

# NH Scenic & Cultural Byways Marketing Forum

April 12, 2017, 2:00

Meredith Community Center, Room B  
1 Circle Drive  
Meredith, NH



2:00 Welcome/Introductions

2:10 Byways and Tourism Marketing in NH (Vicki Cimino, DRED)

2:30 NH DOT's Role in Scenic Byways (William Rose, DOT)

3:00 Byway Marketing Success Stories & Challenges from across NH (all)

- Successes
- Challenges
- Examples
- New Hampshire Resources
- Innovative Ideas
- Coming Attractions

4:20 Wrap-Up and Next Steps