

COVERED BRIDGES SCENIC BYWAY Corridor Management Plan



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Prepared by:
Teddi Yaeger
Project Manager
Covered Bridges Scenic Byway

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Prepared for: The CBSB Council as well as the stakeholders, residents, and visitors that frequent the communities and roadways within the Byway Corridor.

Prepared by: Teddi Yaeger, Byway Coordinator and Project Manager for the CBSB

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SECTION I: INTRODUCTION

Holliwell Covered Bridge

INTRODUCTION

1.1 Byway Description

The Covered Bridges Scenic Byway offers visitors a journey into iconic America. Dotting the classic Iowa landscape are the famed covered bridges of Madison County, immortalized in the novel, movie and musical, *The Bridges of Madison County*. At the county's center of Winterset is an authentic and thriving historic courthouse square. Tour the birthplace of legendary actor John Wayne and the only museum in the world dedicated to The Duke. Or explore the Iowa Quilt Museum and quilt shops in the town where *Fons & Porter's Love of Quilting* was created. Madison County was also the birthplace of George Stout, who rescued precious artworks during World War II, and it served as a starting place for famed horticulturist George Washington Carver. Experience life on the plains, and enjoy the abundant natural resources which made Madison County so desirable for settlers, at the Madison County Historical Complex, or at one of the county's many recreational parks.

The 82-mile route focuses on the iconic and widely-recognized covered bridges located throughout Madison County, as well as our scenic natural areas, vibrant small communities, historical sites, cultural attractions, and many other unique destinations.

Highlights include:

- The covered bridges of Madison County
- John Wayne Birthplace & Museum
- Iowa Quilt Museum
- Madison County Courthouse & Historic District
- Madison County Historical Complex
- Influential historical figures, such as George Washington Carver, Henry Wallace, and George Stout

- Pammel State Park and Middle River Water Trail
- Two wineries, two breweries and a cidery

1.2 Background

An interim planning committee of nine local professionals in the tourism and business sector spent one year researching the program and completing the application for designation, which included mapping the route, analyzing the intrinsic values that define Madison County, cataloguing the resources along the route, and meeting with representatives of already established byways. The application was submitted in the fall of 2014, and we received our designation in August 2016. The Covered Bridges Scenic Byway Council was formed, consisting of eleven local business, tourism, county and city representatives.

The original council included:

- Jared McDonald (Chair), Director of the Madison County Historical Complex
- Jim Liechty (Vice Chair), Director of the Madison County Conservation Board
- Heather Riley (Secretary), Executive Director of the Madison County Chamber of Commerce
- Jennifer Handsaker (Treasurer), Co-owner of The Pumpkin Ranch
- Teddi Yaeger (Project Manager), Tourism Coordinator and Marketing Manager for the Madison County Chamber of Commerce
- John Pletchette, Director of the Winterset Parks & Recreation Department
- Dawn Vetter, Member of the St. Charles Library Board and the St. Charles Community Foundation

- Maxine Bussanmas, Mayor of Bevington and co-owner of Bussanmas Towing & Recovery
- Brian Downes, Executive Director of the John Wayne Birthplace & Museum
- Tom Leners, Executive Director of the Madison County Development Group
- Marianne Fons, Co-Founder of Fons & Porter's Love of Quilting and Board President of the Iowa Quilt Museum



Members of the CBSB Council and Ambassadors of the Madison County Chamber of Commerce

The Byway Council received a three-year contract from the Iowa Department of Transportation (DOT) for the development of the Covered Bridges Scenic Byway (CBSB) on April 1, 2018, and work quickly got underway. The Council was responsible for completing a Corridor Management Plan and an Interpretative Plan for the CBSB within that three-year timeframe.

How We Got Here:

- On September 24, 2014, the Bridges Byway planning committee submitted an application to the Iowa DOT for designation as an official Iowa Byway under the Iowa DOT Scenic Byways Program.
- The DOT initiated an evaluation and review process, and conducted field inventories in 2015.
- The Covered Bridges Scenic Byway (formerly Bridges Byway) was recommended for designation by the Iowa Byways Advisory Council and publicly announced by the DOT at the Iowa Transportation Commission Workshop on July 12, 2016.
- An Iowa Byways Program Orientation meeting between the advisory committee and Mary Stahlhut from the Iowa DOT was held on September 7, 2016.
- A Memorandum of Understanding was signed on September 21, 2016, and the byway route was confirmed.
- Formation of the Covered Bridges Scenic Byway Council took place in October 2016.
- An agreement was reached between the Iowa DOT and the Madison County Chamber of Commerce regarding the employment of a Byway Project Manager.
- Prep work was completed between October 2016 and December 2017, including a list of stakeholders, public meetings in March, a byway description, logo design creation and approval in April, and an inventory of assets.
- The Byway Development Project funding agreement, a three-year contract between the Iowa DOT, Madison County Chamber of Commerce, and the Covered Bridges Scenic Byway Council, was signed in May of 2018.

I.3 Corridor Management Plan

According to Scenic America (www.scenic.org), a "Corridor Management Plan (CMP) is a written plan developed by the communities

along a scenic byway that outlines how to protect and enhance the byway's intrinsic qualities and character that define their byway corridor." CMPs are "living documents that outline the goals, strategies, and responsibilities for preserving and promoting the byway." Most are developed by the byway's principal stakeholders.

The Corridor Management Plan is designed to:

- Share the vision and goals for the byway
- Provide a catalog and an assessment of the byway corridor's most significant assets/resources (including the condition of each asset and who is responsible for its preservation)
- Identify possible improvements or additions to the byway
- Recommend interpretative signage and sites
- Identify, educate and engage stakeholders
- Facilitate cooperation between local, regional and state agencies, boards, commissions and other groups and individuals to work toward shared goals and in the best interest of the byway and its assets
- Help preserve and enhance the byway's assets/resources
- Record and monitor the condition and safety of the roads along the byway route, as well as the accessibility of the byway's assets and interpretative signage
- Improve coordination of tourism and marketing efforts among the byway's communities and ensure a singular, cohesive marketing message and branding of the byway
- Track the economic impact of the byway and identify possibilities for increasing spending in the byway's communities

A CMP is meant to be flexible and change as needed according to developments along the byway corridor and in the community, and is often guided by the "14-point plan" recommended by the National Scenic Byways Program.

The Federal Highway Administration (FHWA) lists 14 components that must be in any CMP included in a byway's application for national recognition. The FHWA requirements for a CMP are:

1. A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor. (U. S. Geological Survey maps of the corridor region are ideal.)
2. An assessment of the byway's intrinsic qualities. The end product is typically a catalog of the byway's scenic, historic, natural, archaeological, cultural, and recreational qualities.
3. A strategy for maintaining and enhancing each of the byway's intrinsic qualities. (What would you want the byway corridor to look like in 10-15 years and how will you get there?)
4. A list of the agencies, groups, and individuals who are part of the team that will carry out the plan. (Be sure to include a description of each individual's responsibilities and a schedule of when and how you will review their progress.)
5. A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway's intrinsic qualities. (Many communities have long-term land use plans that can be adapted for this purpose.)
6. A plan for ongoing public participation. (This might include forming a CMP steering committee made up of local citizens, a schedule of regular public meetings, or a byway management planning forum.)
7. A general review of the road's safety record to locate hazards and poor design and identify possible corrections. Identify ways to balance safety with context-sensitive highway design practices that accommodate safety needs while preserving the road's character.
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers,

and pedestrians. (Some CMPs incorporate plans to apply for Federal Transportation Enhancement funds to pay for the installation of special bicycle lanes along the byway or the creation of hiking trails.)

9. A listing and discussion of efforts to minimize irregular intrusions on the visitor's experience of the byway. (This might include landscaping to screen an industrial site, relocating utility wires and poles, or planning for the sensitive location of wireless telecommunications towers along the byway.)

10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. Federal regulations prohibit all new billboards along designated scenic byways that are classified as federal-aid primary, national highway system, or interstate roads. States are free to impose stricter controls on billboards along scenic byways. Your CMP should also address the continuous designation of the road to ensure that billboard companies will not be able to find a loophole in your byway designation that would allow them to erect billboards along the corridor.

11. A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. (Two popular and effective ways of addressing this issue are logo signs and tourist-oriented directional signs (TODS). Logo signs are located on interstate highway rights-of-way and advertise gas, food, camping, and lodging at nearby exits. Highway-oriented businesses can advertise their company's symbol, name, trademark, or a combination of these things on a logo sign. TODS indicate only the name of local attractions, mileage to the establishment, and direction.)

12. Plans for how to market and publicize the byway. Most marketing plans highlight the area's intrinsic qualities and promote interest in the byway that is consistent with resource protection efforts

and maintenance of the byway's desired character.

13. Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities. Byway groups should work with their state department of transportation to adopt context-sensitive highway design standards for the byway. Context-sensitive design takes into account the area's built and natural environment; the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation.

14. A description of what is planned to explain and interpret the byway's significant resources to visitors. Interpretation can include visitor centers, leaflets, audio tours, information panels, and special events. In this category, creativity makes a big difference.

I.4 What is a Scenic Byway?

According to the National Scenic Byway Foundation, a scenic byway is a public road having special scenic, historic, recreational cultural, archaeological, and/or natural qualities that has been recognized through legislation or some other official declaration. Scenic Byway refers not only to the road itself but also to the corridor through which it passes. The distance the corridor extends from the road may vary due to the different intrinsic qualities associated with its scenic byway designation. The features associated with the intrinsic qualities are considered to be representative, unique, irreplaceable, or distinctly characteristic of the area, region or country.

I.5 Iowa's Scenic Byway Program

The Iowa Scenic Byway Program was developed by the Iowa Department of Transportation (DOT) in 1988 to identify, protect and enhance roadways in Iowa which exemplify the state's scenic, natural, historic, cultural, archaeological and recreational resources.

The program goals are:

- To identify and designate roads that are uniformly high in visual and/or heritage quality, and represent the scenic and historic character of Iowa;
- To preserve, protect, and enhance the naturally scenic vistas and resources along the route.

This effort is carried out through volunteer work and cooperation between interested citizens, organizations, local governments, and the DOT. Individual byways are responsible for creating a Corridor Management Plan and an Interpretive Master Plan, managing the byway, recruiting stakeholders, and funding tourism and promotional plans (including applying for grants to help cover the costs).

Scenic Byways are one of Iowa's most popular and important attractions. Online searches for byway information is usually the top search on the state's tourism website, www.traveliowa.com, according to Travel Iowa. Some of the biggest draws for Iowa are its natural and rural beauty which is what scenic byways are all about. Pulling people off the interstates and other major roads to experience our small towns and secondary roads benefits the economies of the byway towns, and makes for a more relaxed and happier traveler.

There is growing recognition among state leaders that tourism and economic development go hand-in-hand. Our rolling hills, rural landscapes, farms, and charming small towns with historic buildings are a draw for our own residents, and also for non-Iowans who enjoy leisurely driving. The goal is to encourage more of this by marking and promoting certain roads in key areas and thus the state Byways program was created.

The Iowa DOT helps fund the byways through the Statewide Byways Sustainability Program and contracts with each byway organization to fulfill and improve the intrinsic qualities of its byway. Close coordination and tracking helps byway leaders strategically implement the goals of the Corridor Management Plan each byway has developed.

The criteria used to objectively evaluate a roadway's potential for inclusion in the State Byways program include: 1) what a person sees along the route, 2) quality of the view, 3) how long one sees a view, 4) quality of presentation, 5) type of activity along the route, 6) visual character of the road, and 7) monotony versus variety. The program also requires an inventory and evaluation of designation routes to determine continuing eligibility in the program every four years.

Byways may be removed from the system if undesired development or deterioration has occurred to damage the route's original scenic or heritage qualities. The four-year re-evaluation encourages the sponsors to provide for the protection and preservation of the route's scenic and heritage qualities on an ongoing basis.

The state of Iowa, through the Iowa DOT and Iowa Tourism Office, has collaborated to help improve travelers' experiences, allowing them to enjoy the uniqueness of our state's attractions. An example is their website, Travelliowa.com, which features many of Iowa's events and attractions, and links them to the Travel Iowa Byways' landing pages found at lowabyways.org.

Designated Iowa Byways® share the unique Iowa Byways brand. The individual logos were collaboratively created at the same time to extend the brand with graphic images representing each byway's most notable characteristics.

Iowa DOT continues to support the overall brand and market presence of the byways through:

- Logo registration with the Secretary of State Brand Guidelines and Management of Approved Uses
- Iowa Byways Official Travel Guide, printed and distributed through many channels
- www.traveliowa.com/getinspired/the-scenic-route/12/

- Graphic representation on the Iowa Transportation Map
- Cooperation with Travel Iowa
- Coordination of the Travel Iowa Guide Iowa Byways pages
- Byways graphics and design assistance for promoting all Iowa Byways

Iowa's two national byways and twelve state byways are comprised of two Heritage Byways and twelve Scenic Byways. They offer a plethora of landscape, historic sites and buildings, interpretive kiosks and many things to do and see.

The byways include:

- Covered Bridges Scenic Byway
- Delaware Crossing Scenic Byway
- Driftless Area Scenic Byway
- Glacial Trail Scenic Byway
- Grant Wood Scenic Byway
- Great River Road National Scenic Byway
- Historic Hills Scenic Byway
- Iowa Valley Scenic Byway
- Jefferson Highway Heritage Byway
- Lincoln Highway Heritage Byway
- Loess Hills National Scenic Byway
- River Bluffs Scenic Byway
- Western Skies Scenic Byway
- White Pole Road Scenic Byway

I.6 Covered Bridges Scenic Byway Designation

In 2016, the Iowa Department of Transportation awarded the designation of three new scenic and/or heritage byways in the state of Iowa, including the Covered Bridges Scenic Byway. The Iowa Byways Advisory Council commented that “the proposed Madison County byway seems to be a natural fit for inclusion into the state byway program because of the wealth of scenic and historic qualities along the route. The bridges provide ready-made links to rural sites and amenities along the proposed byway and tell a compelling story to the traveler. From our site visit, it was noted that all the historic bridges are well marked and maintained. The route is suitable in length to encourage day trippers from the Des Moines metro area and can easily be made into a fun, weekend excursion.”

The council also expressed that the main theme of the bridges was “strong enough to promote and enhance travel through Madison County.” They felt that the route was “well-considered” and provided a “nice assortment of traveler experiences – from wineries to historic sites to gardens and farmsteads.” They added that the “view shed traveling south through the rolling hills of Cumming Road/Highway 35 is stunning.” The council felt that the city of Winterset and the downtown historic district were “really the crown jewel of the proposed route.”

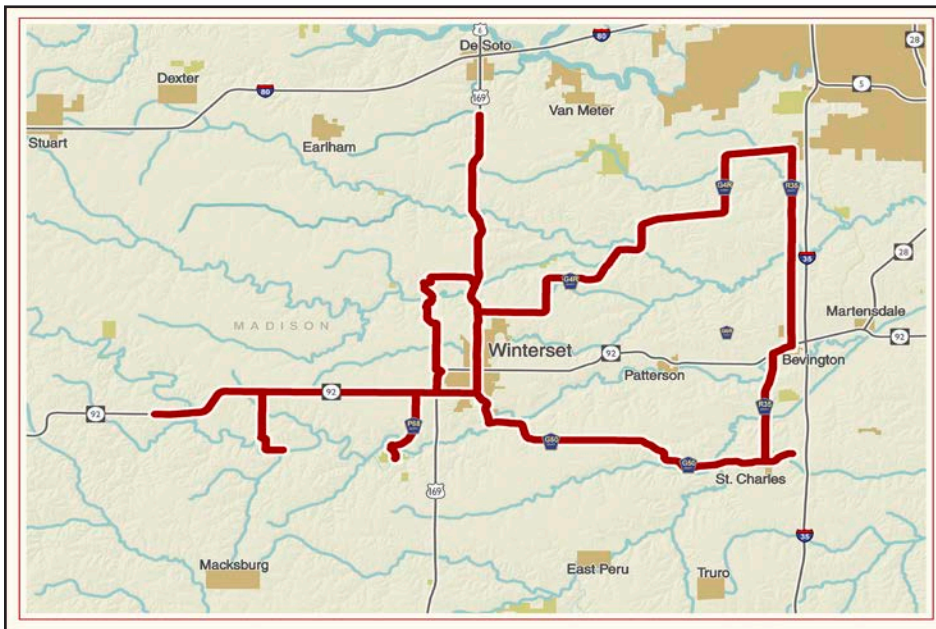
I.7 Benefits of a Byway Designation

“Strong scenic byway programs preserve the beauty of the designated scenic corridors, which reaps rewards by protecting community character while providing economic opportunities in tourism and recreation.” (www.scenic.org)

Byway designation provides the following:

- A source of federal transportation funds to assist with improvements related to either tourism or resource conservation

- Road safety improvements
- Pedestrian and bicycle facilities
- Recreation area investments
- Interpretive facilities
- Enhanced coordination and collaboration between the byway organization and local, state, federal, and non-profit agencies to conserve the byway's resources, promote the byway to potential visitors, and make investments to ensure a safe and satisfying experience for the traveler
- A catalyst for community building, bringing local residents and businesses together around a common vision for the future



1.8 Route Description

All eighty-two miles of the Covered Bridges Scenic Byway are located within Madison County. The route is not a single loop or a linear route, but a combination of one primary loop, two connecting linear routes and a few spurs. The route can be entered from the following freeway/highway exit locations – from I-80 at DeSoto, from I-35 at

Cumming, from I-35 at Bevington, or from I-35 at St. Charles, as well as from Clark Tower Road south of Winterset.

The roads included on the route are:

- U.S. Highway 169 (13 miles, paved)
- State Highway 92 (13 miles, paved)
- County Road G50/St. Charles Road (12 miles, paved)
- County Road G4R/Cumming Road (18 miles, paved)
- County Road P68 (3 miles, paved)
- County Road R35 (5 miles, paved)
- Warren Ave/10th Ave (8.5 miles, gravel)
- Elmwood Ave (3 miles, gravel)
- Hogback Bridge Road (4.5 miles, gravel)
- North River School Road (2 miles, gravel)
- A total of 64 paved miles and 18 miles of gravel

The route offers scenic views of rolling hills and valleys covered in native grasses, native stands of oak and hickory forests, and beautiful farmland punctuated with century farms and cultural landmarks.

The region of the CBSB marks the beginning of the Southern Iowa Drift Plain. In the late 1800s, it was known locally as “Three River Country,” which was derived from the beautiful valleys formed by the North River, Middle River and Clanton Creek. No other county in Iowa can boast of as many river valleys as Madison County. North River, Cedar Creek, Middle River, Jones Creek and Clanton Creek run west to east across the county creating picturesque timbered valleys, and rolling grasslands and prairie.

Idyllic horse ranches dominate the landscape in the northeast region of Madison County and may have the highest concentration of quality

equestrian facilities in Iowa along with Iowa's only polo grounds (Polo Pointe), the Moffit Lake Equestrian Center, and Wildwood Hills Ranch to the southeast.

North River Valley offers a unique view of a large complex of wetlands (over 5,000 acres) comprised of three connecting management units known as Mallard Flats, Quail Ridge and Bauer Bottoms. Cumming Road/G4R slices through the middle of this diverse ecosystem providing travelers with sightings of migratory wildlife.

Jensen Marsh, south of Bevington and north of St. Charles, is a 190-acre wildlife area managed as a natural resource and public hunting area, used for wildlife and bird viewing, as well as hiking.

Layer upon layer of fossil enriched limestone were formed in this area during the Carboniferous era and remain as a dominant natural landscape feature of Madison County. All of the river valleys and associated geologic features are visible along the byway route.

The most predominant historic features associated with Madison County are the covered bridges. These historic bridges, some constructed as early as 1870, continue to draw tens of thousands of visitors annually to Madison County. Five of the original nineteen covered bridges built in the county still stand today and are listed on the National Register of Historic Places. A sixth bridge, Cedar Bridge, was destroyed in an arson fire in 2002, reconstructed in 2004, then destroyed again in another arson fire in 2017. Another replica was completed in 2019, with a dedication during the 50th Annual Madison County Covered Bridge Festival in October.

Roseman Bridge, Imes Bridge and Hogback Bridge are all located directly along the byway route, while the Holliwell Bridge and Cutler-Donahoe Bridge can be accessed short distances off the byway route. They are culturally significant in that they were engineered and designed by local craftsmen, each using their own specific architectur-

al design. Most of the construction was done by local farmers to cover their poll taxes. The bridges were usually named for their nearest resident. The covered bridges have attracted the interests of authors, poets, photographers and movie makers, including Iowa native Robert James Waller, who used the setting of Madison County to pen his best-selling 1992 novel *The Bridges of Madison County*. A movie of the same name, starring Meryl Streep and Clint Eastwood (who also directed the film) was filmed in Madison County and released in 1995. Most recently, a Broadway musical of the same title was produced retelling the story of Robert Kincaid and Francesca Johnson.

The most predominant cultural feature associated with Winterset is the birthplace of Hollywood legend John Wayne. The small four-room home where Marion Robert Morrison was born in 1907, and a 6,200 square foot museum dedicated to "The Duke," are highlights along the Covered Bridges Scenic Byway and draw tens of thousands of visitors from all over the world to Madison County each year.

The Madison County Courthouse, located in the center of Winterset's nationally recognized historic district, is a wonderful example of Renaissance Revival architecture. It was designed by architect Alfred H. Piquenard, who co-designed the Iowa and Illinois State Capitol buildings. The 1876 courthouse is constructed of limestone quarried in Madison County. The Winterset Courthouse Square Commercial District is one of the most historically intact downtown built environments in Iowa. It is a significant collection of commercial architecture executed in local limestone and brick, covering a period of commercial development from 1856 to 1964.

Pammel State Park, located four miles southwest of Winterset on County Road P68, is dominated by the geologic feature of a limestone ridge that traverses the park from north to south. This 180-foot tall ridge was created from layers of Devonian age fossils full of coral and brachiopods from an ancient marine environment. Some of the oldest oak trees in Iowa, dating back to the 1640s, still survive in the Backbone picnic area. The park is along the Central Iowa Makoki Birding Trail and the Middle River Water Trail flows through the park as well.

The park also contains the first vehicle access tunnel in the State Highway system in Iowa, and is a recreational hotbed for canoeing, kayaking, fishing, hunting, camping and more.

A short distance from the byway route, and located in the city of Winterset, is the 76-acre City Park. The park is dominated by old-growth oak and hickory forests, transcending to riparian forest where it abuts to Middle River County Park. City Park is home to the Cutler-Donahoe Covered Bridge (moved there in 1970), Clark Tower (a three-story limestone monument built to honor one of the county's earliest settler families), an English-style hedge maze, a monument to the discovery of the Red Delicious Apple in Madison County by farmer Jesse Hiatt, as well as an 1895 cabin built by pioneer Andrew Bennett. All of the historic limestone bridges built on the route to Clark Tower were constructed by CCC and VCC workers in the 1930s.

The Madison County Historical Society was formed by Herman Mueller in 1904, and the Historical Museum was built in 1980. The current Madison County Historical Complex encompasses twenty-five acres and fourteen buildings, many of them authentically historical. They include a log schoolhouse, the Tusha School building, a log post office, the Winterset train depot, a Zion church, the Martin Gas Station, and the 1856 Bevington-Kaser House, among others. The house, a three-hole limestone privy, and the limestone barn are all listed on the National Register of Historic Places. The Historical Society maintains the North River Stone Schoolhouse, located along the byway route near Hogback Bridge. The school was built in 1874 of native limestone and was in continuous use until 1945. It is also on the National Register of Historic Places.

The rich, fertile soil in Madison County's rolling hills and valleys produce native and French-American hybrid grapes, perfect for local wineries to craft into flavorful red and white wines. One of these wineries is nestled in St. Charles, while the other winery and a craft hard cider mill are located in Winterset.

St. Patrick's Irish Settlement, accessed from the byway between

Cumming and Bevington, is a historical and cultural landmark, representative of early immigration and settlement in Madison County. St. Patrick's Catholic Church was established in 1852 and was the first parish founded in what would become the Diocese of Des Moines. It was visited by Saint Pope John Paul II in 1979. The historic cemetery has monuments of early Irish settlers and priests dating back to the 1850s.

The CBSB route also includes monuments and sites that highlight other culturally and historically significant people, such as George Washington Carver (a Winterset resident for two years before starting college in Iowa), Winterset citizen George Stout who helped rescue precious works of art from the Nazis in World War II as part of "The Monuments Men," Civil War soldiers and other military veterans, and those who played a role in helping escaped slaves on their route to freedom as part of the Underground Railroad.

1.9 Byway Corridor

According to the Federal Highway Administration's interim policy for the National Scenic Byways Program, a corridor is defined as "a roadway or highway right-of-way and the adjacent area that is visible from and extending along the highway. The distance the corridor extends from the highway could vary with the different intrinsic qualities." For the purpose of this Corridor Management Plan, the Covered Bridges Scenic Byway Council has identified the primary corridor of this byway to include a few "spurs" from the main byway route in order to include those assets/resources that have at least one of the following intrinsic qualities (archaeological, cultural, historical, natural, recreational, or scenic) and are significant. (The Holliwell Bridge, Cedar Bridge, City Park, and Blair Chapel are prime examples of this.)

The 82-mile Covered Bridges Scenic Byway corridor includes the cities of Bevington, St. Charles and Winterset.

1.10 Types of Scenic Byways

The first level of designation is a “State Byway” which can be either a Scenic Byway or a Heritage Byway, depending on whether the byway’s assets and resources are predominantly scenic or historic in nature. As of January of 2022, Iowa has eleven state-designated as well as three nationally designated scenic byways—the Great River Road, Lincoln Highway Heritage Byway and the Loess Hills Scenic Byway. A byway must first be designated as a State Scenic Byway before it will be considered for designation as a National Scenic Byway.

The third level of designation is an “All American Road.” Iowa has only one All American Road and that is the Great River Road National Scenic Byway. A roadway must have been designated a National Scenic Byway before it will be considered for designation as an All American Road.

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. The program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. Between 1992 and 2012, the National Scenic Byways Program funded 3,174 projects for state and nationally designated byway routes in fifty states, Puerto Rico and the District of Columbia. The U.S. Department of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archaeological, cultural, historic, natural, recreational and scenic qualities.

1.11 Byways of Iowa Foundation

In response to the loss of federal funding for the National Scenic Byway Program, the Byways of Iowa Foundation was formed as a 501(c)(3) non-profit in 2016. Their mission is to protect, enhance and promote cultural, natural and scenic resources along Iowa’s byways,

fostering authentic experiences with byway partners and communities to increase visitor-related economic development.

The Byways of Iowa Foundation has five current priorities they are working to implement:

1. Protect and enhance the resources inherent to each of Iowa’s byways:

- Endorse programs and/or projects that preserve scenic, natural, cultural, and historic resources
- Expand native roadside vegetation and beautification efforts
- Increase byway-related tourism and economic development revenue in Iowa
- Support development of outreach marketing materials
- Expand out-of-state advertising strategies
- Conduct or support required research

2. Provide authentic experiences for byway travelers:

- Promote year-round byway experiences and events across all four seasons
- Provide interpretation that interests all age levels, ability levels and learning styles

3. Expand opportunities to experience authentic local art, culture, history, music and food:

- Share “untold stories” about the places, people, features and resources that are unique to each byway

4. Develop and improve traveler infrastructure:

- Develop a unified and cohesive wayfinding system to help byway visitors navigate to and from attractions

- Expand multi-modal transportation options along each byway
- Provide grant funding for scenic overlooks and pullouts for safe viewing of Iowa's scenic resources

5. Educate partners and research opportunities:

- Implement programs that meet the training and education needs of businesses and communities
- Complete research that improves service and quality of experience

1.12 Byways of Iowa Public Art Initiative

The Byways of Iowa Public Art Initiative began in 2014 with an interest from byway stakeholders across the state of Iowa to expand opportunities to experience authentic local art, culture, history, music, and food. These stakeholders are part of a collaboration known as the Byways of Iowa Coalition. The Coalition is made up of representatives and coordinators from eleven state byways and three national scenic byways across Iowa who work together to promote Iowa's Byways, and develop and lead projects that improve and expand upon the intrinsic qualities and resources in byway corridors throughout the state. The Coalition works collaboratively with the Byways of Iowa Foundation, a 501(c)3 nonprofit organization, to protect, enhance and promote cultural, natural, and scenic resources along Iowa's byways, fostering authentic experiences with byway partners and communities to increase visitor-related economic development.

To work to expand local art experiences and opportunities in byway corridors, Northeast Iowa Resource Conservation & Development (RC&D) applied for funding from the National Endowment for the Arts: Our Town program to support development of sixteen public art installations in Iowa. This application was supported by a matching funds commitment from the Byways of Iowa Foundation to raise up to \$5,000 in matching funds for each project. The grant was received in 2015 and byway coordinators throughout the state planned, fund-

raised and supported the installation of public art pieces in fifteen rural Iowa communities.

The art concepts for each of the sixteen installations were developed through a creative and engaging process involving stakeholders within each community such as city officials, community members, scenic byway board members, and local art organizations. This planning process was led by a local project coordinating entity for each community and encouraged creative place-making by choosing artistic themes that would feature the distinct character and quality of each community. Local planning entities for each project were Resource Conservation & Development organizations, local chambers of commerce, and local museums of art. Each community posted an open call for artists for each of their projects, and through partnership with their local project coordinating entity, hired Iowa-based artists to develop, fabricate, and install their unique public art pieces in their downtown districts.

Together, the sixteen art pieces throughout Iowa create a body of art that epitomizes the culture and character of fifteen small Iowa communities along Iowa's scenic byways. Byway coordinators throughout the state have marketed these pieces as a whole to encourage visitors to travel to these fifteen rural Iowa towns to see the art in person and in turn, boost economic development for those communities.

Over \$250,000 was raised through the support of over 100 private, local, state, and federal contributors for this project, all of which went into local coordination by six coordinating entities, design and fabrication by eleven Iowa artists, and installation in fifteen communities. Some notable statewide contributors include the Byways of Iowa Foundation, Casey's General Stores, Iowa Arts Council (Iowa Dept. of Cultural Affairs), Iowa Byways™, Northeast Iowa RC&D, and National Endowment for the Arts.

Communities that participated and their local project contacts are below:

Anamosa – *Geared Up*
Artist: Cara Briggs Farmer
Local Project Contact: Mallory Hanson
Completed: Fall 2018

A steel sculpture of a Grant Wood-style window featuring images of the river and landscape inset with motorcycle parts from the National Motorcycle Museum.

Belle Plaine - *Interactive Transportation Sound Park*
Artist: John Schlue
Local Project Contact: Jessica Rilling
Completed: Spring 2019

The Sound Park will provide an environment for listening and creating sound including the sounds of passing trains and parabolic whisper dishes.

Bellevue Project – *Bellevue Fish Stacks*
Artist: Ronald K. Hansen
Local Project Contact: Mallory Hanson
Completed: 2018

A pair of kinetic sculptures, historic steamboat smoke stacks representing man's presence on the Mississippi River, is encircled by swirling schools of brightly colored fanciful fish, reflecting sunlight, moving with the wind. The gentle kinetic movement of each fish echoes the theme "Living, Flowing Water, Ever-changing" and the Mississippi's relentless flow to the sea.

Delhi Project – *Delhi Byway Public Art Project*
Artist: Mike Seibert
Local Project Contact: Mallory Hanson
Completed: Spring 2019

A steel archway created by late artist and resident, Mike Seibert depicting adults and children participating in water recreation.

Dubuque Project – *Honey*
Artist: Abigail Hedley
Local Project Contact: David Schmitz
Completed: 2018

Inspired by the past and future of the neighborhood, Hedley looked to nature for forms that would convey a sense of warmth, dynamism, and tradition. The shape of the sculpture, which abstractly resembles a flame or flower, expresses childhood memories of family bonfires and a sense of wonder felt while exploring nature. Similarly, the interior ribbing recalls the pattern found inside an orange—a favored fruit of her grandfather.

Eldorado Project – *Artistic Overlook Barrier*
Artist: Dennis McElree – Echo Valley Metal Works
Local Project Contact: Mallory Hanson
Completed: 2017

This artistic fence incorporates decorative panels made from cut steel depicting imagery to reflect the ecologically diverse Turkey River Valley and its history.

Elkader Project – *Three Bells*
Artist: Cara Briggs Farmer
Local Project Contact: Mallory Hanson
Completed: 2018

"Three Bells" is an interactive sound sculpture featuring arches that reflect the rolling hills of the surrounding countryside. Soft bells will echo the bells of the Clayton County Courthouse and St. Joseph's Catholic Church.

Guthrie Center Project – *Listen to the Wind*
Artist: Hilde DeBruyne

Local Project Contact: Brenda Windmuller
Completed: 2017

The sculptural piece moves with the wind and depicts a Native American proverb: “Listen to the wind, it talks. Listen to the silence, it speaks. Listen to your heart, it knows.”

Guttenberg Project – *The Deepest Pattern*
Artist: Victoria Reed
Local Project Contact: Mallory Hanson
Completed: Fall 2018

The land, the river and the people of Guttenberg define each other, and in that there is profound beauty, subtle and natural. “The Deepest Pattern” contains a hidden map of the city and represents this important tie of the people to the land, and the land to the wild, unifying them as one.

Keosauqua Project – *Van Buren County Family Farm Art Tribute*
Artist: Van Buren County Artist Collaboration
Local Project Contact: Diana Hughell
Completed: 2018

This large, barn-shaped sculpture celebrates the rich agricultural heritage of Van Buren County and thanks area farmers for their long-standing efforts.

Manchester Project – *Three Elements*
Artist: Cara Briggs Farmer
Local Project Contact: Mallory Hanson
Completed: Spring 2019

“Three Elements” depicts images representing sun, water, and agriculture. These elements are critical to Manchester’s development and success in the past, present, and future.

Manchester Project – *Manchester Whitewater Park Mural*

Artist: Dan Hatala
Local Project Contact:
Completed: Summer 2018

This mural depicts recreationists at the Manchester Whitewater Park enjoying the Maquoketa River.

Maquoketa Project – *Gables*
Artist: Daniel Caven
Local Project Contact: Mallory Hanson
Completed: 2018

The concept of ‘Gables’ is based on our small town’s residents; as it is composed of many different personalities from many different backgrounds and households. As diverse as each individual is, every resident resides under the same roof of community.

Maquoketa’s nickname, the “Timber City,” inspired the material palette for this piece. Looking to vernacular wood frame construction as the primary system, the project takes on a role of advancement to the centuries old technique. Conceptually, a singular gable creates an iconic symbol of home and when integrated with others gables it creates a three dimensional shelter. Adding more gabled systems creates a dynamic ever changing object for the downtown space.

‘Gables’ creates a visually appealing space that encourages interaction and a place of gathering, and creates a symbol and icon of community that acknowledges the people of Maquoketa.

Postville Project – *Postville Public Art Project*
Artists: Steve & Peggy Kittelson
Local Project Contact: Mallory Hanson
Completed: Spring 2019

The mosaic globe is surrounded by teleidoscopes to create kaleido-

scopic images for each viewer. This piece represents the diversity of Postville and the beauty of all cultures and religions. Changing the view of situations or objects can be positive, beautiful, and transformational.

Waukon Project – *Crossroads*

Artist: Cara Briggs Farmer

Local Project Contact: Mallory Hanson

Completed: Winter 2018

“Crossroads” depicts Waukon’s offset intersection and various colors and shapes to represent the past, present, and future of Waukon.



Covered Bridges Scenic Byway (Winterset) – *George Stout Storybook*

Artist: Michael Goodall (West Des Moines, IA)

Local Project Contact: Robin Paul

Completed: May 2018

This sculptural piece depicts a large book telling George Stout’s story

and features a large open area with a curved bench.

George Leslie Stout was born in Winterset in 1897 and resided there through high school. Stout was an American art conservation specialist and museum director who founded the first laboratory in the United States to study art conservation, as well as the first journal on the subject of art conservation. A Navy reservist for some time, Stout was placed on active duty in 1943, and soon after joined the Twelfth Army Group. Because of his art conservation background, he was one of the first recruited to the Monuments, Fine Arts, and Archives section (MFAA). The group was charged with the protection of and documentation of damages to European cultural monuments during World War II, as well as the investigation, location, recovery, and repatriation of art that had been plundered by the Nazis. The main subject of a book and movie called *The Monuments Men*, Stout was portrayed by actor George Clooney in the film (though Stout’s name was changed). Clooney accurately captured Stout’s personality, especially his humbleness, according to his granddaughter Leslie Hayes Stout Marks who attended the ribbon-cutting on May 27, 2018, along with her uncle Richard Stout.

SECTION 2: PLANNING & PUBLIC PARTICIPATION



Volunteers at Cutler-Donahoe Covered Bridge

PLANNING & PUBLIC PARTICIPATION

2.1 Introduction

The planning process for development of the CBSB CMP occurred over a three-year period. The process included one-on-one discussions, small group input sessions, and large group dialogue. Existing conditions were assessed and potential strategies for preservation, improvement and promotion were developed, with local input whenever possible. Drafts were reviewed by the CBSB Council, as well as partners and topical experts when appropriate. Organized planning sessions were facilitated by a volunteer and the project manager with support from the CBSB Council, and with participation from county and state officials and employees, individuals and leaders from organizations and businesses, and citizens from the various corridor communities. Groups or individuals with special knowledge or expertise were invited to provide input via phone and/or one-on-one discussions. The general public was encouraged to participate in the CMP planning process. Citizen input was gathered through public meetings and through contact with facilitators and CBSB Council members. The public assisted with research, writing, editing, and decision-making regarding strategies and projects).

2.2 Leadership

The Covered Bridges Scenic Byway Council consists of eleven local business, tourism, county and city representatives.

The council includes:

- Jared McDonald (Chair), Director of the Madison County Historical Complex (2018-)
- Jim Liechty (Vice Chair), Director of the Madison County Conser-

- vation Board (2018-2020), replaced by Steve Pearson after retirement (2021-)
- Heather Riley, Executive Director of the Madison County Chamber of Commerce (Served from 2018-2020), replaced by Amara Huffine (Secretary), Executive Director of the Madison County Chamber of Commerce (2021-)
- Dawn Vetter (Treasurer), Member of the St. Charles Library Board and the St. Charles Community Foundation (2018-)
- Teddi Yaeger (Project Manager & Non-Voting Member), Tourism and Marketing Specialist for the Madison County Chamber of Commerce (2018-)
- John Pletchette, Director of the Winterset Parks & Recreation Department (2018-2020), replaced by Sky Smothers after retirement (2020-)
- Maxine Bussanmas, Mayor of Bevington and co-owner of Bussanmas Towing & Recovery (2018-)
- Brian Downes, Executive Director of the John Wayne Birthplace & Museum (2018-)
- Tom Leners, Executive Director of the Madison County Development Group (2018-)
- Marianne Fons, Co-Founder of Fons & Porter's Love of Quilting and Board President of the Iowa Quilt Museum (2018-)
- Jennifer Handsaker (Treasurer), Co-owner of The Pumpkin Ranch (Served from 2018-2020); replaced by Kris Miler, Owner of Speckled Hen Farms (2021-)
- Ryan Marquardt, Owner of Wild Rose Pastures (2021-)

Byway Stakeholders and visitors are defined as follows:

1) *Byway Stakeholders*: The citizens that live or work in the communities along the byway and in the byway corridor.

A. *Primary Stakeholders*: The people or organizations which are directly responsible for protecting, enhancing, developing, and promoting the resources of the CBSB corridor. These Primary Stakeholders

are ultimately responsible for implementing the strategies, recommendations and tools set forth in this CMP. Primary Stakeholders include officials and staff of the following:

I. Local governments, public agencies, boards, and commissions of Madison County and the three cities through which the CBSB passes (Bevington, St. Charles, and Winterset); Central Iowa Tourism Region, Iowa Department of Transportation; Iowa Economic Development Authority; Iowa Department of Natural Resources; Iowa Department of Cultural Affairs

B. *Supporting Stakeholders* - Entities with activities and programs that can directly and indirectly support the actions of the Primary Stakeholders defined above. Important Supporting Stakeholders of the CBSB at the local, regional, state, and national levels include, but are not limited to:

I. Local Level - Madison County Chamber of Commerce; Madison County Economic Development Group; Madison County Historical Preservation Commission; Madison County Historical Society; community groups and civic organizations, Madison County Conservation Board

II. Regional Level - Soil and Water Conservation District, Greater Des Moines Partnership, Catch Des Moines

III. State Level - Iowa Dept. of Transportation; Iowa DNR; Iowa Tourism Office; Iowa Economic Development Authority; State Historical Society of Iowa; Iowa Chapter of The Nature Conservancy; Iowa Prairie Network; Iowa Natural Heritage Foundation

C. *Constituent Stakeholders*: Those who support the efforts of the Primary and Supporting Stakeholders by participating in volunteer activities, land management programs, marketing and business planning, and other activities that focus on and support the preservation, conservation, and promotion of the CBSB corridor. Constituent Stakeholders are land owners and managers; business owners and operators; interested individuals.

I. *Byway Visitors*: Individuals traveling to the CBSB Corridor for any reason, including to tour the byway, visit byway attractions, visit family and/or friends, participate in a business trip, recreation, shop-

ping, or any other activity that brings them from outside the byway corridor to the CBSB.

II. *Byway Tourists*: A subset of Byway Visitors, these individuals are traveling to and along the CBSB specifically because they understand that it is a byway and they want to experience the byway or byway corridor's intrinsic qualities and attractions.

2.3 Administration and Coordination

The CBSB Council has a Memorandum of Understanding with the Iowa Department of Transportation (DOT) that outlines their agreement to work together. Through a three-way partnership between the CBSB Council, the Iowa DOT and the Madison County Chamber of Commerce, the Chamber provides a part-time project manager who is funded through the Iowa Byways Sustainability Project. The Project Manager works on the tasks and deliverables as outlined in the Sustainability Project agreement, leading stakeholders or volunteers on tasks for the project, and reporting to the CBSB Council. The Project Manager also provides support for the Council through administration, facilitation, granting writing, photography, graphic design, copywriting, social media, marketing, and other assistance as needed. Whenever possible, the Project Manager works to secure outside funding to pay for projects that the Council deems important. (This may be through grants, in-kind contributions, cash, or byway sustaining memberships.)

The Project Manager works to build support for the byway and maximize partner resources by developing social media, developing and distributing informational and promotional materials, serving on committees and boards, attending meetings on behalf of the Council, and coordinating efforts with other Iowa Byways. Regional and state meetings include Iowa Byways Sustainability Project/Iowa DOT, Byways of Iowa Coalition, Byways of Iowa Foundation, Iowa tourism meetings and conferences, Central Iowa tourism meetings and

seminars, and sometimes events and training offered by the National Scenic Byway Foundation, among others.

2.4 Public Input and Outreach

The CBSB Council has committed to the following:

- Hold public meetings
- Invite individuals to council meetings
- Speak one-on-one with individuals from throughout the byway corridor

The CBSB Council and the Project Manager worked directly with federal, state, and local city governmental agencies and councils, as well as a variety of local organizations and businesses. Some partner organizations have a presence on the Council; others simply work on projects with the CBSB Project Manager. Structured input was gathered through specific meetings, sub-groups, committees, research projects, and small group outreach.

Specific groups and efforts included, but were not limited to, the following:

1. *CBSB Council*: Council members met throughout the CMP planning process as needed to conduct business, share information, and make decisions. The Council decided on priorities, oversaw the budget and spending of funds, and approved written sections of the CMP.
2. *CMP Sub-Committees*: CMP sub-committees were formed to gather information related to specific resources including Archaeological/Natural/Recreational/Scenic, Historical, and Cultural, as well as around the areas of Grant Writing/Outreach, and Marketing/Design. Sub-committee members were invited or volunteered based on specific areas of expertise or interest. Committee members helped inventory resources, develop strategies for promotion and interpretation, prior-

itize projects, assisted with research for specific sections, and provided topic-specific input needed for development of this CMP.

3. *Stakeholders*: CBSB Stakeholders participated in CMP planning sessions, which were organized and conducted as open public meetings in corridor communities. These public meetings were publicized in local newspapers, through e-invitations, and by word-of-mouth. These open meetings provided the opportunity for the Council to educate attendees about the byway and explain the purpose and importance of the byway and the CMP. Attendees were asked to divide into special interest groups and participate in topical discussion. They discussed methods of gathering information and provided input and ideas related to Archaeological/Natural/Recreational/Scenic, Historical, and Cultural Resources. They also identified potential projects for inclusion in the CMP.

4. *Business and Consumer Survey Groups*: The Council can distribute surveys to byway businesses, partners and organizations to identify consumer awareness of the CBSB and gather input for various sections of the CMP. (For example, businesses may be asked to review, test and provide input on various types of marketing materials in terms of what they would prefer to distribute, changes they would recommend, and to gauge the public's response to test market materials.)

5. *Private and Public Businesses and Partner Groups*: The Project Manager keeps an updated list of byway stakeholders, including retail stores, restaurants, lodging facilities, historical society members, libraries, service organizations, and other businesses and individuals along the route.

6. *"Friends of the Byway" Sustaining Memberships*: For an annual fee of \$100, businesses and individuals earn the designation as a "Friend of the Byway" and receive a decal to display showing their support of the byway. These contributions help sustain the byway by funding marketing materials and other byway operating costs. Members are recognized wherever possible, and are invited to special training op-

opportunities and celebrations related to the byway.



2.5 Ongoing Public Participation

The CBSB Council and Project Manager will continue to encourage and foster public participation beyond the development and completion of this CMP. The CMP is a living document and the Council will continue to collaborate with its partners as it transitions into working to implement the projects it proposes.

The public was encouraged to participate in every phase of the development of the CMP and through its implementation as well. Area leaders in tourism, attractions, economic development, businesses, chambers of commerce, historical societies, and conservation boards were also engaged in the process.

SECTION 3: MISSION, VISION & GOALS

Hogback Covered Bridge

MISSION, VISION & GOALS

3.1 Our Mission

The purpose of the Covered Bridges Scenic Byway Council is to guide the development of the Corridor Management Plan and oversee its implementation through expanded outreach, education, marketing, and enhancement of the Byway Corridor, to and for its stakeholders and visitors.

3.2 Our Vision

The vision of the Covered Bridges Scenic Byway Council is to enhance the experience of visitors, the quality of life for residents, and the economic vitality along the Covered Bridges Scenic Byway, by preserving and promoting the byway corridor's diversity of resources, and by offering extraordinary experiences.

3.3 Goals & Objectives

Goal 1: Develop a sustainable byway organization.

- Partner with local, state and federal public and private partners to increase technical and financial support for the CBSB Council, including but not limited to, the assistance of a part-time Project Manager through the Madison County Chamber of Commerce, and funding for implementation of necessary organizational projects as recommended by the CBSB Council.
- Foster an atmosphere of collective planning and implementation between the CBSB Council and local, state and federal private and public entities, during planning and implementation of the CMP, in order to foster collaboration and cooperation, and to eliminate any duplication of efforts.
- Select and secure CBSB Council members that individually and collectively represent the cities, counties and businesses within

the CBSB corridor, ensuring a wide range of expertise, insight and support for the byway and its communities.

- Maintain a regular schedule for well-planned, well-attended and productive council meetings, and work individually and collectively to ensure participation in those council meetings by a majority of CBSB Council members.
- Seek out and involve public and private stakeholders in all aspects of the CMP implementation through small and large group public meetings and input sessions, public and private committee or service group meetings and presentations, project and community meetings, and one-on-one meetings.
- Invite both public employees and private business owners to serve on the CBSB Council.
- Develop and maintain a web presence through social media and use other forms of communication to keep the public informed and engaged. Provide opportunities for public input at the local level and on a broader scale to include the traveling public.
- Provide opportunities for feedback, input and for new ideas to be brought to the CBSB Council's attention so that the CMP is a living document that is owned and influenced by the public over time.
- Seek out and foster local partnerships for implementation of art, history, cultural, recreational, and other infrastructure and non-infrastructure projects as identified in this CMP.
- Develop and implement programs that build support for the CBSB within and between our byway communities.
- Ensure that this CMP integrates and supports local community visions, plans, programs, and objectives relevant to the byway corridor now and in the future.

Goal 2: Protect and preserve the CBSB's intrinsic resources and local quality of life.

- Endorse programs and projects that preserve and protect the following: scenic qualities, views and vistas; agricultural lands and resources that exemplify the rural character of the region; sensitive, threatened and endangered vegetation and habitats; natural resources in and adjacent to the byway corridor's woodlands, prairies, wetlands, rivers, lakes, and forest environments; historic sites, museums, structures, objects and collections; archaeological sites; cultural resources and traditions.
- Ensure that byway programs and projects will not detract from but rather complement and enhance the corridor's resources.
- Limit signage so as to protect the corridor's viewsheds, natural character and scenic value, while still principally providing for travelers' safety and wayfinding.
- Provide information to local public and private entities and policy makers about advertising and billboard restrictions, and other state or federal regulations as they relate to Iowa's scenic byways and corridors.
- Inform and provide the highest quality technical resources for county and city planning and zoning committees, city councils, and county boards of supervisors regarding decision making associated with the CBSB corridor and its viewshed.
- Increase awareness of the need for conservation, protection and stewardship of the byway's sensitive and unique resources and intrinsic qualities.
- Ensure that byway programs and projects respect local interests and enhance and retain the local quality of life.
- Support sustainable visitation and tourism that does not diminish the byway's intrinsic qualities.

- Promote and manage visitation and tourism to minimize their impacts to public safety infrastructure, residents' daily routines, cultural traditions, favorite locales, and lifestyles.
- Work with public and private partners to restore native vegetation, to control invasive species and weeds, document native plant communities, and manage roadsides and adjacent lands in a manner consistent with the Iowa Integrated Vegetation Management Program in the CBSB right-of-way or in key locations adjacent to the byway.
- Partner with public and private entities to control and remove litter, and stop illegal dumping along the byway.
- Encourage public and private entities to work together to improve or remove visually intrusive or environmentally hazardous sites along the byway.
- Work with local, state and national private and public partners to expand and enhance opportunities for travelers to enjoy the scenery and views along the CBSB and in the byway corridor.

Goal 3: Foster economic development in individual community downtowns and business districts within the byway corridor.

- Invite representatives from each byway community to serve on the CBSB Council and the Byways of Iowa Coalition so they can provide specific input and ideas for promotion of the byway and byway communities.
- Work with CBSB communities individually and collectively to identify, promote and enhance their distinct character, attractions and services within the larger context of the CBSB brand.
- Support branding efforts for each community and encourage all branding to tie back to the byway and/or connect with the other communities located in the CBSB corridor on some level.
- Work with public and private, local and state partners to develop opportunities for multi-community and multi-byway partnerships that collectively promote the CBSB communities as part of

the CBSB or Iowa Byways experience.

- Explore funding sources to help with downtown revitalization projects in the byway corridor's anchor communities.
- Develop ways to mentor byway businesses through shared information and training opportunities, to help ensure their success.
- Support tourism initiatives that increase business opportunities in the byway corridor and in each of its communities.
- Develop and promote year-round experiences to byway visitors in order to spread tourism out and increase economic benefits across all seasons.

Goal 4: Create an easy-to-navigate byway experience.

- Welcome visitors and help orient them to attractions, services and facilities in the area.
- Develop a unified and cohesive system of wayshowing through driving directions, maps, and signage.
- Keep wayshowing tools up-to-date to ensure that travelers have access to the most current travel information at a variety of locations.
- Provide wayshowing tools in various mediums, including print and digital (desktop and mobile) and ensure that those tools are readily available and accessible to all.
- Work with and empower CBSB stakeholders on how to work with public and private entities that inform travel decisions, route planning, and selection and wayshowing at the local, state and national level.
- Conduct an annual byway signage inventory and work with cities, counties and the Iowa DOT to replace or repair byway signage as needed.
- Work with local partners to ensure that local wayshowing to CBSB attractions is implemented at the highest standards through

a coordinated effort.

Goal 5: Ensure the safety of byway travelers.

- Work with byway partners and organizations to ensure that the byway roadway, shoulders, bridges, and intersections are well-designed and maintained.
- Work with byway partners to ensure there are safe alternative transportation routes for pedestrians, bicyclists, watercraft, snowmobiles and other forms of transportation.
- Work with state, city, and county road jurisdictions to ensure that the byway has adequate byway and traffic signs.
- Regularly review accident history information to understand and address high accident areas along the byway. When safety concerns arise, pursue traffic safety funding.
- Improve safety by actively working with byway partners to provide adequate sight distances by controlling unwanted trees, shrubs, and other vegetation.
- Provide opportunities for travelers to safely stop and enjoy the scenery.
- Provide a travel environment where visitors can conveniently access pull-offs, scenic overlooks, attractions, interpretation, restrooms, rest areas, parking, and other services and amenities in a safe and enjoyable manner.
- Encourage inter-agency cooperation and legislation that supports safety improvements along the corridor.

Goal 6: Strengthen the byway's identity and promote its value as a tourism destination.

- Become a fundamental part of tourism activities in the re-

gion by working collaboratively with partnering organizations to cross-promote the byway in regional marketing efforts.

- Provide technical and financial support for high quality marketing of the CBSB at the local, state and national level.
- Develop a cohesive “brand identity” for the CBSB through the use of design standards (for all Iowa Byways and our individual byway) for signage, publications, kiosks, and all other marketing features.
- Develop byway-specific marketing material such as brochures, newsletters, tradeshow banners, social media sites, website content, videos, apps, audio tours, maps, and other materials.
- Collect and analyze information about CBSB travelers and online visitors, including user statistics and demographics, areas of interest, etc. Sources include research collected by the Iowa Tourism Office/Iowa Economic Development Authority, Google Analytics, Facebook statistics, and welcome center surveys.
- Educate byway stakeholders and partners about the demographics of the byway traveler in general, and specific targeted subgroups of byway travelers, so they can target their resources appropriately.
- Develop, conduct and market programs, events and other byway experiences through social media, conferences, mass media, and other venues that maximize visual interaction and one-on-one outreach to targeted byway audiences.
- Identify and secure partnerships, grants and contributions for the CBSB Council and partners to fund development and distribution of marketing materials that reach audiences of all ages and demographics.
- Keep the media and the public informed of CBSB activities.

- Coordinate with, and support, CBSB-related festivals and celebrations.

Goal 7: Enhance the visitor experience through interpretation - the sharing of our byway’s stories.

- Develop and implement interpretive plans for main attractions and sites along the byway.
- Develop a main interpretive theme, sub-themes and storylines for the byway.
- Identify, collect and develop the stories unique to the byway’s corridor - the people, places, features, and histories - in order to share them with visitors.
- Develop interpretive and educational opportunities for visitors through informational signs, audio tours, brochures, interpretive panels, wayside exhibits, kiosks, thematic art, information hubs, plaques and place markers.
- Provide interpretation that is accessible to all age levels, ability levels and learning styles.
- Enhance or provide support for programming related to the byway’s resources at other venues (such as museums, parks, etc.) through shared information or resources.
- Keep interpretive and educational information up-to-date and dynamic in order to appeal to returning visitors, and keep them engaged throughout all seasons.
- Develop a CBSB podcast, CD or audio download for travelers with information specific to each sight or theme (such as quilting).

A photograph of the Madison County Courthouse in Winterset, Missouri. The courthouse is a large, light-colored stone building with a prominent central clock tower. In the foreground, there is a large, lush hanging basket of pink and white petunias on the left, and a green lamppost on the right. The scene is set against a blue sky with scattered white clouds. A white text box with a black border is overlaid on the upper part of the image.

SECTION 4: BYWAY CORRIDOR & COMMUNITIES

Madison County Courthouse in Winterset

BYWAY CORRIDOR & COMMUNITIES

4.1 Introduction

Since the CBSB Corridor is the focus of this Corridor Management Plan, it is important to understand the boundaries and content of that corridor. Scenic America defines a Corridor Management Plan as “a written plan developed by the communities along a scenic byway that outlines how to protect and enhance the byway’s intrinsic qualities and character that define their byway corridor.” Though Scenic America defines what a CMP is, they do not stipulate what comprises a “corridor” for any given byway. Iowa does not regulate the width or length of a scenic byway corridor’s boundaries, nor does it define byway corridors by political, geographic or scenic boundaries. The National Scenic Byway Program defines a byway as “the road or highway right-of-way and the adjacent area that is visible from and extending along the highway.” The program notes that “the length of the corridor can vary depending on different intrinsic qualities. Intrinsic qualities include scenic, historic, recreational, cultural, archaeological, or natural qualities.”

4.2 CBSB Corridor

In determining the boundaries of the CBSB corridor, the following factors were used:

- What land area is visible from the CBSB roadway?
- What are the most significant intrinsic qualities adjacent to and near the CBSB roadway?
- Which intrinsic qualities do state and local entities consider significant enough to provide wayfinding from major roadways along the byway route?

- Where are significant intrinsic qualities located in relation to the byway and each other?
- If a byway traveler were to travel to and from the byway to experience a specific byway quality, would they be able to spend more time at the site than they spent traveling?
- If the byway organization were to invest in specific intrinsic qualities in the proposed byway corridor, would that investment enhance the visitor’s experience?
- How do significant intrinsic qualities lie spatially within specific political jurisdictions given proposed byway corridor scenarios?

After considering these factors, the CBSB Council determined that the CBSB Corridor would officially be defined as follows:

- The CBSB Corridor includes the cities of Bevington, St. Charles and Winterset.
- The CBSB Corridor cities of Bevington, St. Charles and Winterset cover a total of 5.71 square miles, and the CBSB route incorporates another 1.24 square miles, using the state right-of-way standard of 80 feet wide (40 feet on each side of the roadway) and multiplying that by 82 miles.
- According to the 2020 Federal Census, 6,050 residents live within the CBSB corridor communities of Bevington, St. Charles and Winterset.
- The largest city in the corridor, with approximately 5,353 residents, is Winterset.
- Covered Bridges Scenic Byway is located in south central Iowa, thirty minutes from Des Moines, two hours from Omaha, less than three hours from Kansas City, four hours from Minneapolis, and less than six hours from Chicago.
- The CBSB is accessible via U.S. Highway 169, State Highway 92 or County Road G50/St. Charles Road. The Winterset Municipal

airport, which supports small, private aircraft, is located at 3405 N. 8th Ave in Winterset. The Des Moines International Airport is located 34 miles from Winterset and there are plenty of rental car options there. There are no rental car businesses or public transportation options in Winterset, Bevington or St. Charles, so visitors do need to provide their own transportation along the CBSB.

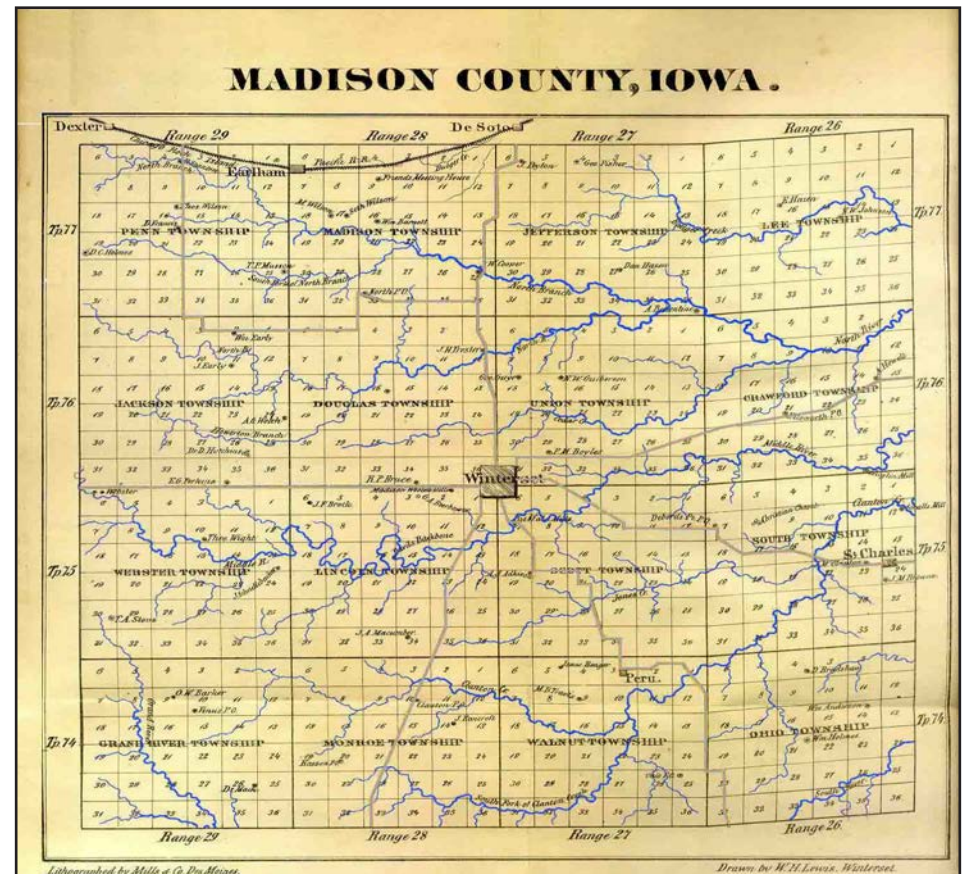
- Seasonal weather/rainfall: The weather is very seasonal within the CBSB Corridor. The average high temperature in July is 86.8 degrees, and the average low in January is 11 degrees. Average rainfall is 32.5 inches. Average annual snowfall (which usually occurs between November and March) is 29.8 inches.

4.3 Corridor Communities

Corridor Communities are the communities within the boundaries of the Corridor, which in the case of the Covered Bridges Scenic Byway, includes the cities of Bevington, St. Charles and Winterset.

The largest corridor city is Winterset, with 5,353 residents reported during the 2020 census. The city has a total area of 4.72 square miles. St. Charles has the next largest population at 640. The city has a total area of 0.54 square miles. Bevington has the smallest population at 57. The city has a total area of 0.46 square miles. Winterset and St. Charles are in Madison County, while Bevington is primarily in Madison County, with a small portion in Warren County. However, the byway roadway that lies in Bevington is only in Madison County.

4.4 Madison County



Madison County was formed on January 13, 1846, and has been self-governed since 1849. The county was named after James Madison, the fourth President of the United States. Madison County is located in the south central region of Iowa, approximately 30 miles southwest of Des Moines. Madison is one of the five counties that make up the Des Moines-West Des Moines Metropolitan Statistical Area.

According to the U.S. Census Bureau, the population of Madison County in 2020 was 16,548. Employment among residents (18 years and older) was 69.3% between 2015-2019, and personal income was

up 174.3% (compared to the national average of 222.1%). Unemployment was lower than the national average of 3.9% at just 3.2%. However, average earnings per job were well below the national average of \$62,321 at \$35,348. 6.9% of the county's population were in poverty.

Agriculture and Travel & Tourism use sectors were 12.5% each. (Travel and Tourism includes the following sectors: Accommodations & Food; Arts, Entertainment & Recreation; Passenger Transportation; and Retail Trade.) Accommodations & Food accounted for 7.7% of the Travel & Tourism related jobs in Madison County, and 4.7% were in Retail Trade. Agriculture was much higher here than the national average of 1.3%. Mining was also higher at 1.4% compared to the national average of 0.31%.

According to a 2018 Laborshed Analysis and data based on the 2018 County Business Patterns by the U.S. Census Bureau, the main industries in Madison County are wholesale and retail trade, healthcare and social assistance, construction, accommodation and food service, wholesale trade, professional services, finance and insurance, manufacturing, and agriculture/agri-business. The 2018 County Business Patterns by Legal Form of Organization and Employment Size Class for U.S., States, and Selected Geographies for Madison County shows that there were 415 business establishments in the county, employing a total of 2,790 individuals. Retail trade employed 583, Healthcare and Social Assistance employed 542, Construction employed 332, Accommodation and Food Service employed 238, and Wholesale Trade employed 237.

The median household income for Madison County residents is \$66,316, based on 2015-2019 American Community Survey 5-Year Estimates through the U.S. Census Bureau.

The total area of the county is 562 square miles, of which 561 square miles are land and 1.2 square miles are water. The county is situated south of Interstate 80 and west of Interstate 35.

The following cities or towns are incorporated in Madison County: Bevington, Earlham, East Peru, Macksburg, Patterson, St. Charles, Truro, and Winterset. "Lost" towns (those that were platted early on but were unsuccessful in staying incorporated) include Hanley, Peru (Old Peru), Buffalo, Worthington, Barney, Fairview, and Tileville.

Madison County is best known for its covered bridges, which were featured in the novel, movie, and musical, *The Bridges of Madison County*. Every year, tens of thousands of visitors from across the globe visit Madison County to see the bridges. In 2021, Madison County earned \$17.1 million in travel-related expenditures, based on a report generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM) which measures U.S. resident traveler spending in Iowa. Tourists are also drawn to the county for its museums, parks, wineries, retail stores, and for agritourism (such as pumpkin patches).



Heart & Soul - Community Value Statements

Madison County Heart & Soul is an initiative that recognizes that our county is diverse and made up of individual communities, rural areas, and neighborhoods. Heart & Soul's purpose is to honor communi-

ty pride as we develop a county-wide future that represents what matters most to residents. The best way to identify Madison County's distinctive character – and find the means to protect it – is to listen to people who live in the communities of the county.

The Madison County Heart & Soul committee reached out to ThriVinci, an Omaha, Nebraska, nonprofit that specializes in organizational development and effectiveness consulting. This work was funded by grants from the Greater Madison County Community Foundation and funding from the Madison County Board of Supervisors. ThriVinci analyzed the responses in order to provide a framework for unbiased data-driven decision making. ThriVinci quantified responses so they could be organized into manageable groups of ideas. The findings empower the communities and extend the collective voice of citizens. This report was released to the Madison County Board of Supervisors and is available to all residents of Madison County.

The Madison County Heart and Soul team of volunteers collected and reviewed data from 1,037 surveys from Madison County residents to form a set of statements that capture the shared values, themes, and benefits expressed in the data. These county Heart and Soul statements incorporate the diverse perspectives of those who live and work in Madison County. These statements express a shared vision of what matters most to its citizens. The Heart and Soul statements are provided to government and civic organizations as a guide when making decisions and setting goals.

1. Small-town Feel

We value the small-town feel in all our communities - towns, townships, rural neighborhoods, and subdivisions - which together contribute to a sense of identity, pride, and togetherness that is Madison County.

2. Scenic Beauty

We treasure our scenic countryside and its natural beauty – open spaces, farm land, rolling hills, timber land, vibrant skies, waterways, and wetlands – which all contribute to our tranquil environment and

peaceful interaction with nature.

3. Historic Vibe

We honor the stories of Madison County told through our museums, architecture, parks, covered bridges, and famous landmarks, where anyone can go any time and be excited about these places where history was made.

4. Arts and Culture

We treasure the arts and culture represented throughout the county as we gather in local venues that welcome participation in live entertainment, fine arts education, artisan craftwork and activities, and vibrant social networking that strengthen our sense of place.

5. Events and Attractions

We endorse and support the unique community and county-based festivals and celebrations, both traditional and innovative, that connect people, instill community pride, and promote tourism and economic opportunities.

6. Community Recreation

We embrace the variety of both individual and group recreational opportunities provided through our parks and playgrounds, athletic fields, and outdoor spaces which encourage an active and healthy lifestyle.

7. Education Systems

We value our quality local schools that challenge students in a safe learning environment and provide a variety of extra-curricular activities to prepare them for a better future.

8. Agriculture

We value our agricultural heritage and recognize the diversity of to-

day's agriculture, which preserve a rural lifestyle and contribute to the local and global food chain.

9. Local Economy

We will continue to invest in locally owned businesses, local health and government services, and local industries and agriculture that underpin small-town living, address economic disparity, value personalized relationships, and make living and working here convenient and desirable.

10. County Infrastructure

We seek to maintain and build our county's infrastructure that provides a) roads and bridges for easy access in and out of our neighborhoods, b) access to reliable digital technology for stronger connections with the global community, and c) affordable utilities to enhance living and economic growth.

11. Community Conversations and Connections

We recognize the independent spirit and individuality of each community and understand the need for improved two-way communication and cooperation among all the governing bodies and residents to improve the quality of life across the county.

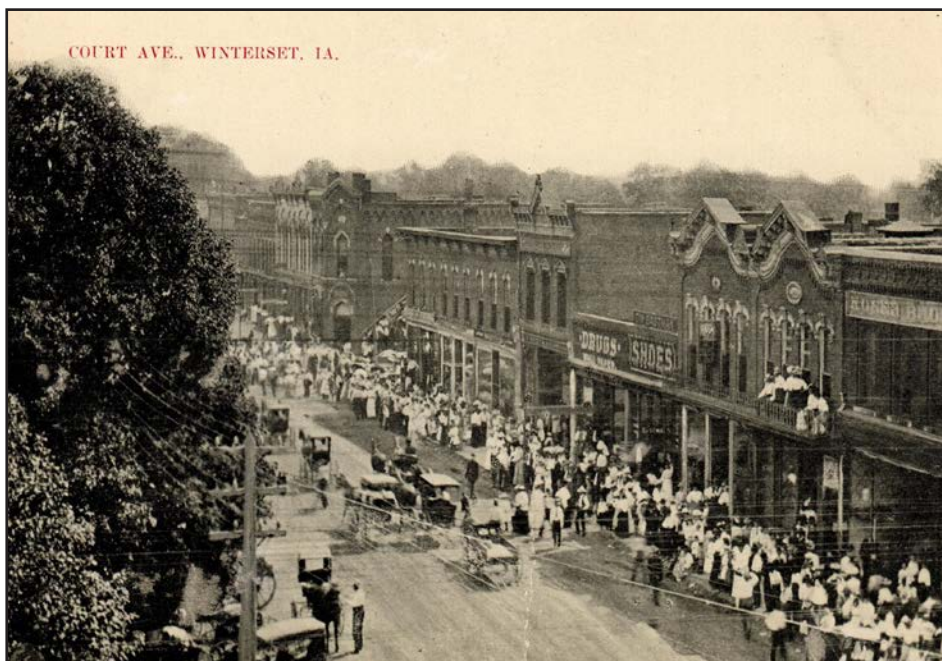
12. The Challenge of Balancing Growth and Maintaining Small Town Character

We endorse moderate, transparent, and balanced growth that preserves our small-town rural way of life, strengthens our economic base with better paying jobs, provides local amenities and services, and protects our land and water.

Statements from residents of Winterset and St. Charles are listed below in the *Anchor Community* sections.



Above: Most common words used in the Heart & Soul survey responses



4.5 Anchor Community of Winterset

Winterset was chosen as the county seat in 1849 by the Iowa legislator appointees. The city served as the only center of commerce for the next twenty years with the remainder of the county's citizens scattered on small farms throughout the prairie. A compilation of 1860 US Census data lists Winterset as the only town in Madison County. It had a population of 915, which was only 12.5% of the entire county population of 7,339. Its central location assured that rural residents had the convenience of being able to travel by horse to the county seat and yet return home in the same day.

The story of Winterset's unusual name was told by Alfred D. Jones, one of the county's earliest residents and later elected as its surveyor and prosecuting attorney. In a letter written on March 18, 1878, he states that the first county commissioners wanted to name the county seat "Independence," but Jones argued it would be confused with other towns in the state, so it was rejected. As stated by Jones,

"At last some person suggested Summerset as the name, to which Bill Combs, who was lying down on a bench roused up, and quite petulantly remarked that 'you had better call it Winterset' in derision, for we had a terrible scourge with the deep snow that winter. I at once suggested that would be a good name. Then Combs took exceptions to that, for he said it would prevent persons from coming to a country that was so cold, that they adapted cold names for their towns. I examined the postal register and found nothing like it except Winterset in the state of North Carolina. I commenced urging the name and writing it and sticking it upon the wall until I got them familiar with it when the commissioners adopted and recorded it."

Winterset was platted in the summer of 1849 by Jones, with help from P.M. Boyle and Enos Berger. By 1854, with the frontier line again moved farther west with the opening of the Kansas and Nebraska territories, Iowa was becoming quite civilized in its own right. The years between 1854 and 1857 were remarked as the golden days of Winterset. The town grew rapidly with stage lines bringing in a steady flow of land speculators and settlers. Between 1856 and 1879, hotels and businesses sprang up around the square, streets were macadamized, and fine residences lined the broad lanes. In 1872, a branch of the Chicago, Rock Island & Pacific railroad ran from Des Moines to Winterset, marking the end of the pioneer days and bringing even greater wealth to Winterset.

The city of Winterset is best known as the birthplace of Hollywood legend John Wayne, who was born Marion Robert Morrison on May 26, 1907, and for its widely known covered bridges, the subjects of a novel, movie and musical named *The Bridges of Madison County*. Winterset has served several times as shooting locations for films including *Cold Turkey* (1971), *The Bridges of Madison County* (1995), and *The Crazies* (2010).

Other notable individuals who once resided in Winterset include George Washington Carver (famed botanist, artist and humanitari-

an), George Leslie Stout (art conservation pioneer and World War II “Monuments Man”), Henry Wallace (grandfather of U.S. Vice President Henry A. Wallace), and Fred Clarke (member of the Baseball Hall of Fame).

Winterset is also home to the Iowa Quilt Museum (dedicated to the art and craft of quilting), the Madison County Historical Complex, the Winterset Courthouse Historic District, Covered Bridges Winery, Winterset Cidery, and the Iowa Theater, among other attractions.

For over 160 years, Winterset has rolled along with time, quietly building prosperity in the fertile hills of Iowa. What started as ten houses grouped on the prairie has blossomed into a thriving town of over 5,300 residents. Winterset’s quaint, small town atmosphere and thriving merchant community make it a desirable place to live, work, and visit.

Winterset is part of the Des Moines–West Des Moines Metropolitan Statistical Area. It is located approximately 30 miles southwest of Des Moines, south of Interstate 80 and west of Interstate 35. The city has a total area of 4.72 square miles.

Winterset Heart & Soul Statements

- We value our welcoming, neighborly, rural community that provides a sense of small town pride, safety and belonging. Neighbors and friends look out for each other and are quick to strike up a conversation and lend a hand.
- We value the joint efforts of businesses, volunteers and city government who actively support local commerce and business success, while preserving our historic look and enhancing our small-town feel.
- We value the sense of pride people have in the Courthouse Square historic district, beautiful homes and landscaping, parks,

bridges, monuments and museums, and we actively work to preserve the history, character, warmth, and charm they provide to our small town.

- We value our rural heritage, our local heroes and the preservation of our treasured landmarks, green space, wildlife, and nature. We are committed to protecting our heritage, honoring our heroes, and maintaining our landmarks and identity for the benefit of all generations.
- We value affordable and accessible community events, recreational and cultural activities, and local goods and services that result in an excellent quality of life within our small town. Our health care system, schools, libraries, churches, and other organizations offer support, learning activities and social opportunities for all ages.
- We value our vibrant community spirit and the willingness of people who step up and work with one another to address community needs, challenges, and opportunities.
- Above all, we value people. Friendly, caring person-to-person connections are the heart and soul of the Winterset community.



4.6 Anchor Community of St. Charles

The second oldest town in Madison County, St. Charles was platted in 1852. It was named after the city of St. Charles, Missouri. According to *History of Madison County, Iowa, and Its People, Volume I* by Herman Mueller, St. Charles was incorporated as a city in 1876.

The spring of 1846 brought the Clanton party from the state of Missouri. This party consisted of Joel M. Clanton, Isaac Clanton, Charles Clanton, and Caleb Clark. Their wives, families, and two young men, Charles McCray and Gifford Lee, accompanied them. (Caleb and Ruth were the proud parents of the first child born in Madison County – baby Mary was born on January 9, 1847. Caleb was known for his fine masonry skills and built many of the fine stone structures in Madison County.)

In May of 1846, they moved their claims and founded their homes near where St. Charles is today. By 1850, several more families lived there, including the Smiths, Hails, Allcocks, Fifes, Bells, Simmermans,

and Stagerwalts. The town was laid out in 1851 by George Hartman and Jesse C. Young. The platting was done in October of 1852 by Simmons Rutty, a surveyor. St. Charles was laid out in four blocks (NW, NE, SW, and SE sections) which is unlike any other town platted in Madison County.

St. Charles was incorporated by order of the Iowa Circuit Court in March 1876. According to Mueller, the town had “many natural attractions, such as pure atmosphere, plenty of good water, excellent transportation facilities, and the surrounding country replete with finely cultivated and improved farms, whose owners are frugal, industrious and prosperous.”



The first school was erected in 1858 and was replaced by a two-story building in 1877. At first, growth was slow in St. Charles but, after the railroad was built through, the small town boomed. In 1879, St. Charles had two general stores, three milliners, a drug store, shoe store, tin shop (selling stoves and tinware), a blacksmith, a wagon

shop, a hotel, three physicians, four churches, and a flour/saw mill. According to the *Winterset Semi-Weekly*, the year 1883 was one of “substantial progress” with the addition of thirteen residences, a large general store as well as the few smaller stores, a brickyard, the “daily passing of railroad trains”, telegraphic facilities, mail, a lumberyard, and other improvements. In 1886, another two-story building was added making four rooms, and a high school was organized. In 1889, St. Charles became an independent school district. A two-story brick building with eight rooms and a basement was erected in 1911-1912. By 1915, the high school had graduated 150 students. Early churches were the United Presbyterian Church, Church of Christ or the Disciples of Christ, and Methodist Episcopal Church.



The Old Settlers' Association of Madison and Warren Counties was formed around August 1885, mostly at the persuasion of Dr. William Anderson. Annual reunions were held in the vicinity of, or within, the town of St. Charles, usually during the month of August.

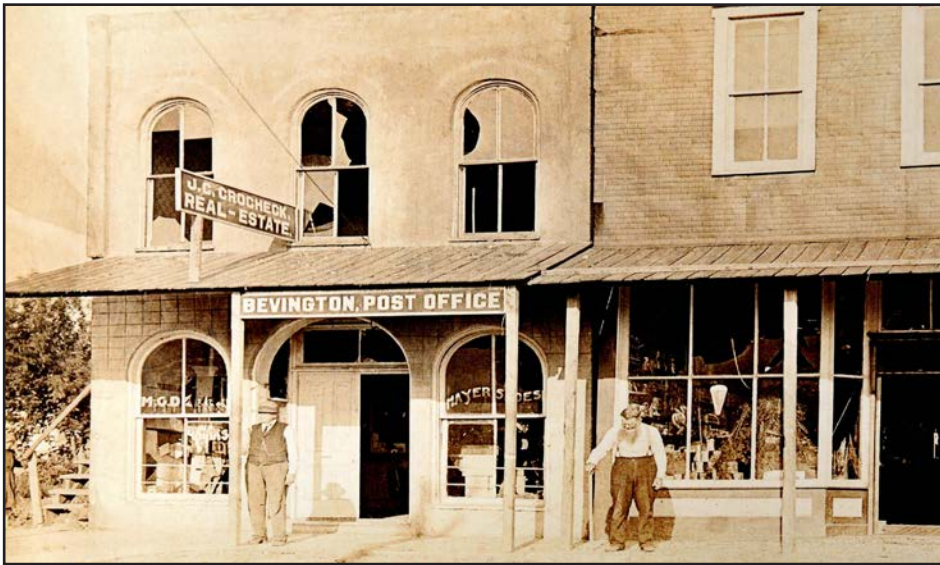
Iowa Governor Kim Reynolds was raised in St. Charles. She attended the Interstate 35 Community School District, where she graduated in 1977. Reynolds became Governor of Iowa in May 2017 when her predecessor, Terry Branstad, stepped down to become United States Ambassador to China. Reynolds won a full term as governor in the 2018 gubernatorial election.

Today, the major attractions that bring visitors to St. Charles are the Imes Covered Bridge (the oldest of the six remaining covered bridges in Madison County), Madison County Winery, Hinterland Music Festival (a four-day outdoor music festival that takes place the first weekend in August at the Avenue of the Saints Amphitheater), Old Settlers Festival (July), and recreation.

St. Charles is part of the Des Moines–West Des Moines Metropolitan Statistical Area. It is located in Madison County, approximately 30 miles south of Des Moines, bordering I-35. According to the United States Census Bureau, the city has a total area of 0.54 square miles (1.40 km), all of it land.

St. Charles Heart & Soul Statements

- We value our small quiet rural community which provides a safe, neighborly, family-friendly lifestyle.
- We embrace our scenic countryside and its natural beauty – open spaces, farm land, rolling hills, timber land, vibrant skies – which all contribute to our peaceful and relaxing environment.
- We appreciate and support local government, businesses, agriculture, churches, civic services and community organizations, which cooperate, collaborate, and coordinate their efforts toward our community's well-being.
- We celebrate our heritage and traditions through festivals and celebrations, which connect our community and honor our values as we grow.



4.7 Anchor Community of Bevington

Bevington was laid out on March 19, 1872 by A.W. Wilkinson (surveyor) for John Williamson (owner of the land), and named in honor of Charles D. ("Doc") Bevington, a prominent local businessman. Bevington settled in Winterset in 1853 after going to California in the Gold Rush of 1849. He was one of the wealthiest men in central Iowa, and owned over 4,000 acres of land in the county.

The first house built in Bevington was erected by C. Haight in 1872, later known as the Bevington House. That same fall, Felix McManus built a general merchandise store. Shortly after the town was established, the Methodists erected a frame church building – the only church ever built in Bevington.

By 1879, Bevington was booming and reached its highest population ever at 150 residents. The Chicago, Rock Island, and Pacific railroad was built between 1880-1900, with the depot located on the Madison County portion of Bevington. The town became an independent school district and had an average attendance of approximately 40 students. The town soon had a number of businesses - general and furniture stores, blacksmiths and wagon-makers, hotels, a saloon, a

physician, and more. Early residents of Bevington were primarily German, Swedish and Irish.

The eventual loss of the railroad in Bevington contributed to the decline of its business activity, which led to the loss of money to support schools and other services. Businesses closed (or moved out of the town) in the 1930s and early 40s, and the railroad tracks were removed in the late 1950s.



Bevington is located along the Middle River. The majority of the city is located in Madison County, with the eastern portion in Warren County. It is adjacent to Interstate 35 on State Highway 92. Bevington is twelve miles east of Winterset.

According to the United States Census Bureau, the city has a total area of 0.46 square miles, of which 0.45 square miles is land and 0.01 square miles is water.

A scenic view of a river flowing through a landscape. In the foreground, a calm river reflects the sky. The middle ground features a grassy bank with tall reeds and a line of trees. In the background, a limestone ridge rises, covered in dense forest with trees showing autumn colors of yellow, orange, and brown. The sky is blue with scattered white clouds.

SECTION 5: NATURAL RESOURCES

Limestone Ridge south of Pammel Park

NATURAL RESOURCES

“Apply to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.” – Scenic America

5.1 Background Information

According to Scenic America, natural quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landforms, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances. To meet the criteria for natural quality, the byway corridor must contain natural features that are representative, unique, irreplaceable, or distinctly characteristic of the area. Second, the resources that contribute to the byway’s natural quality must be visible from the roadway. Third, the natural features that are visible from the byway should be relatively undisturbed by human activity.

Madison County covers an area of approximately 562 square acres. The lowest elevation in Madison County is 187 meters (614 feet), ranking Madison County 34th out of Iowa’s 99 counties in terms of lowest elevations. Its highest elevation is 367 meters (1,204 feet), ranking 58th out of 99.

Madison County initially became a point of interest to geologists due to the presence of coal in the Cherokee group. Once the coal was deemed low quality, and energy sources shifted more toward oil and gas, the desire of coal mining diminished. Madison County offers important resources such as aggregate, water, and soil. Much of Madison County’s economy is centered on the limestone industry. There are numerous quarries located throughout the county in Winterset, Peru,

Earlham, and Bevington, providing products such as ag lime, gravel, limestone rock, road stone, and sand.

Madison County has abundant water supply, but most of it is surficial (Madison County, “Iowa Resource Enhancement Protection Plan, 2009”). Since rivers and creeks run virtually everywhere throughout Madison County, water quality preservation and land use planning becomes very important. Drainage patterns determine much of what can be built where. Perhaps the greatest resource that Madison County has is its soil. The landform region encompassing the entirety of Madison County is the Southern Iowa Drift Plain. This landform region is the largest in Iowa. Among this landform region emerge rich, productive soils. Madison County soils are suitable to grow most finds of field crops (King et al, 1975). Common soils of Madison County include the Sharpsburg, Macksburg, Winterset, and Clinton. The Sharpsburg, Macksburg, and Winterset are all variations of silty, clay, loam mixture. The Clinton soils are composed of primarily silt and loam.

5.2 Land Use and Climate



Iowa ranks #1 in the United States with the highest percentage (74.7%) of its area used as cropland. (8.1% is categorized as grassland pasture and 8.3% as forest use.)

Agricultural Use and Commodities

- According to the Iowa Cooperative Soil Survey (2013), Madison County consists of 361,600 acres of land.
- 90.6% of the county is of farmland (Department of Agronomy, ISU, 2004).
- It is dominated by corn and soybean production.
- According to the 2017 Census of Agriculture, there were 977 farms in the county (a total of 271,017 acres) in Madison County, an increase of 2% since 2012.
- The average size of a farm was 277 acres, a decrease of 3%.
- The total Market Value of Products Sold in the county in 2017 was \$119,320,000, a decrease of 10% since 2012.
- The average MVPS per farm was \$122,129, a decrease of 12% in those five years.
- Within those farms, 66.7% of the land was cropland, 19.2% was pasture, 8.1% was woodland, and 6% had other uses.
- The top crops were corn (for grain), soybeans, forage-land used for all hay and haylage, grass silage, and greenchop, corn (for silage) and flower seeds.
- The top livestock were layers (chickens), pullets for laying flock replacement (chickens), hogs and pigs, cattle and calves, and pheasants.
- In 2012, Madison County ranked #1 in the state, 3rd in the United States, and #10 in the world for flower seeds (likely due to the

company Allendan Seed).

- In 2012, Madison County ranked 8th in the state by Value of Sales by Commodity Group for fruits, tree nuts, and berries (perhaps due to the county's three wineries and cidery?).
- In 2012, in terms of Top Livestock Inventory Items, Madison County ranked 3rd in the state for pheasants, 7th in the state for pullets for laying flock replacement.

Madison County is part of the Southern Iowa Drift Plain Forest Legacy Area. Of the total 356,602 acres of land in Madison County, there are 59,943 acres of accessible forest, or 16.81% - the 14th highest in the state.

According to the Iowa DNR, "the forests of the Southern Iowa Drift Plain are upland forests similar to Ozark forests of Southern Missouri. They exist on steep slopes (>14%). These forests had been heavily grazed when cow-calf operations were economic until the 1980's farm crisis and the shift now towards feedlot operations. Forestland grazing still continues in the area, with estimates that 59% of the forests are grazed. The area forests provide abundant areas for game and non-game wildlife; it was here that the first successful restoration of wild turkey and white tailed deer was started. Golden and bald eagle migration along the Des Moines River makes heavy use of the forested areas. The forests provide significant areas for outdoor recreation for residents and visitors to the area; the forests are critical to a growing tourism trade. Water quality is a major issue within this Forest Legacy Area, from sedimentation and excessive nutrient issues. Forests and their protection can play an important roll in protecting water quality, especially as it relates to the Des Moines River and Rathbun Lake. The forests within this Forest Legacy Area offer opportunities for expansion of traditional and non-traditional forest products. Resource Conservation and Development Areas in Burlington, Centerville, Fairfield and Runnells, Iowa are expanding rural development through forestry efforts in finding markets for traditional and non-traditional forest products."

The USDA's Natural Resources Conservation Service (NRCS) has an office in Madison County along Highway 92. In Madison County, the NRCS currently has eight permanent easements totaling 1,645 acres that are part of the original Wetlands Reserve Program (WRP) and Emergency Wetlands Reserve Program (EWRP) from 1992. WRP is a voluntary program offering landowners the opportunity to protect, restore, and enhance wetlands on their property. The NRCS provides technical and financial support to help landowners with their wetland restoration efforts. The NRCS goal is to achieve the greatest wetland functions and values, along with optimum wildlife habitat, on every acre enrolled in the program. WRP offers landowners an opportunity to establish long-term conservation and wildlife practices and protection. Permanent Easements are conservation easements in perpetuity. NRCS pays 100 percent of the easement value for the purchase of the easement, and between 75 to 100 percent of the restoration costs.

The Agricultural Act of 2014 (enacted on February 7, 2014) moved authority for the WRP easements to the Agricultural Conservation Easement Program (ACEP). In accordance with the provisions of the Act, land enrolled in the WRP prior to February 7, 2014, shall be considered enrolled in the new ACEP.

The eight WRP and EWRP (now ACEP) easements in Madison County are:

- Seven of the eight easements are just east of Cumming Road starting just southeast of Badger Creek Avenue and extending just south of Summerhill Trail to Cedar Creek.
- The eighth easement is 151.31 acres of Jensen Marsh.

Due to the land being under federal protection, any modifications (such as additional signage, a vehicle pull-off, etc.) would require federal approval and coordination between national, state and local agencies, according to the NRCS.

Climate information: The weather is very seasonal within the CBSB

Corridor. The average high temperature in July is 86.8 degrees, and the average low in January is 11 degrees. There is an average rainfall of 32.5 inches. Average annual snowfall (which usually occurs between November to March) is 29.8 inches.

5.3 Significant Natural Resources

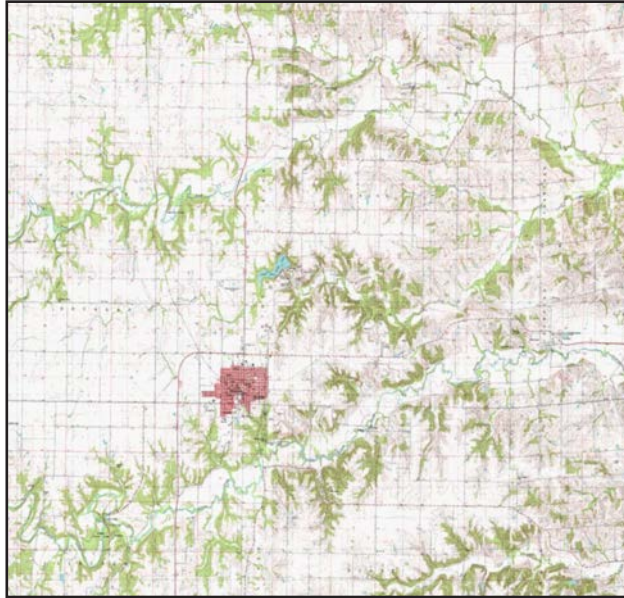
Some of our most significant natural resources in the CBSB Corridor are listed below. More in-depth information for each is provided in this section, as are challenges, opportunities, and the CBSB Council's proposed goals, actions, and strategies for how it plans to promote, maintain and enhance the natural qualities and resources within the CBSB Corridor.

Landforms (Southern Iowa Drift Plain)

Iowa has seven major landform regions that are present throughout the state. They are the Loess Hills, Des Moines Lobe, Iowan Surface, Southern Iowa Drift Plain, Northwest Iowa Plain, Paleozoic Plateau, and Alluvial Plains. Each of these land regions greatly impact the use of the land and dictate the types of habitats formed within them. There are many factors that contribute to these diverse landform regions, such as the bedrock geology, glacial history, fluvial development, and more recently human activity. All of these factors contribute to Iowa's landform regions in different ways.

The Southern Iowa Drift Plain is the largest landform region, extending through most of the southern half of Iowa, including Madison County. It has a moderate cover of Loess, and is almost entirely covered of glacial drift. The area is interrupted by many streams traveling through providing a landscape of rolling hills. Streams have had much to do with the molding of the Southern Iowa Drift Plain landform. During the time that the Des Moines Lobe was ice covered due to the Wisconsin glaciation, much of the ice that melted flowed down through the Southern Iowa Drift Plain giving it the topography that

we see today. The exposed bedrock we see is typically found in deeper valleys that have been carved out by streams and rivers.



Topography

“Madison County lies on the eastern flank of the great divide between the Mississippi and the Missouri. The divide itself runs through Adair, the next county to the west.”

“The land forms seen within the county are exclusively erosion forms. The later ice sheets did not extend into this area, and the length of time since the Kansan drift was deposited has been so great as to allow the streams entirely to destroy any peculiar drift topography which the county may once have had.”

“While the topographic forms have all been developed by erosion acting on a probably even plane, the differences in the character of the underlying rocks have been so great as to produce two distinct

topographic areas. These correspond quite closely to the areas shown on the accompanying geologic map as underlain respectively by the Missourian and Des Moines formations. The former terrain, so far as this county is concerned, is made up principally of limestone. As will be seen later there are important shale beds present, but it is the limestone which controls the topography and gives it its distinctive character.”

“The bedrock immediately underlying Madison County is entirely Carboniferous, responsible for the abundance of limestone and shale. More recent deposits from the Pleistocene overlay the Carboniferous, contributing clay, sand and loess. It was originally thought that some Cretaceous rock was once present in Madison County due to an unconformity in the geologic record, but it has not been proven (Tilton & Bain, 1897).”

The Missourian supergroup contains primarily alternating layers of shale and limestone. The most prominent feature of the Missourian supergroup in Madison County is the Bethany limestone. These strata are well exposed along the Middle River. Other 22 limestones present in the Missourian are Fragmental, Winterset, and Earlham limestones. Fragmental limestone exposure can be found near Clanton Creek. Winterset limestone exposures are best observed southwest of Winterset along the Middle River (Wilson, 1992). Earlham limestones are commonly exposed near the town of Earlham (Mueller, 1915). Due to the abundance of limestone, there is a large number of fossil species that can be found within the Missourian supergroup. About the Missourian and the Des Moines strata we see Pleistocene deposits. Most of these deposits are composed of rich clays, sands, and loess. Thinner layers of this glacial drift are found in the northwest part of the county. This thinning is most likely due to glacial movement, and ultimately erosion.

Soil

Iowa has some of the richest and most productive soil in the world. Iowa ranks first in the United States in corn, soybean, hog and egg production. The state ranks second nationally in red meat production.

A 2009 Resource Enhancement and Protection Plan (REAP) for Madison County claimed that soil is the county's greatest natural resource and should be used wisely in order to insure its greatest potential and continued productivity.

There are two principal soil associations located in Madison County, each of which contains one or more major soils and at least two minor soils. The major soil types most suitable for cropland in Madison County are Macksburg, Sharpsburg, Winterset, Lamoni, Shelby, Zook, Wabash, and Nodaway. The Shelby-Sharpsburg-Macksburg (SSM) covers approximately 82% of the county and the remaining 18% lies within the Lindley-Keswick-Weller (LKW) association.

Watersheds

According to the National Oceanic and Atmospheric Administration (NOAA), a watershed is defined as the land area that channels water and snowmelt to creeks, streams, and rivers, and eventually to outflow points such as reservoirs, bays, and the ocean. The size of a watershed (also called a drainage basin or catchment) is defined on several scales—referred to as its Hydrologic Unit Codes (HUC)—based on the geography that is most relevant to its specific area. A watershed can be small, such as a modest inland lake or a single county. Conversely, some watersheds encompass thousands of square miles and may contain streams, rivers, lakes, reservoirs, and underlying groundwater that are hundreds of miles inland.

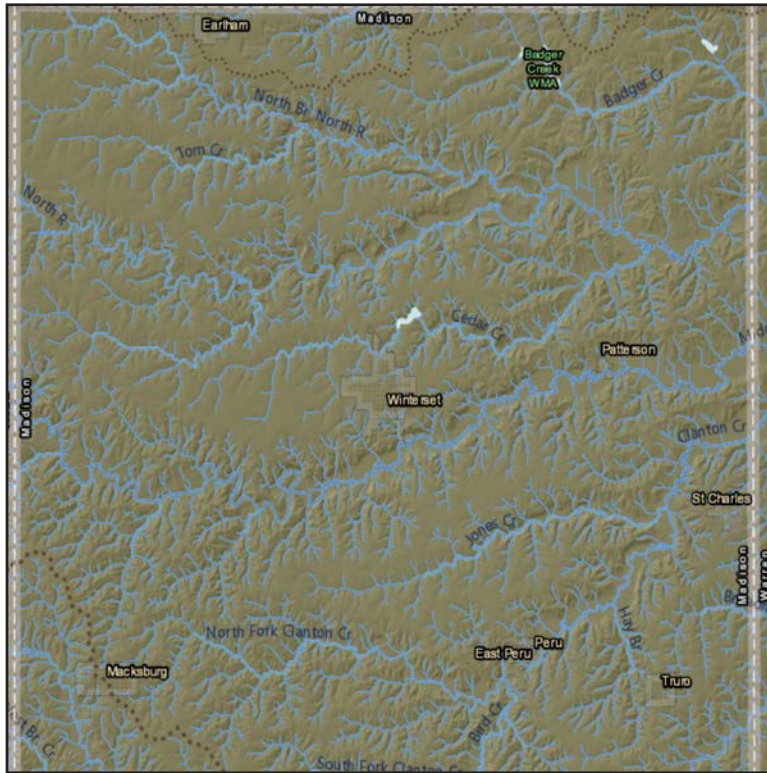
The largest watershed in the United States is the Mississippi River Watershed, which drains 1.15 million square miles from all or parts of 31 U.S. states and two Canadian provinces stretching from the Rockies to the Appalachians.

Not all water flows directly to the sea, however. When rain falls on dry ground, it can soak into, or infiltrate, the ground. This groundwater remains in the soil, where it will eventually seep into the nearest stream. Some water infiltrates much deeper, into underground reservoirs called aquifers. In other areas, where the soil contains a lot of hard clay, very little water may infiltrate. Instead, it quickly runs off to

lower ground. Rain and snowmelt from watersheds travel via many routes to the sea. During periods of heavy rain and snowfall, water may run onto and off of impervious surfaces such as parking lots, roads, buildings, and other structures because it has nowhere else to go. These surfaces act as “fast lanes” that transport the water directly into storm drains. The excess water volume can quickly overwhelm streams and rivers, causing them to overflow and possibly result in floods.

Madison County is part of the Upper Mississippi River region, and the Des Moines Sub-Region, as well as the Des Moines Basin. Our Sub-Basin is Lake Red Rock.

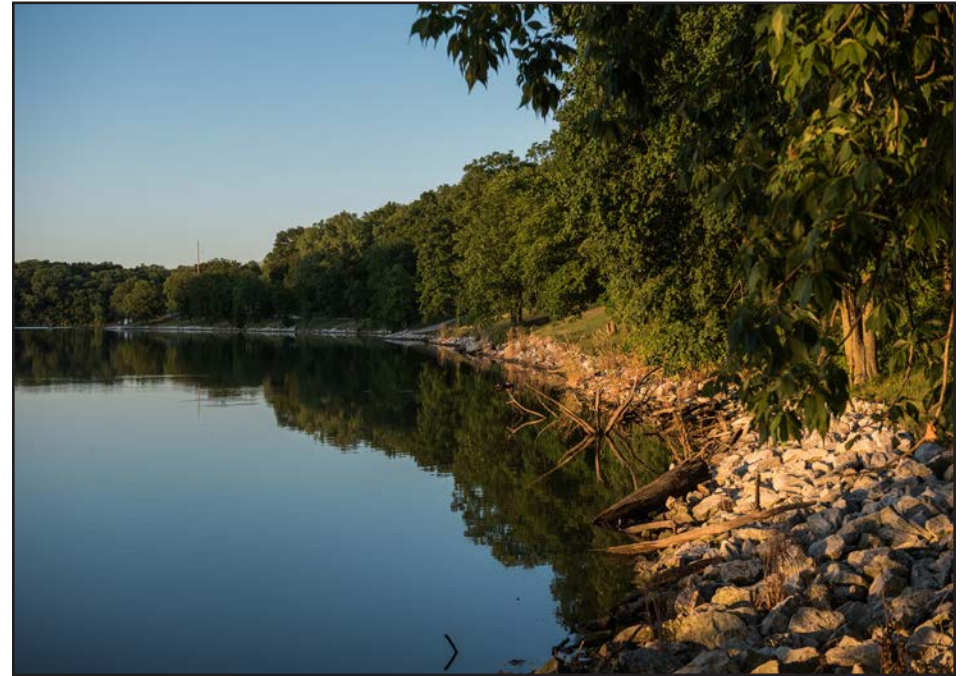
Surface water drainage in Madison County is brought about by the Middle River, North River, South River, and their tributaries. The Middle and North Rivers drain a major portion of the county, especially to the north. In addition, Clanton Creek, with its tributaries, drains the majority of the southern portion of the county. Grand River flows through the southwest corner of the county and drains about 5% of the area. Cedar Lake is the one major water impoundment in Madison County.



Waterways

Madison County is abundant in rivers and streams. These waterways have long influenced the surrounding landforms and dictate what areas can be developed. Iowa's most popular game fish, the Channel Catfish, can be easily caught in all of the river systems in Madison County. Excellent pan fishing opportunities (Bluegills, Bass and Crappie) also abound in each of the public ponds, lakes and impoundments found in various county, state and municipal parks in Madison County. There are no meandered sovereign lakes or rivers in Madison County.

Lakes:



Cedar Lake

Location: Winterset, near Lakeview Country Club

Size: 90 acres

Designed Use: Drinking Water/ Recreation

2018 Assessment: Category 2

Cedar Lake is an 80-acre man-made watershed. The lake has been the city's only drinking water source since 1995. The lake's surface area has decreased by 28% in the last 23 years. Fishing is plentiful here, including black bullhead, black crappie, bluegill, channel catfish, common carp, largemouth bass, white crappie, white sucker, yellow bass and yellow bullhead. Boating is restricted to electric motors only.

Badger Creek Lake

Location: 9 miles east of Earlham

Size: 269 acres

Designated Use: Recreation, Aquatic Life Support

2018 Assessment: Category 5 / Impaired. Causes of Impairment – Algal Growth, Chlorophyll A, Siltation Sediment. Probable Causes – Agriculture (Algal growth/Chlorophyll A and Siltation), Erosion and Sedimentation (Hydromodification, Turbidity), Internal Nutrient Cycling (Natural/Wildlife), Natural Sources (Natural/Wildlife), Sediment Resuspension (Hydromodification, Turbidity).

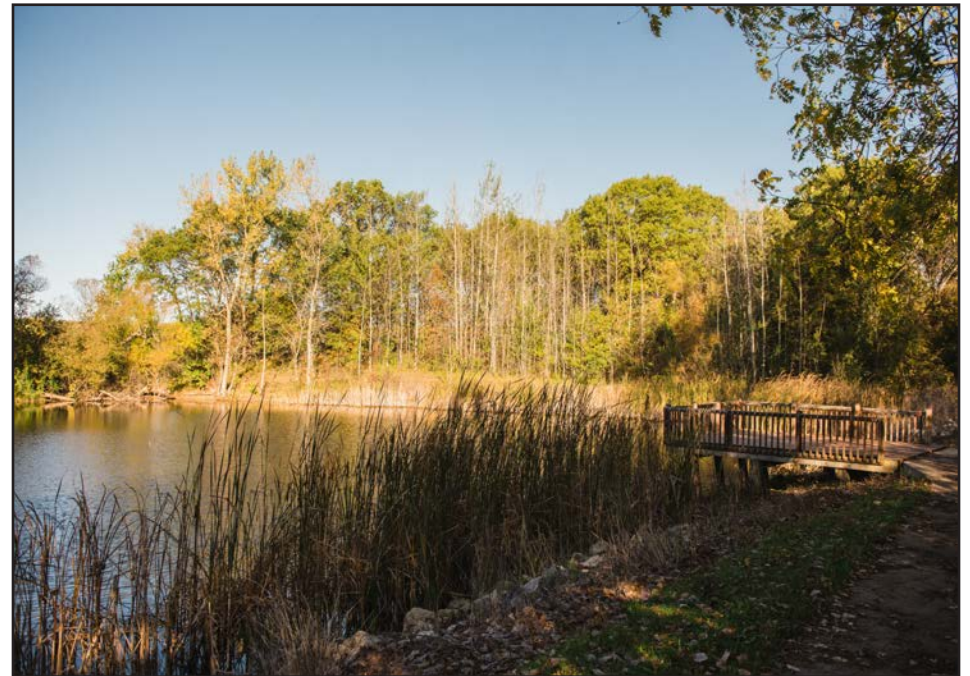
Badger Creek Lake is comprised of 276 acres, reaches a maximum depth of 25 feet, and provides fishing (largemouth bass, crappie, bluegill, sunfish and catfish primarily), boating and wildlife viewing.

Ponds:

Badger Creek Pond is located within the Badger Creek State Recreation Area. It covers two acres.

Deer Creek Wildlife Unit Pond is a six-acre pond located within the Clanton Creek Natural Resource Area, a 1,115 acre wildlife area in Madison County, approximately three miles southwest of East Peru. There are no interior roads enabling the area to be one of Madison County's most pristine wildlife areas and prime public-hunting areas. The pond has a maximum depth of over 25 feet. Largemouth bass, bluegill, crappie and channel catfish are kept stocked in the pond.

Criss Cove County Park Pond covers nine acres and reaches a maximum depth of 25 feet. It provides fishing (black bullhead, black crappie, bluegill, channel catfish, largemouth bass) and boating (electric motors only). Recent improvements include two new fishing jetties, shoreline clearing of brush and vegetation to provide better shoreline access, new boat docks, and an underwater fish structure to attract schooling fish. It is located seven miles south of Winterset.



Fellowship Forest Pond is a small ½ acre pond that provides the perfect place for young families to fish. Although small, the pond is surprisingly deep and provides fair fishing for bluegill, largemouth bass and channel catfish. No vessels are allowed and there is a 15" minimum length limit on largemouth bass.

Rivers:

Madison County is situated within two large drainage basins, those of the Des Moines and Missouri Rivers. Middle and North Rivers and Clanton Creek, a tributary of Middle River, are the largest streams in the county. With their tributaries, these streams drain about 91 percent of the county, finally discharging their waters into the Des Moines River about 15 miles south of Des Moines.

There are four rivers in Madison County - North River, Middle River, South River, and Grand River/Thompson River. Middle River, North River and their tributaries together drain about 91% of Madison County. The drainage from the Middle, South and North Rivers largely flows into the Des Moines River, while the Grand River eventually empties its waters into the Missouri.



North River

North River is a tributary of the Des Moines River which runs from the confluence with Badger Creek to the confluence with North Branch North River in Madison County. North River is 107 miles long and drains an area of 349.2 square miles. It collects a short tributary in Madison County known as the North Branch North River. North River passes through Guye Woods County Park, a 93-acre timber tract, that provides for non-developed access to fishing on the south bank of the river. There are numerous options to find deep holes on the river bends to catch channel catfish. The 2018 Waterbody Quality Assessment by the EPA listed North River as a Category 3.



Middle River

Middle River is also a tributary of the Des Moines River. Middle River begins in SE Guthrie County, flows through NE Adair County, the entire width of Madison County, through northwest Warren County where it flows into the Des Moines River near Carlisle. The 127-mile long stream flows easterly through a mixture of lazy countryside of croplands and rolling pasture, forested hills and limestone bluffs. It twists and turns through these landforms creating a moderately challenging paddle, especially at high or low water levels. Middle River drains an area of 489.5 square miles. Middle River runs through the entirety of Pammel Park. One of the most productive locations to fish is immediately below the water ford where ample numbers of channel catfish co-habitat with monster flathead and blue cats. Middle River also lines Middle River Park and provided excellent fishing as well. The 2018 Waterbody Quality Assessment Report rated Middle River as a Category 2.

South River is a 63-mile long river that is seldom wider than 30 feet or deeper than five feet. It flows into the Des Moines River and then subsequently into Lake Red Rock. South River cuts across the very southeast corner of Madison County. South River offers many sources of leisure activities such as fishing and swimming. The river holds catfish (of all sorts), bass, bluegill, carp, gar, drum and many other less common species. It has not been assessed by the EPA.

Thompson River is the largest tributary of the Grand River, flowing from southern Iowa into Missouri. It rises in Adair County, a few miles northeast of Greenfield, flowing east before bending south, passing Macksburg, and crossing Interstate 35 into Missouri. The 2018 Waterbody Quality Assessment Report listed Thompson River as a Category 3.



Creeks/Streams:

There are over twenty-five creeks/streams in Madison County. They are as follows:

Cherry Creek is located in the top northeast corner of the county; it runs just north of Cumming Road between Timber Ridge Avenue and

Woodland Avenue. There has been no assessment by the EPA.

Badger Creek is a tributary of the Des Moines River. It lies just south of Cherry Creek to the East, and extends west just past Hwy 169. It is 12.9 miles in length, extending into Madison, Webster and Humboldt counties. According to *The History of Humboldt County*, Badger Creek was so named from a badger which fought a dog at the creek. It has not been assessed by the EPA.

Jim Creek – Located in the very northwest corner of Madison County, and extending across Guthrie, Adair, and Dallas counties as well, Jim Creek extends from North Branch North River. There has been no EPA assessment.

North Branch North River – North Branch cuts a huge swath across Madison County. It branches off of North River starting in the northwest corner of the county, ending just west of Cumming Road. Most notably, North Branch goes under the Hogback Covered Bridge, and by the site of the late McBride Covered Bridge. North Branch is 25.9 miles long. It was assessed by the EPA in 2018 and received a Category 2 rating.

Bulger Creek enters the county just west of Highway 169 in DeSoto, extending toward Earlham. There has been no assessment by the EPA.

Tom Creek branches off of North Branch North River and runs southwest below Goeldner Woods. It is 7.4 miles long. There has been no assessment by the EPA.

Orman Creek also branches off of North River near the Hogback Covered Bridge, winding its way west nearly to Earlham Road. It also touches the northeast corner of McBride Timber Reserve. There has been no assessment by the EPA.

Howerdon Creek branches off of North River in Winterset, staying

north of Hwy 92 and crossing under Earlham Road and Pitzer Road. It is 5.7 miles long.

Cedar Creek runs southwest from North River, starting just south of the preserved wetland area off of Cumming Road, and most notably going under Cedar Covered Bridge. It is 15.8 miles long. Cedar Creek received a 2018 assessment rating of Category 3.

North Elm Creek branches off of Cedar Creek northwest toward Cumming Road. There has been no assessment by the EPA.

Baugh Branch crosses Pitzer Road and Hwy 92 west of Winterset to Middle River, passing near Roseman Covered Bridge. There has been no assessment by the EPA.

Bush Branch is west of Middle River and just south of Hwy 92 and Baugh Branch. There has been no assessment by the EPA.

Welty Creek is located south of Bush Branch and Middle River, just west of Roseman Covered Bridge. It is 1.6 miles long. There has been no assessment by the EPA.

Rocky Branch breaks off of Welty Creek, winding straight south, eventually crossing Deer Run Avenue and ending near Macksburg. There has been no assessment by the EPA.

West Branch Creek lies west of Elmwood Avenue, cutting across the southwest corner of Madison County south of Macksburg to just north of Union County. There has been no assessment by the EPA.

North Fork Clanton Creek branches off of Clanton Creek in East Peru, running west to Winterset, and going under Clark Tower Road. It is 12.5 miles long. There has been no assessment by the EPA.

Fletcher Branch runs off of Middle River, south of Pammel Park,

reaching west towards Elmwood Avenue. There has been no assessment by the EPA.

Loefler Creek lies just east of Fawn Avenue, winding south to cross into Union County. There has been no assessment by the EPA.

South Fork Clanton Creek starts just east of Heritage Avenue (P61) and extends east below Clanton Creek Recreation Wildlife Area to Clanton Creek just south of East Peru. There has been no assessment by the EPA.

Deer Creek lies south off of North Fork Clanton Creek, just north of Clanton Creek Recreation Wildlife Area, extending west to Highway 169. There has been no assessment by the EPA.

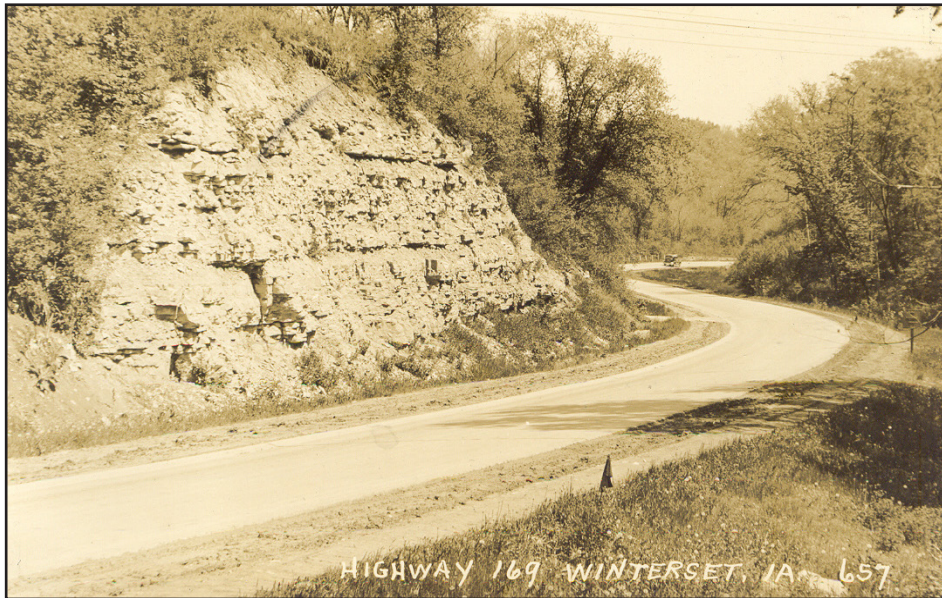
Clanton Creek crosses the Madison County/Warren County line just south of Jensen Marsh and north of St. Charles, winding its way southwest to just below East Peru. It is 22.9 miles long. It received an assessment rating of Category 3 in 2018.

Hay Branch intersects with Clanton Creek then flows to the west of Truro and Settlers Trail, heading southwest of Peru Road. There has been no assessment by the EPA.

Broadhorn Creek also crosses the Madison County/Warren County line west of Interstate 35, heading south to Truro. There has been no assessment by the EPA.

Jones Creek also branches off of Clanton Creek to the west of St. Charles, ending to the west of Hwy 169, south of Pammel State Park. It is 9.6 miles long. It is listed as a Category 3 in the 2018 EPA assessment.

Bird Creek branches off of South Fork Clanton Creek and runs south of East Peru. It is 9.6 miles long. There has been no assessment by the EPA.



those present are thin enough as to not affect the topography to any noticeable degree.



Geological Formations

“Geologically the county is of especial interest because of the fact that the Bethany limestone, forming the base of the Missourian formation, extends across it.” (*Geology of Madison County*, T. L. Tilton and H. F. Bain)

“Winterset, the point at which the Bethany limestone was first studied in detail in Iowa, is the county seat and is located near the center of the county on the border between the Missourian and Des Moines stages of the Carboniferous.” The bedrock immediately underlying Madison County is entirely Carboniferous, responsible for the abundance of limestone and shale. More recent deposits from the Pleistocene overlay the Carboniferous, contributing clay, sand and loess.

The Missourian terrain is made up principally of limestone, which controls the topography and gives it its distinctive character, according to Tilton and Bain. The Des Moines terrain is made up mainly of argillaceous and arenaceous shales, soft sandstones, thin coal seams, and easily eroded beds. There are only a few limestones in it, and

Backbone Ridge at Pammel State Park

Backbone Ridge is a vivid geological feature that provides visitors with an historical vision of how the geology of the southern Iowa drift plain was formed over millions of years of sediment layering. The visible exposed limestone outcropping is the foundation of the many river valleys aesthetically unique to Madison County. Layer upon layer of limestone make up the centuries-old layers of Devonian age fossils (full of coral and brachiopods) from an ancient time when this was an inland sea.

Backbone Ridge was first known as the Devil's Backbone. It is over 100 (30 m) high and about 150 feet (46 m) wide at its base. According to John Pope, a Ph.D. student at the University of Iowa Department of Geoscience and a native of Madison County, the ridge is made

up of Middle Creek Limestone (named from Kansas), Hushpuckney Shale (named from Kansas), Elm Branch Shale (named from Kansas) and Bethany Falls Limestone (named from Missouri and the thickest regressive limestone), among others.

Middle River Valley and North River Valley

These valleys represent a significant landform typical of the south-central Iowa driftless region that was spared the most glaciation associated with the Des Moines lobe glacier. The underlying geology, mostly hidden but with some exposed limestone outcroppings, is the foundation of the many river valleys aesthetically unique to Madison County. Runoff from the glaciers that stopped just north of what is now Madison County, through constant churning and flow, helped create the river valleys associated with the county—Middle River, North River, North Branch of North River, Cedar Creek, Jones Creek, Clanton Creek, and South River.

Fossils

(Tilton & Bain, 1897)

Des Moines Supergroup:

- *Spirifer cameratus*
- *Rhynchonella*
- *Productus cora*
- *Lepidodendron*

Missourian Supergroup:

- *Spirifer lineatus*
- *Productus costatus*
- *Productus longispinus*

- *Athyris subtilita*
- *Hustedia mormoni*
- *Spiriferina kentuckensis*
- *Lophophyllum proliferum*
- *Productus punctatus*
- *Derbya crassa*
- *Myalina subquadrata*
- *Aviculopecten occidentalis*



Quarries

According to *Geology of Madison County*, Madison County is well supplied with stone suitable for various constructional purposes. There are four main bodies of limestone, designated respectively from the base to the top: (a) Fragmental, (b) Earlham, (c) Winterset quarry, and (d) Fusulina. The Fragmental rock was best seen, and exposed in its greatest thickness, at the Backbone mill where it formed the ledge over which the water falls. In general the rock is very loosely cemented and breaks down readily into small nodular fragments. The Earlham ledges are the most quarried. They yield a good grade of stone suitable for dimension work, rubble and concrete. When quarried,

the Earlham is usually unprotected by overlying ledges and hence has been long exposed to weathering. As a result, it is frequently badly broken up and creates a less favorable impression than the real merits of the stone warrant. Winterset limestone is what was used in the building of the Madison County Courthouse. The Fusulina limestone is best exposed at the Backbone and seems capable of yielding excellent stone.

There are five quarries located in Madison County, two along the byway corridor. They are as follows:

- Winterset Quarry 1 – East of Clark Tower Road and south of E. Court Avenue.
- Winterset Quarry 2 – Just east of Nature Trail on the north side of State Highway 92.
- Daggett Quarry - Located east of Pitzer Road, south of 165th Street, and west of Earlham Road.
- Monarch Quarry
- Earlham Quarry



Timber/Woodlands

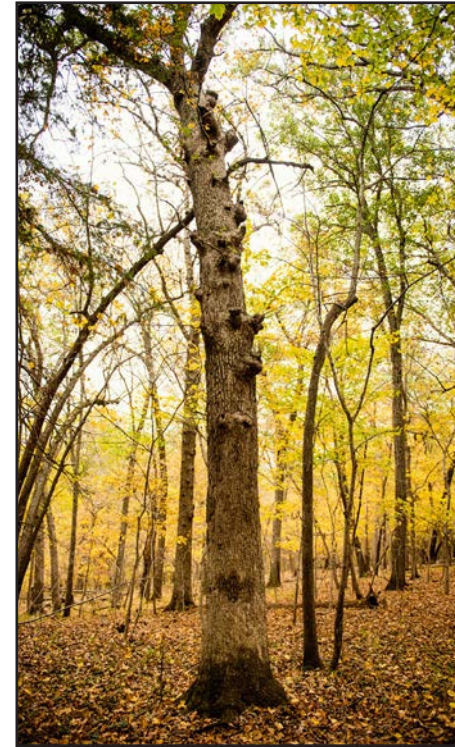
Iowa ranks #45 in the nation in state acres used for forest/timber (only 8.3%). The forests of the Southern Iowa Drift Plain, of which the CBSB is part, are upland forests similar to Ozark forests of Southern Missouri. They exist on steep slopes (>14%). These forests had been heavily grazed when cow-calf operations were economic, up until the 1980's farm crisis and the shift now towards feedlot operations. Forestland grazing still continues in the area, with estimates that 59% of the forests are grazed. The area forests provide abundant areas for game and non-game wildlife.

According to the Iowa DNR, Madison County ranks #14 among Iowa's 99 counties in percentage of county in forest at 16.81%. "Woodlands, as a natural resource, are relatively scattered in Madison County since most of the land has been cleared for agricultural purposes. There are 25,484 acres of woodland in Madison County.

The wooded areas that still exist are found mainly in the central and southeast portion of the county along the Middle River, North River, Clanton Creek, and their tributaries. Forestation is important for protecting watersheds and flood plains from erosion, as well as providing a pleasant environment for recreational activities.” - Madison County Resource Enhancement and Protection (REAP) Plan

According to “Soil Survey of Madison County, Iowa (1975)” by Elton L. King, Raymond, Ivan Dideriksen and Charles S. Fisher, twelve percent of the county, approximately 42,000 acres, were wooded. In 2009, that number had decreased to 25,484 acres of woodland in Madison County. Wooded areas are mostly found in the central and southeast portion of the county along Middle River, North River, Clanton Creek, and their tributaries.

“At the time of settlement, about 70,000 acres were in timber... Most of the natural forest growth is on the steep slopes and rock land adjacent to North River, Middle River, and Clanton and Jones Creeks, and their smaller tributaries. Smaller areas are near Grand River and South River.” Timber found in Madison County around 1869 included white and red oak, cottonwood, elm, hickory, black and white ash, linden, black walnut, white walnut, willow, wild cherry, hackberry, crab-apple, wild plum, white maple, sugar maple, white birch, black locust, sarvis, cedar, hawthorn, and kinekanick.



Iowa’s oldest oak trees (as of 2022) are located in Pammel Park along the CBSB. John Pearson, the state’s ecologist at the Iowa DNR, keeps a list of the state’s oldest oaks. There is a stand of several white oaks near 300 years old in Pammel Park, likely the largest concentration of such age anywhere in Iowa. Tree #9 (pictured above), as it’s referred to on the list, is currently the oldest oak in the state. Thought to date back to 1634, it is nearly 400 years old.

Grassland and Herbaceous Vegetation

Wild fruit found here in 1869 were plums, grapes, crab apples, wild cherries, wild currants, gooseberries, blackberries, strawberries, raspberries, Sarvisberries, black and red haws. Nuts included butternuts, walnuts, hickory nuts, and hazelnuts.



Hanson Prairie Preserve

This 30-acre tall-grass prairie is a “labor-of-love” product of Dick and Lou Hanson who began converting a creek bottom farm field to a warm season tall-grass prairie environment in the mid-1980’s. The Hansons donated their prairie to the Madison County Foundation for Environmental Education (MCFEE). In the summer of 2000, the Madison County Conservation Board entered into a management agreement with MCFEE, and oversees and manages the area as a prairie preserve. It will continue to incorporate a diversity of wildflower species. The prairie is divided into two segments as Cedar Creek meanders through the middle of the prairie preserve. The public is encouraged to come and explore the “tall-grass prairie” ecosystem that once covered over ninety percent of the state of Iowa. Hunting is not allowed.



Wildlife

Madison County is blessed with a variety of wildlife species that are primarily classified as upland. Wetland wildlife species diversity is lacking due to small quantities of wetland type habitat. Game species populations can be considered good to excellent. Non-game species found in Madison County are typical of Midwest region indigenous species.

Much of the county’s natural wildlife habitat is along the major streams. More level areas that are farmed provide only limited shelter and nesting areas for birds and other wildlife, but corn and small grain are a source of feed.

Some of the birds found in the county include pheasants (introduced in the county years ago), wild turkey (150,000 recorded by the Iowa DNR in 2013), bald eagles (3,200), quail (though numbers have been

getting smaller due to roadside clearing, spraying of weeds, and more intensive farming that reduces their cover), and waterfowl (including ducks and geese). There were a recorded 74,000 Canadian geese in 2013.



White-tailed deer are plentiful (the Iowa DNR estimated that there were nearly half a million in Iowa in 2013), as are squirrels, woodchucks (groundhogs), and cottontail rabbits. Foxes and coyotes are definitely present. Muskrats, mink, river otters (an estimated 8,000-10,000), and some beavers frequent the streams (though they are not numerous). Skunk, opossum, and raccoon are very common. Hawks, owls, snakes, and other predators are beneficial in controlling rodents. Along with many harmless snakes, the county does have one poisonous species - the timber rattlesnake. They tend to inhabit limestone ledges and areas along rivers and creeks.

Fish, mainly channel catfish, bullheads, and carp, are fairly numerous in the major streams. Some ponds are well-managed and provide excel-

lent fishing of bass, bluegill, and catfish.

Other wildlife you'll find in Madison County include:

Frog and Toads: American Toad, Blanchard's Cricket Frog, Boreal Chorus Frog, Bullfrog, Cope's Gray Treefrog, Gray Treefrog, Northern Leopard Frog, Plains Leopard Frog

Lizards and Salamanders: Northern Prairie Skink, Tiger Salamander



Snakes: Black Rat Snake, Brown Snake, Bullsake, Common Garter Snake, Eastern Hognosed Snake (last recorded in 1973), Lined Snake, Milk Snake, Northern Water Snake, Plains Garter Snake, Prairie Ringneck Snake, Racer, Smooth Earth Snake, Smooth Green Snake, Speckled Kingsnake, Timber Rattlesnake, Western Fox Snake, Western Worm Snake

Turtles: Blanding's Turtle, Painted Turtle, Snapping Turtle

5.4 Public Lands

According to a Madison County Resource Enhancement and Protection (REAP) Plan, there are over 3,000 public acres of wildlife and recreation land in the county.

Existing Public Facilities in Madison County:

Ownership:	Name:	Acres:
1. County	Schildberg Canoe Access	5
2. County	Jensen Marsh	190
3. County	Hanson Prairie	30
4. County	Goeldner Woods	44.5
5. County	McBride Timber Preserve	40
6. County	Guye Woods	93
7. County	Cedar Bridge Park	27
8. County	Winterset Elem. Outdoor Classroom	0.5
9. County	Middle River County Park	80
10. County	Pammel Park (State owned)	350
11. County	Fellowship Forest	60
12. County	Criss Cove	45
13. County	Clanton Creek Recreational Areas:	
	Deer Creek Unit	120
	Turkey Ridge Unit	275
	Clanton Unit	320
14. State	Badger Creek Recreation Area	1,162

The following public lands are located along (or near) the Covered Bridges Scenic Byway:

Schildberg Canoe Access (5 acres)

Schildberg Access is located approximately ten miles west of Winterset on the north side of Highway 92, adjacent to the northeast corner of the highway bridge. A walk-down ramp is available for canoes and kayaks near the parking area. Roseman Covered Bridge Access is approximately seven river miles downstream. This stretch of Middle River travels through both timbered valleys and open pasture. A few

chutes and riffles are scattered throughout this seven-mile stretch, with a moderately challenging drop-off created by a ledge of shale located a few hundred yards just upstream of the P53 bridge. Middle River is a moderately challenging paddle for experienced canoeists especially at high and low water levels. This stream provides an exciting paddle with occasional chutes and ledges that can be navigated with moderate effort.

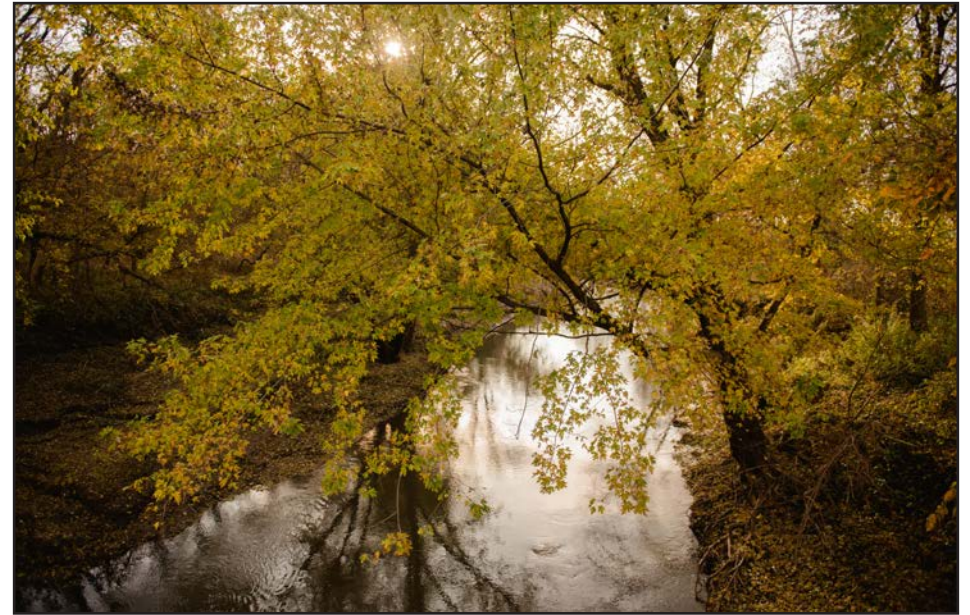
Jensen Marsh (190 acres)

Jensen Marsh is a county-managed wildlife area located three miles south of Bevington. The marsh serves as a year-round viewing area for various species of waterfowl and aquatic reptiles, mammals, and amphibians. In addition to wetland animal species, there are wetland plant habitats, wooded timbers, and tall grass prairie areas. This is one of the few wetland areas in Madison County. This park allows for public hunting, non-motorized boating, and hiking at all times of the year. Jensen Marsh is part of the central Iowa birding trail known as the Makeke Trail. Jensen Marsh is one of twenty-two sites in central Iowa that has been designated as "one of the richest areas in the state for observing birds." Just over 151 of Jensen Marsh's 190 acres are part of a 30-year easement program with the NRCS.



Hanson Prairie (30 acres)

This 30-acre tall-grass prairie is a “labor-of-love” product of Dick and Lou Hanson who began converting a creek bottom farm field to a warm season tall-grass prairie environment in the mid 1980’s. The Hansons donated their prairie to the Madison County Foundation for Environmental Education (MCFEE). In the summer of 2000, the Madison County Conservation Board entered into a management agreement with MCFEE and manages the area as a prairie preserve, and will continue to incorporate a diversity of wildflower species. The prairie is divided into two segments as Cedar Creek meanders through the middle of the prairie preserve. The public is encouraged to come and explore the “tall-grass prairie” ecosystem that once covered over 90 percent of the State of Iowa. Hunting is not allowed.



Guye Woods County Park (93 acres)

Guye Woods’ visitors are greeted by a 100-foot long cable suspension bridge over North River that provides the only access to this densely timbered 93-acre wilderness. Once park visitors cross the bridge they encounter a lush river bottom timber that quickly gives way to steeply elevating slopes that grow some of the finest upland hardwood timber anywhere in the county. This tract was a treasured retreat of the Guye family who donated the property to the Conservation Board in 1985. Guye Woods is bordered on the north by North River. A high hill located in the southern reaches of the park is designated as the highest elevation in Madison County. This area is managed as a “wilderness area” as a means to protect the quality of flora and fauna found in this unique location. Public hunting is allowed. Guye Woods is located off of Cumming Road/G4R (north onto McBride Road, then west on 160th Street).

The park features:

- A 100-foot long cable suspension bridge over North River (no formal canoe access at this site)

- A memorial stone recognizing the Guye family as one of Madison County's original settlers
- Catfishing in North River
- Public Hunting - An excellent area for white-tail deer, turkey, squirrel, and other woodland wildlife
- Hiking Trails - No groomed trails; users are required to utilize the abundant game trails to navigate through this wilderness area
- A large variety of woodland wildflowers in the spring
- Birding, especially neo-tropical species through the summer months



Cedar Covered Bridge Park (27 acres)

Cedar Covered Bridge Park, managed primarily as a day-use historic and picnic site, is home to one of the six remaining covered bridges in Madison County, with Cedar Bridge being the only covered bridge that you can still drive your vehicle through. Cedar Bridge Park is adorned with two gazebos, both providing brick walkways and court-yards bordered by landscape beds of native plants, and are often used for weddings.

In May 1993, Cedar Bridge Park hosted Oprah Winfrey when she aired her daily television talk show from the park to promote the novel *The Bridges of Madison County*. Although only 27 acres in size, Cedar Bridge Park receives heavy daily tourist traffic with the peak season coming in the fall during Covered Bridge Festival weekend (2nd weekend in October).

Winterset Elementary Outdoor Classroom (5 acres)

This new five-acre outdoor classroom provides the students and teachers of the Winterset Community School District, as well as general citizens of Madison County, as an instructional tool. It is situated between the Winterset High School and Middle School in a natural drainage area bordered by large oak trees.

The park features:

- Tall-Grass Prairie
- Pollinator Prairie
- Oak-Savanna
- Two wetland/moist soil units
- Plantings of native shrubs, pines and hardwoods
- An observation platform
- Butterfly gardens
- A nature “playscape”
- An amphitheater
- Raised beds for prairie plant propagation
- An accessible walkway and turf pathways
- A geology wall



Middle River Park (80 acres)

Middle River Park, located on the south edge of Winterset, is managed as a day use recreational area that provides users with picnic and shelter facilities, river access to Middle River, and a hard-surfaced trail system. Middle River Park is 80 acres of primarily woodlands made up of giant Cottonwood, Hackberry, Silver Maple and Walnut trees that grace the lower picnic grounds and two-level shelter facility, gradually giving way in the upper elevations to beautiful stands of native Black Maples and eventually Oak/Hickory forests. Middle River Park adjoins the larger Winterset City Park, with the parks connected by a trail converted from an abandoned road.

Activities at Middle River Park include:

- **Hiking & Cross Country Skiing:** Park visitors use both the hard surfaced trail system, as well as the park road system, to hike

through the park and the adjoining Winterset City Park to the north. During the winter, the roads are closed and connected to City Park to provide for over three miles of wind-protected ski trails.

- **Canoeing & Rafting:** A developed canoe access to Middle River is located on the south end of the park.
- **Fishing:** Middle River Park is a good location to fish for Channel Catfish.
- **Nature Study & Photography:** Middle River Park is one of the Conservation Board's best areas to view neo-tropical bird migrants during the spring and summer months.
- **Maple Syrup Collecting:** Beginning in mid to late February, Conservation Board staff tap black maple trees and collect sap for syrup production.

Pammel State Park (350 acres)

Pammel Park is one of the first state parks established in Iowa (it was dedicated in 1928). The park has been managed by the Madison County Conservation Board since 1989. This 350-acre park, with carefully planned development, is quickly becoming a top destination in Madison County.

Pammel Park is noted for its natural woodland beauty highlighted by its signature limestone ridge known as "The Backbone." The park is home to numerous botanical treasures that include a lush diversity of woodland vegetation from wildflowers and native plants to the best quality walnut stands in central Iowa. Some of the oldest recorded oak trees anywhere in Iowa grow near the craggy surfaces of the "backbone."

Middle River makes a great horseshoe loop in the park. When standing atop The Backbone directly over the tunnel, you can see Middle River flow in all four directions. The geology of the backbone is as extensive as the plant life and well worth exploring.

Built in the 1920s, the Pammel Park water ford is the only means of vehicle access to the west side of the park from within the park. During normal river flow levels, vehicles can safely cross the ford which maintains a depth of 2" to 4". The ford has provided countless hours of recreation for many generations of park visitors who love to wade, paddle, and fish in and around the structure. The ford is closed during high water flows and icy conditions during the winter.



Nearly five miles of trails wind through Pammel's woodlands where hikers can explore the many diverse ecosystems created by the river, geology and plant life. Three separate trail systems are located in the park. The Backbone Trail has trail heads at both ends of the tunnel as well as atop the backbone near the Backbone Shelter. The Lodge Trail has trail heads near the bathrooms and play equipment. The Interpretive Trail begins on the north side of the park road directly across from the Lodge.

Access to Middle River for kayaking and canoeing is available at the Middle River Ford. Some paddlers put in at the ford and ride the "horseshoe" section of the river, stopping at the bridge by the main entrance of the park. Catfish (channel, blue and flathead) fishing is

excellent, especially below the ford following heavy flows.

Acquired during an expansion of the park, a former rural chapel was transformed into a nature center where many environmental education programs have been conducted by the board's naturalist throughout the years. Slated to open in the spring of 2023, the new Madison County Conservation Center will be located in the middle of Pammel Park and will provide educational experiences that connect residents and visitors to the county's natural resources.

The Conservation Center will feature a large exhibition area with dynamic, interactive exhibits centered around five areas: Journey Through Time, Meet the Animals, Oak Ecosystems, Geology, and Water. There will also be a large relief map of the Devil's Backbone Trail and Ridge that will illustrate the county's topography, landcover and associated ecosystems both at a high level and in great detail.

There will also be a seminar room that can accommodate large groups, a low-maintenance modern classroom, a board room for smaller groups, offices, storage, and support facilities. An outdoor sculpture trail, courtyard and patio will serve visitors outside of the center.

The Conservation Center will be a model of green construction and sustainability through the use of the following: water conservation and retention, sustainable building materials, a septic system with a recycling sand filter, and high efficiency utilities such as solar, geo-thermal, in-floor heat, LED lighting, and metered lighting.



Fellowship Forest (60 acres)

Fellowship Forest was originally established as a Methodist Church youth camp, but was donated to the Conservation Board's foundation in 1988. This 60-acre park is managed as a day-use picnic area, as well as a public hunting and fishing area. Fellowship Forest consists primarily of upland hardwood forest with some bottom land timber. A beautiful meandered creek flows through the entire length of the park, cascading over numerous limestone outcroppings, creating three- to five-foot tall waterfalls.

The small half-acre pond provides good fishing for beginners and is well-stocked with catfish, bluegill and largemouth bass. Hunting for white-tailed deer, turkey, squirrels, and other small woodland game is allowed.

The trail-head is located on the north end of the pond dam with trails looping through the west half of the park. The trail is approximately

one mile in length and remains fairly level throughout.

Two primitive tent-camping sites are maintained for local Scout Troops only. Camping is NOT allowed at Fellowship Forest for the general public.

A large variety of springtime woodland wildflowers makes this a good area to explore in late April and early May. This is also an excellent birding area throughout the year. A small creek cascades through the limestone geology of the park creating a number of small waterfalls and exposing layers of limestone, shale, slate, and other unique rock formations. Visitors will need to venture off the groomed trail system to explore the unique ecology of the creek found in the valley basin. Be alert for sightings of amphibians and reptile species when exploring the creek area.

5.5 Energy/Conservation

Out of all fifty states in the U.S., Iowa ranks 5th in Total Energy Consumed per Capita, due largely to our robust manufacturing and agricultural sectors. Iowa is also the largest fuel ethanol producer and the state's roughly 40 ethanol production plants have the capacity to make four billion gallons annually. Iowa was the 4th largest consumer of hydrocarbon gas liquids (mostly propane) in 2016. One in eight Iowa households heat with propane.

Fuels fall into two main categories: non-renewable fossil and nuclear fuels, and renewable energy resources. The types of non-renewable fossil fuels consumed in Iowa are coal, petroleum, and natural gas. Water for hydroelectricity, biomass, wind, and solar energy are among the renewable resources being used in the state.

Iowa's Energy Consumption Estimates from 2017 (gathered by the Energy Information Administration) were as follows (calculated in Btu or British thermal units):

I. Natural gas (376.3 trillion Btu)

2. Coal (300.3 trillion Btu)
3. Biomass (246.3 trillion Btu)
4. Other renewables (199.1 trillion Btu)
5. Motor Gasoline excluding Ethanol (175 trillion Btu)
6. Distillate Fuel Oil (149.1 trillion Btu)
7. Hydrocarbon Gas Liquids, including propane (64 trillion Btu)
8. Nuclear Electric Power (54.5 trillion Btu)
9. Other Petroleum (18 trillion Btu)
10. Hydroelectric Power (9.5 trillion Btu)
11. Jet Fuel (5.1 trillion Btu)
12. Net Interstate Flow of Electricity (Negative 38.4 trillion Btu)

The use of energy can be divided into four sectors:

- *Industrial* (41%) - manufacturing industries, mining, construction, and agriculture
- *Transportation* (22%) - private and public vehicles moving people and commodities
- *Residential* (22%) - private residences, owned or rented
- *Commercial* (15%) - businesses that are not engaged in manufacturing, transportation, or other types of industrial activities

Non-Renewable Energy Sources:

Coal

Coal-fired power plants in Iowa are located in Cedar Falls, Pella, Ames, Muscatine, Ottumwa, Burlington, Council Bluffs, Dubuque, and Lansing. Between 1976 and 1995, Iowa's coal usage more than doubled. Both the low price of coal and the increase in the use of

electronics during this same period of time help explain this dramatic increase. Then from 2008 and 2018, coal's share of net electricity generation declined from 76% to 45%, but remained the state's largest source of net electricity generation. The western, low-sulfur coal used in Iowa is preferable to the Midwestern coal used prior to air pollution concerns. Western coal typically contains less than one percent sulfur compared to Midwestern coal that ranges between 1.5 and six percent sulfur. The difference in sulfur content reduces sulfur dioxide pollution produced by burning coal.

Petroleum

Approximately one-half the petroleum consumed in Iowa originates in the Persian Gulf, Venezuela, Mexico, or Norway. The remaining half is produced in the United States. Crude oil is refined and then piped to Iowa. More than two-thirds of our petroleum is used as gasoline and diesel fuel for ground transportation. The remaining one-third includes liquefied petroleum gas and a variety of products from asphalt to aviation fuel. Madison County currently has one petroleum power plant. It is located in Winterset and run by the City of Winterset.

Natural Gas

Natural gas comes to Iowa via Oklahoma, Texas, and Canada. Natural gas, our third most common energy source, is used mostly for space and water heating in homes and businesses. Natural gas also is used to make fertilizer products such as anhydrous ammonia.

Nuclear Power

The Iowa Department of Natural Resources (DNR) reports nuclear power generation at three percent of Iowa's total energy consumption. Iowa has one nuclear power plant - the Duane Arnold nuclear power plant near Palo.

Renewable Energy Sources:

Hydroelectric power

Hydroelectric power—electricity generated by the action of falling water—historically has been one of the most common renewable resources used by Iowans. Currently, hydropower supplies 1.5 percent of the electricity generated in the state. Based on studies by the DNR, Iowa's estimated hydropower potential is approximately five percent of the state's annual electric usage. However, cost-effectiveness issues and environmental considerations limit full development of that potential. The use of hydropower is expected to remain stable in the future. Seven hydropower plants operate in Iowa at Iowa Falls, Waverly, Keokuk, Ottumwa, Maquoketa, Amana, and Anamosa.

Biomass

Biomass refers to any organic material available on a renewable basis for conversion to electricity or fuel. Corn, switchgrass, wood, and the organic portion of municipal solid waste are biomass materials. Biomass can be converted to usable energy through a number of ways. The three most common methods used in Iowa include direct combustion to generate heat, fermentation to produce an alcohol such as ethanol, and anaerobic digestion. Anaerobic digestion uses bacteria to consume plant or animal matter in an airless environment. The result is the production of methane, a combustible gas. Gasification, a fourth method, involves heating materials under controlled conditions to produce combustible gas. Biomass resources seem logical for Iowa to pursue. Most materials are grown, harvested, stored, and transported through existing infrastructure. These resources can provide a stable, year-round energy supply. Currently, the single most significant biomass by-product used in Iowa is ethanol. However, a variety of biomass resources are being used at numerous locations around the state, including Ames, Williamsburg, Pella, and Winthrop.



Wind

Four major wind regions blow across Iowa. The highest wind power area is found in the northwestern corner of the state. The wind classes diminish steadily toward the south and east. As of November 2019, 41.7% of Iowa's electricity was produced by wind with over 8,965 megawatts (MW) of installed capacity, ranking 2nd in the nation below Texas. Former governor Terry Branstad stated that by 2020 the percentage of wind generated electricity in Iowa could reach 40 percent. This goal has been exceeded, with over 40 percent of Iowa's electricity being generated from the wind as of October 2019 according to the Energy Information Administration, a first in the nation accomplishment.

Madison County currently has one wind project constructed and that is in Macksburg. It belongs to MidAmerican Energy Co. and was completed in October 2014. It spans more than twenty square miles and consists of 51 turbines (Siemens SWT-2.3-108 – power 2,300 kW, diameter 108m). Together they generate 1,050 megawatts of energy,

enough to power 317,000 homes.

Solar

Solar power in Iowa is limited but growing, with 96 MW installed by the end of 2018 (with 21 MW installed within the last year), ranking the state 39th among U.S. states. Over 12,000 Iowa homes are powered by solar energy, accounting for 0.17% of the state's total electricity production in 2019. Solar on rooftops could provide 20% of all electricity used in Iowa. There are currently 72 solar companies in Iowa (12 Manufacturers, 44 Installers/Developers, 16 Others), providing 844 jobs.

5.6 Challenges & Opportunities

Rank	County	Business Growth	GDP Growth (\$ in millions)	New Building Permits (per 1,000 homes)	Federal Funding (per capita)	New Building Permits Index
1	Dallas, IA	13.6%	\$109	36.5	\$135	63.48
2	Clarke, IA	-3.7%	\$10	27.0	\$0	47.04
3	Polk, IA	6.2%	\$704	22.7	\$141	39.45
4	Story, IA	1.2%	\$113	22.6	\$690	39.34
5	Johnson, IA	2.9%	\$183	20.0	\$245	34.74
6	Warren, IA	8.0%	\$46	18.4	\$37	32.00
7	Dickinson, IA	0.9%	\$43	17.2	\$3	29.96
8	Madison, IA	5.6%	\$21	12.9	\$7	22.45
9	Bremer, IA	0.2%	\$34	12.3	\$45	21.41
10	Clinton, IA	-3.9%	\$63	10.8	\$27	18.85
	IA	-0.2%	\$46	4.9	\$167	

Residential & Commercial Development

Madison County currently ranks 8th in the state in number of new building permits. [Sources: U.S. Census Bureau American Community Survey, U.S. Bureau Economic Analysis, U.S. Census Bureau Building Permits Survey, USAspending.gov] Between 2000-2010, Madison County saw an 83.9% increase in land area developed with residences, compared to the national average of just 12.3%. There are no indications that development here is slowing down. This can have consequences in terms of losing additional grassland, timber/forest, etc, and therefore wildlife habitats.

"Iowa greeted the earliest European settlers with a vast 30-million-acre sea of tallgrass prairie interspersed with woodlands and wetlands. Today, less than one percent of this original prairie remains. Conversion to farms and development reduced the once extensive prairie to a collection of isolated patches of varying size and quality. Most prairie remnants are small and degraded by haying, livestock grazing, dumping, fire suppression, or succession of woody species. Prairies – one of the most diverse ecosystems in the world – are home to hundreds of plants, animals, and insects. With the loss of this native prairie habitat across much of the Hawkeye State, a diversity of species have become exceptionally rare, and a few have even been pushed to extinction." (U.S. Fish & Wildlife Service)

"The state of Iowa has lost 99.9% of its prairies, 98% of its wetlands, 80% of its woodlands, 50% of its topsoils, and more than one hundred species of wildlife since the early 1800's. The long-term effects are already apparent. Prevention of further loss is therefore imperative to Iowa, as well as Madison County." From the Madison County Resource Enhancement and Protection (REAP) Plan

"Pressures continue to convert forested areas into agricultural crop ground or livestock grazing, as the region is economically depressed. There is a general lack of awareness of the values of forestland to water quality enhancement, though efforts to restore riparian areas is increasing. The close proximity to the Des Moines metro area is increasing opportunities for large parcels to be subdivided into residential and hobby farm locations. Interest for private hunting preserves in southern Iowa according to recent state and Iowa Natural Heritage Foundation land purchases has significantly increased land values, increasing subdivision and forest fragmentation in the area. This trend is expected to continue, with increased absentee land ownership pushing forestland values even higher. Opportunities for increased forest stewardship efforts especially for improved wildlife habitat exist with many of these absentee landowners." - Iowa DNR

Water Quality

The water quality of Badger Creek Lake needs improvement—it is listed as a Category 5 in the 2018 EPA assessment, placing the lake on the state's impaired waters list.

Badger Creek is part of the Badger Creek Watershed Association and is managed as a resource to reduce flooding and improve water quality in the watershed (which is part of the much larger Red Rock Reservoir Management Zone). The area is not well-maintained, and maintenance is a responsibility of the state.

Threatened & Endangered Species

The Endangered Species Act (ESA) currently protects fourteen of Iowa's imperiled plant and animal species.

Four prairie plants are among the state's rarest flora—the eastern prairie fringed orchid (*Platanthera leucophaea*), western prairie fringed orchid (*Platanthera praeclara*), prairie bush clover (*Lespedeza leptosachya*), and Mead's milkweed (*Asclepias meadii*). Eastern and western prairie fringed orchids thrive in wet prairies, sedge meadows, fens, and even bogs, while Mead's milkweed and prairie bush clover prefer drier prairie areas. Although prairie once covered Iowa from border to border, each of these plants can now only be found in a handful of prairie remnants.

The Topeka shiner (*Notropis topeka*), a small prairie fish, gained federal protection in 1998. The shiner once flourished in natural pools and off-channel ponds of Iowa's prairie streams. Although once common, the Topeka shiner has declined by 70 percent across its range because of habitat destruction and sedimentation as the prairie streams were channelized and impounded.

The Poweshiek skipperling (*Oarisma poweshiek*) is another species that was once found across Iowa, but because of loss of prairie, it has

been proposed for ESA protection. This small prairie butterfly thrives in a variety of prairie settings, from high, dry areas of remnant prairie, to wet prairie habitats, and even prairie fens. Adult skipperlings feed on the nectar of prairie flowers including the common purple coneflower (*Echinacea angustifolia*) and black-eyed Susan (*Rudbeckia hirta*), while the larvae feed on fine-stemmed grasses including little bluestem (*Schizachyrium scoparium*). Although about 14 percent of the known Poweshiek skippering population was once found in Iowa, the species may have already disappeared from the state.

While all of these species are quite different, the reasons they are listed as endangered or threatened, and the threats they face, are largely the same. The loss of 99.9 percent of Iowa's prairie has left many of the state's native plant and animal species with few places to live. Small, local populations of plants and animals that depend on prairie remnants, like the plants and butterflies, are especially vulnerable—a single, catastrophic event like a drought can quickly undo years of progress and provide significant setback to the recovery.



Prairies are perhaps the most endangered ecosystem in the country. Conserving federally listed prairie plants and animals, like the west-

ern prairie fringed orchid and the Topeka shiner, addresses not only the species' needs but the ecosystem's needs as well, thus conserving myriad other prairie-dependent species.

Here is a list of currently endangered or threatened animal species in Iowa:

- Bat, Indiana (*Myotis sodalist*) – Endangered - Madison County (part of current range)
- Bat, Northern long-eared (*Myotis septentrionalis*) – Threatened – Madison County (part of current range)
- Bumble Bee, Rusty patched (*Bombus affinis*) – Endangered – Not part of current range
- Higgins eye (pearly mussel) (*Lampsilis higginsii*) – Endangered - Not part of current range
- Massasauga (Rattlesnake), Eastern (*Sistrurus catenatus*) – Threatened – Not part of current range
- Mussel, sheepnose (*Plethobasus cyphus*) – Endangered – Not part of current range
- Plover, piping (*Charadrius melodus*) – Endangered – Not part of current range
- Shiner, Topeka (*Notropis topeka*) – Endangered & Experimental Population, Non-Essential - Not part of current range
- Skipper, Dakota (*Hesperia dacotae*) – Threatened - Not part of current range
- Skipperling, Poweshiek (*Oarisma poweshiek*) - Endangered - Not part of current range
- Snail, Iowa Pleistocene (*Discus macclintocki*) – Endangered - Not part of current range
- Spectaclecase Mussel (*Cumberlandia monodonta*) – Endangered – Not part of current range

- Sturgeon, pallid (*Scaphirhynchus albus*) – Endangered - Not part of current range
- Tern, least (*Sterna antillarum*) – Endangered – Not part of current range

Here is a list of currently endangered or threatened plant species in Iowa:

- Prairie bush-clover (*Lespedeza leptostachya*) – Threatened – Madison County (part of current range)
- Mead's milkweed (*Asclepias meadii*) – Threatened – Madison County (part of current range)
- Northern wild monkshood (*Aconitum noveboracense*) – Threatened – Not part of current range
- Eastern prairie fringed orchid (*Platanthera leucophaea*) – Threatened – Not part of current range
- Western prairie fringed orchid (*Platanthera praeclara*) – Threatened – Madison County (part of current range)

The 2009 Madison County REAP Plan identified the following challenges and opportunities for our natural resources:

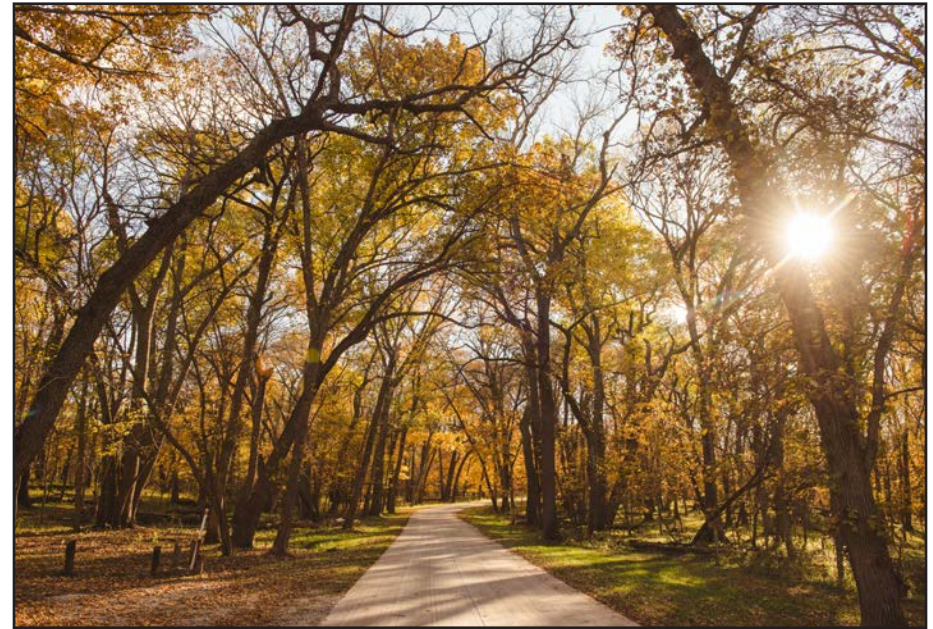
Soil

Various set aside programs and the Conservation Reserve Program need to continue to emphasize permanent vegetative alternatives and attempt to discourage previous poor management practices on marginal ground once the set-aside or CRP term agreement expire. Practices such as conservation tillage, crop rotation, contouring, and strip cropping should be promoted to prevent further depletion of soil resources. A terrace priority guideline has been adopted. Practices to encourage the seeding of marginal lands receives high priority. Permanent cover such as warm season grasses, and shrub and wood-

land platings not only provide a sound alternative, but demonstrate economic benefits as well.

Water Quality & Supply

Madison County has adequate surface water potential, but underground supplies are limited. Water will be the key resource well into the 21st century. It will remain the common denominator for all future development and expansion. All public entities should place clean water at the top of their priorities. Madison County is in need of additional major impoundments that can be utilized for rural water supplies, as well as addressing water quality for the County's many rivers and streams by filtering soil sediments and agricultural oriented impurities. All communities within the county must develop a comprehensive plan for water conservation, quality improvement, and supply that integrates the needs for this region. Steps should include providing additional pond structures, and permanent vegetative cover on marginal acres in the upper reaches of watersheds, as well as stream bank stabilization and buffer strips within the flood plain of the watershed.



Vegetation & Woodlands

At the time that Madison County was first settled, there were approximately 70,000 acres of forest. In 1975, the number of woodland acres was down to 42,000, and in 2009, there were only 25,484 acres of woodland remaining. Most has been cleared for agricultural purposes. Forestation is important for protecting watersheds and flood plains from erosion, as well as providing an environment suitable for recreational purposes.

Reforestation has become a top priority of conservation professionals. By returning marginal agricultural acres to permanent cover such as timber or warm season grasses, we can begin to address the problems of soil conservation and water quality improvement. Permanent vegetation is a must in order to keep the soils intact and prevent runoff into our water resources. The Madison County Conservation Board, in conjunction with NRCS habitat cost-share programs, has established a private landowner habitat management program that instructs landowners of proper native habitat management practices. The Board plans to expand this program annually.

According to the Iowa DNR, forests and their protection can play an important role in protecting water quality. The forests within our area offer opportunities for expansion of traditional and non-traditional forest products. Resource Conservation and Development Areas in Burlington, Centerville, Fairfield, and Runnells, Iowa, are expanding rural development through forestry efforts in finding markets for traditional and non-traditional forest products.

The close proximity to the Des Moines metro area is increasing opportunities for large parcels to be subdivided into residential and hobby farm locations. Interest for private hunting preserves in southern Iowa according to recent state and Iowa Natural Heritage Foundation land purchases has significantly increased land values, increasing subdivision and forest fragmentation in the area. This trend is expected to continue, with increased absentee land ownership pushing forestland values even higher. Opportunities for increased forest stewardship efforts especially for improved wildlife habitat exist with many of these absentee landowners.

Wetland Wildlife & Fisheries

Wetland wildlife species diversity is lacking due to small quantities of wetland type habitat. Madison County is lacking an adequate number of lake type fisheries. Given that fishing is one of the top recreational activities of Iowans, this should be addressed. It will be necessary to establish a number of reservoirs in the county to provide multiple benefits to the environment, including recreation.

Parks, Recreation Facilities, and Public Space

According to the most recent figures, Iowa ranks 49th in the nation in terms of number of acres in public ownership. Only 1.04% of Iowa's total area is owned by federal, state and local governments, and open to public access (this includes parks, forests, and grasslands). 99.1% of Madison County is privately owned, with just 0.6% owned by the county and city, and 0.4% owned by the state.

The Conservation Board will continue to concentrate on expanding public holdings around existing public areas such as Clanton Creek,

Pammel Park, Goeldner Woods, and others. By protecting the natural resources in these areas and expanding upon public ownership, we can positively impact the soil and water quality of respective watersheds and provide additional outdoor recreational opportunities.

5.7 Goals, Actions & Strategies

It is the CBSB Council's goal to expand opportunities for the CBSB byway traveler to experience, enjoy, and understand natural intrinsic qualities and resources while protecting those qualities and resources from any impact caused by increased use associated with the byway designation. To accomplish this goal, the CBSB Council reviewed other actions and strategies as proposed by other byway organizations, considered their own unique issues, and then identified actions and strategies they felt were appropriate to use in the CBSB Corridor. Some of the actions and strategies noted in other sections of this CMP may also help to protect natural resources, and some of the actions and strategies noted in this section may also help to protect scenic and/or recreational resources along the CBSB. Therefore, a comprehensive understanding of actions and strategies and how they relate to multiple intrinsic qualities is best understood by considering all related sections of this CMP.

Empower Local Public Land Managers

- Initiate conversation with county conservation boards, cities, and other stakeholders to determine needs, potential partnerships, projects, etc.
- Encourage participation in local, state and federal programs to improve our resources.
- Work with public area managers to analyze use impact, economic impact, and track changes in use that result from CBSB recommended actions.

- Develop and implement projects that help public land managers better understand the byway visitor and/or improve the visitor interface.
- Promote events, fundraising, and awareness efforts that benefit natural areas in the CBSB Corridor.

Encourage Collaboration between Public and/or Private Organizations

- Foster multi-jurisdictional projects and partnerships between city, county, and state public land managers and political entities to encourage CBSB projects; positively impact, improve and protect multiple parks, natural areas, and natural qualities.
- Conduct public and private stakeholder meetings that foster discussion, idea sharing, and visioning through small and large group conversation, breakout sessions, workshops, and other interactive opportunities.

Increase Site-Specific Landscape Interpretation

- Secure and/or develop maps, descriptions, and photographs of natural landscapes, native flora, and fauna, invasive species, and good and bad public use that can be used in publications and interpretive material regarding specific sites, resources, or topics.
- Help state, regional or county partners create and implement interpretation of natural areas, features, and stewardship practices, and use uniform byway branding when possible.
- Partner with special interest groups that are nature-focused to develop and implement topical self-guided tours, kiosks, publications, youth materials, maps, social media, bus tours, and other media that engage travelers or provide information. (Examples: Brochures on birding, camping, or fishing along the byway, farm tours, spring hikes, night hikes, etc.)

Develop Promotional Materials that Reinforce Sustainability

- Encourage partners to develop promotional materials such as itineraries, videos, and social media content that show a respect for natural environments, flora and fauna, as well as conservation or sustainability practices.
- Develop publications for youth or families that encourage exploration of natural areas. (For example, a coloring book, safari, nature Bingo card, etc.) This can be used to market the byway, engage visiting children and families, educate children who live in the corridor, and encourage byway travelers to return with children to explore the byway's parks, natural areas, and other resources.

Support Preservation and Restoration of Natural Ecosystems & Resources

- Promote field days, campaigns, and projects that raise awareness and improve the health of the ecosystems in the byway corridor. These might include invasive species monitoring and control, on-farm conservation practice demonstration, water and air quality monitoring and improvement projects, promotion of night sky preservation techniques, etc.
- Work with county offices and supervisors to foster support for, develop, and implement a successful Integrated Vegetation Roadside Management program.

SECTION 6: SCENIC RESOURCES

Rippey Dumps

SCENIC RESOURCES

“Scenic Resources are the heightened visual experiences derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape – landform, water, vegetation, and manmade development – contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.” – Scenic America

The scenic quality of a byway is based on the existence of significant scenic views from the road and the absence of features that detract from the overall image of the road. The byway’s feature must also be considered representative, unique, irreplaceable, or distinctly characteristic of an area. Regardless of the type of views, all byways should share three characteristics for this intrinsic quality:

1. Scenic features and views should be frequent enough to give a sense of continuity to the drive along the byway.
2. Scenic features will tend to relate to each other, which will usually create a coherent image of the byway. The way in which the roadway relates to its environment is also important to the sense of coherence.
3. A variety of views enhances the scenic quality of a byway. Variety can also be a function of seasonal changes. Some landscapes vary dramatically at different times of the year, which often enhances their attraction for travelers.

“While the term conservation covers a wide variety of environmental issues (e.g., wildlife habitat, soil, water), scenic conservation is concerned specifically with managing the visual quality of communities and the countryside to preserve and enhance scenic resources in ac-

cordance with an established plan.” (*America’s Byways Resource Center*)

Conserving the scenic resources of the Covered Bridges Scenic Byway should be one of the most significant things that the CBSB Council and its stakeholders ensure. According to the America’s Byways Resource Center, surveys of non-resident byway travelers found that negative impacts to a byway’s scenic resources result in a greater than 1:2 negative impact to tourism. They note that studies show non-resident visitors would reduce their visits by half should development or pollution degrade byway views by as little as 25%.

Consider:

- What is the “viewshed” that is integral to the experience of driving our byway?
- Where are opportunities to stop and enjoy the view?
- Where are opportunities to stop and engage in activities while traveling the byway?

6.1 Key Visual Resources

“And you and I know that not in the whole state is there another valley so peculiarly made, so grandly cut in the canyon walls, as that of the ancient valley below us...you are out of doors in Iowa’s finest scenery.” – Herman A. Mueller, History of Madison County and Its People, Volume 1, 1915

Scenic Value means aesthetically appealing landscapes or views composed of natural and/or cultural features. Scenic Value can be defined as the value of the viewed landscape based on its perceived visual attractiveness, as determined by the aesthetic composition of the visual elements. Scenic quality is a primary reason (but not the sole reason) for conserving scenic values in a viewed landscape; it is well established that high-quality scenery attracts visitors and enhances the visitor experience. A Scenic High Value Area has valuable scenic amenities that are enjoyed by travelers and the public, and deserve serious consideration for preservation and protective measures.

The Covered Bridge Scenic Byway offers views of rolling hills and the valleys of North River, Middle River, Clanton Creek, and Jones Creek. The hills and valleys are covered with native grasses. The route is punctuated with bright botanical gardens, native stands of oak and hickory forests, century farms, vineyards, and cultural landmarks such as the world-famous covered bridges of Madison County.

In the northeast region of Madison County, idyllic horse ranches dominate the landscape, with perhaps the highest concentration of quality equestrian facilities in Iowa. This includes the presence of Iowa's only polo grounds, Polo Pointe and the Moffit Lake Equestrian Center.

The North River valleys represent a significant landform typical of the south-central Iowa driftless region that was spared the most glaciation associated with the Des Moines lobe glacier. The underlying geology, mostly hidden but with some exposed limestone outcroppings, is the foundation of the many river valleys aesthetically unique to Madison County. Layer upon layer of limestone make up the centuries-old layers of Devonian age fossils (full of coral and brachiopods) from an ancient time when this area was an inland sea. Runoff from the glaciers that stopped just north of what is now Madison County, through constant churning and flow, helped create the river valleys associated with the county—Middle River, North River, North Branch of North River, Cedar Creek, Jones Creek, Clanton Creek, and South River.

North River Valley provides travelers with the unique view of a large complex of wetlands (over 5,000 acres) comprised of three connecting management units known as Mallard Flats, Quail Ridge, and Bauer Bottoms.

The Cumming Road portion of the byway slices through the middle of this diverse ecosystem, offering glimpses of migratory wildlife.

Layer upon layer of fossil-enriched limestone was formed in this area during the Carboniferous era and remains as the dominant natural landscape feature of Madison County.



6.2 Viewshed Analysis & Distance Zones

The USDA Forest Service uses four categories of distance zones in its system for managing scenic quality. These zones are based on scientific research on the amount of detail people can discern from different distances. These distance zones are approximate and provide one method for quantifying the amount of detail that most viewers can perceive. The four distance zones include:

Immediate Foreground

Distance zone: approximately 300 feet from the road.

At this distance, people can perceive fine detail, such as individual leaves on trees, trim around doors and windows, and detail on site furnishings such as benches and lamps. When planning for the immediate foreground, it is important to understand how the fine details contribute to scenic quality.

Foreground

Distance zone: From approximately 300 feet to one-half mile from the road

At this distance, fine detail begins to have less influence on scenic quality, and general shape and scale becomes more important. People can still identify individual trees, rock outcrops, overall building structure elements such as doors, windows and roof shapes, and viewers can perceive a sense of scale that these elements provide. Shapes, sizes and relationships of individual elements (such as buildings and trees) define the scenic quality. When planning for areas seen as foreground from the byway, it is important to understand how the shapes, sizes, color and scale of individual elements relate to each other and influence the overall composition.

Middle Ground

Distance zone: Approximately one-half mile to four miles from the road

At this distance, patterns and topography define the visible elements. Trees are visible as clusters or forests rather than distinguishable as individual trees. Buildings are visible mostly as shapes, and communities are visible as clusters of buildings and a network of streets. Mountains, valleys and other terrain features define the view. When formulating scenic conservation strategies for middle ground views, it is important to understand how the landscape patterns and textures contribute to scenic quality.

Background

Distance zone: Greater than four miles from the road

At this distance, forests and meadows become blocks of color. It is too far to perceive texture in all but very sculptured elements such as rugged mountain peaks and rock outcrops. Cities and towns become

mosaics of color. When planning for background views, it is important to understand how color, large patterns and topography influence the landscape appearance.

6.3 Overlooks

There are currently no overlooks along the Covered Bridges Scenic Byway.

6.4 Challenges and Opportunities

1. Design in Towns, Historic Districts, Commercial Areas, and Neighborhoods: The byway reflects the history and culture of the rural landscape, towns, historic districts, and/or residential areas in its viewshed and corridor. Because historic sites and experiences are one of the top attractions along scenic byways, restoration, improvements, and modifications of historic structures and districts can enhance or detract from the byway's brand. Design standards in communities is also important for the CBSB with regard to community entrances, which can otherwise be a confusing mix of agriculture, business, and residential land use. (The City of Winterset has a Code Enforcement Officer who is responsible for issuing citations to those who break the city's municipal codes.)
2. Trees and Vegetation Management: Trees, shrubs, flowers and grasses make important contributions in defining the byway's scenic quality, particularly from immediate foreground to background views. While most people would consider vegetation as positive, some invasive species can negatively impact views. Trees and shrubs can sometimes obstruct views, but with careful management they can frame the view rather than hide it. Landscaping is another feature of vegetation management, particularly in communities. How is the landscaping making a positive contribution to the views? Could landscaping help to screen or improve some areas? There is currently a threat from the Emerald Ash Borer, whose damage destroys North American Ash trees within just a couple of years. Experts recommend that no more than 10% of

any one species of tree be planted in an area.

3. **Roadside Management:** Management or neglect of native vegetation and invasive species in the road right-of-way, as well as trash in or near the roadway, can greatly impact the byway traveler's perception of the entire CBSB Corridor. Although there are several programs that can help city and county roads managers and partners enhance right-of-way and near right-of-way properties, some of them have use restrictions associated with county policies and participation. When political jurisdictions do qualify, they can secure technical assistance and grants to install colorful native plantings that beautify the byway and enhance the traveler's experience.
4. **Natural, Working and Designed Landscapes:** Does the landscape serve a function? This issue relates to land use and land management conservation characteristics, which influence the scenic quality and contribute to its overall character. Farmsteads, ranches, historic mines, parks, or arboreturns are all examples of uses that define unique characteristics. Working lands can be managed for wilderness, recreation settings, timber harvest, mineral extraction, or livestock grazing, for example.
5. **Context-Sensitive Highway, Street and Bridge Solutions:** This issue area applies to road design and includes both the existing road and proposed changes. Road design generally is a concern in immediate foreground view. However, a road may be a concern in middle ground views from other locations along the road. Do roadway characters or features such as guardrails, bridges, lights, road cuts, or fills negatively impact the quality of the road? Are there places where they positively impact the scenic quality? Are historic bridges important to the road's character? Are they at risk of being replaced or retrofitted in a way that obliterates their original qualities?
6. **On-Premise, Off-Premise and Roadway Signs:** Although billboards and advertising are very limited along the CBSB currently, signage issues at the site of a business or off-premise can impact, block, or degrade the viewshed or an intrinsic quality in the viewshed.
7. **Wireless Telecommunications Towers, Overhead Utility Wires, and Wind Turbines:** Utilities often impact immediate foreground views. Sometimes utility corridors are visible in middle ground and background views. Are transmission towers or utility lines identified as negative features? Is this a particular impact on a specific location, or is it a recurring issue in many areas along the byway? Like other byway organizations, the CBSB Council will have to consider if this infrastructure is a positive or negative influence on the CBSB viewshed and take action accordingly. Planning and zoning restrictions can reduce or mitigate the visual impact of these features; interpretation can minimize their impact by emphasizing their positive aspects.
8. **Night Lighting:** Night lighting can impact scenic quality from immediate foreground to background views. While lighting can improve safety and the perception of safety, excessive or poorly designed lighting can impact the character of areas at night, and can impact views from great distances. The city of Winterset currently replaces streetlight bulbs with down-facing LED lighting, which minimizes impact to night skies.
9. **Views, Vistas and Open Spaces:** This issue focuses on changes in landscape patterns, such as sites where development reduces open space or begins to dominate or affect the experience of the valued scenic quality. These issues can impact views at all distances, but can have a major impact on middle ground and background.
10. **Residential and Commercial Development:** The more popular the CBSB becomes, the more pressure there will be on the most easily accessible land, properties, and districts for residential and commercial development. This has the potential to be particularly detrimental to those High Value Areas and viewsheds that define the CBSB since the byway is characterized by its rural feel and natural beauty. It is also a significant issue when commercial structures completely or greatly impact the view of a historic site

or other intrinsic quality. Some businesses will make an effort to reduce their impact to an intrinsic resource if there is positive community reinforcement, planning and zoning, or policy encouraging them to do so.

6.5 Goals, Actions and Strategies

The CBSB Council's goal is to maximize visual resource management so as to minimize scenic losses and intrusions and maintain or improve the CBSB viewshed. They have agreed upon broad actions and strategies for conservation, protection, and enhancement of the CBSB viewshed, as well as more specific actions and strategies to address the afore mentioned issues. These solutions recognize that the majority of the CBSB viewshed is in private ownership and the CBSB Council has not authority to enforce actions and strategies. Because the CBSB Council does not specifically manage or own the resources that contribute to the character of the CBSB's viewshed, their role is to provide support, advocacy, and assistance in securing funding, and to generally assist with the protection of significant resources. Many of the strategies will need to be voluntarily implemented or through informed public policy. The CBSB Council can make implementation of local and county policy and programs more likely by inviting city and county representatives to serve on the CBSB Council or become liaisons for their organizations. Additional broad actions are listed below and specific actions/strategies follow.

On-Premise, Off-Premise, and Roadway Signage

- Complete an inventory of existing signage issues and work to establish relationships with, and educate, sign owners to resolve those issues.
- Educate partnering communities and counties, private businesses, and the general public about existing signage policies, ordinances, laws, and restrictions.

- Encourage and provide technical assistance to communities and downtowns that are developing on-premise sign guidelines.
- Assist with research for policy development that will help city and county planning and zoning committees and administrators protect the CBSB viewshed.

Champion Better Land Use and Conservation Practices

- Develop GIS layers and a visual catalog that documents private land use and private land use change in the CBSB viewshed over time.
- Educate private and public landowners adjacent to the CBSB and in the viewshed about local, state and federal conservation programs and incentives.
- Present a CBSB award that recognizes private landowners who enhance the viewshed through implementation of conservation or beautification practices.
- Work with communities, public and private partners to apply for funding for residential and business boulevard beautification, including tree and native flower plantings, green space, park improvements, and other immediate foreground and foreground improvements.

Assist in Roadside Management Efforts

- Encourage CBSB cities and counties to participate in Iowa's Integrated Roadside Vegetation Management Program (IRVM), Trees Forever community planning, and other opportunities that maximize roadside beautification and improvement.
- Provide technical assistance to city administrators, county engineers, and roadside managers to help them secure Living Roadway Trust Funds, Fish and Wildlife Foundation grants, and other funding for land purchase and roadside plantings that result in a high percentage and diversity of native flowers in and adjacent to the CBSB right-of-way.

- Use Integrated Roadside Vegetation Management (IRVM) to ensure that right-of-ways and easements owned by utility companies meet compliance by law and also grow sustainable and native plant species that support wildlife.
- Provide technical assistance to community leaders and citizens groups to plan and implement community entrance enhancements that include native flowers and other low maintenance improvements that can beautify the immediate foreground and the foreground by planting native prairie species in ditches and right-of-ways for at least several hundred yards entering and exiting each community on the byway.
- Work with public and private partners to plant and manage diverse native habitat along the byway with the purpose of not only beautifying the route but also establishing habitat for pollinators, birds, and other watchable wildlife that enrich the byway traveler's experience.
- Work with partners such as the Iowa DOT, Keep Iowa Beautiful Program, and Byways of Iowa Foundation to encourage local participation in roadside adoption programs that reduce litter along the CBSB.

Public Land Management

- Educate public land managers about the CBSB and the importance of its corridor and viewshed, its significance within the state and national byway system, and the related significance of public lands.
- Invite city, county and state public area managers to act as liaisons to the CBSB Council, serve on committees, attend meetings, and provide input for initiatives.
- Encourage and support public programming that promotes native vegetation and ecosystems, encourages biodiversity, increase invasive species management, and fosters a positive conservation ethic.

- Advocate for protection of high value areas along community outskirts and other highly visible viewshed locations. Work with city and county planners to maintain the natural areas surrounding the byway's communities, and maintain the communities' rural character through careful planning.
- Work with public land managers to secure technical, financial, and volunteer assistance for control of invasive species and noxious weeds in public areas.
- Encourage and empower communities to develop and implement Community Tree Plans that include diverse tree planting and management.
- Educate and assist communities with planning for removal of trees impacted, or soon to be impacted, by the Emerald Ash Borer, Gypsy Moth, and other invasive pests.
- Assist CBSB communities and counties with development of Iowa RESP and other local, state, and federal program grants that help them secure funding and technical assistance for native vegetation plantings, land and water trail development, interpretive centers, informational and educational kiosks, and other improvements to public amenities and properties within the CBSB viewshed.

Byway Roadway Context/Sensitive Highway, Street, and Bridge Solutions

- Attend and inform regional Transportation Enhancement, Policy and other meetings that influence the use of state and federal funding within the region.
- Work with the Madison County Engineer and community administrators to plan for and secure funding for well-maintained roads, streets, bridges, and shoulder trails along the CBSB route.
- Work with the County Engineer and Supervisors to un-des-

ignite dangerous gravel sections of the CBSB and/or to secure funding to pave gravel sections of CBSB roadway.

Wireless Telecommunication Towers, Overhead Utility Lines, and Wind Turbines

- Map the best locations for towers, overhead utilities, and turbines to provide guidance for future action.
- Identify priority locations for reducing the visual impact of utility wires along the byway through under grounding, screening or relocation.
- Encourage utility companies to paint transmission and telecommunications towers colors that blend with the landscape.
- Work with industries to encourage placement of telecommunication, wind turbine, or utility sites that consider the impacts of placement on the landscape, particularly where there are High Value Areas or important byway views.
- Placement should take into consideration the immediate visual impact as well as views from a distance, particularly when those views are within the visual corridor of a High Value Area.
- Support development plans that require developers to avoid hill top locations so that turbine blades cannot be viewed above a ridgeline.
- Draft and distribute sample ordinances, and planning and zoning policies.
- Utilize tools and techniques, such as photomontages, computer imaging, and Zone of Visual Influence digital mapping to assess the potential visual impact of proposed wireless telecommunication towers, overhead utility lines, and wind turbines.
- Associated structures, such as pylons, access roads, etc. will be evaluated for visual impact.

- Environmental Impact Studies will be completed for wireless telecommunication towers, overhead utility lines, and wind turbines.
- Post-construction vegetation cover will be replaced on disturbed ground and when possible, used to reduce the visual impact of towers, lines, turbines, and associated structures.
- Acquire conservation easements that prohibit overhead utilities, telecommunication towers, and wind turbines in High Value Areas.
- Work with public lands partners to help them understand their rights with regard to placement of telecommunications towers and utility wires on public lands.
- Work with communities and counties to consider incentives for underground utility lines.

Flood Damage to Roads, Bridges, and Natural Areas

- Encourage private and public conservation partners to implement programs, projects, and policies that reduce flooding.
- Consider the CBSB viewshed in relation to watersheds and water flow, with special attention to High Value Areas of the viewshed, to help local conservation partners understand which watersheds could be targeted for outreach and technical assistance to have a positive impact on the CBSB roads, bridges, and natural areas, and why that outreach and technical assistance is important.
- Develop a GIS overlay of floodplain properties in relation to the CBSB viewshed and work with partners to encourage enrollment in programs and buyouts that expand the resiliency of the watersheds while increasing the scenic quality of the CBSB viewshed.
- Support installation, maintenance, repair, and use of stream and river gauging stations and other technology that can help cities and counties better understand storm water runoff, and stream and river flow.
- Support work by the Iowa Flood Center, IIHR (Hydroscience & Engineering at the University of Iowa), Wildlife Management Areas,

counties, and Soil and Water Conservation Districts to implement policies, projects and initiatives that demonstrate or implement urban and rural storm water runoff best management practices that will reduce damage to CBSB roads, bridges, and natural areas.

- Work with local and state emergency management personnel to secure funding and technical assistance to implement projects and programs that reduce downstream flooding rather than exacerbate the problem.

A photograph of a man and a woman paddling a wooden canoe on a river. They are positioned in the lower right of the frame, moving away from the viewer towards a large, red wooden covered bridge that spans the width of the river. The bridge has a rustic appearance with visible wooden planks and structural beams. The water is dark and calm, reflecting the bridge and the surrounding greenery. The banks are lined with dense, lush green trees and bushes. The sky is bright with some light clouds. A white text box with a black border is overlaid on the upper part of the image, containing the section title.

SECTION 7: RECREATIONAL RESOURCES

Paddling under Hogback Covered Bridge

RECREATIONAL RESOURCES

“Recreational resources involve outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor’s landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.” – Scenic America

7.1 Introduction

The determination of recreational quality depends on three factors:

1. Significance of the resources: a test of significance would be the degree to which the individual resources draw visitors from outside the immediate area
2. Visibility from the byway: the byway should provide visual access to the significant recreational resources along the corridor
3. Relationships among the resources, and between the resources and the road: the recreational resources should bear some relation to each other and to the road

There should be a variety of recreational opportunities along the byway, providing activities throughout the year and for a wide range of ages and abilities. Seasonal activities are eligible if the quality and importance of these are well recognized. The recreational resources should exist in many places along the byway, rather than being in only one or a few locations. The resources should be related to each other and to the byway in such a way that they support an overall theme or story for the byway.

The Bureau of Economic Analysis released statistics on November 10, 2020, measuring the outdoor recreation economy for the nation,

all 50 states, and the District of Columbia. Outdoor recreation accounted for 1.9% of Iowa’s GDP in 2019, just slightly under that of the national GDP percentage (2.1%). The total outdoor recreation value added in 2019 for the state of Iowa was over \$3.6 billion. Total outdoor recreation employment was 49,491 jobs, with a total compensation of over \$1.7 billion (1.7%).

The benefits of outdoor recreation extend to the state, regional and local levels, and justify the development of outdoor recreation economies. Research from Headwaters Economics demonstrates that outdoor recreation amenities:

- Draw visitors who spend money at local businesses
- Attract new talent and investment
- Increase property values
- Improve quality of life and public health, particularly in low-income neighborhoods

Outdoor recreation activities fall into three general categories:

1. Conventional activities (activities such as bicycling, boating, hiking, and hunting)
2. Other core activities (such as gardening and outdoor concerts)
3. Supporting activities (such as construction, travel and tourism, local trips, and government expenditures)

In 2019, conventional outdoor recreation accounted for 30 percent of U.S. outdoor recreation value added, other outdoor recreation accounted for 19 percent, and supporting activities accounted for the remaining 51 percent.

Boating/fishing was the largest conventional activity for the nation as a whole at \$23.6 billion in current-dollar value added. RVing was

the second largest conventional activity nationally at \$18.6 billion in current-dollar value added. Overall, in 2019 outdoor recreation comprised 2.1 percent of U.S. GDP, generating \$788 billion in gross output and supporting 5.2 million jobs, the bureau reported.

For the nation, the arts, entertainment, recreation, accommodation, and food services sector was the largest contributor to U.S. outdoor recreation value added in 2019, accounting for \$128.5 billion. At the state level, this same sector was the largest contributor to outdoor recreation value added in 31 states and the District of Columbia.

The National Recreation and Park Association found that 83% of adults find exercising at local parks, trails, and open spaces essential to maintaining their mental and physical health during the Covid-19 pandemic.

At the Outdoor Industry Association, Lise Aangeenbrug stated that, “The BEA release of economic data comes at a time when the health and wellness benefits of recreation cannot be overstated. A recent poll showed 69 percent of Americans have gained a renewed appreciation for the outdoors during the COVID-19 pandemic. People want to get outside for their physical and mental health.”

Outdoor recreation opportunities are becoming a major part of the rural economy. As stated in “Economic Value of Outdoor Recreation Activities in Iowa” by Daniel Otto, Kristin Tylka, and Susan Erickson, the market for recreational opportunities in rural areas will grow, as Iowa’s demographics become more urbanized. Visitation rates at Iowa outdoor recreation facilities and parks have increased. Recreation amenities have additional benefits, including improving the health and quality of life of residents, lowering healthcare costs, and attracting businesses and entrepreneurs.

The 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation revealed that over 103 million U.S. residents 16 years and

older participated in wildlife-related recreation. During that year, 35.8 million people fished, 11.5 million hunted, and 86 million participated in at least one type of wildlife-watching activity including observing, feeding, or photographing fish and other wildlife in the United States. Expenditures for all Wildlife-Related Recreation totaled \$156.9 billion in 2016, almost one percent of the Gross Domestic Product. Of the total amount spent, \$42.5 billion was trip-related, \$97.4 billion was spent on equipment, and \$17.3 billion was spent on other items such as licenses and land leasing and ownership.

The average percentage of Iowans who engage in wildlife-related activities is significantly higher than that of the country as a whole. In 2011, the participation rate of wildlife viewers (those that observe, feed or photograph wildlife) in Iowa was among the highest in the nation at 44%, exceeding one million people and making it the most popular wildlife activity in the state.

The next most popular wildlife activity in Iowa was fishing, which was enjoyed by more than 800,000 people fishing from shore, 534,000 people fishing in boats, and 750,000 people fishing from lakes and ponds.

The third most practiced activity was hunting, with more than 386,000 Iowans engaging in big game hunting, and 350,000 in small game and waterfowl hunting.

7.2 Significant Recreational Resources by Site

According to a Madison County Resource Enhancement and Protection (REAP) Plan, there are over 3,000 public acres of wildlife and recreation land in the county. Of the total 356,602 acres of land in Madison County, there are 59,943 acres of accessible forest, or 16.81%—the 14th highest in the state.

The number of estimated visits and spending at Madison County parks in 2018 totaled 180,000 visits, for estimated expenditures of over \$4 million.



Badger Creek State Recreation Area

Badger Creek is a 1,100-acre state recreation area situated in the NE Madison County consisting of large expanses upland meadow/pasture with a 276-acre lake. The upper end of the lake and a few fingers of the lake contain some shallow water aquatic ecosystems. The diversity of flora and fauna is not as diverse as other public areas in Madison County.

Badger Creek is a part of the Badger Creek Watershed Association and is managed as a resource to reduce flooding and improve water quality in the Badger Creek Watershed, which is part of the much larger Red Rock Reservoir Management zone. Although originally intended to be an intensive use recreation area with shelters and campgrounds, it is managed primarily as a day-use area for passive recreation opportunities such as fishing, boating, hiking, and birding. Badger Creek is owned and managed by the Iowa Department of Natural Resources. The area is not well-maintained. The State needs to do better job of maintenance and upkeep. Average visitors to Badger Creek Lake in 2011 totaled 61,190, with

an estimated total expenditure of \$3,340,362. In 2009, Badger Creek Lake had an estimated 78,978 visits, resulting in \$5,366,524 direct spending, and a total income effect of \$1,340,195.

Clanton Creek Natural Resource Area

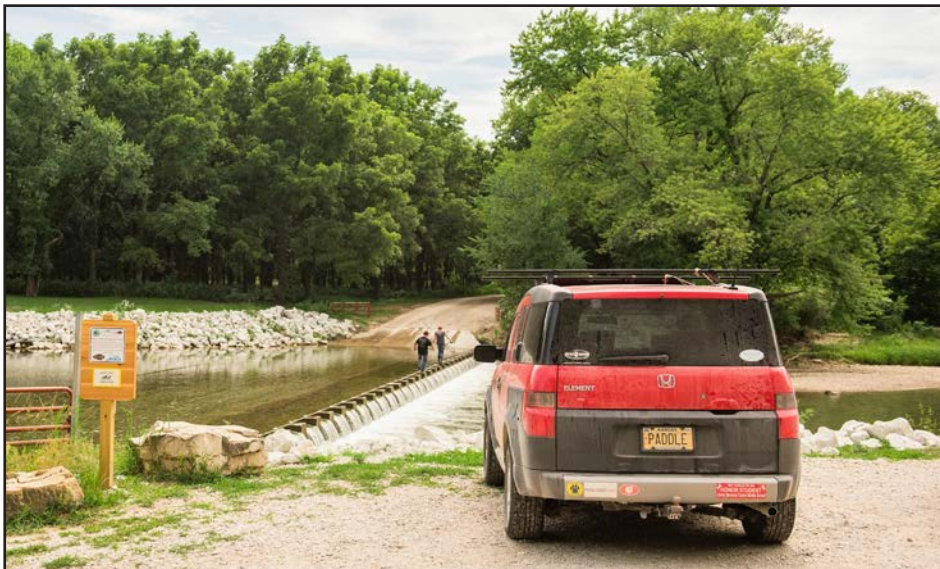
This area is managed as a “primitive wilderness area” and is unique in that it is completely land-locked with no interior roads, which enhances the primitive nature of this site. Passive recreational features include four hike-in camp sites, over ten miles of hiking trails, and three hike-in fishing ponds. Public hunting is also allowed.



Jensen Marsh

Jensen Marsh is a 190-acre wildlife area located three miles south of Bevington. The marsh serves as a year-round viewing area for various species of waterfowl and aquatic reptiles, mammals, and amphibians. In addition to wetland animal species, there are wetland plant habitats, wooded timbers, and tall grass prairie areas. This is one of the few wetland areas in Madison County. This park allows for public hunt-

ing, non-motorized boating, and hiking at all times of the year. Jensen Marsh is part of the central Iowa birding trail known as the Makoke Trail. Jensen Marsh is one of twenty-two sites in Central Iowa that has been designated as “one of the richest areas in the state for observing birds.”



Middle River Water Trail

One of Iowa’s newest water trails has recently been established on Middle River in Adair and Madison County. The trail begins in eastern Adair County at the Middle River Forest County Park and meanders downstream, covering approximately 45 river miles, currently ending at the historic Holliwell Covered Bridge located approximately 3.5 miles southeast of Winterset. It’s the perfect place to canoe or kayak. According to the 2009 Iowa Rivers and River Recreation Corridors Survey, the most popular activities along Middle River were as follows: Observing Wildlife (62.3%), Trails (49.7%), Relaxing (39.4%), Fishing (28%), Canoeing (20.6%), Swimming (17.1%), Camping (17.1%), Other (13.7%), Hunting (12.6%).

North River

North River is a tributary of the Des Moines River which runs from the confluence with Badger Creek to the confluence with North Branch North River in Madison County. North River is 107 miles long and drains an area of 349.2 square miles. It collects a short tributary in Madison County known as the North Branch North River.

According to the 2009 Iowa Rivers and River Recreation Corridors Survey, the most popular activities along North River were as follows: Observing Wildlife (52.9%), Fishing (50%), Relaxing (19.2%), Trails (14.4%), Hunting (11.5%), Swimming (3.8%), Other (3.8%), Camping (2.9%), Canoeing (2.9%)



Pammel Park

Recreational features of Pammel Park include campgrounds, yurt cabins, Middle River Water Trail, a bird viewing blind, nature center, hiking trails, and river habitats providing fishing opportunities and riverside picnic shelters. The Pammel Park Water Ford was constructed in the 1920’s by the Iowa Conservation Commission as part of the development of the park in order to allow vehicle passage across

Middle River so that park users could gain access to the western half of the park. The ford was reconstructed in the 1990's. Current day users flock to the ford to picnic, wade, swim, fish, and gain access to the Middle River Water Trail for paddling or inner tubing, or simply to drive across it.

Rivers

According to the 2009 Iowa Rivers and River Recreation Corridors Survey, rivers offer a lot of recreational activities for Iowans to enjoy. These include fishing, hunting, canoeing/paddling, swimming, trails, camping, relaxing, observing wildlife, and more.

The highest percentage of people visiting Iowa's rivers were 25 years old or younger (71.7%), with people over 60 years reporting the lowest percentage. Male visitors constituted 53% of those surveyed, while 38% reported as female. Families with three or more adults had a higher visitation rate than small families, and families with children were more likely to visit than families without children.

River visitors were most likely to visit friends (67%), sightsee (65%), travel scenic byways (53%), visit historical areas (50%), and attend festivals (45%). Fewer river visitors visited museums (35%), shopped (31%), visited casinos (22%) or ethnic attractions (13%).

The most important considerations to those surveyed when selecting a river were proximity to home (43.2%), water quality and habitat (17.3%), and convenience for meeting friends (12.9%). Available facilities (11.4%) and available recreational activities (9.8%) were other considerations.

In ranking the factors that made a visitor feel positive about a river, the most important were: 1) water quality - safe for human contact, 2) the natural setting dominates river banks (forest, prairie, etc.), 3) a flowing stream - no obstructions, abundant game fish, etc., and 4) restrooms, shelters, etc.

Winterset Area Skate Park

Completed in May 2017, this public concrete skate park was designed by Spohn Ranch and features rollers, stairs, rails, benches, and inclines. The park is located at the corner of S. 4th Avenue and Summit Drive.



Winterset Aquatic Center

Operated by the City of Winterset Parks and Recreation, it features a zero-depth entry suitable for young children, several slides and water features, shaded areas and lounge chairs, lockers, and concessions.



Winterset Rotary Maze

Robert Harvey, a 1956 Winterset High School graduate and professor of Landscape Architecture in the College of Design at Iowa State University in Ames, developed the maze's design. It was the result of Mr. Harvey's visits with curators of hedge mazes in England. It consists of 1,850 privet hedges and was planted in the spring of 1998 by twenty-five high school students and volunteers. A four-foot fence divides each double row of hedges with a five-foot fully-accessible walking path. In the center of the Rotary Maze is an old English sundial purchased in London at an antique shop. It was adjusted to tell the correct time at this longitude, adjusted for daylight savings time. On the east side of the maze are two 52-foot bocce courts.

7.3 Significant Recreational Resources by Activity



Biking

Madison County continues to work on becoming more bicycle friendly each year. Over the last several years, several projects have been completed based on the Cedar Lake Community Trail Project. This project is intended to connect the City of Winterset to Cedar Lake.

Thus far the following projects have been completed, with anticipation that future projects will be completed in the coming years:

- **Bike Sharrows** - Six miles of shared lane symbols (sharrows) have been painted and signage installed along city streets. Use the routes, for added safety, to get to certain places in town or a quick convenient ride for good exercise.
- **Jurgensen Bridge** - The 1911 historic Jurgensen Bridge, once over the North River nine miles east of Winterset was re-located to Cedar Lake and now rests on new piers and abutments over the spillway. Work was completed in 2019 to repurpose the bridge with new decking, railing, lighting, landscaping, and a plaza area. Local, State and Federal grants funded 65% of the total cost.

The goal remains for a trail from the City of Winterset to Cedar Lake. One opportunity is a trail connecting Cutler-Donahue Covered Bridge (City Park) to Cedar Covered Bridge (Cedar Bridge Park). Another potential route is Middle River to Cedar Lake. The City has already acquired 60% of land for this trail. Discussions with landowners continue. The City of Winterset completed a new walking trail around the entire Cedar Lake in 2021.



Birding

Nearly 47 million people in the United States (approximately 20% of the entire population) are engaged in birdwatching, according to the preliminary findings of the 2016 Natural Survey of Fishing, Hunting, & Wildlife-Associated Recreation, produced by the U.S. Fish & Wildlife Service. Birders join other wildlife watchers in contributing a total of nearly \$80 billion to the U.S. economy.

“Birding in the U.S.”, an addendum to the survey, shows that bird watchers spend nearly \$41 billion annually on trips and equipment. Local community economies benefit from the \$14.9 billion that bird watchers spend on food, lodging and transportation. In 2011, 666,000

jobs were created as a result of bird watching expenditures.

In Iowa, there are 531,000 birders, age 16 and higher, according to “Birding in the United States - A Demographic and Economic Analysis.”

Iowa is part of the Mississippi Flyway. “The Mississippi River is one of the major migration pathways, both spring and fall, through North America,” said Doug Harr, president of Iowa Audubon. “We get a lot of birds that stop here in Iowa on their way north or south.”

The Iowa Ornithologists’ Union has identified 426 species of birds that can be spotted in Iowa in a given year, including around 200 species that nest in Iowa during the spring and summer, another 100 that spend winters in the state and more than 100 bird species that spend short periods in Iowa during their annual migration.

There are three active birding trails in Iowa - the Siouxland Trail in western Iowa’s Loess Hills, the Great River Birding Trail paralleling the Mississippi River, and the Makoke Trail, which debuted in 2009, covers a four-county region in Central Iowa with specific birding sites in Madison County at Pammel Park and Jensen Marsh. These sites provide refuge for more than 300 bird species as they migrate, nest and winter. The rivers, lined by hardwood forests along their banks, offer habitat for many migrating warblers, including nesting species such as Yellow-throated, Prothonotary and Cerulean. Oak savannah, one of Iowa’s most endangered natural communities, still exists in small pockets of Madison County and supports Red-headed Woodpeckers, Eastern Bluebirds and Orchard Orioles. The birding trail was named Makoke (MAh-koh-kay) because it means “bird” or “owl” in the language of the Ioway tribe.

Birds to look for at Pammel Park include American Woodcock, Bald Eagles (in March and November), Broad-winged Hawk, Wild Turkey, Whip-poor-will, Red-headed Woodpecker, Eastern Bluebird, Wood

Thrush, Scarlet and Summer Tanagers, Yellow-throated Vireo, Northern Parula, and Ovenbird. This park features hiking trails, a nature center, a campground, and is managed by the Madison County Conservation Board. The widest variety of birds can be found by walking trails along the river, especially during migration time in early May and late August to early September. Over 70 bird species nest here; another 100+ species migrate through the park.

At Jensen Marsh, the best birds to look for include Short- and Long-billed Dowitchers, Dunlin, Rusty Blackbird, Green Heron, Black-crowned Night-heron, Northern Pintail, Wood Duck, and Rough-legged Hawk. There are over 90 acres of wetland habitat. Walk-in access is provided by an abandoned railroad bed with a well-maintained gravel surface trail that parallels the entire south edge of the marsh, with good parking areas on both east and west sides. It is an easy short walk to good birding. Best times to visit are March through June, and late August through November.

Camping/RVs

According to rvsmoveamerica.org's June 2019 RV Industry Association, RVing has a \$114 billion economic impact on outdoor recreation in the United States, and RV ownership is now at an all-time high. 25 million Americans go RVing, and 10.5 million households own an RV.

RVing provides a flexible platform for traveling - RV travelers have freedom and flexibility in scheduling trips and making changes to their itinerary. RV travel doesn't require much pre-planning, making it ideal for mini-vacations or weekend getaways. RVers are in control of their environment, have privacy, and often save money on travel. RVers enjoy sightseeing (79%), visiting national and state parks (73%), historic sites (66%), hiking (63%), fishing (48%), visiting friends and family (54%), and attending festivals and fairs (49%).



Madison County has four RV campsites:

1. Pammel Park
 - a. 36 RV sites providing electrical and water hookups
 - b. 5 tent-only sites
 - c. Modern bathrooms, showers and playground
 - d. Two Yurt Cabins are also available - Yurt cabins are soft-sided structures that are commonly found in the western United States and are of a unique design to provide comfort in a more versatile setting
2. Criss Cove
3. City Park
 - a. 40 RV sites with 50/30/15 electric service, water and sewer.
 - b. 5 tent only sites, each with a fire pit and shared electric
 - c. Shower house available for registered campers
4. Madison County Fairgrounds

We can ensure that our byway is RV-ready by considering the following actions:

- Provide RV/Camper parking spaces with adequate turnarounds

at our most popular attractions, including our Welcome Center. Parking spaces should be 12 feet wide and 65 feet long.

- Provide RVers information on RV-friendly routes/roads. Alert them to low overhangs (most RVs are 10 feet tall or higher) and keep overhangs and branches trimmed. Indicate unpaved roads as well.
- Inform RVers of pull-through stations for fuel, dump stations, and car washes that can accommodate an RV.
- Consider offering a shuttle service from campgrounds to our downtowns or major attractions.
- Provide Wi-Fi. Many RVers work from their RV or want to stay connected on social media.



Canoeing and Kayaking

Canoeing and kayaking are most popular along Middle River, with North River being a less-popular alternative. Another great option is Cedar Lake, located just north of the City of Winterset. Canoeing and kayaking appeal to multiple age groups. The highest percentage (21%) were under the age 25, while 16% were between the ages of 35-49,

12% each between 26-34 years and 50-59 years.

Cross-Country Skiing

Visitors to Madison County's Middle River Park use the hard-surfaced trail system, as well as the park road system, to hike through the park and the adjoining Winterset City Park to the north. During the winter season, the road system is closed and utilized as a cross-country ski trail system connecting to the road system in the adjacent Winterset City Park to provide for over three miles of wind-protected ski trails.



Fishing

Madison County is abundant in rivers and streams. These waterways have long influenced the surrounding landforms, and dictate what areas can be developed. Iowa's most popular game fish, the channel catfish, can be easily caught in all of the river systems in Madison County. Excellent pan fishing opportunities (bluegills, bass and crappie) also

abound in each of the public ponds, lakes and impoundments found in various county, state and municipal parks in Madison County.

According to the 2009 Iowa Rivers and River Recreation Corridors Survey, fishing appeals mostly to a younger generation. 73% of those who fished on the survey were under 25 years of age. 54% were 26-34 years, and 52% were 35-49 years. The percentages decreased as the age ranges grew higher.

Not surprisingly, the longest time spent at rivers by activity went to fishing (at 21.9%), which almost tied with relaxing (at 21.1%).

Lakes

Cedar Lake is an 80-acre man-made watershed. The lake has been the city's only drinking water source since 1995. The lake's surface area has decreased by 28% in the last 23 years. Fishing is plentiful here, including black bullhead, black crappie, bluegill, channel catfish, common carp, largemouth bass, white crappie, white sucker, yellow bass and yellow bullhead. Boating is restricted to electric motors only. Kayaking and canoeing are also allowed.

Badger Creek Lake is comprised of 276 acres, reaches a maximum depth of 25 feet, and provides fishing (largemouth bass, crappie, bluegill, sunfish and catfish primarily), boating and wildlife viewing.



Ponds

- Badger Creek Pond is located within the Badger Creek State Recreation Area. It covers two acres.
- Deer Creek Wildlife Unit Pond is a six-acre pond located within the Clanton Creek Natural Resource Area, a 1,115 acre wildlife area in Madison County, approximately three miles southwest of East Peru. There are no interior roads enabling the area to be one of Madison County's most pristine wildlife areas and prime public-hunting areas. The pond has a maximum depth of over 25 feet. Largemouth bass, bluegill, crappie and channel catfish are kept stocked in the pond.
- Criss Cove County Park Pond covers nine acres and reaches a maximum depth of 25 feet. It provides fishing (black bullhead, black crappie, bluegill, channel catfish, largemouth bass), and boating (electric motors only). Recent improvements include two new fishing jetties, shoreline clearing of brush and vegetation to provide better shoreline access, new boat docks and an underwater fish structure to attract schooling fish. It is located seven miles south of Winterset.

- Fellowship Forest Pond is a small ½ acre pond that provides the perfect place for young families to fish. Although small, the pond is surprisingly deep and provides fair fishing for bluegill, largemouth bass and channel catfish. No vessels are allowed, and there is a 15” minimum length limit on largemouth bass.

Rivers

- The North River is a tributary of the Des Moines River. It is 103 miles long and drains an area of 349.2 square miles. It collects a short tributary in Madison County known as the North Branch North River. North River passes through Guye Woods County Park, a 93-acre timber tract, that provides for non-developed access to fishing on the south bank of the river. There are numerous options to find deep holes on the river bends to catch channel catfish.
- Middle River is also a tributary of the Des Moines River. The 123 mile long stream flows easterly through a mixture of lazy country side of croplands and rolling pasture, forested hills and limestone bluffs. It twists and turns through these landforms creating a moderately challenging paddle, especially at high or low water levels. Middle River drains an area of 489.5 square miles. Middle River runs through the entirety of Pammel Park. One of the most productive locations to fish is immediately below the water ford where ample numbers of channel catfish co-habitat with monster flathead and blue cats. Middle River also lines Middle River Park and provided excellent fishing as well.
- South River is a 61.3 mile long river that is seldom wider than 30 feet or deeper than five feet. It flows into the Des Moines River and then subsequently into Lake Red Rock. South River offers many sources of leisure activities such as fishing and swimming. The river holds catfish (of all sorts), bass, bluegill, carp, gar, drum and many other less common species.

Golf

Lakeview Country Club provides a beautiful golf course accessible to

residents and visitors. It is located near Cedar Lake and Cedar Covered Bridge at 3724 Lakeview Lane in Winterset.

Hiking



There are over twenty miles of groomed trails in Madison County parks. Many of our trails meander through tall grass prairies, woodlands carpeted with wild-flowers, shoreline wetlands and limestone ridges that overlook beautiful river valleys. Trails provide an excellent means to passively enjoy our county parks throughout the year. Trails are open year round for hiking and cross country skiing.

According to the 2009 Iowa Rivers and River Recreation Corridors Survey, there are more female visitors enjoying trails than male visitors. Ages were fairly evenly split, with the highest percentage of trail users between the ages of 50-59 (44%), with a slight decrease in ages 26-34 years and 35-49 years (both at 42%), followed by 40% under age 25, 38% between 60-75 years, and 30% were 75 years or older.

Hunting

Most of the public hunting grounds managed by the Madison County Conservation Board are comprised of high quality upland timber habitat that provides hunters with some of the best quality hunting experiences for white-tailed deer and eastern wild turkey found anywhere in Iowa. Public Hunting is allowed at the following county parks: Clanton Creek Natural Resource Area, Fellowship Forest, Jensen Marsh, Guye Woods and Goeldner Woods.

According to the 2009 Iowa Rivers and River Recreation Corridor Survey, hunting appealed mostly to a male audience, with 39% under the age of 25 years. 16% were between the ages of 26-34 years, 14% were 35-49 years, and 12% between 50-59 years.

Parks/Playgrounds

Madison County features some of the state's most breathtaking parks. City Park in Winterset, managed by the Parks and Recreation department consists of 76 acres and features three beautiful limestone shelter houses, play equipment, restrooms, picnic areas, a campground, and a well maintained hedge maze. Cutler-Donahoe Covered Bridge is also located in the City Park, as well as Clark Tower, the Bennett log cabin, and the Delicious Apple monument. In 2021, City Park was listed on the National Register of Historic Places by the National Park Service making it the third Historic District located within Winterset. Other city parks include Whistle Stop, Memory Lane, and Carver Memorial Park, to name a few. More information on Winterset Parks and Recreation can be found at <https://cityofwinterset.org/park-recreation-department/>

The Madison County Conservation Board is responsible for managing thirteen county parks that are located in rural areas, with many options for picnicking, hiking, fishing, hunting, camping, and water trail access. You can find information about each of the parks at www.madisoncountyconservation.org/parks/.

Tennis/Pickleball

Located adjacent to the Winterset Aquatic Center at 1201 W. Jefferson, two tennis courts and two pickleball courts are open to the public except during scheduled activities such as lessons and leagues.

7.4 Challenges & Opportunities

General:

- **Concerns about environmental impact** - Outdoor recreation economic development may face resistance from conservation groups who are concerned about the impacts of overuse on wildlife habitats and overall ecosystem health. These perspectives could be addressed by funding new research that studies the relationship between outdoor recreation and ecosystem health, with a particular focus on climate change, and involving the community in a plan for sustainable use. Conservation and outdoor recreational interests have also historically worked hand in hand by uniting around the ecosystem services of protected land, including wildlife habitat, carbon sequestration, groundwater recharge, clean water, runoff yield, and agricultural use. The outdoor recreation community should elevate these benefits when reaching out to conservation partners.
- **Limited/No Administrative Bandwidth in Rural Communities** - Rural economic development via outdoor recreation development is also hamstrung by administrative bandwidth issues in communities where potential leaders have various existing commitments and minimal extra time to spearhead a new initiative. It can be a real challenge to keep even 15 to 20 people engaged on a regular basis, especially given other time commitments and differences of interests and opinions.
- **Complex grant requirements** - This lack of availability can inhibit the ability of stakeholders to participate in the collective visioning process for their community, or to invest the time necessary to meet complex federal and state grant requirements.
- **Reliance on Volunteers** - Additionally, when it comes time to implement projects or perform maintenance on existing assets, communities frequently rely entirely on volunteers, which can create impediments to efficient and time-sensitive work.
- **Difficulty Acquiring Funding/Necessary Match for Grants** Finally, even in communities where widespread passion for outdoor recreation exists, efforts are limited by lack of capital to finance initial efforts or to provide a necessary match for state and federal grants. Targeted grants and technical assistance from

public, private, or nonprofit sources are integral to the growth of outdoor recreation economies. In the face of difficult community match requirements, grants and technical assistance can bridge the gap, generating economic and health benefits, fulfilling companies and associations' commitments to social impact, and expanding the reach of the outdoor recreation industry. Such partnerships are critical for the long-term sustainability of the outdoor recreation industry in the American economy.

Specific:

- **Badger Creek Lake Water Quality** - Badger Creek Lake was listed by the Iowa DNR as Impaired in 2020, due to Algal growth: Chlorophyll A (a pollutant-caused impairment). TMDL (total maximum daily load) has been completed. The Iowa DNR is responsible for Badger Creek Lake and Park.
- **Rotary Maze at City Park** - The Rotary Maze has to be maintained and cared for on a regular basis. Donations and sponsors help to fund upkeep and improvements.
- **City Park Invasive Species** - City Park is home to invasive species such as honeysuckle, which need to be controlled on a regular basis in order to maintain the overall woodland health of the park, woodland species diversity, and the view of the park's aesthetics.

7.5 Goals and Strategies

The following are compiled from Best Practices by The Outdoor Recreation Roundtable, as well as goals, actions and strategies put forward by other Iowa scenic byways.

1. Identify and Empower Local Champions

For outdoor recreation to take hold as a viable economic driver within a rural community, the community must already have access to outdoor recreation assets and exhibit a passion for outdoor recreation.

“When these efforts are pushed by the local or state government—they’re viewed with suspicion... It’s generally really important that this comes from the grassroots.” — Jon Snyder, Outdoor Recreation and Economic Development Senior Policy Advisor to Washington Governor Jay Inslee

“Say a community wants to be a mountain bike destination, there have to be residents in the town who are willing to get behind it and push it, and support the economic and recreation side of it. They are going to be the ones writing grants, talking to the town council. It makes all the difference when it comes from the community.” — Pitt Grewe, Director of the Utah Office of Outdoor Recreation

In many situations, this leadership can be as time-consuming as a full-time job. As leaders emerge within a community, state and local agencies or nonprofits may consider compensating them for time spent on administrative work and coalition-building.

2. Create a Brand and Unity Behind Consistent Messaging

A well-articulated community brand can attract new visitation and attention to a town or region while also sustaining local character and values, and increasing local pride.

As James Glover, a branding consultant who has helped develop outdoor recreation in rural towns like Farmington, NM puts it, “Communities don’t always understand branding or what that is. Communities need to understand that they already have a brand, good or bad - it may not be what they want now, but they have the ability to shape and manage the brand moving forward. At the highest level, rural communities can’t be all things to all people - they are often so hungry to attract new residents and businesses, prospects end up not being a good long-term fit or align with their own values and offerings.”

Brand development may include designing logos, signage, marketing materials, and a mission and vision statement, identifying a consistent voice for external engagements, and creating a strategic plan. These efforts give a degree of control to the local community about how they are perceived and treated by visitors and locals alike and set a trajectory for further development.

To bolster local champions, the community should unite behind and disseminate consistent messaging on the benefits of outdoor recreation. In doing so, they can dispel notions that outdoor recreation strictly benefits tourists, which can be a red flag for rural communities.

Messaging around the economic benefits of outdoor recreation should close the divide between outdoor recreation and economic development by focusing on the job-creating and job-supporting aspects of outdoor recreation assets. Outdoor recreation creates new jobs in manufacturing, transportation and warehousing, finance, insurance, advertising, professional and technical services, and supports existing businesses with new clientele and increased economic activity.

Many people choose to live and work in communities with a high quality of life and outdoor recreation opportunities. Therefore, outdoor recreation supports rural economies through both attracting new business development and retaining talent.

3. Make Outdoor Recreation a “Must-Have”

The community should lean on the benefits of outdoor recreation to build the case that it is not a “nice to have” but a “must-have.” Communities should build on the assets they already have, such as water and hiking trails, hunting and fishing grounds, wildlife and bird viewing areas, and more.

“At a minimum, we should be spending some of our reactive, after-

the-fact healthcare dollars on proactive health benefits from green spaces.” - Marc Berejka, Director of Community and Government Affairs at REI

The CBSB Council should partner with the Madison County Healthcare System and local medical professionals to promote a more active, healthy lifestyle by taking advantage of its recreational resources.

“Live, Work, Play, and Stay—These are the four aspects of outdoor recreation a community must focus on to enhance its place branding.” — James Glover, Once a Day Marketing LLC, New Mexico

This could also tie in with the Madison County Chamber of Commerce’s mission of making Madison County “The best place to live, work, play, and do business.”

“The thing about growing unique local businesses and recreation amenities is not only are they an economic engine in themselves, but they also make a community - and the major employers located there - more competitive.” — Ta Enos, CEO, PA Wilds Center

4. Build Collaborations

After a community identifies its local champions, it should build representative stakeholder groups that unite diverse public and private interests from the community around the same table. Best practices suggest that these groups initially should be small, focused, and reliable, and only expand as momentum and interest grows behind the vision.

These stakeholder groups may include some combination of:

Regional/Local:

- County Commissioners
- Local land trusts
- Madison County Conservation
- Madison County Economic Development Group

- Planning and development departments*
- Outdoor recreation advocacy groups*
- Private landowners
- Outdoor retail businesses*
- Water utilities
- Private businesses (e.g. restaurants, breweries, artists, hotels/ lodging, farming/ag, engineering, realty, gear and other manufacturing, construction)
- Madison County Chamber of Commerce (& Tourism)
- Healthcare providers
- Education providers
- Entrepreneurship groups/business incubators*
- Madison County Historical Society
- Madison County Historic Preservation Commission
- Local museums
- Philanthropies and foundations*

* *May also be state/national in scope*

State:

- State land management agencies (state parks)
- State departments of conservation and natural resources
- State University Cooperative Extension
- Community colleges
- Governor's office
- State offices of outdoor recreation

Federal Land Management and Resource Agencies:

- U.S. Forest Service
- National Park Service
- Bureau of Land Management

- Bureau of Reclamation
- Natural Resources Conservation Service
- Environmental Protection Agency

Federal Funding and Assistance Agencies:

- USDA Rural Development
- Small Business Administration
- National Institute of Food and Agriculture

“It’s important to mobilize a steering committee that is cross-sector, committed, and dedicated, involving representatives from the city or town, private business owners, community foundations, nonprofits, state agency (if applicable), federal agency (if applicable), and other stakeholders as part of the group. That, and just having people in the community – what I call the community sparkplugs – who have the dedication and ‘oomph’ to keep things moving. That’s what holds it together.” - Steph Bertaina, EPA Office of Community Revitalization

By striving for broad representation, stakeholder groups can ensure that the right players are informed and ready to mobilize politically at the local and state levels, provide funding and education, and/or aggregate resources to support new projects and initiatives.

“The importance of bringing federal partners to the table should not be understated. It’s important to have the federal agency players together in the room. It allows them to share the resources they have on the spot as well as participate in the visioning process.” - Steph Bertaina, EPA Office of Community Revitalization

These partners should work together to develop and implement recreational initiatives and projects that support multiple communities, partners, and goals.

5. Provide Professional Development and/or Technical Support

State and local entities can support community economic development by providing targeted trainings to local stakeholders to fill capacity gaps to develop outdoor recreation businesses.

“Most of our rural communities don’t have grant writers or people who have the time or resources to constantly look for grant opportunities.” - Amy Allison, Director, North Carolina Outdoor Recreation Industry Office

These administrative challenges for a small town can be difficult when considering applying for federal grants, which require NEPA compliance, reporting, and/or additional policies and procedures (for instance, a traffic management plan requirement from a state DOT).

To mitigate these challenges, state leaders cited utilizing or planning to create resources including:

- Grant writing training and awareness of notice of funding opportunities
- Clear and accessible lists of grants, loans, and technical assistance that support outdoor recreation
- Economic data and research on the benefits of outdoor recreation
- Marketing and branding services
- Entrepreneurship workshops and workforce trainings
- Conferences and events
- Toolkits to combine the resources above and others

6. Identify Funding Partners

Committed funding partners are an integral component for outdoor recreation collaboratives to have a real impact in the community. The following funding sources for outdoor recreation economy develop-

ment from organizations include but are not limited to:

1. Federal government and affiliated programs:

- Bureau of Land Management - Land and Water Conservation Fund Department of Transportation - Recreation Trails Program
- Economic Development Administration - Economic Adjustment Assistance Strategy and Implementation Grants
- Environmental Protection Agency
- Federal Emergency Management Agency (FEMA) - Building Resilient Infrastructure and Communities Program (BRiC)
- National Park Service - Land and Water Conservation Fund; Rivers, Trails and Conservation Assistance
- U.S. Fish and Wildlife Service - Land and Water Conservation Fund
- U.S. Forest Service - Land and Water Conservation Fund; Community Forest Program; Forest Legacy Program
- USDA Innovation Center - Rural Economic Development Initiative (REDI)
- USDA Rural Development
- USDA Natural Resources Conservation Service

2. Colleges and Universities:

- Land Grant University Extension Services

3. Local government and affiliated programs:

- County Commissioners
- Departments of Economic Development
- Town Council
- Local nonprofits

- Local land trusts
- National nonprofits:
 - Backcountry Hunters and Anglers
 - Conservation Alliance
 - Leave No Trace
 - National Governors Association
 - Rails-to-Trails Conservancy
 - The Access Fund
 - The Conservation Fund
 - The Nature Conservancy
 - The Wilderness Society
 - Trust for Public Land
 - Trout Unlimited
 - Winter Wildlands Alliance
- Private Philanthropic Foundations:
 - Benedum Foundation
 - Blue Sky Funders
 - Greening Youth Foundation
 - National Forest Foundation
 - Outdoor Foundation
 - Turner Foundation
 - Walton Family Foundation
 - Wyss Foundation

State government and affiliated programs:

- Departments of Economic Development
- Departments of Conservation and Natural Resources
- State Business Development Initiatives
- State Offices of Outdoor Recreation
- State Outdoor Recreation Grants

State Parks

State Rural Development Initiatives

State Water Utilities

7. Achieve Buy-In From the State

Frequent cooperation between state and local stakeholders helps ensure coordination between the region's public lands and stewardship goals and the state's economic and community development programs. Outcomes of this partnership could be built infrastructure (such as a Visitor Center), new policy and grant programs (such as wildlife and recreation funds), or dedicated state offices to train rural communities.

Other avenues for support include state parks departments, whose park managers, superintendents, and staff often have close ties to these communities. Park staff work to build relationships with community members, stakeholders, volunteers, and/or non-profits such as youth conservation corps in developing resources within parks, augmenting programming and increasing economic development potential.

8. Plan For Destination Management and Improving Basic Infrastructure Needs

Once local enthusiasm is mobilized, financial support identified, and/or state partners engaged, local planners must carefully consider implementation plans to avoid certain pitfalls that have affected other outdoor recreation-centric communities. These strategies can fit under the umbrella of ‘Destination Management,’ a distinct framing from ‘Destination Marketing,’ which often focuses more on external interest versus community needs. Issues including traffic management, housing affordability, wildlife impacts, new business development, schools, healthcare services, basic infrastructure, connectivity, large landscape planning, and community character should be raised proactively, rather than reactively, to increased visitation and attention.

In many locations, peak visitation may exceed the year-round population by several multiples during weekends or holidays. This pressure puts immense strain on a community’s infrastructure, including broadband, emergency services, water and sewage, and roads, among other basic assets. Communities in the CBSB corridor may need to increase the number of universally accessible recreational venues and supporting resources including, but not limited to, playgrounds, restrooms, water access, paved and unpaved multi-use trails, parking areas, etc.

Local businesses could cater to the needs of specific recreational visitors. For example, hikers might be looking for healthy food and drink items that they can pick up quickly, and pack in and out of natural areas. Convenience stores and restaurants could place these items in easily accessible locations within their businesses. If anglers and bikers are looking for opportunities to patronize restaurants and wineries with outdoor seating, work with local city government officials to explore options to add outdoor seating and bike racks.

Broadband for internet connectivity was cited frequently as an inhibitor to rural development and entrepreneurial potential. As the ongoing COVID-19 pandemic increases the likelihood that families will relocate closer to places that they enjoy for outdoor recreation opportunities, broadband improvements can support both existing

businesses as well as “work-from-home” opportunities in general.

9. Maximize Customer Service and Traveler Interactions

Work with CBSB business owners and community leaders to develop programs that support and implement customer service training for front-line hospitality employees, including those at convenience stores and lodging facilities. Encourage them to talk about and promote recreational venues and activities along the byway.

Offer opportunities to learn customer service best practices through presentations or workshops. Public and private partners may want to develop and implement incentive programs that recognize exceptional CBSB corridor front-line employees and businesses.

10. Ensure Value Capture Throughout the Corridor

It is advantageous to capture visitors’ spending throughout the value chain to multiply benefits for the community. Additionally, flexibility and creativity in the structure of taxes and permitting can also contribute to these benefits. Tax structures may include new lodging or sales taxes to capture visitors’ economic choices.

“If folks go down trails and camp, but bring their own food and only buy gas, that has zero impact on the local economy. We want someone to be able to get off a trail and have an opportunity to spend money on music, arts and crafts, etc. so that they can stay a day or two and really invest in the visit. That means that the whole vision must be considered--make sure the trails connect to the overall quality of the visit. If you can get people off the trail right into downtown to buy lunch, visit a local outfitter, bring friends along and come back and spend several days/nights on the trail, that sells it for us.” - Molly Theobald, Director of the Division of Critical Infrastructure, Appalachian Regional Commission

Specific Strategies for the CBSB:

City Park

In 2018-19, the first step of the Woodlands Management Plan to restore, preserve and protect the natural and historical features of City Park was undertaken. This involved removing lots of honeysuckle, an invasive species. The effort was led by District Forester, Aaron Wright, and a ten-member volunteer City Park Restoration Committee.

In order to restore and preserve the woodlands and oak savanna in lower City Park, several management practices will be conducted over the next several years, including:

- Controlling invasive species
- Thinning less desirable trees
- Prescribed burns

In 2019, the northwest parking lot was paved and sidewalks from the parking lot to Cutler-Donahoe Covered Bridge were completed, improving accessibility.

An Eagle Scout Project, coordinated by Peyton Dick, upgraded the middle portion of Clark Tower Trail. 500 feet of the trail was upgraded, widening portions of the trail, applying 18-ton of road stone and some bigger stones for edging to prevent erosion, and some clearing.

The City Park Campground Expansion project added six new full-service sites. Upgrades completed in recent years in addition to the new sites were adding water service to seven sites (including all pull-throughs), installing two pedestals with electric service in the tent area, and a new wood shed. These upgrades provide better accommodations for the many visitors who stay here.

As of March 10, 2021, the Winterset City Park passed the last review by the National Park Service and is now listed on the National Regis-

ter of Historic Places as the “Winterset City Park Historic District.” The various features in the park—seventeen in all—were assessed, historic research was completed and the first draft of the 60+ page nomination was reviewed. The Winterset Parks & Recreation Department and the Madison County Historic Preservation Commission worked with the staff of Tallgrass Archaeology of Iowa City who wrote the formal submission.

The image shows the interior of a rustic, one-room schoolhouse. The walls are constructed from horizontal logs, showing significant weathering and texture. The floor is made of wide wooden planks. Three long, simple wooden benches are arranged in the room. On the right, there is a large wooden door and a window with a wooden frame. The overall atmosphere is historical and well-preserved.

SECTION 8: HISTORICAL RESOURCES

One-Room Schoolhouse at Madison County Historical Complex

HISTORICAL RESOURCES

“Historical Resources encompass legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.” – Scenic America

8.1 Introduction

The Beginnings of Madison County

The area that is now Madison County, Iowa was acquired by the United States as part of the Louisiana Purchase in 1803. Iowa was admitted as a state of the Union in March 1845. Madison County's 24-by-24 square mile boundary was established January 13, 1846, through an act in the Iowa Legislature. The county was formally organized in January, 1849, and “is located in the heart of the Great Three River Country,” named for the North, Middle, and South rivers running to the Mississippi. In addition, Grand River in southwest Madison County flows to the Missouri River. These rivers, with their numerous tributaries, traverse all sixteen townships and provide numerous valleys and creeks that generously supplied the water, fuel, and raw materials needed to sustain the life of those who chose to settle here.

First Settlers

Hiram Hurst was the first white man to settle in Madison County around April 1, 1846. Hurst came from Buchanan County, Missouri, accompanied only by a team of horses and a dog. He lived in an abandoned Indian bark hut and planted a crop of corn. The land on which he staked a claim later became Crawford Township, Section 36. The spot is not far from the Bevington Y-Park, just west of Bevington along Highway 92. Hurst remained in Madison County during that first

summer and then went back to Missouri to collect his family in the fall. The Hurst family continued to live in Madison County until 1854 when they set off for the west.

“It was to Crawford Township that Hiram Hurst, the first settler, was attracted and here he set up his stakes for a permanent settlement on the 1st day of April, 1846, rehabilitating an old bark wick-i-up left partially standing by an Indian, its last inhabitant. That spring and summer he planted and cultivated a small patch of corn and in the fall returned to his home in Buchanan County, Missouri, for his family, which he brought back with him to his new home and settled on section 36. As the first settler in the county, the name Hurst stands out interestingly and significantly, so that considerable space has been devoted to the history of Madison's pioneer.”

Soon other settlers arrived and many of their names are known today through their descendants still living in Madison County. On the third day of May 1846, the Clanton/Clark party traveled by covered wagon from Missouri to stake a claim on a river to the south of the Hurst property. Thomas Cason bought the Hurst claim in July 1847, and took up his residence there. The Casons immigrated from Indiana. Samuel Guye, with his wife and four sons, James, George, Frank and Houston, also arrived about the same time, and lived to the north of both groups.

Other pioneers were quickly followed in turn by a number of others and Madison County began to grow rapidly. At the time of organization in 1849, the county contained 700 men, women, and children. In 1850, this number had increased to 1174. In 1851 the population was 1492, and by 1852 it had grown to 1832. At this time there came a throng of emigration, mostly from Ohio, and in 1854 the population numbered 3,122. The influx of newcomers continued and by 1857 the population had more than doubled to 7,081.

Early Madison County Events

As can be imagined, many of the customs and organizations that the settlers left behind needed to be re-established in their new home.

Timeline of Events:

Jan. 1846	County laid out by Iowa Legislature
April 1846	First settler, Hiram Hurst, arrived
Jan. 1847	First child born here is a daughter of Caleb & Ruth Clark
1847	Primitive Baptist Church organized north of Winterset
1848-1849	Emigrants with "gold fever" passed through
Jan. 1849	Madison County officially organized by State Legislature
Jan. 1849	First political contest for county positions
April 1849	First marriage here of David S. Smith and Jane Cason
May 1849	The first court was held in a store/saloon
1849	Methodist Episcopal Church organized
June 1849	Great Rattlesnake Hunt killed 3,750 snakes in one day
July 1849	Winterset located in the center of Madison County
Aug. 1849	The first lots in Winterset were sold from \$3 to \$28
Feb. 1850	The first land entered (Douglas and Madison townships)
1850	First courthouse (a log cabin) built
1850	First frame house constructed
Nov. 1852	First Presidential Election held; favoring Franklin Pierce
1852	Disciple church organized
July 1853	Christian church organized
Aug. 1853	Evening Star Lodge A. F. and A. Masons organized
Oct. 1854	Presbyterian church organized
Jan. 1856	Baptist church organized
1856	First newspaper, the Iowa Pilot, published in Winterset
1856	Annual county fair began
1858	First Teachers Institute held for teachers across county
Oct. 1867	Monument placed in Monumental Park
1868-69	First limestone courthouse built in town square
1872	The first railroad train arrived in Winterset

Oct. 1875	Stone courthouse, framed entirely with wood, burned
1876	Second limestone courthouse built in same spot

8.2 Significant Historical Resources

Among the many historical resources in Madison County, these were chosen for the Covered Bridge Scenic Byway because of their contribution to history. Our story can be told through our bridges, our parks, and our historic preservation.



Our Covered Bridges

(See *Section 10: Cultural Resources* for more information on the covered bridges.)

Cedar Covered Bridge

Built in 1883 after the completion of the Roseman Bridge, Cedar Bridge was constructed over Cedar Creek north of Winterset on what is now US Highway 169. It was moved to its present location over the same creek in 1921, and is the only bridge still open for

vehicles to cross. After being nearly destroyed by arson in April 2017, Cedar Bridge was rebuilt and reopened to the public at the 2019 Covered Bridge Festival. The bridge is surrounded by a small landscaped park.

Cutler-Donahoe Covered Bridge

Built in 1870 by Eli Cox, the Cutler-Donahoe Bridge is 79 feet in length and features a pitched roof. It was originally located over the North River near Bevington on land adjacent to the Donahoe family farm, later purchased by the Cutler family. In a move that covered 18 miles in two days, the bridge settled into its present site in Winterset's City Park in 1970.

Hogback Covered Bridge

Hogback Covered Bridge is the last of the surviving bridges to be built in 1884 and measures 97 feet. It rests at its original location in a valley northwest of Winterset with a new bridge nearby carrying traffic. Hogback gets its unusual name from the limestone ridge which forms at the west end of the river valley.

Holliwell Covered Bridge

Built at the start of covered bridge popularity in 1880, Holliwell is the longest covered bridge, measuring 122 feet, including approaches. It remains in its original site over the Middle River southeast of Winterset on what was previously the primary road to St. Charles.

Imes Covered Bridge

Imes, the oldest of Madison County's remaining covered bridges, was built in 1870 and features a pitched roof. In 1887 it was moved, as was the custom of the day, to a spot where it was needed over Clanton Creek southwest of St. Charles, near the Imes' farms. The bridge was moved again in 1977 to its present location over a natural ravine just east of St. Charles, welcoming visitors as they enter Madison County from Interstate 35 at Exit 52.

Roseman Covered Bridge

Built in 1883, Roseman is 107 feet in length and sits in its original location. In James Waller's book, *The Bridges of Madison County*, Roseman is the bridge Robert Kincaid seeks when he stops at Francesca Johnson's home for directions. It is also where Francesca leaves her note inviting him to dinner. Since that time, Roseman has become a venue for many proposals and weddings.

Our Parks



Monumental Park

Monumental Park is one block east of the courthouse square in Winterset on Court Ave. The park is the site of the first Madison County Courthouse, a log cabin built in 1849. The courthouse was utilized until the early 1860s as a courtroom, school house, place of worship, and traveler's respite. Later, it was moved and incorporated into a residence. In 1867, the County Board of Supervisors donated the then empty lot to this project.

A Soldiers Monument was conceived in 1865 by local residents who wanted to recognize “the greatness of the services rendered by the boys of ’61-’65.” They were referring to the 710 Madison County men (1 in 3 men of service age) who responded to President Lincoln’s call to join the Union Army during the Civil War. The monument, dedicated on October 17, 1867, was one of the earliest Civil War monuments erected in Iowa. The marble obelisk is fourteen feet tall with a five-foot limestone base. Each of the four sides of the monument has a unique carved phrase and symbol – a wreath, a shield with the date 1867, a cannon, and two flags under an eagle.

Colonel Henry Johnson Broadhead Cummings was a local Civil War hero, editor of *The Winterset Madisionian*, and a legislator in the U.S. House of Representatives. In 1878, Cummings arranged the passage of a resolution by both Houses of Congress that allowed four abandoned Civil War cannons and carriages to be sent to Winterset. The cannons are six-pounder bronze field guns, M1841, painted black. Two were made at Ames Manufacturing Co. – one in 1855 and one in 1861. Another was cast at Cyrus Alger & Co. in 1861. The fourth is from William D. Marshall & Co., cast in 1862. All are in excellent condition. Several nice enhancements have been made including an arched entrance, aluminum cannon carriages, concrete foundations for the cannons, and a cannonball stack for each cannon.



Pammel State Park

Purchased by the State Conservation Commission in 1923, “Devil’s Backbone” was one of the earliest designated state parks in Iowa. In 1928, it was dedicated and renamed as Pammel Park in honor of Iowa botanist Dr. Louis Pammel. This 350-acre park is noted for its high limestone “backbone” dissecting the park, the meandering flow of Middle River, its natural woodland beauty, and some of the oldest recorded oak trees in the state.



Historic features of Pammel Park include:

- **Backbone Shelter:** Constructed in the 1930s by the Civilian Conservation Corps (CCC), and built with native timbers and limestone, this shelter is located on top of the limestone backbone, near the trail head of Backbone Trail.
- **Harmon Highway Tunnel:** The Harmon Tunnel was originated in 1858 by William Harmon and his sons who hand dug it as a way of diverting water from Middle River, through the limestone backbone ridge that cuts across the park, in order to power a lumber and grist mill (Old Backbone Mill). Once the area was acquired by the State Conservation Commission, this small waterway tunnel

was enlarged to allow for vehicle traffic in the late 1920s. It was further renovated to create a higher clearance for camping trailers in the 1960s. Today, it remains Iowa's only highway tunnel and greets visitors entering Pammel Park. The tunnel pierces the base of the limestone backbone and provides access to the remainder of the park.

- **Middle River Ford:** Built in the 1920s, the ford is the only means of vehicle access (within the park) to the west side of the park. The ford has provided countless hours of recreation for many generations of park visitors who love to wade, paddle and fish. The ford is closed during high water flows and icy conditions in the winter.
- **Pammel Park Lodge:** This rustic lodge, on the west side of the Middle River Ford, is made from oak logs harvested from the site. It includes a closed room with a large limestone fireplace and wide porch overlooking the park's beauty. It was another CCC project at Pammel Park.



Winterset City Park

Established in 1872, Winterset City Park has served as a wooded

respite just at the east edge of Winterset for generations of children, as well as for family reunions and recreation. As of March 10, 2021, the Winterset City Park passed the last review by the National Park Service and is now listed on the National Register of Historic Places as the “Winterset City Park Historic District.” The various features in the park—seventeen in all—were assessed, historic research was completed and the first draft of the 60+ page nomination was reviewed. The Winterset Parks & Recreation Department and the Madison County Historic Preservation Commission worked with the staff of Tallgrass Archaeology of Iowa City who wrote the formal submission. The park is managed by the City of Winterset Parks & Recreation department.

Historic features of the park include the following:



Bennett Cabin

The cabin was built in 1895 by Andrew Bennett, an early settler, for his son George and his bride Isabelle as a wedding gift. The cabin is 16x20 feet with a shingled roof and hewed sides, built from logs cut from the creek near which it stood. The couple lived in the cabin

shortly after they were married. It was moved to Winterset City Park in 1917, and was quickly put to good use during the Old Settlers Day celebration every Labor Day for years. It now serves as a historic reminder of pioneer days in Madison County. The sign on the cabin states that it was built in 1852, but this is not correct – Andrew Bennett came to Madison County in 1852, but the cabin was not built until the 1890s. The Bennett Cabin is in dire need of repairs which will be addressed once the park is an historic district.



Clark Tower

Clark Tower was erected in 1926 as a memorial to one of the county's earliest pioneer families, Caleb and Ruth Clark, by their descendants. Caleb was a stone mason, and he and Ruth were the parents of fourteen children. Several of their descendants still work with stone today. Constructed of native limestone cut from a nearby ridge, the tower stands 25 feet high and offers a commanding view of the Middle River valley below. Clark Tower is located deep within City Park, and is accessible by foot or vehicle (no RVs, motor homes or buses) on a hilly two-mile loop.



The Delicious Apple Marker

This marker honors the discovery of the Delicious Apple in 1875 by farmer Jesse Hiatt at his farm in East Peru. According to an article in *The Atlantic* magazine, Hiatt “discovered a mutant seedling in his orchard of Yellow Bellflower trees. He chopped it down, but the next season, it sprang back through the dirt. He chopped it down again. It sprang back again. ‘If thee must grow,’ he told the intrepid sprout, ‘thee may.’” A decade later, the tree bore its first fruit, which Hiatt named “The Hawkeye.” In 1893, Stark Bro’s Nursery of Missouri held the first International New Fruit Show, a contest to replace another apple variety, and Hiatt entered his Hawkeye. Reportedly, the company’s president took one bite and said, “My, that’s delicious!” They secured the rights to the apple and renamed it Stark Delicious, followed by Red Delicious after the branding of the Golden Delicious in 1914. Since the 1940s, the Red Delicious has been America’s most popular apple. (It just lost its title in 2018 to the Gala apple.) A descendant of the original apple tree still stands at the farm site in East Peru.

Our Historic Preservation

Blair Chapel

A quiet country church, Blair Chapel is located one mile east of Valley View Trail on 220th Street, or one mile west of Bevington Park Road. It is a small white church, used occasionally for special celebrations and family events. Blair Chapel was built by Kentucky settlers in the 1860s led by the Reverend John Blair (1794-1876). The Blair family came from Kentucky with twelve yoke of oxen and several spans of horses, leaving that state due to the pro-slavery sentiment there. The cemetery dates back to the late 1800s judging from the headstones and is actively used for burials.

The church itself is not open to the public but the cemetery can be accessed from the road. The cemetery is owned and maintained by the Blair Chapel Congregation in Saint Charles. The grounds surrounding the church are also maintained by the Blair Chapel Congregation. Grave sites are maintained and are documented on a website.

Madison County Historical Complex

The Madison County Historical Society was founded in 1904 by Herman Mueller who recorded much of the county's history. Its collection was housed for many years within the Madison County Courthouse. In 1973, a generous donation of an 18.5 acre parcel of land allowed that collection to expand into what is now known as the Madison County Historical Complex.

The museum displays quilts, rocks, fossils, Native American artifacts, Civil War and other military memorabilia, local business memorabilia, household and domestic items, and advertising artifacts. The medical bag of Dr. Jessie V. Smith, the doctor who delivered Marion Robert Morrison (otherwise known as John Wayne), is one of the museum's possessions. The museum also houses a resource center dedicated to local history. Early farm machinery is displayed in a large modern barn.

The Historical Complex includes fourteen buildings on their grounds and one, the North River School, is offsite. The buildings that are historically authentic include:



Bevington-Kaser Mansion

The complex's crown jewel is the 1856 Bevington Mansion which is in its original location with Victorian-era furnishings. The owner, Charles D. "Doc" Bevington settled in Winterset in 1853 after accumulating wealth in California during the Gold Rush of 1849. He was one of the richest men in central Iowa and owned over 10,000 acres of land in Madison County. "Doc" was a non-practicing pharmacist who chose to work as a real estate agent and farmer. Two generations of the Bevington family lived in the house for a span of 80 years. The house consists of nine rooms and is of all-brick construction on a limestone foundation. It was gifted to the historical society by June Kaser, a former historical society president and the last occupant of the house. The mansion has been on the National Register of Historic Places since 1976.



Bevington Stone Barn

This limestone barn was built in 1856 along with the Bevington Mansion. In the 1880s, draft horses (bred by Doc Bevington) were housed here. During the first seven months of 1889, thirty-five carloads of twenty horses each were shipped out of Madison County to eastern markets. Some of Doc Bevington's horses were undoubtedly among these shipments. The barn was listed on the National Register of Historic Places in 1976.

Martin Gas Station

Built in 1934, this classic gas station was moved from S. 1st Avenue and W. Washington Street to the complex in 1995. The unusual stones in the rock front were brought from Arkansas by its builder, Clark Criss.



Bevington Stone Privy

This three-hole outhouse is a rare example of the best of Victorian accommodations. Built in 1856, it features walnut seating in various sizes and a stove for heat. It earned its own listing on the National Register of Historic Places since 1987.



Field Mercantile Store

Built in the mid-1920s by Ancil (Deacon) and Nellie Field with the help of Deacon's brother, Ernie, this neighborhood grocery store offered customers penny candy, pickles and various canned goods, tobacco, and 100-pound bags of sugar and flour, as well as bread, cookies, potatoes, onions, eggs, and canned milk. After the store closed in the early 1940s, several families rented the building as a residence. The store was gifted and moved to the complex in 1986.

Log School

This example of one of Madison County's earliest schools was originally located in Douglas township and believed to be the Cline School, in operation from the mid-1850s to the 1870s. Later it was the home of Francis McDonald and the Henry Kuntz family. The schoolhouse was moved to this location in 1979 and has recently been historically restored to an authentic 1850s condition.



North River Stone Schoolhouse

(This structure is off-site, five miles northwest of Winterset, on North River School Road.) Built in 1874 of native limestone, the one-room schoolhouse educated local students until it closed in 1945 when

rural school districts consolidated due to a shrinking rural population and the advent of reliable transportation. Children attended 1st through 8th grades and studied reading, writing, arithmetic, history, Palmer penmanship, ovals and push-pulls, and geography. In 1875 this school was one of six which were located at carefully-spaced intervals to allow equal access from all points in the township - a distribution common to rural public educational facilities in Iowa. From 1962 to 1973 the building was restored, then opened as a school museum operated by the Madison County Historical Society. The building was listed on the National Register of Historic Places in 1977.



Pleasant View Log Post Office

In operation from 1870 to 1876 in Webster Township, this post office was later enveloped into a larger frame home. It was extracted and moved to the Historical Complex in 1984 and restored to its original 1870s condition.



Tusha Country School

A functioning one-room frame schoolhouse from 1878 to 1939, this rural school represents over 130 school districts across Madison County. It was moved to the Historical Complex in 1991 from its original location southwest of Winterset.



Winterset Train Depot

The first train along the Chicago, Rock Island and Pacific Railroad line from Des Moines to Winterset arrived on the last day of February 1872. This train was only a construction train, and it was several more weeks before passenger trains arrived in Winterset. During the summer of 1872, with Winterset now being connected to Des Moines, 73 buildings were quickly erected in Winterset at a cost of over \$90,000. Originally, the first depot was located in the east end of town, but in 1909, the train depot was relocated two blocks north of the courthouse. The depot made its last move to the Historical Complex in 1984 and was restored in 1991.



Zion Church

Built in 1881, the church was moved to the complex in 1988 from its original site in Scott township, about three miles southeast of Winterset. Today, it still boasts an active congregation who meet there weekly.

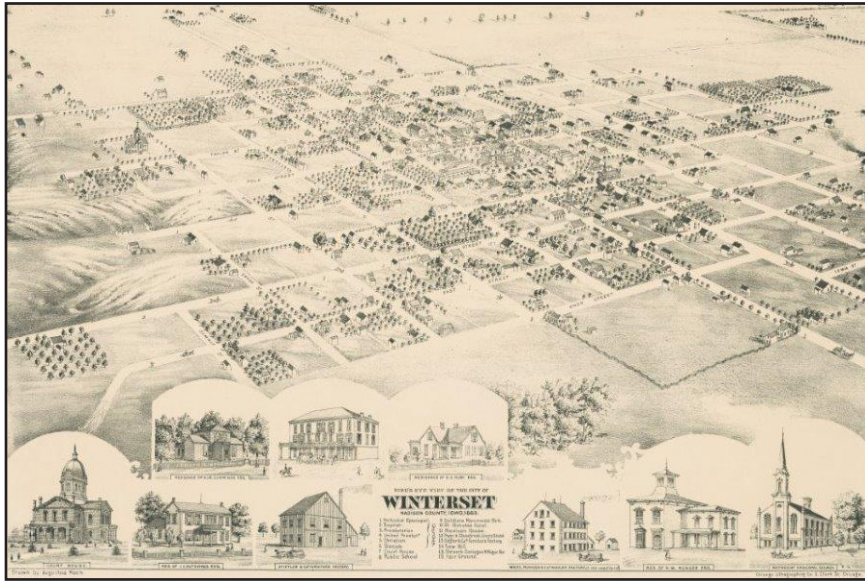


St. Patrick's Irish Settlement

The Irish Settlement at St. Patrick's is one of the earliest settlements in our county, and represents the Irish immigrant and Catholic culture here. St. Patrick's Parish (40 acres of land located donated by Thomas Finan, and described as the southeast quarter of the southeast quarter of Section 36 in Lee Township) was established in 1852 by Father Timothy Mullen. In a letter Father Mullen wrote in June 1853, he reported that "The Irish Colony I established in this vicinity is in a flourishing state. There is still excellent prairie and timber vacant, we expect an increase of twenty families in September."

A log church was added in the summer of 1856 but by the year 1868, the original log church had been outgrown and a larger frame church that exists today was built. The parish cemetery suffered from a fire in 1857, which destroyed many of its earliest graves and markers. The remaining headstones offer a glimpse of the names of some of our

earliest settlers and the tragedies that sometimes befell them. St. Patrick's Church was placed on the National Register of Historic Places in 1978. It was honored in 1979 by a visit from Pope John Paul II on October 4.



Winterset Courthouse Historic District

In 2015, the nine-block area surrounding the Madison County Courthouse, consisting of 78 contributing buildings, was designated as a National Historic District by the National Park Service. All of the buildings facing the Madison County Courthouse were in existence in 1899 or before, some as early as 1868.

Here are some of the significant historic buildings in the Winterset Courthouse Historic District:



The Iowa Theater

Built in approximately 1899, the building was originally a one-story grocery and meat market. In 1914 the building was remodeled with a new front and a raised floor to become, as the *Winterset Madisonian* newspaper noted, “a first class movie show.” A place for live performances as well as cinema, the paper went on to report that same year that, “The new play house will be open on next Thursday evening with moving pictures for the first evening’s entertainment.” A second story was added in 1928 and sound equipment was installed in 1930. The theater underwent a complete restoration from 2015-2017, when it reopened once again as a single-screen cinema with state-of-the-art digital projection and sound equipment. It is also home to The Winterset Stage, which produces a couple of live stage performances each year.



Madison County Courthouse

The present courthouse in Winterset is Madison County's third such structure. The county's first courthouse was a double log structure built in 1849 in what is today's Monumental Park Square. Started in 1868, the first limestone courthouse was placed in the center of Winterset's downtown public square. It was a Greek cross-shaped structure composed of locally quarried limestone with a wooden infrastructure and looked much like the current courthouse with four wings and capped with an octagonal dome. The uninsured building was destroyed by fire (cause unknown) on October 2, 1875. In less than four hours, the building was gutted but Madison County records were safely removed. The present courthouse was begun in 1876. It was designed by Chicago architect Alfred H. Piquenard, who along with John C. Cochrane, was also responsible for the designs of the Illinois and Iowa State Capitols. The building was completed for about \$120,000. The structure is very similar to the second courthouse, but its decorative details are more refined. Learning from their earlier structure, the inside was completely constructed of brick in order to be fireproof. The courthouse has been listed twice on the National Register of Historic Places. The first was in 1981 as a part of Coun-

ty Courthouses in Iowa, and again in 2015 as part of the Winterset Courthouse Historic District.



The Bakery Unlimited

This building "shouts from the rooftop" that it was built in 1883, as seen on the cornice above the second story. Several buildings around the square originally had such cornices, but only The Bakery retains this special look into Winterset's history. The storefront has held a sequence of various occupants including a jewelry store, a restaurant, a hardware store, and a butcher shop. Later the storefront held a furniture store, followed by a Maytag distributor. For many years the Modern Woodmen Lodge occupied the second floor.

Pheasant Run Tavern

This two-unit building was built in 1876 by C.C. Schwaner and Dr. A.B. Smith, with unique brick and window detailing. *The Winterset News* and the Madison County Bank held the corner location. In the west bay, Schwaner started a successful harness business that was in business for 86 years. He held 19 patents for his inventions to im-

prove harnesses. The east bay held a variety of retail stores including a millenary, drug store, bakery, and dry cleaner. The iron lattice work and deck near the sidewalk are original.

Madison County Mercantile

Originally, this was a one-story building, built in 1889 and funded by C.D. "Doc" Bevington, housing the Koser Bros. dry goods store. One of the first stores in Winterset to receive electricity in 1890, Koser's held a nighttime event to show off what they termed as their "Crystal Frost." A second story was added in 1901 to house the expanding Koser Bros. enterprise.



Piece Works Quilt Shop

This building was also originally built as a one-story building in 1880 with a second story added in 1895. It was first occupied by a grocery store that then expanded into a department store containing a variety of items and services, such as furniture/undertaking (a frequent combination), dry goods, and hardware. Breeding's Hardware opened

there in 1920 and remained in the building until 1998. In 2003, the building began its quilting era with Fons & Porter moving here.



Heartland Fiber Building

This brick building was built in 1874 with decorative corners or quoins (pronounced "coins") made from local quarried limestone. The new stairway in the alley to the north is reminiscent of the original stairway that led to a full-length balcony with another set of steps at the far end. The building was built by a local woolen mill to sell their goods, complete with a tailor on the second floor. It was a hardware store for decades. Today, a taproom called The Drift occupies the lower level, while the top level houses a retail store, Heartland Fiber, as well as a few offices.



Norma Jeanne's Threads

This lot on the northwest corner of the square once held a frame post office. In 1875 a new two-story building was constructed facing the street with a stairway on the north side that gave access to second floor offices, including a photographer's studio. A new one-story brick post office was attached to the west. The long tradition of a clothing store on the first floor began as early as 1886.



Northside Café

Built in 1875 by Eli Cox, one of our covered bridge builders, this three-bay building currently houses the Northside Café in the middle and east storefronts. Originally the second floor held small offices facing the square. The back portion was an opera house across all three buildings, that seated over 400 and included a balcony. Restaurants have occupied the two east bays since at least 1899. This is one of several buildings on the square that still retains its original iron columns on the storefront.



Madison County Chamber of Commerce

Andrew Crawford (1818~1879) was born in Ireland and made his way to Winterset in 1856. He commissioned a large, single building in 1873 that included not only the current Chamber office but also the two storefronts to the west (currently occupied by China Cafe and 1st Ave. Collective). When you look at the second-floor windows of all three buildings, you can see that the windows form a graceful arch with taller ones in the middle. Crawford created one of the pioneer groceries in Winterset and the one-story building to the north was his warehouse. A grocery occupied this space until at least 1926, after which various other merchants enjoyed this corner spot.

8.3 Challenges & Opportunities

General Challenges:

- **Aging and Deteriorating Resources** - Many private and public CBSB historic structures and collections were constructed or fabricated in the late 1800s through middle 1900s. Unfortunately, in some cases the sites or collections have deteriorated over time as ownership has changed or regular maintenance has been neglect-

ed due to unforeseen circumstances and/or limited budgets. This is particularly true of large structures. Many are aging and reaching a critical stage of decline at the same time, creating a need for immediate restoration funding for multiple sites at the same time.

- **Misconceptions Over Responsibility and Funding** - Some of the historic structures and collections are in need of restoration or preservation but misconceptions regarding who can and should be responsible for the work and what public funding is available for maintenance and repair of historic structures inhibits preservation and restoration in the CBSB Corridor. For example, the covered bridges are owned by the county and managed by the county's Engineer and Secondary Roads Department, but they are a primary focal point of our tourism efforts as both a county and city, and are imperative to organizations such as the Madison County Chamber of Commerce.

- **Limited Resources and Funding for Projects** - Madison County, the Madison County Historical Society, City of Winterset, City of St. Charles, and other public entities own major historic structures that individually or collectively require fairly extensive ongoing maintenance that can add up to tens or hundreds of thousands of dollars within any given year. Even though some of the CBSB Corridor residents, especially those associated with the MCHS or Madison County Historic Preservation Commission are passionate about the historic, cultural and archaeological resources here, they have limited time and resources. Unfortunately, because funding is limited, many private and public resource owners postpone or avoid the more expensive maintenance projects. If not regularly maintained, buildings can deteriorate quickly and structural damage can quickly escalate, resulting in even greater expense.

- **Aging Volunteer Base** - Volunteers responsible for taking care of the CBSB Corridor's historic resources are aging, and will need financial, volunteer, and political support from younger members of the community to continue to maintain the public sites and treasures along the CBSB Corridor in the future. The average age of lowans is 38 years old, but the average age of historical society and organization members is 65 years old. 75% of historical so-

ciety and organization volunteers are over 65 years old, and 12% are over 85 years old, which is a much greater percentage than that age demographic exists in the Iowa population at large (16% and 2.5% respectively). A 2016 regional study was conducted in Northeast Iowa by the RC&D Planning Team on historical organizations and citizens under 40 years of age that frequently volunteered and were interested in history or historic preservation and restoration. They found that these citizens want to help but don't feel like their help is wanted. They perceive historical societies to be comprised of older, retired people that are "not welcoming," "resistant to new ideas," or "boring." They felt like when they did attend a meeting, their ideas were shot down.

- **Lack of Staffing, Limited Access, and Cross Promotion**

- Although there are significant public historic, cultural, and archaeological sites located within the CBSB Corridor, the majority have limited hours when they are open to the public and few have personnel available for questions or tours. Some require that the visitor call ahead and make an appointment to access the site and/or arrange for a tour. Most historic sites have little to no site interpretation. Other than publications that the CBSB Council has developed like the Discovery Guide, there is no existing onsite interpretation that cross-promotes venues.

Specific Challenges:

- **The Covered Bridges** - The covered bridges are under near constant threat of vandalism and arson, and steps must be taken to ensure that damage does not occur. Maintenance of the landscaping around the bridges is also essential for the enjoyment of the bridges and their surroundings. The roads leading to the bridges are mostly gravel roads maintained by the county. Extreme weather sometimes makes these roads near impossible to traverse. The roads require frequent grading and gravel replacement. Some of the wooden boards inside the bridge, on the floor, and that make up the safety railings that lead up to the bridge are deteriorating. The County Engineer's office is responsible for their maintenance but have been slow to respond due to their heavy

workload maintaining the county's secondary roads. The Covered Bridges Preservation Group, also led by the County Engineer, do not meet very frequently.

- **Harmon Tunnel** - There is always the possibility of a collapse of Harmon Tunnel at Pammel State Park, but the Madison County Conservation Board (who manages the park under a contract with the state of Iowa) believes it is a remote possibility.
- **Monumental Park** - Vandalism, damage and weather are threats, and steps must be taken to ensure that those do not occur. The landscaping must be maintained at the park, and the monuments and cannons need repair from time to time. Both the Winterset American Legion and Winterset VFW have helped take care of the cannons for years. But the chore is becoming more difficult – not only because of the age and condition of the cannons, but the age of the veterans, and the declining number of veterans willing to help. It has become an almost annual chore to keep up with repairs to the cannons, which were given to Madison County years ago by the federal government for safekeeping. Technically, the cannons are still property of the U.S. government, but the county (which serves as custodians of these relics) is responsible for upkeep. That is costly and a struggle, especially when the metal cannons weigh 800 pounds apiece. It takes several people, and often a mechanical aid, to lift each cannon to perform even mundane tasks. The cannon wheels, which have been replaced by a wheelwright every couple of years, are also getting harder to fix. It is becoming almost impossible to find someone who has the knowledge to fix the wheels.
- **Pammel Park Lodge** - There is always the possibility of a fire or wind-storm damage. The facility is insured and could be renovated, as original construction plans are available through the Madison County Conservation Board.

8.4 Goals, Actions, and Strategies

The Madison County Historical Society is a non-profit organization whose purpose is to collect, preserve and exhibit artifacts that reflect the history and culture of the people of Madison County, Iowa. The Madison County Historical Society has deep roots, and branches out in many ways to educate people about our county's heritage. The Madison County Historic Preservation Commission exists to encourage historic preservation throughout Madison County by providing information, education, and technical assistance to individuals, businesses, and locations. They also take a leadership role in specific projects such as nominations for the National Historic Register and county-wide investigation of historical activities.

The Madison County Historical Society and the Madison County Historic Preservation Commission have both provided leadership for, and been committed to, the historic preservation, restoration, and interpretation of Madison County and its resources. It therefore makes sense for the CBSB Council to incorporate their missions into our goals. As the Council works to promote and share the CBSB's historic intrinsic qualities with the public, including byway travelers, and to interpret those resources, they will also work to preserve those resources of the past, in the present, for the future. The CBSB Council recognizes that it is in the best interest of the intrinsic qualities to work with the Historical Society and Historic Preservation Commission to help them fulfill their missions, and for all partners to work together to preserve, protect, and enhance the historic resources throughout the CBSB Corridor. The CBSB Council and Project Manager can serve to bring these efforts together.

Develop and Implement a CBSB Historic Preservation and Restoration Plan

- Work with the various partners and owners of historic resources to foster planning and partnership.

- Develop a Historic Restoration Plan that identifies and prioritizes historic infrastructure and projects with the CBSB Corridor; identifies private and public funding opportunities, and encourages strategic and timely implementation of those projects.
- Assist with preservation and recognition of historic resources, including providing advice and direction with nominations to the National Register of Historic Places.
- Utilize renewable energy sources and energy efficiency improvements whenever possible when restoring buildings to reduce operating costs and increase long-term viability for sites and organizations.



Build Support

- Work with CBSB stakeholders to develop a brand and marketing strategy and campaign that helps CBSB Corridor residents and leaders better understand and value the CBSB's historic intrinsic qualities, increases related volunteerism, and creates more stable funding for structure and collection preservation, maintenance, interpretation, and site use.

- Develop presentations and information for distribution to local historical societies, preservation commissions, the Chamber of Commerce, economic development, Board of Supervisors, the city council, and city and county staff to help them understand the importance of historic preservation as it relates to community and county vitality and tourism.
- Grow and foster a large volunteer base, recruiting young professionals and students to get involved. Develop a pool of volunteers that are able to help with a variety and number of historic sites, events, and organizations. Community members under 40 often first develop an interest in history through family and genealogy (49%), school (29%), books (18%), and experiences (16%). Historical organizations should advertise online for volunteers, invite and then engage younger volunteers at meetings, schedule meetings to accommodate younger participants (around school and work hours), develop more engaging displays, and “show off the cool things they are doing.”
- Help to develop and empower friends groups for public historic sites that have limited volunteer and financial resources. For example, work on getting the Covered Bridges Preservation Group active again, or find friends or neighbor groups to oversee individual bridges (similar to the one at Holliwell Covered Bridge).
- Partner with young professionals from LinkedIn and other social media sites who serve on nonprofit boards and volunteer for community groups and historical societies.
- Implement innovative ways to recognize private giving or volunteerism.

Inform Historic Preservation Groups about Funding Opportunities

- Collect a master list of funding for historic preservation, restoration, enhancement, and interpretation.
- Support fundraising efforts for restoration and renovation of

important historic structures along the route. Help to publicize needs and opportunities for donations.

- Identify historic properties at risk, educate property owners, and mobilize citizen support when necessary to protect resources at risk.
- Support efforts to save public and private historic properties.



Develop Historic Interpretation and Promotion

- Create and implement projects that follow CBSB interpretive standards for all CBSB historic sites including development and installation of exterior Wayside Exhibits.
- Continue to develop interpretive materials that provide comprehensive historic highlights of the corridor.
- Expand existing interpretive materials to engage new audiences.

- Cross-promote historic sites within any given category and across categories.

Enhance Visitors' Experiences at Historic Sites

- Improve wayshowing to sites and confirmation signs at sites, adding signs where needed, and encourage partner communities and organizations to help pay for and maintain signage.
- Update social media with correct addresses for historic sites, so that visitors are able to find them via the Internet or a GPS device.
- Where needed or possible, update sites with modern bathroom facilities, drinking water, universal access, and other amenities, especially sites that will be used by families with young children, older visitors, and limited mobility individuals, so they will continue to be used and valued.

Develop Historic Tours and Theme-Specific Interpretation

- Develop new, and support existing, historic tours catered to niche hobby interests, such as barns, cemeteries, country school houses, the Underground Railroad, etc.
- Develop interpretive materials for tours such as print brochures, audio, online, and other self-guided tours.



Create Dynamic Learning Opportunities

- Partner with CBSB partners to incorporate new technology and create more interactive and dynamic learning and engagement.
- Create websites, Facebook and other social media posts and pages that are interactive and engaging for younger generations including, but not limited to, school groups, 4-H, and other specific groups.
- Incorporate audio and video formats into interpretation.
- Invite volunteers to help engage youth and youth groups through re-enactments, field trips, and special projects.
- Create and distribute printed materials that encourage youth and families to visit historic sites such as the Explorers Journal, coloring books, Safaris, treasure hunts, as well as online interactive tours and other opportunities.

Create and Support a Historic Sites Partnership

- Establish a CBSB Sites Partnership between city, county, and state entities and private partners to unite representatives of the various historic sites (public and private) throughout the CSBS Corridor.
- Facilitate discussion about projects and initiatives that will have mutual benefit, such as coordination of events, sharing research, securing grants, organizing fundraising, improving site access, and promoting historical resources along the corridor.
- Incorporate small and large events into itineraries.

- Recognize private and public funders, and express public appreciation for the efforts of local historical societies, preservation commissions, and other partners.
- Use social media to publicize meetings and reach new volunteers.



Celebrate Success and Raise Public Awareness

- Develop and distribute regular publicity regarding historic events, sites, and activities.
- Identify, document, and celebrate historic restoration, preservation, and engagement projects through press releases and interviews that include before/after photography.

A large, ancient oak tree stands prominently in the center of a forest. The tree has a thick, gnarled trunk and a wide, spreading canopy. The leaves are in various stages of autumn, with some green still visible, but many are yellow and orange. The ground is covered in fallen leaves. In the background, other trees are visible, some with bare branches and others with colorful foliage. A small, dark structure is partially visible on the left side of the image.

SECTION 9: ARCHAEOLOGICAL RESOURCES

Oak Tree at Pammel Park

ARCHAEOLOGICAL RESOURCES

“Archaeological Resources involve those characteristics of the scenic byway corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor’s archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.”

– Scenic America Introduction

9.1 Regional Archaeological Chronology of South Central Iowa

Paleoindian Period

The Paleoindian cultural tradition is commonly divided into Early (fluted) and Late (nonfluted) periods, each consisting of multiple cultural complexes. Some researchers also include a third sub-division, the pre-Clovis period. Presently, not all archaeologists accept the evidence for a pre-Clovis complex in the New World, although support for an earlier peopling of the Americas seems to be growing. However, additional work at sites possibly having such cultural deposits (e.g., Big Eddy in Missouri and possibly in south central Iowa) could further illuminate this poorly understood time.

At the present, only a few Paleoindian sites are known in the region, although undoubtedly additional properties exist. Paleoindian sites in Iowa are typically represented by isolated projectile points made from exotic cherts recovered on ridge summits or high outwash terraces along major streams, although limited examples exist of Paleoindian projectile points being found as part of multicomponent site assemblages.

Pre-Clovis

Presently, there is no known evidence of human occupation in Iowa for the pre-Clovis period (pre-ca. 11,500 before present [B.P.]).

However, sites in Missouri, Nebraska and Wisconsin contain deposits suggestive of cultural horizons predating the Clovis occupation. The search for pre-Clovis human evidence, like later Paleoindian habitations, is essentially a geological problem. Landforms with appropriate age and preservation potential must be identified to search for sites from this period.

Paleoindian

The earliest confidently dated prehistoric sites in the Plains and upper Midwest are from the Paleoindian period, or ca. 11,500-9500 B.P. This period is characterized by distinctive, finely flaked lanceolate projectile points exhibiting edge and basal grinding and, on some point types, channel flake scars along the blade faces (e.g., Clovis). The Paleoindian period is associated with the vast boreal forest and the now extinct megafauna of the Late Wisconsinan glacial event. A commonly held view of Paleoindian cultures is that they consisted of small, very mobile groups of hunters and gatherers who specialized in stalking the Pleistocene megafauna. However, this reliance on large animal hunting is by no means the only subsistence pattern implemented by Paleoindian peoples. For example, based upon the distribution of known Paleoindian sites adjacent to lakes in the Prairie Lakes region, a possible exploitation of lacustrine resources in northern Iowa and southwestern Minnesota can be postulated, a pattern likely repeated elsewhere.

More common in Iowa are Late Paleoindian-age occupations indicated by non-fluted, lanceolate projectile points such as Eden, Agate Basin, Angostura, Plainview, Scottsbluff, and a number of other styles (some of these styles extend into the Early Archaic period). Other non-diagnostic artifact types associated with both Paleoindian stages include end scrapers, drills, knives, blades, retouched flakes, and choppers.

Archaic Period

The shift from the Paleoindian tradition to the Archaic is often viewed

by researchers to be a cultural response to changing environmental factors as the Pleistocene gave way to the Holocene. This interpreted response represents a shift from predominantly big game hunting toward exploitation of a broader range of resources. As a result of this expansion of resource procurement activities, the artifact assemblage of the Archaic tradition is more diverse than that of the Paleoindian. The Archaic tradition is usually divided into three periods: Early, Middle, and Late.

Early Archaic

This period (ca. 9500-8000 B.P.) represents the initial shift to a more diversified, multi-focused economy consisting primarily of wide-ranging hunting and gathering activities characterized by high mobility, a trait retained from the Paleoindian period. Archeological evidence from the Plains and Midwest suggests a pattern of small, extended family bands of probably less than twenty people coalescing and dispersing cyclically while exploiting seasonally available resources. Although a wide variety of resources were selected for consumption, a strong reliance on bison in the plains and prairie and on white-tailed deer in woodland/savanna settings is evident.

With the Early Archaic, the chipped stone assemblages of the Paleoindian changed to the more varied styles indicative of the Archaic tradition. Large- and medium-sized lanceolate projectile points were still made (e.g., Dalton, Rice Lanceolate), but new notched and stemmed styles also appeared (e.g., Graham Cave Notched, Hardin Barbed, Rice Lobed, St. Charles Notched). In addition to these large points, smaller side-notched forms (e.g., Simonsen) are also present in Early Archaic assemblages from the Cherokee Sewer site in northwestern Iowa and elsewhere. These smaller points tend to be associated with Plains bison hunting cultures, while the larger point styles are most often recovered from Early Archaic components in the Eastern Woodland.

Other tool types and technologies first appearing during the Early Ar-

chaic include a change in hafting techniques, indicated by the appearance of notched projectile points. Bannerstones, believed to be used as weights for spear-throwers (or atlatls), also appear at this time, further indicating a change in projectile technique. It is during the Early Archaic that ground stone tools become more ubiquitous. Axes and celts suggests a wood working industry while grinders and slabs, typically used for processing seeds, also become common. Other artifacts include bone awls, hafted drills, scrapers, adzes, bifaces, cores, choppers, and many types of flake-tools.

Middle Archaic

This long culture period (ca. 8000-4000 B.P.) is often characterized as a time of gradual change when strategies were developed to intensively exploit regional environments. Reflecting these strategies is the Middle Archaic tool assemblage, which is diverse in both form and function. For example, fabrics, basketry, sandals, and other perishable products from a few sites with extraordinary preservation characteristics (e.g., Graham Cave in Missouri) complement typical stone assemblages containing ground stone axes, various grinding stones and slabs, chipped stone drills and scrapers of several forms, bannerstones, and many specialized flake-tools. Elaborate bone pins and shell ornaments were also made. Typical projectile points include stemmed forms (e.g., Jakie Stemmed, basal notched), lobate styles (e.g., Rice Lobed), and many heavy, side-notched varieties of the Big Sandy, Godar, and Raddatz types. The varied and specialized tools of Middle Archaic hunters and gatherers clearly illustrate high-level organization and proficiency in their exploitation of the resources within a territory. Evidence for incipient sedentism, primarily in the form of large domestic structures and thick middens, is also seen during the latter part of the period at some sites (e.g., Koster site in Illinois, McNeal Fan in southeastern Iowa).

Late Archaic

This period (4000-2450 B.P.) may be viewed as a transitional time from the mostly mobile hunter-gatherers of the earlier part of the Archaic to the more sedentary subsistence patterns of the Woodland

period. These developments may also be a response to an increase in human population resulting in an intensification of territoriality. The Late Archaic period is generally perceived as when regionalism increased, settlement patterns tended to become somewhat more sedentary, and the first concrete evidence of long-distance trade appeared.

The Late Archaic tool assemblage is dominated by large bifaces (e.g., Sedalia Lanceolate, Stone Square Stemmed, Etley Stemmed, Red Ochre Lanceolate, Osceola) used as projectiles and knives, and thick bifaces (e.g., Clear Fork Gouges, Sedalia Diggers, Adzes) that functioned as digging and chopping tools. Grooved axes, bannerstones, grinding implements, drills, scrapers (often reduced forms of larger points), and a full complement of bone tools form other parts of the Late Archaic assemblage. Projectile point styles include stemmed, lanceolate, and both corner- and side-notched forms. Concentrations of human burials appear in some Late Archaic sites and this increased attention to inhumations could represent an intensification of social interaction that grew out of increases in population coupled with territorial constriction. The Early Woodland horizon, marked by the appearance of pottery, may have developed in some areas from the Late Archaic during the last millennium B.C.

Woodland Period

The Woodland era cultural tradition witnessed the adaptation of several important technological advances significantly changing ancestral American Indian life. Archeologically, the appearance of pottery generally marks the beginning of this tradition, and it is the use and dependence on ceramic vessels that ultimately affected resource utilization strategies. An additional technological advance later in the tradition was the adoption of the bow and arrow, which resulted in a shift to smaller projectile points requiring a less labor-intensive effort to produce. Though beginning in the later part of the Archaic era, horticulture expanded during the Woodland era to supplement a predominately hunting-gathering economy.

While the Archaic era spans a considerably longer time than the Woodland, the number of reported sites from this early time are considerably lower than known from the shorter, but more recent, Woodland period. Part of this is due to geologic factors, including burial in upland and valley floor settings, and a sole reliance on projectile points (and to a lesser degree, grooved axes) for relative dating (identification of Woodland sites benefit from having both points and pottery available for relative dating). As noted above, undoubtedly more Archaic sites, especially those dating from the Late Archaic period, are present but cannot be confidently dated because of a lack of diagnostic artifacts. Another factor is demographics. It is widely assumed that population densities gradually rose during the Archaic era leading to a perceived increase in territoriality during the latter part of the period. The poor understanding of the Early Woodland in Iowa is due primarily to the paucity of excavated sites dating to this period.

Point types commonly associated with the Early Woodland consist of many of the same stemmed types common during the Late Archaic. A distinguishing feature, however, between the Early Woodland and the Late Archaic is the presence of ceramics. Early Woodland pottery includes Black Sand Incised, Marion Thick, and Spring Hollow Incised. Some pottery types transition into at least the early part of the Middle Woodland period, causing further identification problems for researchers.

Middle Woodland

The Middle Woodland period (ca. 2150-1550 B.P.) is better understood in Iowa than the earlier periods due to the identification and excavation of more sites dating to this time. The material culture is thought to include broad blade, corner-notched points (e.g., Castroville, Brewerton, Ensor, Snyders, Gibson, Manker), and contracting stem styles (e.g., Gary, Dickson, Waubesa). Investigated habitation sites have yielded a full range of chipped and ground stone tools like those described for the Late Archaic, but blades and blade cores are more

common in addition to the occasional ceramic figurine.

The Middle Woodland period was a time of regional social integration. Through a long process, first started during the Archaic tradition, bands of hunters and gatherers gradually became enmeshed in a network of territories where each kinship group was allocated rights to an adequate supply of natural resources. Rights to resources were established on a community-wide scale according to social traditions and reciprocal obligations. These rights to territories and reciprocal obligations are manifested in material aspects, such as the construction of earthen mounds, the creation of esoteric or ideological objects (e.g., human figurines, certain point and pottery styles, and platform pipes), and the pan-continental exchange of exotic materials (e.g., grizzly bear teeth, obsidian, mica, galena, and marine shell). The occurrence of obsidian is commonly seen as diagnostic of the Middle Woodland period in Iowa although actual occurrences are rare.

Late Woodland

Current models of the Late Woodland period (ca. 1550-950 B.P.) indicate a trend toward regionalism and ultimately tribalism. The dispersion of sites over a wide range of environments in Iowa offers insights into Late Woodland settlement and subsistence. Taken together, these data indicate Late Woodland settlement patterns characterized by fissioning of the basic productive units of society into smaller-sized units exploiting a wider range of environments than previously. Groups would periodically coalesce for exchange and to reaffirm social relationships through activities like mound construction and intermarriage. In terms of material culture, Late Woodland sites in Iowa are characterized by plain and cord roughened ceramic styles, with fewer decorations than during Middle Woodland period. There is also a shift away from larger point styles (Pelican Lake, Snyders, and other Middle Woodland types) to smaller arrow points (Madison, Scallorn, Koster, Klunk, and Des Moines). When they co-occur, the larger points may have functioned as knives while small-notched and unnotched points

were probably employed as tips on arrow shafts. Research into Late Woodland lithic technology indicates emphasis on small-sized cores, soft hammer and pressure flaking detachment techniques, and small flake-tools, as well as triangular projectile points.

Late Prehistoric Period

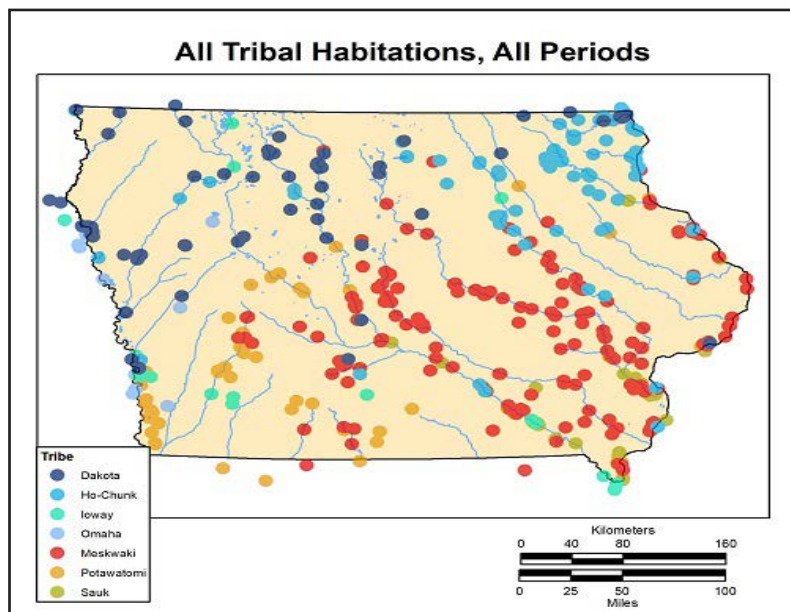
The Late Prehistoric cultural traditions (ca. 1000-300 B.P.) reflect even greater regionalization and sedentary lifeways than previously seen in Iowa, and subsequently, greater focus on the exploitation of local resources. It is during this tradition that the political and cultural entities of the Native American peoples later encountered by the first Europeans developed and differentiated. In terms of material culture, shell-tempered pottery (e.g., for Oneota) or finely executed pottery designs (e.g., for Great Oasis) are the most common and readily apparent cultural markers. The mixed horticulture and hunting-gathering economy of the Woodland gradually expanded during the Late Prehistoric until, for some cultures, maize-based agriculture was the primary subsistence strategy with eventually beans becoming important as well. Hunting and gathering continued to supplement the prehistoric diet, however, especially in times of food stress (e.g., later winter/early spring).

Great Oasis

Of the four major late prehistoric cultures identified in Iowa, the one most applicable to the Madison County area is "Great Oasis." Late Prehistoric sites associated with Oneota are mostly recorded farther to the east and northeast, but are certainly possible in the county. Moines River. Two general clusters of Great Oasis sites have been recorded: (1) in northwestern Iowa along the Floyd, Little Sioux, and Big Sioux Rivers and (2) in central Iowa along the Des Moines, Raccoon, and South Raccoon Rivers. Sites in central Iowa are classified as the Maxwell phase and include both habitation and cemetery sites recorded in Dallas and Boone Counties. At least one of the central Iowa habitation sites contained evidence of rectangular-shaped houses containing interior cache pits. Great Oasis people raised maize and other cultigens (e.g., sunflowers, gourd, squash, little barley,

etc.) as well as hunted and gathered. While bison hunting undoubtedly took place, the variable number of bones (and lower occurrences of grooved mauls) suggested that the Great Oasis in central Iowa were less dependent on these animals than groups farther to the west.

In terms of material culture, Great Oasis sites produce an array of chipped stone tools, including small triangular and corner-notched points, scrapers, graters, and numerous used flakes. An extensive variety of ground stone artifacts, such as shaft abraders, manos, metates, celts, are also present. The most important artifacts on Great Oasis sites, especially for relative dating and cultural identification, are ceramics. Globular-shaped pots with rounded shoulders and bottom are the typical Great Oasis vessel form. The neck is constricted, the rim outflaring with a flat lip, and wall thin and tempered with fine grit and grog. Key to sherd identification as Great Oasis is the finely and precisely executed decorations on the rim exterior and lip. Three Great Oasis ware groupings have been proposed: High Rim, Wedge Lip, and S-shaped rim.



9.2 Native Americans along the Covered Bridges Scenic Byway

The tract of land now known as Madison County was included in the territory which the Sac and Fox Indians ceded to the United States Government in the treaty of October 11th, 1842. This treaty was negotiated at the Sac and Fox Agency, now Agency City, and was ratified by the Senate, without an erasure, on March 23rd, 1843. According to *History of Madison County*, "By this treaty a tract of land comprising probably more than two-thirds the present State of Iowa was transferred to the United States, for which the Sac and Fox Indians were to receive \$800,000 in good State stocks, on which the government should guarantee five percent interest per annum. In the words of the treaty, they 'ceded to the United States all their lands west of the Mississippi to which they had any claim or title. It was stipulated that they were to be removed from the country at the expiration of three years, and all who remained after that were to remove at their own expense. Part of them were removed to Kansas in the fall of 1845, and the remainder in the spring of 1846."

"In consequence of this peaceable arrangement, the early settlers of Madison County encountered no difficulty with the red man, and the historian has to record no price of blood paid for the possession of their primitive homes. In accordance with the stipulations of the treaty, the greater part of the Indians were removed, at the expense of the government, in the fall of 1845, and those who remained until the spring of 1846 were conveyed in United States government wagons to a point on the reservation about seventy-five miles southwest of Kansas City, to join their comrades who had gone before. Some of their bark-covered huts still remained after the white settlers came, and the graves covered by a roof of rude slabs were yet to be seen; but all these soon disappeared to be remembered only as things of the past, and now almost every Indian relic is gone, save as the plowman turns from under the soil an occasional arrowhead or hatchet of stone and

lays it aside on his curiosity shelf as a memento of barbarism.”

According to the Iowa Historic Indian Location Database (HILD), the earliest accounts of Indians in Iowa came from explorers along the Mississippi, but there are very few tribal locations shown in historical documents in Iowa prior to 1825. After Fort Madison (1808–1813) was overrun, there was no official U.S. presence in Iowa until the establishment of Fort Des Moines No. 1 at Montrose in 1834. Historically, the Dakota traveling range expanded to St. Louis, but the intensity and extent of their habitation range was unknown. Although sparse, the data suggest Dakota were well established along the Upper Iowa and were living in central Iowa as well. There are claims that Dakota wintered in Madison County along the North River in the 1700s and 1800s, and that there they had a battle with Sauk and Meskwaki (sometimes spelled “Mesquakie”) in the early 1800s.

According to Mueller’s *History of Madison County & Its People*, before the Algonquin tribes (Sac, Fox, etc.) were here, Sioux family tribes roamed over Iowa. They reportedly found a winter retreat at the junction of North Branch and North River, and in the early part of the 19th century, fought the Algonquian tribes in this region.

From the website “Meskwaki Nation: Sac and Fox Tribe of the Mississippi in Iowa,” the Meskwaki people are of Algonquin origin from the Eastern Woodland Culture areas. The Meskwaki spoken language is of similar dialect to the Sauk and Kickapoo and they are working hard to maintain it.

The tribe has been historically located in the St. Lawrence River Valley, Michigan, Wisconsin, Illinois, Missouri and Iowa. Meskwaki were called “Renards” (the Fox) by the French, but have always identified themselves as “Meskwaki”. The Meskwaki fought against the French in what are now called the Fox Wars (1701-1742) and in 1735, the Sauk and Meskwaki allied together to fend off Europeans and other Indian Tribes. Both tribes moved southward from Wisconsin into Iowa,

Illinois and Missouri. Even though the Meskwaki and Sauk are two distinct tribal groups, with linguistic and cultural similarities, the two tribes have often been associated throughout history.

The area now part of Madison County was at one time home to the warring tribes of the Algonquin and Sioux. In order to bring peace to this region, during the early 1800s, the U.S. Government stepped in and allotted this portion of Iowa to the Algonquin tribes, moving the Sioux borders to the north and west. After the Black Hawk War of 1832, the United States officially combined the two tribes into a single group known as the Sac & Fox Confederacy for treaty-making purposes.

Through a series of land concessions in 1845 under the name of “Sac & Fox,” the Sauk and Meskwaki formally lost all lands and were removed to a reservation in east central Kansas. Choosing to remain, some stayed hidden in Iowa, while others left for the Kansas reservation only to journey back to Iowa over the next few years.

Located on the Cedar Creek, not far from where Hanson’s Prairie Reserve is located, was a sizable village. The population of this village is thought to have been between one hundred to two hundred people. Cedar Creek provided the village with water which also attracted game, the bluffs offered protection from the elements, the trees provided building materials, and the meadow offered forage for their animals. By the accounts of a fur trader who passed through this area in the early 1800s, this village had been abandoned after the floods of 1843.

One of the larger villages was located at the junction of the North River and North Branch. Between 1800 and 1845, this location was probably the center of Indian affairs in Madison County and its population is thought to have reached upwards of 500 inhabitants. This junction was also a favorite hunting ground of the Sioux and many battles between the tribes were fought in this region before 1842. Throughout, there was an unbroken presence in Iowa and by 1856, the state of Iowa enacted a law allowing the continued residence of

the tribe.

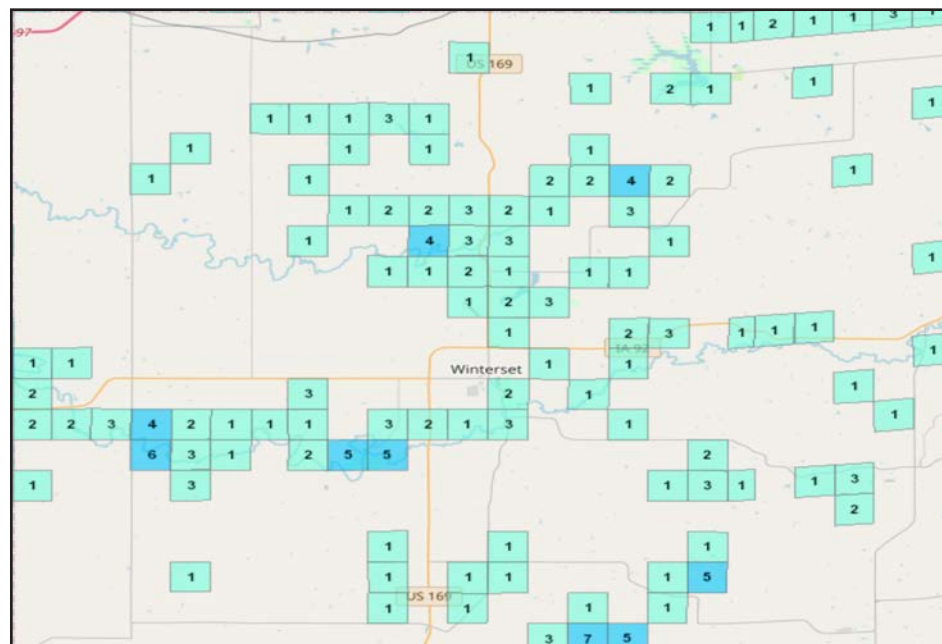
On July 13, 1857, the Meskwaki formally purchased their first 80 acres in Tama County, which gave formal federal identity to the Meskwaki people as the “Sac & Fox In Iowa.” Then 10 years later, in 1867, the United States government allowed the Meskwaki living in Iowa to receive federal annuity payments for the first time. This unique identity (that of unclear jurisdictional status since the tribe had formal federal recognition but also continuing relations with the State of Iowa due to the tribe’s private ownership of land) allowed the Meskwaki people to be virtually ignored by federal as well as state policies. Always persevering, this gave them time to return, thrive and grow.

Every year between 1857 and 1866, different groups of Meskwaki returned to the Settlement, with the majority coming to the area after 1862. The tribe traded 130 trees to obtain funds to purchase another parcel of 40 acres in January 1867. This expanded the Meskwaki Settlement to almost 3,000 acres.

By generating income through trapping and by accumulating annuity payments, the tribe was able to purchase additional land between 1867 and 1901.

During this 30-year time period, the Meskwaki people were able to live a more independent lifestyle than other tribes confined to regular reservations strictly regimented by federal authority.

9.3 Significant Archaeological Resources



Recorded Archaeological Sites: Madison County, Iowa (as of January 2021)

A total of 219 archaeological site locations are on file as part of the official state records (Iowa Site File) maintained by the University of Iowa Office of the State Archaeologist (OSA). Of this total, 68 are Euroamerican affiliated, two are assigned as “Historic Indian,” and the majority (n=149) are ancestral Native American in cultural affiliation. The latter are older than ca. AD 1650 and potentially as old as the Paleoindian period (ca. 12,000 BP). The two recorded “Historic Indian” locations are listed as a village and a cemetery, but no specific tribal affiliation has yet been established. Euroamerican sites, all more recent than AD 1800, include the following site types (note to be archaeological, any buildings or structures related to these locations are essentially dilapidated; e.g., no roof, two or fewer standing wall portions with most showing little or no above-ground presence):

- 1 townsite
- 1 village (with human remains reported)
- 5 cemeteries
- 11 farmsteads
- 21 historic scatters (including two dumps)
- 7 quarries
- 6 railroad-related
- 3 road/trail segments
- 2 schools
- 11 undefined structure remnants

The ancestral Native American (Indian) sites recorded include:

- 15 isolated finds (most typically, individual projectile points)
- 30 lithic scatters (only stone tools and related debitage)
- 71 undefined scatters (more than just stone tools but no time diagnostic material)
- 24 habitation (camp) sites with five specified as Woodland Period
- 5 village locations (three specified as Woodland Period)
- 4 mound sites

These are likely just a small portion of the complete Madison County archaeological record as they represent locations voluntarily shared with the OSA or recorded by professional archaeologists as part of historic preservation investigations. These latter have covered less

than 5% of the county area, so the likelihood of additional archaeological discoveries in the future is very high. Projects that cause deep disturbance on terraces and floodplains are especially likely to encounter buried and well-preserved archaeological deposits, including those related to early occupations such as Archaic and Paleoindian. Other parts of the county, especially eroded upland agricultural areas, are less likely to yield newly discovered archaeological deposits but may include locations known to local collectors to have previously yielded large amounts of artifacts never reported to OSA for inclusion in the Iowa Site File.

Significant Archaeological Resources by Township

Crawford Township

HILD 139; HILD 142 - "In Crawford Township, at different periods up to 1845, there were Indian villages and favorite camping places. One was near Patterson, one at the old time Bell grove and spring on section 26, opposite where the railroad curves northeasterly toward Bevington, and another near the west line of section 36, near where Hiram Hurst, the first permanent settler in Madison County, took his claim. There was a band of Indians located there as late as 1845. This vicinity was a favorite place for them both in summer and winter." Hiram Hurst first resided in a rehabilitated bark wick-i-up that was left by its last inhabitant.

HILD 130 - At the four corners of Lee, Jefferson, Union and Crawford townships occasionally fur buyers found a small band of Indians in the winter time.

Douglas Township

George and Minerva Wolverton emigrated to Madison County in 1846, along with George's stepfather, Irwin Baum. They settled in Douglas Township, Section 9, just above North River. "The nearest neighbors were a few miles away, Indians were plentiful, and there was an abundance of all sorts of game."

Grand River Township

Based on the 1875 plat map and the personal account of J. M. Lee, this section is thought to be just west of the town of Macksburg. It is not clear if there was a physical camp and how close to the area it might have been located.

Jefferson Township

HILD 125, 127, 130 - One of the larger villages was located at the junction of the North River and North Branch. Between 1800 and 1845, this location was probably the center of Indian affairs in Madison County and its population is thought to have reached upwards of 500 inhabitants. This junction was also a favorite hunting ground of the Sioux and, before 1842, many battles between the tribes were fought in this region. Throughout, there was an unbroken presence in Iowa and by 1856, the State of Iowa enacted a law allowing the continued residence of the tribe.

Lee Township

HILD 140 - "In Lee Township it is not remembered there were any villages or camps save at Badger Grove, on section 14. This did not seem an attractive point for them, though during the '30s and '40s small bands were camped there. White men seldom came that way because of its isolation from larger streams and bodies of timber."

Lincoln Township

HILD 865 - Several personal accounts were documented in local newspapers of Indians camping near the Backbone in what is now Pammel Park.

HILD 1232 - In a speech given by curator Harlan of the State Historical Society in 1929, he stated that as surveyors laid out Madison County, they found springs and sometimes Indian trails. One note referred to the old crossing at the present Afton Bridge as the road

to St. Joseph and the south, and said it was the main road southwest evidently followed by the Indians. Afton Bridge (also known as Reed's Crossing) was just south of the Afton Bridge Mill, which was at the location listed above. As near as can be figured, the Afton Bridge would likely have been located on what is now Knoll Ridge Trail, just east of a horseshoe bend. (A historical description of Afton Bridge stated it was located east of where the old Afton Road crossed the Middle River and into a horseshoe bend.) However, the road (or trail) used heading southwest would most likely have been Carver Road. This would align with the personal account given by Mrs. Harris in Monroe Township. Or they might have been referring to what became Hwy 169 which does lead southwest all the way to St. Joseph, Missouri.

Monroe Township

Mrs. I. J. Harris, who came by wagon to Madison County in 1854, settled with her husband in Monroe Township, in the middle of Section 15, southwest of Winterset, between Macksburg and Peru. Mrs. Harris later recounted that at the time there were no roads and the old Indian trail which passed west of her home was the only highway in the neighborhood. Looking at the old plat maps of Monroe Township and the Harris property, it is possible that this trail may have been where either Carver Road or Ivy Trail is now located.

Scott Township

HILD 1222 - Mention of a camp near Middle River west of Buffalo Valley west to the Backbone came from George Guye, one of Madison County's first white settlers. This area is where the Buffalo Mill was later built. The IHILD confirms that this section (and ones to the west of it) has multiple recorded archaeological sites present.

HILD 1229 - Also mentioned in an article in *The Winterset Madisionian* on September 18, 1930, as read before members of Chapter AG, P.E.O., remains of an Indian workshop were found on Jones Creek

about a half mile east of the King school. Flint material and pieces of pottery were uncovered there.

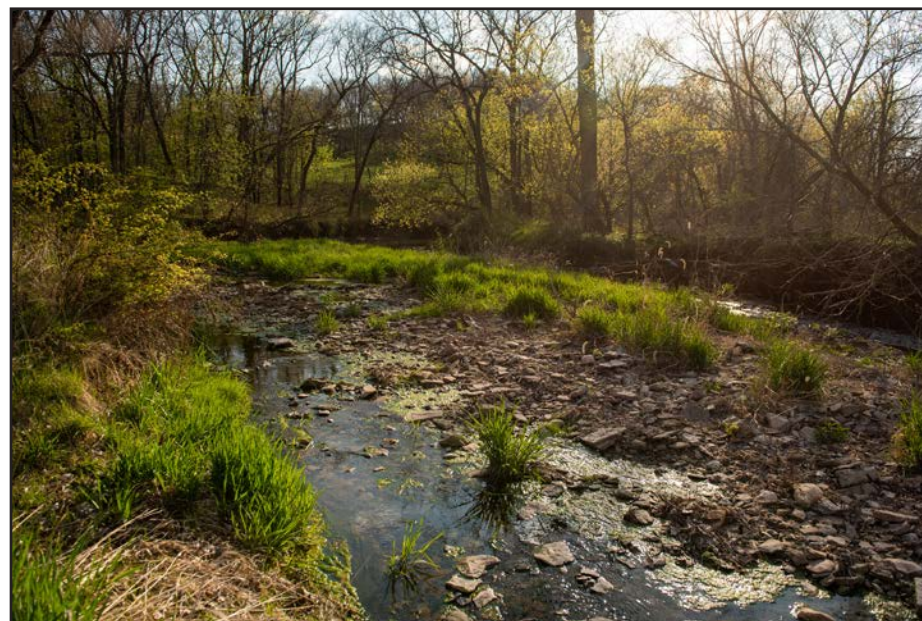
South Township

HILD 1224 - An account from Opal Clark Elderkin, daughter of Joel Clark and granddaughter of Caleb and Ruth Clark, was recorded in 1933 and detailed interactions with Pottawattamies.

Pre-Historic Sites - Hanley was an area west of the town of St. Charles and east of Clanton Creek, now along G50. Harry Kale of Truro stated that he believed that the two mounds on the high point south of Hanley were Indian mounds. He said he discovered a site of an Indian town on the west bank of Clanton southwest from the point. Fragments of pottery, flint chips, and an abundance of small bones (thought to be of deer) had been plowed up. Near the two mounds were three to four other small mounds, which he believed to be Indian mounds.

Union Township

HILD 118 - This area in Union Township along North River has been noted multiple times in local history books and newspaper accounts. John Cox (oldest son of Eli Cox), and Samuel and George Guye, originally owned most of the property in this section. By 1901 it was owned by J. H. Weidner.



HILD 121 - Located on the Cedar Creek, not far from where Hanson's Prairie Reserve is located, was a sizable village. The population of this village is thought to have been between one hundred to two hundred people. Cedar Creek provided the village with water which also attracted game, the bluffs offered protection from the elements, the trees provided building materials, and the meadow offered forage for their animals.

HILD 124 - "There still remains a grove that was much larger, on the northeast quarter of the southeast quarter of section 15, in Union Township, now owned by James H. Farris, a pioneer settler. At this grove there was at different times a small Indian village, or camp, probably there because of the big spring. Some burials were made on land later owned by A. J. Hoisington, near the southwest corner of the tract previously described."

Walnut Township

HILD 123 - It was noted in an article in *Winterset News* on December 1, 1927, that a Dr. Keyes of Cornell College had located a village

on Clanton southwest of Peru on the Jesse farm. This was stated again in an article two years later. “On Clanton Creek, three miles SW of Peru, on the Jesse farms, have been found pottery fragments, flint chips, arrowheads, and stone hatchets.” (*Winterset Madisonian*, 9/18/1930)

9.4 Challenges & Opportunities

- **Development:** Some of our archaeological resources are threatened primarily by quickly expanding rural housing and business developments. Modern zoning ordinances are needed to encourage “clustering” of developments rather than the existing random mosaic of ever-expanding subdivisions.
- **Educate the public about what is and is not legal to dig up and/or keep.** Encourage those who find artifacts on private land to share their finds with the State Archaeological Office so that they may be properly documented.

9.5 Goals, Actions & Strategies

- Prioritize the preservation and protection of our county’s archaeological resources.
- As we do not have archaeological sites that byway travelers can visit, we will need to create alternative ways to interpret these stories to visitors.

SECTION 10: CULTURAL RESOURCES



Airing of the Quilts Event

CULTURAL RESOURCES

“Art and Cultural Resources are evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, art, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.” - Scenic America

Cultural resources along a byway can include distinctive communities such as ethnic groups or concentrations of craftspeople and events, traditions, food, or music. Culture encompasses all aspects of a community's life, and may include geography (settlement patterns, climatic influences on building styles, place names, stories, and legends); economy - occupations, products, training, yearly cycles, land use patterns, etc.; community life - civic and religious buildings, institutions, customs and rituals (especially assets of immigrant culture); domestic life - households, housing styles, foods, gender and age roles, family traditions; and artistic genres - folklore, music, customs, legends, dance, drama, games, music, art, architecture, crafts, dress, and costumes.

10.1 Significant Cultural Resources

Covered Bridges of Madison County

As Terry Miller and Ronald Knapp state in their book *America's Covered Bridges*, “Over the years, the American covered bridge has passed through a series of phases, from its beginning as a common utilitarian river crossing to become a principal icon for an imagined, romanticized, and nostalgic past.” They also represent a period of remarkable achievement in civil engineering, during which bridge building evolved from an empirical craft to a science. As David Stevenson said in *A Sketch of the Civil Engineering of North America* in 1838, “It is in timber work that the Americans excel...”

“Covered bridges are essentially wooden (or mostly wooden) trusses

that carry a roadway over a body of water,” according to *America's Covered Bridges*. They are what engineers refer to as “through” bridges, as the roadway passes between trusses whose base is level with the roadway. The authors of *America's Covered Bridges* suggest that a more accurate term for them would be “covered wooden trussed bridges,” as the trusses and wood are essential elements. It is the nature and design of those wooden trusses which set the American covered bridge apart from those found in other areas of the world. Our bridges were intended for vehicular traffic such as wagons and farming equipment, along with horses and other livestock. In the 18th and 19th centuries, passage over waterways was extremely limited and, at times, treacherous. If a ferry were not possible, the only option was fording and that required low water levels and a strong enough river or stream bed to support vehicles, machinery or horses - something that wasn't possible after severe weather.

Covering a bridge was an economic measure, designed to lengthen the life of the structure. Complex and expensive timber trusses, left open to the weather, proved vulnerable to deterioration. A wood bridge left uncovered might last fifteen years, but when covered can last indefinitely. For this reason, the county began sheathing its wooden through trusses with shingle roofs and plank siding in the late 1860s. Between 1868 and 1884 - a sixteen year period - Madison County erected nineteen wooden covered bridges, making it the Covered Bridge Capital of Iowa with the largest group of covered bridges that exists in one area west of the Mississippi.

Four of the six remaining covered bridges in Madison County have flat roofs which is very uncommon and a product of the same builders, Harvey Pierce Jones and George Kale Foster. Some locals believe that the flat roofs aid in snow melt and removal (the wind blows the snow off them as well). The design may have been more economical as it required less wood than that of a pitched roof. We will likely never know why these two builders designed a flat roof for these bridges.

Madison County stopped building covered bridges in 1884 as the demand for more modern bridges grew. As documented in the *History of Madison County*, the wooden bridges fast gave way to steel structures. Over time, all but six of these structures were lost to floods, ice jams, fires, progress or willful destruction.



Cedar Bridge (1883)

The Cedar Bridge (previously known as the Casper or Storrs Bridge) was built by Harvey P. Jones using the Town lattice truss with queen-post overlay, patented by architect Ithiel Town. Supported by iron cylinder piers, the superstructure was covered with plank walls and a bow roof. The original cost of the bridge was \$2,964.73. The Cedar Bridge carried traffic until 1920, when it was moved to its current site over Cedar Creek. Here it functioned in place until it too was bypassed in 1964 by another bridge; it now stands in place as the centerpiece of a small park.

The Cedar Bridge's span length is 78 feet long, and it crosses Cedar Creek 2.7 miles northeast of Winterset. It carried traffic on what is

now Highway 169 north of Winterset before being moved in 1920 to its present location. It was, and is, the only covered bridge in Madison County open to automobile traffic.

An illustration of the Cedar Bridge graced the cover of the novel *The Bridges of Madison County*. Oprah Winfrey came to Winterset in the spring of 1993 and filmed an episode of her show from the lawn around the Cedar Bridge. (Robert James Waller, the book's author, was the main guest.) A set of stairs descending the bank near the bridge was built for Oprah to make her entrance to the set, and these are known now as "Oprah's Steps."

The Cedar Bridge was renovated in 1998 for \$128,073, but unfortunately fell victim to arson on September 3rd, 2002. The Cedar had been insured for \$285,310. On January 14, 2003, the Iowa Transportation Commission pledged \$700,000 to help with the construction of the bridge. (The sum was provided by the Federal Government Intermodal Surface Transportation Efficiency Act of 1991.) The county hired Calhoun-Burns & Associates of West Des Moines to build an exact replica of the bridge. Construction started in the fall of 2003, and an official dedication took place on October 9, 2004 during the Madison County Covered Bridge Festival.

On April 15, 2017, the unthinkable happened and the Cedar Bridge was once again destroyed by arson. It took nearly two years to raise the appropriate funds and finish the work, but a new replica of the Cedar Bridge was completed in 2019, with an official ribbon-cutting during the Covered Bridge Festival in October 2019.



Cutler-Donahoe Bridge (1871)

The Cutler-Donahoe (sometimes spelled Donahue) Bridge is 82 feet long and was built by Eli Cox in 1871. It has a pitched roof and a Town lattice truss. The bridge originally crossed the North River near Bevington, Iowa, where the bridge carried traffic for almost a century. It got its name from two families who lived near the bridge in its original location - the Cutlers and the Donahoes.

According to “The Festival Flyer,” the Cutler-Donahoe Bridge was bypassed by an iron bridge in the late 1960s, and was steadily deteriorating when it was decided in 1970 that the bridge should be moved. Plans had already been made to start an annual Covered Bridge Festival with the first one scheduled for October 10, 1970. “Sterling silver and silver-nickel commemorative medallions were struck and sold, providing funds with which the Cutler bridge could be moved and renovated.”

A house-mover, Clair Rogers of Macksburg, used his 1934 truck to move the bridge, which was anchored on a sixteen-wheel house-moving rig. Parked temporarily at the Little League ballpark, the bridge

was fitted with new beams and braces, the siding was repaired, the roof reshingled, and the bridge was repainted. Just before the first Covered Bridge Festival, Rogers and his crew completed the bridge’s journey to the Winterset City Park, where it still stands today. The total amount spent to move the bridge, including Rogers’ fee, was \$2,696.94. The bridge was rehabilitated in 1997 at a cost of \$35,538.



Hogback Covered Bridge (1884)

The Hogback Bridge was also built by Harvey P. Jones and George K. Foster using the Town lattice truss with queenpost overlay. The Hogback spans 98 feet over the North River, four miles northwest of Winterset. While most of the covered bridges were named for nearby landowners, the Hogback was named for the Hogback Ridge at the west end of the valley (its convex curve resembling the curve of a hog’s back.)

Farmers living near the bridges maintained many of them in order to defray a county poll tax of usually fifty cents. This tax was placed on men over the age of twenty-one, and had to be paid before one was

allowed to vote. Thus any able-bodied man, who could not afford to pay the poll tax, could grade the roads or paint the bridges to pay off his debt.

Originally painted red, as were reportedly most of the bridges, Hogback was painted white by 1948 and later painted red again.



Holliwell Covered Bridge (1880)

The Holliwell Bridge is located two miles southeast of Winterset over the Middle River. Built by Harvey P. Jones and George K. Foster for a cost of \$1,180, it is the longest of the six remaining covered bridges in Madison County, spanning 110 feet. It is also the longest remaining timber bridge in the state of Iowa.

The Holliwell Bridge is in its original location but supporting abutments were often washed out by flooding, so the angle at which the bridge crossed Middle River was changed. The Holliwell is comprised of a timber Town lattice truss with a superimposed arch, timber stringer approach spans, timber abutments, and wingwalls with

concrete-filled iron cylinder piers. Unlike the other covered bridges in the county which use the Town lattice truss, the Holliwell uses metal fasteners rather than wooden dowels and is reinforced with a flat arch and partial arches at each end.

According to local historian W. S. Wilkinson, "The first bridge in this county was built in the fall and winter of 1854-55 across Middle River where the Indianola and Winterset road crossed that stream in Scott Township now known as the Holliwell Bridge." This first bridge was uncovered timber pile, which spanned forty feet with an approach span at each end, and cost \$500 to build. That bridge washed away in a flood in 1876 and travelers resorted to fording the river for the next few years. On September 3, 1879, the Board of Supervisors appropriated funds to build a new bridge at "Holliwell's Ford" and contracted with Harvey P. Jones (county bridge foreman) and George K. Foster to build a 110-foot timber truss on iron cylinder piers (what we now know of as the Holliwell Covered Bridge). Construction began in October of 1879 and continued through the winter months under the supervision of Jones. County records show payments to more than twenty individuals for labor on the bridge and to several companies and individuals for materials. Mrs. Holliwell was paid for boarding workers at the Holliwell farm. The bridge was completed in June of 1880.

The Holliwell was named after an adjacent landowner. The bridge carried traffic for over a century, until it was bypassed in 1986. It was one of the bridges featured in the movie *The Bridges of Madison County*. The Holliwell was renovated in 1995 for \$225,000, made possible by a federal restoration grant.



Imes Covered Bridge (1870-1871)

Also referred to as Munger, Mills or Wiggin's Mill Bridge, the Imes was originally near a mill owned by White & Munger, and at the time it was built, Van B. Wiggins. "In September 1887 it was ordered that it be moved to the Imes crossing of Clanton where it still stands, south and west of Hanley. It is called Imes." – Mrs. Fred P. Hartsook, 1933, *The Madisonian*

The Imes Bridge is the oldest of the remaining covered bridges in Madison County. It was built by John P. Clark with a pitched roof and Town lattice truss, overlaid with a queenpost frame. It has a span of 82 feet. In September of 1887 the county hired local contractor Benton Jones to move it to Imes Crossing of Clanton Creek, southwest of Hanley. In 1959 a truck carrying 18 tons of corn crashed through the floor of the bridge into Clanton Creek. The county authorities moved quickly into action and had the span repaired within a week. In 1977, the Imes Bridge made its final move to St. Charles (thanks to master mover Clair Rogers) where it now stands over a natural depression, the centerpiece of a small park.



Roseman Covered Bridge (1883)

The Roseman Bridge spans Middle River eight miles southwest of Winterset, and was built by county work crews under the supervision of Harvey P. Jones and George K. Foster for an original cost of \$2,930. It is 104 feet long, with a flat roof, and was built using a Town Lattice truss. The basic structure is of native lumber, including plank flooring. Each end of the bridge rests on steel tube pilings which have replaced the original wood pilings. The outside cover is six-inch-wide boards, painted red with white trim. Some of these have been replaced.

The Roseman Bridge was named after the family of Edward Monroe Roseman who lived a quarter of a mile east of the bridge (on a farm later owned by Elmer Orris). Born in 1833, his parents were Joseph and Taphat (Monroe) Roseman. Joseph was the son of another Edward (the elder) who immigrated from Ireland to America in 1794. Edward (the elder) was the son of James Rosemond, in Ballinamore, Ireland.

The Roseman Bridge is still situated in its original location, and it carried traffic for nearly a century until it was bypassed in 1981. The bridge was renovated in 1992 at a cost of \$152,515, with the help of a federal restoration grant.

The Roseman Bridge first gained fame as a “haunted bridge” in 1892, due to a sheriff’s posse who tried to capture an escapee from the county jail. The posse caught up with the convict at the Roseman Bridge. According to legend, the convict entered one end of the bridge, so the sheriff split his posse in half and they entered both ends of the bridge at the same time. Apparently there were gunshots and some members of the posse were injured. The convict is said to have let out a terrible scream, but was never found, as if he vanished into thin air. Throughout the years, visitors have claimed to hear laughter or to have felt a cold spot in the middle of the bridge.

The Roseman Bridge’s even greater claim to fame came in 1994 when it was featured in the novel and movie *The Bridges of Madison County*. The bridge had been renovated just before the film company arrived. Clint Eastwood, the movie’s producer and director, wanted the bridge to look old and in disrepair so the crew worked hard to “age” the bridge. Despite the county being reassured that the bridge would look the same as it had before production, workmen had to return and repaint the bridge when production ended.

Freedom Rock

Artist Ray “Bubba” Sorensen from Greenfield, Iowa, is painting a Freedom Rock in each of Iowa’s 99 counties and two Freedom Rocks in each state of the country. The Madison County Freedom Rock is Sorensen’s 64th completed. “Winterset is an awesome little slice of Americana and rich in history. My goals for painting Freedom Rocks are to thank our veterans and to promote Iowa tourism. I want each one to be unique and tied to the community as much as possible. I love to illustrate actual stories, especially Veteran stories,” says So-

rensen.

The Madison County Freedom Rock depicts the following on each of its four sides:



1. POW/MIA – On the rock’s west side, four Madison County men who became prisoners of war are painted in black and white to match the official POW/MIA flag. The men are Carl Hircock of Winterset, Larry Spencer of Earlham, Eddie Benge of Winterset and Don Thomas of Macksburg. Here are their stories:

a. Carl Hircock, Winterset – In WWII, Army Private Hircock was captured in February of 1943 at the Battle of Faid Pass in Tunisia, Africa. He was a German POW for over two years.

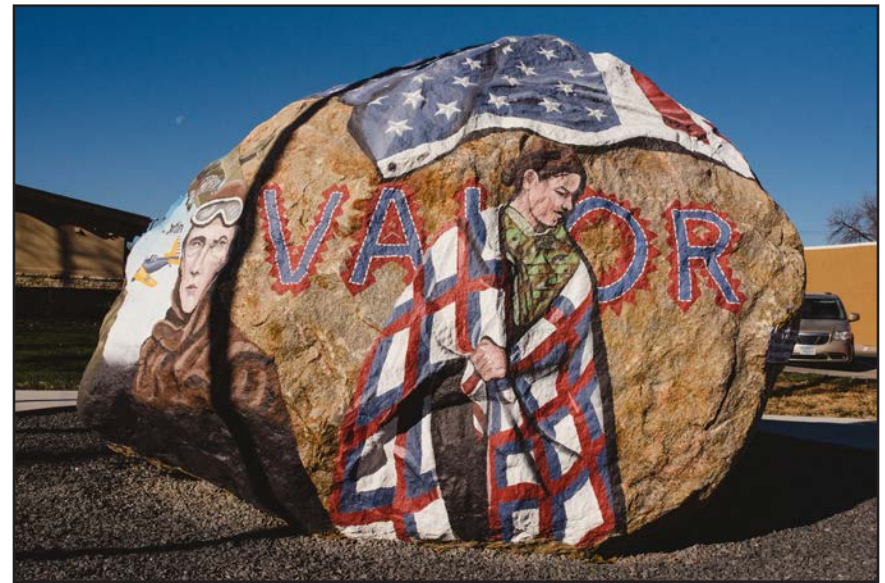
b. Larry Spencer, Earlham – During the Vietnam War, Navy Lieutenant Commander Spencer was captured on February 18, 1966 when his F-4B Phantom II fighter jet was brought down. He was the 67th POW in the “Hanoi Hilton” where he stayed for seven years before being released in 1973.

c. Eddie Benge, Winterset – In WWII, Army Private Benge was also captured in February of 1943 at the Battle of Faid Pass in Tunisia, Africa. He was a German POW for over two years.

d. Don Thomas, Macksburg – During WWII in the Pacific Theater, Marine Private Thomas was captured in the Philippine Islands. After surviving the Bataan Death March, he was a Japanese POW for 3 ½ years.



2. George Stout and Glenn Martin are depicted on the rock's south side. George Stout (see below) was born in Winterset, graduated from the University of Iowa then Harvard, and served in the Army in both World War I and World War II, where he led a unit to recover stolen works of art from the Nazis. Glenn Martin was born in Macksburg where he grew up fascinated with flight. His first airplane factory opened in 1912 in Los Angeles and he began stunt-flying at fairs and local airfields. In 1916 he merged his company with the original Wright Company, forming the Wright-Martin Aircraft Company. He created the Glenn L. Martin Co, where aircraft for the military was designed, including the Martin B-10 Bomber. That company went on to merge with others – the Martin-Marietta Corporation and later Lockheed Martin, a major U.S. aerospace and defense contractor.



3. On the rock's east side, a female veteran is draped in a Quilt of Valor, representing the role of women in service as well as the intent of the Quilts of Valor Foundation to welcome home all veterans, wrapped in love and support by their communities. The Quilts of Valor Foundation is made up of a group of volunteers throughout the United States who make and then award quilts to any service person, regardless of when or where they served. The Iowa Quilt Museum in Winterset serves as the National Headquarters for the Foundation. As of 2017, 8,000 individuals were involved in creating the quilts and over 166,000 quilts have been presented. A Quilt of Valor says – in a way mere words cannot – thank you for your service, your sacrifice, and your valor.



4. On the north side of the rock, Sorensen has depicted four of John Wayne's film portrayals of servicemen. Although not a veteran, John Wayne made many iconic war movies and was very much a patriot. He wrote several letters inquiring about joining the service, but received a deferment due to his four children. Wayne is quoted on the rock, "My hope and prayer is that everyone know and love our country for what she really is and what she stands for."



The George Stout Storybook

The main subject of the book *The Monuments Men: Allied Heroes, Nazi Thieves and the Greatest Treasure Hunt in History* by Robert M. Edsel and Bret Witter, and the movie *The Monuments Men*, George Leslie Stout (born in Winterset in 1897) was portrayed by George Clooney in the 2014 film (though his name was changed to Frank Stokes).

A public art piece by Michael Goodall of West Des Moines, Iowa, entitled "The George Stout Storybook" was completed in May 2018, as part of the Byways of Iowa Public Art Initiative. The sculptural piece depicts a large book telling George Stout's story and features a large open area with a curved bench. It is located at the corner of 1st Avenue and Washington Street in Winterset.

The Initiative began in 2014 with an interest from byway stakeholders across the state of Iowa to expand opportunities to experience authentic local art, culture, history, music, and food. These stakeholders are part of a collaboration known as the Byways of Iowa Coalition. To work to expand local art experiences and opportunities in byway corridors, Northeast Iowa Resource Conservation & Development

(RC&D) applied for funding from the National Endowment for the Arts: Our Town program to support development of sixteen public art installations in Iowa. This application was supported by a matching funds commitment from the Byways of Iowa Foundation to raise up to \$5,000 in matching funds for each project. The grant was received in 2015 and since then, byway coordinators throughout the state have been planning, fundraising, and supporting installation of public art pieces in fifteen rural Iowa communities.

The art concepts for each of the sixteen installations were developed through a creative and engaging process involving stakeholders within each community such as city officials, community members, scenic byway board members, and local art organizations. This planning process was led by a local project coordinating entity for each community and encouraged creative place-making by choosing artistic themes that would feature the distinct character and quality of each community. The committee for the CBSB Public Art piece was formed in January 2017 of a group of artists and community members who selected the location and the topic for the art piece, developed a call for artists, selected the art concept, raised funds and executed the art piece and installation.

Once all of the projects are completed in 2019, over \$250,000 will have been raised through the support of over 100 private, local, state, and federal contributors for this project, all of which went into local coordination by six coordinating entities, design and fabrication by eleven Iowa artists, and installation in fifteen communities. Some notable statewide contributors include the Byways of Iowa Foundation, Casey's General Stores, Iowa Arts Council (Iowa Dept. of Cultural Affairs), Iowa Byways™, Northeast Iowa RC&D, and National Endowment for the Arts.



George Washington Carver Memorial Park

George Washington Carver was a famous scientist, humanitarian, and artist who arrived in Winterset in 1888, where he lived for two years before setting off to Simpson College in Indianola.

The George Washington Carver Memorial Park in Winterset was dedicated twenty-five years ago to memorialize the inspiring story of this well-known American citizen. Carver Park stands next to the former hotel where he worked (now the Winterset Fire Station) and includes a memorial marker, short walkway, and flowers. A ceramic mural created by hundreds of Madison County students was installed in Carver Park in 2014. This public art project, the garden, and the limestone monument represent Carver's love of nature and art, his philosophy of service, and the story of how the people of Winterset encouraged him to reach his dreams. A display about Dr. Carver's time in Winterset and beyond can be found inside the Winterset Art Center.



Iowa Quilt Museum

Quilting is a huge industry in America, and its popularity is steadily rising. An estimated \$3.76 billion is spent each year on quilting in the United States, with the total number of quilters in the country estimated between 7 to 10 million. Quilters are a target tourism market. According to *Quilt Sampler* magazine, 60% of active quilters participate in quilting travel, 59% attend regional quilt shows and 64% belong to a quilt guild or group. There are currently only a handful of museums in America dedicated exclusively to the art of the quilt.

The Iowa Quilt Museum is the only museum dedicated exclusively to quilting in the state of Iowa. It opened its doors in May of 2016. “As museums go, the IQM is still quite young, but already it’s having quite an impact on the quilting scene in our state.” (*Collectors Journal*, October 2018)

According to Megan Barrett, Director of the IQM, “Our mission is to

promote appreciation of the American quilt and the art of quilting. To that end, the only thing we don’t really exhibit is international quilts. We want to showcase the broadness and depth of the art of quilting in America, so our exhibits encompass historical quilts, modern quilts, art quilts, and everything in between. We often feature quilts by Iowans or Midwesterners but have exhibited works by quilters from across the country.”

Fons & Porter’s *Love of Quilting*, a national brand for all things quilting, got its start in Winterset when co-owners Marianne Fons and Liz Porter met in a quilting class offered at the local Iowa State University Extension Office.

Additionally, the Iowa Quilt Museum serves as headquarters for the Quilts of Valor Foundation, a national nonprofit organization that awards quilts to veterans, over 200,000 so far.

A new annual event, “The Airing of the Quilts,” was launched in 2018 to great success. The Airing brought hundreds of quilters from neighboring counties and states. It takes place now in early June.



The Iowa Theater

The historic Iowa Theater opened in 1914, in a building that from 1899 had been a grocer and meat market. For decades the theater thrived, ultimately closing in 2015 seemingly for good. Local resident Marianne Fons and her daughter Rebecca purchased the theater in 2015, and embarked on a two-year, million-dollar renovation project, eventually reopening the theater to great acclaim in 2017. “Since then, the Iowa has become an essential fixture in the local arts community, exhibiting a well-curated mix of second-run new releases, retrospective screenings, live theater events, music and more.” – *Film Independent*.

The Iowa Theater is a multi-use performance venue offering new release films, a repertory film program every Wednesday (“Way Back Wednesday”), frequent free films for the community and a regular series of live musical performances (“Live at the Iowa”). The Iowa has participated in events and festivals, such as the Madison County Covered Bridge Festival, John Wayne Birthday Celebration, Women’s Weekend in Winterset and the Festival of Lights, by hosting free film presentations and special performances, and is home to The Winterset Stage, which produces several live stage performances per year.

Special events at The Iowa so far include a fundraiser for the Rebuild Cedar Bridge effort, holiday presentations of *The Nutcracker* with Winterset Ballet & Dance, a one-night performance of *The Connemara Lads*: AgArts New Hope Farm, and *Map of My Kingdom*, a play by Iowa Poet laureate Mary Swander. It also provided conference space for groups such as the National Alliance of Preservation Commission Forum 2018, Country School Preservation, and a Quilting Escapes quilting retreat.

The Iowa Theater is part of the Courthouse Historic District and our building is listed on the National Register of Historic Places.



John Wayne Birthplace & Museum

When you think of American icons, especially those from the heartland, John Wayne is always at the top of the list. Wayne was born Marion Robert Morrison in the town of Winterset, Iowa on May 26, 1907. His tiny birthplace home was opened as a humble museum in 1982. That didn’t stop hundreds of thousands of fans from around the world from visiting, including movie legend Maureen O’Hara, Wayne’s widow and all of his children, and President Ronald Reagan.

President Ronald Reagan visited Winterset on Saturday, November 3, 1984, becoming the first (and currently only) sitting President of the United States to visit the city. The president flew aboard Air Force One into Des Moines Municipal Airport where he was flown by helicopter to the Winterset Regional Airport, arriving at 1:45 pm. His motorcade then drove to the courthouse where he made a few prepared remarks to a crowd of 10,000-11,000. On stage with the president were U.S. Senator Roger Jepsen and 5th District Congressional candidate Jim Ross Lightfoot. Reagan stated that it was “great

to be in Madison County, and in Winterset, the birthplace of a great patriot, John Wayne.” Reagan spent about ten minutes at the John Wayne Birthplace where he was greeted by two of Wayne’s daughters, Mary “Toni” LaCava and Melinda Munoz, who flew in from Los Angeles for the occasion. Reagan remarked that he and John Wayne were good friends during their time in Hollywood, and that it was one of his regrets that he had never made a movie with Wayne.

On Memorial Day weekend 2015, a 6,100 square foot museum dedicated to the Duke opened adjacent to the birthplace home. Visitors now have the opportunity to see the largest diversified exhibit of John Wayne artifacts in existence, including original movie posters, film wardrobe, scripts, contracts, letters, artwork and sculpture, and even one of his last customized automobiles. It is the only museum in the world dedicated to John Wayne (whose career spanned 50 years and over 160 feature films), and received the “Outstanding Attraction” award at the Iowa Tourism Conference in 2017. Twice, the museum has been named one of the Top Ten Western Museums in the nation by *True West* magazine, whose executive editor stated, “The museum tells the story of the Duke, and of how a kid from Iowa could become a movie star and hero.”

As stated by author Scott Eyman, the *New York Times* bestselling author of *John Wayne: The Life and the Legend*, “John Wayne has been passed down from generation to generation, from father to son, from father to daughter, as an American cultural heirloom.”

A \$1.4 million museum expansion project was completed in the spring of 2022.

Delirium Gallery

Delirium Gallery is a new contemporary fine art gallery located in historic, downtown Winterset in the old Madisonian building. It features changing exhibits of contemporary art.



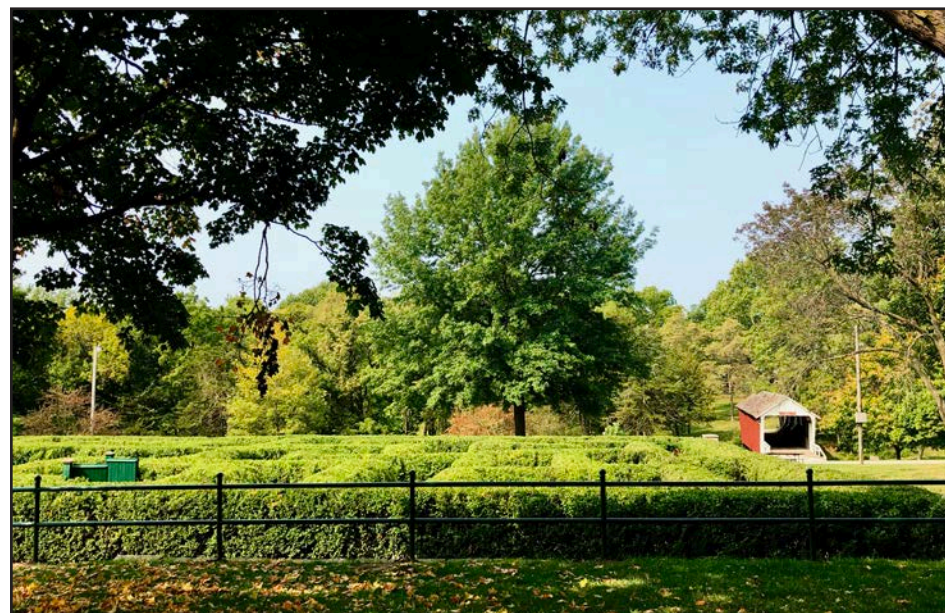
Madhaus Gallery

Madhaus Gallery offers a wide range of classes for all ages, plus group and individual lessons, in a variety of disciplines including: glass, metal, painting, needle felting, painting with chocolate, jewelry, photography, leather, enameling, print making, and more. Owner Robin Paul (pictured above) has a life-long passion for creating and collecting art. Her desire to experiment with many mediums including different forms has naturally expanded to selling her work at art shows around the Midwest and establishing a ceramic, metal and glass shop in her Winterset studio. As a full time artist, Robin teaches art to others in a variety of mediums and disciplines and is a recognized award winning artist in her own right.

Winterset Art Center

Established in 1958, the Winterset Art Center continues to promote artists with a refreshed mission to promote active engagement with the arts through classes, events, exhibitions, and patronage of regional artists. Since its beginning, the art center has been a volunteer-led and member-supported nonprofit organization. They are a vital gathering space for the community that encourages artistic expression, engagement with the arts, and development of artistic abilities.

Housed in one of the oldest structures in Winterset, the 1854 home and barn have been transformed into gallery spaces and studios for classes in mixed mediums. The art center of today is a cumulative effort of the work of hundreds of members and the support of the community over many decades. In its history it has offered a place for artists to meet, work, and exchange ideas. Classes have been offered in a wide spectrum of artistic expressions appealing to beginners as well as more experienced artists. With over a half century behind it, the Winterset Art Center is looking forward to continued service to the community and support of the arts in Madison County.



Winterset Rotary Hedge Maze at City Park

Robert Harvey, a 1956 Winterset High School graduate and professor of Landscape Architecture in the College of Design at Iowa State University, developed the maze design for this English-style hedge maze. The design is a result of Mr. Harvey's visits with curators of hedge mazes in England.

The Rotary Maze is 139 feet by 76 feet, and consists of 1,850 privet hedges which were planted in the spring of 1998 by high school students and volunteers. A five-foot fully accessible walking path divides the double rowed hedges. In the center of the maze is an old English sundial purchased in London at an antique shop. It was adjusted to tell the correct time at this longitude, adjusted for daylight savings time. On the east side of the maze are two 52-foot bocce courts. The funding for the maze was raised through donations at a total of over \$50,000, not including the in-kind services that were donated. The Winterset Rotary Club sponsors an annual race each October during

the Covered Bridge Festival to help raise funds to maintain the maze.



The Winterset Stage

Jason and Cindy Stanbro founded The Winterset Stage in October of 2010 to bring people together through the arts. Having moved to Winterset in 2009, the Stanbros heard of the need for live evening entertainment in the community and thought they could help. Cindy had been fortunate to work in thirty theaters in over 150 productions throughout her career. Jason came from a management background which turned out to be a perfect partnership to Cindy's producing abilities and, together, their entrepreneurial spirits created The Winterset Stage.

The original Board of Directors included Megan Barrett, Tom Beougher, G. JoAnn Collins, Bob Duff, Judy James, Susie Jones, Jerry Narland, Pat Nelson, Chris Nolte, and Doyle Scott.

The first Madison County community theater group was the Apple Tree Players, which was formed in 1970. In October 2011, the Winterset Stage produced the *Great Western Melodrama*, the same show that the Appletree Players produced many years ago.

Over the years, The Winterset Stage has produced over thirty plays and musicals, created educational programming for youth of all ages and abilities, and successfully brought the arts to rural Madison County. Now housed in the historic Iowa Theater and managed by a Board of Directors, The Winterset Stage produces two mainstage shows per year, as well as a number of educational programs.

Events & Festivals Along the CBSB



Covered Bridge Festival

The first Madison County Covered Bridge Festival was held in 1970, started by a group of active and passionate citizens. Eventually, as the event grew in size and scope, the Madison County Chamber of Commerce was asked to take on the job of organizing it. Some things

about it may have changed since its inception, as one would expect after more than fifty years, but much also remains the same.



The festival still honors the six remaining bridges in Madison County with regular tours throughout the weekend. There are craft booths - many of them display handmade goods made by local artists, such as pottery, quilts, doll clothes, paintings, drawings, photographs, jewelry, woodcrafts, fiber arts, and more. There is also an array of demonstrators and old-time activities that visitors are welcome to participate in, including an antique tractor ride, a Civil War fashion show, sheep-shearing, wool spinning, children's activities, Passport to the Past activities at the Madison County Historical Complex (penny candy sales, horse and wagon rides, old-fashioned school lessons, a Civil War reenactment, etc.), and the annual parade. Visitors can also see an old fashioned spelling bee, and an antique car show. The festival takes place on the second weekend of October every year.



Madison County Fair

An Iowa staple—the county fair - takes place in Madison County the third week of July at the Madison County Fairgrounds in Winterset.

Over four days, fairgoers celebrate our agricultural traditions in Madison County through events like a rodeo, an antique tractor pull, 4-H livestock judging, a horse show, and a talent show, to name a few. For the younger participants there is a kiddie tractor pull, balloon animals, a little farmer barn, face painting, and a carnival.



Winterset Wine Walk

Started in 2012, the wine walk has become one of our most popular events. Attendees sample locally-made wine at participating businesses around Winterset's town square. Participating wineries include Covered Bridges Winery and Madison County Winery. The Winterset Wine Walk takes place on the Saturday prior to Mother's Day every May.



John Wayne Birthday Celebration

The annual John Wayne Birthday Celebration honors the Hollywood legend (who was born in Winterset on May 26, 1907) with special showings of his films on the big screen at the Iowa Theater, a barn dance, dinner and auction, breakfast at the firehouse, 5K run/walk, and more. The birthday celebration, which the John Wayne Birthplace Society started in 2008, takes place around his birthdate each year.

Old Settler Days - St. Charles

The original records of the Old Settler's Society have been lost but through writings and recollections, it is agreed that the first Old Settler's Reunion was held as a picnic in August of 1885 in the Joel Clanton grove. It was mostly through the energy and persuasion of Dr. William Anderson, a pioneer physician, that the first Old Settler's meeting was held and the association organized. Annual reunions have been held since that time and with one exception - the year a fire destroyed Main Street. Reunions were originally held in August but were then moved to the third full weekend of July.

Many traditions were established and carried on from year to year - mailing of invitations to members who had moved away, signing of a guestbook, actual business meeting on Friday afternoon prior to the celebration, games, music, and good food. Some are still carried through to this day especially the honoring of a prominent “Old Settler” or important community figure on a button. Others have been lost over time.



Airing of the Quilts/Iowa Quilt Festival

Beginning in June 2023, the Iowa Quilt Museum will host its first Iowa Quilt Festival which will incorporate classes and workshops with the annual Airing of the Quilts event, during which hundreds of quilts are aired out around the county with displays at the covered bridges, City Park, courthouse, shop windows, churches, fire department, library, and more.



Festival of Lights

Celebrate the holidays in small-town fashion. Holiday music and carolers, horse-drawn carriage rides and food concessions await holiday shoppers. Santa Claus puts in an appearance at the courthouse for the little ones. Themed floats parade around the square until the celebration ends. The festivities take place on the Friday evening after Thanksgiving.

10.2 Challenges & Opportunities

- The CBSB Council and stakeholders feel strongly that recent history, culture and folklore should be interpreted for the byway traveler to add additional depth to the CBSB experience. Opportunities for visitor engagement and learning about the cultures in the area, such as immigrants and their original cultures, are extremely limited. There are presently more opportunities to learn about our agricultural roots through site visits, events, and festivals.
- The cultural assets of the CBSB are in need of interpretation in order to convey their meaning and importance to visitors.
- There is a continuing need and opportunity to expose younger generations to the stories and significance of our historical and cultural figures.
- In addition to being sources of information, the Winterset Public Library and St. Charles Library offer cultural educational programming, including presentations and discussions.
- The Iowa Theater is a non-profit organization, as are many (if not all) of our cultural sites, and as such need the continuous support and patronage of the public in order to keep their doors open.
- The Iowa Quilt Museum and Piece Works Quilt Shop, and the Airing of the Quilts event, introduce and educate visitors and residents on the art and history of quilting. Winterset in particular has become a significant place for quilters to visit, and since quilting is a very popular hobby, that could be fostered and promoted to an even greater extent.
- There is currently limited public art in Madison County. New murals have been added to the Winterset Historic Courthouse District, and there are a few public art pieces/sculptures in Winterset as well.

- The Winterset Art Center relies on public assistance to maintain the historic building that they are housed in, which is in need of repair or restoration.
- Madison County does have a number of craftsmen and artisans who produce and sell a variety of local foods, pottery, paintings, photography, jewelry, crafts, and other local items at the farmers market, direct to consumers, through fairs and festivals, and through local businesses, including 1st Ave Collective, Speckled Hen Farms, Row Your Goat, and the Madison County Chamber of Commerce Welcome Center. The majority of these opportunities for visitors to experience or take home local goods could be better coordinated or promoted, such as through signage indicating that such products are “Made in Madison County.” Art classes are available at the Winterset Art Center, 1st Ave Collective, Madhaus Gallery, and through partnership with other local organizations and businesses.
- Live music along the CBSB is available through the Covered Bridge Festival, at local wineries and the Winterset Cidery, as well as occasionally at other venues or events. Live theatre productions and classes are offered through The Winterset Stage.

10.3 Goals, Actions and Strategies

CMP strategies to develop and enhance Art & Cultural Intrinsic Resources while preserving them within the corridor include the following:

1. **Conduct Oral Histories** - Identify and collect oral histories of regional icons, local experts, including European immigrants, Native Americans, and others that have first or second hand accounts or stories about their cultures and experiences, and use them for interpretation and outreach.
2. **Call for Cultural & Historic Documentation** - Work with partners including county historical societies and museums to publish a call for diaries, documents, photographs, and other evidence of cultures in the region, compile and catalog them for use

in developing interpretive and educational materials, and store in protected files.

3. Develop Cultural Interpretation - Develop wayside exhibits that engage the public and tell the stories of specific sites, sacred places, cultures, or people in a respectful manner; and provide accurate and culturally sensitive interpretation of past and current cultures.

4. Create Self-Guided Audio Tours - Develop self-guided audio tours that provide first hand accounts and stories for byway travelers to listen to as they drive along the CBSB.

5. Develop Topical Printed Cultural Interpretation - Develop topical printed materials that travelers can pick up at key visitor amenities and refer to or take home.

6. Celebrate Local through Publications and Signage - Develop information and outreach materials about the unique opportunities for visitors to experience the “local” culture, including but not limited to, locally grown foods, local ethnic cuisine and regional foods, local jewelry, pottery, glass, furniture, paintings, and other art and culture.

7. Encourage Downtown Beautification through Art - Use art, murals, and other ways to beautify abandoned buildings and areas in downtowns, historic districts, and other high trafficked areas.

8. Provide Project Development and Implementation Assistance - Assist with projects that create and market public and private art, art spaces, and artist or cultural collaborative efforts.

9. Develop, Coordinate, Promote, and Market Cultural Events - Encourage collaboration and coordination to develop, implement and market/promote art and cultural events and opportunities.

10. Foster Increased Learning and Engagement - Create and market more public and private art, and cultural learning and teaching opportunities, including classes and artist-in-residence

programs. Work with private and public entities to increase art and cultural experiences such as restoration and management of art studios, community theater, art galleries, shared local art distribution sites, etc.

11. Collaborate on Art and Cultural Initiatives - Work with groups to develop and advance new projects and initiatives. One idea is to create an independent film festival at the Iowa Theater.

12. Develop Stories - Connect with diverse interests to develop stories of culturally significant historical timelines and events such as, but not limited to, the history of agriculture, wineries, one-room schoolhouses, quilting, etc.

13. Develop and Install Place-Based Community Art - Develop local, place-based art in the downtown districts of the CBSB communities.

SECTION II: TRANSPORTATION & SAFETY



TRANSPORTATION & SAFETY

“Road safety refers to the methods and measures used to prevent road users from being seriously injured. Typical road users include pedestrians, cyclists, motorists, vehicle passengers and passengers of on-road public transport (mainly buses and trams).”



11.1 Introduction

Ensuring the safety of byway travelers is one of the main goals of the CBSB Council. The CBSB is owned by multiple entities, including the communities of Bevington, St. Charles and Winterset, along with Madison County and the State of Iowa. This shared ownership of the byway makes partnership among entities essential.

This section includes information on existing road and bridge conditions, traffic and accident statistics, as well as safety concerns and proposed strategies.

11.2 Existing Road Conditions

The CBSB route is 82 miles in length, incorporating three cities (Bevington, St. Charles and Winterset) within Madison County. The byway route includes two state highways (I-169 and I-92), two county roads (G50 and G4R) and smaller rural roads. Existing conditions that impact the byway traveler's safety and use of the CBSB include the following:

- Average speeds along the CBSB are 20 miles per hour in town and 55 miles per hour outside city limits on county and state roads.
- Winterset has no stop lights at any intersection along the state or county roads (there are only stop signs). There are stop lights at a couple of the intersections within the Winterset courthouse historic district (namely at the corner of John Wayne Drive and Jefferson, John Wayne Drive and Court Ave, and John Wayne Drive and Washington Street). There are stop signs only at the intersections of Jefferson and 1st Avenue, and Court Avenue and 1st Avenue.
- St. Charles – There are no traffic lights, only stop signs, along the CBSB in St. Charles.
- Bevington – There are no traffic lights, only stop signs, along the CBSB in Bevington.
- The CBSB route consists of 64 miles of pavement and 18 miles of gravel.
- According to the Madison County Secondary Road Department's Five Year Construction Plan, the following segments of the CBSB will be affected:
 - o St. Charles Road/G50 was repaved in 2020.
 - o The second half of Cumming Road/G4R is scheduled for

pavement rehabilitation in 2022 (the first half was repaved in 2018.)

Infrastructure Condition Evaluation

The Infrastructure Condition Evaluation (ICE) tool is based on the result of merging seven individual criteria using a linear overlay process that includes Iowa DOT's in-house Roadway Asset Management System (RAMS) and Pavement Management Information Systems (PMIS). The map (available on the Iowa DOT website) displays 2016 data from the analysis performed in late 2017.

Pavement Condition Index

The Pavement Condition Index (PCI) is a numerical index, initially developed by the U.S. Army Corps of Engineers, which is used to indicate the condition of pavement. The index is based on a field survey of pavement and is expressed as a value between 0 and 100, with 100 representing excellent condition. Generally, the surveying process involves breaking the pavement section into sample units; determining how many units are to be tested; recording type, extent and severity of pavement distress; calculating a value for these distresses; and then subtracting that value from a base value to derive the PCI value. The appearance of a pavement is not always an indicator of its underlying condition, which is also considered in PCI. Many different variables factor into the Iowa DOT's calculation of PCI on road segments, including age, percent of life used, high/moderate/low severity longitudinal cracking, IRI, aggregate class durability, pavement thickness, friction value, moderate severity patching, total asphalt depth, relative structural ratio, and base thickness. Ultimately the condition index is a reasonable indicator of the pavement condition of a network. The source of PCI data at the Iowa DOT is PMIS. This information is a valuable component of the ICE as it depicts road segments along the byway that have poor or good PCI. With this information, the CBSB Council will be able to identify and prioritize road segments of the

CBSB that need to be improved.

SIA Sufficiency Rating

The SIA Sufficiency Rating is a method of evaluating roadway bridge structures by calculating four separate factors to obtain a numeric value that is indicative of a structure sufficiency to remain in service. These factors include structural adequacy and safety, serviceability and functional obsolescence, and essentially for public use of the structure. From there, various reductions are then factored into the rating. The full structure inventory contains dozens of data fields, which are used to meet several Federal reporting requirements set forth in the National Bridge Inspection Standards. The information is collected through on-site inspections conducted at regular intervals, not to exceed 24 months. The source of structure sufficiency rating data at the Iowa DOT is Geographic Information Management Systems (GIMS). This information is extremely valuable to the CBSB Council due to the high priority the CBSB has for safety along the byway. This information may be utilized by the CBSB Council to identify and prioritize road segments along the CBSB that need improving.

International Roughness Index (IRI)

The IRI is a numerical roughness index that is commonly used to evaluate and manage road systems. It is calculated using measured longitudinal road profile data to determine units of slope of a roadway segment. The profile data can be obtained using anything from traditional surveying equipment to more modern inertial profiling systems. There is no defined upper limit to IRI. In Iowa, IRI is primarily measured using what is known as a profile meter. This tool utilizes a laser in combination with an odometer and an inertial unit, which establishes a reference plane against which the laser can measure distance. Profile meters are able to collect data at highway speed, typically sampling the surface at intervals of one to six inches. The data collected by the profile meter is used to calculate the IRI, expressed as inches/miles or meters/kilometers. The source of IRI data at the Iowa DOT is the Iowa Pavement Management Information System

(PMIS). This information is important not only for the safety of byway travelers, but also for providing them with an enjoyable experience. According to AAA, nearly seventy percent of drivers are concerned about road conditions, and motorcyclists, in particular, are very concerned with the condition of roads. This information can be used by the CBSB Council to identify and prioritize road segments along the CBSB for improvement.

The segment of the CBSB route along IA-92 E in Bevington is of Pavement Type 3. It was constructed in 1931 and resurfaced in 1997. It scored an International Roughness Index rating of just 35, with its condition listed as Poor.

Annual Average Daily Traffic (Passenger Cars/Pickups, Single Unit Trucks)

AADT is a general unit of measurement for traffic, which represents the annual average daily traffic that travels a roadway segment. The FHWA 13-Category Vehicle Classifications were used to separate the three categories:

- Passenger AADT includes two-axle passenger cars, pickup trucks, and panels or vans.
- Single-Unit Truck AADT includes buses, single-unit two, three, and four axle trucks.
- Combination Truck AADT includes single trailer three and above axle trucks and multi-trailers.

The Congestion Index or Volume-to-Capacity (V/C ratio) is a measure that characterizes operational conditions within the flow of traffic. The ratio is an indicator of highway capacity sufficiency, where it is estimated that a facility is congesting as V/C approaches a value of 1.

2017 Average Daily Traffic (Iowa DOT) – Madison County

Roadway	Lowest Amount Per Roadway	Highest Amount Per Roadway	Majority of Roadway
IA 169 - DeSoto to Winterset	4,310	5,900	4,310
G4R/Cumming Road	1,050	1,720	1,050
Warren Ave	180	790	390
Bevington Road	450	450	450
G50/St. Charles Road	1,060	2610	1,060
Clark Tower Road	1440	2100	1440
Cedar Bridge Road	450	450	450
Hogback Bridge Road	150	260	
North River School Road	140	140	140
Summit Ave	2340	2340	2340
Pammel Park Road	190	220	190
IA 92 West toward Roseman	2000	2850	2000
IA 92 East toward Bevington		2,900	
Elmwood/Roseman Bridge Road	35	40	

2017 Average Daily Traffic (Iowa DOT) – Madison County

The majority of the daily vehicular traffic on the CBSB route is that of Passenger Vehicles (two-axle passenger cars, pickup trucks, and panels or vans), typically 90 to nearly 93%. Trucks (including single unit and combination trucks) make up the other 6-7% of daily traffic, on average. One exception to this ratio is IA-92 East near Bevington, which has over 15% truck traffic compared to less than 85% passenger vehicles.

Bridge Condition Index

The bridge condition index reflects the overall condition of the bridge, taking into account things such as structural condition, load carrying capacity, horizontal and vertical clearances, width, traffic levels, type of roadway it serves, and the length of out-of-distance travel is the bridge were closed. A bridge in good condition is adequate for today's traffic and vehicle loads. A bridge in poor condition is not unsafe but should be considered for repair, replacement, posting or weight limits, or should at least be monitored on a more frequent basis. The CBSB contains a total of 225 bridge structures. As of 08/24/2018, 32 are rated in good condition, 111 in fair condition and 82 in poor condition.

Bridges where significant load carrying elements are found to be in poor or worse condition due to deterioration and/or damage, or the adequacy of the waterway opening provided by the bridge is determined to be extremely insufficient to the point of causing intolerable traffic interruptions. The fact that a bridge is “deficient” does not immediately imply that it is likely to collapse or that it is unsafe. If a bridge is determined to be unsafe, the structure must be closed. A “deficient” bridge, when left open to traffic, typically requires significant maintenance and repair to remain in service and eventual rehabilitation or replacement to address deficiencies. In order to remain in service, structurally deficient bridges are often posted with weight limits to restrict the gross weight of vehicles using the bridges to less than the maximum weight typically allowed by statute. 143 of the bridges in Madison County received an SDFO rating of Not Deficient, and 82 were deemed Structurally Deficient.

For weight restrictions, 136 of Madison County’s bridges are Unrestricted, 83 are Restricted and 6 are Closed.

The total daily traffic on our county’s bridges is 89,405, with daily truck traffic at 13,295.

The total bridge deck area in the county is 501,089 square feet.

11.3 Assessment of Safety Concerns

According to statistics from the Iowa DOT using the Iowa Crash Analysis Tool, there were a total of 1,981 reported vehicular accidents in Madison County between the years of 2009-2019. Of these, 1,452 resulted in property damage only, while 199 resulted in minor injuries, 86 in major injuries and 19 were fatal. The total amount of property damage was \$11,623,073. That is an average of \$5,867.28 per crash.

Conditions

The most common day of the week for vehicular accidents was

Friday, and the least common was Sunday. The most common time of day was 4-6 pm (15%), followed by 6-8 am (13%). The most common months were October and November (20% combined), followed by the winter months of December, January and February (28% combined). So 38% of all accidents occur between October and February.



Far more accidents occurred during daylight (58%) than did during darkness (35%), and more during clear conditions (62% of reported), followed by cloudy conditions (22%). Surface conditions were more commonly dry (61% of reported) than wet/ice/snow/slush combined (28% of reported). Mud contributed to at least 6% of crashes.

Of the contributing environmental circumstances reported, the most common cause of crashes was an animal in the roadway (15%), followed by weather conditions (11%) and a visual obstruction (2%). 68% claimed that no contributing environmental circumstance was apparent.

However, under Major Cause, the majority (30%) listed an animal as the major cause of the accident, followed by running off the road

(13%), crossing the undivided center line (9%), driving too fast for conditions (7%), and swerving/evasive action (5%).

Roadway Characteristics

The majority of accidents took place on Secondary Roads (44%), followed by Municipal Roads (24%). Interstates were the least common at just 4%.

63% of accidents featured no special roadway feature or were at a non-junction. Of the roadway features or intersections involved in accidents, the majority (17%) were at four-way intersections, followed by 8% at T-intersections. Driveway access followed, accounting for 7%.

The majority of roads reported during accidents were straight and level; however, surface condition did play a factor in 18% of crashes where road condition was reported.

Traffic controls were not present in 75% of accidents reported, but where there were traffic control devices, 12% occurred where stop signs were present and 6% where a No Passing Zone was marked. The number dropped dramatically where there were Traffic Signals present (just 2%) and even more where there was a flashing traffic control signal (less than 0.5%).

Speed was not always a factor in vehicular accidents. The majority took place where the speed limit was 55 mph (44%), but 30% took place where the speed limit was 25 mph, followed by 20 mph (7%) and 45 mph (6%).

81% of accidents took place on paved roads versus 19% on unpaved roads.

The most common fixed objects struck by vehicles were ditches (57%), followed by trees (9%).

Driver Characteristics

58% of drivers involved in a vehicular accident were male, and 42%

were female.

The most common age of the drivers involved in accidents was 21-24 years (9%), followed by 30-34 years and 40-44 years (8% each). Of the drivers involved in the accidents in Madison County between the years 2009-2019, the percentages per age are as follows:

- Teen drivers (14-19 years) equaled 18% combined
- 20-29 year olds equaled 19% combined
- 30-39 year olds equaled 16% combined
- 40-49 year olds equaled 16% combined
- 50-59 year olds equaled 15% combined
- 60-69 year olds equaled 9% combined
- 70-79 year olds equaled 5% combined
- 80-89 year olds equaled 2% combined
- 90 year olds and above equaled less than .05%

Drugs or alcohol were related to accidents in just 4% of reported accidents. Of those, alcohol was related to 69% of the accidents and drugs to 7%.

In 89% of the accidents, the driver's vision was not obscured. When there was a visual obstruction reported, it was most commonly a parked vehicle (or vehicles), followed by a hillcrest, trees or crops, blowing snow, fog/snow/dust, or blinding sun or headlights. Far less commonly, it was an embankment or a building.

Driver distraction was not often reported – 58% of the accidents recorded in Madison County during the years 2009-2019 did not report if there was some type of driver distraction. Of the 42% that were reported, 6% did have a noticeable distraction such as manual operation of an electronic device, talking on a hand-held device, reaching for an object, or adjusting devices within the automobile.

The most commonly contributing circumstances related to the driver

were losing control of the vehicle (13%), other (7%), driving too fast for conditions (6%), failure to yield right-of-way from a stop sign (4%), FTYROW from a yield sign (2%), FTYROW from a driveway (1%).

Accidents along the Covered Bridges Scenic Byway route:

IA-169

The majority of vehicular accidents along the Covered Bridges Scenic Byway route have occurred along IA-169 north of Winterset. Between the years 2009 and 2019, there were 156 vehicular accidents along IA-169. Of those, two were fatal (both occurred in 2016), 13 caused major injuries and 14 caused minor injuries, while 108 sustained property damage only (19 were listed as Possible/Unknown).

Total property damage was \$1,102,619, an average of \$7,068 per vehicle. The highest number of crashes took place in the month of October, followed by a tie between November, February and March. The majority of accidents took place on Thursdays and Fridays. Unlike the overall trends throughout Madison County's accident characteristics, an almost equal amount of crashes took place along IA-169 during daylight as during darkness. 39% of accidents were caused by an animal in the roadway, followed by the vehicle crossing the center-line (16%).



County Road G4R/Cumming Road

The second highest number of vehicular accidents took place along G4R/Cumming Road. There were 116 accidents between 2009 and 2019, of which two were fatal, six caused major injury, 24 caused minor injury, and 71 sustained property damage only (thirteen were listed as Possible/Unknown).

Total property damage equaled \$769,931, an average of \$6,637.34 per vehicle. The highest number of crashes took place in December, followed by October, then January and April. The majority of accidents took place mid-week, on Tuesdays and Wednesdays. 55% of accidents along G4R/Cumming Road took place during daylight, compared to 34% in darkness.

Perhaps due to the many curves along this roadway, 16% of accidents were caused by the vehicle leaving the roadway. 41% were caused by an animal in the road, and 10% were due to the vehicle crossing the center line.

IA-92 (West of Winterset)

The third highest number of vehicular accidents took place along IA-92, west of Winterset and to the county line. Between 2009-2019, there were 85 reported accidents, six of which caused major injuries, 7 caused minor injuries, and 66 sustained property damage only (6 were listed as Possible/Unknown).

Total property damage equaled \$464,143, an average of \$5,460.51 per vehicle. The majority of accidents were caused by an animal in the roadway, followed in small numbers by the vehicle leaving the roadway or crossing the center line. The majority of accidents took place on Thursdays and Fridays, and usually between the hours of 6-8 am, and 6-10 pm.

County Road G50/St. Charles Road

There were 65 reported vehicular accidents between 2009 and 2019 along G50/St. Charles Road, two of which were fatal, six caused major injuries, seven caused minor injuries and 47 sustained property damage only (with three listed as Possible/Unknown).

Total property damage equaled \$313,650, an average of \$4,825.38 per vehicle. The majority of accidents took place on Saturdays, followed by Wednesdays and Fridays. The most common time of day was 4-6 pm, followed equally by 8-10 am and 6-8 pm. The most common month was January, followed equally by October and November. There were actually more accidents which occurred during darkness (55%) than during daylight (40%). There were a higher number of cases where drivers were driving too fast for conditions along this roadway as opposed to the other roadways along the byway route. There were also a higher number of collisions with embankments and utility poles/light support than along the other roadways mentioned.

Pammel Park Road

Though a relatively short segment of roadway along our byway, there have been four vehicular accidents between 2009 and 2019 reported. Only one caused injury; the other three sustained property damage.

Total property damaged equaled \$29,500, an average of \$7,375 per vehicle. Two were caused by an animal in the roadway, one by a swerving/evasive action, and one was listed as Other. Two took place in darkness and two during daylight/twilight. All four drivers were under the age of 44. Ice on the roadway was a factor in one of the accidents.

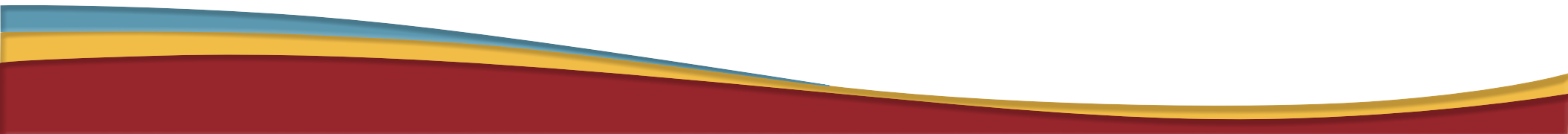
11.4 Proposed Strategies

1. Work with the Madison County Engineer and Secondary Roads Department to understand the importance of a safe driving experience for visitors and residents along the CBSB. In the last ten years, surface condition played a factor in 18% of crashes where road condition was reported. The northern half of Cumming Road is still waiting to be resurfaced and has quite a bit of deterioration (see photo below). This is of particular concern for motorcyclists.



2. The most common cause of accidents along CBSB was an animal in the roadway, which is not surprising given that this is a rural area. Signage to warn drivers of deer crossing may serve as a helpful reminder to be on guard.

3. G50/St. Charles Road - There were more accidents which occurred during darkness (55%) than during daylight (40%). Adding street lights along the roadway might help prevent future accidents. There were a higher number of cases where drivers were driving too fast for conditions along this roadway as opposed to the other roadways along the byway route. There were also a higher number of collisions with embankments and utility poles/light supports than along the other roadways mentioned. Increased patrol of this road is suggested.



SECTION 12: OUTDOOR ADVERTISING



Popular intersection near Roseman Bridge

OUTDOOR ADVERTISING

“More than 700 communities nationwide prohibit the construction of new billboards. Why? Because billboard control improves community character and quality of life – both of which directly impact local economies. In fact, despite billboard industry claims to the contrary, communities and states that enact tough billboard controls enjoy strong economic growth.” – Scenic America

12.1 Highway Beautification Act

The Highway Beautification Act, commonly referred to as “Title 23 US Code 131” and nicknamed “Lady Bird’s Bill” was passed into law by President Lyndon B. Johnson on October 22, 1965. The act called for control of outdoor advertising, including removal of certain types of signs, along the nation’s interstate highways and the existing federal-aid primary highway system. It also required certain junkyards along Interstate or primary highways to be removed or screened and encouraged scenic enhancement and roadside development.

In the years following the passing of the Highway Beautification Act, there have been numerous bills introduced, public hearings held, committees formed, and debates between the House and Senate conducted in an effort to reach a compromise between the Federal Highway Administration (FHWA), the outdoor advertising industry and states over outdoor advertising legislation.

The U.S. House and Senate reached an agreement on major changes to the transportation program by establishing the Intermodal Surface Transportation Efficiency Act of 1991, though it still required modification in terms of the funding required to remove non-conforming signs.

In 1993, during National Scenic Byways Commission deliberations,

the mandatory ban of new billboards along state-designated scenic byways became a contentious issue. Debate over controversial issues related to outdoor advertising control recommendations continued for two more years. In 1995, the House of Representatives approved an amendment to subsections of the Highway Beautification Act to clarify that the federal ban on new billboards along scenic byways did not restrict state authority with respect to commercial and industrial areas.

The following language was agreed upon: “In designating a scenic byway for purposes of section 131(s) and section 1047 of 1991, a state may exclude from such designation any segment of a highway that is inconsistent with the state’s criteria for designating scenic byways.” The legislation also stated that “the exclusion of a highway segment must have a reasonable basis and that the Secretary of Transportation has the authority to prevent actions that evade Federal requirements.”

This legislation remains in effect today and means that while local units of government generally control outdoor advertising, Title 23 US Code 131(s) prohibits new billboards when the route is part of an Interstate, National Highway System or former federal-aid primary road. Local, county or state laws are still responsible for billboard control on designated byways in other road classifications.

Under the most current FHWA policy, each state has the option to permit new billboards along sections of a scenic byway that do not contain intrinsic resources that led to its designation, or ban them along state byways altogether. The responsibility of managing, controlling or restricting outdoor advertising therefore lies with each state and the state’s Department of Transportation.

12.2 Regulations in Iowa

306D.4 of the Iowa Statutes regarding Scenic Highway Advertising: The state department of transportation shall have the authority to adopt rules to control the erection of new advertising devices on a highway

designated as a scenic highway or scenic byway in order to comply with federal requirements concerning the implementation of a scenic byways program.

761-Ch. 117.3 regarding Iowa Administrative Code: The rule provides that no new off-premise advertising device may be erected along an interstate, freeway-primary or primary highway that has been designated as a scenic byway if the advertising device will be visible from the highway.

Iowa's 2009 Guide to Outdoor Advertising Regulations for Interstate Highways states that "the erection of billboards is prohibited along any state or nationally designated scenic byway. Existing permitted billboards along scenic byways may remain in existence, provided that appropriate permit fees are remitted in a timely manner and no relocation or reconstruction of the billboard occurs."



12.3 Existing Outdoor Advertising

An inventory of existing outdoor advertising revealed that there is only one billboard along the Covered Bridges Scenic Byway. It is located at the intersection of Hwy 92 and Earlham Road, and is currently an advertisement for the Madison County Healthcare System. (Pictured above.)

SECTION 13: SIGNAGE & WAYFINDING



SIGNAGE & WAYFINDING

“Wayfinding is essentially about knowing where you are and finding where you want to go. Wayshowing gives you the means to do both. That sounds simple and straightforward. But the experiences of travelers, as well as byway organizations and byway experience providers, suggests otherwise. Responding to the needs of byway travelers and the organizations that create, manage and sustain high-quality byway experiences, is essential to implementing a successful wayfinding system.” – America’s Byways Resource Center

13.1 Introduction

Being able to communicate information to visitors and assist them with their travel plans are important issues. Visitors need to be able to find their way through unfamiliar and complex environments at all times. The implementation of an effective wayshowing system is an essential component of the byway. It may employ written, audible, and visual information such as signage, maps, landmarks, or icons to help visitors navigate the byway with ease. These cues and tools are needed to help byway travelers answer the following questions:

- How do I find the byway?
- How do I know if I am still on the byway?
- How do I orient myself along the byway?
- Where does the byway begin and end?
- How much time should I allocate for travel on and to the byway?
- What and where are the byway’s intrinsic qualities?
- Where should I stay, eat, shop, learn and recreate?
- Where are travel services located (ATMs, restrooms, gas stations, etc.)?

This section of the CMP looks to address these questions and outlines a preliminary plan and course of action to implement an enhanced wayshowing system along the CBSB.

13.2 Wayfinding vs. Wayshowing

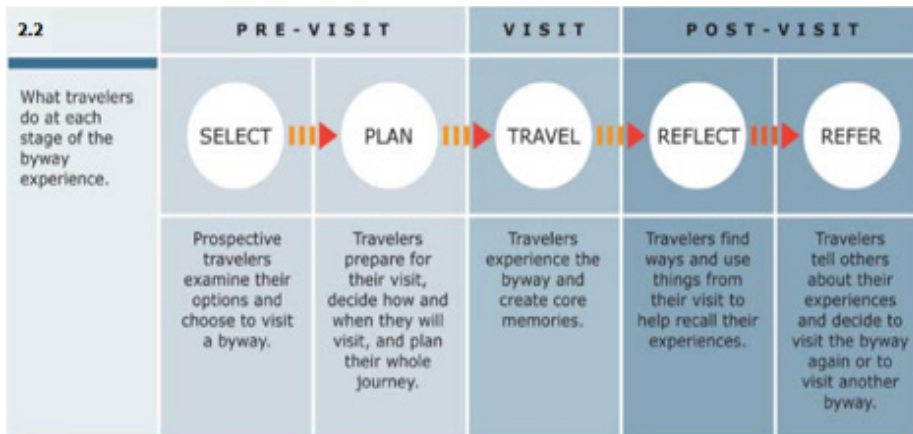
Travelers of the byway do the wayfinding. Wayfinding is the act of navigating from place to place using clues and information, and often refers to architectural or design elements that aid orientation. Wayfinding reinforces to visitors that they are on the right path. Until their destination is reached, users are continually searching, making decisions and moving in a direction, repeating this process as often as necessary.

On the contrary, wayshowing is done by the byway providers. Wayshowing is the idea of welcoming, orienting and guiding visitors throughout a space or along a route. Anything from preparing travel information, developing maps and brochures, planning and installing signs, or preparing navigational help in person or by electronic means relates to wayshowing.

It is important to understand that wayfinding is what travelers do and wayshowing is what byway providers do. It is the job of byway providers to supply the visitor with tools needed for successful navigation.

13.3 Stages of Byway Trip Planning

In order to successfully develop a wayshowing system for the CBSB traveler, it’s imperative to understand the three stages that visitors go through when planning a trip to the CBSB. The following illustrations are from “Wayshowing for Byways, A Reference Manual,” published by the America’s Byways Resource Center.

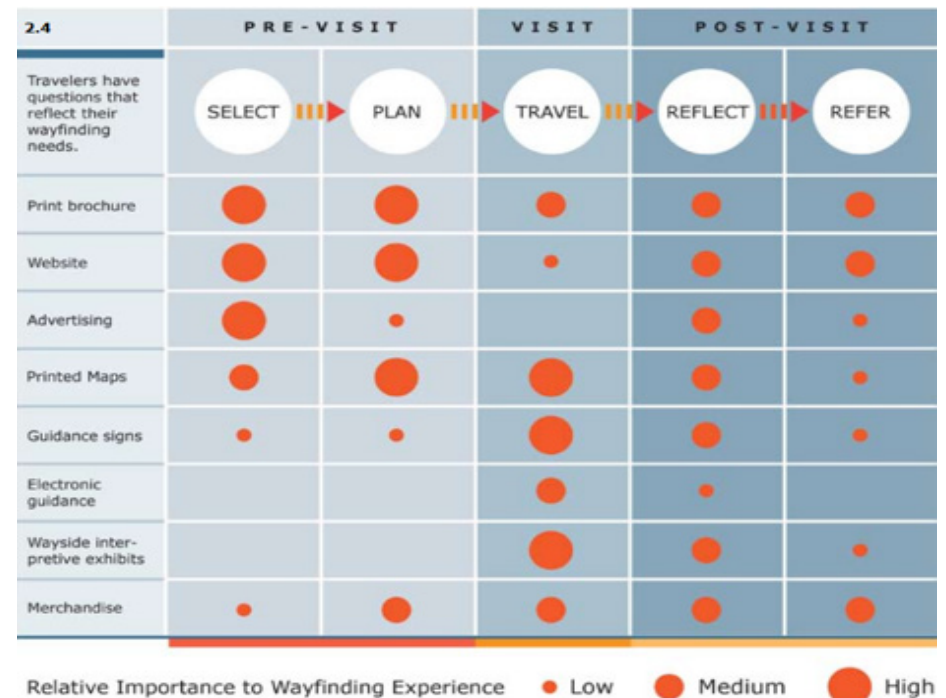


The first stage is Pre-Visit when travelers decide to visit the byway, and figure out how and when they will visit the byway. Visitors look for sources to help them plan their trip, including information on where to stay, where to dine, what activities or events to participate in. They may be deciding what mode of transportation to take to get to the byway, as well as a mode of transportation to use during their visit.

During the Visit stage, the traveler arrives at the byway and attempts to navigate the route, finding all of the special places along the byway at the same time. The traveler participates in activities, such as dining, shopping, recreation, or touring attractions, and may stay overnight at accommodations along the byway.

The third stage is Post-Visit in which the traveler returns home, reflects on their visit, and may even share their experiences with others. The traveler may decide at this point whether or not to visit the byway again at some point, or even to visit another byway.

The following chart illustrates the tools that the CBSB may use to help the byway visitor at each stage of their byway trip planning process:



As shown in the illustration, travelers rely heavily on print brochures, websites, and printed maps during the Pre-Visit stage of selecting their destination and planning their visit. According to Adobe Digital Insights (ADI), more than 148.3 million people use the Internet to make reservations for accommodations, tours, and activities. That's more than 57% of all travel reservations each year. 60% of leisure and 41% of business travelers are making travel arrangements via the internet, according to research from Smart Insights. Ninety-five percent of consumers read reviews before booking, according to Tnooz.

Travelers who are already on the road may decide to visit your byway after they pick up brochures or maps at an information center, or come across a sign along a roadway. Advertising and marketing may play a factor in the visitor's selection of a destination, and then may influence the visitor again during the Post-Visit reflection stage.

During the Visit stage, travelers expect and deserve accurate way-showing literature (i.e., schedules of special events, maps, etc.), guide

signs, and interpretive exhibits. Most travelers rely more heavily on printed materials and physical guidance during this stage than they do electronic media. “Print maps help you acquire deep knowledge faster and more efficiently...The same is true for a simple practice like tracing out a hiking route on a paper map with your finger. The physical act of moving your arm and feeling the paper under your finger gives your brain haptic and sensorimotor cues that contribute to the formation and retention of the cognitive map,” states Meredith Broussard in CityLab.

Visitor International Brochure Distribution Research, conducted by Bentley’s Center for Marketing Technology in 2018, included 2,020 respondents from 17 cities in North America and Western Europe. The results showed that:

- On average, 79% of visitors picked up a brochure (up from 67% in 2016).
- After searching the web, printed brochures are the next most popular source of information for trip planners with a usage rate of 52%.
- 85% of visitors became aware of an attraction or business as a result of picking up a brochure.
- 61% of visitors planned to purchase tickets or merchandise they learned about from a brochure.
- 73% of visitors would consider altering their plans because of a brochure.

Some visitors purchase merchandise from locations or attractions, which may lead them to reflect on their visit after their trip.

As stated in Wayshowing for Byways, “a byway visit, however short or long, should produce experiences worth recalling in both the near- and long-term. Wayshowing tools acquired during the byway visit (e.g., interpretive brochures, maps, destination merchandise or a book about an IQ attraction) or other media (e.g., websites or travelers’

photos) extend the byway experience.”

Social media and the Internet figure prominently in a traveler’s Post-Visit stage, during which time they are reflecting on their trip and feel compelled to share their experiences with others. They are likely to leave reviews of places they visited right after their trip, so it’s important to follow up with them quickly. Visitors may hang on to printed materials as souvenirs of their trip, or may pass them on to others along with a recommendation.

It’s important that at all stages of a traveler’s visit to the CBSB, the following questions are answered through wayshowing tools:

2.3	PRE-VISIT		VISIT	POST-VISIT	
Travelers have questions that reflect their wayfinding needs.	SELECT	PLAN	TRAVEL	REFLECT	REFER
Byway providers use wayshowing tools and clues to meet these needs.	Where is the byway? What is there to see and do? How much time should it take to travel the byway? What is the big story? How will we benefit from this experience?	How will we get there? Where will we stay? eat? shop? How much time will it take to travel to and from the byway? What are the intrinsic qualities of the byway? What wayside interpretive exhibits and attractions will we find?	Where are the entry points to the byway? How will we know this is a byway? Where are travel services located? How do we get back on when we’ve gotten off the byway? Where are the byway’s attractions?	What good things will we remember? Do we remember bad parts of the experience? Have we kept maps, pictures, or souvenirs so we could remember our experience? What emotions will we remember?	How will we share our experiences? What will we tell others about our experiences? Will we go back for another visit? Will we visit another byway? Will we recommend that others visit the byway?

I3.4 Wayfinding Challenges & Opportunities

Challenges:

Effective wayshowing for the byway traveler must at a minimum:

- Support how people find their way in unfamiliar travel environments.
- Provide a guidance system of reliable and consistent components on the byway.
- Respond to the unique characteristics of the byway.
- Integrate Pre-Visit, Visit and Post-Visit stages of the byway experience.
- Contribute to a safe roadway and travel environment.
- Become a widely practiced body of knowledge among byway providers.

Opportunities:

- The CBSB may build trust at the Pre-Visit stage by providing easily accessible and accurate information that helps travelers consider their options.
- Basic clues and tools increase the likelihood that travelers may happen onto a byway, recognize it as one, and choose to follow the byway.
- The Visit Stage is when accurate and adequate wayfinding information is the most important to travelers. Motorists are underway and need very timely information such as signs to help them make turns safely and find services such as restrooms, hospitals, or fuel.
- Some visitors purchase destination-related merchandise for the Post-Visit stage when they reflect on or refer to their visit.
- As travelers reflect upon their experiences they may turn to literature, merchandise, or videos/ photos of their trip to relive the memories. The wayshowing tools you provide can help trav-

elers bond with special places by ensuring they have access to take-home materials that carry the overall message of your byway. These informational items should consistently carry the graphic identities unique to your byway.

- The last activity for travelers is one where you hope they refer others to your byway and plan repeated trips themselves. As an example, the take-home literature and merchandise that carries information on current websites will make this possible.

13.5 Comprehensive Wayshowing for the CBSB

Byway providers should undertake comprehensive wayshowing by providing tools (written, audible and graphic) for all visitor stages throughout the entire byway, ensuring that the information is accurate and up to date. These wayshowing tools are broken down into five categories – Driving Directions, Maps, Digital Data, Hospitality Personnel, and Signage.

I: Driving Directions

The 82-mile CBSB route is comprised of various segments of highway, county and gravel roads, most (if not all) of which are officially numbered or named highways, roads and streets with well-established signs. When traveling any road, byway or not, the traveler has an expectation that every stretch of road has a name and/or number that will help them located points of interest, attractions, travel services or an address.

Byway providers must be able to describe discrete segments of the byway in these essential terms: an identified route, street, or road name; the distance of each distinct segment of the byway's overall route; the distance between landmarks or decision points; the direction of travel; and what to do at decision points.

Existing Conditions & Recommendations:

The following directions will aid travelers in navigating the various segments of the Covered Bridges Scenic Byway. The route is config-

ured like spokes on a wheel with Winterset as its hub. The following directions, therefore, end or begin with the Madison County Chamber of Commerce Welcome Center, located at 73 W. Jefferson Street in Winterset, or the St. Charles Welcome Center, located at 202 E. Main Street, St. Charles.

Segment One Directions: US-169 from DeSoto to Winterset

Step	Driving Directions	Miles
1	Take Exit 110 from Interstate 80 at DeSoto and head south on US-169 toward Winterset	13.5
2	Proceed straight onto John Wayne Drive	0.6
3	Turn right onto W. Jefferson Street	0.0
4	The Madison County Chamber of Commerce Welcome Center is the first building on the right hand side	

Detour to Hogback Covered Bridge

1	From US-169 heading south toward Winterset, turn right onto 152nd Street (North Stone Schoolhouse Road)	7.8
2	Turn left onto Hogback Bridge Rd	2
3	Park on other end of the Hogback Covered Bridge	
4	Proceed south on Hogback Bridge Rd to 195th Street	1.6
5	Turn right onto 195th Street	1.5
6	Turn right onto US 169 S	1.5
7	Continue straight onto John Wayne Drive	0.6
8	Turn right onto W. Jefferson Street	
9	The Madison County Chamber of Commerce Welcome Center is the first building on the right hand side	

Segment Two Directions: Cumming Road/G4R to Winterset

Step	Driving Directions	Miles
1	Take Exit 65 from Interstate 35 at Cumming and head west (turn right) onto Cumming Rd/G4R	17.4
2	Turn left onto US-169 S	2.5
3	Proceed straight onto John Wayne Drive	0.6

4	Turn right onto W. Jefferson Street	0.0
5	The Welcome Center is the first building on your right	

Detour to Cedar Covered Bridge

1	From Cumming Rd/G4R, head south toward Winterset	16.2
2	Turn left onto Cedar Bridge Rd	1
3	Arrive at the Cedar Covered Bridge (entrance on your right)	
4	Continue south on Cedar Bridge Rd to IA-92 W	1.6
5	Turn right onto IA-92 W	0.5
6	Turn left onto John Wayne Drive	0.6
7	Turn right onto W. Jefferson Street	
8	The Madison County Chamber of Commerce Welcome Center is the first building on the right hand side	

Segment Three Directions: Bevington to St. Charles

Step	Driving Directions	Miles
1	Take Exit 56 from Interstate 35 at Bevington and head west onto IA-92 West toward Winterset	1
2	Turn left onto Bevington Park Rd	4.4
3	Continue south on N Morgan St	0.3
4	Turn left onto W Main St	0.2
5	The St. Charles Welcome Center is located at 202 E Main St (on the right hand side)	

Segment Four Directions: St. Charles to Winterset/G50

Step	Driving Directions	Miles
1	Take Exit 52 from Interstate 35 at St. Charles and head west on St. Charles Road/G50	12.7
2	Turn right onto Clark Tower Rd	1.5
3	Continue onto John Wayne Drive	0.4
4	Turn left onto W. Jefferson Street	

5	The Welcome Center is the first building on the right hand side	
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Detour to Holliwell Covered Bridge

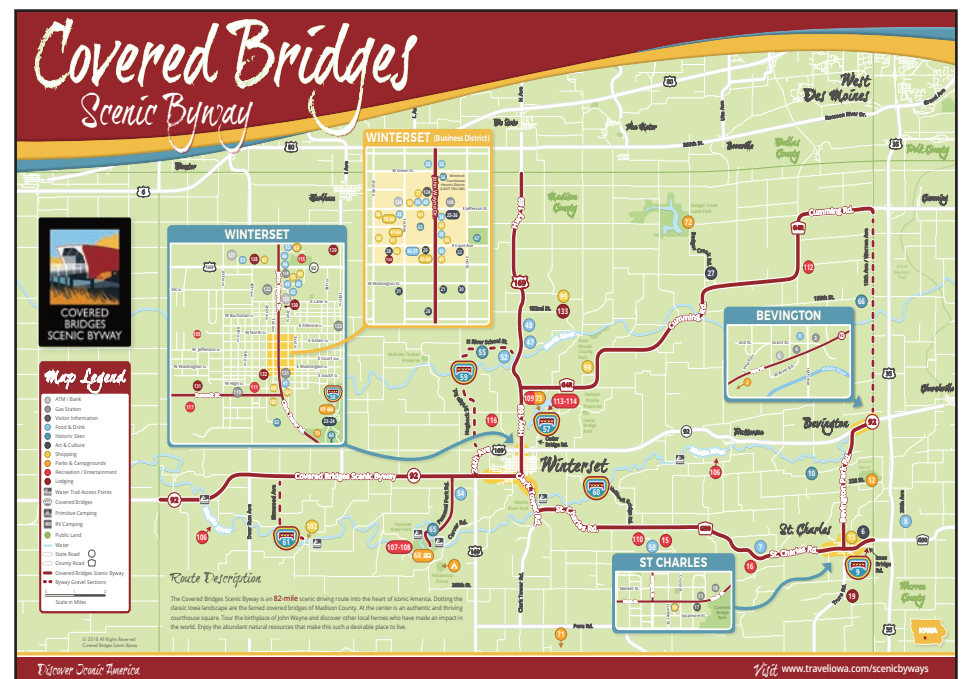
1	From G50/Main Street heading west toward Winterset, turn right onto Holliwell Bridge Road	7.9
2	Continue northwest on Holliwell Bridge Rd and make a slight right onto Norwood Ave	1.4
3	Turn left onto E Court Ave	1.5
4	Turn right onto John Wayne Drive	344 ft
5	Turn left onto W. Jefferson Street	
6	The Madison County Chamber of Commerce Welcome Center is the first building on the right hand side	

4	Turn right to stay on Roseman Bridge Rd	0.2
5	Turn left onto Elderberry Ave	0.1
6	Arrive at Roseman Covered Bridge	

II. Maps

Visitors to the CBSB who are unfamiliar with Madison County often rely on maps when attempting to navigate the byway. In fact, maps factor into each of the three stages of a traveler's visit. Maps are a helpful tool in determining what a visitor would like to do, where they would like to go, and in recalling their time along the byway. Maps help visitors answer the following questions: 1) Where are we now?, 2) Where do we wish to go?, 3) Which road should we take next?, 4) How far do we go before we turn or stop?, 5) Which direction will we be traveling in?, 6) How will we identify and locate attractions and service amenities?, and 7) What will we remember from our byway trip?

Existing Conditions & Recommendations:



Printed material with maps: The CBSB Council has developed a detailed 11x17 tearsheet map of the byway route following the guide-

Segment Five Directions: Welcome Center to IA-92 W

Step	Driving Directions	Miles
1	From the Madison County Chamber of Commerce Welcome Center at 73 W. Jefferson Street, head east on Jefferson toward John Wayne Drive	46 ft
2	Turn right onto John Wayne Drive and head south toward W Summit St	0.4
3	Turn right onto W. Summit St	1.5
4	Continue onto IA-92 W	10.3
5	You will reach the end of the byway route in this direction	

Detour to Pammel Park

1	From the intersection of US-169 and IA-92 heading west on IA-92, turn left onto State Hwy 322/Pammel Park Rd	0.8
2	Continue west on Hwy 322/Pammel Park Road	2.6
3	Arrive at Pammel State Park	

Detour to Roseman Covered Bridge

1	From the intersection of US-169 and IA-92 heading west on IA-92 to Roseman Bridge Rd	3.5
2	Turn left onto Roseman Bridge Rd	3.0
3	Turn left to stay onto Roseman Bridge Rd	0.9

lines of the Iowa Byways program. In addition, a less detailed map outlining the byway route has been printed on a CBSB rack card, the CBSB Discovery Guide and the Iowa Byways travel guide. The Iowa DOT Transportation map also highlights the CBSB route.

Digital marketing with maps: An interactive map of the byway exists on the CBSB page on www.traveliowa.com. The map identifies the byway route and provides the ability for users to zoom in and out along sections of the route.

III. Digital Data

Many byway organizations have incorporated or deployed electronic technologies to provide visitors with narratives, maps, GPS points, and other navigational assistance. Digital data can be beneficial to travelers during the Pre-Visit and Visit stages of byway planning, creating a cognitive map of the route and helping visitors determine where they want to go and how they are going to get there. Visitors to a byway may use a wide variety of digital data through the use of customer electronic and mobile devices, such as GPS, smartphones, radio, audio CD or MP3 players, DVD players, laptops, tablets, and telecommunications systems such as OnStar.

Existing Conditions & Recommendations:

Byway travelers are currently able to conduct online research about the CBSB, its anchor communities, attractions, etc. on the following websites:

- www.traveliowa.com
- www.madisoncounty.com
- <https://bywaysofiowa.org/>
- <https://iowadot.gov/iowasbyways>

Due to the byway's geographic location in rural Iowa, spotty and limited cell phone coverage sometimes limit the opportunities for byway travelers to use smartphones and/or handheld devices with Internet connectivity along more remote sections of the CBSB.

IV. Hospitality Personnel

Hospitality personnel, such as visitor center staff, museum guides, park rangers, and volunteers, can assist visitors with planning or executing a trip to the byway, and may make the difference between a visitor having a positive or negative experience (and thereby increasing or decreasing the length of their stay, or securing a return visit). Hospitality personnel may assist with directions, estimate the amount of time needed to visit, provide road condition and weather updates, and provide recommendations on places to shop, dine, or stay. Ensuring that hospitality personnel along the CBSB are properly educated about the byway and its attractions, and that customer service standards are met (or exceeded) is very important to the CBSB Council.

Existing conditions & Recommendations:

Being a newly designated byway, the CBSB Council recognizes that many front line staff at hotels, convenience stores, retail shops, restaurants and other businesses along the byway route may not be familiar with the CBSB route and printed materials. They may not even be familiar with the attractions or other businesses along the byway, especially if they are temporary or seasonal employees. Training and/or educational services, along with face-to-face visits from CBSB council members or volunteers, would prove very beneficial in strengthening the front line that greets our byway visitors. Options could include a Familiarization (FAM) tour offered to local businesses and their employees, and free educational sessions held for local businesses and the general public.

V. Signage

Nothing may be more important during the Visit stage for a byway traveler than clear and accurate signage that directs, identifies and confirms that the traveler is moving in the right direction along the byway and to particular attractions. A variety of wayshowing signage is used for this purpose, including, but not limited to, CBSB Guide Signs, CBSB Welcome Signs, Community Welcome Signs, Downtown and/or Historic District Signs, Destination Approach Signs, On-Site Identification Signs, and Iowa 511 Service Signs. The following is an assessment

of wayshowing signage currently along the CBSB, as well as recommendations for additional signage:

CBSB Guide Signs: A Byway Guide Sign is a branded sign that confirms to the traveler that they are traveling on the designated byway route.

The Guide Signs serve to:

- Inform motorists of designated byway routes.
- Guide travelers along the multiple segments that comprise a designated byway.
- Inform byway users of entrances and exits.
- Direct travelers to byway attractions.
- Offer a safe traveling environment.
- Prevent travelers from becoming disorientated, lost or frustrated.

Existing conditions & Recommendations:

The current CBSB Guide Sign was designed by Mike Lanning of Shive-Hattery, who was selected by the Iowa D.O.T. to design many of the Iowa Byways Guide Signs. Mike visited Madison County and met with several members of the Byway Council who showed him some sites along the byway route. The design, which was selected unanimously by CBSB council members, features a flat-roofed red covered bridge (unique to Madison County) over a river with blue skies and orange foliage.

There are currently 181 CBSB Guide Signs along the CBSB route. An annual sign inventory is conducted by the CBSB Project Manager to check that each sign is in good condition and in its designated location. A report is compiled noting any signs that are missing, require maintenance, changes or additions, including vegetation that is over-

grown and covering a sign. The report is then submitted to the CBSB Council and to any stakeholders who are responsible for maintaining those signs based on their location.

CBSB Welcome Signs: One critical function of a successful wayshowing system is to properly identify main entrances and exits to the byway corridor. This can be accomplished through the installation of Byway Welcome Signs at major starting or entrance points along the byway. A Byway Welcome Sign can serve as a cordial greeting to byway visitors, and at major intersections, it can let travelers know if they are entering or leaving the byway corridor.

Existing Conditions & Recommendations:

There are currently only CBSB Guide Signs that feature black and white BEGIN and END auxiliary signs mounted underneath them to mark the entrances and exits along the CBSB route. While they serve to indicate that a traveler has arrived, or is leaving, the CBSB, they do not convey a true sense of welcoming the visitor to the byway.

The CBSB Council recommends the construction of a CBSB Welcome Sign or Kiosk to be placed in Winterset near the historic courthouse square, as well as one in St. Charles at the Imes Covered Bridge Park along St. Charles Road/G50. The Council recommends that the designer(s) use locally sourced materials (such as limestone) and adhere to the design standards created for the CBSB and Iowa Byways.

Community Welcome Signs: Community Welcome Signs welcome visitors to a particular community or town, often near a main entry point in a highly visible location, while reflecting the community's character or brand. These signs often create a visitor's first impression of a place, not only letting visitors know that they have arrived but often creating a sense of pride and character. Community Welcome Signs are often created using local materials (i.e. stone, wood, etc.), and reflect the town's brand through visual elements (such as colors, logos, and other details).

Existing Conditions & Recommendations:

Winterset has two Community Welcome signs – one at the intersection of Hwy 92 and I69/John Wayne Drive near the Sheriff's Office (made of native limestone with a simple "Winterset" etched into it), and one at the corner of Hwy 92 and Summit (a large wooden sign that says "Welcome to Winterset, the Covered Bridge Capital of Iowa").

Downtown and/or Historic District Signs: These signs are installed at highly trafficked intersections near the entrance of a community with the intention of directing visitors to the town's central business district or focal point. (It may be called an historic district, a retail district, downtown, etc.)

Existing Conditions & Recommendations:

No Downtown or Historic District signs exist within or outside of the CBSB corridor currently. The CBSB Council strongly recommends the addition of signs, in and around the various entrances to Winterset, directing travelers to one of the following:

- "Historic Courthouse Retail District"
- "Historic Retail District"
- "Downtown Retail District"
- "Historic Downtown Retail District"

Destination Approach Signs: A Destination Approach Sign serves to indicate that there is a landmark, attraction, place of interest and/or other site destination ahead. In Iowa, types of destinations that qualify for this type of signage include: incorporated communities, recreational areas, historic sites and facilities, tourist attractions, colleges and universities, public and nonprofit cultural facilities, regional airports, bus terminals, ground transportation centers, state or federal medical facilities, and National Guard units. To qualify, the site must be on or within one mile of the intersected route. Differing colors of destination signs also exist and are based on the type of destination listed on the sign. Brown signs are used for cultural and recreational desti-

nations. Green signs are used for all other destinations. Blue signs are used for information related to motorist services such as gas, food, lodging, camping, rest areas, etc.

Existing Conditions & Recommendations:

On-Site Identification Signs: These signs confirm that the visitor has reached a site and/or location. This type of sign is often used near the entrance to a site, or on the site itself. An On-Site Identification Sign may include the site or attraction's hours and days of business, a logo, graphic or other branding attributes, along with the site or attraction's name.

Existing Conditions & Recommendations:

Iowa 511 Service Signs: These blue and white signs display the call-in number for information about construction, detours, route-specific weather forecasts, road conditions and/or tourism info for a visitor.

Existing Conditions & Recommendations:

SECTION 14: INTERPRETIVE PLANNING

HOLLIWELL COVERED BRIDGE

BUILT: 1880

BY: H.P. JONES AND G.K. FOSTER

TYPE: COVERED TIMBER TOWN LATTICE TRUSS OVERLAID WITH A PAIR OF TIMBER ARCHES

SIZE: 155 FEET (109 FT TRUSS WITH A 26 FT APPROACH TO THE SOUTHEAST
AND A 20 FT APPROACH TO THE NORTHWEST) X 14.1 FEET WIDE

IN MADISON COUNTY, THE NORTH, SOUTH AND MIDDLE RIVERS FORMED THE MOST SERIOUS IMPEDIMENTS TO OVERLAND TRAVEL, BUT SEVERAL SMALLER STREAMS REQUIRED SUBSTANTIAL BRIDGED CROSSINGS AS WELL TO BRIDGE THE MYRIAD OF STREAMS. THE COUNTY BOARD OF SUPERVISORS ORDERED NUMEROUS SHORT-SPAN TIMBER PILE AND KINGPOST STRUCTURES BUILT IN THE 1850S AND 1860S. THOUGH INEXPENSIVE TO ERECT, MOST OF THESE SPANS TENDED TO BE STRUCTURALLY SUSPECT AND REQUIRED FREQUENT MAINTENANCE TO PREVENT THEIR COLLAPSE. MOREOVER, THEY WERE RESTRICTED TO SHORT-SPAN CROSSINGS. WITH LIMITED FUNDS AND AN ABUNDANCE OF CROSSINGS, THE COUNTY ELECTED TO LEAVE THESE EARLIEST STRUCTURES UNCOVERED. THIS DID NOT POSE A SERIOUS THREAT TO THE TIMBER PILE SPANS, WHICH RARELY LASTED LONG ENOUGH TO SUFFER DAMAGE BY RAIN AND SNOW. BUT MORE COMPLEX AND EXPENSIVE TIMBER TRUSSES, LEFT OPEN TO THE WEATHER, PROVED VULNERABLE TO DETERIORATION IN THEIR UPPER CHORD CONNECTIONS. FOR THIS REASON, THE COUNTY BEGAN SHEATHING ITS WOODEN THROUGH TRUSSES WITH SHINGLE ROOFS AND PLANK SIDING IN THE LATE 1860S.

MADISON COUNTY CONTINUED BUILDING COVERED BRIDGES IN THE 1870S, CULMINATING IN 1879 WITH THE HOLLIWELL BRIDGE OVER THE MIDDLE RIVER. IN 1879 THE EXISTING BRIDGE AT HOLLIWELL, A 40-FOOT TIMBER STRUCTURE, REQUIRED REPLACEMENT, AND THE COUNTY CONTRACTED WITH LOCAL CARPENTER H.P. JONES AND G.K. FOSTER TO BUILD THE REPLACEMENT, A 110-FOOT, TIMBER TRUSS ON IRON CYLINDER PIERS. LIKE SEVERAL OF ITS PREDECESSORS, THE BRIDGE EMPLOYED A TOWN LATTICE TRUSS CONFIGURATION, WITH A PAIR OF TIMBER ARCHES SUPERIMPOSED OVER THE TRUSS, COVERED BY A WOOD FRAME, ROOF AND WALLS. COMPLETED IN 1880 FOR A COST OF \$1,180.

THE HOLLIWELL BRIDGE IS THE LONGEST COVERED BRIDGE, AND THE LONGEST REMAINING TIMBER BRIDGE IN THE STATE.

INTERPRETIVE PLANNING

“Interpretive planning is an initial step in the planning and design process for informal learning-based institutions like museums, nature centers, heritage sites, parks and other cultural facilities where interpretation is used to communicate messages, stories, information and experiences. It is a decision-making process that blends management needs and resource considerations with visitor needs and desires to determine the most effective way to communicate a message to a targeted audience.”

14.1 Introduction

While the CBSB strategic marketing plan (Section 15) identifies strategies on how to entice visitors into traveling and exploring our byway, effective interpretation addresses how the byway stories get told to the visitor in an interesting, concise, relevant and memorable way. Interpretation is defined as “a mission based communication process that forges emotional and intellectual connections between the interest of the audience and the meaning inherent in the resources.”
—National Association for Interpretation

As Heritage Interpretation & Tourism Planner John Veverka states, “It is the interpretive communications strategy that will help each visitor understand the unique and special stories associated with each unique byway. Interpretation reveals the story of the people, places and events that have occurred, or are occurring along the byway, and help guide visitors through a living museum of regional natural and cultural heritage.”

According to the National Scenic Byway Foundation, a byway story is “the intentional, coordinated message that the byway conveys to visitors about the resources and qualities that it promotes. This message may be interpreted through written materials, signs, information kiosks, guides, videos, and other media. Most importantly, the byway story is conveyed through the direct experiences that the visitor encounters along the trip...Simply inventorying these historic features

and describing the events that occurred there are not sufficient for promoting the byway. These separate elements must be pulled together into an engaging story that will serve as a unifying message.”

The Interpretive Plan outlined here is intended to lay the groundwork for the more detailed and expansive Interpretive Master Plan (IMP) for the CBSB. This section provides more of a snapshot of existing interpretive resources, in addition to the CBSB Council’s recommendations for future interpretation.

14.2 Benefits of Interpretation

Sharing interpretation instead of just information can:

- Inspire visits to other nearby attractions, thereby increasing local tourism
- Increase use of the byway route
- Educate visitors about the byway’s intrinsic resources
- Enable visitors to understand more clearly the messages of history, the environment, or a nearly forgotten culture
- Help residents gain a greater appreciation of those resources and their own local heritage, inspiring them to take a more active role in protecting and preserving those resources
- Increase the marketability or use of the byway by more diverse target market groups
- Present new perspectives on familiar topics
- Evoke a much stronger connection to the location
- Evoke emotional responses, creating memories and an experience
- Serve as a “heritage tourism” draw

14.3 Assessment of Existing Interpretation

CBSB Council members understand that a wide variety of interpretive methods, ranging from publications and multi-media, to exhibits and theme/message development are all elements associated with a successful interpretive program.

Little interpretation has been completed at the intrinsic sites along with CBSB route at this time. The following is an inventory of the interpretive projects that currently exist.

1. Interpretive Plans

According to the National Association for Interpretive Planning (NIAP), an interpretive plan clearly identifies the themes and storylines of the Byway and identifies strategies for how these are effectively shared with the byway traveler. Interpretive Plans often provide the foundation for the development of marketing materials, identify anchor attraction needs, guide program development, and prioritize projects that are needed to effectively communicate the byway's stories.

Existing conditions: An Interpretive Master Plan for the CBSB has been created. (See separate Interpretive Master Plan)

2. Interior Interpretive Displays

Interior interpretive displays can be defined as exhibits with archaeological artifacts, natural objects and/or historic implements, in combination with visuals, hands-on displays, and easily understood language. These displays are typically found within museums, historic sites, nature centers and/or visitor welcome centers.

Existing Conditions: There are interior interpretive displays at the John Wayne Birthplace & Museum, the Iowa Quilt Museum, and the

Madison County Historical Complex. Each are unique to the museum they reside in. There are currently no CBSB interpretive panels at any of the museums.

3. Exterior Interpretive Displays

A. Information Hubs: Information hubs are thematic kiosk structures that the CBSB Council would like to develop at key visitor intersects to help introduce travelers to the byway, and help inform and orient them to the route's attractions, stories, and communities. These structures consist of signage, maps, information and interpretation available 24 hours a day year-round. Their size and character should draw attention and help support the byway's brand. Information hubs are typically found at community gathering spaces and/or elite anchor attractions.

Existing Conditions: There are currently no CBSB information hubs anywhere along the byway.

B. Wayside Exhibits: Wayside exhibits are interpretive panels that are placed along the byway to help visitors understand messages, stories and meanings behind a resource or site. These messages or stories are included on wayside exhibits to educate and/or evoke emotion. Wayside exhibits are typically found at anchor attractions, roadside pull-offs and/or overlooks.

Existing Conditions: There are currently no CBSB wayside exhibits anywhere along the byway.

C. Territory Orientation Panels: Territory orientation panels are informational signs used predominantly to identify, attract and orient visitors to collections of resources along the byway. Examples of locations where this type of signage is most beneficial include county parks, natural areas, trailheads, water trails, and historic districts. These panels provide detailed information regarding a specific grouping of similar resources or sites.

Existing Conditions: There are currently no CBSB territory orientation panels anywhere along the byway.

14.4 Proposed Interpretive Projects

After completing an inventory and assessment of the CBSB's existing interpretive plans and components, the CBSB Council analyzed their findings to develop a list of recommendations and strategies they wish to implement along the byway. It should be noted that employee time and wages needed to complete each strategy and/or project are not included in the cost estimates below. Only direct project costs have been included. The CBSB Council's recommendations, as they relate to each component of interpretation analyzed (interpretive plans, interior interpretive displays and exterior interpretive displays), are below.



Recommendation One: Interpretive Site Planning

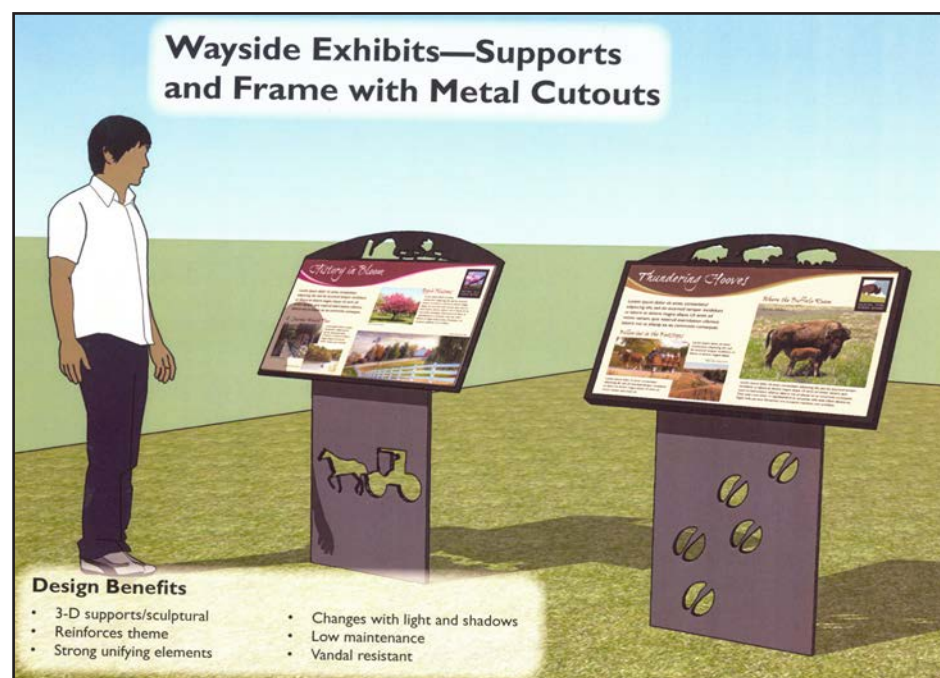
1. CBSB Welcome Information Hubs in Bevington, St. Charles, and Winterset - The three communities of Bevington, St. Charles and Winterset are entry points or center hubs along the CBSB, and therefore we recommend that a welcome information hub be placed in key

locations in each of these communities.

Potential Partners: Cities of Bevington, St. Charles and Winterset; Madison County Board of Supervisors

Potential Funding Sources: Fundraising, Byways of Iowa Foundation, Greater Madison County Community Foundation, Iowa Tourism Grant, Iowa DOT

Estimated Cost: \$2,000 per Information Hub x 3 = \$6,000



2. Covered Bridges Wayside Exhibits - The Council recommends developing interpretive panels for each of the six remaining covered bridges in Madison County. There is currently little information at the covered bridges as to their history, design or construction, and what information is there in terms of plaques or signage is inaccurate. Given the significance of the covered bridges to the county and to

tourism, we feel that creating and installing interpretive panels at the bridges should be a priority.

Potential Partners: Cities of St. Charles and Winterset; Madison County Engineer's Office, Madison County Covered Bridge Preservation, Madison County Historical Preservation, Madison County Historical Society

Potential Funding Sources: Fundraising, Byways of Iowa Foundation, Greater Madison County Community Foundation Grant, Iowa Tourism Grant, Madison County Covered Bridge Preservation, Humanities Iowa

Estimated Cost: \$2,000-2,200 each panel and post; \$12,000-13,200 total

3. Clark Tower Interpretive Panels - Information on the early settlers of Madison County, including the Clark family, could be displayed on an interpretive panel near Clark Tower.

Potential Partners: City Winterset - Parks and Recreation Department, Madison County Historical Preservation, Madison County Historical Society

Potential Funding Sources: Fundraising, Greater Madison County Community Foundation Grant, Iowa Tourism Grant, Humanities Iowa

Estimated Cost: \$2,000-2,200 for panel and post

4. City Park Territory Orientation Panel - Orient visitors to the park with the areas and attractions within the park.

Potential Partners: City Winterset - Parks and Recreation Department, Madison County Historical Preservation, Madison County Historical Society

Potential Funding Sources: Fundraising, Greater Madison County Community Foundation Grant, Iowa Tourism Grant

Estimated Cost: \$2,000-2,200 for panel and post

SECTION 15: STRATEGIC MARKETING PLAN



STRATEGIC MARKETING PLAN

“A strategic marketing plan, as the name suggests, discourages organizations from making ad hoc and impulsive marketing decisions. The process involves collecting marketing information in a systematic manner and then integrating that data into a detailed analysis that helps project long-term marketing goals.”

15.1 Introduction

The marketing plan attempts to clarify the following:

- Who is currently visiting the CBSB, and who would we like to visit (target audience)?
- What message is most likely to compel them to visit? What are they hoping to experience? What are they interested in?
- Where do they come from and how do they get here? Where do they find travel information and recommendations?
- When are they most likely to visit, and for how long? When should we try to reach visitors with our message?
- Why would they visit us, or come back to see us?
- How do we best present our message to potential visitors? How do we keep our message and brand consistent?

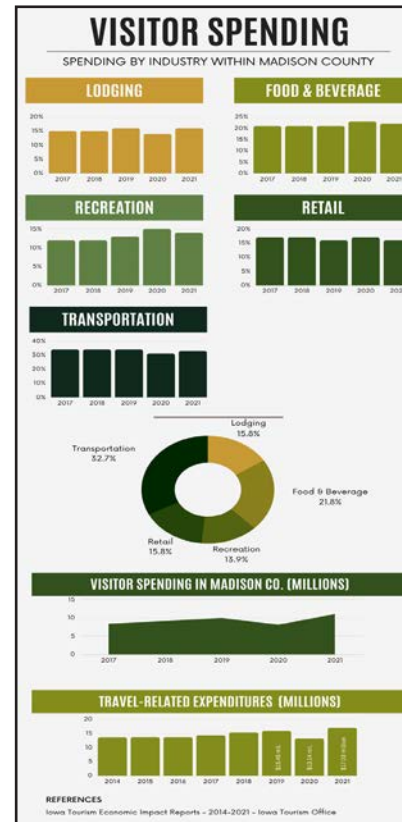
15.2 Situational Analysis

According to the World Travel and Tourism Council, the travel and tourism industry generated US \$5.8 trillion (6.1% of global GDP) and 289 million jobs (1 in 11) for the global economy in 2021. In the United States, the travel and tourism industry made a contribution of nearly \$1.3 trillion in 2021, 5.5% of the national economy. It has pro-

vided 10.5 million jobs (6.9% of the total jobs in the United States). International visitor spending was still much lower than before the pandemic, at just \$40.3 billion and 78% lower than in 2019. Domestic traveler spending is rebounding and totaled \$731.5 billion in 2021.

According to “The Economic Impact of Travel on Iowa Counties 2021” report, prepared by the Research Department of the U.S. Travel Association for the Iowa Tourism Office, visitors spent over \$6.1 billion across the Iowa economy in 2021. This direct visitor spending impact generated a total economic impact of \$9.4 billion in Iowa, sustained nearly 65,000 jobs and generated \$1.0 billion in state and local tax revenues in 2021.

According to the same report, travel-related expenditures in Madison County rose to just over \$17 million in total travel-related expenditures, an increase of \$3.88 million (23%) over 2020, and an increase of \$1.57 million (9%) over 2019. In 2021, tourism also supported 58 travel-related jobs in Madison County, \$1.27 million in payroll, \$1.22 million in state tax receipts (up 10%), and \$1.04 million in local tax receipts (up 13%). 32.7% of visitor spending in 2021 went to Transportation (including gas), 21.8% to Food and Beverage, 15.8% each to Retail and Lodging, and 13.9% to Recreation.



Iowa's two national scenic byways and twelve state-designated scenic byways comprise 1,996 miles of the Iowa DOT's 9,053 maintained miles of roadway (22%), are present in 54 of Iowa's 99 counties (55%), and traverse through 189 of the 947 in-

corporated communities in the state (20%). After taking into account all of the attractions, intrinsic resources and tourism sectors that are found along each byway, their presence becomes even more impactful to the state.

Economic Impact of Byways

[From a 2020 summary by the National Travel Center]

Cultural and heritage travelers stay longer, spend more and visit more locations.

A study of the visitor spending along twelve different scenic byways enables us to look at just how much economic impact occurs along these roads. The economic impact revealed in the studies ranges from \$41,140 per mile along Florida Byways, to a whopping \$2,396,514 per mile on the Blue Ridge Parkway with \$1.1 billion in annual visitor spending and \$3,521,300 per mile on the Journey Through Hallowed Ground, replete with historic towns and historic attractions. Taking these heavy hitters out of the equation, the average economic impact generated \$447,095 per mile. A number of the shorter roads taken together averaged \$305,303 per mile annually. It is safe to say that featuring and promoting the heritage and culture along a roadway, that a scenic byway or scenic road can conservatively generate between \$250,000 and \$450,000 per mile, per year in visitor spending. And, since these roads are generally in rural areas, this is economic impact delivered to places where it is hardest to come by.

There are two key actions to increase the economic impact along any scenic byway, scenic road, or for that matter, any trail or other route-based experience. The first way is to work to attract heritage and cultural travelers. The Beartooth Highway segmented visitors into four groups: Road Tourers, (motorcyclists) Active Outdoors, Passive Viewers and Knowledge Seekers. The Knowledge Seekers defined as “visiting a historical site and visiting interpretive sites” spent 35% more than Passive Viewers - scenic drivers who engage in wildlife watching and nature photography. Road Tourers and Active Outdoors

were somewhere in between, yet both had lower spending than Knowledge Seekers. A study of heritage travelers in Virginia revealed that heritage travelers spent an average of \$994 per trip, vs. \$611 for general leisure travelers. That’s a 38.6% increase in spending and 19% of heritage travelers spend more than \$1,000 per trip.

The second key action to increase economic impact is to develop itineraries and/or packaging that transforms the scenic byway or scenic road into a complete travel experience. Organize the road trip into feasible days of travel – remember this is a leisure experience – include accommodations and dining recommendations in the correct places or better yet, package these into a full experience that can be purchased in one transaction. The more overnights that are included (within reason of course since most leisure trips are still over a long weekend) the more economic impact is delivered to the area. Make sure to create an experience that includes the key heritage and cultural locations, with no more than three major attractions in any given day. This allows time to sleep in, enjoy breakfast, savor lunch, and relax at dinner, knowing that another pleasant day is ahead.

Travelers appreciate this. They are stressed out and want to travel, but don’t have time to research exactly what they want to do, nor do they have the knowledge to determine the quality of what they discover. Assembling all the locations into a cohesive trip is an art and a skill, and one that most travelers do not have.

Road trips have become the “go to” for travelers who want to get back on the road when they feel safe to travel again. Every scenic byway and scenic road has the opportunity to capture this business and the positive economic impact it delivers. Look at your road from the eyes of the traveler and feature the best story your destination – your road - has to tell.

15.3 SWOT Analysis

The CBSB Council recognizes that the strengths (S) of Iowa's byways, and more specifically the CBSB, are offset by weaknesses (W). In addition, opportunities (O) that can be utilized to increase tourism growth within the state are countered somewhat by a number of threats (T). A summary of the CBSB Council's SWOT analysis is as follows:

Strengths - Reasons why the CBSB is likely to prosper:

- World famous attractions – covered bridges, John Wayne, etc. High profile. Already draw international visitors, etc.
- One of the fastest growing counties (housing, schools, businesses); higher taxes; more funding/investing opportunities.
- Active communities/Leadership/ Well-connected to partnerships & associations.
- Historic and cultural district.
- Within one county.
- One of best water trails and state parks in Iowa.
- The CBSB is a very short distance from two major interstates.

Weaknesses - Aspects that detract value from the CBSB:

- Rural business hours of operation vary, are limited, or are inconsistent with one another.
- Some rural sections of the byway have limited mobile network coverage.
- 18 of the 82 miles of the byway route are unpaved, and can be in rough condition.

Opportunities:

- Overcome misperceptions and perceived ideas that potential visitors may have about Iowa.
- CBSB communities care about their resources, and are open to developing and sharing them with visitors.
- Cultural, historical and recreational resources comprise the largest segment of tourism activities, and are consistent along the entire byway.
- The volunteers involved with byway-related projects are passionate, dedicated and engaged. The CBSB Council is comprised of twelve members, who collectively serve on different boards and/or committees in the region.

Threats - External factors that may impact the CBSB:

- Tourism in Iowa is not as strong as it is in many other states, and the CBSB must compete to attract travelers from surrounding states.
- There is currently no federal funding for scenic byways, and the state budget for tourism is often subject to reductions.
- There are many projects in need of funding and volunteers in the CBSB communities, so resources can be stretched thin at times.
- Changes in leadership and/or volunteer burnout can impact the byway's sustainability and longevity.
- Outside economic factors such as the state of the economy, high taxes and/or rising gas prices may cause travel along the byway to fluctuate or be inconsistent.
- Incompatible infrastructure development, natural disturbances, and/or industrial expansion may have an impact on the byway's intrinsic resources.

15.4 Market Analysis

Marketing analysis can help address the questions listed in the Introduction of this section, namely who are potential visitors of the CBSB, where do they come from, when are they likely to visit, and what do they like to do? To answer these questions, the CBSB Council has looked at research conducted and information obtained by the Iowa Tourism Office, as well as at statistics made available to us through social media outlets and through the Madison County Chamber of Commerce Welcome Center.

Domestic Travel to Iowa

(The following data comes from research and analysis made available to the Iowa Tourism Office and IEDA from Arrivalist. Arrivalist sources information from mobile devices while travelers are in Iowa. The Iowa Arrivalist Dashboard, available to Industry Partners on www.traveliowa.com, provides total Iowa travelers, state of origin, day of travel, length of stay, seasonality, where they travel in Iowa and more. This report provides statewide and county-level data.)

In 2019, at least 28.3 million travelers* visited the state of Iowa. (**Travelers includes those who have traveled at least fifty miles from their home, spent a minimum of two hours and up to 14 days in the state to be counted as a completed round trip, were from the United States, and at least 18 years old. Commuters were excluded, and only those with smartphones or devices that include regular GPS pings are counted here.*)

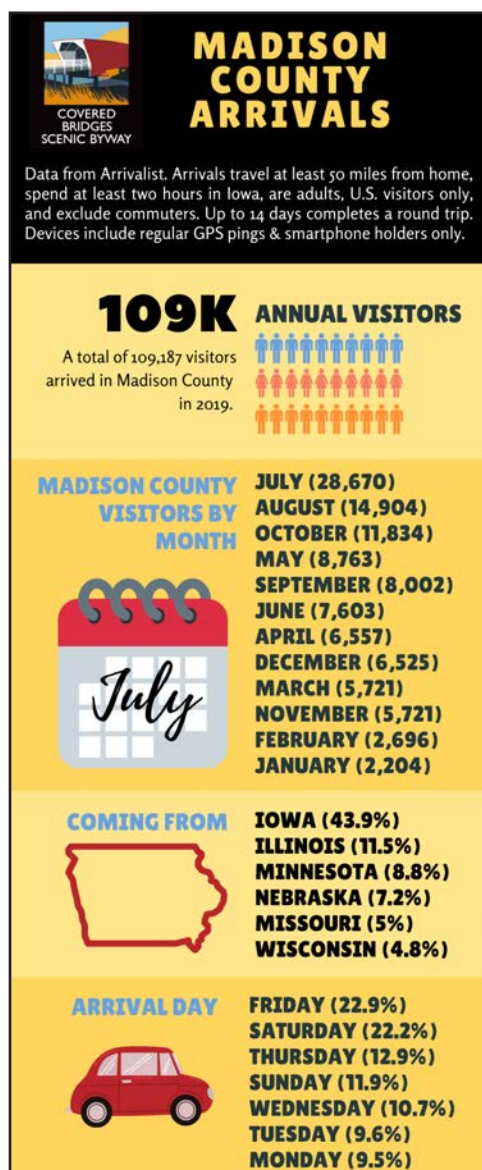
The majority of those travelers (43.93%) reside in Iowa and traveled within the state (over 50 miles). The next highest percentages of travelers came from the neighboring states of Illinois (11.52%), Minnesota (8.81%), Nebraska (7.23%), Missouri (5.05%), and Wisconsin (4.83%).

2019 arrivals by season indicates that the highest majority of travelers visit Iowa in the summer season (June-August) at 33%, followed by fall (September-November) at 27.3%, spring (March-May) at 22.7%, and winter (December-February) at 16.9%. This also aligns with the statistics gathered for South Central Iowa, though visitation in the summer

season was even high here (38.55%) and winter lower at 14.55%. In 2019, the data from Arrivalist showed that the most popular day of arrival was Friday (22.94%), followed very closely by Saturday (22.29%), indicating that weekends were the most common days for travel. The rest of the days of the week descended in percentages as follows: Thursday (12.92%), Sunday (11.94%), Wednesday (10.72%), Tuesday (9.62%), and Monday (9.57%).

The number of miles visitors traveled to reach their destination in Iowa started with fifty miles, which was most common, and as the amount of miles increased, the percentages decreased, as follows: 50-99 miles (37.17%), 100-149 miles (20.43%), 150-249 miles (19.95%), 250-499 (12.46%), and 500-999 (6.7%). So nearly 60% of visitors in Iowa traveled fewer than 149 miles to reach their destination.

Unsurprisingly, the longer the amount of miles traveled, the longer the visitor stayed in Iowa.



Madison County had 0.39% of the 2019 Share of Arrivals (minimum of one day and U.S. balanced), which places us in 49th position out of the 99 counties in Iowa in terms of the share of the state's visitors. Nearby Polk County had the highest share of any county at 17.93%.

In 2020, there were 39.8 million travelers who visited Iowa, with 41.4% being from within Iowa and 58.6% from out of the state. The highest percentage of travelers, 58.58% live in Iowa, followed by 9.35% from Illinois, 6.17% from Nebraska, 6.16% from Minnesota, 4.2% from Missouri, 3.29% from Wisconsin, 2.28% from South Dakota, and 1.71% from Texas.

The highest number of visitors to Madison County in 2020 came in October (13.9%), followed by July (13.2%), September (12.8%), and August (10.3%). The least visited month was April (2.8%). This is congruent with statewide and nationwide travel trends for 2020 due to the Coronavirus pandemic. Since travel was so impacted by Covid-19 in 2020, a better representation of when travelers visit Madison County can be construed from the 2019 figures below.

In terms of when travelers are visiting Madison County, the highest percentage of travelers who visited Madison County in 2019 did so in July (26.3%), followed by August (13.6%) and October (10.8%). Those numbers would indicate that we are a popular destination during the peak summer months, and in October when we have the Covered Bridge Festival. The next highest visitations occurred in April and May (when we typically have several community events), and December was almost as popular as June and September (which may indicate that our holiday festivities and shopping are a draw).

The rest of the months were visited as follows: January (2%), February (2.5%), March (5.2%), April and May (8% each), June (7%), September (7.3%), November (5.2%), and December (6%).

International Travel to Iowa

- Iowa hosted 164,000 international visitors in 2016 (the most recent data collected).

Domestic Travel to Madison County

(The following data also comes from research and analysis made available to the Iowa Tourism Office and IEDA from Arrivalist.)

- The top overseas market for Iowa was the United Kingdom, with 16,800 visits.
- Overall, 35% of total international visitor spending in Iowa comes from visitors from Asia.
- Top places of origin for international visitors to Iowa - 1) United Kingdom, 2) Japan, 3) China, 4) Germany, 5) France, 6) South Korea, 7) India, 8) Australia, 9) Brazil, 10) Italy

Iowa Trip Planning Survey (2018 & 2019)

(Collected through surveys of 29,000 potential travelers who ordered the 2018 and 2019 Iowa Travel Guides)

- 88.7% of visitors were traveling to Iowa for vacation and leisure (2019)
- Average travel party size was 2.7 people (2018)
- The majority of travel parties were Two or More Adults, though Iowa's travelers consisted of Families with Children under 18 (37.4%), followed by Two or More Adults (35.9%) primarily. (2019)
- 63.4% who ordered the Iowa Travel Guide were 55 years or older (2018)
- Traveler Interest Areas included Scenic/Nature (89%), Arts, History & Culture (71%), Outdoor Adventure (68%), Food & Drink (65%), Family Fun (55%), and Shopping (41%) (2019)
- Top places of residency were Iowa (37.9%), Illinois (7.7%), Wisconsin (5.3%), Minnesota (5.1%), Missouri (4.2%), Texas (3.3%), Nebraska (2.6%), Michigan (2.3%), Florida (2.2%), and Ohio (2.2%). (2019)
- Trip Budget - The majority of visitors - 24.8% - planned to spend between \$250-499 per trip, and 21.9% of visitors planned to spend between \$500-999. The further away the visitors were coming from, the more they planned to spend. (2019)
- Month of Intended Travel - June (26%), July (20%), May (12%),

August (11%), September (9%), April (6%), October (5%), March (3%), February (1%), November (1%), January (0.8%), and December (0.5%) (2018)

- The majority of respondents planned to spend three days on their visit (26%), followed by two days (19.8%), four days (18.8%), five days (15.4%), seven days (11.2%), one day (5%), and six days (3.8%). (2019)
- Type of Lodging - Hotel/Motel (57%), Camping (23%), Home of family or friends (7%), B&B (4%), Home rental, i.e. Airbnb (2%), personal vehicle/parking lot (1%) (2018)
- Likelihood of traveling to Iowa - Planning a Trip (32%), Very Likely (54%), Somewhat Likely (12%) (2018)

Travel Iowa Marketing Follow-Up Survey (2018)

(Survey completed after receiving marketing materials)

- 65% of trip planners were female
- Place of Residence - Iowa (62%), Wisconsin (9%), Illinois (9%), Minnesota (6%), Missouri (5%), Nebraska (3%), Kansas (2%), South Dakota (1%)
- Length of stay - 3.4 days
- Reason for Travel - Leisure (75%), Visit family and friends (16%)
- Areas of Interest - Food & Drink (76%), Scenic and Nature (60%), Shopping (48%), Family Fun (45%), Arts (44%), Outdoor Adventure (37%), and Festivals & Events (28%)
- Lodging - Hotel/Motel (49%), Camping (17%), Family & Friends (13%), No overnight (9%), Resorts/Cabins (5%), B&B (2.9%), Rentals, i.e. Airbnb (1%)
- Spending Per Trip - \$1-250 (28%), \$251-500 (33%), \$500-1,000 (24%), Over \$1,000 (13%)

- Age of person receiving marketing materials - 65+ (33%), 55-64 (32%), 35-54 (27%), 26-34 (4%), 18-25 (1%). The average age was 58.2 years.
- Travel Party Types - Adults (76%), Families with children under 18 (23%)
- 80% had some sort of post-secondary education
- Household income - \$20,000-50,000 (31%), \$50,000-100,000 (45%)

Iowa Welcome Center Visitors (2021)

(Collected from the Iowa Tourism Office through surveys)

- Travelers spent an average of 2.5 days in Iowa and made an average of 2.0 trips to Iowa.
- Average travel party size was 2.3 people.
- Average travel party spending per day was \$181.25. (34% spent on lodging, 19% on food, 16% on transportation, 15% on shopping and 16% on entertainment.)
- State of Origin: Iowa (18.4%), Minnesota (7.2%), Texas (5.5%), California (5%), Nebraska (5%), Missouri (4.4%), Illinois (4.2%), Colorado (4%), and Kansas (3.8%)
- Traveler's primary destination was Iowa (41.2%), followed by Minnesota (8.5%), Nebraska (7.4%), South Dakota (6.7%), Colorado (4.5%), and Wisconsin (4.3%).
- Iowa Welcome Centers served primarily family travel parties (70%).
- Families with adults only accounted for 49%, while travelers with children under the age of 18 accounted for 25%. Individuals (non-family) made up 23% of visitors, business individuals 2%, and

groups traveling by motor coach totaled 1%.

- The average age of travelers who came into a Welcome Center was 55.4 years. The largest group, at 28%, consisted of 65-74 year-olds. 22% were 55-64, 14% were 45-54, 13% were 35-44, 9% were over 75, 9% were 25-34, and 5% were 18-24.
- The majority of travelers were on vacation/leisure trip (52.4%) or visiting family or friends (32.8%). The rest were on business or traveling for personal reasons.
- The majority of travelers (48.5%) stayed in hotels/motels, followed by homes of friends and family (17.3%). 12.4% did not stay overnight, while 12% went camping, 2.9% rented lodging (i.e. Airbnb), 3.2% stayed in a resort or cabin, 1.7% stayed at a B&B, and 2% stayed in their personal vehicle in a parking lot.
- Travelers stop at Iowa Welcome Centers primarily for information (41.6%), a travel break (24.1%), to use restrooms (11.4%), shopping (9.7%), food and beverage (0.7%), and other (12.6%).
- Top interest areas were Arts, History & Culture (60.3%), Scenic and Nature (53.2%), Outdoor Adventure (43.9%), Family Fun (38.9%), Food & Drink (37.7%), Festivals & Events (27.1%), and Shopping (27%).
- 86% had some type of post-secondary education.
- 61% were female and 39% were male.

The following information was gathered through a 2020 survey of 287 people who reported driving a scenic route or byway within the past two years. It was conducted by Corridor Solutions.

Primary Purpose of Trip

“Vacation in the region”

35.76% - All respondents

27.88% - Those who did not plan their drive in advance

“Drive the scenic route”

32.99% - All respondents

36.54% - Those who did not plan their drive in advance

“Visit family or friends”

18.06% - All respondents

23.08% - Those who did not plan their drive in advance

“Attend a special event”

8.33% - All respondents

5.77% - Those who did not plan their drive in advance

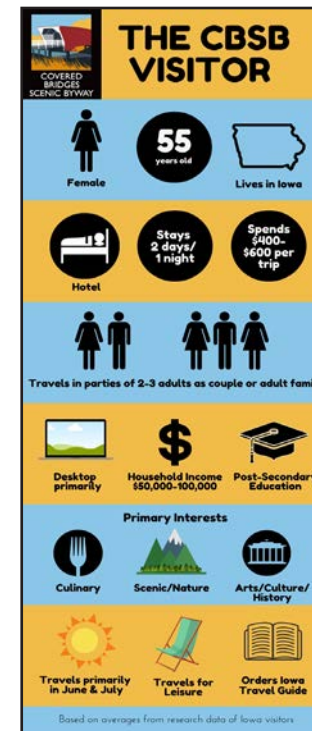
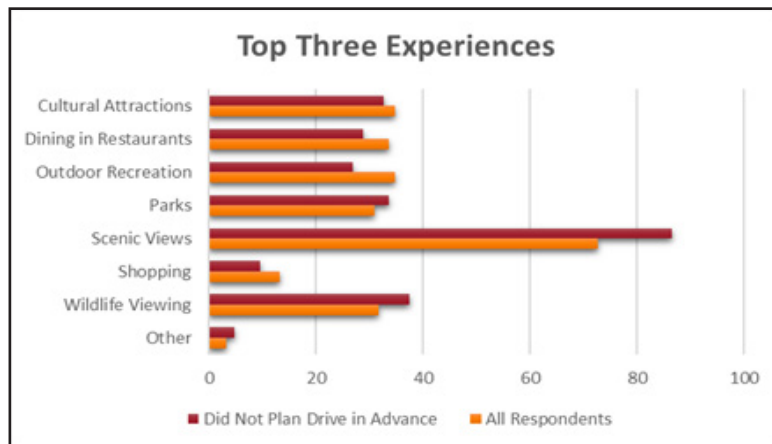
What would have made your scenic drive/byway experience more memorable or enjoyable?

40% - More or better road signs

40% - More visitor services

36% - Mobile app or audio tour

20% - Better maps or guided tours



The CBSB Visitor

CBSB Facebook Audience

- There are currently 871 followers of the CBSB Facebook page.
- In 2019, we posted 52 times, a rate of approximately once per week.
- 78.8% are women, and 21.2% are men.
- The majority are between the ages of 45 and 64 years (42%), with 21% between 45-54, and 21% between 55-64. 13% are over 65, 14% are 35-44, 5% are 25-34, and less than 1% are 18-24.
- Top States of Origin (Online): Iowa, Nebraska and Illinois

- City of Origin (Online): Winterset (IA), Peoria (IL), Omaha (NE), Des Moines (IA), Kansas City (MO), Green Bay (WI), Madison (WI), Chicago (IL), Oshkosh (WI), Springfield (MO), Springfield (IL), Jefferson City (MO), Janesville (WI), Wichita (KS), Milwaukee (WI), East Moline (IL), Joliet (IL), Havana (IL), Amherst (WI), Kankakee (IL), Minneapolis (MN)

CBSB on Travel Iowa Audience (April 1, 2018 – March 31, 2020)

- 8,289 users (6,274 new) and 9,307 sessions (An average of 4,144 users and 4,653 sessions per year)
- Pages per session: 8.5 on average
- Average session duration: 9 minutes
- Average time on page: 1:15 minutes
- Gender: 61% are female; 39% are male.
- Age: The majority are between the ages of 55-64 years (28%), 65+ years (24%) and 45-54 years (18%). So 70% of our audience is 45 years and older. 13% were between 25-34 years and 35-44 years each, and 18-24 years was only 4%.
- State of Origin (Top ten in order): Iowa (29%), Nebraska (15%), Illinois (14%), Minnesota (12%), Wisconsin (8%), Missouri (7%), Texas (6%), California (3%), Kansas (3%), and Colorado (2%)
- Devices: Mobile accounted for 45.8% of sessions, followed closely by desktop devices (42.8%) and then tablets (11.4%). Users under the age of 55 did not use tablets, but primarily used mobile devices followed by desktop computers. Users over the age of 45 used desktop computers primarily, followed by mobile devices and then tablets.

15.5 Targeted Markets & Audiences

Target marketing is the selection of a group of people to direct marketing efforts towards. Research and information gathering helps select that group of individuals, and answer the following questions – what type of visitors should we target, what are their characteristics, and how do we best target them through our marketing efforts? Knowing that our primary target market is Scenic Byway visitors, our secondary target audiences seek information and experiences related to a more specific area of interest, such as historical, cultural, or recreational.



Foodies (Culinary Tourism)

According to statistics from the Iowa Tourism Office and their 2018 Marketing Follow-Up Survey, the highest percentage of travelers (76.7%) indicated Food & Drink as their area of interest while traveling. Culinary tourism has been defined as “the pursuit of unique and memorable eating and drinking experiences,” by the UNWTO Second Report on Gastronomy Tourism. According to the International Culinary Tourism Association, culinary tourism is growing exponentially every year. “By combining travel with these edible experiences, culi-

nary tourism offers both locals and tourists alike an authentic taste of place. Culinary tourism is not limited to gourmet food. It is about what is unique, authentic and memorable about the food stories our regions have to tell. This includes our farmers, our cheese mongers, fishermen, brewers, winemakers and everyone in between.” (ontario-culinary.com) Iowa visitors in 2019 spent 18% of their trip budget on food.

With some of the richest and most productive soil in the world (over 90 percent of the land in Iowa is used for agriculture), Iowa ranks second in the nation for ag production. Iowa is also second in total agricultural exports, with farmers exporting more than \$10 billion worth of ag products in 2013. Leading agricultural commodities in Iowa, produced on more than 30 million acres of farmland, include corn, soybeans, hogs and eggs. Red meat is a leading product, too, and 6.6 billion pounds of red meat were manufactured in 2014. Iowa also helps fuel the nation’s vehicles – over 25 percent of ethanol used in the U.S. is produced in Iowa.

Demographics:

- Average age is 51 years
- Spends 4.4 days in Iowa per trip on average
- 44% are adult families (all over 18), 27% are families with kids, and 24% are groups of friends
- Spend an average of \$424/day
- Highest percent of business travelers of any of the groups
- Least likely to stay overnight or to camp
- Make more frequent trips than other groups

Target Audience: Women and men who are between 30-60 years old. They are looking for good food and great experiences. They may want to try something new, something cultural, or try the “best” that there is to offer. They are very persuaded by their peers and other’s

opinions.

Our Key Assets:

- Pammel Park Coffee Company
- Wineries, cidery & brewery
 - Covered Bridges Winery
 - Madison County Winery
 - Winterset Cidery
 - Big Rack Brewery
- The Drift (Taproom) and 1st Down Brewing Co.
- Bare Bison
- Midwestern cuisine - Restaurants, cafes, bakeries
- Lone Oak Farm (Farm-to-table dinners)
- Speckled Hen Farm Store
- Simple Life Farms
- Kaysen Family Farms

How & Where to Reach Them:

- Instagram
- Google
- Pinterest
- Facebook
- Lifestyle and culinary magazines such as *Midwest Living*, *Martha Stewart Living*, *Food & Wine*, *dsm*, *ia*, etc.
- Cookbooks

- Influencers, bloggers and travel writers
- Culinary guide to the byway
- Food tours
- Farm-to-table dinners
- TripAdvisor.com



Adventurer (Recreational Tourism)

According to the Trip Planning Survey (2018 & 2019) administered by the Travel Iowa office, traveler interest areas included Scenic/Nature (89% - the highest percentage of all areas), and Outdoor Adventure (68%).

17.2% of travelers surveyed chose Camping as their choice of lodging and another 5.8% chose Resorts/Cabins.

According to a recent survey by the Travel Industry Association of

America, outdoor activities ranked third for American vacation destinations, just behind shopping and family events. Recreational and outdoor activities give individuals a chance to unplug and unwind, and families or couples a chance to reconnect to each other and to nature.

Demographics:

- Average age is 50 years old or younger.
- This group tends to stay fewer days than other groups.
- 47% are adult families (all members over 18); 26% are families (with children under 18), and groups of friends make up 24%.
- This group is most likely to camp, RV, or stay overnight in a personal vehicle.
- This group is the most likely to extend their trip.

Target Audience:

Men and women who are Gen-Xers or slightly younger, who travel as an extended family, with their spouse and kids, or with a group of friends. They are physically active and want to spend the majority of their trip outdoors.

Our Key Assets:

- Pammel State Park
- Middle River Water Trail
- City Park
- Middle River Park
- Badger Creek Recreation Area
- Jensen Marsh
- Fishing/Channel catfish
- Hunting

- Camping/yurt cabins
- Gravel/dirt roads for fat tire bikes, motorcross, etc.

How & Where to Reach Them:

- Recreational guides to the byway
- Travel writers/bloggers who focus on outdoor recreation
- Outdoor Living/Recreational magazines, such as *Iowa Outdoors*, *The Iowa Sportsman*, *Iowa Game & Fish*
- Instagram
- Sporting trade shows
- Recreational groups and events (such as gravel bike rides)



Arts & Culture Seekers

According to the Trip Planning Survey (2018 & 2019) administered by the Travel Iowa office, traveler interest areas included Arts, History & Culture (71%). Over 60% of travelers who visited one of the Iowa

Welcome Centers used in traveler surveys indicated that they were interested in Arts, History and Culture.

Demographics:

- Oldest of the groups - Average age of 54 years
- Spends an average of 3.7 days per trip
- 46% are adult families (over 18), groups of friends (25%), and families with kids (22%)
- Spends an average of \$389/day
- Stays mostly in hotels; least likely to camp or stay in cabin
- Plan the fewest number of trips
- Smallest size per party

Target Audience:

Empty nesters, Gen-Xers and Baby Boomers; women primarily. They seek cultural and educational experiences, and artistic endeavors. Most likely to have read books, seen movies, gone to the theater, and have a creative hobby. Likely to be members of museums or other cultural groups. May serve on boards of artistic organizations. Highly educated.

Our Key Assets:

- *The Bridges of Madison County* (book, movie, musical)
- Quilting (Iowa Quilt Museum, Piece Works Quilt Shop, Quilts of Valor, Marianne Fons)
- Artists/Galleries (Delirium Gallery, Winterset Art Center, Heartland Fiber, Madhaus Gallery, etc.)
- Covered Bridge Festival
- The Iowa Theater

- The Winterset Stage

How & Where to Reach Them:

- Cultural/Artistic websites and blogs
- Facebook
- Instagram
- Pinterest
- YouTube
- Magazines such as *Midwest Living*, *Martha Stewart Living*
- Partner with museums, maybe universities/colleges
- Hobby-specific, such as quilting (magazines, tradeshows, events, websites, etc.)



History/Heritage

According to the Trip Planning Survey (2018 & 2019) administered by the Travel Iowa office, traveler interest areas included Arts, History & Culture (71%). Over 60% of travelers who visited one of the Iowa Welcome Centers used in traveler surveys indicated that they were interested in Arts, History and Culture. The National Trust for Historic Preservation in the United States defines heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past”.

Our Key Assets:

- American Icons
- John Wayne Birthplace & Museum
- Covered Bridges
- Winterset Courthouse Historic District
- Madison County Historical Complex
- Iowa Quilt Museum
- George Washington Carver
- George Stout
- St. Patrick's Irish Settlement
- Monumental Park
- North River Stone Schoolhouse

How & Where to Reach Them:

- Historical interest websites and blogs
- Magazines such as *Iowa History Journal*, *The Iowan*, *Our Iowa*
- Facebook (especially pages that are linked to Iowa or local history, or topics such as Covered Bridges)

- Instagram
- Pinterest
- Museums
- Preservation Groups
- Newspapers
- Travel writers/bloggers who focus on history
- YouTube



Agritourism

Agritourism, as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. According to author Robert Lamb, agritourism often attracts urban and suburban baby boomers and senior citizens who may feel nostalgic about local farm life. He states that if they can trace their family tree back to agricultural activities, many even feel that they're learning something about their own past. Additionally, tourists visiting foreign

destinations are often more interested in the country or region's agricultural history than its mainstream tourist destinations. As more families move away from typical one or two week vacations toward shorter weekend trips, local or nearby agritourism destinations often offer a good value. According to an article in the Telegraph Herald, Wisconsin Department of Tourism research shows that 33 percent of travelers who stayed overnight in the state in 2016 included stops at farmers markets in their visits. Twenty percent toured a brewery, and 13 percent took a cheese-making tour. Interest, or even nostalgia, for farms seems to have expanded as fewer people now have ties to agriculture.

States have experienced growth in the agritourism sector. The number of farms deriving income from agritourism and recreational activities expanded from 2007 to 2012, according to the most recent survey data available from the National Agricultural Statistics Service. About \$4.3 million was generated at 275 Iowa farms in 2012. The Iowa State University Extension system recognized agritourism as a meeting between agriculture and tourism and views it as "a growing segment of the rural economy in many areas of Iowa" (Iowa State University Extension, 2009).

Consumers with an interest in agritourism prioritize experiences that allow them to spend time with family and friends and support local farmers, according to a study published in the Iowa State University Journal of Extension. The results of a study published in the Journal of Extension in October 2012 titled "Iowa Consumer Motivations and Preferences for Agritourism Activities" revealed the following: 1) consumer motivation behind participating in agritourism activities was influenced by the opportunity to purchase fresh products and support local farmers; 2) when participating in agritourism activities, consumers placed considerable importance on a convenient location and on-site restrooms; 3) consumers ranked availability of fresh products at agritourism activities as very important. Less importance was placed on whether or not the products were naturally raised, and even less

importance was placed on whether or not the products were certified as organic; and 4) consumers were very interested in purchasing Iowa products, particularly fresh vegetables and fruits. Consumers in the study also placed emphasis on spending time with family and friends as a motivation to participate in an agritourism activity.

Agritourism is beneficial to rural areas: it provides alternative use of farmland, increases revenue of on-farm activities, and improves business sustainability (Geisler, 2008; Jensen, Lindborg, English, & Menard, 2006). In a similar 2005 study of visitors to Tennessee Agritourism attractions, the most important amenities were freshness of the farm's products, on-site restrooms, adequate parking, learning about how the products are grown/made, and pricing of the products. Less important were product samples, seating, picnic areas, opportunities to pet/care for animals, food and drink for purchase and crafts/souvenirs to purchase.

Examples of agritourism include: nature centers, farm tours, country/farm overnight stays, bird and wildlife watching, hunting expeditions, corn mazes and pumpkin patches, petting farms, u-pick, equestrian, wineries/vineyards, farmers markets, rural weddings, etc.

As a predominantly agricultural state, Iowa is in an ideal situation to grow and develop the agritourism industry. Over 90 percent of the land in Iowa is used for agriculture, Iowa ranks second in the nation for ag production. Iowa is also second in total agricultural exports, with farmers exporting more than \$10 billion worth of ag products in 2013.

Leading agricultural commodities in Iowa, produced on more than 30 million acres of farmland, include corn, soybeans, hogs and eggs. Red meat is a leading product, too, and 6.6 billion pounds of red meat were manufactured in 2014. Iowa also helps fuel the nation's vehicles—over 25 percent of ethanol used in the U.S. is produced in Iowa.

Our Key Assets

- Farms
 - Howell's
 - PepperHarrow
 - Rusty Stars Alpacas
 - Speckled Hen Farm
 - Lone Oaks Farm (Farm-to-table dinners)
- Pammel Park
- Wineries, breweries, and cidery
- Madison County Farmer's Market
- AgriVision/John Deere
- Prairie habitat (Hanson's Prairie)
- Wildwood Hills Retreat Center
- Madison County Conservation Center



Family Fun

Family and multi-generational tourists are made up of a group of travelers looking for kid-friendly experiences and adventures that can be enjoyed by the entire family, from toddlers to grandparents. Opportunities for experiential learning are a plus. These travelers often seek out resources that include itineraries with a wide variety of activities such as canoeing and kayaking, geocaching, fishing, educational exhibits, playground equipment, wildlife watching, and entertainment. Family trip planners often look for different lodging options such as hotels, cabins, or AirBnB facilities. The family and multi-generational tourist is most likely to upload photos and videos, and share their positive experiences via social media.

Demographics:

- The average age of this traveler is 50 years old
- Spend an average of 3.8 days in Iowa per trip
- 42% are families with kids; 40% are adult families

- This group spends the most money per trip, an average of \$444 per day
- Visiting family and friends is nearly as important as vacation/leisure
- Most likely to stay with family or friends, or in a hotel

Target Audience:

The target audience for Family Fun is women who are Gen-Xers (born between 1965-1980) and have children in their homes, and grandparents who are likely Baby Boomers (born between 1946-1964).

Our Key Assets:

- Farms & Pumpkin Patches (that allow for hands-on or educational experiences)
 - o Howell's
 - o Rusty Stars Alpacas
- Parks and Recreation Areas
 - o Pammel State Park
 - o Madison County Conservation Center
 - o Middle River Water Trail
 - o City Park
 - o Middle River Park
 - o Badger Creek Recreation Area
 - o Jensen Marsh
 - o Fishing/Channel catfish

- o Hunting
- o Camping/yurt cabins
- o Swimming/Aquatic Center
- o Skate park / Rollerskating Rink
- Festivals & Entertainment
 - o Covered Bridge Festival
 - o The Iowa Theater
 - o The Winterset Stage
 - o Hinterland Music Festival

How & Where to Reach Them:

- Explorers Program
- YouTube
- Partner with local venues
- Local parenting/family fun websites
- Magazines such as *Midwest Living*, *Our Iowa*, etc.
- Travel Writers/Bloggers/Influencers with family focus



Shoppers

41% of travelers surveyed chose shopping as an area of interest. Iowa visitors in 2019 spent 17% of their trip budget on shopping. Shopping has become a main tourist activity and accounts for a considerable amount of tourism expenditure. Research has found that shopping tourists stay longer at a destination and spend approximately three to four times more than leisure tourists.

Our primary shopping tourists are “Souvenir shoppers”— individuals who shop for mementos of their trip and/or gifts to take back to family and friends. They are looking for local items directly related to their destination.

Demographics:

- Average age of 52 years
- Spends the most money per trip (an average of \$442/day)
- Spends 4.6 days per trip

- 43% are adult families (all over 18), 29% families with children under 18, and 24% are groups of friends
- 60% are motivated by Vacation/Leisure (highest percentage)
- Least likely to stay overnight, but most likely to use Airbnb

Target Audience:

Women between 25-65 years old who love to shop. Looking for a shopping destination with lots to offer (including culinary experiences). Looking for specialty stores as well. Highly influenced by social media and recommendations from others. Will make a road trip for shopping, and invite a friend or two. Shopping is a social experience, and they want to share their finds with others.

Our Key Assets:

- Award-winning Winterset Historic Courthouse Square retail district
- Small boutiques
- Handmade/artisan items

How & Where to Reach Them:

- Facebook
- Instagram
- Targeted social media marketing (product-focused)
- Magazines such as *Midwest Living*, *dsm*, and *ia*
- Websites like Catch DSM
- Travel guides
- Travel writers/bloggers/influencers with shopping focus
- Shopping maps
- Gift guides

15.6 Marketing Messages

CBSB Description:

“The Covered Bridges Scenic Byway offers visitors a journey into iconic America. The 82-mile-plus route focuses on the world-famous covered bridges of Madison County, as well as the John Wayne Birthplace & Museum, the Iowa Quilt Museum, the Madison County Courthouse & Historic District, the Madison County Historical Complex, American historical figures such as George Washington Carver and George Stout, Pammel State Park and the Middle River Water Trail, two wineries, two breweries, and a cidery.”

CBSB Tagline:

“Discover Iconic America”

Descriptors:

- Iconic
- Romantic
- Authentic
- Fertile
- Rolling
- Timbered
- Abundant
- Desirable
- Inspiring
- Legendary
- Acclaimed
- Vibrant

- Artistic
- Historic
- World-famous
- Hospitable

15.7 Media Outlets



Tourism/travel conferences and tradeshow:

- Travel Iowa Marketplace (November)
- Iowa Tourism Conference, Iowa Tourism Office/IEDA (March)
- Legislative Showcase (TFI) – (February)
- Heartland Byways Conference (Every other April/May)
- Group-travel shows –

- o ABA 's Annual Meeting & Marketplace (January)
- o Circle Wisconsin Midwest Marketplace (April)

Iowa State Fair:

- Iowa Byways booth; Madison County booth (August)

County Fairs:

- Madison County Fair (July)

Transportation-related conferences/tradeshows:

- Iowa Motorcycle Safety (May)
- Des Moines RV & Outdoor Show (January)
- Iowa Bike Expo (January)

Iowa Welcome Centers:

Closest in proximity to our byway: Living History Farms Welcome Center in Urbandale, Danish Windmill Welcome Center in Elk Horn, State of Iowa Welcome Center in Underwood, Southern Iowa Gateway Welcome Center in Lamoni, and the State of Iowa Welcome Center in Davis City.

- 1121 Broadway, Emmetsburg, IA 50536
- I-80 Westbound, Exit 271, Wilton, IA 52778
- I-80 Eastbound, Exit 17, Underwood, IA 51576
- I-35 Northbound, Exit 4, Davis City, IA 50065
- I-29 Southbound, Exit 141, Sergeant Bluff, IA 51054
- Amish Country Store and Southern Iowa Welcome Center, 109 S. Spruce Drive, Lamoni, IA 50140

Online:

- Madison County Chamber of Commerce (www.madisoncounty.com)
- Travel Iowa (<https://www.traveliowa.com/getinspired/the-scenic-route/12/>)
- Iowa DOT (<https://iowadot.gov/iowasbyways>)
- Our Facebook page (<https://www.facebook.com/coveredbridgesscenicbyway/>)
- Iowa Byways Guide Online (<https://iowadot.gov/iowasbyways/iowaBywaysTravelGuide.pdf>)
- America's Scenic Byways (<https://scenicbyways.info/state/IA.html>)
- https://en.wikipedia.org/wiki/List_of_Iowa_Scenic_Byways
- TripAdvisor
- YouTube

Radio:

- WHO (1040 AM), Des Moines, News/Talk

TV:

- KCCI/Channel 8
- WHO TV/Channel 13
- KDSM Fox/Channel 17
- We Are Iowa/Local 5
- KCRG/Channel 9

Iowa Byways Guide:

- <https://iowadot.gov/iowasbyways/iowaBywaysTravelGuide.pdf>

Newspapers:

- *Des Moines Register*
- *The Madisonian*
- *Chicago Tribune*
- *Omaha World-Herald*

Magazines:

- *Our Iowa*
- *The Iowan*
- *Iowa Living* magazines (*Winterset Living*, etc.)
- *Iowa Outdoors*
- *AAA magazine*
- *dsm*
- *ia*
- *Iowa History Journal*
- *Midwest Living*

Travel Writers/Bloggers:

- Host/conduct familiarization tours for writers/bloggers

I5.8 Printed Marketing Materials

Current Publications

Although smartphone use is increasing, not everyone has one, and many visitors use a combination of digital and printed media when

traveling. In fact, research has shown that while most vacation planning is done online, visitors prefer to use printed materials once they've reached their destination. Use of printed materials is not inhibited by spotty cellular coverage or low batteries. Printed publications also serve as souvenirs or keepsakes of an adventure, and are often kept by travelers for months or even years, sometimes being shared with other potential visitors.

Tearsheet Map

Approximate cost: 5,000 maps for \$1,100

Priority: High

Frequency: Every two years

Iowa Scenic Byways Travel Guide

Approximate cost: Free

Priority: High

Frequency: Updated every few years

Discovery Guide

Approximate cost: 1,000 for \$1,500

Priority: Medium-High

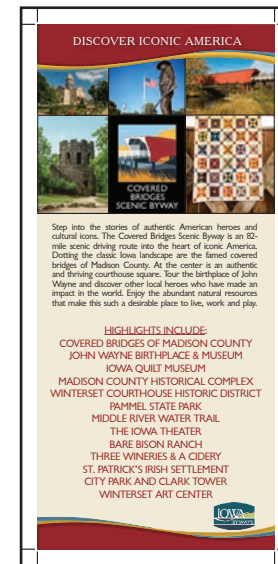
Frequency: Every two years

Rack Card

Approximate cost: 5,000 for \$1,000

Priority: Medium-High

Frequency: Every 2-3 years



CBSB Rack Card

The purpose of the rack card is very similar to the general brochure, but it is even more cost-effective. Its purpose is to bring awareness of the CBSB to people who are already on the road and traveling through Iowa. It was designed to stand out on a brochure rack and give the reader enough information to entice them to visit the byway or to find out more. It is strategically placed at Iowa welcome centers, especially along the I-80 and I-35 corridors.

Design Recommendations:

- The rack cards are 4" wide by 9" high, two-sided, full-color, printed on silk cover stock. 5,000 rack cards cost around \$1,000 to print. They fit perfectly into standard brochure racks.
- The front of the rack card features a collage of color photos from around the byway along with our byway logo, and the words "Discover Iconic America" at the very top. Below the photo collage is a short description of the byway, followed by a list of byway highlights and the Iowa Byways logo at the very bottom right corner.

- The back of the rack card features the words “Covered Bridges Scenic Byway” at the very top, then our byway route map (not detailed) and an icon of the state of Iowa with an indication as to where our byway is located within the state. Below the map is a description of our proximity to major hubs, such as Des Moines, Omaha, Kansas City, Minneapolis, and Chicago. Below that are the addresses and phone numbers of the two welcome centers along the byway, and finally, the contact information for the byway coordinator.
- All graphic elements and colors adhere to the Iowa Byways and CBSB design standards.

Proposed Publications

Stationary Set (Branded letterhead, envelopes, labels, etc.)

Cost: Low

Priority: Low

Restaurant Placemats (Disposable paper placemat highlighting the byway route, attractions and activities)

Cost: ?

Priority: Low

General Byway Brochure

A general brochure promoting the byway can be a cost-effective way to attract the attention of travelers who are not already aware of the byway, or are making a spontaneous trip to the area. The purpose of this general brochure is to entice travelers to seek more information about the byway, either online or at a welcome center. It should be bold and concise with dramatic images to highlight significant attractions and other byway media.

Design Recommendations:

- An 11”x17” tri-fold brochure offers room for a lot of information that then folds to take up far less real estate on a brochure rack.

- Colors, font styles, and graphic elements should adhere to the design standards of the CBSB and Iowa Byways.
- The front cover needs to be designed in such a way that the top one-third catches the eye of a reader amongst all of the other brochures available. In order to do this, the text should clearly state the main experience offered in a light-colored font over a dark background. (For example, Experience the Covered Bridges Scenic Byway! could be presented in yellow letters on a black background.)
- A dramatic photograph (or two) should also be granted space on the front cover, and should represent the best experience the byway has to offer. It should include people, if possible, for a more emotional connection to the reader.
- The back cover would be an ideal place to include a map of Iowa, with an indication as to the location of the byway within the state. Contact information and welcome center locations should also be presented here. It is important to keep in mind that brochures sometimes get placed back onto a brochure rack backwards, so the top one-third of the back cover should also draw attention and clearly state what the brochure is about.
- The inside panel (first reveal) when the brochure is opened should contain another dramatic image to draw the reader in, and provide a concise and active description of the byway or its main features.
- The three panels on the inside of the brochure (second reveal) should highlight the byway’s main attractions or highlights, perhaps breaking them down into theme.
- The full reveal (all six panels when completely unfolded) should be of the byway map.

15.9 Online Marketing Materials

Existing Online Media:

The CBSB has an online presence on the following websites:

- Madison County Chamber of Commerce (<http://www.madison-county.com/covered-bridges-scenic-byway/>) This page includes a description of the CBSB and its highlights, with links to download or print the tear sheet map, and the Discovery Guide.
- Travel Iowa website (<https://www.traveliowa.com/trails/covered-bridges-scenic-byway/98/>) CBSB has an individual page on Travel Iowa's website, which includes photos, our byway logo, a description, a link to our tear sheet map and an itinerary, as well as links to our byway's attractions, lodging, breweries, and communities.
- Iowa DOT website (<https://iowadot.gov/iowasbyways>) - The statewide Iowa Byways website homepage links to individual web pages on Travellowa.com for each of Iowa's byways, including the CBSB. This website includes a PDF of the Iowa Byways travel guide. There is also an option for ordering a printed copy of the guide, or byway posters.
- Suggested hashtags for social media: #coveredbridgesscenicbyway, #traveliowabyways, #madisoncountyiowa, #iowabyways

15.10 Marketing Opportunities

Tourism Season: May to October

Annual Events & Holidays:

January

National Hobby Month

1 - New Year's Day

5 - National Bird Day

Martin Luther King Jr. Birthday (3rd Monday of month)

19 - National Popcorn Day

23 - National Pie Day (#PieDay)

26 - National Plan for Vacation Day*

27 - National Chocolate Cake Day

29 - National Puzzle Day

February

Black History Month

American Heart Month

2 - Groundhog Day

Superbowl Sunday

8 - National Iowa Day

9 - National Pizza Day

14 - Valentine's Day

15 - Susan B. Anthony Day

Mardi Gras/Fat Tuesday

17 - Random Acts of Kindness Day

18 - National Drink Wine Day

20 - Cherry Pie Day

22 - National Margarita Day

24 - National Tortilla Chip Day

28 - National Chili Day

March

Irish-American Heritage Month

National Craft Month

National Women's History Month

1 - Peanut Butter Lovers' Day

8 - International Women's Day

14 - National Pi Day

17 - St. Patrick's Day

First Day of Spring

National Quilting Day (3rd Saturday of month)
29 - National Mom and Pop Business Owners Day
30 - National Take a Walk in the Park Day

April

Keep America Beautiful Month
National Burrito Day (1st Thursday of Month)
Good Friday
Easter Sunday
7 - National Beer Day / World Health Day
10 - National Siblings Day
11 - National Pet Day
12 - Grilled Cheese Sandwich Day
13 - National Peach Cobbler Day
15 - National Tax Day
17 - Bat Appreciation Day
22 - Earth Day
Arbor Day (Last Friday in April)

May

National Bike Month
1 - May Day
Kentucky Derby Day (1st Saturday of month)
4 - Star Wars Day / National Teacher's Day (Tuesday of first full week of May)
5 - Cinco de Mayo
6 - National Nurses Day
7 - National Tourism Day
Winterset Wine Walk (Saturday before Mother's Day)
Mother's Day
16 - Love a Tree Day
18 - International Museum Day
25 - National Wine Day
26 - John Wayne's Birthday
28 - National Hamburger Day
30 - Mint Julep Day
31 - Memorial Day

June

Pride Month
Great Outdoors Month
1-30 - All Iowa Shop Hop (Quilting)
3 - World Bicycle Day
4 - Leave the Office Early Day
National Doughnut Day (1st Friday in June)
National Trails Day (1st Saturday in June)
7 - National Chocolate Ice Cream Day
9 - National Strawberry Rhubarb Pie Day
11 - National Corn on the Cob Day
15 - National Nature Photography Day
18 - Go Fishing Day
Take a Road Trip Day (3rd Friday in June)
19 - Juneteenth
Father's Day (3rd Sunday)
Summer Solstice
21 - National Selfie Day
25 - National Catfish Day
26 - National Canoe Day

July

National Parks and Recreation Month

4 - 4th of July
6 - National Fried Chicken Day
7 - Chocolate Day
8 - National Blueberry Day
National Motorcycle Day (2nd Friday in July)
13 - National French Fries Day
14 - National Macaroni & Cheese Day
National Ice Cream Day (3rd Sunday of the month)
Madison County Fair
24 - National Cousins Day

August

Family Fun Month

4 - National Chocolate Chip Cookie Day

Hinterland Music Festival (1st Weekend in August)

10 - National S'mores Day

Iowa State Fair

19 - World Photo Day

National Honey Bee Awareness Day (3rd Saturday)

26 - National Dog Day / Women's Equality Day

September

Hispanic Heritage Month

National Sewing Month

4 - National Wildlife Day

International Bacon Day (Saturday before Labor Day)

5 - Cheese Pizza Day

Labor Day (1st Monday of September)

12 - Grandparents Day

20 - National Pepperoni Pizza Day

First Day of Fall

National Hunting and Fishing Day (4th Saturday in September)

October

Breast Cancer Awareness Month

Madison County Covered Bridge Festival (Second full weekend)

1 - International Coffee Day

National Motorcycle Ride Day (2nd Saturday in October)

14 - National Dessert Day

Bosses Day (Weekday closest to October 16)

17 - National Pasta Day

21 - International Nacho Day

Make a Difference Day (4th Saturday of the month)

31 - Halloween

November

National Caregivers Appreciation Month

1 - All Saints Day / Dios Los Muertos

3 - Sandwich Day

7 - Stress Awareness Day

11 - Veterans Day

17 - Take a Hike Day

Thanksgiving

Small Business Saturday

December

2 - National Fritters Day

8 - Pretend to Be a Time Traveler Day

16 - National Chocolate Covered Anything Day

17 - National Maple Syrup Day

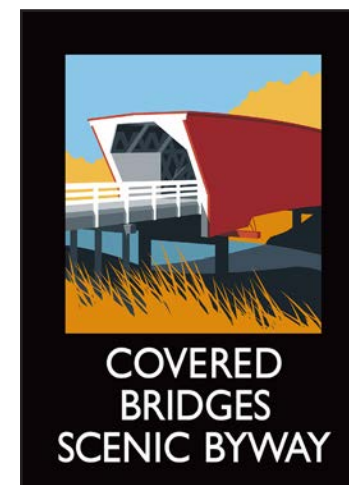
21 - Winter Solstice

25 - Christmas

31 - New Year's Eve

15.11 Branding – The CBSB Visual Identity

Official name: Covered Bridges Scenic Byway



Iowa Byways Logo

The Iowa Byways system-wide graphic identity is single image that represents the comprehensive family of Iowa Byways. It can be a stand-alone graphic for identifying and promoting the Iowa Byways program. It combines with individual byway graphic identities on high-way guide signage. The system-wide identity graphic is an intentionally simple graphic style that is a recognizable and memorable graphic theme without competing with or dominating the individual byway graphic identity when displayed on way-showing signage. The colors and curves in the graphic identity are an abstraction of the undulating Iowa landscape. These colors serve as the primary color palette for the Iowa Byways brand.

The typeface for “IOWA” is a derivation of Cheltenham BT set in all caps. The original typeface is manipulated to blend with abstract graphic representations of hills and valleys. Typeface for “BYWAYS” is Gill sans set in all caps. Colors for the brand identity are Light Blue (PMS 7477c), White, Dark Blue (PMS 546c), and Green (PMS 5777c). Our Logo:

Font (for signage): Gill Sans in all Caps



Our Color Palette: A color palette is a set of colors used in a visual medium. The CBSB palette incorporates colors from the CBSB logo. Additional colors from the Iowa Byways brand could be added to this palette in some instances.

	Pantone	RGB	CMYK
Sky	2905 C	141/200/232	
Water (lighted)	7696 C	99/153/174	56/9/9/21
Water (under bridge)	7546 C	66/85/99	58/32/18/54
Water (shadows)	433 C	29/37/45	90/68/41/90
Top of trees	142 C	241/190/72	0/24/78/0
Outline of bridge	7631 C	87/45/45	29/82/50/73
Bridge	7622 C	147/39/44	0/97/89/45
Bridge (in sunlight)	7619 C	192/76/54	0/78/85/12
Tall grass	7564 C	219/138/6	0/45/100/4

Top of deck/interior	428 C	193/198/200	0/0/0/23
Middle deck/interior	430 C	124/135/142	
Lower deck	431 C	91/103/112	
Deck pilings	432 C		

15.12 Proposed Marketing Projects

I. Printed Materials

Maintain regular access to printed materials such as the CBSB rack cards, tear sheet maps, and guides.

Work with local partners and stakeholders to incorporate the CBSB route, logo, and recognition into publications, marketing, and maps. For example, retailers should include the phrase “On the Covered Bridges Scenic Byway” to their description online and on printed materials. Reach out to storefront businesses and ask them to display a “Friend of the CBSB” sticker in their windows.



(Winterset Bridges)

Travel the 82-mile Covered Bridges Scenic Byway across Madison County and see the five famous bridges. Also drive by the birthplace and museum of legendary actor John Wayne and the stunning Iowa Quilt Museum, both in Winterset.

2. Work with Travel Writers to Increase Our Online Profile

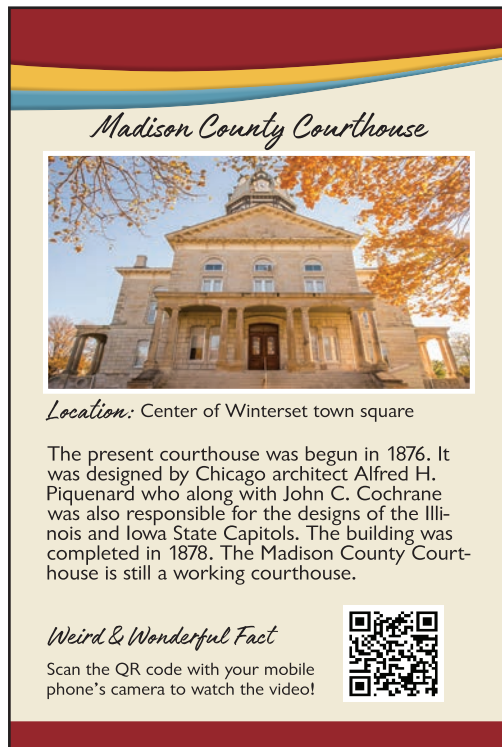
Host/conduct familiarization tours for writers/bloggers, or sponsor visits for them in return for content.

3. Develop an Self-Guided Smart Phone Tour

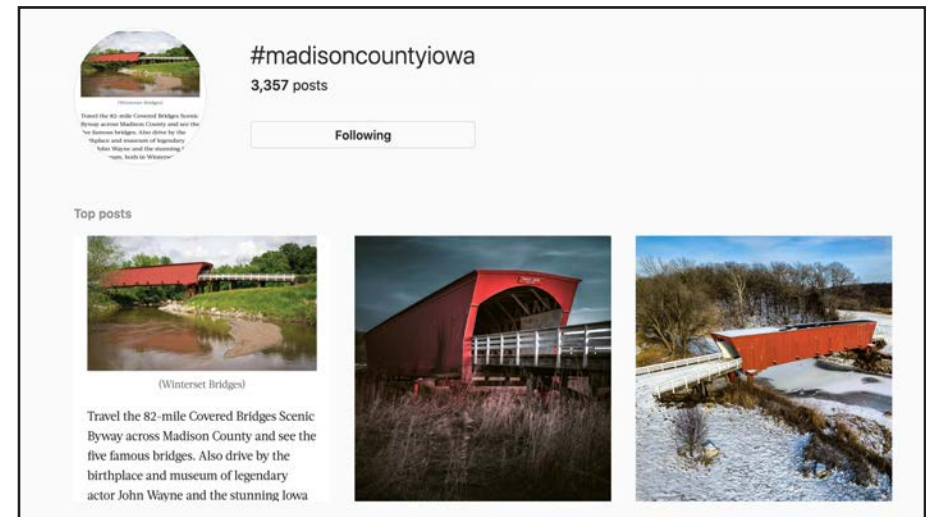
The number of people who own mobile devices such as smart-phones and tablets continues to rise. According to the Pew Research Center, the vast majority of Americans – 96% – now own a cellphone of some kind, while roughly half own tablet computers and roughly half own e-reader devices. The share of Americans that own smartphones is now 81%, up from just 35% in Pew Research Center’s first survey of smartphone ownership conducted in 2011. In a 2020 survey conducted by Corridor Solutions of people who reported driving a scenic byway within the past two years, 36% stated that a mobile app or audio tour would have made their scenic byway experience more memorable or enjoyable. Using the power of personal smartphone and tablet devices, audiovisual tours combine sound, images, video, text, and interactive components to create rich and diverse interpretive experiences. They are ideally suited to byways, providing directions to nearby attractions and offering interpretation during long drives. Estimated production cost - \$8,000-10,000 + annual subscription fees of approximately \$750/year.

4. Invest in the Production of Good Video Content

Have video content professionally produced and share on YouTube.



- Culinary or Food Traditions Guide
- Recreation Guide
- Biking the CBSB
- Birding on the Byway



5. Develop an Explorers Program to Engage Children

An Explorers Program has been created to engage children and provide a fun and educational experience for them while their families explore the byway. Passport-like booklets will be provided for children for free (available at the Madison County Chamber of Commerce Welcome Center and at the museums along the byway). Families are encouraged to visit twelve sites along the CBSB and to find the rubbing plate at each one in order to make an impression in their booklet. Along with brief information about the attraction, there is a QR code which links directly to a YouTube video (created using local kids) which will tell them more about that site (something we call a Weird & Wonderful Fact). We also hope to follow up with visitors with a More to Explore e-newsletter.

7. Maintain Strong Social Media Presence

We plan to update the CBSB Facebook page with a new post at least once per week. Content could celebrate “National Days” and holidays with special content. Posts should include lots of photos and even video content. Visitors should be encouraged to share their own photos, reviews, etc. We will also maintain an Instagram account and ask visitors to tag our byway when they share their photos using #madisoncountyiowa or #coveredbridgesscenicbyway.

8. Develop an Independent Website for the Byway and/or Blog

9. Create CBSB Branded Merchandise

The logo created for the CBSB through the Iowa Department

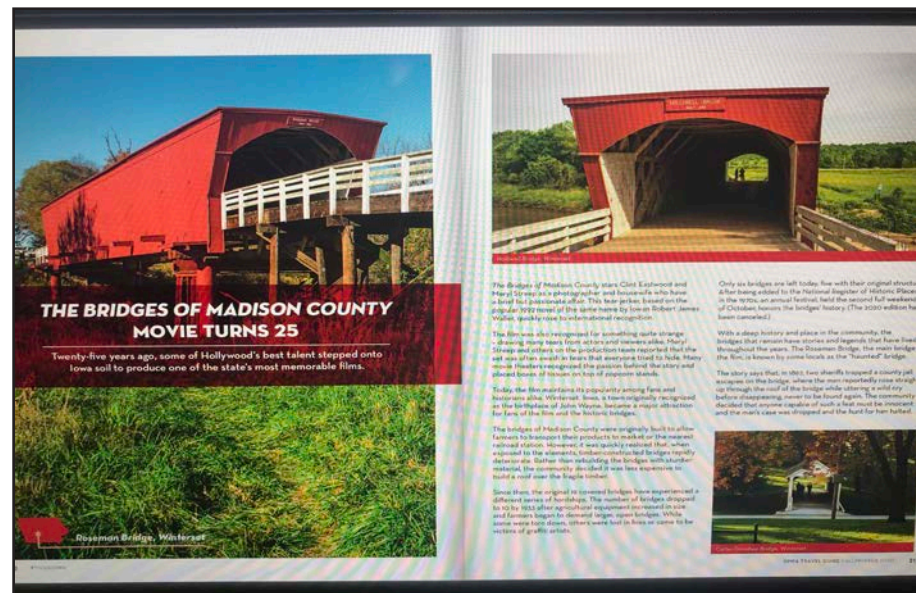
6. Create Theme or Activity-Specific Guides to the Byway

of Transportation may be used on retail merchandise under an agreement with the DOT that all proceeds go back to the CBSB. To increase awareness of the CBSB and promote its brand, this project would develop and fabricate CBSB branded merchandise. The items would be made available for purchase at the welcome centers, museums, and possibly retail outlets along the byway. Branded merchandise might include key rings, mugs, bumper stickers, magnets, postcards, t-shirts, hats, and posters.

Promotion with Ray Gun - creation of a special t-shirt - (See Loess Hills for an example)

10. Stay Visible by Attending Travel-Related Tradeshows/ Events

- Des Moines RV & Outdoor Show (January)
- Iowa Bike Expo (January)
- ABA 's Annual Meeting & Marketplace (January)
- Legislative Showcase (TFI) – (February)
- Iowa Tourism Conference, Iowa Tourism Office/IEDA (Spring)
- Circle Wisconsin Midwest Marketplace (April)
- Heartland Byways Conference (Spring)
- Iowa Motorcycle Safety (May)
- Madison County Fair (July)
- Iowa State Fair - Byways booth (August)
- Travel Iowa Marketplace (November)



11. Continue to Leverage Travel Iowa Resources

The Iowa Economic Development Authority's tourism office partners with the Iowa Department of Transportation's Scenic Byway Program office to support Iowa's scenic byway program. They provide multitude of resources that the Covered Bridges Scenic Byway and corridor organizations can take full advantage of to maximize their limited promotional budgets. The following resources will be utilized by the CBSB Council and corridor organizations: Iowa Tourism Grant Program; listings on www.traveliowa.com for all byway attractions, businesses, and events; co-op advertising partnership opportunities; economic impact study data and Iowa Tourism Office research; Iowa Tourism Conference networking and educational opportunities; and a page on their website featuring the CBSB.

A photograph of a home decor store interior. The space is filled with various items including potted plants, throw pillows, and string lights. A sign in the background reads "LOVE GROWS BEST in little houses like this". Another sign says "FLOWER BAR". The floor is made of light-colored wood. A person is visible in the background near the "FLOWER BAR" sign.

SECTION 16: ECONOMIC DEVELOPMENT PLAN

re:home- a store on Winterset Courthouse Square

ECONOMIC DEVELOPMENT PLAN

“Economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs and supporting or growing incomes and the tax base.”

16.1 Introduction

The CBSB Economic Development Plan is intended to help the CBSB Council and its stakeholders maximize the economic impact of the byway. It assesses existing economic conditions, community infrastructure, and business climate. The plan identifies strategies, programs and projects that could help improve the economy in the CBSB Corridor over the next decade. The plan should encourage CBSB communities and stakeholders to work together to use the CBSB as a tourism asset, thereby creating and supporting jobs, and improving the standard of living for residents. A stronger economy also increases the tax base and creates a more vibrant CBSB Corridor.

The policies and strategies recommended in this plan support and encourage regional collaboration among the byway communities, and among all CBSB public and private stakeholders. The CBSB Council strongly feels that if public and private stakeholders work together, they will be better able to address major economic, social and environmental challenges in the CBSB Corridor for years to come.

Stakeholders that have already committed to working with and for the CBSB to improve their economy through implementation of this Economic Development Plan include, but are not limited to, the following:

- CBSB Council through planning, coordination (and implementation) of the project.

- The cities of Bevington, St. Charles and Winterset through voluntary participation on the CBSB Council and committees, and individual and collaborative CBSB projects, events and initiatives.
- CBSB businesses, historical societies, art and cultural organizations, community foundations, and other public and private stakeholders through voluntary participation on the CBSB Council and committees, financial contributions, and volunteer service to implement projects and events.
- Madison County Chamber of Commerce through coordination and technical and financial assistance to the CBSB Council, and private and public stakeholders.
- Iowa DOT through the Iowa Byway Sustainability Program for coordination, branding, and technical assistance to the CBSB Council, as well as financial assistance for projects.
- National Scenic Byway Program through grants, education and information.
- Byways of Iowa Coalition through byway collaboration, training, cross promotion, outreach and education.
- Madison County Development Group
- Madison County
- Greater Des Moines Partnership

16.2 Existing Conditions

The CBSB Corridor encompasses portions of Madison County, and three cities—Bevington, St. Charles, and Winterset. The CBSB Corridor is a rural area of Iowa where communities are small and the population fairly spread out across the landscape. Winterset has a regional airport and the Des Moines International Airport is just (twenty miles) northeast of the CBSB.

Population Growth

Madison County is part of the Des Moines Metro Statistical Area (MSA) which consists of Dallas, Guthrie, Madison, Polk and Warren counties, which is experiencing tremendous growth—more than a

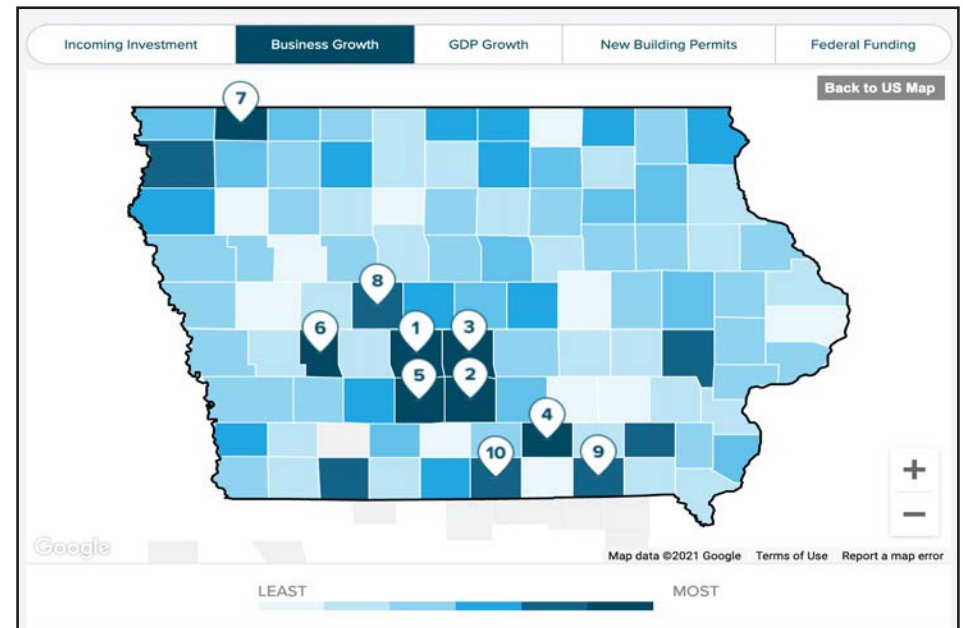
30% increase in population. Madison County itself has the 7th highest percentage of business growth among all 99 counties in Iowa. Housing units increased 6.5% from 2010-2017, 7th highest in the state. Among small cities (populations of 5,000-9,999) in Iowa, Winterset is the 3rd fastest growing in the state.

Industries/Number of Businesses

The main industries in Winterset are retail and wholesale trade, health care and social assistance, accommodation and food services, professional services, transportation and warehousing, finance and insurance, manufacturing, real estate, and educational services. Winterset's retail sales have risen steadily since 2002. Retail sales topped \$77 million in 2016, in a town of just over 5,000. Q2 retail sales rose 49% between 2002 and 2018. (Statistics from Iowa Dept. of Revenue – Iowa Retail Sales Tax Quarterly Reports)

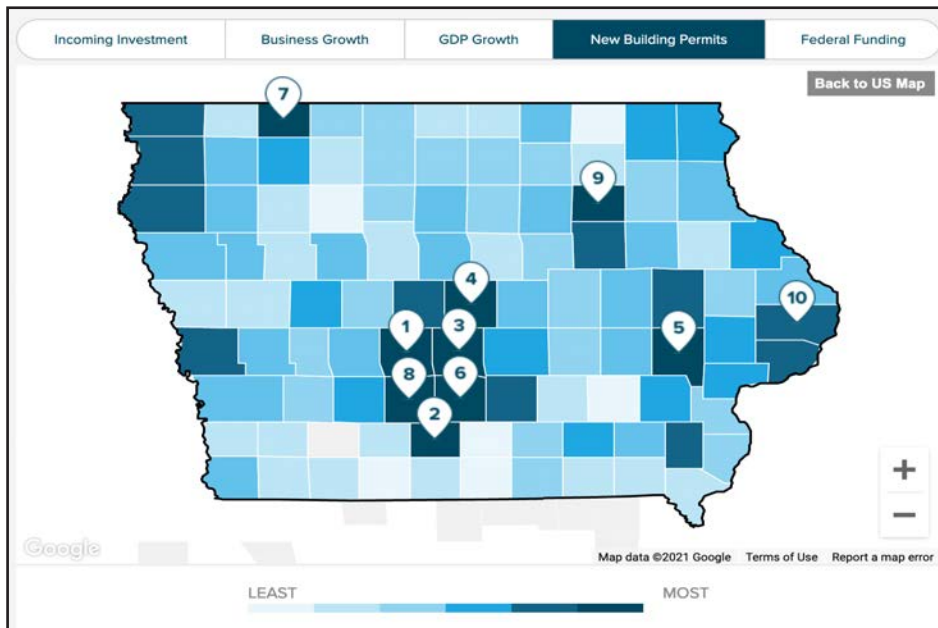
“Retail sales hit another record in Madison County for 2nd quarter; top \$27.7 million in 90-day period, eclipsing 2016” – The Madisonian, November 2018. The 2nd quarter sales of 2018 were higher than the previous year's 2nd quarter by over \$1.5 million.

The primary industries of employment in St. Charles are retail trade, finance and insurance, real estate, rental and leasing, educational services, health care and social services, and construction. 72% of St. Charles residents work outside of Madison County, while 26.4% work inside of the county. Almost 91% of the population of Bevington works outside of the county.



Business Growth

Madison County currently has the 5th highest percentage of business growth in the state. (The study looked at the change in the number of businesses established in a location over a 3-year period, which shows whether or not people are starting new business ventures in the county.) [Sources: U.S. Census Bureau 2017 American Community Survey, U.S. Bureau Economic Analysis, U.S. Census Bureau Building Permits Survey, USAspending.gov]



New Building Permits

Madison County currently ranks 8th in the state in number of new building permits. [Sources: U.S. Census Bureau 2017 American Community Survey, U.S. Bureau Economic Analysis, U.S. Census Bureau Building Permits Survey, USAspending.gov]

Madison County Labor Conditions

Winterset as a community has an estimated 3,869 population in adjusted work force between ages 18 to 64. When the region is expanded to include nearby rural communities, the population for this same group includes an additional 32,400 workers. Expanding the region to a 30 mile radius adds a significant portion of the Des Moines metro area population which results in an additional 241,543 of population becoming available. This results in a grand total of 277,812 population of working age people within the Madison County Laborshed. Of this population, an estimated 26,851 are willing to change or accept new employment. Industries that have at least 10% of the workforce include finance, insurance and real estate (13.5%); health care and so-

cial services (12%); wholesale and retail trade (11.7%); manufacturing (10.9%); and government (10%).

The out-commute of a community represents the percentage of residents living in the region but working for employers located in other communities. The out-commute for Winterset is estimated at 47.7%, which means approximately 1,463 people live in Winterset and work in other communities. Most of these are working in the Des Moines metropolitan area.

Infrastructure

The communities along the CBSB route are well-positioned to provide services to the traveler, offering them experiences and activities while providing places for them to take a break from driving. All three communities have the amenities needed by most travelers.

Madison County has not been subject to flooding nearly as much as other communities in Iowa, despite the number of rivers, creeks, and streams in the county.

The town of Winterset has had much of its historic district renovated or restored. There is a low percentage of structures that are in need of major repair. The majority of those buildings have been restored or renovated on their lower levels, with second-story floors aging and vacant, or in need of repair. There are very few vacancies in Winterset.

Community tourism infrastructure - street lighting, parking, trails (biking, water), river accesses, etc. Partners - private and public groups - actively working to improve both primary and secondary community infrastructure. Such as city groups, conservation groups, historical and historic preservation groups, tourism, economic development.

Sense of Place

In addition to the brand associated with the CBSB and its corridor, each of the communities along the CBSB has its own sense of place that has evolved over time. It has been influenced by the historic, cultural, economic, and natural resources and amenities surrounding

it, and the people that founded and expanded each of the communities. The character, look, and heritage of the CBSB communities are not found in other towns, and the CBSB Council does not desire that they change or alter their sense of place to try to become more like other byway communities. Each of the CBSB's communities' individual sense of place is not only a strength but also an asset and opportunity for the CBSB to strengthen its own brand. The CBSB public and private stakeholders, businesses, and communities will benefit from the communities understanding and developing their sense of place to its full potential and then working with the CBSB Council to market their communities as part of the overall CBSB brand.

St. Charles and Winterset, two of the three CBSB communities that have downtowns, have maintained and/or restored the vast majority of their buildings. Chamber and economic development leaders continue to encourage small business owners and new entrepreneurs so that the CBSB downtowns are dominated by unique, locally owned, small businesses located in historic storefronts, rather than chain stores or business franchises in modern buildings. This has allowed the communities to keep their sense of place distinctive and provide a stark contrast to large cities or suburban architecture.

Some of the projects that have been started or completed include facade restoration projects, community art, historic downtown restoration, and other projects that will strengthen, integrate, and promote the unique characteristics that embody their CBSB community's sense of place. Established and new community events and festivals are popular and the CBSB communities are restoring or constructing community infrastructure like streets, sidewalks, lighting, and trails in a historically respectful manner that also reflects a new understanding for functionality.

Services

The services provided to the traveler by the public-private partners in the CBSB are diverse and multi-faceted. They collectively influence what and how existing and created experiences along the CBSB are perceived, delivered, consumed, and remembered. Therefore, the suc-

cess of the CBSB as a public-private business venture that positively impacts the economy of the CBSB communities and counties depends on the unified development, branding, and marketing of services in the CBSB for, and to, the traveling public. The nature, diversity, standards, consistency, and delivery of these services will influence the public's access to, and enjoyment of, the designated route and its amenities and the perceived quality of the byway travelers' experience.

Operations

Tourism along the CBSB is dependent on hundreds of diverse public and private partners. Coordination of operations at several levels would benefit the stakeholders. However, coordination of operations is complex and must be sensitive to the limitations in human and financial resources associated with small businesses and organizations that provide the services and experiences along or associated with the byway.

An inventory of public and private tourism venues, attractions, and businesses along the CBSB has been completed, and featured on the CBSB tear sheet map.

The majority of the tourism-related businesses along the CBSB are small, private businesses located in the downtown areas of the three communities. Hours and methods of operation vary, and many of the businesses, historic sites and attractions, and public facilities are closed in the evenings and on Sundays, when the traveling public may be seeking products, services, and experiences. The CBSB Council recognizes that although coordination of hours of operations would benefit visitors, it may only be possible.

Winterset

Population

The estimated population of Winterset in 2020 was 5,353. 53.4% were female. An estimated 28.6% of the population was under 18

years, and 16.4% was 65 years or older. The largest segment by age were 35-39 years, with a median age in Winterset of 35.8 years.

Households & Families

In 2017-2021, there were 2,175 households in Winterset. The average household size was 3.19 people.

Married-couple households made up 40.6% of the households in Winterset while cohabiting couple households made up 11.2% of households. Female householder families with no spouse or partner present and children under 18 years were 4.5% of all households, while 1.6% of households were male householder families with no spouse or partner present and children under 18 years. Of people living alone, 6.4% were 65 or over.

34% of all households have one or more people under the age of 18; 30.4% of all households have one or more people 65 years and over.

Housing Inventory Characteristics

In 2020, Winterset had a total of 2,451 housing units. Of these housing units, 81% percent were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 17.9% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. Only 1% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc. 3.6% of the housing inventory was comprised of houses built since 2010, while 30.7% of the houses were first built in 1939 or earlier.

Occupied Housing Characteristics

In 2020, Winterset had 2,231 housing units that were occupied or had people living in them, while the remaining 220 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 72.2% while

renters occupied 27.8%. The average household size of owner-occupied houses was 2.42 and in renter-occupied houses it was 1.9.

17.4% of householders of these occupied houses had moved into their house since 2019, while 31.6% moved into their house between 2015-2018. 7.5% had moved in prior to 1989. Households without a vehicle available for personal use comprised 10.3% while the majority (33.8%) had two vehicles available for use.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Winterset city, Iowa was \$158,300.

Of the owner-occupied households, 68.4 percent had a mortgage. 31.6 percent owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,348 and for owners without a mortgage it was \$437.

For renter-occupied houses, the median gross rent for Winterset city, Iowa was \$740. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Winterset city, Iowa accounted for 22.0 percent of owners with a mortgage, 6.6 percent of owners without a mortgage, and 27.6 percent of renters.

Education

In 2015-2019, 92.6% of people 25 years and over had at least graduated from high school and 25.6% had a bachelor's degree or higher. An estimated 7.3% did not complete high school. The total school enrollment in Winterset was 1,330 in 2015-2019. Nursery school enrollment was 87 and kindergarten through 12th grade enrollment was 979. College or graduate school enrollment was 264.

Industry & Employment

The main industries in Winterset are retail and wholesale trade, health care and social assistance, accommodation and food services, professional services, transportation and warehousing, finance and insurance, manufacturing, real estate, and educational services. 65% of the Winterset population over 16 years was employed in 2019. An estimated 75% of the people employed were private wage and salary workers; 17% were federal, state, or local government workers; and 7.6% were self-employed in their own (not incorporated) business. The unemployment rate was 3.1%.

39.9% of Winterset residents work outside of Madison County, while 57.7% work inside of the county.

Median Income

The median income of households in Winterset was \$52,835, which is less than the median annual income of \$60,336 across the entire United States. An estimated 2.9% of households had income below \$10,000 a year and 3% had income over \$200,000 or more. Median earnings for full-time year-round workers was \$48,166. Male full-time year-round workers had median earnings of \$50,127. Female full-time year-round workers had median earnings of \$44,623.

Poverty and Participation in Government Programs

In 2015-2019, 6.3% of people were in poverty. An estimated 1.3% of children under 18 were below the poverty level, compared with 11.8% of people 65 years old and over. An estimated 6.8% of people 18 to 64 years were below the poverty level.

In 2015-2019, 8.6% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 44.3% of households that received SNAP had children under 18, and 30.4% of households that received SNAP had one or more people 60 years and over. An estimated 23% of all households receiving SNAP were families with a female householder and no husband present. An estimated 20% of households receiving SNAP had two or more workers in the past 12 months.

Nativity & Foreign Born

In 2015-2019, an estimated 97.5% of the people living in Winterset were U.S. natives. 82.5% of the population were living in the state where they were born.

Approximately 2.5% of Winterset residents in 2015-2019 were foreign-born. 24.2% of foreign born were naturalized U.S. citizens and an estimated 62.9% entered the country before the year 2010.

Of those born in a foreign country, 99.2% came from Asia, while 0.8% came from Latin America.

Computer and Internet Use

In 2015-2019, 84.3% of households in Winterset had a computer, and 76.3% had a broadband internet subscription.

An estimated 69.8% of households had a desktop or laptop, 74.6% had a smartphone, 47.6% had a tablet or other portable wireless computer, and 1.6% had some other computer.

Among all households, 64% had a cellular data plan; 55.8% had a broadband subscription such as cable, fiber optic, or DSL; 10.5% had a satellite internet subscription; 0.7% had dial-up alone.

St. Charles

Population

The population of St. Charles was 640 in 2020, according to the U.S. Census Bureau. An estimated 24% of the population was under 18 years, 35% was 18 to 44 years, 24% was 45 to 64 years, and 16% was 65 years and older.

Race and Hispanic Origin

For people reporting one race alone, 97.3% were White; 2.4% were Black or African American; and 0% percent were some other race.

An estimated 0.3 % reported two or more races. An estimated 0.6% of the people in St. Charles were Hispanic. An estimated 96.8% of the people were White non-Hispanic. People of Hispanic origin may be of any race.

Households & Families

In 2015-2019, there were 288 households in St. Charles. The average household size was 2.46 people.

Married-couple households made up 63.9% of the households in St. Charles while cohabiting couple households made up 4.5% of households. Female householder families with no spouse or partner present and children under 18 years were 5.2% of all households, while 0.7% of households were male householder families with no spouse or partner present and children under 18 years. Of people living alone, 13.2% were male householders, and 11.8% were female householders, for a total of 25% of all households.

33% of all households in St. Charles have one or more people under the age of 18; 29.9% of all households have one or more people 65 years and over.

Education

In 2015-2019, 94.8% of people 25 years and over had at least graduated from high school and 16.5% had a bachelor's degree or higher. An estimated 5.2% did not complete high school.

The total school enrollment in St. Charles was 181 in 2015-2019. Nursery school enrollment was 11 and kindergarten through 12th grade enrollment was 132. College or graduate school enrollment was 38.

Employment & Industry

73.8% of the population 16 and over were employed; 25.7% were not currently in the labor force. An estimated 80% of the people

employed were private wage and salary workers; 12.7% were federal, state, or local government workers; and 7.1% were self-employed in their own (not incorporated) business.

72% of St. Charles residents work outside of Madison County, while 26.4% work inside of the county. The primary industries of employment are retail trade, finance and insurance, real estate, rental and leasing, educational services, health care and social services, and construction.

The 30-minute drive to either Des Moines or Osceola, along with the beautiful countryside and small town atmosphere, makes St. Charles another popular community for commuters.

Median Income

The median income of households in St. Charles was \$78,500 in 2019. An estimated 3.8 percent of households had income below \$10,000 a year, and 1.7 percent had income over \$200,000 or more.

Poverty & Participation in Government Programs

In 2015-2019, 3.5% of people were in poverty. An estimated 1.2% of children under 18 were below the poverty level, compared with 9.5% of people 65 years old and over. An estimated 2.8% of people 18 to 64 years were below the poverty level.

In 2015-2019, 4.9% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 100% percent of households that received SNAP had children under 18, and 0% percent of households that received SNAP had one or more people 60 years and over. An estimated 85.7% of all households receiving SNAP were families with a female householder and no husband present. An estimated 35.7% of households receiving SNAP had two or more workers in the past 12 months.

Housing Inventory Characteristics

In 2015-2019, St. Charles had a total of 294 housing units. Of these housing units, 89.5% were single-family houses either not attached

to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 8.4% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 2% percent were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

1.7% of the housing inventory was comprised of houses built since 2010, while 27.9% of the houses were first built in 1939 or earlier.

Occupied Housing Characteristics

In 2015-2019, St. Charles 288 housing units that were occupied or had people living in them, while the remaining 6 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 73.3% while renters occupied 26.7%. The average household size of owner-occupied houses was 2.51 and in renter-occupied houses it was 2.32.

20.8% of householders of these occupied houses had moved into their house since 2015, while 9.7% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 2.1 percent and another 34.4 percent had three or more vehicles available for use.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in St. Charles was \$153,000.

Of the owner-occupied households, 75.8% had a mortgage. 24% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,230 and for owners without a mortgage it was \$497.

For renter-occupied houses, the median gross rent for St. Charles was \$684. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other

fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in St. Charles accounted for 8.1% of owners with a mortgage, 7.8% of owners without a mortgage, and 30.8% of renters.

Computer and Internet Use

In 2015-2019, 93.4% of households in St. Charles had a computer, and 84% had a broadband internet subscription.

An estimated 80.6% of households had a desktop or laptop, 81.6% had a smartphone, 72% had a tablet or other portable wireless computer, and 1.4% had some other computer.

Among all households, 68.4% had a cellular data plan; 65.6% had a broadband subscription such as cable, fiber optic, or DSL; 8.7% had a satellite internet subscription; 0% had dial-up alone; and 0% had some other service alone.

Bevington

Population

Between 2015-2019, Bevington had a total population of 40 – 19 (47.5%) females and 21 (52.5%) males. The median age was 35.5 years. An estimated 25% of the population was under 18 years, 45% was 18 to 44 years, 7.5% was 45 to 64 years, and 22.5% was 65 years and older. According to the 2020 U.S. Census Bureau, the population of Bevington was 57.

Households & Families

In 2015-2019, there were 13 households in Bevington. The average household size was 3.08 people.

Married-couple households made up 61.5% of the households in Bev-

ington. Of people living alone, all 38.5% were male. 46.2% of all households have one or more people under the age of 18; 53.8% of all households have one or more people 65 years and over.

Nativity & Foreign Born

In 2015-2019, an estimated 100% of the people living in Bevington were U.S. natives. 100% of the Bevington population were born in Iowa.

Education

In 2015-2019, 81% of people 25 years and over had at least graduated from high school. An estimated 19% did not complete high school. The total school enrollment in Bevington was eleven in 2015-2019. Nursery school enrollment was zero and kindergarten through 12th grade enrollment was eleven.

Employment & Industry

In Bevington, 48.6% 16 and over were employed; 45.7% were not currently in the labor force.

An estimated 94.1% of the people employed were private wage and salary workers; and 5.9% were self-employed in their own (not incorporated) business. Almost 91% of the population of Bevington works outside of the county.

Median Income

The Median Household Income is \$39,792. Median earnings for full-time year-round workers was \$32,500. Male full-time year-round workers had median earnings of \$66,250. Female full-time year-round workers had median earnings of \$29,000. 0% of the population were in poverty.

Housing Inventory Characteristics

In 2015-2019, Bevington had a total of twenty housing units. Of these

housing units, 20% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 80% were mobile homes.

Occupied Housing Characteristics

In 2015-2019, Bevington had 13 housing units that were occupied or had people living in them, while the remaining 7 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 38.5% while renters occupied 61.5%. The average household size of owner-occupied houses was 3.20 and in renter-occupied houses it was 3.00.

7.7% of householders of these occupied houses had moved into their house since 2015, while 7.7% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 0% and another 23% had three or more vehicles available for use.

Of the owner-occupied households, 40% had a mortgage. 60% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners without a mortgage was \$850. For renter-occupied houses, the median gross rent for Bevington was \$688. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

In 2015-2019, 100% of households in Bevington had a computer, and 46% had a broadband internet subscription.

An estimated 84.6% of households had a desktop or laptop, 61.5% had a smartphone, 38.5% had a tablet or other portable wireless computer.

Among all households, 38.5% had a cellular data plan; 7.7% had a broadband subscription such as cable, fiber optic, or DSL; 7.7% had a satellite internet subscription; 30.8% had dial-up alone; and 0% had some other service alone.

16.3 Challenges & Opportunities

1) *Organizational Structure*: There are multiple levels of organization related to the CBSB. There are the individual communities who work independently and cooperatively as needed. Each of these communities has their own idea of how to foster economic development and what strategies and methods they should and do use. The ideas and vision in each is predicated on different learning, expert advice, experiences, partnerships, and resources. The Madison County Chamber of Commerce uses teachings of international experts like Roger Brooks of Destination Development Association, and is partnered with programs like Iowa Great Places and the Greater Des Moines Partnership. While they work to share knowledge and opportunities with its membership, they may not reach all of the businesses and organizations along the CBSB. Other programs and funding opportunities are also available at a county-wide level through organizations like the Greater Madison County Community Foundation and the Madison County Development Group, whose mission it is to increase economic activity, increase employment, and build the tax base of the county. There are also county and city organizations that act both independently and in coordination with each other, and economic development and tourism in the county. This is where the CBSB Council, as a local organization overseeing a designated State of Iowa Byway, can bring resources, partners, and opportunities to the CBSB Corridor as a whole. The byway can serve as a structure for those partners who are interested in strengthening their individual byway communities and the county. We can foster partnership with and between existing entities to strengthen every partner and to develop the CBSB as a regional tourism venue and a destination-based regional economic development engine. The CBSB Council feels that implementation of this CMP will be maximized when all partners are supportive of building the assets within each individual community, while at the same time, working to maximize and build the potential for the greater CBSB Corridor as a singular byway tourism destination.

2) *Economic Structure*: The economic structure of each CBSB community, Madison County, and all of the CBSB businesses, organizations, and establishments collectively, is important and should be strengthened through implementation of this CMP. Some of the CBSB communities have or are using recognized strategies to develop new economic structures for their downtown business districts, but others are unaware or have been unable to develop support for implementation of those strategies. In order for the CBSB Corridor to be a premier tourism destination that has wide-reaching economic benefits, all of the public and private stakeholders in the Corridor will need to implement strategies to maximize the structure of their own economies, while also working together to understand how their structure works in tandem with others as part of the larger, multi-faceted, economic byway system.

3) *Sense of Place/Community Pride*: Each community within the CBSB Corridor, and the Corridor as a whole, will benefit from having a strong sense of place and a pride of community that is reflected in public and private spaces, particularly in downtown districts. This includes developing and restoring historic and cultural venues and structures, updating community services, and creating public spaces, parks, and events that are unique to the community, people, and cultures found in the CBSB Corridor. There is no shortage of community pride in the CBSB communities. Connecting that pride to the development of a sense of place related to the CBSB through public and private projects will be vital to the success of the branding and marketing associated with the CBSB Corridor. For that pride and sense of place to be embraced, it must be something that permeates all levels of the economy, the community infrastructure, and the social system, including both public and private sectors. Partners must seek ways to celebrate and market the CBSB and its Corridor through unified branding and marketing that recognizes individuality while benefiting everyone and creating opportunity.

4) **Seasonal/Cyclical Tourism:** One of the greatest social and economic challenges that CBSB Corridor businesses face is the seasonal/cyclical nature of tourism, which can be particularly challenging in a small town located in a very rural area. Over the years, dozens of small businesses have been established and thrived during the summer months (primary tourism season), only to close in the winter due to a drastic reduction in customers. Madison County's tourism season is from May to October, with the highest percentage of travelers visiting in July (26.3%), followed by August (13.6%) and October (10.8%). The Corridor's businesses and organizations should look at ways of extending the tourism season, as well as focus on gaining and retaining customers who are residents of the area and would therefore be customers year-round, rather than focusing solely of tourists.

5) **Work Force Development:** The public-private nature of the CBSB is predicated on, and strengthened by, the successful business acumen of the small, privately owned businesses in the CBSB Corridor. They not only create unique experiences for the byway traveler, they are ultimately one of the main local benefactors of the CBSB's success. Although many of the challenges related to educating the existing and future workforce in and near the CBSB are beyond the scope of the CBSB Council, there are strategies to increase the capacity of business owners, workers, and entrepreneurs in the CBSB Corridor. Many of the strategies developed to strengthen or expand businesses will by necessity need to be developed with support from, and delivered to, the business owners, managers, and workers locally in a manner that does not disturb business operation or service.

6) **Private and Public Service:** As the CBSB becomes more well-known as a tourism venue in its own right, it will become even more important for private and public entities to recognize the gaps and challenges related to services. Inconsistent, limited, and/or interrupted services encountered by the CBSB traveler at any point along the byway can impact the visitor's perception of

the entire byway and their overall satisfaction, including those of business and communities that may not have been at fault. Unfortunately, some business or visitor hours in the CBSB are limited, inconsistent, or not tourism-oriented. Seasonal weather, including heavy snowfall, and other considerations can further interrupt travel and business hours by prohibiting or discouraging movement during certain months. As businesses close, the gaps in services and products increase. (For example, though there are excellent paddling opportunities along the CBSB, there is no longer a place to rent kayaks or canoes within the CBSB Corridor.) Other challenges related to private and public service are tied to a lack of workforce.

7) **Partnership, Collaboration, & Cross Marketing:** Partnership between entities in the CBSB Corridor can be an effective and affordable means of creating a more appealing tourism venue, as well as a more effective method of reaching the public. Madison County and the CBSB communities should partner on CBSB branding, marketing, projects, and initiatives. The CBSB Discovery Guide and Explorers Journal are two examples of how co-marketing can benefit individual organizations and the CBSB as a whole.

8) **Financial and Technical Resources:** Some of the communities in the CBSB Corridor have far fewer private and public technical and financial resources than others. Not only do the community members have limited incomes, there are significantly fewer community members to contribute than in the larger communities in the CBSB Corridor. This impacts the availability of funding for new venture start-up capital, decreases the tax base, and therefore, the capacity of the communities to complete capital infrastructure projects. It also reduces private donations to charitable foundations that could provide assistance to individuals or communities. The CBSB Council can advocate for the strategic use of public and private funding through projects that maximize all the opportunities and leverage outside sources of funding.

9) **Byway Community Infrastructure:** There is strong public support for primary and secondary community infrastructure improvements and upgrades, including community facilities, and

recreational, cultural, and historic site improvements, in most of the CBSB communities. Private groups, including historical societies and historic preservation groups, are actively pursuing technical and financial assistance to preserve, restore, and interpret historic sites and cultural treasures. Some CBSB communities have taken part in community downtown improvement projects that make their cities more appealing to the byway traveler, and have qualified for grants and loans for critical infrastructure projects and downtown revitalization projects. Although state and federal grant funding for private and public infrastructure projects is limited, the grants can bring home tax dollars for local infrastructure that would otherwise be spent in other communities and other counties in Iowa or in other states. The CBSB Council and their partners have access to local, regional and state organizations that excel at securing public and private grant funding, and private contributions for infrastructure and other projects.

16.4 Goals, Strategies, and Actions

Through implementation of projects and initiatives, the CBSB Council will maximize economic development in the CBSB Corridor while protecting its intrinsic qualities. They will accomplish this by implementing the following economic development strategies and actions:

1. *Engage and maximize existing community groups, societies, and organizations* - Interaction with stakeholders at already scheduled meetings will reduce the number of new meetings that volunteers must attend. The CBSB Council will use as many opportunities as possible to engage with existing groups in discussion about maximizing the economic opportunities associated with the CBSB.
2. *Support existing, and foster new, public-private collaborations* - A committed downtown organization for each community working in collaboration with local government can help communities effectively manage public and private infrastructure and programs. Likewise, the CBSB Council and Project Manager can facilitate

community and county visioning and planning to assist partners with multi-jurisdictional project development, financial planning, committee development and organization, and project prioritization to maximize partnerships and leverage funding. Revitalization efforts must involve leaders from each CBSB community, as well as private business owners, organizations, and community members.

3. *Maximize opportunities for CBSB communities to interact with the CBSB Council* - Good communication between the CBSB Council and the Madison County Board of Supervisors, Winterset City Council, St. Charles City Council, (Bevington City Council?), Madison County Chamber of Commerce, Madison County Development Group, and other organizations is mutually beneficial. It is imperative that the CBSB Council continues to have representation from each of the CBSB communities, and provides opportunities for communication.

4. *Facilitate cross-marketing opportunities* - The CBSB provides an opportunity for communities to jointly brand, market and cross-promote services and amenities. Through the CBSB Council, each community has access to public and private partners that can help them develop high quality, professional publications and social media, including brochures, advertisements, press releases, Facebook pages, and other tools to help them get the work out to both the traveling public and potential investors and entrepreneurs. Their status as a CBSB community also provides opportunities for cross-marketing and promotion with statewide partners. The CBSB Council and Project Manager will also take every opportunity to submit positive press releases and stories to news and media outlets about the communities along the CBSB.

5. *Encourage development of, and discussion about, individual community brand and sense of place, and how it fits into the overall CBSB brand and sense of place* - Stakeholder meetings can help community members better understand and encourage com-

munity branding and economic restructuring that complements, strengthens, and fosters their own success and the success of the CBSB Corridor. The CBSB Council and Project Manager will strive to strengthen the CBSB brand and marketing, producing professional, cohesive and unified strategies and actions as outlined in the CBSB Marketing Plan included in this CMP. They will seek out opportunities to develop and promote CBSB businesses in their branding and marketing efforts.

6. Maximize social media opportunities and minimize limited Internet and cellular access - The CBSB Council will encourage the use of affordable and free methods of using the Internet as a marketing and outreach tool. This includes websites such as traveliowa.com and the CBSB Facebook page. They will also encourage businesses and downtowns along the CBSB to partner with other Iowa byways through online cross-promotion, amenities, merchandise, products, and services.

7. Conduct research and surveys that inform and foster economic vitality - The CBSB Council and Project Manager will strive to monitor economic performance within CBSB Corridor communities and for the CBSB as a whole. This includes downtown building and business inventories, compilation of local and downtown retail sales information, consumer and visitor surveys, identification of existing and potential financial incentives and business assistance programs, and identification of business clusters. The CBSB Council will try to collect some type of data at least every two years so partners can track economic change over time as projects and initiatives are implemented.

8. Implement business development projects - The CBSB Council and Project Manager will encourage stakeholders, business owners, community residents, and downtown organizations to develop and/or identify projects that strengthen existing CBSB businesses and foster new business development with CBSB communities. They will encourage partners to emphasize smart business de-

velopment that recognizes economic opportunities and strategic business placement within the CBSB Corridor and individual communities. They will identify and educate partners and stakeholders about low-interest loans, incentive programs, grants, and technical assistance for building and business owners, encourage investment in small-scale, high-impact improvements, and identify opportunities that maximize each community's interface with lake and river water resources, other natural resources, and existing and new public parks. This also includes identifying new economic uses for main street buildings, including both main floor and upper floor spaces.

9. Leverage funding and implement projects while maintaining the cultural and historic integrity of the CBSB - The CBSB Council and Project Manager will encourage projects that foster community heritage within communities and throughout the corridor, while preserving, restoring, or reusing historic structures. They will also educate and work with partners and stakeholders to help them and others understand the benefits of cultural sites and historic structures to commercial and downtown areas, revitalization initiatives, community pride and sense of place, and the overall brand and consumer draw of the CBSB Corridor. Where possible, they will help cultural and historic site owners develop revitalization plans and projects, help them develop funding strategies, and help them secure grants and contributions.

10. Encourage public and private strategies that increase community tourism appeal - The CBSB Council and Project Manager will help CBSB community stakeholders work with property owners, businesses, and organizations to increase tourism appeal following recommendations from expert Roger Brooks, including the following:

A. Foster Multi-Generational Travel Strategies - Offer kid-friendly experiences, provide learning opportunities, create itineraries and "all inclusive" packages for families, offer varied lodging options, provide recreational rental equipment, and develop seasonal destination materials.

B. Utilize “Secret Shopper” Assessments - Winterset took advantage of a free Downtown Exchange program to have a third-party visit and assess our downtown and local businesses. There are still many recommendations from that assessment that could be implemented. Other CBSB communities might participate in the same, or a similar, program.

C. Foster Increased Tourism and Downtown Spending - Provide businesses with strategies to increase spending such as narrowing brand focus, strengthening products, or increasing their online presence.

D. Improve the downtown experience - Improve pedestrian safety and increase “third-space” opportunities in downtowns to provide visitors with an “at-home” feeling and relaxing shopping and recreational experience.

E. Implement Community Wayfinding Projects - Create a comprehensive wayfinding system in CBSB community downtowns, including directional signage, decorative banners, safe crosswalks, and community gateways.

F. Expand Hours of Operation - Encourage expanded operating hours and days to include evening and weekend hours where fitting. (For example, restaurants and bars staying open later in the evening to provide after-hours for movie or theater goers.)

G. Provide Public Amenities - Ensuring parking is available, and provide public restrooms in the heart of downtown districts of CBSB communities. (If shoppers cannot find a restroom, they will leave and likely not return to your store.)

H. Provide an Excellent Visitor Experience - Encourage and/or provide customer service and hospitality training for business owners and front-line employees.

I I. *Work together to extend the tourism season* - The CBSB Council will encourage CBSB businesses and communities to work together to develop, implement, and promote off-season events, activities, and traveler incentives.

I 2. *Develop business apprentice/intern opportunities* - The CBSB Council and Project Manager will work with partners to develop programs that encourage dialog with and between community leaders and retiring business owners to foster apprenticeships, incentives, business transfers, and other strategies that help with the transfer of knowledge and commerce from one generation to the next. This also includes leadership programs and fostering young entrepreneurs.

Grant Opportunities

Humanities Iowa Grant

- Humanities Iowa grants support humanities programs for the out-of-school adult public. We are particularly interested in supporting projects that stimulate meaningful community dialogue, attract diverse audiences, are participatory and engaging, and invite discovery of the humanities in interesting and exciting ways.
- Collaborative projects involving multiple community organizations that serve a broad constituency are given preference.
- All grants have a matching requirement. The applicant organization must contribute or generate support for the project that at least equals the grant request. This support could be in the form of cash contributions or in-kind support from third parties, such as volunteer time or donated space for programs.
- A mini grant is for organizations seeking funding for amounts up to \$3,000. Applications are accepted year-round and are evaluated upon receipt. We prefer to receive mini grant applications at least four weeks before the start date of the project, but we can sometimes accommodate shorter deadlines. Applications can be submitted online; a 1:1 cash or in-kind match is required.
- A major grant is for organizations seeking funding for amounts up to \$20,000. Spring major grant applications have a deadline of

May 1. Projects should begin after July 1. Fall major grant applications have a deadline of October 15th. Projects should begin after December 1.

- A key component of a Humanities Iowa grant is the active participation of humanities scholars who encourage dialogue, critical thinking and analysis in a public setting. A humanities scholar has particular training or experience qualifying him or her as a professional in one or more of the disciplines of the humanities. One qualification is an advanced degree (M.A. or Ph.D.) in a humanities field of study. However, individuals without an advanced degree may qualify as humanities scholars because of their methods of research, inquiry and teaching. Humanities Iowa recognizes that scholarship and learning occur outside of traditional academic pursuits. Humanities Iowa also values and respects training and preparation found in diverse cultural traditions.
- Projects that involve scholars in a public capacity include activities such as lectures, readings and discussion, films and discussion, public conferences and symposia, exhibitions, or theater or concert program notes and discussions. A Humanities Iowa grant also may be used to retain the services of a humanities scholar for a short period of time to improve the quality of an organization's humanities offerings. Consultation projects include humanists-in-residence working with communities, teachers and students. They also include developing exhibitions, creating educational programs and interpreting collections. Humanities scholars should be included in the planning of the proposal as well as the execution of funded projects.
- Have funded interpretive signage for other Iowa byways

Iowa Tourism Grant

- The Iowa Tourism Grant (ITG) Program promotes tourism in Iowa by funding tourism-related marketing initiatives, meetings

and events that benefit both local economies and the state's economy. Applications are available annually, and preference will be given to those that support the overall marketing plan of the Iowa Economic Development Authority (IEDA) in terms of its target audiences and messaging.

- Applicants may submit one application per funding cycle. The same project cannot receive funding from the ITG program two years in a row.
- ITG awards range from \$2,500 to \$5,000 and require a 25 percent cash match. There is \$150,000 available for the FY2021 grant cycle.
- All project expenses (grant request plus cash match) must directly relate to the implementation of a tourism-related marketing initiative, meeting or event and be incurred within the calendar year.
- Deadline is in October

Enhance Iowa Grants (Community Attraction and Tourism - CAT)

- The Enhance Iowa program is comprised of four funds: Enhance Iowa, Community Attraction and Tourism (CAT), River Enhancement Community Attraction and Tourism (RECAT) and Sports Tourism. At this time, only CAT has funding.
- The CAT program assists projects that will provide recreational, cultural, entertainment, and educational attractions. The project must be available to the general public for public use and be primarily vertical infrastructure.
- An eligible applicant to the program is a city, county, non-profit organization, or a school district in partnership with a city. At least 65% of the funds must be raised prior to submitting an application.
- The CAT application calls for a broad base of funding sources,

which has been interpreted as requiring cash contributions from the city, county, and private sources. Up to 25% of the local match can be made up of donated labor and materials (in-kind contributions).

- Past projects funded: Rebuild Cedar Bridge in 2019, and Bricker Price Block in 2017

Iowa Great Places

- If you live in a unique community with a strong vision for innovation, and enhancing vitality and quality of life, while staying true to what makes your community unique, the Iowa Great Places Program can recognize your efforts and help bring those visions to reality. The program provides designation and supports the development of new and existing infrastructure intended to cultivate the unique and authentic cultural qualities of neighborhoods, communities and regions in Iowa.
- Designation, professional development and fall 2021 funding eligibility with an average award of \$227,355 with a required 1:1 match
- The deadline to submit an application for Iowa Great Places designation is 11:59 p.m., May 3, 2021*.
- *Eligible in 2022 (Every two years)
- Past projects funded: Madison County Conservation Center (2020-2022), Rebuild Cedar Bridge (2018-2020)

Greater Madison County Community Foundation Grant

- The Greater Madison County Community Foundation is a charitable foundation created by and for local citizens to improve the quality of life in Madison County, Iowa. We are here to help donors make a positive, local impact by offering a variety of giving tools to help people achieve their charitable giving goals and leave a lasting legacy for future generations.

- GMCCF currently has one granting cycle each year. We accept grant applications from charitable projects and programs impacting a wide range of needs in the community: arts/culture/humanities, human services, education, environment/animals, public/society benefit, health, and more.
- Each year, utilizing guidance on best practices from the Community Foundation of Greater Des Moines, it is our intent to grant approximately 75% of those funds toward a few (two to four) larger projects, leaving 25% to fund smaller requests.
- Grant recipients must be either a 501 (c) (3) or a 170 (b) organization, or have an organization willing to serve as fiscal agent who is either of the aforementioned organizations.
- Deadline is usually March of each year
- Past projects funded: Covered Bridges Scenic Byway Council, Scenic Byway promotional literature and rubbing plates, \$4,860

Historical Resource Development Program (Iowa Dept. of Cultural Affairs)

- Apply for grant funding to help preserve, conserve, interpret, enhance, and educate the public about Iowa's historical assets. The Historical Resource Development Program provides funding for documentary collections, historic preservation and museums.
- Up to \$50,000 with a required match. Match ratios vary.
- Application closed June 1, 2020 for projects taking place July 1, 2020 - November 30, 2022
- Eligible in 2022
- Historic Preservation Projects:
 - Acquire, develop or preserve real property listed on the National Register of Historic Places

- Purchase equipment to rehabilitate a property listed on the National Register of Historic Places
- Survey historic and prehistoric sites
- Nominate properties to the National Register of Historic Places
- Interpret historic properties and sites
- Educate the public; train staff; or hire consultants who are experts on historic preservation

Union Pacific Foundation Local Grants

- Not eligible for since we are not a community served by Union Pacific

SECTION 17: PROPOSED PROJECTS



Section 17 – List of All Proposed CBSB Projects

A piece of planned work or activity that is completed over a period of time and intended to achieve a particular goal.

#	Category	Sub-Category	Proposed Project	Estimated Cost	Priority
1	Archaeological Resources	Public Awareness	Educate the public about what is/isn't legal to dig or keep. Encourage those who find artifacts on private land to share their finds with the State Archaeological Office so that they may be properly documented.	No cost	
2	Archaeological Resources	Interpretation	Create some kind of printed publication to tell the story of the Indian tribes who once camped in Madison County.	\$100-300	
3	Cultural Resources	Interpretation	Record oral histories of regional icons, local experts, including European immigrants, Native Americans, etc. 1st and 2nd hand accounts preferred.	No cost-low cost	
4	Cultural Resources	Interpretation	Call for diaries, documents, photographs, and other evidence of cultures in the region. Compile and catalog them for use in developing interpretive and educational materials and storage in protected files.	No cost-low cost	
5	Cultural Resources	Interpretation/Signage	Develop interpretive signage for historic sites.	\$600-1,200/each	
6	Cultural Resources	Interpretation	Develop theme-based printed materials, such as a guide to local food traditions, history of local agriculture, one-room schoolhouses, quilting, etc.	\$100-300	
7	Cultural Resources	Interpretation/Marketing	Develop signage or publications about the unique opportunities for visitors to experience "local" culture, including locally grown food, local cuisine, locally made arts and crafts, and other goods. ("Made in Madison County")	\$100-300	
8	Cultural Resources	Beautification	Encourage downtown beautification through art, murals, and other methods to beautify walls, abandoned buildings, public spaces, etc. The art should reflect our culture and history.	No cost-low cost	
9	Economic Development	Partnerships	Create a committed downtown organization for each community in the CBSB Corridor, working in collaboration with local government.	No cost	
10	Economic Development	Data Collection	The CBSB Council will try to collect some type of data at least every two years so partners can track economic change over time as projects and initiatives are implemented.	No cost-low cost	
11	Economic Development	Press/Marketing	Submit positive press releases and stories to news and media outlets about the communities along the CBSB.	No cost	

#	Category	Sub-Category	Proposed Project	Estimated Cost	Priority
12	Economic Development	Partnerships	The CBSB Council and Project Manager will encourage stakeholders, business owners, community residents, and downtown organizations to develop and/or identify projects that strengthen existing CBSB businesses and foster new business development with CBSB communities.	No cost	
13	Economic Development	Tourism	Encourage public and private strategies that increase community tourism appeal. The CBSB Council and Project Manager will help CBSB community stakeholders work with property owners, businesses, and organizations to increase tourism appeal following recommendations from tourism experts.	No cost-low cost	
14	Economic Development	Tourism	Work together to extend the tourism season. The CBSB Council will encourage CBSB businesses and communities to work together to develop, implement, and promote off-season events, activities, and traveler incentives.	No cost-low cost	
15	Economic Development	Next Generation/ Young Entrepreneurs	The CBSB Council and Project Manager will work with partners to develop programs that encourage dialog with and between community leaders and retiring business owners to foster apprenticeships, incentives, business transfers, and other strategies that help with the transfer of knowledge and commerce from one generation to the next. This also includes leadership programs and fostering young entrepreneurs.	No cost-low cost	
16	Historical Resources	Partnerships	Join the Covered Bridge Preservation Group or take a leadership role in the group in order to preserve, protect and maintain the covered bridges.	No cost	
17	Historical Resources	Partnerships	Establish a CBSB partnership and facilitate discussion about projects and initiatives that have mutual benefit (coordinate events, share research, secure grants, improve site access, etc).	No cost	
18	Historical Resources	Partnerships	Develop a Historic Restoration Plan that identifies and prioritizes historic infrastructure and projects within the CBSB Corridor.	No cost	
19	Historical Resources	Public Participation	Develop and/or support “friends groups” to become stewards for each of the six remaining bridges.	No cost-low cost	
20	Historical Resources	Public Participation	Work together to grow and foster a large volunteer base especially recruiting younger professionals and students. Reach them online, engage them in meetings, work with schools and Silver Cord, etc.	No cost-low cost	
21	Historical Resources	Public Participation	Develop and empower “friends groups” for public historic sites that have limited volunteer and/or financial resources.	No cost	

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22	Historical Resources	Public Participation	Implement innovative ways to recognize private giving or volunteerism (a byway award?).	No cost-low cost	
23	Historical Resources	Fundraising	Collect a master list of funding for historic preservation, restoration, enhancement, and interpretation.	No cost	
24	Historical Resources	Interpretation	Create and implement interpretation projects for historic sites including exterior wayside exhibits.	\$600-1,200/each	
25	Historical Resources	Wayshowing	Improve wayshowing to historic sites.	\$300-600/each?	
26	Historical Resources	Wayshowing	Update social media with correct addresses for historic sites.	No cost	
27	Historical Resources	Accessibility	Where needed or possible, update historic sites with bathroom facilities, drinking water, universal access, and other amenities.	\$\$\$	
28	Historical Resources	Interpretation	Work with local groups to develop and implement interpretive programs and tours for monuments, historic schoolhouses, pioneer cemeteries, historic churches, barns, limestone buildings, and other significant sites.	No cost-low cost	
29	Historical Resources	Interpretation/ Marketing	Develop interpretive materials such as print brochures, audio, online, and other self-guided tours.	\$\$-\$\$\$	
30	Historical Resources	Interpretation/ Marketing	Implement the Explorers Program and follow up with families through e-newsletters.	\$4,000-6,000	
31	Historical Resources	Interpretation	Invite volunteers to help engage youth and youth groups through reenactments, field trips, and special projects.	No cost-low cost	
32	Historical Resources	Marketing	Identify, document and celebrate historic restoration, preservation and engagement projects through press releases and interviews that include before/after photography.	No cost-low cost	
33	Interpretation	Information Hubs	Create information hubs at key visitor intersects. These structures consist of signage, maps, information and interpretation available 24 hours a day year-round, located at community gathering spaces and/or elite anchor attractions.	\$1,000-2,000/each	
34	Interpretation	Wayside Exhibits	Wayside exhibits are interpretive panels that help visitors understand messages, stories and meanings behind a resource or site. Typically found at anchor attractions, roadside pull-offs and/or overlooks.	\$600-1,200/each	
35	Interpretation	Territory Orientation Panels	Territory orientation panels are informational signs used to identify, attract and orient visitors to collections of resources along the byway. Most beneficial in county parks, natural areas, trail-heads, water trails, and historic districts or complexes.	\$600-1,200/each	

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36	Marketing	Partnerships	Ask local partners and stakeholders to incorporate the CBSB name, route, and/or logo into their marketing. Retailers should include the phrase “On the Covered Bridges Scenic Byway” to their description. Ask storefront businesses to display a “Friend of the CBSB” sticker in their windows.	No cost	1
37	Marketing	Travel writers/bloggers	Work with travel writers/bloggers to increase our online profile. Host/conduct familiarization tours or sponsor visits for them in return for content.	\$500+	2
38	Marketing	Self-guided tours	Develop a self-guided smart phone tour. Ideally suited to byways, they provide directions to nearby attractions and offer interpretation during long drives.	\$8,000-\$10,000 plus \$750/year	2-3
39	Marketing	Video	Have video content professionally produced and share on YouTube.	\$1,000+	1
40	Marketing	Social Media	Update Facebook page with a new post at least once per week. Celebrate “National Days of...” and holidays with special content. Include lots of photos and even video content. Encourage visitors to share their own photos, reviews, etc.	No cost	1
41	Marketing	Website/Blog	Develop an independent website for the Byway and/or a blog.	No cost	1
42	Marketing	Branding/Merchandise	Create CBSB branded merchandise to sell. All proceeds go to the CBSB. The items would be available at our welcome centers, museums, and possibly retail outlets along the byway. This might include key rings, mugs, bumper stickers, magnets, postcards, t-shirts, hats, and posters. We might partner with Ray Gun to produce t-shirts (see Loess Hills).	Upfront costs	2-3
43	Marketing	Public Awareness	Stay visible and bring public awareness by attending travel-related conferences, tradeshow, and events.	Cost of event or booth	3-4
44	Marketing	Partnerships	The following resources will be utilized by the CBSB Council and corridor organizations: Iowa Tourism Grant Program; listings on www.traveliowa.com for all byway attractions, businesses, and events; co-op advertising partnership opportunities; economic impact study data and Iowa Tourism Office research; Iowa Tourism Conference networking and educational opportunities; and a page on their website featuring the CBSB.	No cost	1
45	Natural Resources	Interpretation/Signage	Add interpretation to natural areas.	\$600-1,200/each	

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46	Natural Resources	Interpretation/Marketing	Partner with special interest groups to develop and implement topical self-guided tours, kiosks, publications, maps, social media, bus tours, and other media. (Examples: Birding on the Byway, fishing guide, farm tours, spring hikes, etc.)	No cost-low cost	
47	Natural Resources	Partnerships	Support “friends groups” that provide support to parks or natural areas.	No cost	
48	Natural Resources	Signage	Work with partners to improve wayfinding signage, maps, and kiosks in parks and natural areas.	\$\$	
49	Natural Resources	Public Awareness	Help raise public awareness of issues such as water quality, invasive species of plants, pests like the Emerald Ash Borer, etc.	No cost-low cost	
50	Natural Resources	Partnerships/Accessibility	Work with partners to increase universal accessibility to parks and natural areas, such as ADA-compliant trails, facilities, parking, restrooms, campsites, etc.	\$\$\$\$	
51	Natural Resources	Marketing	Provide support for partners by developing and publishing CBSB promotional publications, itineraries, videos, magazine articles, special interest stories, and social media content.	No cost-low cost	
52	Natural Resources	Partnerships	Conduct public and private stakeholder meetings that foster discussion, idea sharing, and visioning through group discussion, breakout sessions, workshops, etc.	No cost	
53	Natural Resources	Partnerships	Form a CBSB Natural Resources Committee and provide leadership. Bring together city, county and state natural resource professionals.	No cost	
54	Natural Resources	Partnerships/Education	Invite groups such as the Audubon Society, Friends of the Hatchery, Master Gardeners, For Land’s Sake, etc. to present to the public or Council.	No cost-low cost	
55	Recreational Resources	Marketing	Make outdoor recreation a “must have,” and develop consistent messaging across organizations.	No cost	
56	Recreational Resources	Partnerships	Partner with the Madison Count Healthcare System and local medical professionals to promote a more active, healthy lifestyle by taking advantage of our recreational resources. Even tie in with the Chamber’s mission of making Madison County the best place to Live, Work, Play, and Do Business.	No cost	
57	Recreational Resources	Partnerships	Build a recreational steering committee - local champions working together to develop and implement recreational initiatives and projects.	No cost	

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58	Recreational Resources	Funding/Economic Development	Identify funding partners and opportunities.	No cost	
59	Scenic Resources	Public Participation	Implement a CBSB Viewshed Award that recognizes private land-owners that enhance the view shed through implementation of conservation practices.	No cost-low cost	
60	Scenic Resources	Public Participation	Identify our High Value Areas and reach out to those landowners.	No cost	
61	Scenic Resources	Partnerships	Invite organizations such as Trees Forever to speak locally about topics like roadside vegetation plans.	No cost-low cost	
62	Signage/Wayfinding	Welcome Signs/Hubs	Create and install CBSB or Community Welcome Signs at the Imes Bridge in St. Charles, and at or near the courthouse in Winterset.	\$1,000-2,000/each	
63	Signage/Wayfinding	Wayfinding Signs	Create and install wayfinding signs to guide travelers to Winterset's Historic Courthouse or Downtown Retail District.	\$\$-\$\$\$	