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Free Placemats Highlight the UPPER DELAWARE SCENIC BYWAY

NARROWSBURG – The Upper Delaware Scenic Byway (UDSB) is featured on placemats that are now available free of charge to regional dining establishments and any organizations that host public meals.

The non-commercial placemats highlight the New York State Route 97 corridor from Hancock to Port Jervis.

The majority of the 71.35-mile-long highway traversing Delaware, Sullivan, and Orange Counties was designated as the “Upper Delaware Scenic Byway” by New York State legislation in 2002.

Funding to produce 125,000 copies of the 11 x 17-inch, two-color placemats comes in part through a Fiscal Year 2006 Federal Highway Administration (FHWA) grant administered by the NYS Department of Transportation’s Scenic Byways Program.

The work plan for the \$12,000 grant, requiring a \$3,000 match by the UDSB, Inc. non-profit organization, was approved on January 4, 2008.

The grant project’s first task was to create a copyrighted, digital base map of the UDSB corridor using Geographic Information Systems (GIS) technology that can be adapted to various graphic formats for planning and marketing uses.

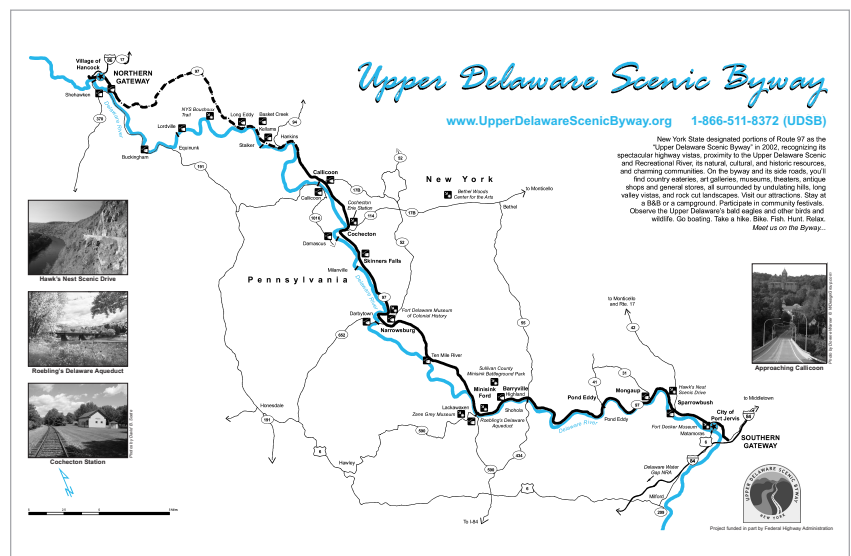
Fountains Spatial, Inc. of Schenectady, NY worked with UDSB, Inc. from April to July 2009 to compile GIS data layers and complete development of the map program.

The Orange County Legislature awarded UDSB, Inc. a \$2,000 grant, paid on July 6, 2009, to assist with the map project costs.

The first application of the new map is on the specialty placemats printed by St. Clair Graphics in Honesdale, PA and delivered in early September 2009.

The map outlines NYS Route 97, the communities along it, major connecting roads in New York and Pennsylvania, the Upper Delaware Scenic and Recreational River, and selected points of interest.

The rest of the placemat offers a description of the byway, its website address of www.UpperDelawareScenicByway.org, the toll-free brochure request hotline number of 866-511-UDSB (8372), and photos of scenes along the byway, as contributed by Upper Delaware Council Senior Resource Specialist David B. Soete and UDSB webmaster/designer Dorene Warner of W Design Group in Barryville, NY, www.wdesigngroup.com.



The placemats are packaged in shrink-wrapped bundles of 500 and in boxes of 2,000 each.

Restaurants and organizations that serve the public are encouraged to pick up supplies of the free placemats at the Upper Delaware Council office located at 211 Bridge St. in Narrowsburg, NY.

To arrange for delivery if pick-up is not possible, please contact Laurie Ramie at (845) 252-3022 or info@upperdelawarescenicbyway.org.

The digital map and placemats project aims to facilitate two objectives listed in the Upper Delaware Scenic Byway Enhancement Concept Plan to “create interpretive facilities and materials that will engage the visitor” and to “make the byway a recognizable destination and a point of pride in the community.”

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Upper Delaware Scenic Byway

www.UpperDelawareScenicByway.org 1-866-511-8372 (UDSB)

New York State designated portions of Route 97 as the "Upper Delaware Scenic Byway" in 2002, recognizing its spectacular highway vistas, proximity to the Upper Delaware Scenic and Recreational River, its natural, cultural, and historic resources, and charming communities. On the byway and its side roads, you'll find country eateries, art galleries, museums, theaters, antique shops and general stores, all surrounded by undulating hills, long valley vistas, and rock cut landscapes. Visit our attractions. Stay at a B&B or a campground. Participate in community festivals. Observe the Upper Delaware's bald eagles and other birds and wildlife. Go boating. Take a hike. Bike. Fish. Hunt. Relax. *Meet us on the Byway...*

