

CHAPTER 7: CULTURAL RESOURCES AND TOURIST SERVICES—HAMPSHIRE COUNTY

Introduction

The Route 112 Scenic Byway is punctuated along its length by a variety of cultural resources and attractions including historic sites, working farms, fairs, and arts venues. Tourist support services, including lodging and food service, however, are somewhat limited. Great potential exists for capitalizing on these cultural resources and developing, upgrading and expanding tourism along the Byway. However, as is made clear in the findings and recommendations at the end of this chapter, considerable effort must be made in four specific areas:

- Overcome past political hurdles to work with the major regional visitors bureaus, particularly in Springfield and the Berkshires;
- Improve the quality of conditions at tourist services along the Byway;
- Promote the Byway as a destination for overnight stays by developing itineraries among similar and/or complementary attractions or developing a primary attraction (a trail anchor);
- Link the Byway region with the Berkshires and the Pioneer Valley, which both already have thriving tourism programs.

The Cultural Resources and Tourist Services chapter is an inventory of the various venues and activities with potential to draw visitors to the Byway and support their experience while there. It has been developed through internet research, input from the Hampshire County Route 112 Scenic Byway Advisory Committee, mapping resources through Massachusetts GIS, phone calls to a number of the sites, and site visits to a number of the attractions. After an overview of each town's points of interest, cultural resources are described here by type of activity or business category (*i.e.*, Farms and Farm Products, Bed & Breakfasts/Lodging) and within each category are divided by town, from north to south). The inventory is followed by a brief Analysis of Tourism Services, and then Findings and Recommendations.

Points of Interest

Goshen

Goshen has several important points of interest, many of which help define and shape the town. Near the border with Ashfield, at 188 Cape Street (Route 112), **The Good Time Stove Company**, is a family-owned business dedicated to the preservation of the lost art of antique stoves. For 30 years, they have provided fully restored and functional heating stoves and kitchen ranges to museums and living farms; historic homes and period kitchens; bed & breakfasts, libraries, workshops, and great rooms across the nation.

Goshen is perhaps most famous for its quarries of split schist, known regionally as Goshen Stone. The stone tends to split into slabs that are ideal for flagstones or constructing rock walls, and stone steps. There are two quarries: **Goshen Stone** at 71 Berkshire Trail (Route 9/112) and **George D. Judd & Sons** at 145 Berkshire Trail (Route 9/112).

The **Goshen Fire Tower**, located in **D.A.R. State Forest**, offers magnificent views of the forest, and beyond. Where Route 112 meets Route 9, several prominent buildings frame the town center. The **Goshen Historical Commission Museum**, open during the summer months, provides a local display of life in Goshen over the last 225 years. In addition, the area also offers the **John James Memorial Library**, housed in a historic stone town building, and nearby, the **Goshen Cemetery**. Goshen also contains a historic center at **Lithia, and Batesville villages**, where there are unique bedrock outcroppings and mill and dam remnants.

Cummington

Cummington has several significant points of interest, including parks and cemeteries. **Main Street** (just off of Route 112/9), the original thoroughfare, has retained much of its historic charm. Among the buildings located on Main Street, the **Kingman Tavern Historical Museum** is a four-building complex that includes a 17-room early 1800s house which was once a tavern; a two-story barn; a carriage shed; Cummington's first post office and an 1840s cider mill. Having been saved from demolition and restored in the 1960s, it now houses the Cummington Historical Commission and Town Museum.

Further south on Route 112 is located the boyhood home of one of America's foremost 19th-century poets, the **William Cullen Bryant Homestead**. A National Historic Landmark owned by The Trustees of the Reservations, the homestead overflows with family furnishings and memorabilia of William Cullen Bryant's life as a poet, traveler, and editor of the *New York Evening Post*. Associated with the site is over 970 acres of actively managed farm and forestland, including and outstanding old growth forest.

The **Arunah Hill Natural Science Center** is a research facility for astronomy and science, and an educational facility for astronomy, science and nature. The telescopes and facilities are available for use by all. The center also has six miles of marked and maintained hiking trails.

Worthington

Worthington offers easy access to a variety of parks, and locations of historical interest. North of Worthington Corners, the **Capen-Riverside Schoolhouse** (1860) at the corner of Clark Hill Road, is the only one of 11 such one-room school houses in Worthington that has not been torn down or converted into a home or business. "Worthington Corners" is a

classic New England village with a general store, post office, library, historical society, and several historic houses. Facing Packard Park, the traditional village green, are the post office, the old fashioned Corners Grocery, and the headquarters of the **Worthington Historical Society**. Built in 1994, the historical society is a reproduction of the West Worthington Chapel, which collapsed in a snowstorm in 1992. Also at Worthington Corners is the **Frederick Sargeant Huntington Library** (1913), which sponsors cultural events on a regular basis, the **General Rice House** (1806), home of Worthington's martyred Civil War hero, and the **Jonathan Woodbridge House** (1806), one of the most significant Federal-style houses in Massachusetts. Built by the grandson of Jonathan Edwards, it is where William Cullen Bryant studied law and began his literary career.

Nearby is a boulder marking the spot where the Marquis de Lafayette was greeted by townsfolk in 1824. A section of Route 112, where it runs concurrently with Route 143, has been named the Lafayette Trail.

Further south, Worthington Center retains the form of an early New England village. It is home to the **Town Hall** (1855), built in the Greek Revival style, and the old **Congregational Church** (1888), which is patterned after an English Church. The South Worthington Historic District contains the **South Worthington Methodist Church** (1848), the **Sevenars Concert complex** located on the grounds of the old **Conwell Academy** (1893) and the **Drake-Pomeroy-Conwell House** (c. 1820), home and birthplace of Russell Conwell (1843-1925), noted evangelist, lawyer, and author, who founded Temple University in Philadelphia.

Huntington

Entering Huntington from South Worthington, Route 112 traverses several miles originally laid out in the 1930s when the route was diverted out of the flood control area for the Knightville Dam. The route here was designed as a scenic parkway and is flanked by high forested hills and thousands of acres of recreation land. The **Knightville Dam Wildlife Management and Recreation Area** provides spectacular views from Route 112. This 2,430-acre wildlife management and recreation area also provides hiking, fishing, and hunting opportunities.

The great bridge extending over the East Branch of the Westfield River in the area of the Knightville Dam Wildlife Management and Recreation Area has recently been restored to its original high Art Moderne condition, a design style from the 1930s that emphasized long horizontal lines and curving forms. Just one mile off Route 112 to the west, the 280-acre **Littleville Lake** offers scenic views and recreational opportunities. The lake is formed by a large dam across the Middle Branch of the Westfield River.

Knightville Village, near the junction with Route 66, is the site of **The Rapids**, a golden-age-of-Sunday-drives-era country restaurant. Two miles east on Route 66, one finds historic

North Hall, site of summer theatre and music events. **Norwich Bridge** is an intact village of several late 18th century buildings including an imposing tavern currently housing the **Huntington Country Store**, a popular country gift store. On the store property is also the **Huntington Historical Society's Schoolhouse Museum**.

The attractive **Renaissance Revival bridge** over the Westfield River was the first in the state to be embossed with the construction date and state seal (1921). Slightly farther south is **Moltenbrey's Market**, a rare example of a nineteenth century "factory store" that thrives today. The **Huntington Public Library** is located just south, along with other small commercial shops including **B & D Variety Store**.

Huntington Center is clustered around a classic Town common at the junction of Routes 112 and 20 (Jacob's Ladder Trail Scenic Byway). All periods of architecture from the late 18th century are represented with the majority of the buildings constructed in the 19th century. Several shops and restaurants occupy an intact Victorian Main Street and adjacent Jacob's Ladder Trail. Several nineteenth century chapels punctuate the village including **St. Thomas** Catholic Church and **Stanton Hall** which flank the western side of the bridge in the center of Huntington. Stanton Hall, formerly a grange hall and Congregational church, has been renovated to serve as a community building for meetings, concerts, parties, book and art shows and sales, and other functions.

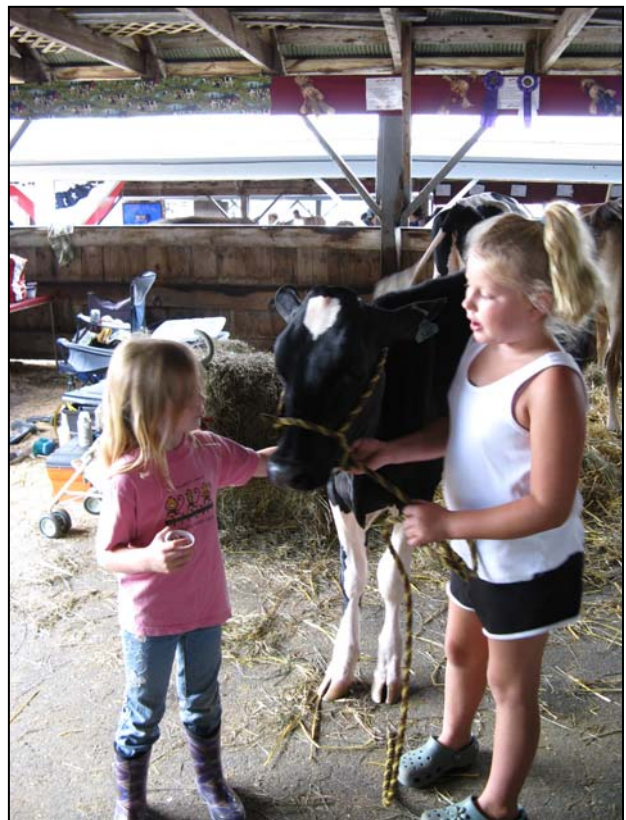
Fairs and Festivals

Cummington

Cummington Fair

Hailed as "the biggest and best little fair in the country," the Cummington Fair features live music, cattle and sheep shows, and a championship lumberjack contest. One of the oldest of all the New England sheep fairs, the Cummington Fair is a fun and affordable way to spend a day with family and friends discovering one of the oldest industries in the world. Shepherds, spinners, weavers, and other fiber artists come from all over the Northeast to

demonstrate their skills and sell their handmade fiber products.



A celebration of agriculture's rich heritage, the Cummington Fair is held each August.

Hillside Agricultural Society, Inc., 97 Fairgrounds Road, Cummington, MA 01026,
(413) 634-5091

Hilltown CDC Festival

Celebrated at the Cummington Fairgrounds in May, the festival includes such attractions as live performances by area musicians and community groups, a crafts show, business expo, children's entertainment, and an abundance of food and drink offered by local restaurants and businesses.

97 Fairgrounds Road, Cummington, MA 01026
(413) 296-4536

The Massachusetts Sheep and Woolcraft Fair

The fair features shepherds, spinners, weavers, and other fiber artists from all over the Northeast to demonstrate their skills and sell their handmade fiber products. One of the oldest of all the New England sheep fairs, the fair also has extensive exhibits of sheep and other fiber animals, including angora rabbits and goats, llamas, and yaks.

97 Fairgrounds Road, Cummington, MA 01026

Worthington

Sevenars Music Festival

Established in 1968 and selected as one of six "best small music festivals in the USA" by *Time Magazine*, Sevenar's has been featured in films, radio, television, and the press. Founded and directed by pianists Robert and Rolande Schrade and their family of celebrated pianists, the Sevenars guests have included such artists as the Noble/Sparkman jazz duo, the Eroica Trio, and the New York Lyric Chamber players. Concerts are scheduled weekly during July and August, generally on Friday nights and Sunday afternoons.

Route 112 and Ireland Street, South Worthington MA 01098
(413) 238-5854

The Hilltown Artisans' Guild

The Hilltown Artisans' Guild, a collective of professional craftspeople and artists, hosts an exhibit and sale at the Worthington Town Hall two weekends per year, in early July and early December. Several Worthington artists' studios are open to the public on the same weekends. For more information, see www.hilltownartisansguild.org.

Huntington

Westfield River Wildwater Races

Held each spring (typically the third weekend in April) on the Westfield River in Huntington, the Westfield River Wildwater Races are watched by hundreds of spectators from Route 112. There is an 8-mile novice segment run from Huntington Center to Russell on Saturday, and an expert segment of the river race, run from the Knightville Dam to Huntington Center on Sunday. Additional information is available through the Huntington Police Department.



In April each year, many boaters and spectators converge on the Westfield River for the Westfield River Wildwater Races.

Farms and Farm Products

Goshen

Lithia Llamas

Lithia Llamas raises llamas for a variety of purposes, including as pack animals, guardians for smaller livestock, breeding stock, companions, public relations, education, fiber production, and enjoyment. One of the largest llama farms in Massachusetts, the farm maintains diverse bloodlines of both North and South American origin. The public is encouraged to come see the llamas.

7 Stone Road, Goshen, MA 01032
(413) 268-3638

Cape Street Farm

Cape Street Farm specializes in breeding and selling Icelandic Sheep and Angora Goats. E.J. and Beth Brennan, P.O. Box 869, Goshen, MA 01032
(413) 268-0213

Cummington

Cumworth Farm

On this working farm with a 200-year-old Dutch Colonial farm house, the McColgan family raises sheep, produces maple syrup in season, and manages five acres of U-pick blueberries. They also run a bed and breakfast (see Bed and Breakfasts/Lodging below for description).
472 West Cummington Road (Route 112), Cummington, MA 01026
(413) 634-5529

Cummington Farmers Market

The farmers market offers fresh produce and farm-based food products from local farms. Open from early May through mid-October, Saturdays 9 a.m. to 1p.m. at the Berkshire Trail Elementary School parking lot.
2 Main Street, Cummington, MA 01026

Maple Hollow Sugarhouse

337 Stage Road, Cummington, MA 01026
(413) 634-5595

Splendorview Farm

The Thayer family owns and operates a 160-acre sheep farm, raising suffolks, dorsets, and southdown varieties. They have been raising sheep since the 1950s. Please call to arrange a visit: (413)634-5528
160 Bryant Road, Cummington, MA 01026,

Worthington

The Red Bucket Sugar Shack

Operated by the Mason family, The Red Bucket Sugar Shack is located two miles off of Route 112, near the end of Kinne Brook Road. A wide variety of local maple products are available, and a seasonal restaurant is locally popular for a maple syrup breakfast.
584 Kinne Brook Road, Worthington, MA 01098
(413) 238-7710

O'Shea & Porter Draft Horses

O'Shea & Porter Draft Horses features wagon and sleigh rides for private or public functions.
399 Kinne Brook Road, Worthington MA 01098
(413) 238-5948
e-mail: pullinghorse55@yahoo.com

High Hopes Sugar House

High Hopes Sugar House is located on Route 112 in South Worthington. The Rowe family seasonally boils maple syrup in their wood-fired evaporator and serves a buffet pancake breakfast. They are also open for the fall foliage season during the month of October and serve their buffet at this time. There is a full line of maple products in the gift shop that can be purchased year-round, including maple syrup, maple cream, candy, and Indian sugar. 1132 Huntington Road (Route 112), Worthington, MA 01098 (413) 238-5919



Several farms along the Byway offer opportunities to pick your own berries.

Running Fox Farm Organic Blueberries

A 38-acre farm, abutting Hiram Fox Wildlife Management Area, Running Fox Farm is planted with eight acres of blueberry bushes. You can pick your own organic blueberries of many varieties in a park-like setting. The more than 1400 blueberry plants and wildflower plantings attract a rich variety of birds. Open July 1 through Labor Day. Call for hours. 74 Thrasher Hill Road, Worthington MA 01098 (413) 238-0205

Justamere Tree Farm

Following centuries old Shaker traditions, Justamere Tree Farm handcrafts a variety of brooms. Artisan J.P. Welch's work has been featured on *Martha Stewart Living*. The farm also produces pure New England maple syrup, and Christmas trees in season. Patterson Rd. (1/2 mile to 2nd house on left), Worthington, MA 01098 (413) 238-5902 www.justameretreefarm.com

Lockwood Farms

Lockwood Farms produces maple syrup and related products, raises sheep to provide wool for spinners and wool products, and raises chrysanthemums for sale in late summer. 124 Cummington Road, Worthington, MA 01098 (413) 238-5306

Windy Hill Farm

Windy Hill Farm hosts "all you can eat" pancakes, waffles and French toast breakfasts and sugar-on-snow in the afternoons. Open 8 a.m. to 3 p.m. on weekends seasonally.

West Sam Hill Road, Worthington, MA 01098

(413) 238-5378

Blazin Berries

Blazin Berries has self-serve, pick-your-own organic blueberries and raspberries. They are open all day, seven days, and request exact change or checks. Bring your own containers.

58 East Windsor Road, Worthington MA 01098

(413) 238-0353

e-mail Valerie Sullivan at: threeosullivan@yahoo.com

Huntington

Norwich Lake Farm and Sugarhouse Restaurant

Located near picturesque Norwich Lake, the farm and sugarhouse restaurant seasonally offers pancakes and French toast coated with maple syrup. The maple syrup is tapped and produced on the farm just outside the restaurant.

87 Searle Road, Huntington, MA 01050

(413) 667-8830

Boisseau Family Sugar House

8 Goss Hill Road, Huntington, MA 01050

(413) 667-8824

Places of Historic Interest

Goshen

Goshen Historical Commission Museum

The Historical Museum is open every Sunday from Memorial Day to Labor Day from 2 p.m. to 4 p.m., including Columbus Day.

Goshen, MA 01032

<http://www.egoshen.com/History.html>

Goshen Cemetery

Goshen, MA 01032

Goshen Library

Goshen, MA 01032

Cumington

William Cullen Bryant Homestead

The Trustees of Reservations owns 195 acres of Bryant's pastoral estate, largely unchanged for more than 150 years. This site has prompted protection of over 970 acres of actively managed surrounding farm and forest land. The House Museum and property contain a visitors' center, restrooms, picnic areas, and hiking trails. The Homestead has components of a working farm that include a working sugarbush and extensive hayfields and pastures. The Homestead also boasts an outstanding old growth forest.

Bryant Road, Cumington, MA 01026

(413) 634-2244

bryanthomestead@ttor.org

Kingman Tavern Historical Museum

The house includes a replica of a 1900 country store and a schoolroom. The 5,000 artifacts on display in the complex reflect life in Cumington for the past 200 years, including household items, clothing, children's toys, a working loom, a reed organ, farm tools and equipment, and paintings by Phil Hicken, Ned Hayden, Paul Wiegardt, Gustav Wolf, and Holcomb York. The Museum collection also includes 17 miniature rooms by Alice Steele.

Open July and August on Saturdays and Sunday from 2 p.m. to 5 p.m. or by appointment.

41 Main Street, Cumington, MA 01026

(413) 634-5527

Worthington

Capen-Riverside Schoolhouse

Open for visitors by appointment through the Worthington Historical Society. Call

Pat Kennedy at (413) 238-5560.

Worthington, MA 01098

Worthington Historical Society

Open for visitors on Saturday mornings, seasonally. See:

www.worthingtonhistoricalsociety.org and call Pat Kennedy at (413) 238-5560 for more information.

6 Williamsburg Road (at the intersection of 143 west and 112 south)

Worthington, MA 01098

Center Cemetery

Located one mile west of Route 112 on Sam Hill Road at the intersection of Harvey Road, the Center Cemetery contains some of Worthington's earliest graves (moved there from another cemetery). Center Cemetery is listed on the National Historic Register.

Ringville Cemetery

Located ½ mile west of Route 112 on Witt Hill Road, the Ringville Cemetery is listed on the National Historic Register.

Converse Cemetery

Converse Cemetery is on the east side of Route 112, about 2 miles south of South Worthington.

Worthington Library

The Frederick Sargent Huntington Library, built in 1915, sits at the corner of Route 112 and Buffington Hill Road. The Library hosts book groups, a children's reading program, a genealogy group, an annual book fair, and many other events. It is open to the public on Tuesdays, Thursdays, and Saturdays.

1 Huntington Road (Route 112), Worthington, MA 01098

(413) 238-5565

<http://www.worthingtonlibrary.blogspot.com>

South Worthington Methodist Church

Located in the South Worthington Historic District, the South Worthington Methodist Church (1848) is gradually being restored. It is open on a Sunday afternoon each August for an event called "Conwell Sunday," which features a visit and lecture by a descendent of Russell Conwell, noted evangelist, lawyer, and author, who founded Temple University in Philadelphia. The event is scheduled to coincide with a Sevenars concert, held at the nearby Conwell Academy.

Conwell Academy

Open for visitors by appointment.

Route 112 and Ireland Street, South Worthington, MA 01098

(413) 238-5854

Huntington

Huntington Historical Society Schoolhouse Museum

Located on Route 112 near Norwich Bridge, this circa 1799, one-room schoolhouse is maintained as a museum and repository for a large collection of local memorabilia and artifacts. Open by appointment. Contact Grace Wheeler at (413) 667-3438.

Norwich Bridge Cemetery

Located one-quarter mile east of Route 112 down Littleville Road, the Norwich Bridge Cemetery was established in 1771.

Art, Science, and Music

Goshen

Institute for Musical Arts

The Institute for Musical Arts' mission to support women and girls in music and music-related businesses is rooted in the legacy of progressive equal rights movements. The 25-acre estate on which IMA is located features a house and several barns all built in the early 1800s. The largest barn has been converted into a recording, performance and teaching facility. The space accommodates a multitude of artistic endeavors and has a seating capacity of 200, a recording chamber that could hold an orchestra, and housing for up to 25 people. In addition to summer camps, IMA offers year-round programming which, unless otherwise noted, is open to the public. Call to learn about events or arrange a tour.

165 Cape Street, Goshen, MA
(413) 268-3074

Cummington

The Old Creamery Coffee House

The Old Creamery hosts live music, readings, and other cultural events on Tuesday nights at 7:30 p.m. from January through April. Call for schedule.

445 Berkshire Trail (Route 9), Cummington, MA 01026
(413) 634-5560

Arunah Hill Natural Science Center

Established as a homestead by Arunah Bartlett in the mid 1800s, Aruna Hill was incorporated as a non-profit organization in 1992 to create and maintain a dark sky observing site; an environmental, botanical, and wildlife preserve; a research facility for astronomy and science; and an educational facility for astronomy, science, and nature. The center conducts regular annual events. All events are free and open to the public. The center's dark skies, facilities, and telescopes are available to all. There are over six miles of marked and maintained trails, and many more miles of unmarked and uncharted paths on over 60 acres of forest.

218 Trouble Street, Cummington, MA 01026
(413) 772-6715

Worthington

Sevenars Music Festival

See Fairs and Festivals above.

Huntington

North Hall

North Hall is home to three or four programs per season, involving opera, plays, play readings, and occasional poetry and music performances. Open late May through September. Call (in season) for schedule.

40 Searle Road, Huntington, MA 01050
(413) 667-5543

Businesses of Tourist Interest

Goshen

The Good Time Stove Company

Established in 1973, the Good Time Stove Company is a family business dedicated to the preservation of the lost art of antique stoves through providing quality restorations in antique wood stoves and cooking ranges. Also on the property, The Three Sisters Garden is a whimsical and fun-loving garden that has involved several local artists and craftsmen in the making. Open by appointment or by chance Monday through Saturday from 8 am to 4 pm.

188 Cape Street (Route 112), Goshen, MA 01032
(413) 268-3677
<http://www.goodtimestove.com>

Out of This Earth Pottery

Out of This Earth Pottery features wheel-thrown and hand-built stoneware and porcelain pottery. They are open May through December on most Tuesdays and Saturdays 10 a.m. to 4 p.m., for special sales and by appointment.

178 Berkshire Trail East (Route 9), Goshen, MA 01032
(413) 268-8368

Cummington

Leni Fried Designs

Leni Fried is a fine artist specializing in hand-pulled original prints. Her work is included in the collections of the Massachusetts Museum of Modern Art and the Library of Congress.

Studio visits by appointment.

494 Stage Road, Cummington MA 01026
(413) 634-5591
www.titaniumarts.com

Cummington Supply

Cummington Supply carries hardware essentials and lumber, building materials, paint, plumbing, and electrical supplies.

18 Main Street, Cummington, MA 01026
(413) 634-8868

Worthington

Horning Homestead

Horning Homestead sells hand-crafted furniture, Pennsylvania Dutch food, and gifts.
226 Huntington Road (Route 112), Worthington, MA 01098
(413) 238-4230

Worthington Ballooning

Established in 1991, Worthington Ballooning specializes in customized flights in Western Massachusetts. These services are available for private or corporate outings and balloon educational programs.
Buffington Hill Road, Worthington, MA 01098
(413) 238-5514

Stonepool Pottery

Stonepool Pottery features wood-fired functional pots by Mark Shapiro, an artist who has been working in western Massachusetts for the past 20 years.
42 Conwell Road, Worthington, MA 01098
(413) 238-5362
stonepool@mindspring

Swamp Road Wood Works

Cabinet and furniture making at the Swamp Road Wood Works is inspired by the Shaker tradition, focusing on function, simplicity and elegance. Most wood is locally harvested and seasoned in the shop.
325 West Street, Worthington, MA 01098
(413) 238-0338
www.srww.com

Artistic Enterprises

Artistic Enterprises offers award-winning watercolors, prints, postcards, and note cards of the hilltowns, by Karin Cook. Cook's work is for sale locally and by appointment. Call her to inquire about art classes.
P.O. Box 443, Worthington MA 01098
(413) 238-5827
e-mail: karincwc@cs.com

Rustic For Rest

Rustic For Rest has hand-crafted tree art furniture by artisan Jeffrey Dreisbach. His work involves unique yet functional tables, benches, chairs, lamps, that are created with roots, branches, saplings.

P.O. Box 91, Worthington MA 01098
(413) 238-5868
www.rusticforrest.com

Triskele Design

Triskele Design has unique handcrafts, including pottery, fiber art, and paintings. They also have cashmere and angora fiber for spinners. Call to arrange workshops and classes.

P.O. Box 628, Worthington MA 01098-0628
(413) 238-4453
www.triskeledesign.com

Huntington

Paulson's Books & Ephemera

Paulson's Books & Ephemera is a country shop filled with used books, old postcards and early paper collectibles especially Victorian prints, advertising, greeting cards, scraps, and valentines.

26 Allen Coit Road, Huntington, MA 01050
(413) 667-3208
paulsonephemera@yahoo.com

Huntington Country Store

Huntington Country Store is stocked to the ceiling with country goods, gourmet chocolates and candy, stocking stuffers, jewelry, windchimes, baskets, Christmas ornaments and cards, toys and crystals, pewter figurines and lots of collectibles, kitchen gadgets and pottery.

70 Worthington Road (Route 112), Huntington, MA 01050
(413) 667-3232
www.hcstore.com

Smith's Sled Shop

Smith's Sled Shop sells all terrain vehicles, watercraft, snowmobiles, parts and accessories, and clothing for all seasons. Open Monday through Saturday.

38 Russell Road (Route 20), Huntington, MA 01050
(413) 667-5575
www.smithsled.com

Trolley Line Gift & Floral Shop

Gift Shop and florist.

25 Russell Road (Route 20), Huntington, MA 01050
(413) 667-5526

Main Street Antiques

Open most Saturdays 10:30 a.m. to 4 p.m.
18 Main Street, Huntington, MA 01050
(413) 667-8724

Ida Read Books

Ida Read Books specializes in used, rare and out-of-print books. Open Tuesday through Saturday from 10 a.m. to 3 p.m.
5 Main Street, Huntington, MA 01050

United Bank

Lobby is open: Monday - Wednesday: 9 am to 4 pm; Thursday - Friday: 9 am to 5 pm; Saturday: 9 am to 1 pm. Drive up is open: Monday - Wednesday: 8:30 am to 4 pm; Thursday - Friday: 8 am to 7 pm; Saturday: 8:30 am to 1 pm. There is also a 24-hour ATM.
14 Russell Road, Huntington, MA 01050

Gateway Farm and Pet

Gateway Farm and Pet has pet supplies, clothing, coal, wood pellets, seed for wild and caged birds, and more.
59 Russell Road (Route 20), Huntington, MA 01050
(413) 667-2279

Bed and Breakfasts/Lodging

Cummington

Swiss Chalet Bed And Breakfast

The Swiss Chalet Bed and Breakfast offers many amenities, such as a refrigerator, television, coffee service and telephone in each room, shared bath, full country candlelit breakfast, and a scenic ride to Tanglewood, Jacob's Pillow and more.
427 Berkshire Trail (Route 9), Cummington MA 01026
(413) 634-2267

Cumworth Farm

This 25-acre working farm with a 200-year-old Dutch Colonial farm house offers six bedrooms in a relaxed setting. Guests can enjoy the views of the fields and rolling hills from the fieldstone porch or a soothing soak in the hot tub. Open from May 1 to November 1.
472 West Cummington Road (Route 112), Cummington, MA 01026
(413) 634-5529

Upland Meadows Farm

This restored old farm offers acres of peaceful walking, hiking and in winter, cross country skiing trails. Hearty breakfasts cater to special diets, local products, and homemade specialties. Three rooms with private baths (two queens, one twin) are available as well as cots.

338 West Cummington Road (Route 112), Cummington, MA 01026
(413) 634-8884

Warner Farm

The farm includes a rustic 1779 homestead, a barn and 120 acres of land in the Cummington hills. There is a roomy living room with fireplace, a dining room that seats 30, and space to sleep 30 people in double rooms and dormitories.

4 Porter Hill Road, Cummington, MA 01026
(413) 634-5451
www.macucc.org/sites.htm

Brennan's Inn

Accommodations feature three cozy rooms, a jacuzzi, a game room, and continental breakfast. Dining includes a pub menu, daily specials, and five-course dinners on Fridays and Saturdays (including a vegetarian option). Brennan's Inn also hosts weddings and other events for up to 95 people.

21 West Main Street, West Cummington 01026
(413) 634-5493

Hill Gallery Bed and Breakfast

The Hill Gallery Bed and Breakfast is located on a hill top in the Cummington hills. The terraced grounds offer rest and relaxation with two ponds and a Zen garden. There are two rooms in the main house and a separate five-room cottage. Full American breakfast is served around an oval table in the dining room.

137 Cole Street, Cummington, MA 01026
(413) 238-5914
www.hillgallerybb.com

Worthington

Lil' Red Country Inne Bed and Breakfast and Cafe

A quiet four-bedroom inn, Lil' Red Country Inne Bed and Breakfast and Café is located 1.5 miles north of the Huntington line. Hiking trails, fishing, and wildlife viewing are all available for guests. The café serves organic fare.

967 Huntington Road (Route 112), Worthington, MA 01098
(413) 238-0121

Old North Road Bed and Breakfast

This bed and breakfast is a newer house with a warm, older ambiance. A deck overlooks flowers, back yard garden and beaver ponds. Afternoon refreshments are offered. The front porch overlooks fields and rolling hills. Two antique filled rooms share a bath and common room. Country breakfasts, serving local products and homemade specialties are available.
126 Old North Road (Route 143), Worthington, MA 01098
(413) 238-7747

The Worthington Inn

Built in 1780 by Samuel Buck and restored in 1942 by William Gass, this house features wide pine floorboards, five fireplaces, and English and American antiques. Three bedrooms, one with two double beds, down comforters, and private baths are available. Breakfast is served in the fireplace lit dining room. Member Hampshire Hills Bed & Breakfast Association (www.hhbba.com).
27 Old North Road (Route 143), Worthington, MA 01098
(413) 238-4441

Capen Farmhouse Guest Cottage

A rustic romantic cottage built about 1905 by an artist, Capen Farm House Cottage sits in a small orchard about 100 yards from the 1823 farm house. There is a heated 20x40' swimming pool, fishing in a trout stream, badminton, antique croquette, fishing, wildlife viewing, beaver ponds, and 100 acres of forested land for hiking. Available June through October. Member Hampshire Hills Bed & Breakfast Association (www.hhbba.com).
4 Capen Street (at corner of Route 112), Worthington, MA 01098
(413) 238-5304

The Old Post Inn

The Old Post Inn is a charming restored 19th century farmhouse. Accommodations include a main room with private bath, deck and hot tub. For those in need of an additional room for family and friends, there is a second guest room that shares the same bath as the main room.
32 Old Post Road, Worthington, MA 01098
(413) 238-0170

Restaurants/Food Service

Goshen

Goshen Snack Bar

Open Monday through Friday 12 p.m. to 3 p.m. serving Chinese food.
47 Ball Road, Goshen, MA 01032
(413) 268-9240

Spruce Corner Restaurant

Open for breakfast, lunch, and dinner, Spruce Corner Restaurant serves a variety of items including burgers, seafood and steaks, with specials at every meal. Full liquor license.

Hours: 6 a.m. to 2 p.m. Monday through Wednesday; 6 a.m. to 9 p.m. Thursday through Saturday; and 7 a.m. to 9 p.m. on Sunday.

188 Berkshire Trail West (Route 112 & 9), Goshen, MA 01032

(413) 268-3188

Cumington

The Old Creamery

The Old Creamery has a deli and bakery. The store features local fruit, vegetables, cheeses, wines, grocery items and Bart's Homemade Ice Cream.

445 Berkshire Trail (Route 9), Cumington, MA 01026

(413) 634-5560

Brennan's Inn

Dining includes a pub menu, daily specials, and five-course dinners on Fridays and Saturdays (including a vegetarian option).

21 West Main Street, West Cumington, MA 01026

(413) 634-5493

Worthington

Liston's Bar & Grill

Liston's Bar & Grill features a variety of foods, made from fresh and high quality ingredients, a children's menu and full bar. There is also live music, dancing, and a pool table. It is located about one mile north of the traffic lights at Worthington Corners.

324 Old North Road (Route 143), Worthington, MA 01098

(413) 238-5353

The Worthington Inn

This historic bed and breakfast serves dinner on weekends, seasonally.

27 Old North Road (Route 143), Worthington, MA 01098

(413) 238-4441

Worthington Corners Grocery Store

Worthington Corners Grocery Store is a charming general store with a little bit of everything. It is located in the same building as the Worthington Post Office.

Huntington Road (Route 112), Worthington, MA 01098

(413) 238-5531

Huntington

The Rapids

The Rapids features dinners and a full bar. It is open Thursday through Sunday.

200 Worthington Road (Route 112), Huntington, MA 01050

(413) 667-3300

The River Cafe

The River Cafe specializes in creatively prepared home cooked meals. Local eggs, quality meats and fish, fresh produce, down-to-earth atmosphere.

22 East Main Street, Huntington, MA 01050

(413) 667-3080

Four Main Street Bar & Grill

At the Four Main Street Bar & Grill enjoy comfort food in a warm cozy atmosphere surrounded by antiques and pictures of local history. Open Wednesday through Sunday; also Sunday brunch. Full bar and children's menu.

4 Main Street (just off Route 20), Huntington, MA 01050

(413) 667-5300

Huntington Country Store Ice Cream Parlor

Open year round, the ice cream parlor has up to 80 flavors of ice cream throughout the year.

70 Worthington Road, Huntington, MA 01050

(413) 667-3232

www.hcstore.com

The Hut

The Hut features hard and soft-serve ice cream. Open April through October.

22 East Main Street (Route 112), Huntington, MA 01050

(413) 667-2224

General Stores

Goshen

Goshen General Store

The Goshen General Store offers basic food and camping supplies.

Main Street, Goshen, MA 01032

(413) 268-7268

Cummington

The Old Creamery

The Old Creamery has a deli and bakery. The store features local fruit, vegetables, cheeses, wines, grocery items and Bart's Homemade Ice Cream. Also enjoy live music, readings, and other cultural events on Tuesday nights at 7:30 p.m. from January through April. Call for schedule.

445 Berkshire Trail (Route 9), Cummington, MA 01026
(413) 634-5560

Worthington

Worthington Corners Grocery Store

Worthington Corners Grocery Store is a charming general store with a deli and a little bit of everything. It is located in the same building as the Worthington Post Office.

Huntington Road (Route 112), Worthington, MA 01098
(413) 238-5531

Huntington

Huntington Country Store

The Huntington Country Store is stocked to the ceilings with country goods, gourmet chocolates and candy, stocking stuffers, jewelry, windchimes, baskets, Christmas ornaments and cards, toys and crystals, pewter figurines and lots of collectibles, kitchen gadgets and pottery.

70 Worthington Road (Route 112), Huntington, MA 01050
(413) 667-3232
www.hcstore.com

B & D Variety Store

B & D Variety Store has groceries, snacks and convenience items, newspapers, tobacco, bait, ice, fax service. Open daily.

22 East Main Street (Route 112), Huntington, MA 01050
(413) 667-8831

Moltenbrey's Market

Moltenbrey's has a full line of meats, produce and groceries. Open Monday through Saturday.

44 Worthington Road (Route 112), Huntington, MA 01050
(413) 667-3426

Gas Stations

Goshen

Dresser's

Goshen, MA 01032

Worthington

Worthington Corners Grocery Store

Huntington Road (Route 112), Worthington, MA 01098
(413) 238-5531

Huntington

Gallagher's Old Fashioned Service

5 East Main Street (Route 112), Huntington, MA 01050
(413) 667-3332

Public Parking

Goshen

Public parking is available at the town center parking lot just north of the post office off Route 9. This public parking lot is approximately ½ mile from the intersection of Route 9 with Route 112. Public parking is also available along the Route 9/112 section of Route 112 in Goshen in two pull-over rest area locations. These rest areas can be found at 2.7 and 4.0 miles from the Ashfield/Goshen Town Line.

Cummington

Public parking is available along the section of Route 112 in Cummington where Routes 9 and 112 coincide, in several pull-over rest area locations. These rest areas can be found at 1.4, 1.8, 2.7, and 4.0 miles from the Goshen/Cummington Town Line.

Worthington

There is no public parking in Worthington.

Huntington

Public parking is available along Route 112 in Huntington in several pull-over rest area locations along Little River. These rest areas can be found at 0.2, 0.5, and 4.8 miles from the Worthington/Huntington Town Line. There is a public parking/viewing area at the Hiram Fox Wildlife Management Area just off of Route 112. Public parking is available behind the

town offices off of Route 20 near the intersection of Route 20 with Route 112. Additional public parking is available behind the Huntington Liquor Store (21 Russell Road- Route 20).

Public Restrooms

There are no public restrooms within the Route 112 corridor in Hampshire County.

Analysis of Tourism Services

The availability of tourist services is directly linked to the strength of the economy to support these services. The following analysis of the Hampshire County segment of the Byway reflects a rather limited tourist economy. As the tourist economy grows along the Byway, however, and the market for lodging, food, and other such services expands, there will likely be a corresponding increase in the availability of tourist services. Understanding the current state of these services provides some insight into how they might best grow. Aside from the services listed below, it is worth mentioning that in Hampshire County there is only one bank and only one ATM machine near the Byway, at United Bank in Huntington.

Bed & Breakfasts/Lodging

Along the Hampshire County segment of the Byway, there are 11 Bed & Breakfasts or other lodging. All of these are located in either Cummington or Worthington. Data on occupancy rates should be collected to determine if the number of beds is at or near capacity and determine if more will be needed as tourism increases in the future. Also, it could be of value to determine whether there may be demand for additional lodging, perhaps in Goshen or Huntington.

Restaurants/Food Service

Fourteen restaurants and other primarily food service establishments operate along the Byway in Hampshire County. Though at least two restaurants exist in each town, more than half of these eateries are located in Huntington, mostly in or close to downtown. Of the 14, 7 could be considered full-service, sit-down type restaurants. Of the seven full-service restaurants only one, the Spruce Corner Restaurant, is open every day in every season. The others are either seasonal or have limited hours of operation (such as only dinner or only breakfast & lunch). Some of these gaps can be filled by some of the specialty establishments and/or general stores.

General Stores

Three of the six general purpose stores on the Byway in Hampshire County are located in Huntington. Most are small grocery or convenience-type stores.

Gas Stations

Gas is available in three of the towns along the Byway in Hampshire County. Most of these fuel stations are incorporated as part of other services and are not especially prominent or easy to notice, and all are open only limited hours.

Cultural Attractions Linkages Assessment

The Route 112 corridor stretches across two regions with somewhat different identities. To the south, communities see themselves as part of “the hilltowns,” characterized by a geographical location in the hilly upper reaches of the Westfield River’s three branches amidst an abundance of unfragmented forests, working farms, and small central villages. To the north in Franklin County, communities identify more with the idea of being “West County,” an identity that has emerged in part due to the existence and efforts of the *West County News* and the Shelburne Falls Business Association.

These identities do not relate to hard and fast boundaries as towns like Ashfield and Plainfield straddle both, and groups like the Trustees of the Reservations’ Highland Communities Initiative and others have more recently been making efforts to link the 30-town hill-region from the Connecticut to Vermont borders as a 'Highlands' region. In this context, linkages seem all the more valuable. It seems important to find the common threads that characterize and unify the Route 112 region as a whole. It also seems important, however, to acknowledge differences where appropriate and frame these as special qualities that enrich life experience for locals and visitors alike.

Primary attractions in the Route 112 region include the Village of Shelburne Falls, the large seasonal events of the Cummington Fair and the Sevenars Concerts in South Worthington, the William Cullen Bryant Homestead in Cummington, and the abundance of public land for recreational opportunities. These attractions seem to carry sufficient power to draw visitors from within the Route 112 region and from the Pioneer Valley, but their capacity to draw visitors from beyond the region seems more limited. In this time of economic recession, when many people throughout the state and New England contemplate vacations that require less travel and cost, the Route 112 region’s drawing power could be amplified with a marketing program that attractively packages the region’s cultural and recreational offerings. It will be important too to promote good accommodations in order to make the visit to the region worth an overnight. This section describes ongoing efforts to promote cultural linkages in the region and opportunities to build further on these efforts.

Ongoing efforts

- The Hilltown Community Development Corporation (CDC) annually produces a Hilltown Business Directory that now includes 20 communities. The directory helps to promote many resident-to-business, and business-to-business connections throughout the Route 112 region and beyond. It is available in print and on the Hilltown CDC’s website.

- The Hilltown CDC has also developed the Hilltown Spring Festival, an event intended to promote the region early in the season.
- Hidden Hills.com is an on-line reference for business, real estate, tourism, and community events in the Route 112 region and beyond.
- The Huntington and Worthington granges are collaborating to develop a brochure that highlights local farms in their respective towns.

Ideas, opportunities for future efforts

- Create activity guides that package together a series of associated cultural and outdoor activities. Activity guides could be created for those with specific recreational interests (boating, hiking, cycling, and fishing) or those with specific cultural interests (farms, history, music, local artisans, architecture). A guide might also be developed to serve those with a more general interest, combining such activities as: lunch at The Old Creamery in Cummington with a stroll through the majestic old growth forest at the William Cullen Bryant Homestead or a pancake breakfast at the Norwich Lake Farm and Sugarhouse with a cross-country ski along Littleville Lake or in the Knightville Valley in Huntington. These guides can also draw from beyond the Route 112 corridor to include such important attractions as The Trustees of the Reservations' Notchview cross-country ski center on Route 9 in Windsor, and the recreational resources of the Deerfield River in Charlemont. These activity guides could be included on the website for the Route 112 Scenic Byway, allowing visitors to plan their trip in advance, but also allowing local residents and businesses to participate in the building of attractive tours and itineraries. Developing an activity guide that promotes agritourism, through a partnership between local farmers and bed and breakfast establishments, could be a good first product.
- Develop a comprehensive signage program for Route 112 that underscores cultural linkages.
- Create audio tours for Route 112, much like the National Park Service does for the National Parks. These tours could be available on compact disc or downloadable to MP3s from the Byway website.
- Through the efforts of the Hilltown Community Development Corporation, explore development and establishment of another business association to dovetail with existing organizations. Decide how this can be done in cooperation with the Jacob's Ladder Business Association, which builds relationships and allows businesses to share strategies, ideas, and resources.

Joint Tourism Program with other Byways

Through an anticipated National Scenic Byways grant, the three planning agencies in Western Massachusetts—the Berkshire Regional Planning Commission, Franklin Regional Council of Governments, and Pioneer Valley Planning Commission—are leading a regional

effort to develop a joint marketing program for the five byways in Western Massachusetts. These five byways include: the Route 112 Scenic Byway, the Connecticut River Scenic Farm Byway to the east, the Mohawk Trail to the north, the Jacob's Ladder Trail Scenic Byway to the south, and the Mt. Greylock Scenic Byway to the west.

The program will promote the byways and tourism in Western Massachusetts through several objectives that include: creating a consistent and easily-recognizable way-finding sign program for the byways; producing easily readable maps and brochures that help travelers find the scenic byways, locate specific sites and attractions along the byways, and navigate from one byway to another; and developing a regional website that includes all five Western Massachusetts scenic byways. The regional website effort is also receiving support through the University of Massachusetts Regional Tourism and Information Center.

Berkshire Regional Planning Commission, Franklin Regional Council of Governments, and Pioneer Valley Planning Commission are working to ensure that the voices from each of the respective Byway communities are heard in the development of the joint marketing program. The hope is that the marketing program will build some important bridges between the five byways, their respective communities, tourism bureaus, and other agencies and organizations working to promote the region's well-being.

In moving forward with the marketing program, it will be important to consider the following:

- While it makes sense to package the 5 byways as one destination, it is also important to recognize that the differences between the byways make for a richness of experience. Each byway might be thought of as a "personality."
- Junctures of scenic byways provide an opportunity to reaffirm the concept of a scenic byway region. These connections could be underscored with signage, events, and landscape design. At Route 112's junction with the Jacob's Ladder Trail Scenic Byway in the south or the Mohawk Trail in the north, for example, gateways and signage that bids farewell from one byway and welcome to another byway can help to promote connections as a scenic byway region. High profile events at these junction locations might include a farmer's market and an annual agricultural fair.
- The byway region could also be united through visual consistency. For signage, this might include identification signs that combine on one sign post the individual byway name and logo with the logo and 5 byways name (e.g., Route 112 Scenic Byway, part of the 5 Sisters Byways). This visual consistency could extend to: way-finding signs; vegetation management plans; and standards for materials used for guardrails, retention walls, bridges, tunnels and buildings (architectural design standards)
- For the website and brochures, it will be important to think about maintenance and updates over the long term. It will also be important to understand how the website relates to the individual websites of each byway and to websites throughout the region

that promote business and tourism. It may also be important to establish a framework and parameters for what will be included in these materials. For marketing the Jacob's Ladder Trail Scenic Byway, consultants had recommended including only the best and most attractive amenities and features.

Regional Website and the Route 112 Scenic Byway

Some content for the Route 112 portion of the regional website is being developed as part of this corridor management plan process. This includes identifying possible overall themes for the Route 112 Scenic Byway, as well as identifying the most important resources to highlight. Both of the Route 112 Scenic Byway advisory committees have identified themes and a selected number of "hidden gems" to feature on the website.

Possible themes

A theme for Route 112 will help to provide a unifying concept through which the Byway can be promoted. The Connecticut River Byway in Vermont and New Hampshire has as a theme: The great river of New England's landscape, culture and history. The Connecticut State Route 169 has as its theme: Colonial New England towns and landscapes. And Historic Route 66, in Illinois, New Mexico, and Arizona has as a theme: The Mother Road: a classic expression of America's love of the automobile. All of these themes help to distill into one expression, the quality that makes this byway unique.

For a major theme to feature on the website in Hampshire County, the Route 112 Scenic Byway advisory committee from Hampshire County suggests exploring the following possibilities:

"Unchanged rural past" because there are many forms along the Byway that have not changed in 300 years;

"Frontier" because of the once more populated and developed regional landscape of the 1800s that has reverted back to a more natural condition (one road that has only two homes along it now, was once the site of several mills 4-5 stories in height);

"Old fashioned" because the landscape is composed of villages, farms and forests;

"Hidden hills" because many do not realize that there is such natural and scenic beauty in the region.

Hidden gems

While the idea of "hidden gems" for Route 112 comes from the marketing recommendations developed for the Jacob's Ladder Trail Scenic Byway, it seems of great value for the other scenic byways in the region. The marketing study for Jacob's Ladder Trail Scenic Byway makes some important points about the selection and value of "hidden gems." They are as follows:

- The focus should not be on the road itself, but rather on what the area has to offer that sets it apart from other scenic vistas and rural towns in the Northeast. Too often, communities tend to generalize attractions, making communities so generic that they don't stand out from everyone else.
- Visitors want specifics. A specific store, a specific restaurant, a specific cultural attraction. Promote specific businesses and attractions as a lure, and others will benefit.
- Hidden gems provide a lure. They ought to be activity based attractions as it is the activities that make it worth the special day trip.

For “hidden gems” to feature for Hampshire County on the website, the Route 112 Scenic Byway advisory committee from Hampshire County has identified the following:

D.A.R. State Forest in Goshen

Cummington Fair

The Old Creamery in Cummington

The William Cullen Bryant Homestead and Rivulet Forest in Cummington

Sevenars Music Festival in Worthington

The Knightville Dam Wildlife Management and Recreation Area in Huntington

Huntington Village

Other possibilities include: the Westfield River, the East Branch Trail, Cummington Village, South Worthington Historic District, the Huntington Country Store, and the wealth of good biking routes in the region. Just slightly out of the Route 112 Byway corridor, gems could include: the Chesterfield Gorge and Glendale Falls, both properties owned by The Trustees of the Reservations.

Findings and Recommendations

Findings	Recommendations
<p>Because there is no one entity overseeing tourism promotion of this region, there is a feeling of disenfranchisement among the communities in this segment of the Byway. The Byway itself is divided between the service areas of three state-sanctioned regional visitors' bureaus: the Greater Springfield Visitors Bureau; the Berkshire Visitors Bureau; and the Franklin County Chamber of Commerce.</p>	<p>Identify how Byway communities might work with the major visitor's bureaus or define a strategy to promote the Byway through other means.</p> <p>Participate in the Western Mass Scenic Byway website to highlight important recreational and cultural resources and tourism support services (e.g. lodging and restaurants) within the study area, provide potential connections to other scenic byways, and link to other websites with more comprehensive information about attractions in the region.</p>
<p>Among the few tourist services along the Byway, there is a wide range in quality of condition/ curb appeal. The services are also not well distributed along the Byway, such as no lodging in Goshen or Huntington.</p>	<p>Through the efforts of the Hilltown Community Development Corporation, explore development and establishment of another business association to dovetail with existing organizations. Decide how this can be done in cooperation with the Jacob's Ladder Business Association, which builds relationships and allows businesses to share strategies, ideas, and resources.</p> <p>To make the Byway attractive to tourists, encourage and work with owners of tourist services to improve the standards.</p> <p>Work to fill in gaps in service distribution, especially when considering future expansion of services.</p>
<p>Few individual attractions are capable of supporting a full day of activity and they are not linked so as to create overnight stays in the corridor.</p>	<p>Create activity guides that package together a series of associated cultural and outdoor activities. Activity guides could be created for recreational activities (boating, hiking, cycling, and fishing), cultural activities (farms, history, music, local artisans, architecture), or more general activities.</p> <p>Highlight the rich history of the Route 112 region, including old cellar holes, cemeteries,</p>

Findings	Recommendations
	<p>the keystone arches, and other artifacts of former human settlement that are scattered throughout the hillsides. Relating the stories associated with these artifacts along the length of a trail system would enrich the experience of hiking or walking in the region’s woodlands. It would also serve to underscore the importance of their preservation. Collecting oral histories from town elders about the artifacts found in the woodlands would be a first step in this process. This could include mapping, such as the work in Plainfield, and the addition of interpretive signs, such as those recently installed at key historical sites in Northampton.</p> <p>Create audio tours for Route 112, much like the National Park Service does for the National Parks. These tours could be available on CD or downloadable to MP3s from the Route 112 website.</p>
<p>The Byway area is located between two regions that already have strong and successful tourism programs, the Berkshires and the Pioneer Valley.</p>	<p>Explore and take advantage of opportunities to link the Route 112 region with the successes of the Berkshires and the Pioneer Valley, perhaps promoting the Route 112 region as providing a quieter, more rural New England experience.</p>
<p>Food service is sparse and not visually inviting along most of the corridor, except in Huntington.</p>	<p>Work with local and regional economic development groups to increase food service, especially in conjunction with existing attractions. This would also help to alleviate the lack of public restrooms in the Byway corridor.</p>
<p>Many sites are not included in existing lists of attractions (such as sugarhouses not listed on the Massachusetts Maple Producers website) or in local, state and regional marketing materials.</p>	<p>Identify existing lists of attractions, especially internet-based lists, appropriate for Byway attractions, and work to encourage links among these resources. Get listed on existing web sites related to scenic byways and driving vacations.</p>
<p>Tourist attractions in the corridor are not unified in any way through such marketing devices as branding.</p>	<p>Develop marketing tools to help unify the Byway corridor such as a brochure and logo, theme, and/or common set of signs for the Byway corridor.</p>
<p>Nearby major transportation routes provide no indication to visitors of Byway’s existence.</p>	<p>Include signage on Routes 90, 2, and 20, and establish gateways for Route 112 Scenic Byway.</p>
<p>The value of resources along the Byway, in terms of attracting tourists, is not fully</p>	<p>Develop economic viability of cultural assets, including possibility of developing Whitewater</p>

Findings	Recommendations
understood or appreciated.	Hall of Fame. Attractions might also be grouped in terms of marketing attractive day trips to the area.

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