



# Iowa Mississippi River Parkway Commission CORE MANAGEMENT DIRECTIONS, ACTIONS AND FINANCIAL CONSIDERATIONS

October 27, 2014  
Revised November 3, 2014  
Revised March 2, 2015

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## The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.

Document files can be downloaded at [www.iowadot.gov/iowasbyways/IAGRR-CMP.html](http://www.iowadot.gov/iowasbyways/IAGRR-CMP.html) and [www.ddaforum.com/DocumentLibrary.aspx](http://www.ddaforum.com/DocumentLibrary.aspx).



### Iowa Great River Road Designated Route Update

Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.



### Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets

Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.



### Condition of the Road Report

A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.



### Iowa Great River Road Route Traffic Data and Safety Report

A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.



### Iowa Great River Road Document Library

An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.



### Report of Spring 2012 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.



### The 2013 Iowa Great River Road Visitor Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.



### The 2013 Iowa Great River Road Resident Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.



### Report of Spring 2014 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.



### Iowa Mississippi River Parkway Commission Stakeholder List

A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)



### Core Management Directions, Actions, and Financial Considerations

Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.



### Great River Road Interpretive Plan and Tool Kit

A comprehensive guide for themes and stories for interpreting the entire Great River Road.



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# Introduction

The Iowa Great River Road, the National Scenic Byway that connects people and their communities with Iowa's most important scenic, historic, cultural, natural, and recreation corridor, deserves thoughtful, comprehensive and long range planning and management. Conserving intrinsic resources, building physical improvements, promoting and interpreting, and effectively administering this dynamic resource are the four pillars for supporting the ongoing, new and long range investment of human talents and financial resources. After all, the Great River Road coupled with the Mississippi River and the Midwestern rural landscapes and communities are Iowa's equivalent of ocean seashores, large freshwater lakes and majestic mountains.

The purpose of this report is to record the thoughtful consideration by the Iowa Mississippi Parkway Commission for the choices to be made for effectively managing the Iowa Great River Road in our changing times. The "roadmap"—the Corridor Management Plan—can be understood at three levels.

First, "Core Management Directions" describe the four broad, goal oriented, mainstays that will continually support the effective sustenance, development, promotion and administration of the Iowa Great River Road. These are constants which can guide and direct as well as account for and evaluate the investments of human and financial resources made on behalf of the Iowa Great River Road. See Pages 8 through 11.

Secondly, the future of the Iowa Great River Road rests in the hands of a multitude of invested and committed stakeholders. Local citizens and property owners to a full array of local-, regional-, state-, and national-level agencies and organizations representing appropriate public and private interests all have needs and opportunities that can only be met through effective management of the Byway. The Commission through its ten members and its legislatively mandated mission, is the only organization which can draw the roadmap for the future and lead, motivate, challenge, encourage and support the "village of partners" needed to care for the Iowa Great River Road. See Page 12 for a listing of Principle Fulfillment Partners and pages 57 through 62.

Thirdly, "Actions" are the expression of projects, programs and even day-to-day activities undertaken by the Mississippi Parkway Commission and its broad range of partners and stakeholders—"fulfillment partners"—for the effective



management of Iowa Great River Road. The dynamics that come with time will and should bring the Commission and each engaged partner to regularly consider the effectiveness of their fulfillment of specific actions. See Pages 13 through 56.

Finally, the Commission along with selected stakeholders in the byway planning team examine the financial aspects of a wide range of options for taking action through new projects and programs to meet the many needs and opportunities which stakeholders, visitors, residents, the byway planning team and individual commissioners have identified. See Pages 63 through 71.

## Corridor Management Plan Update

In December 2011, the Iowa Mississippi River Parkway Commission initiated a multi-year planning project to update the Corridor Management Plan (CMP) for the Iowa Great River Road. The project intends to aid the Commission in developing short, medium and long term goals, objectives and strategies for assuring that the Iowa Great River Road and its corridor of intrinsic resources provide the environment and experience that citizens and byway visitors seek and expect.

The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the Iowa Department of Transportation or of the Federal Highway Administration.

The document was prepared with financial support provided by the Federal Highway Administration with a National Scenic Byways Program Grant as well as financial and in-kind assistance provided by the Iowa Mississippi River Parkway Commission.

Iowa DOT project number: SB-IA-000S(497)—2T-00.





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Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

# Document Purpose and Overview

The following pages present an overview of the 42 Actions which support the four Core Management Directions developed for the Iowa Great River Road. A page is dedicated to each Action and the components of each Action Sheet are outlined below. After the Action Sheets, four pages of "Organizational Matrixes" utilize a table format to communicate the Fulfillment Partners identified for each Action. Then, the final pages outline the examinations of the estimated investment levels necessary to effectively implement each Action.

Look for this symbol and the corresponding CMP number to identify components which satisfy the planning requirements established by the National Scenic Byways Program of the Federal Highway Administration (FHWA).



## CMP COMPONENTS

- 1 Route identification
- 2 Assessment of intrinsic qualities
- 3 Strategies for maintaining intrinsic qualities
- 4 Schedule and responsibilities
- 5 Plan for development
- 6 Plan for public participation
- 7 Review of safety
- 8 Plan to accommodate commerce
- 9 Mitigation of negative effects of added visitors
- 10 Outdoor advertising compliance
- 11 Plan for signage
- 12 Plan for marketing
- 13 Plan for design standards
- 14 Plan for interpretation

**Core Management Direction**

**Action Title**

**Primary Action Description**

**Additional Action Description**

**Potential partners that may have a role in action implementation**

**Estimated levels of new financial resources needed to support action implementation**

**Potential sources for financial investments in action implementation**

**DESCRIPTION:**  
Manage the roadsides and rights-of-way of the Iowa GRR for visual and environmental sustainability purposes. The Iowa Great River Road experience will benefit from an integrated approach to roadside and right-of-way management for the roadway. The Iowa MRPC can support monitoring and enhancing the physical and visual quality of these areas including vegetation management and planting; the control of noxious weeds; quality and cleanliness of the road shoulder surface; and erosion and surface slope concerns particularly for waterside shorelines. Consideration should be given to establishing ground covers that require less mowing. These actions will not only maintain or improve the visual quality of the corridor, but will also support a safe travel and recreation experience for motorists and recreational users.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
09 County Boards of Supervisors 10 Municipal Governments	19 MRPCs 20 RPAs	33 IDOT	

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**  
Invest a minimum of an additional \$100,000 per year for enhanced maintenance of the roadsides of the 10-county corridor of the IA GRR.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Roadside/ROW Management		\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000

**PROBABLE FINANCIAL INVESTMENT TYPES:**  
• Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.

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# A COMPLETE MANAGEMENT APPROACH

## Intrinsic Resource Conservation

Intrinsic resources are what make each byway special. People, places and stories are what make the scenic, cultural, historic, natural, recreational and archeological resources of the Iowa Great River Road truly unique. Conserving, reducing threats to, and enhancing the Byway's intrinsic qualities and resources certainly requires thoughtful choices and actions.

## Physical Improvements

Physical improvements to the built environment create access and encourage use and enjoyment of the Iowa Great River Road and its intrinsic resources. Several types of improvements are necessary to ensure travel safety for visitors and residents. Capital investment decisions are necessary for residents and visitors to more fully realize the rewards of the Iowa Great River Road.

## Promotion and Interpretation

If we aren't made aware of something good, we will never experience its new and rewarding benefits. The stories, the beauty, the richness, the adventure, in short, the whole experience of the Iowa Great River Road, even if its resources are well-conserved and the infrastructure is fully built, will not be appreciated without continual encouragement through effective promotion and engaging interpretation of the Byway's intrinsic resources and travel opportunities.

## Administrative Operations

Best intentions don't always manifest into positive or effective results. The many interested parties, the long geographic area, and the complexity and fascinating dynamics of stakeholder groups naturally pull people and organizations in many directions. A variety of administrative operations—funding, responsibility assignment, duties and other admittedly boring stuff—are needed to identify, leverage, magnify and reward the allocation of human and financial resources.

**Intrinsic Resource Conservation**

**Physical Improvements**



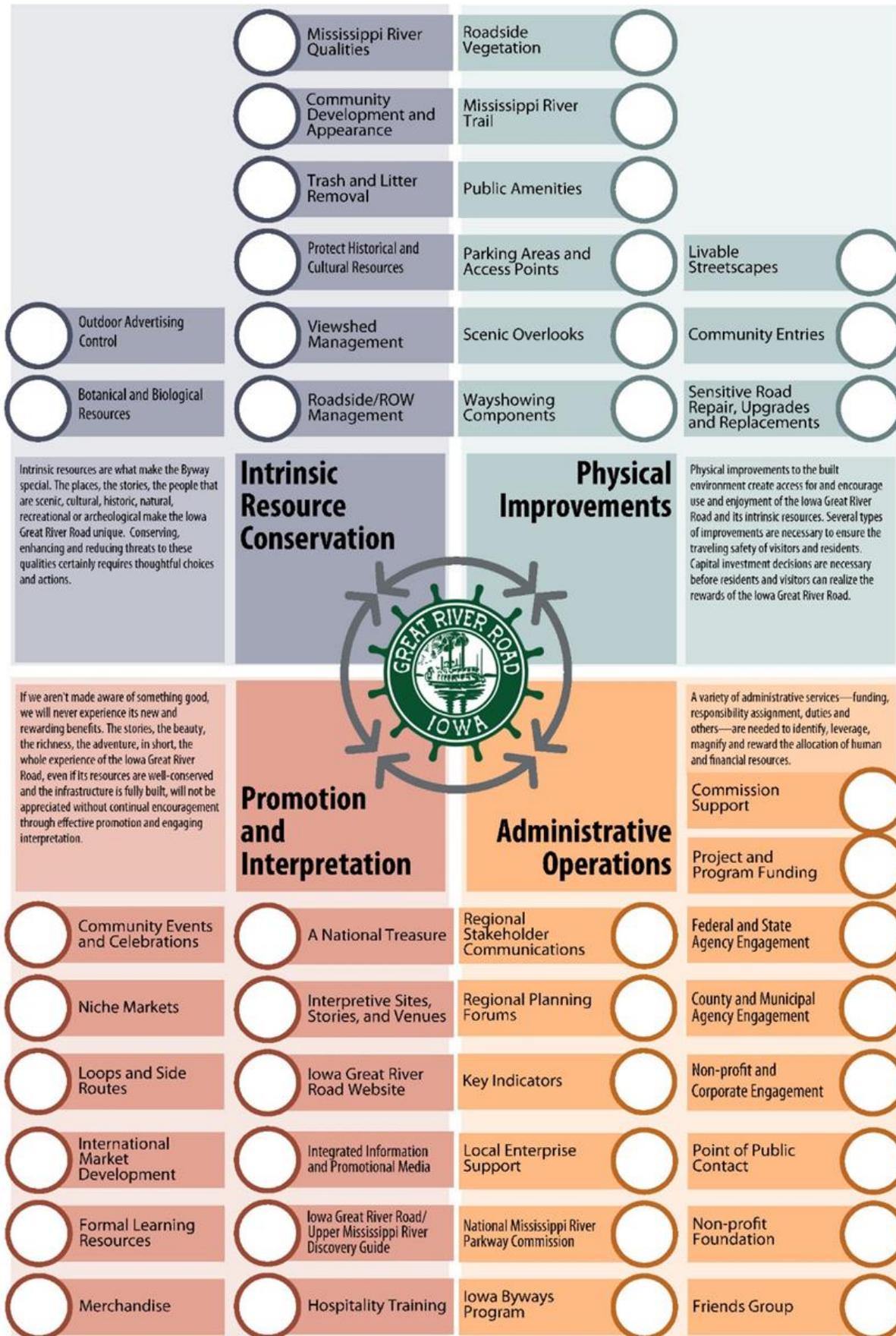
**Promotion and Interpretation**

**Administrative Operations**



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

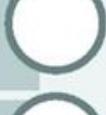
# FOUR CORE MANAGEMENT DIRECTIONS SUPPORTED BY MORE THAN 40 DISTINCT ACTIONS



# Intrinsic Resource Conservation

- 
**A. Roadside/ROW Management:**  
 Manage the roadsides and rights-of-way of the Iowa GRR for visual and environmental sustainability purposes.
- 
**B. Viewshed Management**  
 Recognize and enhance authentic scenic qualities that can be seen from the roadway of the Iowa GRR.
- 
**C. Protect Historical and Cultural Resources**  
 Identify, protect / communicate the qualities of historical and cultural personalities, events, sites, artifacts, photographs, art, crafts, livelihoods, and oral histories of the Mississippi River region.
- 
**D. Trash and Litter Removal**  
 Remove and recycle trash, litter and debris from along the Iowa GRR roadway.
- 
**E. Community Development and Appearance**  
 Recognize, conserve, and enhance the appearance and compatible development of the communities along the Iowa GRR.
- 
**F. Mississippi River Qualities**  
 Recognize, conserve, and enhance the appearance, water quality and compatibility of the multiple uses of the Mississippi River and its shoreline.
- 
**G. Botanical and Biological Resources**  
 Recognize, conserve, and enhance the quality and quantity of botanical and biological resources of the corridor related to the IA GRR and the water tributaries leading to the Mississippi River.
- 
**H. Outdoor Advertising Control**  
 Regulate the erection of new outdoor advertising signs in accordance with federal, state and local laws, policies and ordinances.

# Physical Improvements

- 
**A. Wayshowing Components**  
 Install and maintain IA GRR route guide signs; Byway entrance and exit markers; directional signage for attractions; and attraction identification signage. Prepare and distribute IA GRR maps and construct IA GRR orientation stops at key locations.
- 
**B. Scenic Overlooks**  
 In all 10 IA GRR counties, create and enhance scenic overlooks on or near the IA GRR to provide public access and parking for travelers to view the Mississippi River; rare geological and water features, agricultural landscapes, historic sites, city views, etc.
- 
**C. Parking Areas and Access Points**  
 Provide public parking areas for automobiles, recreation vehicles, motorcycles and bicycles and pedestrian access to trails; boat launches and water bodies; parks; historic sites, museums, and interpretive centers, etc.
- 
**D. Public Amenities**  
 Maintain, improve and, where needed, construct public amenities including restrooms, drinking water stations, rest areas, shelters, and trash receptacles. Provide accessibility during reasonable times of the day and incorporate universal design features.
- 
**E. Mississippi River Trail**  
 Implement the routing of the Mississippi River Trail (MRT) from Minnesota to Missouri to provide a continuous bicycle path and connections to public amenities, parking areas, and attractions within the corridor of the IA GRR.
- 
**F. Roadside Vegetation**  
 Plant and maintain ground covers, trees and shrubs in the roadsides of the IA GRR with the principles of the Iowa Living Roadway Trust Fund and community esthetics. Remove overgrown vegetation which blocks views of the River and scenic vistas.
- 
**G. Sensitive Road Repair, Upgrades and Replacements**  
 Undertake maintenance, repair and replacement of roadway infrastructure in ways that are sensitive to and support a positive driving experience and visual appearance for the IA GRR.
- 
**H. Community Entries**  
 Implement and maintain high quality and locally authentic community entrances for each town and city along the IA GRR and encourage expressions of the community's connection to the IA GRR and the Mississippi River.
- 
**L. Livable Streetscapes**  
 Encourage communities to implement and maintain street and sidewalk improvements which will enhance the overall livability and usefulness (complete streets, green streets, quiet streets) of urban portions of the IA GRR.



# Promotion and Interpretation

## A. A National Treasure

Emphasize in all promotion and interpretation related to the Iowa Great River Road, that it provides the link with America's greatest river and a corridor of international importance.

## B. Interpretive Sites, Stories, and Venues

Expand interpretive experience opportunities offered by Interpretive Centers by including additional types of sites, interpretive programs, tours, and itineraries using a variety of authentic themes, messages, stories and media.

## C. Iowa Great River Road Website

Redevelop, activate, and maintain an up-to-date website for the Iowa Great River Road and support it with widespread promotion and public awareness.

## D. Integrated Information/Promotional Media

Design, produce, print, upload and distribute a variety of promotion and information media developed to serve the various needs and desires individuals and travel groups have in the pre-visit, visit and post-visit stages of experiencing the IA GRR.

## E. IA GRR/Upper Mississippi River Disc'y Guide

Facilitate a well-known travel author to write, produce and market a top level, commercially produced travel discovery guide (book) focused on the varied intrinsic resources associated with the Iowa Great River Road region and the upper Mississippi River Valley.

## F. Hospitality Training

Deliver training, information and support materials pertaining to the Iowa Great River Road for the diverse audience of 'front-line' hospitality personnel in the public and private sectors who provide information to the public.

## G. Community Events and Celebrations

Emphasize, promote and strengthen the effectiveness of local community events and celebrations by linking them with being part of the Iowa Great River Road and the Upper Mississippi River valley.

## H. Niche Markets

Identify and inform travelers of highway, road and street segments that provide them with loops, spurs and alternative routes of the travel in exploring the GRR region in Iowa and the adjoining states.

## I. Loops and Side Routes

Identify and inform travelers of highway, road and street segments that provide them with loops, spurs and alternative routes of the travel in exploring the GRR region in Iowa and the adjoining states.

## J. International Market Development

Participate in programs intended to develop travel to the Iowa Great River Road by international travel markets through targeted promotion and group tour support. Translate promotional and interpretive media into additional languages.

## K. Formal Learning Resources

Facilitate and support education-focused groups (school districts, colleges and universities, home school associations) to promote and use the intrinsic resources of the Iowa Great River Road as a rich teaching and learning resource.

## L. Merchandise

Develop a licensing program to encourage the creation of product and merchandise lines that emphasize the Iowa Great River Road and its many resources.

# Administrative Operations

## A. Regional Stakeholder Communications

Conduct regular communications with a full range of local, regional, state, Great River Road states and national stakeholders.

## B. Regional Planning Forums

Facilitate regional planning forums to bring together a variety of organizations to address issues, challenges and opportunities which effect a larger area of influence than what is covered by any single organization or agency along the IA GRR.

## C. Key Indicators

Identify, measure and report key indicators of the IA GRR including visitor and resident opinions about the Byway and its management; intrinsic resource conservation; economic impacts and influences of the IA GRR.

## D. Local Enterprise Support

Identify, emphasize and support local business enterprises, locally produced food, art and crafts, etc. through public relations activities, collaborative programs and facilitate the availability of start-up and investment funding.

## E. National MRPC

Participate in multi-state programs and projects of the ten-state national Mississippi River Parkway Commission which offer distinct benefits for the Iowa portion of the Great River Road.

## F. Iowa Byways Program

Integrate the multi-faceted program activities of the IA MRPC and the IA GRR with the activities and projects of the Iowa Byways Program offered by the State of Iowa and the Iowa Byways Foundation.

## G. Commission Support

Provide one management level FTE to support the project and program activities for continuous and reliable operations of the IA MRPC and fulfillment of resource conservation, facility development, and promotion related to the IA GRR.

## H. Project and Program Funding

Secure dedicated funding for operations of the IA MRPC and a competitive grant program for local governments and private organizations for projects and programs to fulfill resource conservation, facility development, and promotion of the IA GRR.

## I. Federal and State Agency Engagement

Expand and recognize the effectiveness and financial commitments of federal and state agencies with roles and responsibilities for resource conservation, facility development and maintenance, and promotion related to the IA GRR.

## J. County / Municipal Agency Engagement

Expand the effectiveness and financial commitments of county and municipal agencies with roles and responsibilities for resource conservation, facility development and maintenance, and interpretation at the local level related to the IA GRR.

## K. Non-profit and Corporate Engagement

Identify and support cooperative agreements with non-profit organizations and corporations in the fulfillment of resource conservation, facility development and maintenance, and promotion related to the IA GRR.

## L. Point of Public Contact

Establish, promote and operate a single point of information contact and administrative operations for all public, stakeholder and organization communications regarding the IA GRR.

## M. Non-profit Foundation

Expand and elevate the effectiveness of the non-profit organization representing the IA MRPC in securing donations from individuals, corporations and foundations for broad program support and targeted projects which support the IA GRR.

## N. Friends Group

Establish a membership-based "friends" group for IAGRR enthusiasts and supporters by securing membership at the national, state and local levels and providing information, events and other member benefits.

# Principle Fulfillment Partners

## Local Entities

- 01 IA MRPC
- 02 IA GRR Interpretive Sites
- 03 Private Property Owners
- 04 Family and Corporate Farm Operators
- 05 Local Businesses
- 06 Local Travel Attractions
- 07 River—and GRR Corridor—based Industrial and Commercial Operations
- 08 County Conservation Boards
- 09 County Boards of Supervisors and related Departments and Boards
- 10 Municipal Governments and related Departments, Boards and Commissions
- 11 Local Chambers of Commerce/CVBs
- 12 Local Charitable Foundations
- 13 Local Civic and Community Organizations
- 14 Local Historical Societies
- 15 Local Main Street Iowa Programs
- 16 Roadside Beautification Groups, Adopt-a-Highway sponsors, Keep Iowa Beautiful, etc.
- 17 K-12 Education (Public, private and homeschooling, etc.)

## Regional Entities in Multiple Counties

- 18 Eastern Iowa Tourism
- 19 MPOs
- 20 RPAs
- 21 RC&Ds
- 22 Agricultural Interest Groups
- 23 Leisure Travel and Activity Groups (Outdoor recreation, vintage cars, wildlife viewing, boating, bicycling, arts, antiques, wine, food, etc.)
- 24 River Cruise Operators
- 25 College and University Programs
- 26 Dubuque Community Foundation--MRPC Non-profit

## State-wide Agencies

- 27 Iowa Governor's Office
- 28 Iowa Legislature and State Legislators
- 29 Iowa Department of Agriculture and Land Stewardship
- 30 Iowa Department of Cultural Affairs
- 31 Iowa Department of Cultural Affairs, State Historical Society
- 32 Iowa Department of Natural Resources
- 33 Iowa Department of Transportation
- 34 Iowa Department of Transportation - Iowa Byways Program, the Byways of Iowa Coalition, and the Byways of Iowa Foundation
- 35 Iowa Economic Development Authority
- 36 Iowa Economic Development Authority--Travel Iowa
- 37 Iowa U.S. Congressional Delegation
- 38 Land Trust Organizations (i.e. Iowa Natural Heritage Foundation, County Conservation Foundations, etc.)
- 39 Travel Writer/Publisher/Digital Production Company

## National and Federal Agencies

- 40 National MRPC/Mississippi River Country
- 41 National Park Service
- 42 US Fish and Wildlife Service
- 43 US Army Corps of Engineers
- 44 US Department of Agriculture
- 45 Federal Highway Administration - National Scenic Byways Program
- 46 Dedicated River Interest Organizations (1 Mississippi, Mississippi River Collaborative, River Action, etc.)
- 47 National Travel Promotion Organizations (Brand USA, U.S. Travel Association, etc.)

*Conserving, developing, interpreting and promoting, and administering the IA GRR will inherently need to be shared by a broad range of local to national entities. No single agency or organization has the authority, resources or experience to do it all.*

*In reviewing the various actions, considerations should also be given to "Fulfillment Partners"—stakeholders and partners which can most effectively undertake various actions.*

*Listed here are nearly 50 of the principle fulfillment partners which can play important roles in the future of the IA GRR.*

# Individual Action Descriptions

Pages 14 through 56 present detailed descriptions for each of 42 distinct actions which, if implemented or undertaken, will contribute to the effective conservation, development, promotion and interpretation, and administrative management of the Iowa Great River Road.

Suggestions are also offered as to which of the nearly 50 fulfillment partners may be most well-suited for undertaking particular actions. Many of the actions represent expanding activity levels which fulfillment partners are already providing to the public.

Please note: listing a Fulfillment Partner for an action does not represent any type of a commitment made by the listed fulfillment partner nor a requirement presented by the Iowa Mississippi River Parkway Commission.

Probable financial investment levels are also indicated for each Action.





**A** Roadside/ROW Management

**DESCRIPTION:**

Manage the roadsides and rights-of-way of the Iowa Great River Road for visual and environmental sustainability purposes.

The Iowa Great River Road experience will benefit from an integrated approach to roadside and right-of-way management for the roadway. The Iowa MRPC can support monitoring and enhancing the physical and visual quality of these areas including vegetation management and planting; the control of noxious weeds; quality and cleanliness of the road shoulder surface; and erosion and surface slope concerns particularly for waterway shorelines. Consideration should be given to establishing ground covers that require less mowing. These actions will not only maintain or improve the visual quality of the corridor, but will also support a safe travel and recreation experience for motorists and recreational users.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
09 County Boards of Supervisors 10 Municipal Governments	19 MPOs 20 RPAs	33 IDOT	

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**

Invest a minimum of an additional \$100,000 per year for enhanced maintenance of the roadsides of the 10-county corridor of the IA GRR.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Roadside/ROW Management		\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000

**PROBABLE FINANCIAL INVESTMENT TYPES:**

- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



# B Viewshed Management

## Intrinsic Resource Conservation

### DESCRIPTION:

Recognize and enhance authentic scenic qualities that can be seen from the roadway of the Iowa Great River Road.

The majority of the visual quality of the Iowa Great River Road exists beyond the immediate public road right-of-way in what is called the “viewshed”—the land and sky that can be seen from road. For the most part, the visual quality of the Byway’s roads is positive and authentic. Yet, as a designated National Scenic Byway, residents and visitors alike have continuous expectations that visual distractions will be kept to a minimum across the landscapes they witness as they traverse the Iowa Great River Road.

Viewshed management for the Iowa Great River Road relies heavily on property owners, local governments and the Iowa MRPC finding shared understanding and consensus regarding the conservation and enhancement of the visual character of the Byway’s corridor.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners	21 RC&Ds	29 IDALS	
04 Family and Corporate Farm Operators	22 Agricultural Interest Groups	32 IDNR	
08 County Conservation Boards		38 Land Trust Organizations	
09 County Boards of Supervisors			
10 Municipal Governments			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Project and program funding for additional viewshed management could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments and appropriate land trust organizations.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



# Intrinsic Resource Conservation

## C Protect Historical and Cultural Resources

### DESCRIPTION:

Identify, protect / communicate the qualities of historical and cultural personalities, events, sites, artifacts, photographs, art, crafts, livelihoods, and oral histories of the Mississippi River region.

The Iowa MRPC and its partners can employ the following strategies for conserving, maintaining and enhancing the intrinsic qualities of the Iowa Great River Road: prepare regular updates of the Iowa Great River Road CMP; manage and collaborate with diverse partners for the effective application of existing programs and services; create and maintain a heightened awareness and appreciation of the Iowa Great River Road; promote and market the Byway in the consumer sector to instill knowledge, appreciation, and respect for its intrinsic qualities; distribute intrinsic resource data; encourage increased levels of collaboration during capital improvement project planning and implementation; coordinate with the Iowa DOT relative to transportation projects; support and secure grants for maintaining and enhancing intrinsic qualities; support, facilitate, and conduct training and other forms of professional development for stakeholders along the Iowa Great River Road.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
02 IA GRR Interpretive Sites		31 IDCA, State Historical Society	
03 Private Property Owners		32 IDNR	
09 County Boards			
10 Municipal Governments			
14 Local Historical Societies			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Invest a minimum of an additional \$100,000 per year for increased protection of the historic and cultural resources of the 10-county corridor of the IA GRR.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Protect Historical and Cultural Resources		\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action could be supported by a new IA GRR Conservation, Development and Promotion grant program.



# Intrinsic Resource Conservation

## D Trash and Litter Removal

### DESCRIPTION:

Remove and recycle trash, litter and debris from along the Iowa Great River Road roadway. Maintaining and improving, where needed, the visual character of the Iowa Great River Road is an important ongoing task to support a positive visitor experience. The Iowa MRPC can explore a variety of options to reduce the negative impacts of trash and litter within the corridor:

- occasional community/corridor clean-up events;
- develop an "Adopt the Iowa Great River Road" program whereby segments are adopted and cared for by local organizations and agencies;
- provide Iowa Great River Road branded trash and recycling receptacles at prominent public locations;
- develop an awareness and educational campaign focused on communicating the need to keep the area clean targeted at both residents and visitors; and
- connect with regional and state organizations like "Keep Iowa Beautiful" for technical and programming assistance and potential financial support.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners		32 IDNR	41 NPS
04 Family and Corporate Farm Operators		33 IDOT	42 USFWS
07 Industrial and Commercial Operations			
08 County Conservation Boards			
09 County Boards of Supervisors			
10 Municipal Governments			
11 Local Chambers of Commerce/CVBs			
13 Local Civic and Community Organizations			
16 Roadside Beautification Groups			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Maintain and target financial support of principle fulfillment partners provided in existing and anticipated program budgets for trash and litter removal.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.



**E** Community Development and Appearance

**DESCRIPTION:**

Recognize, conserve, and enhance the appearance and compatible development of the communities along the Iowa Great River Road. The communities along the Iowa Great River Road have both an opportunity and obligation to consider the high impacts the development and visual appearance their communities have on Byway travelers. While these places occupy a small portion of the Byway's entire length, they nonetheless have as much influence on the Byway experience as does the much larger territory of the rural countryside of the Byway. The communities are where Byway users will slow down, stop and shop, have a meal, and stay overnight. Since many Byway travelers may spend more time in these communities it is important to conserve and enhance the character of streets, storefronts, commercial businesses, industrial land uses, and residential areas.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners	19 MPOs	35 IEDA	41 NPS
05 Local Businesses	25 College and University Programs		42 USFWS
09 County Boards of Supervisors			43 USACE
10 Municipal Governments			46 Dedicated River Interest Organizations
11 Local Chambers of Commerce/CVBs			
13 Local Civic and Community Organizations			
15 Local Main Street Iowa Programs			
16 Roadside Beautification Groups			

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**

Project and program funding for enhancing community development and appearance could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments.

**PROBABLE FINANCIAL INVESTMENT TYPES:**

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



# Intrinsic Resource Conservation

## F Mississippi River Qualities

### DESCRIPTION:

Recognize, conserve, and enhance the appearance, water quality and compatibility of the multiple uses of the Mississippi River and its shoreline. The intrinsic Mississippi River resources of the Iowa Great River Road corridor are essential to its mission of providing highly valuable and beneficial experiences for visitors and residents alike. Government agencies and private property owners are responsible in many interrelated ways for conserving the essential qualities of the Mississippi River and its tributary streams which intersect the Iowa Great River Road.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners	21 RC&Ds	27 Iowa Governor's Office	
04 Family and Corporate Farm Operators	23 Leisure Travel and Activity Groups	29 IDALS	
08 County Conservation Boards	24 River Cruise Operators	30 IDCA	
09 County Boards of Supervisors		32 IDNR	
10 Municipal Governments		35 IEDA	

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Maintain and target financial support of principle fulfillment partners provided in existing and anticipated program budgets which recognize, conserve and enhance the qualities of the Mississippi River.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



# Intrinsic Resource Conservation

## G Botanical and Biological Resources

### DESCRIPTION:

Recognize, conserve, and enhance the quality and quantity of botanical and biological resources of the corridor related to the IA GRR and the water tributaries leading to the Mississippi River.

The natural environment through which the Iowa Great River Road travels is one of its most important intrinsic resources. It serves as the backdrop for the driving experience and offers more intimate experiences—a walk through the woods, fishing along the river banks, birdwatching, etc. An array of existing organizations already strive to protect, preserve, and share the rich biodiversity of the corridor. Supporting their efforts through periodic communications and re-sharing of information can enhance their effectiveness and engage them as active and integral partners dedicated to the purpose of the Iowa Great River Road.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners	21 RC&Ds	29 IDALS	41 NPS
04 Family and Corporate Farm Operators	22 Agricultural Interest Groups	32 IDNR	42 USFWS
08 County Conservation Boards	23 Leisure Travel and Activity Groups	38 Land Trust Organizations	43 USACE
			44 US Dept of Agriculture
			46 Dedicated River Interest Organizations

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Maintain and target financial support of principle fulfillment partners provided in existing and anticipated program budgets which recognize, conserve and enhance the botanical and biological resources of the Mississippi River.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



**H** Outdoor Advertising Control

**DESCRIPTION:**

Regulate the erection of new outdoor advertising signs in accordance with federal, state and local laws, policies and ordinances. The Iowa MRPC works to ensure that the character and quality of the Iowa Great River Road are maintained and enhanced. Historically, the importance of reducing visual intrusions along Iowa’s designated byways has been recognized. A number of local jurisdictions and counties have signage and billboard policies that restrict, manage, and in some cases, fully prohibit the installation and maintenance of off-premise outdoor advertising. Assistance is available to all interested communities along the Iowa Great River Road corridor for improving their signage policies and practices. And along the Iowa Great River Road, public agencies and private conservation organizations can acquire from willing landowners scenic and conservation easements to sustain intrinsic resources from uncontrolled or insensitive development.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners		33 IDOT	
05 Local Businesses			
09 County Boards of Supervisors			
10 Municipal Governments			
11 Local Chambers of Commerce/CVBs			

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**

Maintain and target financial support of principle fulfillment partners provided in existing and anticipated program budgets which regulate outdoor advertising in the corridor of the IA GRR.

**PROBABLE FINANCIAL INVESTMENT TYPES:**

- Sustain existing public and private investment levels by Principle Fulfillment Partners.



# A Wayshowing Components

## DESCRIPTION:

Install and maintain IA GRR route guide signs; Byway entrance and exit markers; directional signage for attractions; and attraction identification signage. Prepare and distribute IA GRR maps and construct IA GRR orientation stops at key locations.

All byway travelers, particularly those who are new and unfamiliar with the Iowa Great River Road have wayfinding needs. Getting lost is normally not associated with a positive and rewarding byway experience. Hence, the Iowa Great River Road is like most byways: wayshowing assistance (representational, physical and personal) needs to be provided to assure that reasonable self-navigation needs of travelers are met. Implementation of wayshowing components for the Iowa Great River Road include Maps, Marked Byway Entrances and Exits, Orientation Stops, Byway Guide Signs, and Identification of Byway Attractions.

## PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	19 MPOs	30 IDCA	41 NPS
02 IA GRR Interpretive Sites		32 IDNR	42 USFWS
09 County Boards of Supervisors		33 IDOT	43 USACE
10 Municipal Governments		36 IEDA--Travel Iowa	
11 Local Chambers of Commerce/CVBs			

## ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Following the installation of the currently funded IA GRR Route Guide Sign project additional funding is needed for the design, production and installation of directional signage to IA GRR attractions, orientation stops, and improved mapping.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Wayshowing Components	Directional signage to IA GRR attractions, orientation stops, and improved mapping.	\$ 150,000	\$ 100,000			\$ 25,000	\$ 275,000

## PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public investment levels by Principle Fulfillment Partners for the maintenance and replacement of wayshowing components.



## B Scenic Overlooks

### DESCRIPTION:

In all 10 IA GRR counties, create and enhance scenic overlooks on or near the IA GRR to provide public access and parking for travelers to view the Mississippi River; rare geological and water features, agricultural landscapes, historic sites, city views, etc.

Scenic overlooks offer the Iowa Great River Road visitor safe and well-designed vantage points from which to experience the scenic and natural qualities of the Iowa Great River Road and the Mississippi River. Existing overlooks require continual maintenance and may need periodic improvements. For future new overlooks, consideration will need to be given to advance signing, potential dedicated turn lanes, adequate parking, and universal mobility and accessibility, and interpretive exhibits which describe what the visitor may be seeing at the time of their stop and/or during other seasons of the year.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
02 IA GRR Interpretive Sites	19 MPOs	32 IDNR	41 NPS
03 Private Property Owners	20 RPAs	33 IDOT	42 USFWS
04 Family and Corporate Farm Operators	22 Agricultural Interest Groups		
08 County Conservation Boards			
09 County Boards of Supervisors			
10 Municipal Governments			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Project and program funding for additional publicly accessible scenic overlooks could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



**C** Parking Areas and Access Points

**DESCRIPTION:**

Provide public parking areas for automobiles, recreation vehicles, motorcycles and bicycles and pedestrian access to trails; boat launches and water bodies; parks; historic sites, museums, and interpretive centers; etc. Travelers along the Iowa Great River Road require safe and accessible means of connecting with resource sites and amenities. Convenient, quality-designed, and well-marked parking already exist along the route and should be maintained. Additional parking and access points may need to be added as new facilities are developed or resources identified. Assessing the level of parking availability and access points should be an annual component of the work plans for Iowa MRPC Commissioners for their respective counties and communities.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
02 IA GRR Interpretive Sites	19 MPOs	32 IDNR	41 NPS
08 County Conservation Boards	20 RPAs	33 IDOT	42 USFWS
09 County Boards of Supervisors			43 USACE
10 Municipal Governments			

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**

Project and program funding for additional parking and access points could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments.

**PROBABLE FINANCIAL INVESTMENT TYPES:**

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



## D Public Amenities

### DESCRIPTION:

Maintain, improve and, where needed, construct public amenities including restrooms, drinking water stations, rest areas, shelters, and trash receptacles. Provide accessibility during reasonable times of the day and incorporate universal design features.

Communicating the availability and locations of public amenities will ensure visitors have a positive experience during their time within the Iowa Great River Road corridor. Pre-visit communications materials should list and map locations of public restrooms, drinking water stations, rest areas or shelters at which to find shade or have a picnic, and receptacles for trash and recycling to assist in keeping the Byway clean. While these facilities already exist within Byway communities, they may not be as accessible on more rural stretches of the route. An annual administrative task should be an inventory and assessment of public amenity features, with particular note of any reduction in access or physical maintenance required.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
02 IA GRR Interpretive Sites		32 IDNR	41 NPS
05 Local Businesses		33 IDOT	42 USFWS
06 Local Travel Attractions			43 USACE
08 County Conservation Boards			
09 County Boards of Supervisors			
10 Municipal Governments			
11 Local Chambers of Commerce/CVBs			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Project and program funding for additional public amenities could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



**E** Mississippi River Trail

**DESCRIPTION:**

Implement the routing of the Mississippi River Trail (MRT) from Minnesota to Missouri to provide a continuous bicycle path and connections to public amenities, parking areas, and attractions within the corridor of the IA GRR.

Travelers along the Iowa Great River Road benefit from a network of roadways which support their driving experience. Many of these travelers will also appreciate being able to experience the corridor and its resources via bicycle. Supporting the Mississippi River Trail, Inc. in its efforts to complete the Mississippi River Trail will ensure the completion of a vital asset for the Iowa Great River Road. This support can be offered in several ways: consistently communicating with members of the MRT organization, identifying opportunities for shared funding sources, and communicating the (primarily) concurrent routing of the Iowa Great River Road and MRT via maps and other wayshowing media.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
08 County Conservation Boards	19 MPOs 20 RPAs	33 IDOT	46 Dedicated River Interest Organizations
09 County Boards of Supervisors			
10 Municipal Governments			

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**

Financial support provided by existing and anticipated program budgets available through IDOT and IDNR matched with appropriate levels of local funding.

**PROBABLE FINANCIAL INVESTMENT TYPES:**

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## F Roadside Vegetation

### DESCRIPTION:

Plant and maintain ground covers, trees and shrubs in the roadsides of the IA GRR with the principles of the Iowa Living Roadway Trust Fund and community esthetics. Remove overgrown vegetation which blocks views of the River and scenic vistas.

The roadsides of the Iowa Great River Road offer an opportunity to enhance the visual quality of the Byway. In coordination with the Iowa Department of Transportation, private and public landowners, and other associated entities, the Iowa MRPC can advocate for the planting of native and/or attractive species and monitor the need to remove or prune overgrown vegetation. In addition to general beautification, roadside vegetation can provide habitat for pollinators and other wildlife and filter runoff. The Iowa MRPC should conduct an annual driving survey of the route, noting specific sites or zones that could be improved and then partnering with landowners or appropriate organizations to implement improvements.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
04 Family and Corporate Farm Operators	19 MPOs	32 IDNR	42 USFWS
08 County Conservation Boards	21 RC&Ds	33 IDOT	
09 County Boards of Supervisors	22 Agricultural Interest Groups		
10 Municipal Governments			
13 Local Civic and Community Organizations			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Invest a minimum of an additional \$50,000 per year for enhanced roadside vegetation of roadsides in the 10-county corridor of the IA GRR.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Roadside Vegetation		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 250,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



G

## Sensitive Road Repair, Upgrades and Replacements



**Physical Improvements**

### DESCRIPTION:

Undertake maintenance, repair and replacement of roadway infrastructure in ways that are sensitive to and support a positive driving experience and visual appearance for the IA GRR. The pavement and infrastructure of the highways, roads and streets that comprise the Iowa Great River Road must first and foremost meet the functional and safety needs of local and through traffic—passenger vehicles, commercial trucks and semi-tractor rigs, and agricultural equipment. As a designated National Scenic Byway and with the inherent visitor appeal of the local communities, the appearance of the infrastructure of the Byway roadways take on additional meaning. Thus, the design, construction and periodic maintenance of the pavement, drainage structures, bridges, shoulder, and traffic control devices (signs, traffic lights, pavement markings, etc.) should present a quality appearance for all motorists. In addition, during times of maintenance and repair, the alternate route for the Byway should be clearly signed and communicated.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
09 County Boards of Supervisors 10 Municipal Governments	19 MPOs 20 RPAs	33 IDOT	45 FHWA - National Scenic Byways Program

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Financial investment for sensitive road repair, upgrades and replacement for the IA GRR to be included and accounted for in existing and planned project and program budgets.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



# H Community Entries

## Physical Improvements

### DESCRIPTION:

Implement and maintain high quality and locally authentic community entrances for each town and city along the IA GRR and encourage expressions of the community's connection to the IA GRR and the Mississippi River.

Communities along the Iowa Great River Road are intrinsic cultural resources and need to be appropriately signed. While most are currently marked through a variety of sign styles, several of these signs are showing their age and/or may not be designed as to maximize readability and graphic design. Existing and newly created signs should showcase the communities' relationship to the Iowa Great River Road through the application of the Iowa Great River Road's graphic identity. Connecting the design of these signs to the route guides signs for the Iowa Great River Road will increase the recognition of the Byway locally as well as by visitors. When needed, new signs could be of consistent design or existing or unique signs could be supplemented with a relatively small, appropriately-sized "medallion sign" which would feature the Iowa Great River Road graphic design and be affixed via bolts.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners	19 MPOs	33 IDOT	
09 County Boards of Supervisors			
10 Municipal Governments			
11 Local Chambers of Commerce/CVBs			
13 Local Civic and Community Organizations			
16 Roadside Beautification Groups			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Project and program funding for community entryway improvements could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



# I Livable Streetscapes

## DESCRIPTION:

Encourage communities to implement and maintain street and sidewalk improvements which will enhance the overall livability and usefulness (complete streets, green streets, quiet streets) of urban portions of the IA GRR.

While the rural segments of the Iowa Great River Road comprise the majority of the Byway's mileage, the segments through Iowa Great River Road communities are equally vital to the overall experience. These are the communities in which travelers stop to spend the night, enjoy local dining, walk and shop, and visit interpretive resource sites. The character of these streetscapes are an intrinsic resource. They should be visually pleasing, safe, well lit, easy to walk, and offer opportunities to learn about the history and culture of the community via interpretive signage. Partner organizations at the local and regional level should periodically assess the segments of the Iowa Great River Road that pass through their jurisdictions, identifying where improvements should be made and including financial support within their yearly budgets. Overlay zoning districts may be one tool to provide regulations regarding signage, parking, building materials, landscaping, etc.

## PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
03 Private Property Owners	19 MPOs	33 IDOT	
05 Local Businesses	20 RPAs		
09 County Boards of Supervisors	25 College and University Programs		
10 Municipal Governments			
11 Local Chambers of Commerce/CVBs			
13 Local Civic and Community Organizations			
15 Local Main Street Iowa Programs			
16 Roadside Beautification Groups			

## ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Project and program funding for livable streetscape improvements could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments.

## PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



## A National Treasure



## Promotion and Interpretation

### DESCRIPTION:

Emphasize in all promotion and interpretation related to the Iowa Great River Road, that it provides the link with America's greatest river and a corridor of international importance. Each National Scenic Byway in the United States is federally designated as such because their intrinsic resources combine to represent a truly unique set of stories for the country. The Iowa Great River Road is certainly no exception and its stakeholders and partner organizations enjoy the privilege of using the local resources to communicate stories which are truly national stories.

The Iowa Great River Road has both the honor as well as responsibility to tell national-level stories. The planning and delivery of all educational, interpretive, public relations and promotional media needs to include the objective of communicating an emphasis that the Iowa Great River Road is national treasure and resource for all Americans and international visitors.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	27 Iowa Governor's Office	40 National MRPC/Mississippi River Country
02 IA GRR Interpretive Sites		28 Iowa Legislature and State Legislators	41 NPS
08 County Conservation Boards		30 IDCA	42 USFWS
09 County Boards of Supervisors		32 IDNR	43 USACE
10 Municipal Governments		33 IDOT	47 National Travel Promotion Organizations
11 Local Chambers of Commerce/CVBs		36 IEDA--Travel Iowa	
		37 Iowa U.S. Congressional Delegation	

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Financial support for emphasizing the importance of the IA GRR should be provided by existing and anticipated program budgets.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## B Interpretive Sites, Stories, and Venues

## Promotion and Interpretation

### DESCRIPTION:

Expand interpretive experience opportunities offered by Interpretive Centers by including additional types of sites, interpretive programs, tours, and itineraries using a variety of authentic themes, messages, stories and media.

The ten counties of the Iowa Great River Road provide a wealth of existing interpretive experience for Byway travelers. Several world-class attractions welcome visitors from across the nation and around the world. The Great River Road Interpretive Center designation system currently offers sites an opportunity to be linked with other sites along the route via a sign panel installed at their facilities. Many facilities also strive to connect their stories with those that are being shared at other locations along the Byway. However, the strength of the overall interpretive experience of Iowa Great River Road can be improved. An Interpretive Development Plan for the Iowa Great River Road should seek to utilize the Great River Road Interpretive Plan and Toolkit developed for the ten-state Great River Road, customizing its recommended themes for the needs and opportunities of Iowa and identifying appropriate interpretive media that can convey these effectively.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	30 IDCA	40 National MRPC/Mississippi River Country
02 IA GRR Interpretive Sites		32 IDNR	41 NPS
08 County Conservation Boards		33 IDOT	42 USFWS
11 Local Chambers of Commerce/CVBs		36 IEDA--Travel Iowa	43 USACE
14 Local Historical Societies			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Invest a minimum of an additional \$100,000 per year for expanded interpretation of the 10-county corridor of the IA GRR. Also budget \$100,000 for preparation of an interpretive development and management plan for the IA GRR.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Interpretive Sites, Stories, and Venues	Preparation and phased implementation of IA GRR Interpretive Management plan	\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 600,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



C

## Iowa Great River Road Website

Promotion and Interpretation

### DESCRIPTION:

Redevelop, activate, and maintain an up-to-date website for the Iowa Great River Road and support it with widespread promotion and public awareness.

In response to the public feedback received as part of this process of updating the Iowa Great River Road CMP, the Iowa MRPC has recently partnered with Travel Iowa to develop a dynamic new website for the Iowa Great River Road. To remain fresh, relevant, and accurate, this new website will need periodic updating and revisions. The Iowa MRPC can play the critical role of connecting local and regional tourism-related partners with Travel Iowa, ensuring that the Iowa Great River Road and its sites and resources are appropriately and accurately represented. The Iowa MRPC should dedicate time annually to assessing the functioning of the website, utilizing metrics provided by Travel Iowa as well as local feedback and Commission reflections.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	36 IEDA--Travel Iowa	
02 IA GRR Interpretive Sites			
11 Local Chambers of Commerce/CVBs			

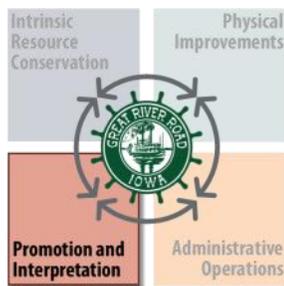
### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Invest a minimum of an additional \$25,000 per year for maintaining and expanding the new IA GRR website.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Iowa Great River Road Website	Annual updates and upgrades	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



D

## Integrated Information/ Promotional Media

## Promotion and Interpretation

### DESCRIPTION:

Design, produce, print, upload and distribute a variety of promotion and information media developed to serve the various needs and desires individuals and travel groups have in the pre-visit, visit and post-visit stages of experiencing the IA GRR.

Byway travelers rely on a diverse variety of communication media to select, plan, travel, reflect on and refer to their travel experiences. Stakeholders and partners in providing Iowa Great River Road experience opportunities will need to respect this dynamic characteristic in the types of travel that comes with the multi-attraction nature of the Byway, the Mississippi River, and the many Iowa Great River Road communities and interpretive resources. Since Iowa Great River Road stakeholders cannot expect to succeed in communicating by using a single type of media, a diverse “multi” media approach must be taken.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	30 IDCA	40 National MRPC/Mississippi River Country
02 IA GRR Interpretive Sites		32 IDNR	41 NPS
05 Local Businesses		33 IDOT	42 USFWS
11 Local Chambers of Commerce/CVBs		36 IEDA--Travel Iowa	43 USACE

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Invest a minimum of an additional \$75,000 over the first 5 years for developing, producing and distributing promotional media for the IA GRR.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Integrated Information and Promotional Media	Design and printing of guides and maps	\$ 25,000	\$ 15,000	\$ 15,000	\$ 10,000	\$ 10,000	\$ 75,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.

Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN



E

# IA GRR/Upper Mississippi River Discovery Guide

**Promotion and Interpretation**

## DESCRIPTION:

Facilitate a well-known travel author to write, produce and market a top level, commercially produced travel discovery guide (book) focused on the varied intrinsic resources associated with the Iowa Great River Road region and the upper Mississippi River Valley. A quality Iowa Great River Road travel discovery guide will provide numerous benefits for the Byway. It can offer prospective travelers a rich “first look” into the Iowa Great River Road corridor and its assets. Many travel enthusiasts seek travel guides not only for their practical trip-planning information, but also for their ability to inspire and engage. Travel discovery guides are also popular purchase items for visitors currently traveling a Byway, as they allow them to take home a piece of their trip in a compelling book. Finally, a travel discovery guide dedicated to the Iowa Great River Road can elevate the status of the Byway in the minds of Iowa Great River Road region and State of Iowa residents.

## PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC 11 Local Chambers of Commerce/CVBs	18 Eastern Iowa Tourism	36 IEDA--Travel Iowa 39 Travel Writer/Publisher/Digital Production Company	40 National MRPC/Mississippi River Country

## ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Financial support procured through non-government sources with the assistance of the national MRPC.

## PROBABLE FINANCIAL INVESTMENT TYPES:

- Private investment source(s) with an expected positive return on investment.



F

## Hospitality Training

Promotion and Interpretation

### DESCRIPTION:

Deliver training, information and support materials pertaining to the Iowa Great River Road for the diverse audience of ‘front-line’ hospitality personnel in the public and private sectors who provide information to the public.

Connecting with “front-line” staff and volunteers at Iowa Great River Road resource sites will be a valuable way to enhance the delivery of the Byway interpretive program and the overall Iowa Great River Road experience. These staff and volunteers interact with the traveling public on a daily basis, and therefore have the ability to connect personally with visitors to the area in direct and meaningful ways. While visitors may learn of the Byway’s existence after seeing brochures and area outdoor orientation stops, others may not be aware of the Byway until they are informed of it through a personal interaction at a Byway resource site. For travelers who specifically visit the area to experience the Iowa Great River Road, interacting with interpretive providers who are knowledgeable about the Byway will underscore the value it has as a destination and support their positive experience.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	30 IDCA	41 NPS
02 IA GRR Interpretive Sites	25 College and University Programs	32 IDNR	42 USFWS
08 County Conservation Boards		36 IEDA--Travel Iowa	43 USACE
11 Local Chambers of Commerce/CVBs			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Invest a minimum of an additional \$10,000 per year for hospitality training in the 10-county corridor of the IA GRR.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Hospitality Training		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 50,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## Community Events and Celebrations



**Promotion  
and  
Interpretation**

### DESCRIPTION:

Emphasize, promote and strengthen the effectiveness of local community events and celebrations by linking them with being part of the Iowa Great River Road and the Upper Mississippi River valley.

Promoting the Iowa Great River Road at regional and state festivals and event celebrations will be an effective way to share the Byway's stories and appeal to prospective visitors. Identify those events which share themes with the Byway (recreation, history, food, music, environment, etc.) and cater the message being delivered at each event to align with the interest areas of its participants. Provide take-away printed media, share a Byway video, and consider providing samples of food or beverages from the Iowa Great River Road region. Local events are an excellent opportunity to connect with residents who live within the Iowa Great River Road region, sharing with them the stories that the Byway seeks to tell and instilling an even greater sense of local pride.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	36 IEDA--Travel Iowa	46 Dedicated River Interest Organizations
08 County Conservation Boards	23 Leisure Travel and Activity Groups		
09 County Boards of Supervisors			
10 Municipal Governments			
11 Local Chambers of Commerce/CVBs			
13 Local Civic and Community Organizations			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Project and program funding for selected community events and celebrations could be supported by a new IA GRR Conservation, Development and Promotion grant program with grants awarded to local governments and appropriate community organizations.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



## Niche Markets

**Promotion  
and  
Interpretation**

### DESCRIPTION:

Identify and inform travelers of highway, road and street segments that provide them with loops, spurs and alternative routes of the travel in exploring the GRR region in Iowa and the adjoining states.

Niche interest groups offer an opportunity to connect with specific population groups and “sell” the Byway to them based on their interest areas. Travel segment niche interests groups might include bicyclists, water recreation enthusiasts, motorcyclists, RVers, eco-tourists, history buffs, “foodies”, and hobby fishermen and hunters. Niche travel groups are likely particularly interested in one component of the Byway story or in one type of Byway resource. While they may appreciate that the overall Byway offers so much more, they may only be inspired to travel and experience the Iowa Great River Road if they can recognize how it will specifically connect with their interests.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	36 IEDA--Travel Iowa	40 National MRPC/Mississippi River Country
02 IA GRR Interpretive Sites	23 Leisure Travel and Activity Groups		46 Dedicated River Interest Organizations
11 Local Chambers of Commerce/CVBs			
13 Local Civic and Community Organizations			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Maintain and target financial support of principle fulfillment partners provided in existing and anticipated program budgets for niche market development.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## Loops and Side Routes

**Promotion  
and  
Interpretation**

### DESCRIPTION:

Identify and inform travelers of highway, road and street segments that provide them with loops, spurs and alternative routes of the travel in exploring the GRR region in Iowa and the adjoining states.

Loops and side routes can offer the Byway traveler additional experiences. They may connect the Byway with resource sites outside the direct Byway corridor, link the Iowa Great River Road with intersecting Iowa Byways, or allow a traveler a faster route back to their lodging accommodations after traveling the slower-paced Iowa Great River Road. Partners at the county, municipal, and state agencies levels should contribute to the identification of appropriate loops and side routes, and efforts should be made to sign and indicate these routes on wayshowing and promotional materials.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC		34 IDOT- Iowa Byways Program	40 National MRPC/Mississippi River Country
08 County Conservation Boards		36 IEDA--Travel Iowa	46 Dedicated River Interest Organizations
09 County Boards of Supervisors			
10 Municipal Governments			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Identification of additional loops and side routes should not require significant new investment.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



J

## International Market Development



**Promotion and Interpretation**

### DESCRIPTION:

Participate in programs intended to develop travel to the Iowa Great River Road by international travel markets through targeted promotion and group tour support. Translate promotional and interpretive media into additional languages.

The Mississippi River is one of the most well-known natural features of the United States, and the Iowa Great River Road provides an ideal venue for international travelers to have their first experience along its banks. Marketing the Iowa Great River Road internationally will connect the State of Iowa with a global audience that seeks the authentic America. Understanding the current marketing efforts of the Mississippi River Country and aligning efforts where appropriate will be a necessary component. Local, regional, and state partner organizations and agencies should be encouraged to supplement existing international marketing efforts with information about the Iowa Great River Road and expand their initiatives when appropriate.

### PRINCIPLE FULFILLMENT PARTNERS:

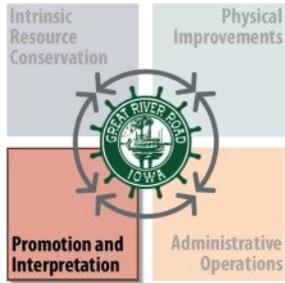
LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	36 IEDA--Travel Iowa	40 National MRPC/Mississippi River Country
02 IA GRR Interpretive Sites			46 Dedicated River Interest Organizations
11 Local Chambers of Commerce/CVBs			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Consider replacing existing IA MRPC annual appropriation for international market development with private sector sources of revenue.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.
- Increase private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## Formal Learning Resources

**Promotion  
and  
Interpretation**

### DESCRIPTION:

Facilitate and support education-focused groups (school districts, colleges and universities, home school associations) to promote and use the intrinsic resources of the Iowa Great River Road as a rich teaching and learning resource.

Fostering learning, appreciation and sense of stewardship in the next generation of Iowa Great River Road residents would be an exciting outcome of the Byway's interpretive program. The IA MRPC can coordinate with local schools, educational institutions, and home schooling providers to determine the most appropriate ways to connect with their curriculum. While local schools already take field trips to various Byway resource sites, a more in-depth approach to a Byway-focused curriculum product could better highlight the stories the Byway has to share.

### PRINCIPLE FULFILLMENT PARTNERS:

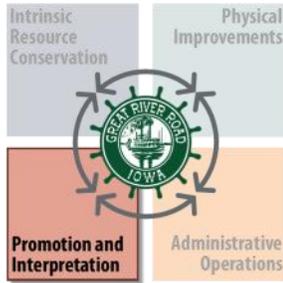
LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	25 College and University Programs	30 IDCA	41 NPS
02 IA GRR Interpretive Sites		32 IDNR	42 USFWS
08 County Conservation Boards			43 USACE
17 K-12 Education			46 Dedicated River Interest Organizations

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Assist with targeting and/or identifying new revenue sources and programs for using the IA GRR as a formal learning resource.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- New programs and projects for this Action could be supported by a new IA GRR Conservation, Development and Promotion grant program.



**L Merchandise**

**Promotion and Interpretation**

**DESCRIPTION:**

Develop a licensing program to encourage the creation of product and merchandise lines that emphasize the Iowa Great River Road and its many resources.

Leisure travelers continue to show a demand for buying and acquiring mementos of a rewarding visit to a new destination. Regardless of the reason—personal keepsake or gift; a low-cost souvenir or one-of-a-kind work of a local artist or craftsperson—providing visitors with the opportunity to purchase a tangible product is an important way to fulfill the need of people to “recall” and “refer” to the post-visit stage of the overall visitor experience.

Artwork; crafts; food products; music; books of local folklore and history; and yes, t-shirts are among the many types of merchandise that can be licensed and contracted with an identification that the product is associated with the Iowa Great River Road. The Iowa MRPC can connect with existing distributors of these products to determine what merchandise has the most appeal and then develop future Byway-themed merchandise based on demand, budget, and any potential for the merchandise to serve as an income generating tool for the Byway.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	36 IEDA--Travel Iowa	40 National MRPC/Mississippi River Country
02 IA GRR Interpretive Sites			
05 Local Businesses			
11 Local Chambers of Commerce/CVBs			
13 Local Civic and Community Organizations			
14 Local Historical Societies			

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**

Financial support procured through non-government sources. Consider options for fees, royalties, or commission from merchandise sale to support other actions.

**PROBABLE FINANCIAL INVESTMENT TYPES:**

- Increase private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



A

## Regional Stakeholder Communications

Administrative Operations

### DESCRIPTION:

Conduct regular communications with a full range of local, regional, state, Great River Road states and national stakeholders.

The Iowa MRPC currently communicates formally with its varied stakeholders via a periodic newsletter. Formerly printed and mailed, this newsletter is now delivered via digital form. Consistent communications are important to build awareness about the Iowa MRPC and its efforts to steward the Iowa Great River Road, communicate potential funding opportunities, share project updates, and celebrate the achievements of interpretive resource sites and other related partners. Continuing this important function requires a distribution list to be maintained and regularly updated. It also benefits from the support of state and regional partners as they provide valuable venues for stakeholder information and the sharing of public communications.

Regular more informal communications with regional stakeholder agencies and organizations are already conducted on an ad-hoc basis by individual Iowa MRPC Commissioners. This practice of periodic "checking in" should be formalized and included in quarterly work plan assignments.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism 19 MPOs 21 RC&Ds	33 IDOT	

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

The IA MRPC should allocate a minimum of \$10,000 per year of the Commission's annual appropriation for this Action.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Regional Stakeholder Communications		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 50,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## B Regional Planning Forums

**Administrative Operations**

### DESCRIPTION:

Facilitate regional planning forums to bring together a variety of organizations to address issues, challenges and opportunities which effect a larger area of influence than what is covered by any single organization or agency along the IA GRR.

The Iowa MRPC is uniquely positioned to offer a venue for diverse and interrelated organizations to come together to plan and strategize for the future of the region. Periodic convening of partners will allow the sharing of information, identification of opportunities and threats, and assessment of progress on initiatives and projects. The Iowa Great River Road touches on many critical arenas—quality of life, economic development, resource conservation, interpretation, recreation, etc.— and can offer an “umbrella” approach to strengthening the region.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	30 IDCA	
	19 MPOs	32 IDNR	
	21 RC&Ds	33 IDOT	

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

The IA MRPC should allocate a minimum of \$5,000 per year of the Commission's annual appropriation for this Action.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Regional Planning Forums		\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 25,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.

Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN



## Key Indicators

**Administrative Operations**

### DESCRIPTION:

Identify, measure and report key indicators of the IA GRR including visitor and resident opinions about the Byway and its management; intrinsic resource conservation; economic impacts and influences of the IA GRR.

Using the 2013 Iowa Great River Road Visitor and Residents Survey results as a baseline and for survey instrument foundation, the Iowa MRCP and related partners should conduct periodic surveys to ascertain Byway awareness levels, visitor and resident interest areas and priorities, and collect demographic data and spending patterns. These efforts will require coordination with local resources sites and may benefit from involvement of a college or university community planning or tourism studies program.

The Iowa MRPC and its partners should also routinely collect and review information collected by other entities — Travel Iowa, IEDA, IDOT, local chambers of commerce and CVBs, etc— to monitor information about travel trends, route safety, economic development, resource conservation, and quality of life.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	30 IDCA	40 National MRPC/Mississippi River Country
02 IA GRR Interpretive Sites	19 MPOs	32 IDNR	41 NPS
11 Local Chambers of Commerce/CVBs	21 RC&Ds	33 IDOT	42 USFWS
	25 College and University Programs	34 IDOT- Iowa Byways Program	43 USACE
		35 IEDA	46 Dedicated River Interest Organizations
		36 IEDA--Travel Iowa	

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

The IA MRPC should allocate a minimum of \$5,000 per year of the Commission's annual appropriation for this Action. Additionally, a "benchmark" research effort budgeted at \$50,000 should be undertaken to measure initial levels of key indicators.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Key Indicators			\$ 50,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 65,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



D

## Local Enterprise Support

Administrative  
Operations

### DESCRIPTION:

Identify, emphasize and support local business enterprises, locally produced food, art and crafts, etc. through public relations activities, collaborative programs and facilitate the availability of start-up and investment funding.

An economically thriving corridor benefits both Iowa Great River Road residents and travelers. Opportunities to purchase locally produced wares, crafts and food allow visitors an authentic experience and one which supports the local economy. The Iowa Great River Road can serve as an incubator for a variety of enterprises, and the knowledge, programs, and connections available from local, regional, and state organizations and agencies should be continually tapped. Numerous "Made in XXX" type programs exist across the country and can serve as models for an innovative initiative designed to bolster entrepreneurial efforts within the corridor.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
05 Local Businesses	19 MPOs	35 IEDA	
10 Municipal Governments	21 RC&Ds		
11 Local Chambers of Commerce/CVBs			
15 Local Main Street Iowa Programs			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Project and program funding for local business enterprises could be supported by a new IA GRR Conservation, Development and Promotion grant program along with other existing public sources for local business development support.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.
- New programs and projects for this Action could be supported by a new IA GRR Conservation, Development and Promotion grant program.

Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN



E

National MRPC

Administrative  
Operations

DESCRIPTION:

Participate in multi-state programs and projects of the ten-state national Mississippi River Parkway Commission which offer distinct benefits for the Iowa portion of the Great River Road.

The Iowa MRPC benefits from its inclusion within the National MRPC and can connect Iowa efforts with larger initiatives to draw travelers to the ten-state Great River Road and increase the livability of Great River Road communities. State agencies should recognize and leverage this benefit by seeking to understand, connect with, and support MRPC initiatives.

PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC		30 IDCA 32 IDNR 33 IDOT 36 IEDA--Travel Iowa	40 National MRPC/Mississippi River Country

ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Maintain annual levels of dues allocated for membership in the National MRPC.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
National Mississippi River Parkway Commission		\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 75,000

PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public investment levels by the IA MRPC.



F

## Iowa Byways Program

**Administrative  
Operations**

### DESCRIPTION:

Integrate the multi-faceted program activities of the IA MRPC and the IA GRR with the activities and projects of the Iowa Byways Program offered by the State of Iowa and the Iowa Byways Foundation.

The Iowa Great River Road National Scenic Byway belongs to a family of state and nationally-designated byways in Iowa. Significant efforts are underway to develop programs which support a positive visitor experience along all of Iowa's designated routes, and the Iowa MRPC and its partners can benefit from contributing financial and human resources to this cause.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC		34 IDOT- Iowa Byways Program 36 IEDA--Travel Iowa	45 FHWA - National Scenic Byways Program

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Maintain annual levels of dues allocated for support of the Iowa Byways Foundation.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Iowa Byways Program		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 5,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public investment levels by the IA MRPC.



## Commission Support

**Administrative Operations**

### DESCRIPTION:

Provide one management level FTE to support the project and program activities for continuous and reliable operations of the IA MRPC and fulfillment of resource conservation, facility development, and promotion related to the IA GRR.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
		27 Iowa Governor's Office	40 National MRPC/Mississippi River Country
		28 Iowa Legislature and State Legislators	
		30 IDCA	
		32 IDNR	
		33 IDOT	
		35 IEDA	
		36 IEDA--Travel Iowa	

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

The Iowa Governor's Office and the Iowa Legislature should provide adequate appropriations to support the administrative and legislatively-mandated purposes of the IA MRPC.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Commission Support	Per Diem and Travel for Commissioners, 1 FTE staff support, and direct expenses for operations	\$ 145,000	\$ 150,000	\$ 155,000	\$ 160,000	\$ 165,000	\$ 775,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public investment levels through annual Legislative appropriations for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## Project and Program Funding

**Administrative Operations**

### DESCRIPTION:

Secure dedicated funding for operations of the IA MRPC and a competitive grant program for local governments and private organizations for projects and programs to fulfill resource conservation, facility development, and promotion of the IA GRR.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	27 Iowa Governor's Office	41 NPS
02 IA GRR Interpretive Sites	19 MPOs	28 Iowa Legislature and State Legislators	42 USFWS
08 County Conservation Boards	20 RPAs	30 IDCA	43 USACE
09 County Boards of Supervisors	21 RC&Ds	32 IDNR	44 US Dept of Agriculture
10 Municipal Governments	23 Leisure Travel and Activity Groups	33 IDOT	45 FHWA - National Scenic Byways Program
11 Local Chambers of Commerce/CVBs		35 IEDA	
12 Local Charitable Foundations		36 IEDA--Travel Iowa	
		37 Iowa U.S. Congressional Delegation	

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Establish an annual competitive grant program focused on projects and programs for the IA GRR by local governments, non-profit organizations and non-commercial associations. Awarded grants should require a local financial commitment.

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
Project and Program Funding	New competitive grant program administered by IA MRPC	\$ 1,250,000	\$ 1,250,000	\$ 1,250,000	\$ 1,250,000	\$ 1,250,000	\$ 6,250,000

### PROBABLE FINANCIAL INVESTMENT TYPES:

- New programs and projects for this Action would be supported by a new IA GRR Conservation, Development and Promotion grant program.



# I Federal and State Agency Engagement

# Administrative Operations

## DESCRIPTION:

Expand and recognize the effectiveness and financial commitments of federal and state agencies with roles and responsibilities for resource conservation, facility development and maintenance, and promotion related to the IA GRR.

## PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC		27 Iowa Governor's Office	41 NPS
		28 Iowa Legislature and State Legislators	42 USFWS
		29 IDALS	43 USACE
		30 IDCA	44 US Dept of Agriculture
		32 IDNR	45 FHWA - National Scenic Byways Program
		33 IDOT	
		35 IEDA	
		36 IEDA--Travel Iowa	
		37 Iowa U.S. Congressional Delegation	

## ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Target financial support provided by existing and anticipated program budgets for this action.

## PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



J

## County / Municipal Agency Engagement



**Administrative Operations**

### DESCRIPTION:

Expand the effectiveness and financial commitments of county and municipal agencies with roles and responsibilities for resource conservation, facility development and maintenance, and interpretation at the local level related to the IA GRR.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	19 MPOs		
08 County Conservation Boards	20 RPAs		
09 County Boards of Supervisors			
10 Municipal Governments			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Target financial support provided by existing and anticipated program budgets for this action.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



**K** Non-profit and Corporate Engagement

**Administrative Operations**

**DESCRIPTION:**

Identify and support cooperative agreements with non-profit organizations and corporations in the fulfillment of resource conservation, facility development and maintenance, and promotion related to the IA GRR.

**PRINCIPLE FULFILLMENT PARTNERS:**

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	26 Dubuque Community Foundation--MRPC Non-profit	35 IEDA	40 National MRPC/Mississippi River Country
05 Local Businesses			
11 Local Chambers of Commerce/CVBs			
12 Local Charitable Foundations			

**ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:**

Financial support provided by existing and anticipated program budgets.

**PROBABLE FINANCIAL INVESTMENT TYPES:**

- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## Point of Public Contact

**Administrative  
Operations**

### DESCRIPTION:

Establish, promote and operate a single point of information contact and administrative operations for all public, stakeholder and organization communications regarding the IA GRR.

Travelers to the Iowa Great River Road region would benefit from an easily accessible and reliable source of contact for information regarding the Byway. Prospective visitors may need information regarding the route, attractions, lodging, and other amenities. While this information can, and in many cases already is, provided via other methods (various websites, travel guides, etc.) many visitors also value being able to contact someone directly to ask questions and receive advice. During their trip, travelers may also appreciate connecting with someone who can direct them to additional information or advice on seasonal or locational specific considerations (road closures, local events that may impact lodging availability, etc.). In addition, residents along the Iowa Great River Road would benefit from a well-promoted point of contact so they can express support, voice concerns, or ask questions about the Byway.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	18 Eastern Iowa Tourism	33 IDOT	
02 IA GRR Interpretive Sites		36 IEDA--Travel Iowa	
11 Local Chambers of Commerce/CVBs			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Included in Commission Support Action item above.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## Non-profit Foundation



**Administrative  
Operations**

### DESCRIPTION:

Expand and elevate the effectiveness of the non-profit organization representing the IA MRPC in securing donations from individuals, corporations and foundations for broad program support and targeted projects which support the IA GRR.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	26 Dubuque Community Foundation--MRPC Non-profit		

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Financial support procured through non-government sources.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Increase public and private investment levels by Principle Fulfillment Partners for new and expanded programs and projects focused directly in the 10-county IA GRR corridor.



## Friends Group



**Administrative  
Operations**

### DESCRIPTION:

Establish a membership-based “friends” group for IAGRR enthusiasts and supporters by securing membership at the national, state and local levels and providing information, events and other member benefits.

Local, regional, and interest groups can assist the Iowa MRPC in the establishment of an Iowa Great River Road Friends Group, dedicated to supporting various projects and initiatives through advocacy, volunteerism, and financial contributions. County “chapters” of the Friends Group could contribute in a myriad of meaningful ways to the quality of their local stretch of the Byway—through clean-up efforts, celebrations, and communicating the various benefits and responsibilities of Byway designation to their fellow community members. A Friends Group could have a membership component, with contributing member dues supporting Iowa Great River Road related projects.

### PRINCIPLE FULFILLMENT PARTNERS:

LOCAL ENTITIES	REGIONAL ENTITIES IN MULTIPLE COUNTIES	STATE-WIDE AGENCIES	NATIONAL + FEDERAL AGENCIES
01 IA MRPC	19 MPOs		46 Dedicated River Interest Organizations
08 County Conservation Boards	21 RC&Ds		
11 Local Chambers of Commerce/CVBs	23 Leisure Travel and Activity Groups		
13 Local Civic and Community Organizations			
14 Local Historical Societies			

### ESTIMATED NEW FINANCIAL INVESTMENT LEVEL:

Financial support procured through non-government sources.

### PROBABLE FINANCIAL INVESTMENT TYPES:

- Sustain existing public and private investment levels by Principle Fulfillment Partners.

# Organization Table for Core Management Direction Actions

Pages 59 through 62 present a matrix or table illustrating a probable alignment between the 47 identified Principle Fulfillment Partners and the 43 individual Core Management Direction Actions.

Please note: listing a Fulfillment Partner for an action does not represent any type of a commitment made by the listed Fulfillment Partner nor a requirement presented by the Iowa Mississippi River Parkway Commission.



# PRINCIPLE FULFILLMENT PARTNERS

## Local Entities

- 01 IA MRPC
- 02 IA GRR Interpretive Sites
- 03 Private Property Owners
- 04 Family and Corporate Farm Operators
- 05 Local Businesses
- 06 Local Travel Attractions
- 07 River—and GRR Corridor—based Industrial and Commercial Operations
- 08 County Conservation Boards
- 09 County Boards of Supervisors and related Departments and Boards
- 10 Municipal Governments and related Departments, Boards and Commissions
- 11 Local Chambers of Commerce/CVBs
- 12 Local Charitable Foundations
- 13 Local Civic and Community Organizations
- 14 Local Historical Societies
- 15 Local Main Street Iowa Programs
- 16 Roadside Beautification Groups, Adopt-a-Highway sponsors, Keep Iowa Beautiful, etc.
- 17 K-12 Education (Public, private and homeschooling, etc.)

## Regional Entities in Multiple Counties

- 18 Eastern Iowa Tourism
- 19 MPOs
- 20 RPAs
- 21 RC&Ds
- 22 Agricultural Interest Groups
- 23 Leisure Travel and Activity Groups (Outdoor recreation, vintage cars, wildlife viewing, boating, bicycling, arts, antiques, wine, food, etc.)
- 24 River Cruise Operators
- 25 College and University Programs
- 26 Dubuque Community Foundation--MRPC Non-profit

## State-wide Agencies

- 27 Iowa Governor's Office
- 28 Iowa Legislature and State Legislators
- 29 Iowa Department of Agriculture and Land Stewardship
- 30 Iowa Department of Cultural Affairs
- 31 Iowa Department of Cultural Affairs, State Historical Society
- 32 Iowa Department of Natural Resources
- 33 Iowa Department of Transportation
- 34 Iowa Department of Transportation - Iowa Byways Program, the Byways of Iowa Coalition, and the Byways of Iowa Foundation
- 35 Iowa Economic Development Authority
- 36 Iowa Economic Development Authority--Travel Iowa
- 37 Iowa U.S. Congressional Delegation
- 38 Land Trust Organizations (i.e. Iowa Natural Heritage Foundation, County Conservation Foundations, etc.)
- 39 Travel Writer/Publisher/Digital Production Company

## National and Federal Agencies

- 40 National MRPC/Mississippi River Country
- 41 National Park Service
- 42 US Fish and Wildlife Service
- 43 US Army Corps of Engineers
- 44 US Department of Agriculture
- 45 Federal Highway Administration - National Scenic Byways Program
- 46 Dedicated River Interest Organizations (1 Mississippi, Mississippi River Collaborative, River Action, etc.)
- 47 National Travel Promotion Organizations (Brand USA, U.S. Travel Association, etc.)

*Conserving, developing, interpreting and promoting, and administering the IA GRR will inherently need to be shared by a broad range of local to national entities. No single agency or organization has the authority, resources or experience to do it all.*

*In reviewing the various actions, considerations should also be given to "Fulfillment Partners"—stakeholders and partners which can most effectively undertake various actions.*

*Listed here are nearly 50 of the principle fulfillment partners which can play important roles in the future of the IA GRR.*









# Financial Considerations for Core Management Direction Actions

The Commission evaluated several assessments and options pertaining to the financial considerations associated with fulfilling the core management directions and actions for the Iowa Great River Road.

First, the byway planning team prepared estimates presented on pages 64 through 66 to examine reasonable budgets for implementing a number of Core Management Direction Actions. A key component of this projection is the concept of an Iowa Great River Road Conservation, Development and Promotion Grant Program which would provide state funding for a variety of types of projects that would be locally conceived, developed and maintain with very identifiable benefits to the Iowa Great River Road.

Secondly, pages 67 through 71 present the summary results of an effort undertaken by each individual Commissioner and selected local stakeholders to identify locally-based project ideas which, if implemented in undertaken, good likewise fulfill a variety of Core Management Direction Actions.

Please note that the information provided in these two assessments are not intended to present prioritized or official project proposals adopted by local officials or the Iowa Mississippi River Parkway Commission.



July 13, 2014

IOWA GREAT RIVER ROAD

Preliminary Financial Considerations

CORE MANAGEMENT  
DIRECTION

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
<b>INTRINSIC RESOURCE CONSERVATION</b>		<b>\$ 200,000</b>	<b>\$ 1,000,000</b>				
A	Roadside/ROW Management	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
B	Viewshed Management						\$ -
C	Protect Historical and Cultural Resources	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
D	Trash and Litter Removal						\$ -
E	Community Development and Appearance						\$ -
F	Mississippi River Qualities						\$ -
G	Botanical and Biological Resources						\$ -
H	Outdoor Advertising Control						\$ -

<b>PHYSICAL IMPROVEMENTS</b>		<b>\$ 200,000</b>	<b>\$ 150,000</b>	<b>\$ 50,000</b>	<b>\$ 50,000</b>	<b>\$ 75,000</b>	<b>\$ 525,000</b>
A	Wayshowing Components	\$ 150,000	\$ 100,000			\$ 25,000	\$ 275,000
B	Scenic Overlooks						\$ -
C	Parking Areas and Access Points						\$ -
D	Public Amenities						\$ -
E	Mississippi River Trail						\$ -
F	Roadside Vegetation	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 250,000
G	Sensitive Road Repair, Upgrades & Replacements						\$ -
H	Community Entries						\$ -
I	Livable Streetscapes						\$ -

Iowa Great River Road  
Conservation, Development and  
Promotion Grant Program



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

## Preliminary Financial Considerations

CORE MANAGEMENT  
DIRECTION

Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
<b>PROMOTION AND INTERPRETATION</b>		<b>\$ 260,000</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>	<b>\$ 145,000</b>	<b>\$ 145,000</b>	<b>\$ 850,000</b>
A	A National Treasure	Financial support provided by existing and anticipated program budgets					\$ -
B	Interpretive Sites, Stories, and Venues	Preparation and phased implementation of IA GRR Interpretive Management plan	\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 600,000
C	Iowa Great River Road Website	Annual updates and upgrades	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
D	Integrated Information and Promotional Media	Design and printing of guides and maps	\$ 25,000	\$ 15,000	\$ 15,000	\$ 10,000	\$ 75,000
E	IA GRR/Upper Mississippi River Discovery Guide	Financial support procured through non-government sources					\$ -
F	Hospitality Training		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 50,000
G	Community Events and Celebrations	Project and program funding covered by IAGRR competitive grant awards to local units of government					\$ -
H	Niche Markets						\$ -
I	Loops and Side Routes						\$ -
J	International Market Development	Financial support procured through non-government sources					\$ -
K	Formal Learning Resources						\$ -
L	Merchandise	Financial support procured through non-government sources					\$ -

Iowa Great River Road  
Conservation, Development and  
Promotion Grant Program



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

## Preliminary Financial Considerations

CORE MANAGEMENT  
DIRECTION

	Action	Notes	Year 1	Year 2	Year 3	Year 4	Year 5	TOTALS
	<b>ADMINISTRATIVE OPERATIONS</b>		<b>\$ 1,426,000</b>	<b>\$ 1,481,000</b>	<b>\$ 1,441,000</b>	<b>\$ 1,446,000</b>	<b>\$ 1,451,000</b>	<b>\$ 7,245,000</b>
A	Regional Stakeholder Communications		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 50,000
B	Regional Planning Forums		\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 25,000
C	Key Indicators			\$ 50,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 65,000
D	Local Enterprise	Project and program funding covered by IAGRR competitive grant awards to local units of government						\$ -
E	National Mississippi River Parkway Commission		\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 75,000
F	Iowa Byways Program		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 5,000
G	Commission Support	Per Diem and Travel for Commissioners, 1 FTE staff support, and direct expenses for operations	\$ 145,000	\$ 150,000	\$ 155,000	\$ 160,000	\$ 165,000	\$ 775,000
H	Project and Program Funding	New competitive grant program administered by IA MRPC	\$ 1,250,000	\$ 1,250,000	\$ 1,250,000	\$ 1,250,000	\$ 1,250,000	\$ 6,250,000
I	Federal and State Agency Engagement	Financial support provided by existing and anticipated program budgets.						\$ -
J	County and Municipal Agency Engagement	Financial support provided by existing and anticipated program budgets.						\$ -
K	Non-profit and Corporate Engagement	Financial support procured through non government sources						\$ -
L	Point of Public Contact	Included in Commission Support						\$ -
M	Non-profit Foundation	Financial support procured through non government sources						\$ -
N	Friends Group	Financial support procured through non government sources						\$ -
	<b>Totals</b>		<b>\$ 2,086,000</b>	<b>\$ 1,981,000</b>	<b>\$ 1,841,000</b>	<b>\$ 1,841,000</b>	<b>\$ 1,871,000</b>	<b>\$ 9,620,000</b>



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN



## Summaries of Local Project and State/Federal Agency Program and Project Suggestions

	Local Projects	State/Federal Agency Programs/ Projects	Total
Submitted as of December 15, 2014	63	10	73

Project/ Program Suggestions by Core Management Direction	Local Projects	State/Federal Agency Programs/ Projects	Total
Intrinsic Resource Conservation	22	4	26
Physical Improvements	26	7	33
Promotion & Interpretation	35	7	42
Administrative Operations	11	4	15
<b>Total</b>	<b>94</b>	<b>22</b>	<b>116</b>

\*Some individual project suggestions covered more than one Core Management Direction.





## Summaries of Local Project and State/Federal Agency Program and Project Suggestions

Intrinsic Resource Conservation	Local Projects	State/Federal Agency Programs/ Projects	Total
Roadside /ROW Management	3	2	5
Viewshed Management	2	2	4
Protect Historical and Cultural Resources	11	3	14
Community Development and Appearance	13	2	15
Mississippi River Qualities	6	3	9
Botanical and Biological Resources	4	2	6
Total	39	14	53

\*Some individual project suggestions included several Actions under each Core Management Direction.





## Summaries of Local Project and State/Federal Agency Program and Project Suggestions

Physical Improvements	Local Projects	State/Federal Agency Programs/ Projects	Total
Wayshowing Components	6	3	9
Scenic Overlooks	11	2	13
Parking Areas & Access Points	7	4	11
Public Amenities	14	4	18
Roadside Vegetation	2	0	2
Sensitive Road Repair, Upgrades & Replacements	5	3	8
Community Entries	4	0	4
Livable Streetscapes	4	0	4
<b>Total</b>	<b>53</b>	<b>16</b>	<b>69</b>

\*Some individual project suggestions included several Actions under each Core Management Direction.





## Summaries of Local Project and State/Federal Agency Program and Project Suggestions

Promotion & Interpretation	Local Projects	State/Federal Agency Programs/ Projects	Total
Interpretive Sites, Stories, & Venues	28	5	33
Integrated Information & Promotional Media	11	4	15
Hospitality Training	4	0	4
Community Events & Celebrations	8	0	8
Niche Markets			0
Formal Learning Resources	6	0	6
Merchandise	3	0	3
<b>Total</b>	<b>60</b>	<b>9</b>	<b>69</b>

Administrative Operations	Local Projects	State/Federal Agency Programs/ Projects	Total
Key Indicators	0	0	0
Local Enterprise Support	12	5	17
<b>Total</b>	<b>12</b>	<b>5</b>	<b>17</b>

\*Some individual project suggestions included several Actions under each Core Management Direction.





## Summaries of Local Project and State/Federal Agency Program and Project Suggestions

### Financial Summary for Suggested New Investments for the Iowa Great River Road

Total Project Cost	Local Projects	State/Federal Agency Programs/ Projects	Total
Less than \$50,000	18	4	22
\$50,000 to \$250,000	14	0	14
\$250,000 to \$1 Million	9	2	11
\$1 Million to \$5 Million	8	1	9
\$5 Million plus	6	2	8
<b>Total</b>	<b>55</b>	<b>9</b>	<b>64</b>

### Cumulative Cost Estimates - New Investments

Low Range	High Range
\$550,000	\$1,100,000
\$2,100,000	\$3,500,000
\$6,875,000	\$11,000,000
\$27,000,000	\$45,000,000
\$48,000,000	\$80,000,000
<b>\$84,525,000</b>	<b>\$140,600,000</b>



### Iowa Great River Road CORRIDOR MANAGEMENT PLAN



## Summaries of Local Project and State/Federal Agency Program and Project Suggestions

### Financial Summary for Suggested Repairs and Replacements to Existing Infrastructure of the

Total Project Cost	Local Projects	State/Federal Agency Programs/ Projects	Total
Less than \$50,000	0	0	0
\$50,000 to \$250,000	2	0	2
\$250,000 to \$1 Million	2	0	2
\$1 Million to \$5 Million	0	1	1
\$5 Million plus	2	0	2
<b>Total</b>	<b>6</b>	<b>1</b>	<b>7</b>

### Cumulative Cost Estimates - Suggested Repairs and Replacements to Infrastructure

Low Range	High Range
\$0	\$0
\$300,000	\$500,000
\$1,250,000	\$2,000,000
\$3,000,000	\$5,000,000
\$12,000,000	\$20,000,000
\$16,550,000	\$27,500,000

	Low Range	High Range
<b>GRAND TOTAL (New Investments + Repairs and Replacements):</b>	<b>\$101,075,000</b>	<b>\$168,100,000</b>

