

The logo for Iowa Byways features the word "IOWA" in a large, white, serif font, positioned above the word "BYWAYS" in a smaller, white, sans-serif font. Both words are set against a dark teal background. A stylized graphic element, consisting of a dark teal swoosh and a light green swoosh, curves around the text.

# IOWA BYWAYS

## Program Overview

IOWA BYWAYS™: Program Overview**IOWA SCENIC BYWAYS PROGRAM**

The Iowa scenic byway routes exist to provide Iowans and visitors a pleasurable driving experience that is unusually scenic and has interesting landscapes.

The intent of the 1988 program was to identify, protect, and enhance roadways and assets which exemplified the state's scenic qualities and historic resources.

Program Framework of 1988 Iowa legislation and administrative code

- Iowa DOT is directed to evaluate, designate, and provide signs for recognized Iowa Byways
- Local volunteer work and cooperation between citizens, organizations, local governments, and the Iowa DOT
- Economic development and tourism efforts are NOT assigned to the Iowa DOT

## IOWA BYWAYS™: Program Overview

### DESIGNATIONS (Scenic, Heritage) IN IOWA

There are 14 designated byways in Iowa.

**National Scenic Byways (3):** Loess Hills, Iowa Great River Road, Lincoln Highway Heritage Byway

**All-American Road Byway (1):** Iowa Great River Road



## IOWA BYWAYS™: Program Overview

Recent National Scenic Byway Program (FHWA)  
Designations in IowaNATIONAL  
SCENIC BYWAYAll-American  
RoadHERITAGE  
BYWAYNational  
Scenic Byway

**2021:** The US DOT approved 49 designations to the America's Byways® collection, including 15 All-American Roads and 34 National Scenic Byways in 28 states.

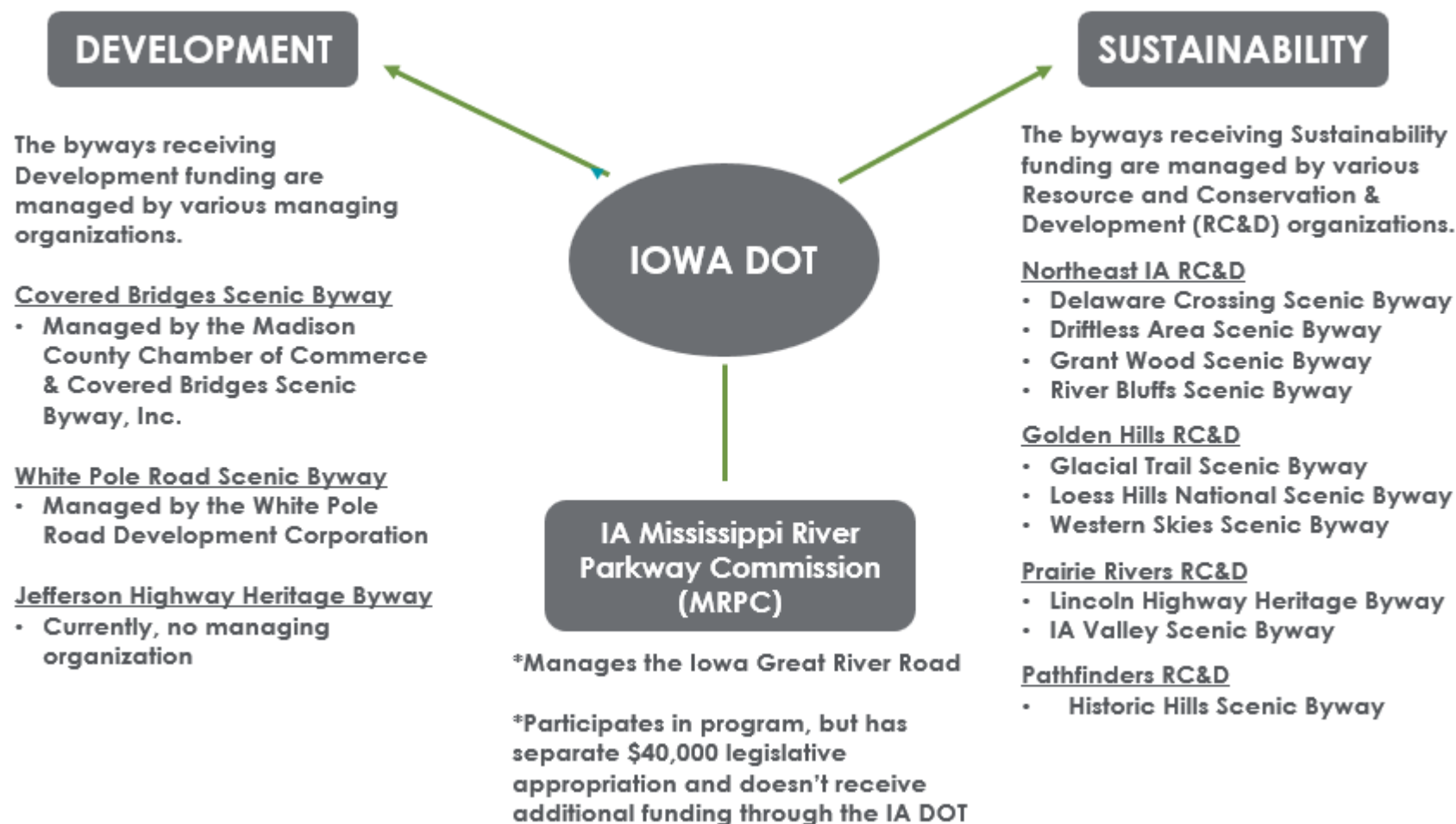
## IOWA BYWAYS™: Program Overview

**PROGRAM FUNDING (annually)= \$500,000 appropriated by the Iowa Transportation Commission in the Five-Year Statewide Transportation Improvement Program**

| SIGNING   | BRANDING  | DEVELOPMENT  | SUSTAINABILITY   |
|---|---|--|--|
| All 14 byways signed  | Iowa Byways™ Brand  | 2018 - 2025  | Phase IV: 2017 - 2025  |
| <ul style="list-style-type: none"> <li>Design</li> <li>Plans</li> <li>Purchase</li> <li>Installation</li> <li>Maintenance</li> <li>Replacement</li> </ul> | <ul style="list-style-type: none"> <li>Legal trademark protection and licensing</li> <li>Media content of the Iowa byways on a website hosted by Travel Iowa</li> <li>Some design and printing, as in-kind at the Iowa DOT</li> <li>Printing the byways' Travel Guide (in-house)</li> </ul> | <ul style="list-style-type: none"> <li>Solidify fiscal/managing organization</li> <li>Complete the Corridor Management Plan (CMP)</li> <li>Complete an Interpretative Master Plan (IMP)</li> <li>Develop the brand</li> <li>Complete sign inventory</li> </ul> | <ul style="list-style-type: none"> <li>Preserve/update Corridor Management Plan (CMP) development and implementation</li> <li>Implement Interpretative Master Plan (IMP) items</li> <li>Keep local organizations/efforts strong</li> <li>Cultivate support from partner agencies</li> <li>Complete sign inventory</li> </ul> |

## IOWA BYWAYS™: Program Overview

## IOWA BYWAYS: DEVELOPMENT &amp; SUSTAINABILITY



## IOWA BYWAYS™: Program Overview

## PARTNER AGENCIES

| Iowa Economic Development Authority   | Iowa Dept. of Cultural Affairs  | Iowa Dept. of Natural Resources  | Other Partner Organizations  |
|---|---|--|--|
| Iowa Tourism Office   | IDCA  | IA DNR   | Non-State Organizations  |
| <ul style="list-style-type: none"> <li>Provides grants and support</li> <li>Hosts Travel Iowa webpages &amp; the Passport app: <a href="http://www.iowabyways.org">www.iowabyways.org</a></li> <li>Provides economic information to byways</li> <li>Supports marketing partnerships</li> <li>Hosts the annual, Tourism Conference</li> <li>Participates in byway evaluations</li> </ul> | <ul style="list-style-type: none"> <li>Provides grants and consultation support</li> <li>Hosts Iowa Culture app: <a href="http://www.iowacultureapp.com">www.iowacultureapp.com</a></li> <li>Participates in byway evaluations</li> </ul> | <ul style="list-style-type: none"> <li>Provides grants and support</li> <li>Webpage: <a href="http://www.iowadnr.gov">www.iowadnr.gov</a></li> <li>Responsible for the Parks to People Program</li> <li>Provides support for scenic easement acquisition</li> <li>Participates in byway evaluations</li> </ul> | <ul style="list-style-type: none"> <li>Resource Conservation &amp; Development (RC&amp;Ds)</li> <li>Local governments, byway boards</li> <li>MPOs, RPAs</li> <li>County Conservation Boards (CCB)</li> <li>Byways of IA Foundation (BIF)</li> <li>Travel Federation of Iowa</li> <li>Chambers of Commerce</li> </ul> |

## IOWA BYWAYS™: Program Overview

## ECONOMIC DEVELOPMENT/TOURISM IN IOWA

## VISITOR SPENDING

Visitor spending increased \$351 million (5.1%) in 2023. Overall, visitors to Iowa spent \$7.3 billion in 2023.

**\$7.3 BILLION**

Visitor Spending in Iowa in 2023

## TOTAL ECONOMIC IMPACT

The \$7.3 billion spent by visitors generated \$10.9 billion in total business sales, sustained 70,954 jobs, and generated \$1.1 billion in state and local tax revenues.

**\$10.9B**Total  
Economic  
Impact**70,954**Total  
Jobs  
Generated**\$1.1B**State & Local  
Taxes  
Generated**\$7.3 BILLION**

Visitor Spending in 2023

**TRANSPORT****\$1.9B**

26%

**FOOD &  
BEVERAGE****\$1.7B**

23%

**LODGING****\$1.4B**

19%

**RETAIL****\$1.2B**

16%

**REC / ENT****\$1.2B**

16%

Source: Tourism Economics

Lodging includes spending on second homes.

Transportation spending includes both ground and air transportation.

Tourism in Iowa has an impact on the economy. These tourism statistics have been provided from *Tourism Economics* through the Iowa Tourism Office.

## IOWA BYWAYS™: Program Overview

## NATIONAL SCENIC BYWAY PROGRAM (FHWA) GRANTS [1991-2024]

- **1991:** Established under the **Intermodal Surface Transportation Efficiency Act** that provided **\$74.3 million** in discretionary grants
- **1998:** The **Transportation Equity Act** for the 21<sup>st</sup> Century (**TEA-21**) authorized **\$148 million** for technical assistance & NSB grants.
- **2005-2012:** The **Safe, Accountable, Flexible, and Efficient Transportation Equity Act** – (**SAFETEA-LU**) authorized **\$175 million** for technical assistance and grants to States and Indian Tribes.
- **2021:** The **Dept. of Transportation Appropriations Act** appropriated **\$16 million** for the NSBP.
- **2022:** The **Consolidated Appropriations Act** appropriated **\$6 million** for grants and technical assistance to States or Indian Tribes
- **2023:** The **Consolidated Appropriations Act** appropriated **\$20 million** for NSBP.
- **2024:** The **Consolidated Appropriations Act** appropriated **7.5 million** for NSBP Grants and Technical Assistance.

## IOWA BYWAYS™: Program Overview

## NATIONAL SCENIC BYWAY PROGRAM PROJECTS IN IOWA

| <u>Year</u>  | <u>Number of Projects</u> | <u>Funding Amount</u> |
|--------------|---------------------------|-----------------------|
| 1993         | 4                         | \$303,224             |
| 1994         | 1                         | \$19,600              |
| 1996         | 1                         | \$130,000             |
| 2000         | 1                         | \$60,000              |
| 2001         | 3                         | \$107,918             |
| 2002         | 3                         | \$778,376             |
| 2003         | 5                         | \$795,906             |
| 2004         | 4                         | \$252,000             |
| 2005         | 6                         | \$7,740,945           |
| 2006         | 9                         | \$694,766             |
| 2007         | 9                         | \$1,079,851           |
| 2008         | 7                         | \$1,164,983           |
| 2009         | 6                         | \$1,916,927           |
| 2010         | 3                         | \$771,680             |
| 2011         | 3                         | \$1,525,000           |
| 2012         | 6                         | \$4,085,316           |
| 2022         | 2                         | \$1,786,004           |
| <b>Total</b> | 69                        | \$23,212,496          |

**Completed projects include:** Corridor Management Plans, signage, constructing Interpretative & Tourism Centers, interpretative item implementation, riverfront access, training, observation deck, overlook



## Questions?

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