

# National Scenic Byways Program Project Summary 2011

This application must be completed online at [www.newmexico.org](http://www.newmexico.org) and submitted in printed form.

## Project Category

*Which category best describes the location of this project? (check the applicable category)*

Project that is associated with a highway that has been designated as a National Scenic Byway, All-American Road, or one of America's Byways.

Project along a State or Indian Tribe Scenic Byway that is carried out to make the Byway eligible for designation as National Scenic Byway, an All-American Road, or one of America's Byways.

Project that is associated with the development of a State or Indian Tribe Scenic Byway program.

Project along a State or Indian Tribe Scenic Byway.

*Choose from the following categories of eligible work the type that best fits your project.*

Byway Programs

Corridor Management

Safety Improvements

Byway Facilities

Access to Recreation

Resource Protection

Interpretive Information

Marketing

*Is this application a resubmission of an unfunded project from a previous year?*

Yes

No

## **Project Location**

State(s) involved in project.

New Mexico

Indicate the Byway's regional location within the State. Reference prominent landmarks such as parallel major highways, national features, counties, or large cities, that make the Byway(s) easy to locate in a road atlas.

La Frontera del Llano is located on State Highway 39 and begins at the intersection of State Highway 56 in Colfax County and extending 94 miles to Logan. The Santa Fe Trail is visible as you travel on Highway 56. Once on Highway 39 going south, you will see signs by the US Forest Service for the Kiowa National Grasslands. You encounter the small community of Mills, named for Melvin W. Mills, rancher, entrepreneur, and Territorial legislator. A sign directs travelers west to the Mills Canyon Campground. The first 6 miles are relatively flat, but don't go farther without a vehicle with high clearance. The road dips down into the Canadian River canyon and becomes narrow and rocky. The campground sits at the site of Orchard Ranch. In the 1880s, Mills built a hotel down here and planted a dozen miles of riverfront with thousands of fruit trees, grapes, melons, and other produce. The river flooded though and wiped out the entire enterprise. All that remains today are the stone shells of a couple of buildings.

Ten miles south of Mills, sits the quiet ranching town of Roy. A railway was constructed through here in 1906, to link Tucumcari to Dawson. The town was the central shipping point of area crops, cream, and eggs, until the Dust Bowl shut down most farming about 3 decades later. Dry ice was produced here in that same era because the town sits over the huge Bravo Dome carbon dioxide field. Buildings from more than a century ago, including the red brick Floersheim Mercantile, still line the main streets today. Ironically, Western swing musician and songwriter Bob Wills was living in Roy at the time he wrote the iconic Texas tune "San Antonio Rose." He was a barber by day and played at the local dance hall at night.

Continue 19 miles and you will arrive in the county seat of Mosquero where historic memories are stirred by views of Bell Mountain, the Goodnight-Loving Cattle Trails, and today's working cattle ranches and the County Courthouse.

A number of small mission churches dot the byway. One of the oldest and beautiful of is the Sacred Heart of Jesus in Bueyeros (place of the oxen drivers), 18 miles from NM 39. The stone church, dating to 1894, was constructed in French style, unusual for its era. It features turquoise trim and a copper steeple, and the wall behind the altar is painted to resemble stained glass. Another historic and beautiful mission church is at Gallegos, right along Hwy 39. It's rich history dates back to the 1800's also. This and the other churches along the route are kept locked but nearby neighbors have the keys.

Briefly describe the project's location(s) on the Byway using references to route numbers, Byway gateway communities, project location communities and landmarks so any reviewer can identify the project sites.

A new brochure will have beautiful pictures of the fabulous landscape scenes, historic mission churches and views of the national grasslands of Mills Canyon, the frontier landscapes of our western heritage as well as other attractions for the Byway traveler.

### **Associated Byways**

Other connecting Byways are in Colfax & Union County – Dry Cimarron Scenic Byway and the Santa Fe Trail Scenic Byway. The Enchanted Circle Scenic Byway is also close by in Colfax & Taos County. Nearby Guadalupe and San Miguel Counties will take you to the Mesalands Scenic Byway.

State            New Mexico

Byway Name    La Frontera del Llano

Is this project consistent with the Corridor Management Plan(s) for the Byway(s) involved?

Yes X

No / CMP is in the process of being completed.

### **Congressional Districts**

State    Clinton Harden

District    Dennis Roch

Representative (at time of application)    Rep. Ben R. Lujan

## **Abstract**

### **Project Description**

This project will enable us to print brochures that would be professionally printed with pictures, mapping and informative information for places to visit in Harding County as well as contact information for places to stay, recreate and eating establishments, which will give the Byway traveler all they will need to make plans to visit our Byway's attractions.

### **Byway Benefits**

This project benefits the Byway traveler so they will be able to plan their travels and make plans ahead of time of what they would like to see and where there could stay. The mapping information will show how they can optimize their travel experience by seeing how they can visit all of our neighboring Byways in Quay, Union and Colfax Counties.

## **Narrative**

### **Project Summary**

Presently, we have a beautiful brochure that was printed about three years ago with contact information for our businesses, including places to stay and places to dine but some of the information is outdated so we would like to print a new brochure with new pictures and the correct information so that all Byway travelers will have the opportunities to enjoy all of the wonderful sites in our wide open spaces, beautiful landscapes, historic missionary churches, Mills Canyon and other historic sites.

The brochures will be distributed throughout the state and visitor centers as well as promoted at our local business establishments and neighboring visitors sites.

### **Benefit to Byway Traveler**

Attractively printed brochures with vivid color pictures and a very good map will illustrate vividly to the Byway traveler of all the sites that would attract them to come and explore and see for themselves all of the beauty on and around our Byway. We highlight in the corridor management plan the opportunity for the Byway traveler to enjoy all of the attractions of our Byway but also how they can connect and travel to the Byways in our neighboring Counties of Quay- Route 66, Union & Colfax- Santa Fe Trail Byways.

## **Prior Projects**

Describe any relationship between this project and previously funded National Scenic Byways Program grant projects. In addition, discuss how the proposed work relates to any multi-year work plan byway leaders have developed.

The printing of new brochures for our Byway will fit with our marketing plan in our Corridor Management Plan. With our small rural area, those involved in our scenic byway planning committee as well as County and Village elected officials and the local Economic Development Board have been focused on what we can do to make insure success of our promotion of our Byway and our County. We are committed to pursuing funding for advertising so that travelers will not miss the opportunity to visit our beautiful area. We have been applying since being designated a Byway in 2002. We currently have an application pending for Interpretive Information and are anxious to get started with installing kiosks on our Byway, which will have mapping as well as points of interest information but we need these brochures in addition to this form of information for the Byway traveler.

## **Project Coordinator**

Please provide contact information for a person responsible for this project.

Name: Barbara Shaw

Title: Scenic Byway Coordinator

Organization: Harding County

Address: P. O. Box 1002, Mosquero, NM 87733

Phone: (575) 673-2301

Fax: (575) 673-2922

Email: [hardingdc@plateautel.net](mailto:hardingdc@plateautel.net) or [hardingcocomm@plateautel.net](mailto:hardingcocomm@plateautel.net)

## **Work Plan**

(award date of funds estimated to be September 1, 2011)

<b>Milestone/Task</b>	<b>Contact Printer Companies</b>
<b>Start Date</b>	<b>September, 2011</b>
<b>Duration</b>	<b>Two weeks</b>
<b>Responsible Party</b>	<b>Harding County Scenic Byway Committee</b>
<b>Justification</b>	<b>To ensure best possible prices</b>
<b>Milestone/Task</b>	<b>Award bid for brochure</b>
<b>Start Date</b>	<b>As soon funds are available</b>
<b>Duration</b>	<b>Will work with printer deadlines</b>
<b>Responsible Party</b>	<b>Harding County Scenic Byway Committee</b>
<b>Justification</b>	<b>To insure a good final product</b>
<b>Milestone/Task</b>	<b>Receive &amp; Distribute Brochures</b>
<b>Start Date</b>	<b>As soon as received</b>
<b>Duration</b>	<b>Every opportunity will be distributed</b>
<b>Responsible Party</b>	<b>Harding County Byway committee and businesses</b>
<b>Justification</b>	<b>To get brochures distributed at travel centers, hotels, businesses for Byway travelers</b>

## **Budget**

<b>Line Item #1</b>	<b>\$2600</b>
<b>Description</b>	<b>printing and shipping</b>
<b>Total Cost</b>	<b>\$2600</b>
<b>Requested</b>	<b>\$2600</b>
<b>Match</b>	<b>260 (10%)</b>

## **Matching Funds**

<b>Source</b>	<b>Harding County</b>
<b>Type</b>	<b>Marketing</b>
<b>Description</b>	<b>Brochures</b>
<b>Amount</b>	<b>\$260</b>

<b>Type</b>	
<b>Description</b>	
<b>Amount</b>	
<b>Total</b>	<b>\$2,600.00</b>

## **Funding Allocation**

Do the Byways involved in the project cross any Federal Lands? (Check all that apply)

Bureau of Indian Affairs

Bureau of Land Management

Fish and Wildlife Service

National Park Service

USDA Forest Service

If this project is selected for funding, please indicate your preference for carrying out the project (check one):

FHWA allocates the funds for the project to the State DOT

FHWA allocates the funds for the project to one of the Federal Land Management agencies marked above (provide contact information below)

FHWA allocates the funds for the projects to an Indian Tribe or tribal government (provide contact information below)

If funding should be allocated to a Federal Land Management agency or Indian tribal organization, please provide contact information for that organization:

Name:

Title:

Organization:

Address

Phone:

Fax:

Email:

## **Application Checklist**

The following statements are for informative purposes. Please read and check each statement.

I understand that this is a reimbursement program – funds are not available up front. X

I have reviewed and responded to the Complete Application statements as outlined in the Grants Guidance. X

I have been in touch with the State Scenic Byways Coordinator and have responded to recommendations or requirements of the State. X

I have verified with the State Scenic Byways Coordinator that this proposed project can receive authorization to proceed from the State and FHWA Division before the end of the fiscal year for which the application is made. X

## **Attachments**

List all attachments None at this time

## **Signatures**

### **Application Completeness**

I certify that this application is complete and correct and is eligible for National Scenic Byways funding. (This should be completed by the State Scenic Byways Coordinator.)

Please print name:

Signature:

Title:

Date:

### **Matching Funds Certification**

I certify that the matching funds for this project are available for use at the time of application. (This should be completed by the Fiscal Agent for the project.)

Please print name: Barbara Shaw

Signature:

Title: Byway Grant Administrator

Date: October 28, 2010

