

Maple Traditions Scenic Byway

IS IT THE NAME WE WANT?

We need your opinion!

Please review the “Project Overview” and “Vision and Resources” documents on this site for background on how the currently proposed name for this byway came about.

To date, there has been consistently strong support for the name “Maple Traditions Scenic Byway”. However, other possible names have been brought up in discussions: including:

- Northern Rivers Trail Scenic Byway
- Historic Rivers Scenic Byway
- Maple Scenic Byway
- Maple Trail Scenic Byway
- Maple Heritage Scenic Byway

The greatest support seems to be for the use of the word “Maple” in the name.

What’s in a name?

It is virtually impossible to find a universal label that applies to everything along a byway. That’s why most byways have sub-themes in addition to the main theme.

What we want to do is come up with a name that:

1. Captures the essence or overall fabric of the byway;
2. Is consistent with the byway’s “brand” or market image;
3. Presents an authentic image that is consistent with the visitor experience;
4. Will appeal to potential visitors and set off our touring experience as a stand-alone opportunity.

Rationale for currently proposed name.

The current working name is not written in stone, but here’s how it came about.

Maple has been a theme which stakeholders along the entire route have supported and identified with. Lewis and St. Lawrence counties both have many sugar bushes along the route and each county hosts an annual maple festival. Croghan is home to the American Maple Museum. Ogdensburg is known as “The Maple City”. The trail connects to Canada, which features the maple leaf in its national flag.

Traditions captures not only the tradition of collecting sap and producing maple syrup, but also refers to the preponderance of traditional artisans in the area (hence, the reason for the existence of Traditional Arts in Upstate New York, or TAUNY, located in Canton), the area's farming traditions, and the traditional lifestyle of the significant Amish population along the route. Many of the locally produced meats, cheeses, and craft products also tie into this theme of *Traditions*, although *Heritage* could do much of the same thing.

What you can do.

Send an email to Emily McKenna and/or David Zembiec at the NYS Tug Hill Commission (emily@tughill.org and davez@tughill.org), or call at (1-888-785-2380). The Commission is preparing the Corridor Management Plan under ANCA's supervision. Let them know if you like the current working name or if you would like to suggest another name. Even if you like *Maple Traditions Scenic Byway*, please suggest an alternate name as your second choice, even if it is similar. Here's why . . .

The NYS Scenic Byway Advisory Board will have to approve whatever name we recommend in the Corridor Management Plan. If, for some reason they do not approve of our first choice, having a second choice may save time in the CMP approval process and may also ensure that we still get a name which has a fair amount of local support.