



2015 Corridor Management Plan



The Iowa Great River Road National Scenic Byway

What does the 2015 Corridor Management Plan offer?

- 1** Describes the **341-mile route through Iowa's 10 eastern counties** along the Mississippi River and more than 500 sites which provide the **authentic qualities of scenery, nature, history, archaeology, culture, and recreation.**
- 2** Presents the case that this American Byway is **Iowa's most significant leisure and community-based corridor** with untapped potential for sustainable and compatible growth.
- 3** Summarizes the **values, preferences and suggestions of a sample of more than 800 visitors and residents**; in 2013 these views were expressed for the Iowa Great River Road and the Mississippi River with strength, **highly positive perspectives**, and a **clear need for conserving and expanding visitor services, development of access, and protection of tangible resources.**
- 4** Identifies that **significant new benefits** to the state of Iowa and Eastern Iowa **are only feasible when substantially greater investment is made** by all levels of government, nonprofit, and private sector to conserve, develop, promote and interpret the Iowa Great River Road corridor.
- 5** Confirms that the current unjustifiably **low legislative financial support** for the Iowa Mississippi River Parkway Commission -- the Governor-appointed Commission with legislated responsibilities for promoting and protecting the Iowa Great River Road -- **limits its ability to make any real accomplishments** toward meeting its responsibilities.
- 6** Presents four **Core Management Directions along with more than 40 targeted Actions for conserving, developing, promoting and interpreting, and administering** the Iowa Great River Road which address the conditions for maintaining National Scenic Byway Designation and, much more importantly, offer an accountable framework to compel all partners, public agencies, private stakeholders, and local citizens to be part of the "village" needed to steward this national resource.
- 7** Calls for the **formation of a new Iowa Great River Road Leadership Group** composed of highly effective leaders to step up and fill a void in the coordinated and lasting commitment to adding real value for Iowa and the Midwest from the Iowa Great River Road.
- 8** Provides an **extensive library of information and data** that will be valuable to public and private decision-makers in eastern Iowa, the State of Iowa, and the other nine states which support the entire 3,000-mile Great River Road from Canada to the Gulf of Mexico.
- 9** Points to the **unlimited opportunities for appropriate entrepreneurial ideas, development and growth** along the Iowa Great River Road, particularly focused on the authenticity of small Mississippi River towns and cities.
- 10** Provides "**pathways**" for the Iowa Mississippi River Parkway Commission and their partners to take actions **so the reliance, the values, the needs and the dreams** all Iowans have for the Mississippi River and the Iowa Great River Road **can finally and ultimately be realized.**



What is a Corridor Management Plan and why has it been updated?

The 2015 Corridor Management Plan is a written document which outlines the vision for the Iowa Great River Road and guides a wide range of activities for conserving, developing, interpreting and promoting, and administering the unique resources of the area. It outlines key goals and objectives and implementation strategies.

A 341 mile-long National Scenic Byway, the Iowa Great River Road connects and supports a diverse array of stakeholders. The 2015 Corridor Management Plan can help all stakeholders and partners perform more effectively, work together, and join forces on related projects.

Ready for more information?

To download the complete 2015 Iowa Great River Road Corridor Management Plan and supplemental documents, please visit:

www.iowadot.gov/iowasbyways/IAGRR-CMP.html.

For travel information about the Iowa Great River Road, please visit:

www.iowagreatriverroad.com.

For information about the ten-state Great River Road, please visit:

www.experiencemississippiriver.com.

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