Section VIII. Tourism Development Plan
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A. Introduction

An important goal of the Western New York Southtowns Scenic Byway initiative is to promote a healthy regional economy through the advent of tourism. The implementation of this objective can be achieved by protecting and interpreting the byway’s resources, identifying the needs for promotional activities, creating links among various regional attractions and recognizing potential audiences. The following will provide suggestions and techniques for tourism development in the proposed corridor of southern Erie County. In addition, we will suggest an overall theme that promotes and reflects the byway’s rich and fascinating story.

B. Protecting, Interpreting and Promoting

The extensive cultural, historic, recreational, scenic, and natural resources of the byway, documented in Volume Two “Resource Inventory,” are all capable of attracting diverse audiences with a variety of interests. Therefore, it is of great importance that we protect all our interests and properly interpret their value. Features that attract the greatest amount of interest are those that can be used as the “anchors” of a regional tourism; therefore, it is those attractions which could be the most utilized and interpreted by the byway’s participants. The successful promotion of these popular features will also bring to light those which have been less publicized. For the purpose of establishing a tourism development plan, we will analyze those resources of the WNY Southtowns Scenic Byway with the greatest potential for attracting tourism.

Chestnut Ridge Park

A number of features that could be better utilized and promoted to attract tourism are located within Chestnut Ridge Park in the Town of Orchard Park. These include the toboggan slides, the Eternal Flame waterfall, the historic WPA era architecture, the distant view of Buffalo’s skyline and the disc-golf course. When interpreting and combining these features, the overall potential of the park for attracting tourism becomes obvious. It could be marketed as one of the recreational hubs of the scenic byway and included in tour packages, brochures or any other forms of promotional materials. In addition, the park’s many amenities could be enhanced by the formation of a not-for-profit park conservancy.
The Toboggan Slides
These unique structures provide a fun and family oriented winter activity. They have also brought about safety concerns in past years. It is important that the slides are made safe and kept well maintained by the Erie County Parks Department in order to accommodate and attract seasonal tourists.

A Regional Favorite
(The toboggan chutes of Chestnut Ridge have hosted family outings and field trips over the decades)

Eternal Flame Waterfall
The name itself sparks mental pictures of a wonderful natural phenomenon. The image of the falls could be greatly publicized in order to entice visitors to its mysterious presence. It is an identifying character of the park; therefore, it is important that trails to the falls are marked with directional signage, and that it is safely accessible to visitors.

WPA Era Architecture
The historic value of these building comes from a time when America was desperately trying to recover from the economic despair of the Great Depression. Buildings like the Chestnut Ridge casino were built as part of the Works Progress Administration, a program of FDR’s “New Deal” that was designed to spur economic activity. The rich history imbedded in the walls of the park’s vernacular architecture could be expressed through sculptures and monuments that provide visitors with inspiring and educational information. These buildings are well maintained by Erie County Parks Department and should be utilized by the Town of Orchard Park for events like the annual SantaLand celebration and food bank. In addition, they could be protected and funded by being listed on a National or State Historic Register.
**Disc Golf Course**

A newly emerging and unique sport that has been quickly gaining popularity throughout the nation is disc golf. The course at Chestnut Ridge Park (developed in 2001) is currently listed on the national PDGA directory as a difficult but "beautiful woods course." It holds the potential of bringing large tournament play to the park from both a regional and national group of golfers. The PDGA advertises courses and tournaments in international magazines and web pages.

**Buffalo Bills Football**

The four time AFC champions bring regional and national attention to the Town of Orchard Park, as well as the rest of the corridor. Some roads of the WNY Southtowns Scenic Byway are used by thousands of fans on every home game day – and Ralph Wilson Stadium is actually located on route 20A in the byway. Buffalo Bills football is a recreational quality that can be interpreted in a number of ways in relation to the WNY Southtowns Scenic Byway.

**Tailgating**

The tradition of Sunday afternoon tailgate parties has become a cultural phenomenon around the stadium – as well as throughout the entire region. The tailgate party should be utilized for its ability to bring about revenue to the byway while promoting a recreational theme. Game day bus parties could be included as a part of a byway tour package. In addition, bus parties between the stadium and the villages of the corridor could be organized and marketed as a safe and fun way for local fans to eat, drink and enjoy the game at a reasonable price.
Memorabilia Museum
The fans of the Buffalo Bills are quite possibly the most dedicated in the NFL, yet the area around Ralph Wilson Stadium only benefits from the team during a relatively short season. A “Buffalo Bills Hall of Fame” being established near the stadium would provide fans with a year round attraction. Visitors of the byway during the summer months would then be able to witness the area’s pride in their world famous NFL team, as part of a byway tour package.

The ‘Sunday Afternoon Widows’ Tour
Touring the many sites and attractions of the scenic byway could be an ideal activity for the wife of the Buffalo Bills fan who finds herself uninterested in professional football. Along with a football package that involves tailgating, tickets to the game and a tour of the Bill’s museum, a Sunday afternoon bus tour of the byway could be provided for the ‘Sunday Afternoon Widows’. This would be an excellent way to attract couples that might not share the exact same recreational interests.

Orchard Park Country Club
This fabulous 18-hole course was designed by the renowned pro-golfer/course designer Walter J. Travis. Its historical significance and landscaped beauty makes it an ideal destination for connoisseurs of unique and challenging courses; it would then be wise for the club to preserve the original Walter Travis features. In regards to the Orchard Park Country Club’s relationship with bringing tourism to the WNY Southtowns Scenic Byway, the value of the golf course could be interpreted in a couple different ways.

The Orchard Park Country Club Pro-Shop (The club also offers three different dining rooms, from casual to formal, which are open to the public for reservations or take-out.)
Professional Tournaments and Workshops
“The PGA of America is the largest working sports organization in the world, comprised of more than 28,000 dedicated men and women promoting the game of golf to everyone, everywhere.” As a historically designed golf course, the Orchard Park Country Club would serve well as a home to some of the smaller and more localized PGA of America tours. Tour packages for onlookers and enthusiasts of the game should be arranged to correspond with the club’s scheduling of these professional tournaments and workshops.

A Golf Course Tour (with Springville)
Though not as historically significant as the Orchard Park Country Club, the Springville Country Club is also one of the most naturally beautiful golf courses in WNY. The two courses together provide the byway visitor with thirty-six holes of amazing golf. A tour package that supports this theme could be promoted in golf magazines and on golf web-pages.

Links to Other Travis Courses
One of the main goals of the Walter J. Travis Society is to “promote competition among Travis clubs to develop a sense of camaraderie and kinship associated with the common characteristics, history, and traditions associated with Travis courses.” Therefore, a good relationship could be formed between the WNY Southtowns Scenic Byway and the Walter J. Travis Society in order to promote the Orchard Park Country Club. Other Travis courses include:

- Old Country Club in Flushing, NY
- Stafford Country Club in Stafford, NY
- Grover Cleveland Municipal Course in Buffalo, NY

The Quakers
This small and humble country home was and still is the place of worship for the Quakers of Orchard Park, yet as the sign by the front door reads, “All are Welcome”. It is questionable, though, whether the use of cameras might distract from the tone of services. Tours of the cemetery and meeting house would have to be authorized by the society and scheduled around times of worship.

The Quaker Meeting House has become a symbol of the town’s heritage.
Other Quaker Sites
The Town of Orchard Park, with its many historical buildings and seasonal traditions, is characterized by the strong presence of Quaker influence. There are a number of beautifully constructed homesteads, such as the Freeman and the Baker, as well as public meeting grounds, such as the Quaker Arts Pavilion, which illustrate the fine craftsmanship and strong sense of community that the Quakers exemplify. The WNY Southtowns Scenic Byway could include the Quakers in a tour package that gives visitors a taste of the cultural, historic and artistic significance of this humble group of worshipers.

Tourism Resources in the Town of Aurora (East Aurora)

The Roycroft Campus
The Elbert Hubbard Roycroft Campus is a National Historic Landmark located along South Grove Street in the Village of East Aurora. This complex of buildings was founded by Elbert Hubbard as a center for the Arts and Crafts Movement at the end of the 19th century. The campus employed skilled artisans of many different crafts – including bookbinding and furniture design. It also became a gathering place for notable artists, philosophers and authors.

It is currently being protected and maintained by the Roycroft Campus Corporation (founded in 1988 by Burt Flickinger Jr.). “The RCC seeks to preserve and promote the ideals, traditions, architectural legacy and business skills of Elbert Hubbard and the Roycrofters through the acquisition and restoration of the Roycroft Campus buildings and grounds, in a manner consistent with their National Historic Landmark status. RCC will manage a financially sustainable, not-for-profit organization to foster educational programs, encourage and support artisans, develop a compelling tourism plan, and provide economic benefits to the community.”
The Roycroft Inn
In 1995, the Roycroft Inn was fully restored and reopened by the group. While some of the other buildings are still being occupied by craftspeople, the campus, as a whole, remains underutilized. The historical and cultural value of the Roycroft Campus is a tourism magnet to a wide range of audiences. The visitor experience could be greatly enhanced by establishing ties between the Southtowns Scenic Byway and the Roycroft Campus Corporation.

A Working Relationship with the RCC
The intrinsic quality of the campus has been stated and restated. As the RCC has put forth, there needs to be “a compelling tourism plan” that benefits campus preservation, as well as the local business economy. It is imperative to the future of the Roycroft Campus that it is recognized for its cultural significance by a sufficient body of supporters. As the WNY Southtowns Scenic Byway includes the campus as an important component of its regional corridor plan, the RCC focuses its efforts directly on the campus grounds. A mutually beneficial relationship could be formed between these two groups through their cooperative support of one another.

The Roycroft Tour Package
The designation of the WNY Southtowns Scenic Byway will bring about new opportunities in tourism for the Roycroft Campus. A Roycroft tour/vacation package that allows the byway visitor a unique, historical and educational experience should be scheduled around the RCC supported workshops and open-houses. The tour should also include other historical and cultural attractions in the designated corridor. This vacation package could be marketed in popular architectural or arts and crafts magazines.
Other regional links to Elbert Hubbard and the campus include:

- The Hubbard Museum
- The Roycroft Bungalows
- The Roycroft Pavilion in Hamlin Park
- The Darwin Martin House in Buffalo
- The Graycliff Estates

Fisher Price Toys
The toy manufacturing company was founded in 1930 in the Village of East Aurora and has remained a defining character of the community. The company name is one of the most internationally well-known in toy design and production. Located on Girard Avenue within the village limits, the company headquarters is accompanied by the ToyTown USA Museum which is operated by a local community foundation. Another non-profit group that has based itself around the utilization of this popular local resource is Explore and More: a children’s museum on Gleed Avenue that is designed to spark “curiosity and imagination” in its young visitors. The Explore and More project has been funded in part by the Institute of Museum and Library Services and the New York State Council for the Arts.

Fun for All Ages
The Fisher Price Toy company is to the WNY Southtowns Scenic Byway in that it attracts a specific audience: children. If the WNY Southtowns Scenic Byway is to bring family tourism into the corridor, it must promote activities that will hold the attention of children. The ToyTown USA Museum and the Explore and More Museum are very capable of achieving this task. Tours of the Fisher Price campus and its accompanying museums and workshops could be included in one of the family based byway vacation packages.
Toy Collectors

The hobby of collecting toys is popular among many adults who seek the nostalgia of these vintage childhood relics. There are a number of websites, conventions and publications dedicated to this pastime. The Fisher Price headquarters and its museums are ideal locations for toy collectors to meet and visit, and the WNY Southtowns Scenic Byway could easily promote such events.

The Fisher Price Circus (A popular toy set of the 1960's)

The Millard Fillmore House

located at 24 Shearer Avenue, just north of route 20A, the country manor of the 13th president of the United States is listed on the National Register of Historic Places and has been converted into a museum. The remains of Millard Fillmore are buried in the relatively nearby Forest Lawn Cemetery in the City of Buffalo. The historical value of the byway could be enhanced by linking these significant places associated with the president, and promoting a theme that identifies Fillmore’s fondness for the region and his local contributions to the field of medicine. In addition, Millard Fillmore is lampooned as being one of the least known and least popular presidents. This humorous anecdote could be used to promote the house. For example, the ‘Who is Millard Fillmore Tour?’

Historic Signage (This directional sign is on Route 20A in East Aurora)

Tourism Resources in the Town of Boston

Hunting in the Boston Forest

Located off the Rice Rd. exit of the U.S.219, the Boston Forest sits on the western edge of the corridor and is adjacent to the Boston Valley Conservation Club. The club offers members use of the indoor gun range and outdoor hunting and skeet shooting. The forest is currently restricted for recreational use; therefore, any activities that were designated to the forest must work within the balance of the local ecosystem. For example, a commercial hunting lodge would support tourism while maintaining a good environmental relationship.
The whitetail deer populations in the rural and forested areas of Southern Erie County are immense. In addition, the successful return of the North American Wild Turkey to the region has brought the bird to sustainable levels for hunting, especially within heavily wooded locations. Another game animal that can be easily introduced into a localized WNY forest is the pheasant. Of course, it is extremely important that these game populations are well regulated and maintained by the Department of Conservation. There would have to be strict game warden enforcement of hunting safety standards. There is also the possible consideration of designating the land as archery only.

The Town of Boston, working with the NYSDEC and the WNY Southtowns Scenic Byway, could profit from supplying visitors with a first-class, guided hunting experience in the Boston Forest. For a reasonable price (i.e. lodging fees, grounds fees, parking fees, hunting supply sales and game meat processing) sportsmen can enjoy the natural beauty of the area and be practically guaranteed great hunting. This attraction could also be linked with the many opportunities for fishing throughout the byway.

**Agricultural Business**

The Town of Boston, like much of the scenic byway, holds many acres of rich agricultural soils. Small local farms, such as the Red Barrel Cider Mill, produce relatively small annual yields. Subsequently, they rely heavily on self-run roadside fruit and vegetable stands. These enterprises are important to the byway’s rural character and should be identified on a byway map and included in a tour package that promotes healthy living, open country air and fresh inexpensive produce. In addition, tours of livestock and dairy farms could be made available for visitors who are interested in these agricultural activities.

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**The Red Barrel Cider Mill**
(Located on Boston State Road, this sweet cider mill adheres to the area’s rural character.)

**Suburban Sprawl**
(Subdivisions have been emerging throughout the Town of Boston, threatening its scenic, rustic and agricultural quality.)
The Landon Brook Railroad Fill

One of the unique features of the Town of Boston is the Landon Brook railroad fill. It is a great example of the way early railroad engineering overcame natural obstacles when traversing the area's diverse landscape. A long tunnel is created by a concrete conduit, allowing the Landon Brook to flow beneath an immense earthen landfill (the largest in Erie County). At the base of the fill is a small swimming hole, a few feet deep, where the water of the brook pools beneath the end of the tunnel, as well as a grassy clearing that could be utilized as a picnic grounds. The fill itself is covered in an assortment of large hardwood and deciduous trees amongst moss covered paths that have been maintained by the Western New York Snowmobile Club of Boston. Atop the fill runs a wide ridge with a snowmobile path that is edged with heavy brush. The tracks of the old Buffalo and Susquehanna Railroad’s “scenic route” have been removed; it is now used as a pathway for hanging power lines and buried fiber optics.

The Landon Brook fill could be easily converted into a year-round, multi-use recreational ground in the Town of Boston. Activities could include hiking, swimming, picnicking, snowshoeing and snowmobiling. Improvements could involve constructing a pavilion, enhancing tunnel aesthetics, deepening the swim hole, protecting water quality, displaying a trails map and presenting better signage that illustrates the historical value of the location. Its water features, its historical value and its connectivity to a wide network of multi-use trails could be marketed to a number of byway visitors. The Landon Brook fill could also be linked by trail with the Scoby Dam in Springville and promoted as a WNY Southtowns Scenic Byway recreational tour of early American ingenuity.
Tourism Resources in the Town of Colden

Downhill Skiing
The well maintained slopes that twist and turn down the western facing hills of the Cazenovia Creek valley have been providing Western New Yorkers with some of the best downhill skiing and snowboarding in the region. Kissing Bridge, Tamarack and the Buffalo Ski Club are all located on rt. 240 in the Town of Colden. In addition, the Colden Tubing Company at Kissing Bridge provides non-skiers and families the opportunity to enjoy a less difficult downhill winter activity.

When driving down route 240 in the Town of Colden, it becomes apparent that not only ski resorts, but ski and snowboard shops are also a major part of the local business economy. There are approximately four of these shops in the corridor that rely on the seasonal traffic from Kissing Bridge, Tamarack and the Buffalo Ski Club. This section of route 240 could be marketed as a centerpiece for the WNY Southtowns Scenic Byway’s winter activities. The potential of these ski resorts for attracting seasonal tourism is huge, especially when marketed together as combined features of the WNY Southtowns Scenic Byway. A cross country skiing trail could be established along the old railway that connects the slopes. Also, a link between the tobogganing slides at Chestnut Ridge Park and the Colden Tubing Co. could be created in a byway tour package that promotes wintertime family fun.

Off Season Chairlift Rides
The chairlifts at Kissing Bridge and the Buffalo Ski Club give riders a stunning view of the region’s rolling hills and naturally carved landscape. Unfortunately, this viewshed is only available during the winter months when the slaloms are open and the lifts are running. Operating the chairlifts in the summer months would offer visitors a unique vantage point for viewing the local flora and fauna. The two resorts could be linked by a hike or bike ride down the unused Buffalo, Rochester and Pittsburgh railroad, or a bus ride down route 240. This activity is also one that would be attractive to children, which is important for bringing family tourism to the byway.
VIII. Tourism Development Plan

Cazenovia Creek Fishing
There are many locations along rt. 240 in Colden that offer fishermen easy access to the low banks of the Cazenovia Creek. Stocking the creek with a fishable species, such as brown and brook trout, would attract anglers to this main stretch of the scenic byway. Further discussion with the DEC is needed to find out more about fishing in the Cazenovia Creek. If it does become stocked, this section of the creek could be included in a byway fishing tour with the Eighteen Mile and Cattaraugus Creeks.

A Creek Walk
Designing traversable paths and footbridges along the western branch of the Cazenovia Creek, as well as enhancing and protecting the creek's access points, would bring about an increase in many types of byway visitors (i.e. hikers, anglers, birdwatchers). This would especially work well in the four mile stretch between the hamlets of Colden and West Falls, where the creek is so easily accessible by Rt. 240. The creek walk could be incorporated into the path of the nearby Buffalo, Rochester and Pittsburgh Railway. Activities, such as the Cazenovia Creek walk could be included in a byway tour package that promotes physical fitness within a naturally beautiful arena.

A Rustic Atmosphere
The hamlet of Colden is quite distinguishable from others in the corridor. It offers its visitors a uniquely rustic atmosphere with country antique stores, and a cascading roadside waterfall. The infrastructure of the hamlet is also unique in that it is almost completely composed of bridges. For example, the Colden Mill Restaurant sits at the intersection of two bridges (rt. 240 and Heath Rd.). This restaurant gives its customers a scenic view to the taste of home-style cooking. The hamlet of Colden could be linked with the other hamlets of rt. 240 (i.e. West Falls and Glenwood) in a tour package of the byway’s ‘hidden away’ rustic hamlets, country stores and restaurants.
The BRP Rails to Trails

The hamlets of West Falls, Colden and Glenwood, which sit along Route 240, are also connected by the unused tracks of the old Buffalo, Rochester and Pittsburgh Railroad. This path, like that of the Buffalo and Susquehanna Railroad in Boston, provides hikers or bicyclists with a beautiful display of the area’s history, scenic beauty, and biodiversity. Some local residents already utilize the railroads for walking their dogs or afternoon strolls, yet there are some sections of the path that are severely overgrown.

The existing tracks would have to be mostly removed and converted into a pathway made of easily traversable material (i.e. stone, brick or pavement). Sections of the path which run directly adjacent to Route 240 should be buffered from traffic using barriers that adhere to the area’s rural character. Signage is needed at locations where the pathway crosses Route 240 to alert pedestrians, cyclists, and drivers of each others’ presence. There are also a number of small bridges on the railroad where railings would be needed. Many portions of the old railroad run across private land which residents or businesses have adopted into the landscape of their property. These citizens could work with the initiative to enhance their section of the railroad to provide visitors with a more scenic and hospitable experience. Events such as rails to trails garden walks and contests could create a greater regional sense of community while promoting the use of the old path of the Buffalo, Rochester and Pittsburgh Railroad.

Funding for establishing and maintaining a rails-to-trails project can be obtained through a number of available federal and state greenway initiative grants. A large number of rails-to-trails initiatives have been successfully implemented within abandoned railroad rights-of-way in New York State, as well as all over the country. Rails-to-trails projects are also promoted in many outdoor, ecotourism and environmental publications.
Tourism Resources in the Town of Concord (Springville)

Scoby Dam Park
The newest of Erie County parks, Scoby Dam Park offers visitors a portrait of the past to the backdrop of the scenic Cattaraugus Creek valley. The park is accessible by Scoby Hill Road, which extends west off the U.S. 219 and winds down the steep banks of the Cattaraugus Creek, giving drivers an open view of the valley. There is limited parking available at the road's dead end, and there are only three picnic tables, yet the intrinsic qualities of the grounds hold the potential for creating a first-class park. The park could be marketed as a destination for picnicking, hiking, canoeing and rafting, fishing, swimming and exploring early American engineering.

The Scoby Dam Park could be linked with other parks, forested areas, fishing locations and local engineering marvels. It is an ideal place for photography and offers diverse scenery, depending on the season and the swell of the creek. It is also ideal for fishing, due to the nearby stocking point with the dam blocking further upstream migration of steelhead and salmon during the autumn and spring seasons. Schools of these large and edible fish gather together in the pools and rapids below the Scoby Dam, making the probability excellent for reeling in a big one.
There are currently a couple of small fishing guide outfits, such as the Cattaraugus Creek Outfitters, that provide anglers with creek-side lodging and guided tours of the best steelhead and salmon fishing spots on the Cattaraugus and Eighteen Mile Creeks, as well as some other creeks outside the byway. These guides could be integrated into a network of regional fishing spots that promotes the great fishing that is available throughout Western New York, including within the Southtowns Scenic Byway and especially in Scoby Dam Park. With the help of local professional anglers, these links between Scoby Dam and the many other regional fishing hot-spots should be established.

**Agri-tourism**

Traveling south on route 240 in the Town of Concord, large farms line the road and offer an open panorama of green fields outlined by forest walls, old barns and shiny greenhouses, John Deere tractors and horse drawn plows. These lands have been turned and harvested since the first settlers came to Concord.

It is important that the practice of good farming is upheld by future generations. Small children, especially, are often thoroughly intrigued by farm animals and tractors. A program that provides school-children with tours of these agricultural complexes could be organized between regional schools, local farmers and the WNY Southtowns Scenic Byway.

A byway tour package could also be established that links all the farms and greenhouses of the byway. A bus tour that promotes the importance and scenic beauty of the Southtowns agricultural resources would be attractive to a wide range of visitors.
VIII. Tourism Development Plan

The Springville Country Club
As stated earlier, there are a number of superb golf courses along the byway. Springville Country Club and the Orchard Park Country Club are considered the best, and these courses could be paired to provide byway visitors with 36 holes of great golf. Tournaments, sponsored by the WNY Southtowns Scenic Byway, could bring in a number of dedicated amateurs who could spend the weekend between these two well groomed courses. Also, professional tournaments and workshops by the PDGA of America could be offered to golf students and spectators in a scheduled byway tour package.

Pop Warner
Fans of college football know the name Glen ‘Pop’ Warner as one of the greatest coaches and innovators in the game. In addition to being the namesake of the Pop Warner Youth Football League, he is featured in the College Football Hall of Fame and is the pride of many Springville sports fans. The Pop Warner Museum is located on Rt. 240 near Genesee Rd. and is full of memorabilia celebrating the great coach. The museum is also home to the Town of Concord Historical Society. In addition, a new restaurant, called Pop’s Sports Bar and Grill, is located where the BRP railroad meets Route 39. It is a very clean, modern and well designed establishment whose menu includes many regional favorites, such as chicken wings and beef on weck.

Both the Pop Warner museum and the restaurant illustrate the regions view of football as an important American pastime. Though there is currently no Buffalo Bills museum that could be linked with the Pop Warner museum, the prospect of this happening is probable. Other links to the Warner museum and restaurant could be included in the football tour package that was discussed earlier in the Town of Orchard Park.
The WNY Southtowns Scenic Byway includes a number of features that are capable of being linked with one another. Many of these connections have already been identified in the previous text. By creating a series of themed tour packages that combine the region’s related attractions, significant features of the byway can benefit from one another, subsequently improving the tourism of the entire region. Brochures and advertisements for these tour packages could be marketed at other related attractions that are located outside the byway.

Regionally, cooperative tourism advertising will reap benefits as well. A tourism package that included tours of Zoar Valley, Scoby Dam Park and the Eternal Flame Waterfall would work well at Letchworth State Park in nearby Genesee County or on Goat Island at Niagara Falls. A winter sports tour package that included Kissing Bridge, Tamarack, the Buffalo Ski Club, and the toboggan slides of Chestnut Ridge, would reach the right audiences at nearby Holiday Valley resort in Ellicottville or Cockaigne ski slopes in Chautauqua County. Mutually beneficial relationships should be formed with these other regional attractions in order to preserve their value as a promotional resource.

Provided below are just a few examples of links among related byway attractions. Many of these areas of interest can be easily crossed or connected with one another. For example, a tourism package for sportsmen (i.e. anglers and hunters) could be linked with a package for football fans. Different types of interests can also be grouped under a specific theme; for instance, a package that promotes physical fitness could include bicycling, hiking the old railways and canoeing at Scoby Dam Park. There are many possibilities that could arise through the creative interpretation of available resources.

**Sportsmen Tourism Package**
- Fishing in Zoar Valley
- Fishing at Scoby Dam Park
- Fishing in 18 Mile Creek
- Fishing in Cazenovia Creek
- Hunting/Lodging in Boston Forest

**Sports Fan Tourism Package**
- Attending a Buffalo Bills Game
- Bus Party Tailgating (w/local food)
- Buffalo Bills Museum
- Pop Warner Museum
- Dinner at Pops Sports Bar and Grill

**Summer Hiking Tourism Package**
- Chestnut Ridge Park
- Knox Farm State Park
- Boston Forest
- The BRP Rails to Trails
- The Cazenovia Creek Walk
- Scoby Dam Park
- Sinking Ponds Nature Preserve
- Zoar Valley
- Colden Lakes Resort

**Byway Heritage Tourism Package**
- The Quaker Meeting House and Homesteads
- The Roycroft Campus
- The Elbert Hubbard Museum
- The Patchin Church
- The Millard Fillmore House
- The Orchard Park Depot
- The Springville Depot
- The Scoby Dam and Power Plant
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**Winter Activities Tourism Package**
- Chestnut Ridge Toboggan Slides
- Kissing Bridge Ski Slopes
- Tamarack Ski Slopes
- The Buffalo Ski Club
- The Colden Tubing Co.
- XC Skiing the BRP Railway
- Shopping at Ski Shops along rt. 240
- Snowmobiling in County Forests
- Snowshoeing in County Forests
- XC Skiing in County Forests

**Agri-tourism Package**
- Orchard Park Farmers market
- East Aurora Farmers Market
- Saville Farms
- Boldt’s Evergreen Farm
- Buckwheat’s Greenhouses
- Arden Organic Farm
- Dweibel’s Farm
- Fleece Meadow Farm
- Red Barrel Cider Mill
- Wateman’s Greenhouses
- Wendel’s Poultry Farm
- Harvey’s Farm Market
- Genter Auction and Market

**D. Overall Theme—Heritage to the Hills**

A theme that combines the different aspects of the byway should be used to promote and identify the regions intrinsic qualities. The WNY Southtowns Scenic Byway holds a rich history within its natural landscape of rolling hills, running streams and open agricultural fields. The theme “Heritage to the Hills” paints a mental picture that is accurate to the byway experience. Signage (Section XII) that identifies the many destinations within the byway should be used in conjunction with the slogan.