



Tourism and Traveler Services

*Postcard of the Eastern Summit
c. 1934. Courtesy of Stanley Brown.*



The Mohawk Trail was officially opened as an auto-touring route with great fanfare at a dedication held on October 22, 1914 at the Whitcomb Summit. According to an article in *The North Adams Transcript*, approximately 300 automobiles and 1,800 people attended the ceremony.

The Mohawk Trail transformed the very rural character of communities like Shelburne, Charlemont and Florida into commercial stopovers and tourist destinations. In a 1937 article written in the local *Transcript*, Mrs. Jerome Brown noted that the building of this modern road changed “the ways of life in the little town [Florida] completely.” For one thing it was now less difficult to get out of the town in the winter. In her almost 50 years of living in Florida, the Mohawk Trail was the “biggest thing that had happened to the Town.” (*Transcript*, 1937).

There are many shops and tourist attractions located along the Byway that date back to the early years of the automobile-touring era, when souvenir shops and motel cottages dotted the roadside. It is believed first souvenir shop built on the Byway was at Whitcomb Summit in 1914, and the original motel cabins there were built by 1915. The shop at Whitcomb Summit is gone now, but the Wigwam Shop on the Western Summit has been selling souvenirs since 1916. By the mid-1920s several other shops, tourist

cabins, and restaurants were well established including the Longview Gift Shop (1922) in Greenfield, the Sweetheart Tea House (1922) in Shelburne, and the gift shops at the Eastern and Western Summits (1925) (Krim, 2001).

Tourist oriented businesses thrived, despite the fact that the road was closed during the winter months until the early 1930s, when snow-plowing machinery was purchased by the town of Florida and used to overcome the deep snow and harsh conditions of the

Hoosic Mountains. Prior to the use of this more modern plowing equipment (a “crawler” tractor with a plow attachment) the road was shoveled by hand, and often meant that the road was impassible for a few days.

According to the Mohawk Trail Early Automobile Corridor Preliminary Survey Plan, completed by the Massachusetts Historical Commission in 2001, the number of auto tourism-oriented businesses along the Byway grew during the 1950s and the 1960s. During this time, a significant number of tourist gift shops were established including the Mohawk Trading Post (1952) in Shelburne, the Big Indian (1954) in Charlemont and the Look-out Tower at Longview (1952) in Greenfield. Also notable from this period were a number of restaurants including the Duck Pond (1955) in Shelburne, Gould’s Sugar House (1958) in Shelburne, the Golden Eagle (1960) located at the Hairpin Turn in Clarkburg and the Howard Johnson’s (1963) with its original neon sign located at the rotary in Greenfield. This era was the hayday of auto tourism along the Mohawk Trail, especially during the fall foliage season. Local residents vividly remember when the traffic was stop-and-go and bumper-to-bumper for over four miles in North Adams, backed up between the Western Summit and the Eagle Street intersection in the center of the city.

Today, tourism along the Mohawk Trail remains an important component of the local economy, but the number of cars and tourists are not as prevalent as they were in the 1940s and 50s. Many of the traditional tourist businesses are gone, and the surviving businesses are struggling to remain open. The motel cabins and souvenir shops that once made the Mohawk Trail a destination gradually fell out of favor with modern tourists. Some of the businesses are now only open during the most prosperous seasons of



Children pose on the Hail to the Sunrise statue, 1940.

summer and fall, closing for the winter and spring. The communities in which the remaining businesses are located are interested in recreating the Trail as a year-round destination.

There are however many cultural, historical, scenic, natural, recreational and commercial resources that continue to attract visitors to the area. Travelers along the Byway experience the diverse landscape of mountains, river valleys, rural farmland and forests along the way. The Byway traveler also experiences a number of small New England towns, with histories rooted in industry. This diversity of the tourist resources adds depth to the Byway’s story and its appeal as a destination for visitors. The Mohawk Trail Scenic Byway is a valuable asset to the greater Franklin and Berkshire County regions and an important part of the local economy. Local revenues raised from tourism represent an existing and

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Auto tourism in rural Byway communities has declined from the heyday of the 1940s-50s.



Souvenir shop on the Eastern Summit, 2002.

potential economic resources for the residents and businesses of the region.

The goal of this chapter of the Corridor Management Plan is to provide information on existing services, resources, and assets available to the Byway traveler; to identify any unmet needs or issues; and to proposed recommendations to address the issues identified. This chapter contains a detailed inventory of the existing services available to the Byway traveler, including the locations of visitor centers, the names and contact information for agencies and organizations currently providing assistance to visitors and other sources of traveler information including publications, brochures and websites. An inventory of restaurants and hotels is included in Appendix 8A in order to assess the facilities currently available and document unmet needs. A summary of statistics available for the levels of visitation to the area is also included in this chapter. In addition, a summary of the diversity of the tourist-related attractions and assets within the Byway study area. The topics include cultural, historical, natural, scenic, recreational and commercial resources. However, most of these resources are discussed at length in other chapters of

the report. In these cases references are made to the appropriate chapter. Topics that are not covered in other chapters of the report will be discussed in detail in this chapter.

Tourist Information Center and Resources

A number of sources of tourism related information currently exist for the Mohawk Trail Scenic Byway including: offices or roadside booths maintained by regional or local chambers of commerce; brochures available at businesses or tourist related sites along the byway or mailed upon request; and websites maintained by the tourism bureaus and business associations.

The following organizations maintain offices that provide information to area visitors:

Mohawk Trail Association & Franklin County Chamber of Commerce

Maintain and staff an information center located on Miner Street near the rotary at Interstate 91 Exit 26 in Greenfield.

Shelburne Falls Visitor Information Center

Located at 75 Bridge Street in Shelburne Falls (413-625-2544)

Berkshire Chamber Tourist Information Booth

Located on the Mohawk Trail just east of the intersection of Route 2 and Route 8 in the Windsor Mill complex.

Berkshire Chamber of Commerce

Located at 57 Main Street, North Adams, this Chamber represents the interests of several communities in northern Berkshire County. (413-499-4000)

Williamstown Chamber of Commerce Information Booth

Located at the intersection of Routes 2 & 7 in Williamstown, this booth is open year-round (413-458-4922).

Other Sources of Written Tourist Information and Websites

The following are sources of tourist brochures, publications or websites available to the public upon request.

Department of Environmental Management

<http://state.ma.us/dem/>

Greenfield Business Association

395 Main Street
Greenfield, MA 01301
413-774-2791

Franklin County Chamber of Commerce

395 Main Street in Greenfield
413-773-5463
<http://www.co.franklin.ma.us>

Shelburne Falls Area Business Association

Shelburne Falls, MA 01370
413-625-2544
<http://www.shelburnefalls.com>
The Shelburne Falls Area Business Association published numerous brochures with tourism related resource information.

Mohawk Trail Association

Post Office Box 2031
Charlemont, MA 01339
www.mohawktrail.com
The Mohawk Trail Association produces a comprehensive brochure about the Byway, its history and attractions that is widely available. The Association's website, www.mohawktrail.com, is also an excellent resource and it is linked to several other tourism oriented websites.

The Advocate's Guide to the Northern Berkshires

The Berkshire Advocate
87 Marshall Street
North Adams, MA 0126
413-664-6900

Northern Berkshire Chamber of Commerce

57 Main Street



The Whitcomb Motel and Restaurant with viewing tower, 2002.

North Adams, MA
413-63-3735
<http://www.berkshirechamber.com/>

See The Berkshires Magazine

Post Office Box 30
46 Howland Avenue
Adams, MA 01220
800-683-0010 Ext. 165
<http://www.berkshires.com>
This is a free comprehensive visitors guide to the Berkshires & surrounding areas. The guide contains maps, dining, attractions, calendar, lodging, shopping and seasonal editorial.

Williamstown Chamber of Commerce

Post Office Box 357
Williamstown, MA 01267
413-458-9077

Many of the tourist information offices are open during regular business hours from 9 a.m. to 5 p.m. on Monday through Friday, while some of the information centers are also open on weekends during the busier summer and fall tourist seasons. There are limited informational kiosks, which provide information to Byway travelers outside of these normal business

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The Mohawk Trail Association, a private association of tourist businesses, operates on a limited budget, and its state funding sources are threatened.

hours. The existing kiosks include the one that is maintained by the Deerfield River Watershed Association at the Shunpike Picnic Area in Charlemont. Therefore, very limited assistance is available to tourist traveling along the Byway in the early morning or late evening hours.

Local officials and business owners have suggested the installation of informational kiosks at key locations along the Byway as a solution to provide additional guidance to travelers. A system of kiosks has been installed on Route 7 in Lanesborough along other main artery roads in Western Massachusetts, which have been praised as a good model. These kiosks have a location map and a picnic table, sheltered from rain and snow under a pavilion. Informational kiosks provide an opportunity to display basic tourist information and supply an area for travelers to pull off of the road for a break. In some locations the proposed kiosks could also serve as resources for recreational facilities such as canoe/kayak put-in areas.

Officials in the town of Florida are in the process of acquiring a small parcel of land at the intersection of Route 2 and Central Shaft Road, which is the northern gateway to Savoy Mountain State Forest. This site could host a kiosk to provide round-the-clock brochures and other information to travelers in this rural area.

In addition, an Intelligent Transportation Systems (ITS) project is underway along Route 2 from Leominster to the New York State border. Congressman John Olver secured \$1 million in Federal Intelligent Transportation System (ITS) funding to develop and implement a travelers information system for the Mohawk Trail (Route 2). The goal of the Federal ITS program is to implement innovative, technologically advanced and integrated improvements to the transportation infrastructure in order to improve safety, enhance mobility, and

reduce congestion. The Route 2 traveler information system project is intended to provide tourists, travelers and commercial vehicles with information on local attractions, the availability of services along the corridor, as well as updated information on traffic and weather conditions on Route 2 and Interstate 91. The Route 2 traveler information system is intended to increase tourism and enhance motorist safety through the provision of better information to travelers. The system will be accessible on the Internet for advanced trip planning, and also at the kiosks along the route. A project scope of work is currently being developed.

Services Available to the Byway Traveler

Lodging Inventory

There are approximately 18 lodging establishments in the Franklin County section of the Mohawk Trail Scenic Byway. These establishments vary in type from hotels, inns and guest-houses to camping facilities. According to an informal inventory completed in April 2002, there were four hotel/motels and one bed and breakfast in Greenfield; five bed and breakfasts in Shelburne; one bed and breakfast in Buckland; and three bed and breakfasts, one inn, two motels, two private campgrounds and one establishment that rents guest cottages located in Charlemont.

The Shelburne Falls Area Business Association estimates that there are approximately 50 Bed and Breakfast rooms, 70 motel/hotels rooms, approximately 200 private camping spaces and 100 state park spaces available in the Byway region (between Shelburne and Rowe). The Franklin County Chamber of Commerce estimates that there are 625 hotel rooms available in Franklin County, which

includes an area that extends beyond the Byway corridor itself.

There are also a variety of lodging establishments in the Berkshire County section of the Byway. These establishments also vary in type. According to a survey completed in April 2002, most of the hotels and motels were located within the communities of North Adams and Williamstown. There were nine bed and breakfasts, two inns and twelve hotel/motels located in Williamstown. There are two bed and breakfasts, three hotel/motels, one inn and one campground located in North Adams. The town of Florida has one bed and breakfast and one hotel/motel. The complete listing of lodging facilities in the communities of the Byway are listed in Appendix 8A.

In addition to the facilities list above, accommodations are available at state forests such as Mohawk Trail State Forest and the Savoy Mountain State Forest, as well as public and private camping areas. These detailed in the Recreational Resources section of this report.

The lack of sufficient accommodations during the peak periods has been expressed as a concern during the Byway Advisory Committee meetings. The major problem is that visitors often come to the area without advance reservations and it is often very difficult for them to find a place to stay. The Franklin County Chamber and the Berkshire Visitor Bureau maintain lists of lodging establishments with availability on any given date and are open during regular businesses hours and Saturdays. Problems occur when the visitors are midway along the Byway looking for accommodation during the peak times because there are a relatively small number of rooms available to begin with.

Restaurant Inventory

Greenfield has the largest number of restaurants of the towns along the

Franklin County section of the Byway. According to an informal survey completed during the development of the Corridor Management Plan, there are approximately 35 restaurants in Greenfield located on the Byway or within a short drive of the Byway. These restaurants range in type from fast food, family sit-down, brew-pub to health food deli. There were ten restaurants located in Shelburne, two in Buckland and five in Charlemont. This inventory includes a number of restaurants located in Shelburne Falls that cater to visitors to the area who are interested in enjoying lunch or dinner.

There is only one restaurant in Florida and one in Clarksburg. North Adams has an abundance of restaurant choices with over forty establishments and Williamstown has over thirty establishments. The complete inventory of eating establishments within the Scenic Byway communities is found in Appendix 8A.

Restroom Facilities

There are few public restrooms along the 41-mile stretch of the Byway. There are public restrooms at the Shelburne Falls Area Business Association information center. In Buckland and in Shelburne there is a problem with the public restrooms being used as changing rooms. There had traditionally been Sani-can restroom facilities placed at the Shunpike in Charlemont, but funding for these has been withdrawn and they were not placed at this location for the 2002 tourist season. There are no public restrooms in the Berkshire County of the Byway.

Tourism Related Statistics

Tourism is an important economic industry in Massachusetts. According to statistics compiled by the Commonwealth of Massachusetts Office of Travel of Tourism (MOTT), tourism is

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Traveler information about the Scenic Byway is currently scattered amongst the various tourist organizations and businesses along the Byway, and the rich history of the Byway is scattered amongst local historical organizations, which have limited hours of operation.

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Many tourist-oriented businesses suffer seasonal "feast or famine" cycles.

the third largest industry in Massachusetts. The MOTT estimated that a total of 26.7 million people visited Massachusetts during 2000. Of these trips 24.8 million were domestic trips and 1.9 million were international travelers.

According to a survey completed by the MOTT, there were an estimated 3,300,000 domestic visitors to Western Massachusetts (representing Berkshire, Franklin, Hampden and Hampshire Counties) during 2000. Western Massachusetts is the third most popular tourist destination in the state, behind only Boston and Cape Cod, attracting 13% of the total number of domestic visitors to Massachusetts. For the purpose of this survey, a traveler is defined as someone who travels at least 50 miles one way or travels any distance and stays overnight. The counts include both in-state and out-of-state travelers meeting this definition.

Most (82.2%) of these visitors used an automobile as their primary mode of transportation. The largest number of visitors (27.5%) came from Massachusetts with New York state a close second (23.8%) and Connecticut third (14.9%). The most popular reason for these trips to Western Massachusetts was to visit friends or relatives (43.1%). The most popular activities undertaken while visiting were shopping (34.6%), cultural events/festivals (20.3%), historical places/museums (15.6%) or outdoor (13.8%). The average spending per trip was \$315.

While these statistics are consolidated for all of Franklin, Berkshire, Hampshire and Hampden Counties, and do not represent a breakdown for the Byway area, the trends are very important in understanding generally why people visit western Massachusetts. These trends provide valuable information relevant to understanding what the best marketing strategies for drawing in new visitor. This information will be relevant when formulating a successful

marketing campaign if desired by the communities along the Byway.

Tourism plays an important role in local revenues. According to a 2001 study completed for the Massachusetts Office of Travel and Tourism by the Travel Industry Association of America (TIA) figures tourism represents \$950,000 in local tax receipts from Franklin County and \$4,390,000 in local tax revenue from Berkshire County. The total estimated amount of expenditures for tourism related activities in Franklin County was \$37,590,000 and \$211,000,000 in Berkshire County. Again, although these figures are for the entire region and do not consider the impact of tourism dollars on the economy of the Byway alone, they provide some idea of the importance of dollars generated by tourism to the local economies. William R. Wilson Jr., president and CEO of the Berkshire Visitors Bureau, estimates that expenditures for tourism related activities in Berkshire County is in the area of \$250,000,000 higher than those estimated by TIA (as quoted in the Berkshire Eagle, 2002.).

According to counts conducted at the Franklin County Visitors Center located at the rotary at Interstate 91 and Route 2 in Greenfield, there were 75,000 visitors to the center in 2001. It is estimated at 60% of the people who stop in the visitor center are traveling north or south on Interstate 91. Approximately, 40% stop at the visitor center looking for information on local attractions or activities. The visitor center staff often directs these visitors towards the Mohawk Trail.

The Shelburne Falls Area Business Association recorded that 12,500 people visited the visitor center in Shelburne Falls during 2001. This figure is approximately 1,500 more than during 2000. In addition, they noted that 25,000 people signed the guest register at the Bridge of Flowers in Shelburne Falls during 2001. This figure is similar

to the figures from previous years. The Shelburne Falls Area Business Association also recorded 37,000 visitors to their website (shelburnefalls.com) during 2001. This figure seems to be growing at 30% per year.

Of the communities located along the Byway, Williamstown has the most developed tourism industry, focused around Williams College and college related cultural attractions. The recent success of the Massachusetts Museum of Modern Art (MassMoCA) is beginning to attract tourist-oriented businesses to the downtown area of North Adams.

In 1999 MarketReach, Inc., a private marketing consultant, was hired to conduct an inventory of the tourist attraction and facilities in northern Berkshire County and assess the capacity of the existing infrastructure to serve those attractions and facilities. According to this survey, the town of Williamstown has over 35% of the total lodging capacity, while North Adams, with the largest population in northern Berkshire County, has a mere 18% of the lodging, almost half of which is in a public campground. It should be noted, however, that this disparity has been modified with the opening of The Porches in North Adams, a 50-room inn that opened with much fanfare in 2001.

The MarketReach survey documented that northern Berkshire County, like the rest of the county, suffers from “feast or famine” tourism cycles. Tourist facilities are overwhelmed and often turn away customers during peak summer and fall weekends and Williams College event weekends. They are generally moderately busy midweek during the cultural summer and fall foliage season; and, depending on the individual business, they are moderate to dead during the off-season. Lodging businesses suffer the most acute roller coaster cycles of a seasonal customer base. Lodging facilities are almost totally dependent on

transient visitors and, except for peak summer and fall weekends, have extended periods when they have empty rooms. Unlike restaurants and shops, lodging has no reliable local customer base upon which to rely on to get them through the slower seasons. These businesses would welcome, and in fact are looking for, demand generators that would increase their occupancy rate during non-peak weekends.

The winter ski season and the spring maple syrup season provide an opportunity to focus new visitor related activities during the non-peak seasons. There are both cross-country and downhill ski facilities located along the Byway. In addition, a number of farms take part in maple sugar harvest and related activities, which would provide opportunities during the early spring season to promote the area and encourage visitors.

Attractions and Assets Along the Byway

Scenic and Natural Attractions

There are of course a number of scenic and natural resources located along the Byway which are of particular interest to visitors because they are unique to the Mohawk Trail Scenic Byway. The scenic resources are documented in the Scenic Assessment chapter of this Corridor Management Plan, and the natural resources located along the Byway are detailed in the Natural Resources.

The Mohawk Trail Scenic Byway has a wealth of resources that are of interest to visitors with varying curiosities. These topics of interest vary from cultural, historic, scenic, recreational and commercial. All of these specific re-



The Elk on the Trail, dedicated to those who were lost in WWI

source topics are discussed at length in other chapters of this report. The paragraphs that follow are intended to provide a very brief summary of what resources are available along the Byway in each of these areas of interest.

Outdoor Recreational Facilities

Recreational activities are a major attraction in the Byway area and constitute a significant reason why people visit the region. The recreational resources available along the Byway are numerous and diverse, including activities for all four seasons of the year. Recreational activities include but are not limited to hiking, camping, mountain biking, cross-country skiing and downhill skiing, kayaking and canoeing, hunting and fishing, ORV riding and snowmobiling. An extensive listing of recreational activities and resources in and near the Byway study area is included in the Recreational Resources chapter of this report.

The outdoor recreation sector of the tourist economy has experienced a large growth due to an increased popularity in white water activities such as kayaking, rafting and canoeing. The Deerfield River is an ideal location for these activities because of the controlled high flows created by the New England Power Company. Many opportunities are available to rent equipment, take lessons and participate in river excursions.

Additionally, there are numerous public and private campgrounds in the Scenic Byway region. These facilities provide overnight accommodations as well as a base from which to investigate the other resources of the area. In general, the campgrounds and state forest camping areas are heavily occupied during the summer and fall seasons, and particularly on weekends. Camps site reservations are almost always required for these peak times. However, campsites are often available during the off-season and weekdays.

The level of use at different campgrounds and forests is uneven. Some areas are extremely popular while others are underutilized. For example, the campsites in the Mohawk State Forest are in great demand, due to the park's location close to the whitewater rafting businesses, and relatively close proximity to the more populated centers in Franklin County and Interstate 91. Savoy Mountain State Forest accommodates the spillover while the campsites in Clarksburg State Forest are in much less demand. If an increase in outdoor recreational tourism is desired, a plan to disperse tourists more evenly should be investigated.

It is generally accepted by the towns along the Scenic Byway that a slight to moderate increase in outdoor recreational tourism would benefit the local economy. However, the towns have acknowledged that there could be some negative impacts of a large increase in the number of visitors to the area. For example, the resources of lo-

cal fire and ambulance squads in some communities are strained by an increase in emergency rescues. Many of the communities are rural squads that have limited resources and rely on local rescue volunteers who give up work or personal time to perform these duties. Inexperience or carelessness during recreational activities can be a cause of accidents.

One potential solution is the establishment of an educational campaign to alert recreationists of the dangers of overextending themselves and to remind them that they are in a rural or wild area. This could be conducted in coordination with state and local rescue squads, as well as local recreational businesses. Another potential remedy could be institution of a fee-for-service mechanism, whereby local rescue squads would be compensated for their efforts, similar to that being discussed by the U.S. Park Service.

Increased use of these resources may also result in conflicts between different recreational groups. For example, there already exists some tension between whitewater recreation businesses and anglers, who vie for use of the Deerfield River, and between motorized vehicle users (snowmobiles and ORVs) and nearby residents, cross-country skiers and hikers who vie for their own versions of recreation and solitude. Also, an increased use of the forests and rivers will require an increase in maintenance costs and conservation efforts to ensure the protection of habitat and water quality. It is unknown at this time what the costs and benefits of increased outdoor recreation are to the landowners (most directly the DEM), the environment, and the local economy.

Historic and Traditional Tourist Attractions

The Mohawk Trail Scenic Byway's interesting history is reflected by the ar-

reas historical resources, many of which are open for viewing or tours. Further information on the historic resources along the Byway is contained in the Historic Resources chapter.

Most of the towns along the Byway have active historic organizations that maintain collections of historic resources that are a valuable of the area's history. However, the financial resources available to these organizations vary. Generally, these organizations maintain museums that are staffed on a volunteer basis and have limited hours. In some cases, a lack of visitation and consequently revenue can lead to the degradation of resources through a lack of financial support and funds for maintenance.

In addition, there are also a number of tourist sites, which have become symbols of the Mohawk Trail Scenic Byway. Often these sites represent a particular period of the Byway's history or have over time become an icon of this roadway. These attractions include the viewing towers constructed during the 1950s, the numerous statues constructed at various lo-

The Big Indian Shop in Charlemont.





Pumpkins for sale along the Byway in Buckland.

cations along the Byway, and the numerous gift shops that were constructed during the height of the auto tourism era. These sites include but are not limited to the Long View Tower, the Big Indian Shop, the Hail to the Sunrise Monument, the Elk on the Trail Statue, the Eastern Summit Lookout, Whitcomb Summit Observation Tower, the Western Summit Wigwam Gift Shop and Lookout, and the Hairpin Turn Lookout. These tourist resources are discussed further in the Historic Resources Chapter of this report.

Commercial Activities and Attractions

Many tourists visit the area to shop for unique products or the artwork of local artisans. There are unique locally made gifts, artist galleries and antique stores along the entire Byway from Greenfield to Williamstown. There is a noteworthy concentration of shops that feature local arts and crafts in the Village of Shelburne Falls, comprised

of the downtown area of the towns of Shelburne and Buckland. The village, located on both side of the Deerfield River, is home to a number of specialty shops and artisans galleries.

Many of the gift shops located along the rural sections of the Byway have maintained their Early Auto Touring heritage of offering souvenirs of the region at affordable prices. The shelves are stocked with Native American-theme gifts and clothing, snacks and maple products, and souvenir clothing and trinkets. It is a trip back in time, reminiscent of a time when cheap gasoline and station wagons gave American families the opportunity to investigate the country. The Wigwam Gift Shop at the Western Summit, dating back to 1916, is believed to be the oldest surviving building of its type in the state. Modern specialty shops, grocery stores and pharmacies are plentiful once the traveler descends down into the commercially developed areas of North Adams and Williamstown.

Cultural Resources

Greenfield

Artspace Community Arts Center located at corner of Franklin and Main Streets, the Artspace's mission since its inception in 1973 has been to enhance the cultural life of the county. It is known for exhibits in its Art Space Gallery, arts-in-education programs and detail-rich resource and information base for artists, residents and visitors to the region. Rental space is available for organizations for meetings and classes. Call 413-772-6811 for further information.

Pioneer Valley Symphony and Chorus was founded in 1939 and is among the oldest symphony orchestras in the country. In addition to presenting symphonic and choral music, the PVS provides local

musicians, both choral and orchestral, the opportunity to play under professional direction. Concerts are presented at Greenfield High School. Call 413-773-3664 for further information.

Historical Society of Greenfield, is housed in a Victorian Mansion on the corner of Church and Union Streets. There are 15 display closets, some of them lighted, plus five rooms of exhibits and a research library. Among the many exhibits tracing Greenfield's history are a large collection of industrial artifacts, period tools and objects belonging to author Mary P. Wells Smith, including her portrait, manuscripts and six of the original illustrations for her children's books, "Jolly Good Times" and "Young Puritans." Open Saturday mornings through the summer. Open by appointment. Call 413-774-3663 for further information.

Long View Tower located one mile west of the Greenfield rotary on Greenfield Mountain, the overlook and tower provide a dramatic view north to Mount Monadnock in New Hampshire and to the Green Mountains in Vermont across the glacial Lake Hitchcock Valley. The tower was built in 1952 as part of the auto-related tourist trade, which developed after World War I when the Mohawk Trail was improved and paved.

Old Greenfield Village is a historic museum of Americana featuring 21 cultural, commercial and craft-type settings. The museum brings visitors back to life at the turn-of-the-century in a small New England town. Poets Seat Tower Park, a 1912 sandstone lookout tower, was named after a long tradition of poets being drawn to the spot. Poets have long been inspired by the beautiful views throughout the Pioneer Valley from this vantage point. Subsequently, Francis Goddard Tuckerman, a Greenfield poet of some repute—and colleague of Thoreau—composed several poems at this site.

Covered Bridge, on Eunice Williams Drive, is a 95-foot structure spanning the Green River in an area called the "Pumping Station." It was built in 1972 to replace a 100-year old covered bridge that was burned by vandals. The area is a popular spot for swimming and fishing. The bridge is accessible from the east by Leyden Road and from the west by Colrain Road.

Shelburne

First Congregational Church, located in Shelburne Center on the Mohawk Trail.

Shelburne Falls

The Village of Shelburne Falls is comprised of the downtown area of the Town of Shelburne and the Town of Buckland, which are adjacent to each other on the banks of the Deerfield River. The village, which is a National Historic District, is the location of specialty shops and artisans.

Bridge of Flowers, between Buckland and Shelburne in downtown Shelburne Falls. The former trolley bridge, connecting the two sections of the downtown area, was converted into a pathway of flowers in 1929. A 400 foot former trolley bridge spans the Deerfield River in Shelburne Falls and was built in 1908 by the Shelburne Falls and Colrain Street Railway in order to give the line a physical link to the Boston & Maine and New York, New Haven & Hartford railroads at their station on the Buckland side of the Deerfield River. In 1929 it was transformed. When the trolley stopped running the Shelburne Falls Women's Club transformed the bridge into a "blooming profusion from spring to fall". The bridge is still tended by the Shelburne Falls Women's Club. There are over 500 varieties of plantings.

Glacial Potholes, formerly known as Salmon falls, off Deerfield Avenue, below PG&E National Energy Group dam in Shelburne. Located just below the hydroelectric dam, are over 50 an-



Visitors walk along the Bridge of Flowers in Shelburne Falls.

cient glacial potholes. Some are as small as 6 inches in diameter and some are as large as 39 feet across. The potholes were ground in the granite during high water of the glacial age by the whirlpool action of water and gyrating stones. This area was originally known as Salmon Falls, a favorite fishing spot of Native American Indians and early settlers. The falls so named after the silvery Salmon who years ago tirelessly navigated this river each spring, passed the potholes and leaped up the steep falls to their ancient spawning grounds.

Shelburne Museum, Maple and Church streets. Operated by the Shelburne Historical Society in the former two-story Arms Academy building. Collection dates from the 1700's to the present. There is also a library with a number of New England genealogical volumes. Open second Sunday in July, August and September, plus second Sunday in October from 2 to 4 p.m. Free of charge. For appointment, call 413-625-2026 or 625-6807.

Shelburne Falls Trolley Museum and Trolley Car Number 10. The last surviving trolley car from the Shelburne and

Colrain Street Railway, which once hauled freight up from the rail yard in Shelburne Falls to the mills of Colrain and passengers back to the village for shopping and outings. The trolley stopped operating after the roads were improved and trucking shut down the trolley business. Trolley Car Number 10 sat idle in a farmer's field for many decades and even served as a chicken coop during its retirement. It was restored by the Shelburne Falls Trolley Museum, located in the old freight yard on the Buckland side of Shelburne Falls. The trolley was built by Wason Manufacturing Co. in Springfield, Massachusetts in 1896. It was delivered to Shelburne Falls and has not left the valley since. For thirty years it served Shelburne Falls and Colrain. For twenty years it crossed the Deerfield River on what is now the Bridge of Flowers. The trolley was saved by a local farmer who used it as a chicken coop for 65 years. The Shelburne Falls Trolley Museum also has a collection of railroad and trolley artifacts and pictures, as well as a 0-4-OT Baldwin Steam Locomotive. The museum operates July 4th until October 25th from 10 a.m. to 5

p.m. on Saturday and 12:30 to 5 p.m. on Sunday. Call 413-625-6707 for further information.

Linus Yale House. Home of Linus Yale who made the first Yale locks in Shelburne. Set up lock business in Shelburne Falls, Massachusetts in the mid 1800s. The very first lock that was called the “Yale Infallible Bank Lock” was made in 1851. This lock was a “changeable type” which means that the key was made so you could take it apart to change the combination.

Buckland

Buckland Historical Society Museum, former schoolhouse on Upper Street in Buckland Center. Displays include early kitchen furniture, tools and photographs of local school groups. The Historical Museum is open to the public on the first and third Sundays of July and August, and the first Sunday in September, from 2:00 to 4:00 p.m. Visits may also be arranged by appointment. Call 413-625-6619 or 413-625-9763 for further information.

Wilder Homestead, on Route 112, old saltbox house, filled with memorabilia. There is a barn on the premises that houses a weaving studio and display of old historic farm tools as well as a cobbler’s shop. The Wilder Homestead is operated by the Buckland Historical Society during the same hours as the museum or by appointment. Call 413-625-6619 or 413-625-9763 for further information.

Joseph Griswold House, in Upper Buckland, where Mount Holyoke College founder Mary Lyon taught school. Visits may be arranged by appointment. Please call 413-625-2031 for information.

Charlemont

Mohawk Trail Concerts Inc. Classical chamber music and lighter fare performed by internationally acclaimed artists at the Federated Church.

Hail To The Sunrise Monument, off Route 2 just north of the Indian Bridge, depicts a Mohawk Indian looking across the Deerfield River to the east with arms uplifted in supplication to the Great Spirit. The 900-pound bronze casting is erected on a nine-ton boulder. It is a monument to the Five Indian Nations of the Mohawk Trail. The arrowhead shaped tablet at the base of the statue reads: “Hail to the Sunrise- In Memory of the Mohawk Indian.” The memorial includes a pool with 100 inscribed stones from various tribes and councils from throughout the United States.

The Hail to the Sunrise statue located in Mohawk Park in Charlemont.





Massachusetts Museum of Contemporary Art, North Adams.

Charlemont Historical Society, on the second floor of the Charlemont Town Hall on Main Street, includes early household articles, school books and desks, horse treadmill, microfilm of the David Malcolm’s publication “Hilltown Neighbors,” country store articles, and records of the town, its churches and the Deerfield Valley Agricultural Society. Open by appointment.

Little Red Schoolhouse, located on the Mohawk Trail in East Charlemont. This is the last remaining one room schoolhouse in Charlemont of the seven originals. This site is owned by the town and operated by the Trustees of the Little Red Schoolhouse. The schoolhouse remain authentic to the decor and technology of the time when it was constructed and used. Visits may be arranged by appointment.

Charlemont Federated Church, located within the downtown National Register Historic District. The Saturday Mohawk Trail Concert Series performances are held in the Federated Church. The church has been fully restored and is a warm, intimate setting with superb acoustics, located directly on the Mohawk Trail.

Deerfield RiverFest, This event originated in 1991 as the Charlemont RiverFest, a community event on the last Saturday in June. In 1994, it was moved to the first Saturday in August and renamed the Deerfield RiverFest. The event includes approximately 30 vendors, a chicken barbecue dinner, a silent auction, a raft race and music. The vendors display and sell mainly paddle-sport related merchandise. The event takes place in a farmer’s field on the river side of Route 2 just west of downtown Charlemont from noon to 11 p.m.

Bissell Covered Bridge, spans the Mill River and is located on Route 8A near Route 2. This covered bridge was built in 1951 to replace the original bridge built in the 1890s that was washed out during the 1938 flood.

Florida

Bear Swamp Station Visitors Center— Located on River Road just north of the Hoosac Tunnel, the visitor’s center is operated by PG&E National Energy Group and provides tours of the Bear Swamp pumped storage hydroelectric project. Water is pumped from the Lower Reservoir 770 feet up to the Upper Reservoir during off-peak times. During peak load periods water is let out of the Upper Reservoir to run twin pump turbines that generate electricity. The Visitors Center also has a slide presentation on the history of the valley and a working exhibit of pumped storage.

North Adams

Massachusetts Museum of Contemporary Art (MASSMoCA)—The largest center for contemporary visual and performing arts in the country. It is located on a 13-acre campus that used to be home to the Sprague Electric Company. The museum also hosts a variety of concerts and other entertainment opportunities throughout the year.

Western Gateway Heritage State Park—Located in the old freight yard district, the park consists of restored 19th century structures, exhibits on the railroad and industrial histories of the city, a restaurant and pub, gallery and graphics studio.

The North Adams Historical Society operates the North Adams Local History Museum, located in a restored building within the Western Gateway Heritage State Park. The museum has on display a large collection of photographs from the nineteenth century, when the city of North Adams was a bustling industrial hub. A Walk through History...North Adams, Massachusetts, a self-guided tour booklet of the city, is available at the museum. This booklet brings visitors through historic neighborhoods, including a tour of Church Street, which has been described as an “outstanding collection of Victorian residential architecture in Berkshire County” (North Adams Historical Commission, 1999). The museum also offers for sale a variety of books depicting local history, as well as locally made products. The museum is open from March to December, Thursday through Sunday, and by appointment for groups of six or more.

North Adams Public Library (Blackinton Mansion)—Located at Monument Square at the western end of Main Street, the library was built by Sanford Blackinton in 1865 to be his family mansion. It was sold to A.C. Houghton, the first mayor of North Adams, who in 1896 donated it to the city for use as the Public Library.

Massachusetts College of Liberal Arts (MCLA)—Formerly North Adams State College, MCLA was founded in 1894. With approximately 1,100 students, the college is extremely active in the local community, hosting a wide variety of lectures, music and arts performances and sporting events.

Mohawk Theater—Classic art deco theater on Main Street, currently being

renovated and readied for reuse.

Contemporary Artists Center and Gallery—Located off Route 8 just north of the Mohawk Trail and housed in the old Beaver Mill on Beaver Street. The CAC is a not-for-profit artists’ studio community providing a unique environment for the creation and exhibition of contemporary art.

Fall Foliage Festival—Held the last weekend in September through the first weekend in October.

Williamstown

Sterling and Francine Clark Art Institute—Built by Sterling and Francine Clark in 1955 to house their private collection of paintings as well as silver, sculpture, drawings, prints and porcelain. Additions opened in 1973 and 1996 house more galleries for visiting shows, an auditorium and a major art historical research library. The Clarke also sponsors concerts and other entertainment.

*Adams Memorial Theater,
Williamstown.*



Williams College—Offers a wide variety of cultural opportunities to tourists and local residents including:

The Hopkins Observatory is the oldest college observatory in the United States and offers planetarium shows year-round. It was built between 1836-38 by Professor Albert Hopkins and his students from stone they quarried on East Mountain.

The Williams College Museum of Art features a collection and changing exhibitions emphasizing American, contemporary and modern, and non-western art.

The Chapin Library of Rare Books houses over 25,000 rare books, first editions and historical documents, including original copies of founding documents of the United States.

Adams Memorial Theater is the summer home of the Williamstown Theater Festival which offers over 200 performances from June through August.

Williamstown Chamber Concerts—Seasonal Tuesday evening chamber music concerts offered at the Clark Art Institute.

ISSUES AND RECOMMENDATIONS

Issues

- Many tourist-oriented businesses display tourist brochures, but there is no focused effort to provide consistent, Byway-wide information to travelers outside of the local information booths.
- Many of the cultural/historic organizations that lend unique flavor to the Byway have limited resources that allow them to be available to the public. Many of the local historic organizations have very limited hours of operation. It is important to work to ensure that these facilities/organizations are available to both residents of the area and visitors to the Byway.
- Increased tourism may threaten the unique rural and pristine qualities of the Mohawk Trail Scenic Byway. Work to maintain a balance between tourism and the preservation of the rural and natural qualities of the Mohawk Trail Scenic Byway.
- Many tourist-oriented businesses suffer “feast or famine” seasonal business cycles. The most acute examples are the lodging facilities.
- There is directional signage to downtown attractions, but there is no signage for the Mt. Greylock Scenic Byway, which begins only two blocks away.

Recommendations

- Work with existing tourism organizations, such as the Mohawk Trail Association, the Shelburne Falls Area Business Association, the Chambers of Commerce, the Berkshire Visitor’s Bureau, to develop a comprehensive promotional and marketing plan for the Byway.
- Ensure that measures are taken to protect the unique resources of the area that provide such a wide array of tourism and economic development.

Investigate the following ideas to increase tourism and highlight the Byway’s unique heritage:

- Develop a number of self-guided walking “theme trails” which originate at either of the two Byway visitor centers and lead the visitor out into the communities. The self-guided tours would be detailed in a booklet to be provided to tourists at the visitor centers
- Develop and promote an antique festival. A circuit of open houses at all the antique shops and B&B’s which feature antique furniture in their decors. This could coincide with an antique car festival and historic auto tour. This should include advertising and publishing a guide to all the participating dealers and B&B’s. It could also in-

clude developing a series of antique postcards from early days of automobile touring.

- Establish tourism events that promote activities along the Byway that occur during the non-peak seasons (winter and spring) such as skiing (downhill and cross-country) and maple syrup harvest and production.
- Develop and promote a tour of historic mills along the Hoosic River.
- Develop a mobile Scenic Byway display that can be brought to county fairs (such as the Franklin County Fair, the Eastern States Exposition, and the Berkshire County Fair) and other tourism related conferences (such as the Mass. Office of Travel and Tourism’s annual conference).
- Educate tourism promotion organizations and tourist-related businesses to the existence of the Byway.
- Educate the local public about the heritage of the Byway.
- Design a unique logo for use in Mohawk Trail Scenic Byway related publications and media in order to create a consistent and easily recognizable theme for all promotional material.
- Develop a promotional campaign around a theme or festival to attract visitors to the region during the slower tourist seasons. This promotional cam-

Images Cinema—A local independent film house offering independent film, cinema classics and cult alternatives.

Williamstown House of Local History—located in the Milne Library has a collection of artifacts, photographs and documents from the 18th, 19th and 20th centuries.

Riverfest—Each May, the Hoosic River Watershed Association (HooRWA) celebrates the river as a natural and cultural resource. HooRWA is a not for profit organization dedicated to the improvement of the quality of the

water in the Hoosic River, and the lives of those who live along its shores. This family event features raft rides, live music, food, and exhibits about the river and northern Berkshire County. The event is held on the banks of the river at Cole Field in Williamstown.

paign could include discounted tourist packages that include accommodation, food and local attractions.

- Develop Byway visitor's centers at locations that are currently lacking including the western termini of the Byway and the mid-point of the Byway. The visitor's centers shall be strongly linked to the Byway, and depict the Byway's unique theme. Coordinate the work of this proposed visitor center with the Byway related promotional information distributed at the established visitor center located at the Rotary in Greenfield (the eastern termini of the Byway).
- Work with the town of Charlemont to develop a visitor's center with an educational display highlighting the history of the Mohawk Trail in Charlemont Center.
- Establish a system of signs to guide travelers. This system will begin as far away as the Massachusetts Turnpike and from Interstate 91 in Greenfield.
- Develop and publish a comprehensive guide and map to Byway recreational opportunities.
- Work with state and local emergency rescue agencies, local recreational organizations and recreation-related businesses operators to develop "safety first" educational material for recreationists.
- Develop a series of mountain bike races in the state forests near the Byway.
- Work with the town of Florida to develop and place an informational kiosk at the junction of Route 2 and Central Shaft

Road. This kiosk could provide information about the Scenic Byway and nearby businesses as well as direct travelers to Savoy Mountain State Forest.

- Explore locations to construct additional public restroom facilities at convenient locations along the Byway.

Logo for Jacob's Ladder Trail (Rt. 20) in southern Berkshire and Hampden counties.



Wayfinding sign for Heritage tourist sites in South Carolina.