

The logo for the Iowa Byways Program. It features the word "IOWA" in a large, white, serif font, positioned above the word "BYWAYS" in a smaller, white, sans-serif font. Both words are set against a dark teal background. A stylized graphic of a road or path, composed of a dark teal line and a light green area, curves around the text. The entire logo is framed by a thin teal border.

IOWA BYWAYS

Program Overview

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

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

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

Program Framework of 1988 Iowa legislation and administrative code

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

IOWA BYWAYS™: Program Overview

DESIGNATIONS (Scenic, Heritage) IN IOWA

There are 14 designated byways in Iowa.

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

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



IOWA BYWAYS™: Program Overview

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

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

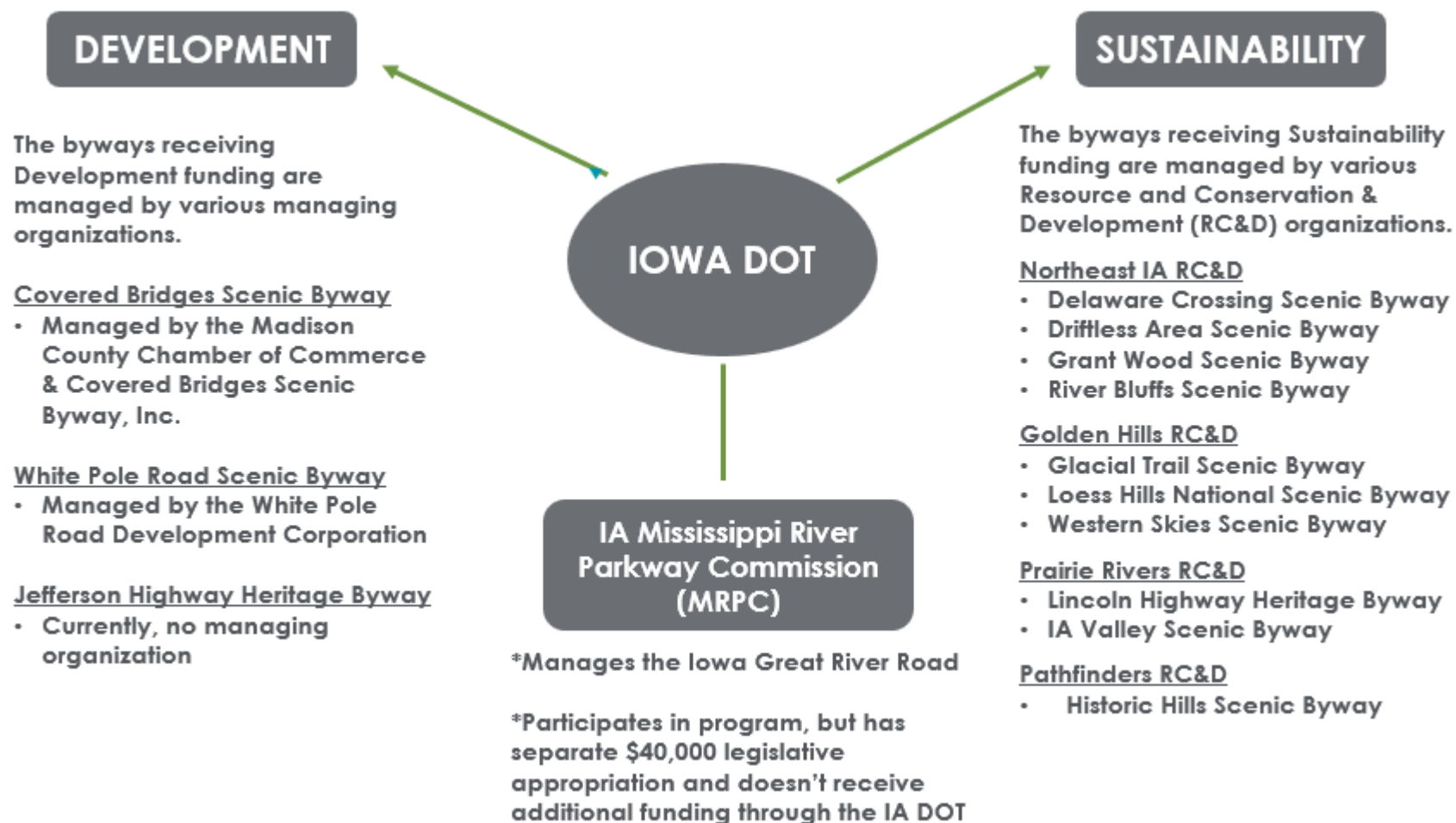
IOWA BYWAYS™: Program Overview

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

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

IOWA BYWAYS™: Program Overview

IOWA BYWAYS: DEVELOPMENT & SUSTAINABILITY



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PARTNER AGENCIES

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

IOWA BYWAYS™: Program Overview

ECONOMIC DEVELOPMENT/TOURISM IN IOWA

Visitors to Iowa spent \$7.5 billion across various sectors in 2024.

Of the \$7.5 billion spent, transportation purchases, including both ground and air, accounted for \$1.9 billion—25% of all visitor spending.

Visitors spent 23%, \$1.7 billion, of their budget on food and beverages.



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

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

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

IOWA BYWAYS™: Program Overview

NATIONAL SCENIC BYWAY PROGRAM PROJECTS IN IOWA

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

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



Questions?

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