Scenic Philadelphia
- Scenic Pinellas
- Scenic Rapid City
- Scenic San Antonio
- Scenic San Diego
- Scenic Spokane
- Scenic St. Petersburg
- Scenic Texas
- Scenic Utah
- Scenic Virginia
- Scenic Washington
- Scenic Wisconsin



The Grand Canyon South Rim. Photo by Douglas Martin.



President Joe Biden signs the Infrastructure Investment and Jobs Act. Photo courtesy of the White House.

# Scenic America Lands Major Wins in Infrastructure Act


*Funding for undergrounding, gateway communities included*

**Scenic America landed federal support for two of its policy priorities in the Infrastructure Investment and Jobs Act (Public Law No: 117-58), which was passed by Congress on November 5 and signed into law on November 15. The \$1 trillion investment package included federal support for utility undergrounding and flexible funding for programs in gateway communities adjacent to national parks and other public lands.**

Undergrounding utility infrastructure has been a key focus for Scenic America's advocacy efforts. Given the increases in severe weather and natural disasters, more and more communities have begun to explore utility undergrounding as a safer, more scenic, and more resilient solution for their infrastructure needs. The newly enacted legislation makes undergrounding more accessible by establishing new areas of federal support, including a change to the Stafford Act to allow FEMA disaster relief dollars to be put towards undergrounding

efforts. The legislation also calls for a new \$5 billion program to enhance the resilience of the grid, which includes undergrounding as an eligible expense. Additionally, the law allows undergrounding to be included as an expense in the \$32-billion-per-year National Highway Performance Program for road projects.

Acknowledging that America’s gateway communities play an important role in welcoming visitors to our national parks and public lands, the legislation includes \$300 million per year in support through the Federal Lands Access Program with more flexible applications for the funding. As a result, gateway communities will be able to use these funds for landscaping, historical markers, removal of visual blight, and planting native trees and plants.

Throughout the years-long process of developing this legislation, Scenic America leaned on its nationwide network of supporters to urge their legislators to embrace and champion these programs in the final legislation. We are grateful to these supporters, and to President Biden and Senators Tom Carper (D-DE), Shelley Moore Capito (R-WV), and Ben Cardin (D-MD) and Reps. Peter DeFazio (D-OR) and Sam Graves (R-MO) for recognizing the important role of scenic beauty in our nation’s infrastructure and economic vitality. 



An inside look at undergrounding. Stock photo.



An undergrounding project takes shape in Sunny Isles Beach, Florida. Photo courtesy of the City of Sunny Isles Beach.

## Infrastructure Investment and Jobs Act (Public Law 117-58) Highlights:

- Amends the Stafford Act to allow FEMA disaster relief funds to be used for utility undergrounding.
- Establishes a new \$5 billion program to improve the resiliency of the power grid.
- Allows undergrounding to be included as an eligible expense in the \$32-billion-per-year National Highway Performance program.
- Includes \$300 million per year to support gateway communities through the Federal Lands Access Program.



Newfound Gap, Sevier County, Great Smoky Mountains. Photo courtesy of Tennessee Department of Tourist Development.

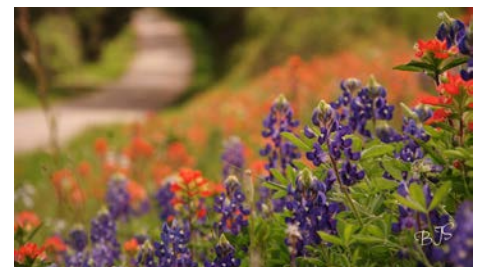
# Advocacy Leads to More Funding for Scenic Byways

*Scenic America secures \$6 million in FY 22 Appropriations Act; FHWA releases all \$22 million in 2022 for grants*

**Affirming our role as the leading advocate for scenic byways, Scenic America scored another big win for our nation’s most notable roadways this year, securing an additional \$6 million in funding for the National Scenic Byways Program in the 2022 Consolidated Appropriations Act. These funds, along with the \$16 million allocated to the program in the FY 2021 Consolidated Appropriations Act, represent the byways program’s first dedicated funding in nearly a decade.**

The allocation of this second round of byways funding came as welcome news during a challenging budget environment, as war in the Ukraine caused defense spending to soar, prompting cuts in many other areas. In its advocacy work, Scenic America argued that byways deliver important benefits; they fueling economic development and job creation in areas alongside the designated routes, and they help to halt the proliferation of billboards and other scenic blight.

Scenic America is grateful to its Congressional champions and appropriations leadership, including Sen. Susan Collins (R-ME), Sen. Brian Schatz (D-HI), Rep. David Price (D-NC), and Rep. Diaz-Balart (R-FL), for ensuring that byways funding was included in the legislation. We also acknowledge the invaluable support of the members of the





Scenic Byways Coalition who amplified our advocacy efforts, and we profusely thank the thousands of supporters who responded to our action alerts by urging their representatives and senators to endorse this essential funding.

Just one day after the legislation was signed, on March 16, the Federal Highway Administration announced the opening of its grant application cycle for both the FY 21 and 22 appropriations allocations, a total of \$22 million. However, the announcement also included an extremely tight deadline that was likely to deter many smaller and short-staffed organizations from applying. Scenic America jumped into action again, developing a targeted action urging the FHWA to extend its deadline and broaden its criteria for a more inclusive process. Using the alert, nearly 1,000 byways supporters reached out to the FHWA to demand a longer application window and other modifications. As a result, the FHWA extended the deadline and clarified its criteria.

Through victories like these, Scenic America further affirms its leadership role as a guiding force in the byways community. In validation of our role, we have participated in byways dedication and ribbon-cutting events for the newly dedicated Chesapeake Country and Scenic A1A Historic Highway All-American Roads and have been featured speakers at various byways-related events.



Despite these significant wins and gains, the future of the byways program remains uncertain, with no dedicated long-term funding currently in place. Although the House of Representatives included byways funding in its version of the infrastructure bill, thanks to the leadership of Rep. David Cicilline (D-RI) and others, the Senate's version, which did not include byways funding, formed the basis for the final law.

Recognizing the significant scenic and economic benefits the byways program delivers, Scenic America will continue to pursue other funding opportunities, including working through the FY 23 appropriations cycle, which at press time, included \$30 million in byways funding in the House's legislation, to ensure that the program thrives for many miles into the future. [S](#)



Scenic America President Mark Falzone joins Sen. Ben Cardin (D-MD) and other officials for a ribbon-cutting ceremony for the Chesapeake Country All-American Road. Photo courtesy of the Talbot County Office of Tourism.

## Scenic America's Byways Wins

- Secured an additional \$6 million in byways funding in FY 22 for a total of \$22 million.
- Advocated for a longer and more inclusive byways grants applications process.
- Continued to fight for long-term byways program funding in FY 23 and beyond.

# Scenic Allies Celebrate Victory in the U.S. Supreme Court

*Scenic amici brief helps to sway outcome of billboard case*

**In a significant win for beauty over billboards, the U.S. Supreme Court ruled 6-3 in favor of the City of Austin over Reagan National Advertising, fending off another attack on the Highway Beautification Act by upholding the distinctions between on- and off-premise signs.**



The Court's decision, announced April 21, 2022, overturned an earlier decision by the Fifth Circuit Court of Appeals, which had ruled that the City of Austin violated Reagan's First Amendment rights by denying its request to convert static advertising signs to digital billboards.


In the majority opinion, authored by Sonia Sotomayor, the Court noted:

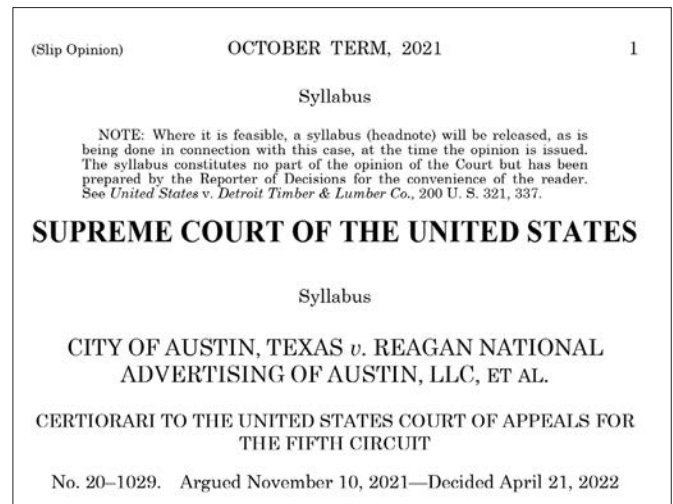
“ ...federal, state, and local governments have long distinguished between signs...that promote ideas, products, or services located elsewhere and those that promote or identify things located onsite... tens of thousands of municipalities nation- adopted analogous on-/off-premises distinctions in their sign codes.

...the dissent would hold that tens of thousands of jurisdictions have presumptively violated the First Amendment, some for more than half a century, and that they have done so by use of an on-/off-premises distinction this Court has repeatedly reviewed and never previously questioned. For the reasons we have explained, the Constitution does not require that bizarre result. ”

The Supreme Court heard oral arguments in the case on November 10, 2021. Scenic America, Scenic Texas, and more than 40 chapters and affiliates joined an *amici curiae* brief in support of Austin, arguing for personal property rights as well as scenic interests. In addition to raising concerns about the scenic impact, the brief maintains that striking down off-premise restrictions would be costly and onerous for landowners and developers. More than 40 developers, chambers of commerce, and environmental organizations signed on to this brief, which ultimately helped inform the Court's decision.

While the ruling has left communities with questions about how to implement and enforce signage restrictions without facing legal challenges, Scenic America and its partners celebrated the Court's decision as a step in the right direction. The Court's action protects the Highway Beautification Act and upholds the rights of communities and property owners to have a prominent say in signage matters.

Read more at [www.scenic.org/austinvreagan](http://www.scenic.org/austinvreagan). 





# Scenic America Helps Communities Fight for Scenic Beauty

*Research, advocacy support & more bolsters work of activists nationwide*

**During the past year, Scenic America has supported communities across the country in their fights against billboards and signage blight.**

Our Scenic Los Angeles chapter scored a big win as the city paused its plan to install digital advertising screens on 800 new bus shelters throughout the city. To raise awareness and urge action on this

problematic proposal, Scenic Los Angeles collaborated with Scenic America to mobilize public opposition, asking residents, Neighborhood Councils, and homeowner associations to call and write letters to city officials and to speak out at public hearings to demand traffic safety studies and more opportunities for public input. Scenic Los Angeles and Scenic America lobbied city council offices, presenting research correlating proposed shelter locations with pedestrian and vehicle traffic deaths, as well as raising concerns about power consumption. With opposition growing as the city's deadline to award the contract approached, the Board of Public Works voted to postpone the matter for another year, handing a victory to Scenic Los Angeles and its supporters.


Another billboard battle ended with a favorable outcome in Tennessee, where lawmakers ultimately tabled an outdoor advertising industry-backed bill requiring that municipalities “allow current structural and lighting technologies” when billboards are built or rebuilt. If the legislation had passed, it would have given billboard owners blanket permission to convert nonconforming static signs to digital signs in perpetuity, even when doing so would violate existing sign ordinances.

Scenic Tennessee and Scenic Knoxville led the fight against the measure, arguing that such an action would preempt local control.

After mobilizing their supporters, and with advocacy support from Scenic America, Scenic Tennessee, and Scenic Knoxville succeeded in having the amendment pushed off the docket for the remainder of the legislation session, effectively killing it.

Scenic America also provided testimony and public comment to fight digital billboard conversions in Providence, RI, where the measure ultimately stalled amid widespread opposition and questioning. In another multi-year opposition effort, Scenic America has also provided continuing petition and communications support to fight a digital billboard proposal in San Jose, CA.

Additionally, we rallied to support scenic advocates in Maricopa County, AZ, where a text amendment to the signage code allowing digital billboards narrowly passed in November 2021, despite overwhelming public opposition. After hundreds of residents and environmental advocates spoke out against this change to the sign code, the council delayed its vote twice before ultimately opting to allow billboards.

These are just a few of the examples of the work that Scenic America does to help communities across the country to protect their scenic qualities. Know of a scenic concern in your city? Contact us at [scenic@scenic.org](mailto:scenic@scenic.org). 



**Our Scenic Los Angeles chapter scored a big win as the city paused its plan to install digital advertising screens on 800 new bus shelters throughout the city.**



String Lake, Wyoming. Photo by Justin Leveillee.

# Updating Our Strategic Vision

*Scenic America releases new edition of Taking the Long View*

In 2016, Scenic America's board of directors, staff, and external allies and partners came together to draft *Taking the Long View: A Proposal for Realizing America the Beautiful*, a strategic white paper outlining the organization's goals and identifying actionable steps for its future. The paper was originally

developed to recognize the 50th anniversaries of the White House Conference on Natural Beauty and the Highway Beautification Act, considering their benefits and shortfalls, and to honor the legacies of scenic visionaries like President and Lady Bird Johnson and Laurance S. Rockefeller.



Recognizing our progress towards the goals outlined in this publication and acknowledging the changing political landscape, Scenic America again turned to its leadership and partners to update the document and released a new version of *Taking the Long View* in March 2022.


As with the original document, the 2022 edition of *Taking the Long View* serves as a blueprint for the work of Scenic America, our chapters and affiliates, and the broader scenic conservation movement in the coming years. Each of the document's five overarching issue areas discusses the challenges that we see most pressing and the solutions that we believe need to be implemented to address those challenges. The areas are further broken down into sub-topics, allowing for the material to be easily digested and shared. Areas of focus include:

**Community Placemaking: Preserving and Enhancing Character:** This section considers the phenomenon of “Anyplace, USA”; corporate franchise design; scenic viewsheds; streetscapes; native tree planting; light pollution; and scenic education.

**Honoring Parks and Open Space:** This section discusses implementing the Land and Water Conservation Fund; deferred maintenance on federal lands; protecting public lands; gateway communities; scenic greenways; and walkable access to parks.

**Celebrating America's Scenic Byways:** This section discusses scenic byways designation; byways funding; maintaining byways integrity; and segmentation.

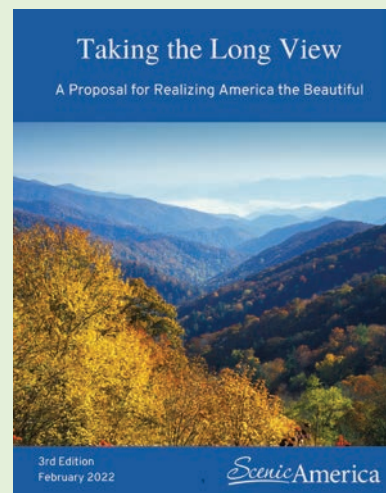
**Undergrounding Utility Infrastructure:** This section discusses resilience; technical specifications; information for communities; and co-location.

**Promoting Beautiful Highways:** This section discusses tree planting and highways; fighting billboard blight; digital billboards; commercial and industrial zoning; protecting public trees; and amortization and just compensation. 



St. Joe River Scenic Byway, Idaho. Stock photo.

The 2022 edition of *Taking the Long View* is available at [scenic.org/takingthelongview](https://scenic.org/takingthelongview).



# Programs Earn National Recognition


*Scenic America wins awards for communications, advocacy*

In another big win, Scenic America earned national recognition from the American Society of Association Executives (ASAE) this year for its communications campaign celebrating the newest national scenic byways designees. The campaign took home the 2022 Gold Circle Award—ASAE’s highest honor—in the media/public relations category.



Each year, ASAE recognizes leading associations with Gold Circle Awards for their innovation and achievement in nonprofit marketing, membership, and communications programs. Scenic America’s winning program was selected from a field of more than 300 entries across 15 categories.

Scenic America’s entry highlighted its communications successes surrounding the announcement of new national scenic byways and All-American Roads, which resulted in mentions in more than 31 news outlets, including top-tier travel publications like *Conde Nast Traveler*, *Travel + Leisure*, and the *Washington Post*.

Scenic America also developed new digital content and resources for byways enthusiasts, which drove an eight-fold increase in website traffic and prompted a surge in email subscriptions. With new content and strategic promotion, Scenic America positioned itself as a trusted, authoritative source on scenic byways—a feat that was perfectly timed to capitalize on the rising public interest in road trips and outdoor adventures resulting from the COVID-19 pandemic. This award comes on the heels of Scenic America’s prior successes, including securing Power of A Gold Awards for Advocacy from ASAE for the past two consecutive years. 






# Engaging Our Audience

*New photo contest spotlights beauty, drives engagement*

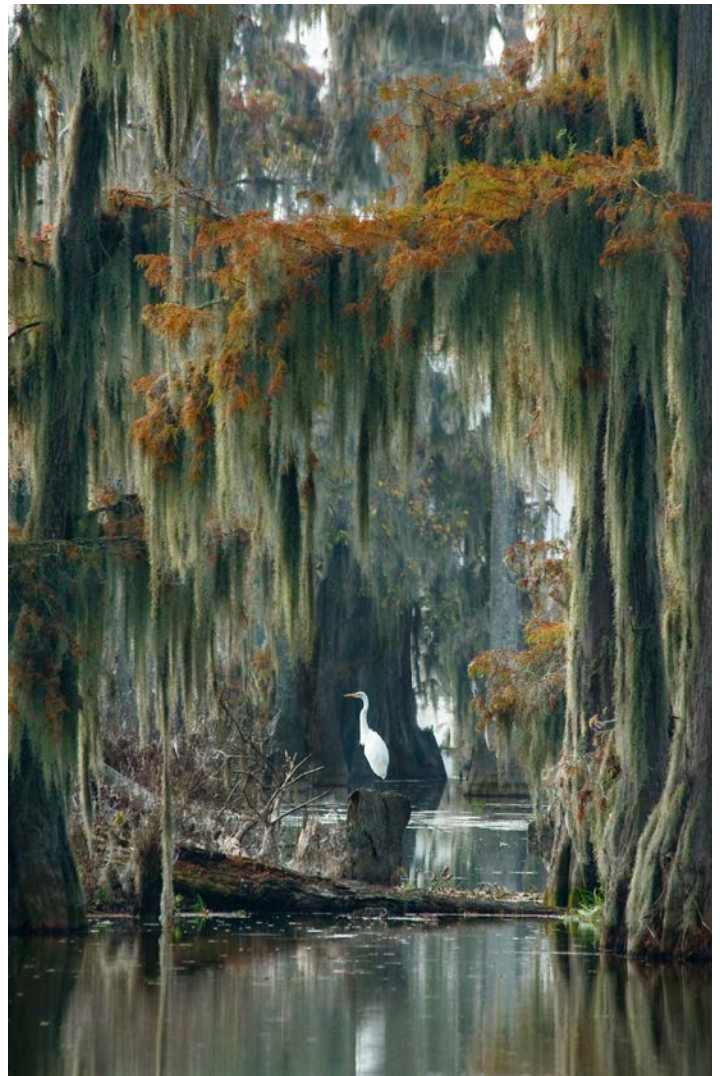
**In addition to policy and advocacy wins, Scenic America also took significant steps to grow its audience, setting new records for website traffic and social media engagement during the past year.**

To boost engagement, grow its social media follower base, and to shine the spotlight on scenic beauty across the country, Scenic America hosted its inaugural America the Beautiful photo contest from July through September 2021. Fans, followers, and professional and amateur photographers were encouraged to submit photos showing representations of beauty across the country, sorted into eight categories: Beaches and Coasts, Cities and Towns, Highways and Byways, Mountains and Valleys, Parks and Open Spaces, People in Places, Rivers and Waterways, and Trees and Forests. The contest garnered more than 400 entries and fueled Scenic America's highest-ever social media engagement metrics, with the announcement of the winners reaching nearly 100,000 people on Facebook and Instagram alone. The contest also drove hundreds of email sign-ups, and photo contest-related web pages became some of the most visited sections of our website. 

## **CATEGORY WINNERS:**



*Beaches and Coasts: Portland Head Light by C. Renee Martin*



*Best in Show: Center Stage by Kerry Griechen*



*Cities and Towns: Heat Wave by Gavin Ecker*



*Highways and Byways: Horse Train by Craig Van Sickle*



*People in Places: The Ride by Theresa Rasmussen*



*Open Spaces: Dolly Sods by C. Renee Martin*



*Rivers and Waterways: Unexpected Beauty by C. Renee Martin*



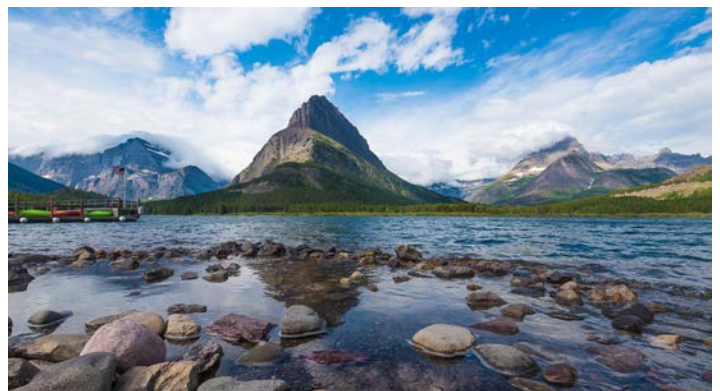
*Open Spaces: Fog on the Battlefield by Theresa Rasmussen (co-winner)*



*Fan Favorite: Bluegrass Evening by Elizabeth Troitino*



*Trees and Forests: Driftwood Beach by C. Renee Martin*



*Mountains and Valleys: Beauty of Glacier by Theresa Rasmussen*



# Promoting Scenic Education


*New platforms empower young learners*

**Furthering our work in scenic education, Scenic America continues to develop and distribute tools and resources that bring scenic conservation into classrooms across the country.**

In 2021, we launched free scenic conservation-focused educational games built on the Agents of Discovery mobile gaming platform. Played on smartphones, these app-based game presents users with “missions” that include questions and challenges focusing on different aspects of scenic conservation. Scenic America currently supports site-specific missions in Pittsburgh’s Point State Park and Bradenton, FL, as well as a general mission that can be played from any location. An additional mission, playable on location in Washington, DC, is currently under development.

To encourage the platform’s use in school settings, Scenic America partnered with Project Green Schools to create and distribute specialized curricula and classroom tools.

Since the platform’s launch, more than 1,350 teachers, parents, and students have downloaded the app to tackle these missions. Through our partnership with Project Green Schools, the Scenic America education program has been shared with nearly 500 education leaders and community organizers across the country, as well more than 50 education professionals who have registered for lesson plan access, with sustained engagement across 55 schools.


Learn more at [scenic.org/education](https://scenic.org/education). 

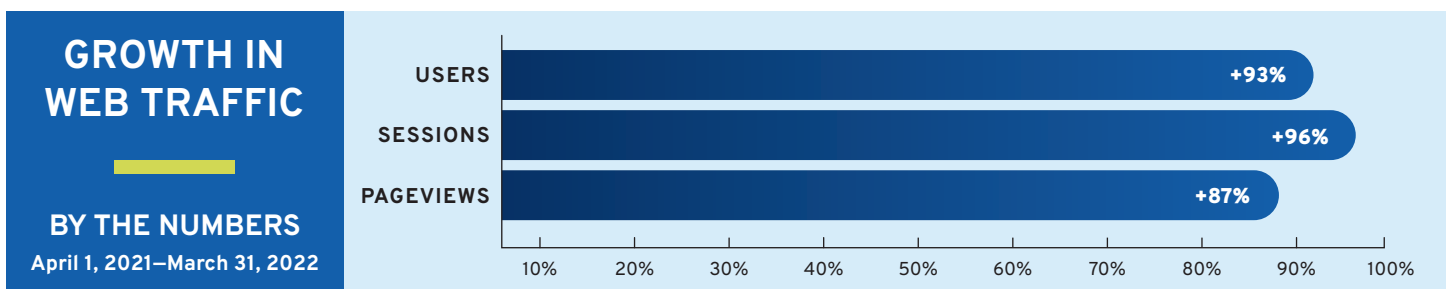
## Digital Growth

New content has also contributed to Scenic America’s seismic growth in website traffic. The site now features updated billboard facts and figures from each state, enhanced content about scenic byways, the Highway Beautification Act, and other areas, profiles on communities with strong placemaking principles, spotlights on scenic heroes, and more.

Reflecting the inclusive nature of Scenic America’s work and mission, we have also created pages that focus on energy equity and other current issues. Our site and



relevant content areas also address indigenous people and their connection to our resources, with additional pages exploring tribal byways and scenic byways passing through tribal lands. 





# Supporting Our Chapters

**Scenic America's chapters have also made great strides this year to advance scenic initiatives in their jurisdictions. Scenic America is proud to work closely with its chapters, supporting them with advocacy, fundraising, communications, and research to benefit their communities.**

In Pennsylvania, **Scenic Pittsburgh** is emerging as a leader in greenspace redevelopment in blighted areas of the city, working with community partners to turn abandoned lots into parks and open space. For projects like this, Scenic Pittsburgh focuses on land that is not easily developed for housing or businesses, often wooded and on steep-slope property, is either too small for traditional development or too large to be a simple neighborhood project and represents a possible greenspace asset for the surrounding community. The first of such greenspaces, a 2.2-acre lot located in the city's Fineview neighborhood, was dedicated in June 2022.


Our **Scenic Walton** chapter set fundraising records this year, making its mark on the local development scene in the Florida panhandle as a driving force in the massive Inlet Beach Underpass project, which aims to improve pedestrian and cyclist safety and to enhance the scenic qualities of a busy intersection near growing beach communities. The organization also forged an innovative partnership with Florida-based lifestyle brand, 30A, creating a new custom license plate promoting scenic beauty, with proceeds benefitting Scenic Walton.

In addition to winning a legislative battle to stop digital billboard conversions without community input, **Scenic Tennessee** has partnered with Scenic America to host the 2022 Scenic Symposium in Nashville, October 19-21. This event will mark Scenic America's first national in-person gathering since 2019.

**Scenic Missouri's** plans to create a new scenic byway connecting St. Louis with Branson are moving forward as the Missouri State Department of Transportation is currently reviewing the application. The proposed route, the Ozark Run Scenic Byway, showcases some of the finest natural landscapes and outdoor recreation destinations across Missouri's vast Ozark terrain.

**Scenic Los Angeles'** grassroots efforts to stop the city from taking swift action on a dangerous and under-studied citywide bus shelter signage plan was just one of its notable wins this year. Scenic Los Angeles also successfully advocated for the City Planning Commission to reject a plan that would weaken the city's sign ordinance, voting to strengthen the existing ordinance instead.

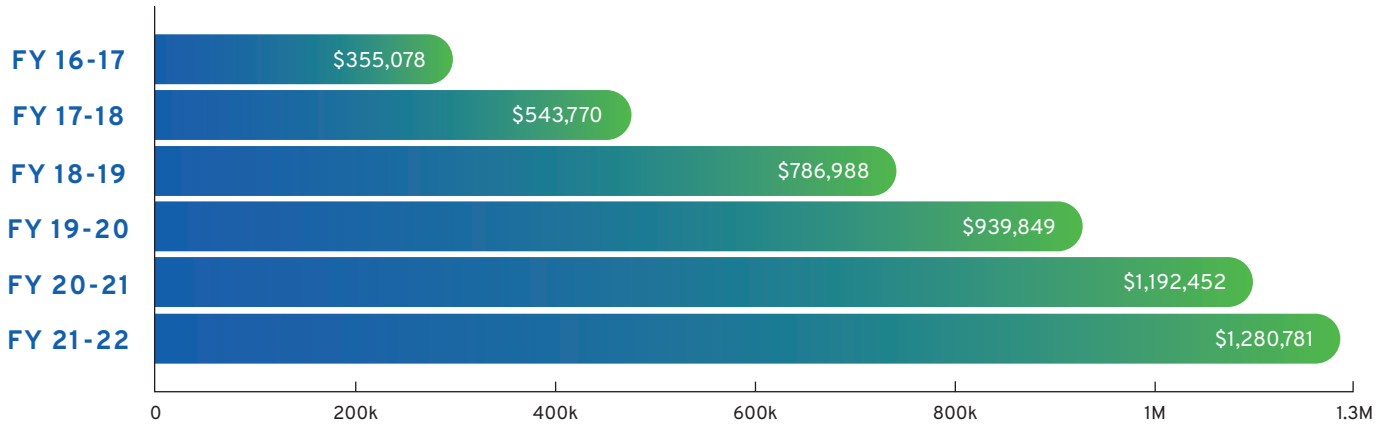
In Maryland, **Scenic Prince George's** rallied its supporters to ensure the appointment of a scenic-focused community leader to head up the county's planning department. Scenic Prince George's has also emerged as a leading proactive voice on responsible, community-focused development projects that improve the area's livability and scenic beauty.

Our newest chapter, **Scenic Nevada**, is building traction on signage issues impacting Reno and other tourism hotspots, fighting a battle against a large entertainment enterprise to have a court hear a lawsuit regarding controversial signs proposed in a redevelopment plan largely opposed by the community. 

# Growing Forward

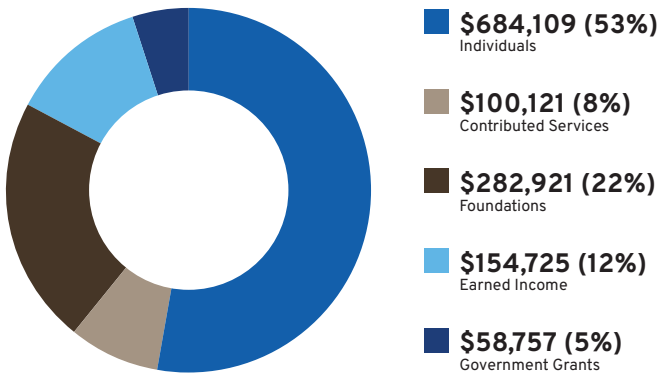
Scenic America posted another year of growth, despite ongoing challenges related to COVID-19 and a tenuous political environment. Our income was nearly \$1.3 million, representing another year of growth.

## TOTAL INCOME

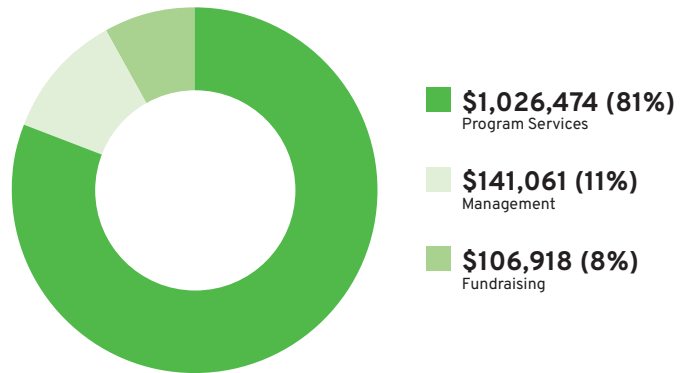


## FINANCIALS: FISCAL YEAR 2021-22

### Total Revenue \$1,280,781:



### Total Expenses \$1,274,453:



## TOTAL NET ASSETS





REGISTER NOW

# 2022 Scenic Symposium

Join us in  
**Nashville, TN**  
October 19-21  
for the  
**2022 Scenic Symposium**

**You Are Here:**  
***The Personality of Place***

Scenic America and Scenic Tennessee invite you to Nashville this fall for the 2022 Scenic Symposium. This year's event will explore ***THE PERSONALITY OF PLACE***—the scenic, natural, cultural, and emotional qualities that give a place its identity, drive its economy, connect its people, and tell its story.

- Hear from noted experts, including Andres Duany, considered the “father of new urbanism,” plus other leading voices on placemaking in towns and cities of all sizes.
- See how Nashville’s historic Second Avenue is building back after its devastating 2020 Christmas Day bombing.
- Enjoy an up-close look at Tennessee’s new scenic viewshed register.
- Learn the latest developments on billboard law, scenic byways, agritourism, and more.

Register now at [www.scenic.org/2022symposium](http://www.scenic.org/2022symposium)



Half Dome, Yosemite National Park. Stock photo.

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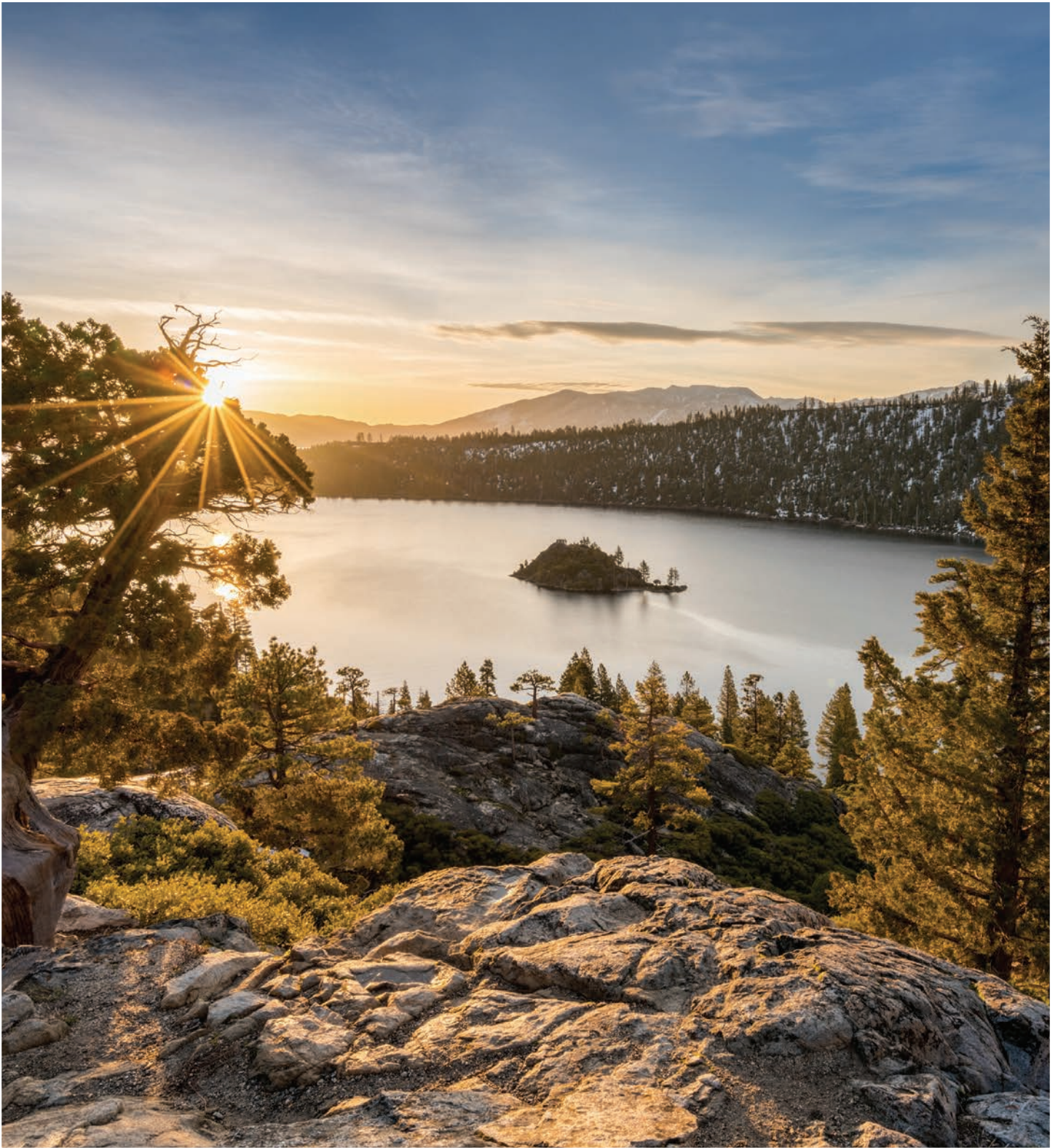
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On the cover: Williams, AZ, Gateway to the Grand Canyon