

IOWA'S BYWAYS PROGRAM

Iowa's Byways Sustainability Project Phase II: Final Progress Report



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RIVER BLUFFS



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DELAWARE CROSSING



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DRIFTLESS AREA



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GRANT WOOD

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In an effort to recognize significant scenic roadways, the Iowa Legislature developed the Iowa Byways Program. Through this program, the Iowa Department of Transportation (IDOT) designated certain roadways that they believed would allow the touring public to view some of Iowa's most aesthetically appealing natural and scenic attractions. During this selection stage of the project, the following Scenic Byways became designated routes:

- Driftless Area Scenic Byway – 2000
- River Bluffs Scenic Byway – 2000
- Grant Wood Scenic Byway – 2001
- Delaware Crossing Scenic Byway – 2001

Between 2000 and 2008, the afore mentioned byways were designated and uniform Iowa Scenic Byway road signs were placed along their routes and indicated on State of Iowa road maps. However, local understanding, support and promotion of these byways were nonexistent. As a result, the Iowa Byway designation provided limited benefits to the communities and public information about what there was to see and do along these byways was minimal.

The Iowa DOT contracted **Northeast Iowa RC&D** and several other Iowa RC&Ds to advance the profile and benefits of Iowa's Byways in May of 2008. The effort, which was called the Iowa Byways Sustainability Project (IBSP), was the first initiative to engage community members from the byways in the process, development and promotion of Iowa's State Byways. Accomplishments through Phase I of the IBSP included the establishment of byway board of directors, development of new byway signs and procurement of professional byway photographs.

In April of 2011, the Iowa DOT announced Phase II of the IBSP, extending the project until March of 2014. During this time period, Northeast Iowa RC&D has served as the lead entity to build the capacity of the Driftless Area, River Bluffs, Delaware Crossing and Grant Wood Scenic Byways. Included in this report are the accomplishments of Northeast Iowa RC&D during Phase II of the IBSP. None of the work that is detailed in this report could have been possible without the Iowa Byways Sustainability Project Phase II funding for personnel, more specifically for Byway Coordinators, Jared Nielsen and Mallory Marlatt. The dedicated funding for each of these RC&D employees to work on the afore mentioned byways created a synergy and spurred local investment and dedication from byway stakeholders. River Bluffs Scenic Byway Board Chair, Rod Marlatt, recognizing this project stated, *"All of the work that has been done to enhance our Scenic Byways would not have been possible without the efforts of the Northeast Iowa RC&D and our Byway Coordinators. The Scenic Byways project, through its various efforts, has increased tourism and economic development in our region and I believe it will continue to do so."*

TASK ONE & THREE

Task #1: Develop Fundraising Protocol

Develop the protocol for fundraising efforts for the Iowa Byways Program and each individual byway in the Iowa Byways collection. This task shall be completed at the end of year one of this agreement.

Deliverables

- 1A. Development and documentation of the fundraising protocol for funding sources at the national, state, regional and local levels.
- 1B. Develop the marketing materials for use in approaching potential donors and writing grants.

Task #3: Implement Fundraising Strategies

Implement the fundraising protocol developed during the first year of this project.

Deliverables

- 3A. Establishment and document a statewide Iowa Byways fundraising committee consisting of one representative from each Byway organization and the Iowa Byways coordinator. This committee is charged with implementing the established fundraising protocol.
- 3B. The committee shall develop and implement a strategic plan for approaching fund providers at the national, state, regional and local levels on an ongoing basis.

1A. Development & documentation of fundraising protocol

3A. Establish a statewide Iowa Byway fundraising committee

3B. Develop & implement a strategic plan for approaching fund providers

To establish a fundraising protocol for funding sources at the national, state, regional and local levels, the **first Byways of Iowa Coalition meeting** was held at In-Trans in Ames, Iowa on October 24, 2012 at 10:00 a.m. Those present at the meeting included Scenic Byway Project Coordinators, stakeholders and Iowa DOT staff. Time was spent educating attendees about the purpose and goals of the Byways of Iowa Foundation (BIF) and Byways of Iowa Coalition (BIC). Attendees also reviewed the BIC Participation Agreement (included fundraising protocol), BIC Policies and Procedures document, Conflict of Interest Policy document, Disclosure Statement document and Confidentiality Agreement. Prairie Rivers RC&D Director, Penny Huber Brown, also described how the Iowa Byways Program, State Byways Management Team, Byways of Iowa Coalition and Byways of Iowa Foundation relate to one another. The byway foundation structure and communication flow chart displayed on page 5. A description for each organization involved with the fundraising protocol is below:

1. Byways of Iowa Coalition (BIC) – The Byways of Iowa Coalition consists of three representatives from each Iowa Byway. This Coalition is in charge of working with local stakeholders from across the state to identify byway related projects, needs and opportunities. Paul Berland is currently President. Michelle Wodtke Franks is Vice President. Katy Anderson is Recorder.
2. Advisory Council of the Byways of Iowa Foundation – The Advisory Council will consist of one representative/coalition member from each Iowa Byway. This Advisory Council will serve as a liaison between the Byways of Iowa Coalition and the Byways of Iowa Foundation when established.
3. Byways of Iowa Foundation (BIF) – The Byways of Iowa Foundation was established as a 501(c)3 nonprofit under the Greater Des Moines Community Foundation. This foundation was formed in 2012 after each

Iowa Byway raised \$750. The Byways of Iowa Foundation was created to secure financial contributions at the national, state and regional levels. The Byways of Iowa Foundation will also be responsible for developing marketing material, applying for capacity building grants and recruiting Foundation board members. Once funding is secured, the Foundation will prioritize and implement Byway specific and statewide projects with input from the coalition.

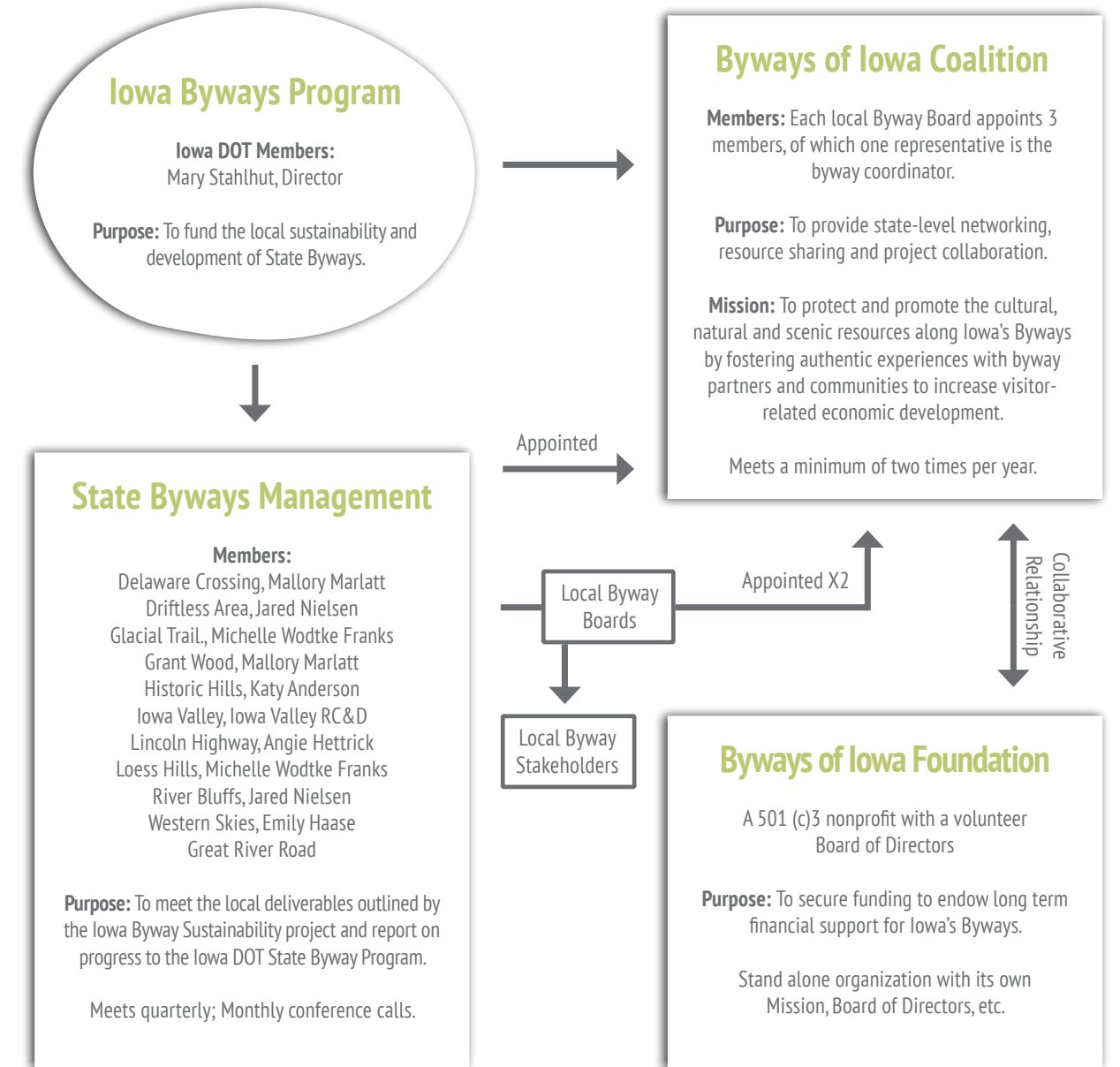
A **second Byways of Iowa Coalition meeting** was held at the Rosburg Farm on August 1, 2012 at 7:30pm. Those present at the meeting included Scenic Byway Project Coordinators and Iowa DOT staff. Time was spent approving the BIC Participation Agreement (included fundraising protocol), BIC Policies and Procedures document, Conflict of Interest Policy document, Disclosure Statement document and Confidentiality Agreement. Officers were also elected for the Byways of Iowa Coalition. Liz Birkel-Leddy was elected chairperson. Paul Berland was elected vice chair. Katy Anderson was elected as recorder.

A **third Byways of Iowa Coalition meeting** was held at In Trans in Ames, Iowa on January 19, 2013. Those present at the meeting included Scenic Byway Project Coordinators, Coalition Members, stakeholders and Iowa DOT staff. Time was spent developing a mission and vision statement for the Byways of Iowa Coalition. Collectively, the group decided that the Byways of Iowa Coalition's mission is "to protect and promote the cultural, natural and scenic resources along Iowa's Byways, fostering authentic experiences with Byway partners and communities to increase visitor-related economic development." Their vision is "to make Iowa's Byways the best in the nation." Attendees also developed bylaws and discussed board recruitment for the Byways of Iowa Foundation.

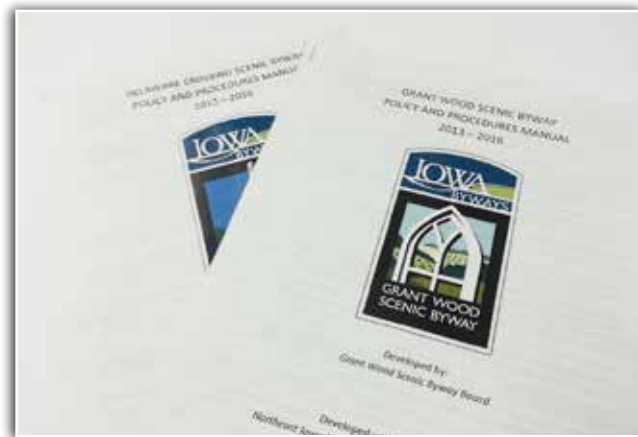
All documents related to the development of a fundraising protocol through the Byways of Iowa Coalition are available upon request. Time will be spent in Phase III of the IBSP to recruit Foundation board members and continue to develop and document a successful fundraising protocol for Iowa's byways.

1B. Develop marketing materials for use when approaching potential donors

The Byways of Iowa Foundation (BIF) contracted Shive Hattery based out of Cedar Rapids, IA to develop a marketing folder to use when approaching potential donors and Foundation board members. The BIF folder features five inserts on the right side that are staggered in height so that all titles are readable. The subject and order of appearance in the folder from front to back include information about: Byways of Iowa Foundation, Byway History, Iowa's Byways, Importance & Relevance and Economic Impacts. The left side of the folder includes the Iowa Byways travel guide. When the folder is being used to recruit Foundation board members, a Foundation fundraising campaign summary, board job descriptions, and bylaws will also be included on the left side of the folder.



TASK TWO



Task #2: Finalize Organizational Structure Development

Establish the appropriate organizational structure for each individual Byway organization in the Iowa Byways collection. This task shall be completed at the end of year one of this agreement.

Deliverables

- 2A. Establish the formal legal and financial organizational structure for each Byway organization in the Iowa Byways collection.
- 2B. Development and documentation of a Policy and Procedures manual outlining the business practices for each byway
- 2C. Develop and document an annual budget for all established byway organizations representing each byway in the Iowa Byways collection. This shall be submitted to the Iowa Byways Coordinator by January 15 of the years this agreement is in effect.
- 2D. Develop and document a quarterly financial statement for all established Byway organizations representing each Byway in the Iowa Byways collection.
- 2E. Develop and document a year-end income statement for all established Byway organizations representing each Byway in the Iowa Byways collection.

2A. Establish the legal and financial organizational structures for each byway

A formal legal and financial organizational structure for each byway organization has been established. Rather than each byway pursuing their own non-profit certification, the Driftless Area, River Bluffs, Delaware Crossing and Grant Wood Scenic Byway board members elected to partner with Northeast Iowa RC&D rather than become an independent 501c3 nonprofit. In August of 2011, Northeast Iowa RC&D established a formal agreement with each of these byway boards. Formal Agreements between Northeast Iowa RC&D and each byway board are available upon request.

2B. Development of a Policy and Procedures manual for each byway

The development and documentation of a Policy and Procedures manual for outlining the business practices for each byway serving under Northeast Iowa RC&D has been established. Policy & Procedure manuals for each byway include information about each organization's mission and vision, byway council, quorum & voting procedures, staff personnel and officers, meetings, parliamentary authority, committees, provisions and amendment of policy.

2C-E. Develop and document an annual budget, quarterly financial statements and a year-end income statement

All annual budgets, quarterly financial statements and year-end income statements have been submitted to the Iowa DOT.

TASK FOUR

Task 4: Statewide Project Sponsorship

Require each byway organization to coordinate a statewide project in partnership with other participating byway organizations in the Iowa Byways collection. This task shall begin at the start of year one of this agreement and shall be ongoing thereafter.

Deliverables

- 4A. Each byway organization sponsor a statewide project that benefits the Iowa Byways Program. The sponsoring organization will arrange for funding, in-kind match or cash match as is applicable and coordinate activities with other byways organizations.



Project One: Developing Iowa's Byways through GIS Technology

In 2009, Northeast Iowa RC&D secured an Iowa Cultural Coalition grant and funding from the Iowa Transportation Commission through the Transportation Enhancement Program in the amount of \$251,752 to provide GIS services needed to map historic, art, archaeological, scenic, natural and cultural sites along Iowa's 11 byways. Working in conjunction with 7 other RC&D councils across the state, Northeast Iowa RC&D provide funding for personnel, GPS units and technical support to volunteers, board members and each byway's coordinator to inventory these important sites. Once GPS data was gathered, staff at Northeast Iowa RC&D created a GIS database for each byway to organize and manage the data. Maps showcasing the location of each byway's resources were also developed. Overall, this project has and will continue to help each byway make wise decisions about how to best promote, manage and preserve its intrinsic qualities.



Project Two: Visual Resources Management Database Project

In 2011, Northeast Iowa RC&D secured funding from the Iowa Transportation Commission through the Transportation Enhancement Program in the amount of \$157,575 to identify and define the viewshed along Iowa's 11 byways. Using LiDAR (Light Detection and Ranging) data, Northeast Iowa RC&D is currently developing surface models that will be used to identify and define the viewshed for each byway. This project is intended to help inform each byway board and coordinator about what their visual resources are so that they can make appropriate planning and management decisions. The results from each viewshed analysis will be "layered" with other GIS information including data gathered through the GIS Project (Developing Iowa's Byways through GIS Technology Project). This will further help a byway board and coordinator understand how important resources fall within view of or from the byway. Currently, viewsheds are being developed for each byway and Northeast Iowa RC&D staff is working with each byway board to help them understand the value of this project and the expected results. RC&D staff has also assisted byway boards identify specific viewshed analysis needed for individual byways. Viewsheds analysed include proposed frac mining sites, overlooks for prioritization and sites for kiosks.



Project Three: Iowa Byways Rack Cards

Since byway marketing material was almost non-existent at the start of Phase II of the IBSP, Northeast Iowa RC&D worked with byway coordinators to design and develop a rack card for each byway in Iowa. To develop the rack cards, byway coordinators sent photos and text to staff at Northeast Iowa RC&D, who used the information to design each rack card. Staff at Northeast Iowa RC&D also utilized GIS technology to create maps of each byway route. The initial purpose of this project was to have information about each byway available at the 2011 Legislative Showcase. Though, many of the byways continue to use the rack card or an updated version of the rack card for byway promotion. The original development of rack cards was completed in January of 2011.

TASK FOUR: Statewide Project Sponsorship



Project Four: Iowa Byways Merchandise Initiative

In 2012, Byway Coordinators at the Northeast Iowa RC&D researched merchandising strategies and developed the Iowa Byways Merchandise Initiative. Research was conducted on the keys to successful merchandising, possible merchandise sales locations, vendors and various products. Coordinators also drafted poster, bumper sticker, key chain and window cling designs for all of Iowa's Byways. Ultimately, Northeast Iowa RC&D used this research to develop, design and fabricate window clings for the Delaware Crossing, Driftless Area, Grant Wood and River Bluffs Scenic Byways. All research, designs and other information was shared with byway coordinators across the state. The Iowa Byways Merchandise Initiative binder is available upon request.

Project Five: Iowa Byways Ambassador Program

Northeast Iowa RC&D developed and tested the states first byway ambassador program. To implement this program, Northeast Iowa RC&D hosted a River Bluffs Scenic Byway ambassador training on April 1, 2013 at Eagles Landing Winery in Marquette, IA. Prior to the meeting, Northeast Iowa RC&D spent time with River Bluffs Scenic Byway board members to identify potential ambassadors in each of the 13 byway communities. Board members then contacted each identified individual and invited him or her to attend the ambassador training. This strategy proved to be effective, as board members successfully recruited twelve ambassadors. At the training, Northeast Iowa RC&D staff distributed an ambassador program information sheet to each prospect and gave a presentation that included information about the following topics:

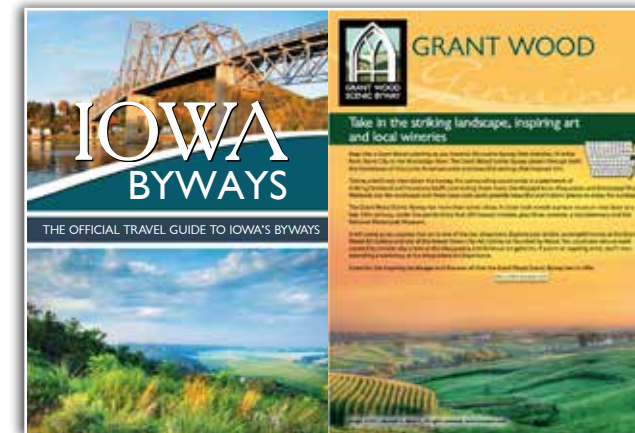
1. Why the byways in Iowa are important to local economies. Slides included information about research, tourism stats and traveler demographics.
2. Description of the River Bluffs Scenic Byway and a map with locations of each Iowa byway.
3. Background information about the Iowa Byways program. Slides included information about how the program is funded and byway accomplishments to date.
4. Introduced information about the byway ambassador program by describing characteristics of the ideal ambassador and expectations for each.

Following the ambassador training, Northeast Iowa RC&D staff developed a packet of materials for the Byway Ambassadors to use to educate business owners and residents about the byway. The packet simplifies and explains the byway traveler demographics, conveys the economic benefits associated with byways, fosters marketing and encourages partnerships with the public and local businesses. These packets were distributed to each ambassador, who were instructed to visit two to five businesses they felt comfortable approaching to ask if they would like to become "friends of the byway." Once businesses were identified, each ambassador was instructed to 1) Visit each business and distribute a packet of material. Included in each packet was a tear-off map, partner questionnaire and an official byway business information sheet. 2) Ambassadors then were instructed to ask each business if they would like to become a "friend of the byway" for \$10, explaining that byway friends would receive a) River Bluffs Scenic Byway window cling, b) 50 byway tear sheets and c) an opportunity to purchase additional tear-sheet pads of 50 for \$13. A list of current "friends of the byway" can be found under Task#5 Stakeholder Recruitment & Meetings. The partner questionnaire, ambassador program information sheet and official byway business information sheet is available upon request.



Project Six: Iowa Byways Website

Northeast Iowa RC&D worked with state Byway Project Coordinators, Iowa Interactive and the Iowa Department of Transportation (IDOT) to launch the Iowa Byways website. To create the website, Northeast Iowa RC&D staff served on the Iowa Byways website committee for two years. During the duration of this project, monthly meetings took place to brainstorm ideas for the website and provide input for the content that would be displayed. After each meeting, members of the website committee would review the changes made by Iowa Interactive and submit edits and recommendations to the group for review. Once approved, Iowa Interactive would make the necessary edits to the website. This project was completed on October 1, 2012. Prior to project completion, Northeast Iowa RC&D staff provided screen shots and a summary of recommended edits that had been made by the website committee to Iowa Interactive. This summary was provided to Iowa Interactive and all committee members and is available upon request.



Project Seven: Iowa Byways Travel Guide

At the request of the Iowa DOT Scenic Byway Manager, Northeast Iowa RC&D worked with state Byway Project Coordinators and the Iowa Department of Transportation (DOT) to develop a draft of the Iowa Byways Travel Guide. Work on this project included researching other state byway travel guides, creating byway maps for each byway, identifying byway attractions for our byways, providing visually appealing photos, writing byway descriptions, and working with the IDOT to design the publication. This project was subsequently turned over to the Iowa DOT, where Christina Anderson completed the final design and template for the state guide. This project was completed in the spring of 2013.



Project Eight: Mobile Application Research Project

In 2012, Byway Coordinators at the Northeast Iowa RC&D researched potential byway mobile applications. Due to minimal funds, research was focused on third party applications, particularly "TAGWHAT." Byway Coordinators met with the co-founder and CEO of TAGWHAT to discuss the possibility of Iowa's Byways utilizing this application. No application has been pursued at this time due to monthly/annual fees involved with mobile applications.

Statewide Project Nine: Develop Templates for Byway Publications

Northeast Iowa RC&D developed various templates to be used for byway publications across the state. Templates developed and shared with the other Byway Coordinators in Iowa included the following:

- Byway rack cards
- Historic walking tour brochures
- Historic walking tour guides
- Window clings
- Activity books
- Guide books
- Trade show banners
- Tear-off maps
- Kiosks

TASK FIVE

Task #5: Stakeholder Recruitment and Meetings

Establish an active Byway stakeholder group for the Byway.

Deliverables

- 5A. Establishment and documentation in the Byway Corridor Management Plan of the methods for establishing and maintaining the byway stakeholder group.
- 5B. Establish the Byway stakeholder group.
- 5C. Hold, at a minimum, annual meetings for byway stakeholders in accordance with methods for establishing and maintaining the Byway stakeholder group.

5A. Establishment and documentation in the Byway CMP of the methods for establishing and maintaining the byway stakeholder group.

Recognizing the need for quality CMP development, Northeast Iowa RC&D secured 2 National Scenic Byway grants and 2 Iowa DOT grants to establish an active byway stakeholder group. Northeast Iowa RC&D believes this is the foundation for how to develop a comprehensive, multi-faceted and community-supported plan. This process has and will continue to include the involvement of and collection of input from, people, businesses and organizations that represent a variety of interests and backgrounds. Several different methods are being used to obtain this public input. Northeast Iowa RC&D staff and board members from each byway are working directly with federal, state and local (city & township) governmental agencies and councils, as well as a variety of local organizations and businesses. The methods of working with these partners has varied from one group to another. Some partner organizations have had a board presence; others simply have worked on projects with byway board members and/or RC&D staff. The complexity of partnerships and the dedication of the partners have strengthened each byway board and their work, creating a web of public and private interests that are stronger because they are interconnected. Specific meetings, sub-groups and committees as well as research and small group outreach continue to provide structured input. Specific groups and efforts during Phase II of the IBSP have included the following:

1. Board Members – Board members from each byway continue to meet regularly, or as needed to conduct business, share information and make decisions. A portion of each of their meetings is dedicated to CMP learning, discussion, planning, prioritization and approval of actual written sections. Part of the learning they engage in involves the development and implementation of strategic pilot projects. The development, implementation and results of these pilot projects are discussed and those they feel are successful will be included in each byway's CMP.

2. Stakeholders – Stakeholders participated in the CMP planning sessions, which are organized and conducted as open public meetings

in byway communities. These public meetings are publicized in local newspapers, partner newsletters, through e-invitations and by word-of-mouth. These meetings provide an opportunity for RC&D staff and board members to educate attendees about each organization's byway and to explain the purpose and importance of the CMP. Attendees will also be encouraged to identify, locate and describe meaningful intrinsic qualities within the byway corridor, participate in committee discussion, discuss methods to disseminate and gather information and to provide input about history, art, recreation, interpretation, marketing, branding, culinary tourism and other specific topics.

3. CMP Committees – During Phase II of the IBSP, Northeast Iowa RC&D staff began to form and gather information related to recreation, art, history, culinary tourism, wayfinding, interpretation, marketing and other specific topics. Committee members will be invited or will volunteer based on specific areas of expertise or interest. For example, the heads of Historic Societies and local historians will be invited to participate in the historic committee. Each CMP committee will consist of 4-8 members who will meet monthly for four months or according to schedules determined by the committee members themselves. Committee members will help inventory resources, develop strategies for promotion and interpretation, prioritize projects, obtain cost estimates, collect photographs, assist with writing for specific sections and provide other input needed for development of each CMP.

4. Small Group Partners – These meetings involve Northeast Iowa RC&D staff organizing or attending outside organizational meetings to obtain specific information or develop partnerships that would provide assistance with development of specific sections of the CMP or with specific projects that have the potential to be considered CMP projects. Specific meetings include sessions with conservation boards, tourism associations, county engineers, city council members, community visioning groups, county supervisors, chambers, rotary clubs, historic societies, transportation enhancement, technical committee, community betterment organizations, Byways of Iowa Coalition, Byways

of Iowa Foundation, Iowa Byway Sustainability Project meetings, and other meetings where the majority of the attending participants are invited rather than attending in response to public announcements.

5. Business and Consumer Survey Groups – RC&D staff distributed surveys to DASB and RBSB businesses to identify consumer awareness of each byway to gather input for various sections of the CMP. For example, businesses were asked to review, test and provide input on various types of marketing material such as what they preferred to distribute, changes they would recommend, and the public's response to test marketing materials. The consumer questionnaire is available upon request.

6. Friend of the Byway – The DASB and RBSB Board is relying on direct assistance from several businesses and communities that are considered "Friends of the Byway." These 'friends' help develop, distribute and test marketing and promotional materials. They are byway advocates that participate directly in CMP development by providing funding to test marketing or promotional materials, provide meeting space, promote meetings, contribute photographs, provide GIS layers, distribute information to their networks and through other means. The following businesses are currently friends of the Driftless Area Scenic Byway: Empty Nest Winery, Waukon Greenhouse, Waukon Harley-Davidson, Main Street Lansing, Allamakee County Economic Development & Tourism, City of Waukon, Wuenneck's City Meat Market, S&D Café, City of Postville and the Allamakee County Courthouse. The following businesses are currently friends of the River Bluffs Scenic Byway: Eagles Landing Winery, Driftless Area Wetland Center, Dotzy's Restaurant & Saloon, The Irish Shanti, McGregor Lodging, Clayton County Conservation, Fayette County Conservation, Old Times Inn, The Art Gallery & Home Accents, Skip-A-Way Resort, Valley C Store, Brick City Bar & Grill, TJ's Pizza, Elgin Café, Elgin Historical Society, Elgin Tap, Charley's Volga Valley Convenience Store, Joan's Family Hair Care, Moore & Follon Hardware, Volga City Public Library and the Volga City Veterinary Clinic. The Grant Wood and Delaware Crossing Scenic Byway are still in the development stage in approaching potential "friends of the byway."

5B. Establish the Byway stakeholder group on all four byways.

Northeast Iowa RC&D staff has developed a byway stakeholder group for each byway and continues to maintain a byway contact/ mailing list for all of them. Byway Coordinators, Jared Nielsen and Mallory Marlatt, worked to update the byway stakeholder list, which was previously dominated by USPS mailing information rather than email addresses. The updated list provides contact information for art studios & galleries, quilt shops, bars & taverns, restaurants, bed & breakfasts, cabins & guest houses, campgrounds, hotels & motels, city council members, committee & club members, economic development & tourism staff, historical society members, Iowa byway coordinators, byway community residents, outfitters, antique and thrift shops, local producers, gift shops, gas stations and public libraries along each byway. This list has been and will continue to be used to prepare for CMP planning sessions and to invite these businesses and groups to provide plan input. A list of each byway's stakeholder group is available upon request.

5C. Hold, at a minimum, annual meetings for byway stakeholders in accordance with methods for establishing and maintaining the Byway stakeholder group.

Stakeholder meetings for each byway were held on the dates listed below:

- River Bluffs Scenic Byway
 1. McGregor's Landing Event Center in McGregor on April 5, 2012
 2. Upper Iowa University in Fayette on April 12, 2012
 3. Central State Bank in Elkader on November 19, 2013
- Driftless Area Scenic Byway
 1. Waukon State Bank in Waukon on March 20, 2012
 2. Community Center in Lansing scheduled for April 2014
- Grant Wood Scenic Byway
 1. Hurstville Interpretive Center in Maquoketa on October 15, 2012
 2. Calkins Barn in Wyoming on November 4, 2013
- Delaware Crossing Scenic Byway
 1. Hopkinton Community Center in Hopkinton on December 4, 2012
 2. Lenox College Gym in Hopkinton on October 29, 2013

River Bluffs Scenic Byway Stakeholder Meeting in Elkader, IA



Delaware Crossing Scenic Byway Stakeholder Meeting in XX, IA



TASK SIX

Task #6: Organize Volunteer Efforts

The RC&D will organize volunteer efforts along the Byway.

Deliverables

6A. Organize, conduct and document volunteer efforts to achieve the objectives outlined in the Byway Corridor Management Plan.

6B. Host an annual recognition event for volunteers and stakeholders.

6A. Organize, conduct and document volunteer efforts to achieve the objectives outlined in the Byway Corridor Management Plan.

Working alongside Northeast Iowa RC&D staff, volunteers from each byway have contributed to a variety of byway projects as well as administration and management tasks. Advocates from each byway have participated directly in CMP development through the following efforts:

- Provide meeting space
- Promote meetings
- Offer funding to test marketing or promotional materials
- Contribute photographs
- Provide GIS layers
- Inventory byway resources with GPS units
- Distribute information and byway material to their networks
- Participate in meetings/fundraising events
- Help to provide content and input for byway marketing material and the Iowa Byways website.

6B. Host an annual recognition event for volunteers and stakeholders.

Byway volunteers and stakeholders have and continue to be recognized at the Northeast Iowa RC&D annual appreciation BBQ in Postville every September. Each year, byway board members are recognized and an overview about IBSP accomplishments are presented to the group. In 2013, Jared Nielsen and Mallory Marlatt, each gave a presentation that highlighted places to visit while traveling each byway route. In 2012, Northeast Iowa RC&D awarded Fayette County Conservation Director and River Bluffs Scenic Byway Chair, Rod Marlatt, with an outstanding partner award in recognition of "outstanding natural resource conservation and tourism partnership." In 2011, Northeast Iowa RC&D awarded Iowa Byways Program Coordinator and Transportation Enhancement Project Manager, Troy Siefert, with an outstanding partner award in recognition of "exceptional organizational and community capacity building."

TASK SEVEN

Task #7: Establish Byway Board of Directors

Establish a Byway Board of Directors that will oversee the operations of the byway organization.

Deliverables

7A. Establishment and documentation in the Byway Corridor Management Plan of the methods for selection and guidance governing the Byway Board of Directors.

7B. Selection and appointment of Byway Board of Directors according to guidance governing the Byway Board of Directors.

7A. Establishment and documentation in the Byway Corridor Management Plan of the methods for selection and guidance governing the Byway Board of Directors.

In order to build the capacity of all four byways, Northeast Iowa RC&D staff invited at least one person from every byway community and relevant county position to become a byway board member. Once each board was established, board members elected officers and established policies, including a "new board member policy." These policies were implemented to help guide each board in adding or replacing board members and other tasks. At the present time, new board members can be self or community nominated. However, candidates must be approved by a majority of the existing board members.

With the assistance of byway board members, Byway Coordinators Jared Nielsen and Mallory Marlatt, also drafted a policy and procedures manual to constitute the rules and procedures for the guidance of each byway board in the regulation and management of their affairs. A copy of the policy and procedures manual is available upon request.

7B. Selection and appointment of Byway Board of Directors according to guidance governing the Byway Board of Directors.

Members of each byway board are comprised of a group of volunteer leaders that represent the interests of their representative byway towns, the county, private and public organizations/businesses and property owners. With technical assistance from Byway Coordinators, Jared Nielsen and Mallory Marlatt, each board met frequently to conduct board business to work on CMP development, plan events and evaluate marketing strategies. Board meetings were held quarterly, unless prohibited by weather or the absence of a quorum. The 2014 Byway Board members and their primary affiliations are listed below:

Driftless Area Scenic Byway Board of Directors

Laura Olson - Allamakee County Tourism Director (DASB Chair)
Brian Ridenour - Allamakee County Engineer
Sherry Strub - Allamakee County Supervisor

Jim Janett - Allamakee County Conservation Director
Bill Nation - Harpers Ferry Community Representative
Bruce Palmborg - Main Street Lansing President (DASB Vice Chair)
Darcy Radloff - Postville City Clerk
Dave Monserud - Waterville Mayor
Stephanie Dugan - Waukon Chamber of Commerce Director
Trent Mitchell - Waukon City Council Member

Board Meetings were held on: August 3, 2011, October 14, 2011, November 18, 2011, February 18, 2012, March 7, 2012, April 17, 2012, July 11, 2012, July 25, 2012, August 29, 2012, March 20, 2013, May 22, 2013, September 24, 2013 and February 6, 2014.

River Bluffs Scenic Byway Board of Directors

Vicki Rowland - Fayette County Supervisor
Rod Marlatt - Fayette County Conservation Director (RBSB Chair)
Tim Engelhardt - Clayton County Conservation Director
Darla Kelchen - Clayton County Development Group Director
Hans Walsh - The Irish Shanti Owner (RBSB Vice Chair)
Roger Halvorson - Eagles Landing Winery Owner
Lynette Sander - McGregor City Clerk
Elaine Follon - Volga Visioning Committee Member
Carrie Davis - Fayette County Tourism Director

Board Meetings were held on: August 17, 2011, October 14, 2011, November 3, 2011, February 17, 2012, March 23, 2012, May 18, 2012, November 8, 2012, February 21, 2013, May 9, 2013, October 3, 2013 and February 14, 2014.

Grant Wood Scenic Byway Board of Directors

Tom Devine - Maquoketa Chamber of Commerce Director
Deanna Cook - Bellevue Chamber of Commerce Director
Daryl Parker - Jackson County Conservation Director (GWSB Chair)
Doug Edel - Fidelity Bank-Anamosa Vice President
Jon Hatcher - Grant Wood Art Gallery Owner

Grant Wood Scenic Byway Board of Directors



Brad Hatcher - Stone City Foundation Member (GWSB Vice-Chair)
Bob Hatcher - Jones County Tourism Director
Julie Bainbridge - Jackson County Tourism Director
Sherry Weuste - Brush Creek Winery Owner (GWSB Secretary/Treasurer)
Keith Weuste - Brush Creek Winery Owner

Board Meetings were held on: January 26, 2012, February 16, 2012, March 22, 2012, April 26, 2012, July 17, 2012, December 6, 2012, May 15, 2013, August 28, 2013 and January 13, 2014.

Delaware Crossing Scenic Byway Board of Directors

Patricia Hucker - Delaware County Historical Society (DCSB Vice-Chair)
Kay Miles - Delaware County Historical Society Member
Paula Hargrafen - Delaware County Tourism Director
Ann Sperflage - Delaware County Resident (DCSB Secretary/Treasurer)
Robert Sack - Widner Drug Owner (DCSB Chair)
Wendy Stender - Hartwick Marina Owner

Board Meetings were held on: January 11, 2012, March 1, 2012, April 11, 2012, June 6, 2012, July 11, 2012, December 4, 2012, April 22, 2013, September 19, 2013 and March 4, 2014.

TASK EIGHT

Task #8: Maintenance of Iowa Byways Signage Program

The RC&D will organize stakeholders to participate in an annual inventory of signage and communication of inventory results to applicable byways jurisdictions.

Deliverables

8A. Inventory sheets and coordination with local jurisdictions and the Iowa DOT.

8A. Inventory sheets and coordination with local jurisdictions and the Iowa DOT.

On March 16, 2011, Northeast Iowa RC&D attended a preconstruction meeting for new byway signs at ISU Research park in Ames, IA. Also present were representatives from the Iowa Department of Transportation, Shive-Hattery Architectural Engineering, David Dahlquist Associates LLS and Voltmer Inc, the firm selected to install the signs. The groups were brought together to learn about and discuss the placement of new signage for all of Iowa's Byways.

Following the preconstruction meeting, Northeast Iowa RC&D organized a jurisdictional coordination meeting on July 7, 2011. Attendees included county engineers, byway town officials, Shive Hattery, Voltmer Inc, District 2 Traffic Technicians and representatives from the Iowa Department of Transportation. The meeting agenda included a review of predictive maps, the identification of signage locations and installation types, the verification of signage locations and installation types and a review of proposed signage locations for each byway. During the meeting, county engineers also signed a jurisdiction agreement for the installation and maintenance of the byway signage. Once the proper signage locations were approved and the jurisdiction agreements were signed, the installation of main route and auxiliary signs were placed along each byway route. A total of 122 main route signs and 74 auxiliary signs were placed along the River Bluffs Scenic Byway, 90 main route signs and 62 auxiliary signs were placed along the Driftless Area Scenic Byway, 99 main route signs and 44 auxiliary signs were placed along the Delaware Crossing Scenic Byway and 149 main route signs and 64 auxiliary signs were placed along the Grant Wood Scenic Byway during the fall of 2011.

In order to document existing, missing and damaged byway signage, Northeast Iowa RC&D staff used sign assembly maps provided by Shive Hattery to complete an annual inventory of signs for each byway in the spring of 2012 and 2013. An inventory was conducted by comparing the byway signs along the route to what was displayed



in the sign assembly maps. Any errors were documented and sent to the byway's respective county engineer.

Signage Inventory Mobile Application

To make the process of documenting existing, missing and damaged byway signage more efficient, Northeast Iowa RC&D GIS Project Coordinator, Deneb Woods, assisted Iowa DOT Maintenance staff member, Joe Drahos, with the modification of an existing culvert inventory app so it could be used to inventory byway signage. To accomplish this, the app was populated with data from the signage installation project and loaded onto a GPS connected iPad. While in the field, Byway Coordinators Jared Nielsen and Mallory Marlatt, tested this new way of inventorying byway signage in March of 2014 to verify or update each sign's status, installed sign code, sign location and route adjacent to the sign. In addition, comments about signs and photos of damaged signs were gathered. Sign status information collected was used to pin point signs for replacement, installation or removal by the appropriate jurisdiction. The data gathered through this new form of inventorying will be passed on to each byway coordinator and managed throughout the year on a desktop GIS, which will then be used to populate the app for future signage inventories.

TASK NINE

Task #9: Facilitate Development of Corridor Management Plan

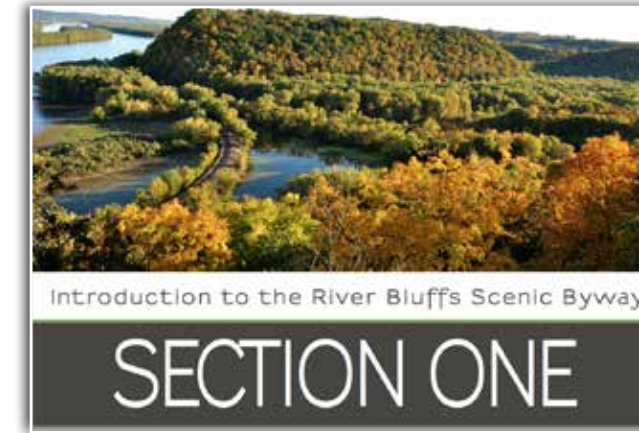
Establish the Byway Corridor Management Plan (CMP). This task will be completed by the end of year three of this agreement.

Deliverables

- 9A. Development of the Byway Corridor Management Plan including a system for annual progress reports and period updates in accordance with Iowa DOT guidance, utilizing additional funding as available. The CMP shall include but not be limited to:
- 9A1. GIS mapping identifying the corridor boundaries and the location of intrinsic qualities and different land uses within the corridor.
 - 9A2. An assessment of such intrinsic qualities and of their context.
 - 9A3. A strategy for maintaining and enhancing those intrinsic qualities. The level of protection for different parts of a Byway can vary, with the highest level of protection afforded those parts which most reflect their intrinsic values. All Byways should, however, be maintained with particularly high standards, not only for travelers' safety and comfort, but also for preserving the highest levels of resource integrity and attractiveness.
 - 9A4. A schedule and a listing of all agency, group, and individual responsibilities in the implementation of the corridor management

plan, and a description of enforcement and review mechanisms, including a schedule for the continuing annual review of how well those responsibilities are being met.

- 9A5. A strategy describing how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor. This can be done through design review, and such land management techniques as zoning, easements, and economic incentives.
- 9A6. A plan to assure on-going public participation in the implementation of corridor management objectives.
- 9A7. A general review of the road's or highway's safety and accident record to identify any correctable faults in highway design, maintenance, or operation.
- 9A8. A plan to accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities. This shall also include an economic impact study to develop a baseline for future measurement of Byway commerce impacts.
- 9A9. A demonstration that intrusions on the visitor experience have been minimized to the extent feasible, and a plan for making improvements to enhance that experience.
- 9A10. A demonstration of compliance with all existing local, State, and Federal laws on the control of outdoor advertising. Outline a strategy for dealing with outdoor advertising issues in the future.
- 9A11. A signage plan that demonstrates how the State will insure and make the number and placement of signs more supportive of the visitor experience.
- 9A12. A narrative describing how the Scenic Byway will be positioned for marketing.
- 9A13. A discussion of design standards relating to any proposed modification of the roadway. This discussion should include an evaluation of how the proposed changes may impact on the intrinsic qualities of the byway corridor.
- 9A14. A description of plans to interpret the Scenic Byway.



9A - 9A14 Development of Corridor Management Plan

Northeast Iowa RC&D secured \$175,600 and \$188,800 from the U.S. Department of Transportation's National Scenic Byways Program to fund the development of a Corridor Management Plan (CMP) for the Driftless Area and River Bluffs Scenic Byway respectively. An agreement was also signed between the Northeast Iowa RC&D and the Department of Transportation to fund the development of a Corridor Management Plan (CMP) for the Grant Wood and Delaware Crossing Scenic Byway beginning on June 1, 2013 and ending on June 30, 2016. Although each byway's CMP administered through Northeast Iowa RC&D will not be complete until Phase III of the IBSP, CMP project funding has been essential for the development, implementation and analysis of many of the tasks performed in Phase II of the IBSP. Working on both projects simultaneously has provided an opportunity to complete tasks that would not have been possible without funding through CMP development. This includes guiding future activities, conducting research, gathering public input, improving wayfinding, inventorying intrinsic qualities and developing a variety of byway promotional publications and a strategy for how to utilize each.

TASK TEN

Task #10: Marketing Efforts

Establish a Byway Marketing Plan that will direct the marketing activities associated with the byway organization.

Deliverables

- 10A. Establishment and documentation of the Byway Marketing Plan.
- 10B. Publish and distribute periodic byway newsletter at a minimum semi-annually,
- 10C. Implement the Byway Marketing Plan, including but not limited to the following activities, utilizing additional funding as available:
 - 10C1. Byway Web site in accordance with Iowa DOT guidance.
 - 10C2. Byway brochures.
 - 10C3. Byway advertising.

10A. Establishment and documentation of the Byway Marketing Plan

Because very little byway-related marketing material existed at the beginning of this project, each byway board directed and assisted their respective Byway Coordinator with market research. This research included the development and testing of various marketing strategies that will be helpful for when each board begins to develop their marketing plan.

10B. Publish and distribute periodic byway newsletters

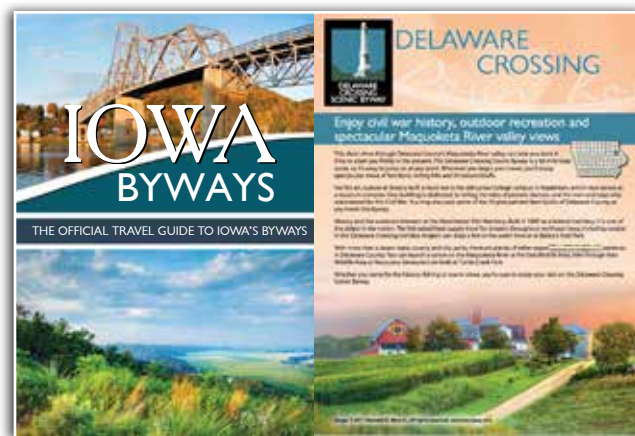
Newsletters for each byway were distributed to stakeholders semi-annually. Newsletters for each byway are available upon request.

10C. Implement the Byway Marketing Plan

Byway Coordinators and board members developed and tested a wide variety of byway-related marketing material by forming partnerships with regional organizations. The following are fifteen marketing projects that Byway Coordinators, Jared Nielsen and Mallory Marlatt, assisted with. Copies of each publication are available upon request.

Project One: Iowa Byways Website

Northeast Iowa RC&D staff worked with state Byway Coordinators, Iowa Interactive and the Iowa DOT to launch the Iowa Byways website on October 1, 2012. The launch came as a result of Iowa DOT's desire to have an online presence capable of marketing the appealing and collective touring experiences found along each designated route. Visitors to the website are able to learn about Iowa's 11 byways, be informed about things to do and create custom travel agendas by utilizing the sites' trip planner. Byway Coordinators provided photos and a detailed description about each byway being managed by Northeast Iowa RC&D. They also uploaded byway-related publications for viewing and download. Time was also spent uploading photos and descriptions for the "things to do" section, which allows users to search events, attractions and travel services by different categories. The different categories Byway Coordinators populated with information included arts & culture, dining, events & festivals, historic sites, natural areas, recreation, shopping and lodging. The new Iowa byways website can be found by visiting www.iowabyways.org.



Project Two: Iowa Byways Travel Guide

Byway Coordinators, Jared Nielsen and Mallory Marlatt, worked with state Byway Coordinators and the Iowa DOT to develop the Iowa Byways Travel Guide that was completed in the spring of 2013. The purpose of this project was to develop a publication that would provide visitors with information about each byway in the state so that it could be used as a resource to help visitors plan their vacation in Iowa. The completed guide includes descriptions about and maps of each byway, in addition to the recreational, historic, cultural and scenic attractions along each route. Work completed on this project by Jared Nielsen and Mallory Marlatt included researching other state byway travel guides, creating byway maps, identifying byway attractions, providing visually appealing photos, writing byway descriptions, and working with the Iowa DOT to design the publication. With the completion of this project, visitors can now order a free Iowa Byways Travel Guide, or view an online version of the guide by visiting www.iowabyways.org. A total of 5,000 travel guides were distributed to Iowa Byway Project Coordinators and Iowa Welcome Centers in 2013. An additional 10,000 has been ordered for 2014. The Iowa DOT paid for travel guide printing services.



Project Three: Local Fundraising Events

To raise funds needed for byway related projects on a local level, Byway Coordinators, Jared Nielsen and Mallory Marlatt, worked with each partnering byway board to host the fundraising events listed below:

1. **Driftless Area Scenic Byway Poker Run** - The Poker Run coordinated by the Driftless Area Scenic Byway Board and Waukon Harley Davidson was held from 9:00am until 3:30pm on Saturday, September 29, 2012. Poker run participants enjoyed an 85-mile route along the Driftless Area Scenic Byway and the Great River Road. Riders were treated to beautiful colors and spectacular fall views while making their way to stops in byway communities at the Harpers Ferry Boat landing, Mount Hosmer City Park and The City Market in New Albin. Registered participants were encouraged to collect signatures at each stop along the way for a chance to win door prizes and awards for the highest and lowest poker hand. Harley Davidson, Waukon Greenhouse and Schulte's Bar BBQ donated prizes for the event, with the grand prize being three pork loins. Work on this project completed by Byway Coordinator, Jared Nielsen, included the development of a map identifying attractions, a map of the Poker Run route with stops, poker hand scorecards and event release forms. Charging a registration fee of \$15 per person, a total of 18 people registered for the event raising \$270 for the Driftless Area Scenic Byway.



Hills, Ridges & Bridges-90 Miles 2-Day Bike Tour
June 1 & 2, 2013

The ride will traverse across Jones and Jackson Counties with some flats and some challenging hills along the way. An overnight stay will be planned where there will be camping available as well as delicious food entertainment. Route maps will be available at registration.

3rd GEAR Route:

2. **River Bluffs Scenic Byway Mystery Bus Tour** - The River Bluffs Scenic Byway board partnered with FreedomBank of Elkader, Monona and Postville to host a Freedom Club Mystery Bus Tour on August 15, 2012. The "mystery" bus tour theme meant that participants were never made aware of the planned bus route along the byway, or the scheduled stops at Motor Mill Historic Site, Gilbertson Nature Center, Eagles Landing Winery and McGregor for an evening boat cruise on the Mississippi River complete with dinner and wine. Guest speakers Larry Stone, Robin Bostrom, Rod Marlatt, Hans Walsh and Norma Mason volunteered their time to provide information about the regions' history, natural resources and community projects while traveling from one stop to the next. As FreedomBank offers social events and trips to their customers (FreedomClub members) on a regular basis, FreedomBank was a perfect partner for this project. The bank agreed to promote the event to their FreedomClub member distribution list via email and newsletter, in addition to allowing the River Bluffs Scenic Byway board permission to market the event to the public. The bank also provided insurance, assistance with event logistics and funding for snacks and beverages. Byway Coordinator, Jared Nielsen, developed the tour, planned the stops, recruited the guest speakers and

promoted the event. Charging a registration fee of \$60 per person, the event was highly successful as it sold out in less than a week. A total of 33 people registered for the Mystery Bus Tour, raising over \$1,200 after expenses for the River Bluffs Scenic Byway board.

3. **Grant Wood Scenic Byway Great Eastern Annual Ride (GEAR)** - The Grant Wood Scenic Byway hosted a bike ride within the byway corridor on June 2 & 3, 2012 and June 1 & 2, 2013. Bicyclists rode 90 miles in two days through Jones and Jackson County. They began in Stone City in Jones County and ended a day later in Bellevue. The route was planned for maximum roadside appeal and minimum traffic volume on rural roads. There was sag wagon and mechanical support, luggage and shuttle transport, and dinner and camping accommodations Saturday night. Byway Coordinator, Mallory Marlatt, developed the bike route, created marketing publications, coordinated online/mail registrations, coordinated Saturday night activities/food, managed event funds and provided vehicle support (Sag Wagon) throughout the event. A registration fee of \$50 per person was charged. The total number of people registered both years was 33, raising \$145 after expenses for the Grant Wood Scenic Byway Board.

TASK TEN: Marketing Efforts



Project Four: Iowa Byways Tear Off Maps

Realizing the need to educate byway travelers and residents about the variety of historical, scenic, natural and cultural experiences along each scenic roadway, every byway board managed by Northeast Iowa RC&D decided it was pertinent to develop a byway tear off map. Byway Coordinator, Jared Nielsen, with input from byway board members and stakeholders designed and printed 11x17 tear off maps for the Driftless Area and River Bluffs Scenic Byway in the spring of 2013. Byway Project Coordinator, Mallory Marlatt, is currently working with board members and stakeholders from the Grant Wood and Delaware Crossing Scenic Byway to complete their tear off maps, which they anticipate will be made available to visitors in the summer of 2014. More than simply a wayfinding map, each byway tear-off map provides a detailed look at points of interest and services along each route to help orient the traveler. Work completed by Jared Nielsen and Mallory Marlatt on this project included cartography, design and layout, GPSing points of interest, writing narrative about each byway and writing descriptions for each point of interest. Information about rivers, trout streams, towns, water trail access points, scenic overlooks, public land and most byway friendly businesses in the categories of art & culture, food & drink, historic sites, parks and campgrounds, recreation/entertainment, shopping and visitor information are included on each tear off map. The back of each tear off map features a brief description of each point of interest along with contact information.

Driftless Area Scenic Byway board members ordered 50 pads of 50 sheets (total 2,500) for \$628 through Howe Printing based out of Prairie Du Chien, WI. Board members used \$500 secured from an Allamakee County Community Foundation grant and \$128 raised through the Driftless Area Scenic Byway Poker Run fundraising event to pay for this project.

River Bluffs Scenic Byway board members ordered 50 pads of 50 sheets (total 2,500) for \$768 through UPrinting.com based out of Van Nuys, CA. Board members used \$768 raised through the River Bluffs Scenic Byway Mystery Bus Tour fundraising event to pay for this project. All tear sheets were distributed to byway businesses and welcome centers in 2013.

Grant Wood Scenic Byway board members plan to order 50 pads of 50 sheets (total 2,500) for \$768 through UPrinting.com based out of Van Nuys, CA. A grant secured from Silos & Smokestacks National Heritage Area has provided funding needed to print the tear off maps.

Delaware Crossing Scenic Byway board members plan to order 50 pads of 50 sheets (total 2,500) for \$768 through UPrinting.com based out of Van Nuys, CA. A grant secured from the Foundation for the Future of Delaware County has provided funding needed to print the tear off maps.



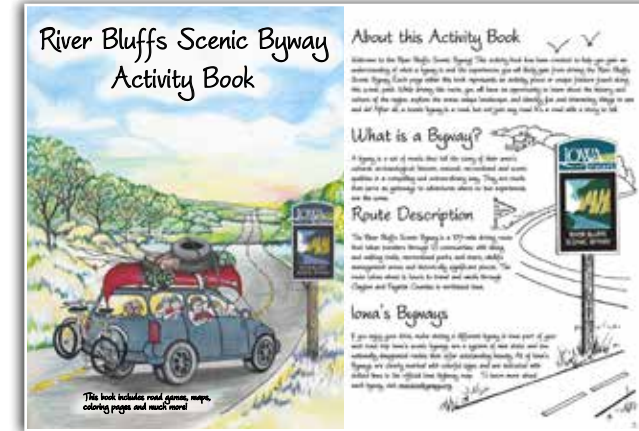
Project Five: Byway Rack Cards

Because no byway-related publications existed at the beginning of this project, Jared Nielsen worked with each Iowa Byway Coordinator to develop rack cards in the fall of 2011. The purpose of this project was to develop a publication for each byway that provided a brief description of the route and its features along with a map to help visitors navigate the roadway. Each rack card features photos, fun facts and the byway's logo on the front, in addition to a map of the byway with points of interest on the back. Originally, the rack cards were developed for the 2011 Legislative showcase, but Byway Coordinators continued to distribute them at various tourism-friendly locations following the event. Work completed on this project by Deneb Woods included map development, while Jared Nielsen completed the design and layout of each rack card. An updated version of the Driftless Area, River Bluffs, Grant Wood and Delaware Crossing Scenic Byway rack cards were designed and printed in 2012. Although this publication continues to be distributed along each byway, it has been a highly successful piece of literature for Clayton County along the River Bluffs Scenic Byway. Through a partnership with Clayton County Development Group (CCDG), a total of 10,000 laminated rack cards were purchased by the CCDG over the past three years. Having run out of cards in 2012 and 2013 when only 2,000 were ordered, the CCDG decided to purchase 6,000 for 2014. With Northeast Iowa RC&D designing the rack cards and the CCDG paying to have them printed, it has been a great partnership for both organizations.



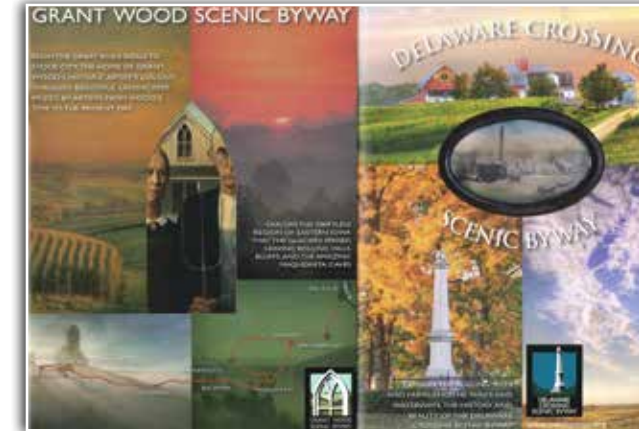
Project Six: Byway Trade Show Banners

In order to market and promote Iowa's Scenic Byways to visitors at conferences, welcome centers, events and other public and private venues, Byway Coordinator, Jared Nielsen, with input from the Driftless Area Scenic Byway board, designed and worked with Skyline Exhibits to fabricate one 34" wide by 83" tall banner stand for the Driftless Area Scenic Byway. The banner stand features a retractable graphic banner, hardware, aluminium casing & a canvas-carrying bag. Driftless Area Scenic Byway board members used \$600 secured from an Allamakee County Community Grant to pay for this project in the summer of 2013. Work on this project completed by Jared Nielsen, included design and layout, selecting photos and developing narrative for the banner. Plans have been made to utilize this banner design template for the River Bluffs, Delaware Crossing and Grant Wood Scenic Byway. Funding of \$600 was secured from the Upper Mississippi Gaming Commission (UMGC) for the River Bluffs Scenic Byway and funding of \$600 was secured from the Future of Delaware County for the Delaware Crossing Scenic Byway to develop a banners for each in 2014. Plans are also being made by Byway Coordinator, Mallory Marlatt, to apply for funding to design and fabricate banners for the Grant Wood Scenic Byway during phase III of the IBSP.



Project Seven: River Bluffs Scenic Byway Activity Book

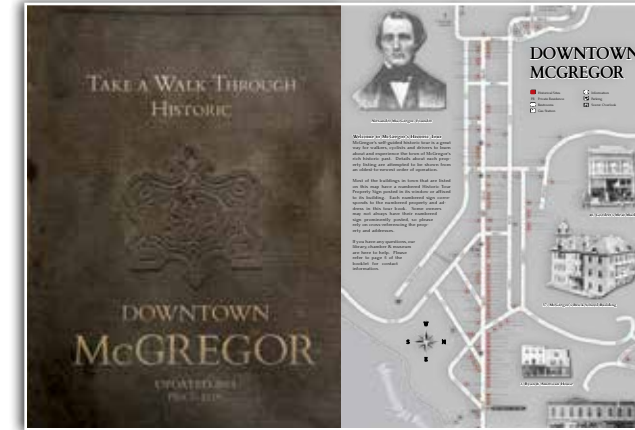
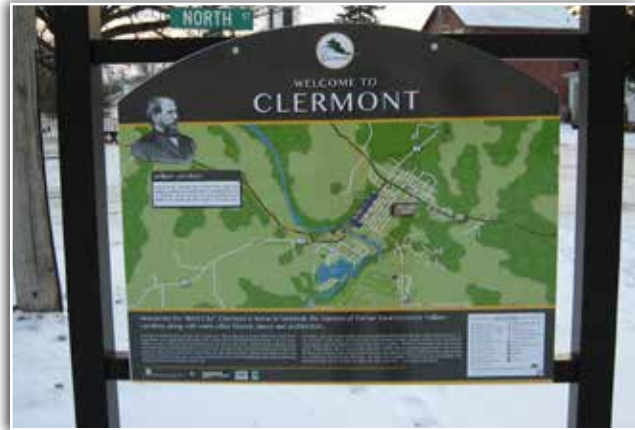
Byway Coordinator, Jared Nielsen, worked with local artist, Carol Lange of Postville, to develop a River Bluffs Scenic Byway activity book in the spring of 2013. The activity book was created to help children gain an understanding of what the byway is and what they will likely experience from traveling along the roadway. The book features 40 pages of illustrations that showcase all of the activities, places and unique features along the River Bluffs Scenic Byway. The book also provides a variety of games and activities that includes coloring pages, crossword puzzles, sign finds, bingo cards and much more. To complete this project, all of the original artwork was hand-drawn by Carol Lange, while Jared Nielsen completed the design and layout, narrative, development of games and project coordination. The activity books were distributed to visitor friendly businesses along the byway and to every third grade student in Fayette and Clayton County in 2013. This project cost the River Bluffs Scenic Byway board \$2,740 to order 2,500 copies of the activity book. \$1,650 of this cost was obtained through an Upper Mississippi Gaming Corporation (UMGC) grant. In a span of two weeks, the remaining funds needed for the printing of the activity books was secured by River Bluffs Scenic Byway board member, Lorna Troester, who raised \$1,600 by asking regional banks for a donation of \$250. Activity books were printed at Heritage Printing based out of Dyersville, IA.



Project Eight: Byway Guidebooks

Grant Wood and Delaware Crossing Scenic Byway guidebooks were originally developed by Chuck Morris, an artist based in Maquoketa, Iowa in 2010. These guidebooks were developed through Limestone Bluffs RC&D as a project in Phase I of the Iowa Byways Sustainability Project. Northeast Iowa RC&D Byway Coordinator, Mallory Marlatt, updated the Delaware Crossing Scenic Byway guidebook in June of 2013 and printed 525 guidebooks for \$1,400 through Heritage Printing based out of Manchester, Iowa. Funds needed to print additional guidebooks was secured through a grant from the Manchester Community Promotion Board. Byway Coordinator, Mallory Marlatt, plans to update and print the Grant Wood Scenic Byway guidebooks with the remaining \$3,894 secured through a Silos and Smokestacks National Heritage Area grant during Phase III of the Iowa Byways Sustainability Project.

TASK TEN: Marketing Efforts



Project Nine: Byway Interpretation

Prior to this project, there was not any information about the River Bluffs Scenic Byway on any interpretive panels or kiosks in Fayette or Clayton County. With direction from board members, Byway Coordinator, Jared Nielsen, was encouraged to assist partnering organizations within the byway corridor on the following projects:

1. Clermont Kiosks - Working with the Turkey River Recreational Corridor (TRRC) and Clermont Visioning Committee, Byway Coordinator, Jared Nielsen, completed the design of four two-sided kiosks for the byway community of Clermont. Each kiosk was installed along or near the newly paved 4.8 mile TRRC Trail and include the byway's logo and route on those with a map. Descriptions and locations of each kiosk are bulleted below:

- The first kiosk, located at the intersection of Highway 18 and the Great River Road, features a double-sided 42x24 vertical display case. On one side, a "Welcome to Clermont" kiosk was installed that features a town map identifying the business district and historic sites. The backside of the kiosk is titled "TRRC Trail" and features a map of the TRRC trail from Nims Bridge to Elgin.
- The second kiosk, located at the intersection of County Road W51 and Olive Street, also features a double-sided 42x24 vertical display case, with one "Welcome to Clermont" kiosk and one "TRRC Trail" kiosk.

- The third and fourth kiosk, located in front of the Larrabee School at 505 Larrabee Street, features two double-sided 36x32 horizontal display cases that were installed next to one another. On one side of the display-case, a "Welcome to Clermont" kiosk and "Historic Sites of Clermont" kiosk was installed. The "Historic Sites of Clermont" kiosk features 15 of the most well known historic sites, structures and monuments in Clermont. The backside of the display-case features a "River Bluffs Scenic Byway" kiosk and a "Northeast Iowa Regional Trails" kiosk. The "River Bluffs Scenic Byway" kiosk features a map of the byway with a list of things to see and do in each of the byway communities. The "Northeast Iowa Regional Trail" kiosk provides information about multi-use trails, equestrian trails, paved trails, water trails and scenic byways within the region.

With assistance from the byway board, Clermont Visioning Committee and TRRC, work completed on this project by Byway Coordinator, Jared Nielsen, included design & layout, photography, narrative and cartography for each kiosk. Funding for this project was awarded to the TRRC through the Iowa Great Places program. A total of \$14,400 was spent on four double-sided kiosks and \$6,400 on four frames through Signs-N-Frames out of Elkader, IA. This project was completed in the fall of 2013.

2. Turkey River Water Trail Kiosks - As the Turkey River Water Trail (TRWT) is one of the River Bluffs Scenic Byway's main attractions, board members encouraged Byway Coordinator, Jared Nielsen, to work with the Turkey River Recreational Corridor (TRRC) to design four kiosks for the water trail. Starting at Goulsburg Park in Fayette County and ending at the Mississippi River near Millville in Clayton County, the TRWT is 98 mile stretch of the Little Turkey and Turkey Rivers in Northeast Iowa connected through signs, maps and river access points to provide an enjoyable, scenic and educational experience for recreational users. As this water trail is located within the byway corridor, byway travelers can find the TRWT kiosks at Goulsburg Park, Gilbertson Campground, Keystone Park and Motor Mill historic site. Each 36x60 Turkey River Water kiosk, or wooden pedestal type structure, features site-specific information, photos, a map of the river and exact distances between launches and other landmarks. Each kiosk also includes the byway's logo and route on the map. With input from the byway board and TRRC, work completed by Byway Coordinator, Jared Nielsen, included design & layout. Funding for the four kiosks was awarded to the Turkey River Recreational Corridor through a \$25,000 grant from the Iowa Department of Natural Resources Water Trails program. A total of \$5,708 was spent to fabricate the four kiosks. This project was completed in the spring of 2012.

Project Ten: Byway Walking Tour Brochures

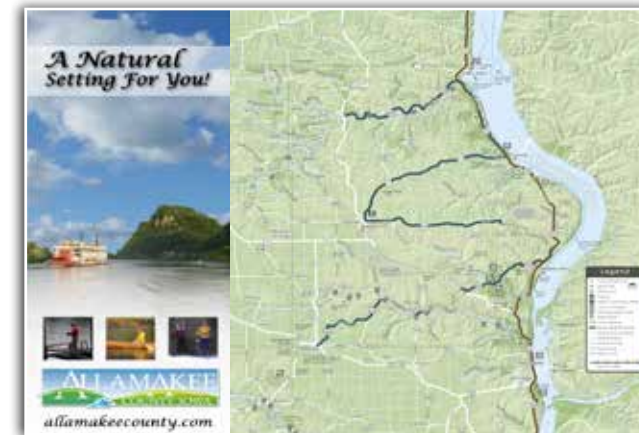
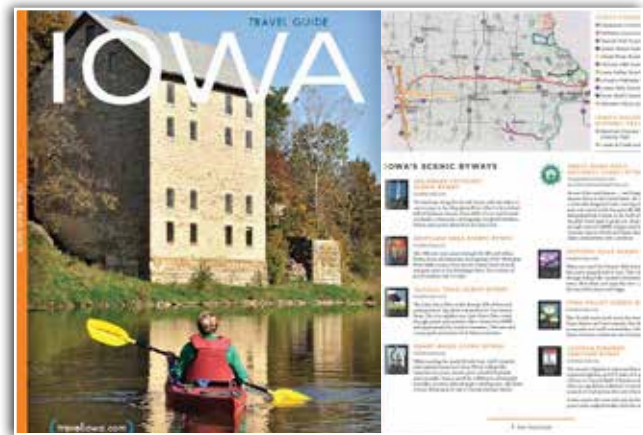
Because byway board members recognized that regional tourism-related publications did not reference any information about Iowa's byways, Byway Coordinator, Jared Nielsen, partnered with a variety of organizations to develop walking tour brochures for byway communities. With the approval of byway board members, Jared Nielsen worked with partnering organizations to design the following publications:

1. Historic Tour of Clermont Brochure - The River Bluffs Scenic Byway board partnered with the Clermont Historical Society to develop a Historic Walking Tour of Clermont brochure in 2012. The brochure was originally developed for a byway historic tour event, but has been and continues to be distributed throughout the region. The 11x17 tri-fold then half fold brochure features a map of Clermont that identifies and provides descriptions for each of the town's 18 historic sites. The brochure also includes information and photos about the Larrabee Family, town of Clermont and River Bluffs Scenic Byway. Work completed by Byway Coordinator, Jared Nielsen, included design and layout, cartography and narrative. RC&D staff also took photos for this project. A total of 1,000 brochures were ordered from GotPrint.com for \$351 in June of 2011. An additional 2,500 brochures were ordered from GotPrint.com for \$440 in May of 2012. The Clermont Historical Society incurred all printing fees for this project.

2. Historic Tour of McGregor Brochure - As members of the River Bluffs Scenic Byway board have data collected from surveys that identify historic sites as one of the most sought-after tourism attractions along the byway, board members felt it was important to partner with the McGregor Historic Preservation Commission to develop a 50-page historic walking tour booklet. Completed in February of 2014, the historic walking tour booklet provides old photographs and detailed descriptions of over 100 historic sites located within the byway community of McGregor. The brochure also includes information about the town's founding family "The Clan MacGregor," Alexander MacGregor, history of McGregor, Historic Architecture and town cemeteries. There is also a page devoted to the River Bluffs Scenic Byway that includes a description of the route and map of the byway that identifies 18 of the most interesting and historic places within the byway corridor. Included in the front inside cover of the brochure is a 11x17 fold out map of the town that shows the locations of each historic site and attraction. Members of the McGregor Historic Preservation Commission provided the narrative and photographs, while Byway Coordinator, Jared Nielsen, completed the design, layout and cartography for the project. A total of 1,000 brochures were ordered from TruArt for \$3,470 in February of 2014. The McGregor Historic Preservation Commission and City of McGregor incurred all printing fees for this project.

3. Hassidic Judaism Walking Tour Brochure - Because the Driftless Area Scenic Byway board felt that it was important to assist with projects that focused on cultural interpretation, the Driftless Area Scenic Byway partnered with the Judaic Resource Center and Shtetl Museum of Northeast Iowa to design a Hassidic Judaism Walking Tour brochure in 2013. Located in the byway community of Postville, the walking tour provides visitors with insight into the Jewish religion, its history, customs and holidays. The brochure provides a description of the walking tour, tour highlights, seasonal programs and contact information. To complete the brochure, members of the Judaic Resource Center and Shtetl Museum provided the narrative and photographs, while Byway Coordinator, Jared Nielsen, completed the design, layout and cartography for the project. A total of 1,000 brochures were ordered from GotPrint.com for \$158 in August of 2013. The Judaic Resource Center and Shtetl Museum incurred all printing fees for this project.

TASK TEN: Marketing Efforts



Project Eleven: Byway Partner Brochures & Maps

Northeast Iowa RC&D has developed partnerships with a wide variety of organizations. Through these partnerships, Byway Coordinators, Jared Nielsen and Mallory Marlatt, provided design services to develop partnering organizations' marketing material if they agreed to include information about byways in their marketing literature. The partnering organizations also agreed to incur all printing fees for these projects. With this agreement in place, both coordinators helped with the following projects:

1. Iowa Tourism Website & Travel Guide - Byway Coordinator, Mallory Marlatt, along with staff from Golden Hills RC&D, worked to develop a partnership with the Iowa Tourism Office. This partnership brought about a Scenic Byways "Get Inspired" page on the Iowa Byways website and information about Iowa's byways included in the 2012-2014 Iowa Travel Guide. In 2012, the Iowa Travel Guide cover also featured a photo of one of the most sought after historic sites along the River Bluffs Scenic Byway, Motor Mill Historic Site. This photo was taken as part of a River Bluffs Scenic Byway photography day that was arranged by Byway Coordinator, Jared Nielsen. As the travel guide is Iowa's most comprehensive trip-planning publication, distributing more than 100,000 copies annually to travelers from every state and around the world, the cover along with information about each byway was and continues to be a great marketing tool for the byways.

2. Maps for the Turkey River Safari and Driftless Safari Guidebook In an attempt to encourage kids and their families to check out places and sites along the River Bluffs Scenic Byway, board members decided to partner with the Turkey River Recreational Corridor (TRRC), Fayette County Tourism, Clayton County Conservation and Fayette County Conservation to develop a Turkey River Safari guidebook in 2012. Taking place from Memorial Day to Labor Day, the summer long adventure was started to encourage families to visit sites and places within the byway corridor in Fayette and Clayton County. At each site, kids looked for a rubbing post located at historic sites and parks to record a symbol in their guidebook. The program has been so successful that the River Bluffs Scenic Byway has been asked to participate in the event for the third consecutive year. To assist with this project, Byway Coordinator, Jared Nielsen, provided a logo of the byway and developed a map that identifies the byway route for the Turkey River Safari Guidebook, while partnering organizations completed the design, layout and narrative for the project. With the program's success, the Driftless Area Scenic Byway board partnered with Allamakee County Conservation and Allamakee County Tourism to start a replica project in the Driftless Area Scenic Byway corridor called the "Driftless Safari" in 2013. Both byway boards plan to support the Turkey River and Driftless Safari proceeding forward.

3. Clayton County and Jackson County Conservation Brochure - Knowing that many byway travelers are in search of opportunities for outdoor recreation, the River Bluffs Scenic Byway partnered with the Clayton County Conservation Board to design a new county conservation brochure. The updated brochure provides information about each county park within the byway corridor and a detailed map that showcases the byways location in relation to each county attraction and park. The brochure also includes information about Clayton County, the Osborne Visitor Center, the Nature Center, Pioneer Village, wildlife exhibits & trails, educational programs, annual events and the River Bluffs Scenic Byway. The brochures were printed at Heritage Printing based out of Dyersville, IA. This project was completed in the summer of 2013. The Grant Wood Scenic Byway completed a similar project by partnering with Jackson County Conservation to design a new county conservation brochure. The updated brochure provides a conservation area directory as well as a detailed map that includes the byway route in relation to each attraction. The brochure also includes information about Jackson County Conservation's mission, the Hurtsville Interpretive Center and Grant Wood Scenic Byway. This project was completed in the fall of 2013. To complete both projects, each conservation board provided photos and narrative, while Byway Coordinators, Jared Nielsen and Mallory Marlatt, completed the design, layout and cartography for each brochure.

4. NEITA Travel Guide - In an effort to promote the Driftless Area and River Bluffs Scenic Byway, members from each board encouraged Byway Coordinator, Jared Nielsen, to partner with Northeast Iowa Tourism Association (NEITA) in their effort to develop a new seven-county travel guide. Knowing that over 50,000 copies of the new guide would be printed in 2014, both byway boards wanted to make sure their byway was represented in the publication that would serve as the premier publication throughout the region. With support and guidance from both boards, Byway Coordinator, Jared Nielsen, developed the Northeast Iowa Travel Guide. Included in the natural resources & outdoor recreation section of the travel guide is a page all about the River Bluffs Scenic Byway, Driftless Area Scenic Byway and Great River Road. Each byway is also displayed on a regional trail map which is included in the back of the guide. To complete this project, NEITA members provided narrative and photos, while Byway Coordinator, Jared Nielsen completed the design, layout and cartography for the guide book.

5. NEITA Website & iMovie - The River Bluffs and Driftless Area Scenic Byway boards partnered with NEITA to provide information, photos, iMovies, and byway-related marketing material on the NEITA website www.visitiowa.org. Information about each byway can be found under the "Things to Do" section by clicking on "Outdoor Recreation" tab.

6. Maps for Allamakee County Travel Guide - To further promote the Driftless Area Scenic Byway to visitors and residents in Allamakee County, the board partnered with Allamakee County Tourism to help develop their 2013 county tourism brochure. Included in the brochure is information about attractions, recreational opportunities, historical landmarks, featured dining and lodging establishments that are all located within the byway corridor. To complete this project, Allamakee County Tourism completed the design, layout and photography for the county guide. With guidance from board members, Byway Coordinator, Jared Nielsen, provided a map that identifies trout streams, county parks, land trails, water trails and scenic byways located in Allamakee County. The partnership between these two organizations continues to grow, as Allamakee County Tourism approached the Driftless Area Scenic Byway board again in 2014 for help in developing another county map. The 2014 county brochure is scheduled to be completed this summer. In addition to each brochure having a map that displays the byway route, the 2013 and 2014 Allamakee County travel guide also included Driftless Area Scenic Byway photographs, the byway's logo, and a brief description about the route.

7. Maps for Clayton County Travel Guide - To further promote the River Bluffs Scenic Byway to visitors and residents in Clayton County, the board partnered with Clayton County Development Group (CCDG) to help develop their 2013 county tourism brochure. Included in the 60-page travel guide is information about recreation, fishing, golfing, barn quilts, communities, museums, libraries, area parks and lodging establishments that all are located within the byway corridor. The guide also includes photos and a description of the River Bluffs Scenic Byway on pages 15-16. A two-page map of the River Bluffs Scenic Byway and Great River Road highlighting 22 points of interest can be found on pages 17-18. To complete this project, CCDG partnered with Howe Printing out of Prairie Du Chien, WI to complete the design and layout of the guide. With input from board members, Byway Coordinator, Jared Nielsen, provided photographs, narrative, the byway's logo, a map of the River Bluffs Scenic Byway and Great River Road and a map of the barn quilts located within the byway corridor. This project was complete in the spring of 2013 and continues to be distributed to a variety of tourism-friendly businesses. It has been one of Clayton County's featured publications.

TASK TEN: Marketing Efforts



Project Twelve: Advertising & Articles

Prior to this project, county and regional ads and articles promoting Iowa's scenic byways did not exist. However, as more visitors are becoming aware of Iowa's byways and are starting to seek them out, ads and articles that include information about Iowa's byways are starting to be used. Partnering with the River Bluffs Scenic Byway, Clayton County Development Group (CCDG) placed an ad in AAA magazine and American Road magazine promoting the byway in 2010. The ad placed in AAA magazine generated 1,800 inquiries while the ad placed in American Road magazine generated over 3,200 inquiries from people interested in receiving information about the River Bluffs Scenic Byway. Clayton County Development Director, Darla Kelchen, stated that "This ad generated more interest than any other ad in her 14-year career working the field of economic development." An ad promoting the River Bluffs Scenic Byway and Clayton County was also designed and purchased for Our Iowa Magazine's April/May 2014 issue. Information about Iowa's Byways also appeared in an article titled "Where to Go This Weekend: Iowa's Driftless Area" on the website Chicagomag.com in September of 2012. A partnership between Pathfinders RC&D and Our Iowa magazine will also provide opportunity for each byway in Iowa to submit an article and photos for inclusion in upcoming issues of Our Iowa magazine. Byway Coordinator, Jared Nielsen, submitted an article about and photographs of the Driftless Area Scenic Byway to Our Iowa magazine.

Project Thirteen: Byway Presentations

Northeast Iowa RC&D staff presented information about Iowa's Byways at trade shows, events, and outside organizational meetings. Below are some of the events and meetings where information about Iowa's byways was presented:

1. County engineers and supervisors in Harpers Ferry on August 18, 2011
2. Legislative Showcase in Des Moines on January 31, 2012
3. Iowa Transportation Commission public input meeting on August 14, 2012
4. Legislative Showcase in Des Moines on January 29, 2013
5. KDEC Home, Sport & Garden Show in Decorah on March 3, 2013
6. Iowa DOT Motorcycle Safety Forum on April 26, 2013
7. Northeast Iowa RC&D annual appreciation BBQ on September 12, 2013
8. Iowa County Conservation Board Conference on September 26, 2013
9. Iowa Tourism in Des Moines on January 22, 2014
10. Legislative Showcase in Des Moines on January 28, 2014
11. Madison County Byway Planning Committee in Winterset on March 11, 2014
12. RBSB – West Union Rotary Club on October 1, 2012
13. RBSB – Elkader Area Chamber of Commerce on September 29, 2011
14. RBSB – Good Samaritan Nursing Home in West Union on October 11, 2011
15. RBSB – Clermont Community Club on April 16, 2012
16. DASB – Allamakee County Conservation in Harpers Ferry on Nov 1, 2011
17. DASB – Waukon Merchant Retailer Group on November 8, 2011
18. DASB – Waukon City Council on May 7, 2012

19. DASB – Waukon Merchant Retailer Group on June 12, 2012
20. GWSB & DCSB – Monticello Chamber of Commerce on Sept 27, 2012
21. GWSB – Anamosa Rotary Club on July 17, 2012
22. GWSB – Bellevue Chamber of Commerce on May 14, 2013
23. GWSB – Bellevue Rotary Club on March 21, 2014

Project Fourteen: Social Media

Individual Byway Facebook pages have been developed for all four byways by the Northeast Iowa RC&D. Social Media and Outreach Coordinator, Mallory Marlatt, also updates the Northeast Iowa RC&D twitter, Google+, and Pinterest accounts that provide byway related news and activities on a regular basis.

Project Fifteen: Byway Window Clings

Byway Coordinator, Mallory Marlatt, worked with Kerns Company Inc based out of Oelwein, IA to produce window clings for each byway. Each window cling is approximately 3x5" and features a full color logo of the byway. A total of 1,000 window clings were ordered for each byway at a cost of \$0.447 per unit. The window clings have been given to businesses along each route to help with byway brand reinforcement for visitors traveling each byway. Window clings were funded with assistance from Northeast Iowa RC&D.

TASK ELEVEN

Task #11: Assist Byway Local Public Agencies with Grants

This task shall require the RC&D to inform Byway stakeholders of the opportunities for state and federal grant monies and assist them in preparing successful grant applications in accordance with current Corridor Management Plans.

Deliverables

11A. The RC&D shall inform Byway stakeholders of the opportunities for private, state and federal grant monies, provide guidance for the selection of appropriate projects relating to the respective grant program, and assist them in preparing successful grant applications.

11A. Inform Byway stakeholders of the opportunities for private, state and federal grant monies and assist them in preparing successful grant applications. Northeast Iowa RC&D worked with each byway board to apply for funding needed to complete a variety of byway related projects throughout phase II of the IBSP. Below is a list of secured grants awarded to Northeast Iowa RC&D:

1. Northeast Iowa RC&D secured a grant in the amount of **\$750** from the Upper Mississippi Gaming Corporation (UMGC) on behalf of the River Bluffs Scenic Byway board. Awarded funds were used to assist with the formation of the Byways of Iowa Foundation (BIF). This project was completed in the winter of 2012.

2. Northeast Iowa RC&D secured a grant in the amount of **\$600** from Allamakee County Economic Development & Tourism (ACED) on behalf of the Driftless Area Scenic Byway board. Awarded funds were used to assist with the formation of the Byways of Iowa Foundation (BIF). This project was completed in the winter of 2012.

3. The Driftless Area Scenic Byway Board received news on August 2, 2012 that Northeast Iowa RC&D secured a grant in the amount of **\$1,361,400** for the development of the Driftless Area Education and Visitor Center being planned at the Columbus property south of Lansing, IA. Northeast Iowa RC&D, with support from the Allamakee County Conservation Department and Allamakee County Board of Supervisors, was able to secure the discretionary grant funding through the National Scenic Byways Program (NSBP) sponsored by the U.S. Department of Transportation's Federal Highway Administration. The grant will help fund a three-level building with views of the Mississippi River from both inside and outside the building. The location of the proposed Driftless Area Education and Visitor Center is on the historic Columbus property owned by Allamakee County and located at 1978 Great River Road, south of Lansing. It is intended that the proposed development of the property will provide a convenient and beneficial location to

serve the public traveling into Allamakee County from Minnesota and Wisconsin, as well as the residents of Allamakee County. This project is currently underway and is still in the planning and design phase.

4. The River Bluffs Scenic Byway Board received news on August 2, 2012 that Northeast Iowa RC&D secured a grant in the amount of **\$332,800** for the development of an observation deck and boardwalk on the east end of North Street in Marquette. Northeast Iowa RC&D, with support from the city of Marquette, Iowa DNR, Clayton County Conservation Department and Army Corp of Engineers was able to secure the discretionary grant funding through the National Scenic Byway Program (NSBP) sponsored by the U.S. Department of Transportation's Federal Highway Administration. The grant will help renovate the original overlook that was built in 1974 when the old suspension bridge was removed and the new Marquette-Joliet Bridge was constructed about two blocks away. Here, a 10' wide and 10' long wooden viewing platform stands in a wooded area that is above, adjacent to and north of Marquette's City Hall and downtown business district. NSBP funds will allow the City of Marquette to construct a new 20' wide and 40' long visitors shelter at the site of the overlook that will feature a rooftop, balcony and handrail. Available funds will also be used to build a boardwalk extending out into the Mississippi River at the base of the bluff on which the newly constructed overlook will be constructed. The 30' wide by 90' long boardwalk will feature a guardrail with multiple viewing stations and interpretive panels. In addition to both projects providing ample viewing opportunities, the overlook and boardwalk will educate and provoke interest in the areas resources by providing information about the scenic byways, Mississippi River Valley, Driftless Area, commerce of the river and watchable wildlife. This will provide a convenient and beneficial location to serve the public traveling into Clayton County from Minnesota and Wisconsin, as well as the local residents. This project is currently underway and will be let for bid in late summer/early fall of 2014.

TASK ELEVEN: Assist Byway Local Public Agencies in Preparing Grants

5. Northeast Iowa RC&D secured a grant in the amount of **\$25,000** from the Iowa Department of Natural Resources Water Trails Program on behalf the River Bluffs Scenic Byway board and Fayette and Clayton County Conservation Departments. Funding was used to pay for the design and fabrication of 100 wayfinding signs, four kiosks and a water trail guide for one of the byways main attractions, the Turkey River Water Trail. This project was completed in the fall of 2012.

6. Northeast Iowa RC&D secured a Statewide Enhancement grant in the amount of **\$500,000** on behalf of the River Bluffs Scenic Byway board and Fayette County Conservation Department. Funding was used to pay for the construction of a 4.8 mile Turkey River Recreational Corridor Trail from Elgin to the byway community of Clermont. This project was completed in the fall of 2013.

7. Northeast Iowa RC&D secured a **\$462,869** REAP grant and a **\$33,000** Iowa Great Places grant on behalf of the River Bluffs Scenic Byway board, Motor Mill Foundation and Clayton County Conservation Department. Funding was used to pay for the construction of the historic Motor Mill Bridge that once spanned the Turkey River at one of the byways most sought-after historic sites, Motor Mill Park. This project was completed in the summer of 2013.

8. Northeast Iowa RC&D secured a Statewide Enhancement grant in the amount of **\$605,576** on behalf of the River Bluffs Scenic Byway board, Motor Mill Foundation and Clayton County Conservation Department. Funding was used to pay for a 4.1-mile lime surface trail between Motor Mill Park and the Pony Hollow Trail in the byway community of Elkader. This project is currently underway.

9. Northeast Iowa RC&D secured multiple Iowa Historical Resources Development Program REAP grants on behalf of the River Bluffs Scenic Byway board and Clermont Historical Society for the restoration of the Burkhard Riegel Blacksmith Shop in the byway community of Clermont. In 2012, funding of **\$2,520** was secured to

identify, catalog, record, sort and place museum artifacts. In 2013, funding of **\$6,039** was secured for electrical renovation. This project was completed in 2013.

10. Northeast Iowa RC&D secured a grant in the amount of **\$1,650** from the Upper Mississippi Gaming Corporation (UMGC) on behalf of the River Bluffs Scenic Byway board. Funding was used to pay for the design and printing of River Bluffs Scenic Byway activity books. This project was completed in the fall of 2012.

11. Northeast Iowa RC&D secured a grant in the amount of **\$500** from the Allamakee County Community Foundation (ACCF) on behalf of the Driftless Area Scenic Byway board. Funding was used to pay for printing of Driftless Area Scenic Byway tear sheet maps. This project was completed in the spring of 2013.

12. Northeast Iowa RC&D secured a grant in the amount of **\$600** from the Allamakee County Community Foundation (ACCF) on behalf of the Driftless Area Scenic Byway board. Funding was used to pay for the design and fabrication of one professional display banner. This project was completed in the summer of 2013.

13. Northeast Iowa RC&D secured a Iowa Historical Resources Development Program REAP grant in the amount of **\$32,700** on behalf of the River Bluffs Scenic Byway board and Clayton County Historical Preservation Commission. Funding was used to restore a clock tower and 117 year-old clock in the byway community of Elkader. This project is currently underway and will be completed in 2014.

14. Northeast Iowa RC&D secured a grant in the amount of **\$600** from the Upper Mississippi Gaming Corporation (UMGC) on behalf of the River Bluffs Scenic Byway board. Funding will be used for the design and fabrication of one professional display banner. This project is currently underway and will be completed by August of 2014.

15. Located in close proximity to the Driftless Area Scenic Byway, Northeast Iowa RC&D secured a **\$3,300** grant from the Winneshiek County Community Foundation to design and pay for printing of Winneshiek County trout fishing guides. This project is currently underway and will be completed by September of 2014.

16. Northeast Iowa RC&D secured a grant in the amount of **\$1,650** from the Allamakee County Community Foundation (ACCF) on behalf of the Driftless Area Scenic Byway board. Funding will be used to design and pay for printing of Driftless Area Scenic Byway trout fishing guides. This project is currently underway and will be completed by September of 2014.

17. Northeast Iowa RC&D secured a grant in the amount of **\$1,400** from the Manchester Community Promotion Board on behalf of the Delaware Crossing Scenic Byway board. Funding was used to pay for the updating and printing of Delaware Crossing Scenic Byway guidebooks. This project was completed in June of 2013.

18. Northeast Iowa RC&D secured a grant in the amount of **\$4,662** from the Silos & Smokestacks National Heritage Area on behalf of the Grant Wood Scenic Byway board. Funding will be used to pay for the updating and printing of Grant Wood Scenic Byway guidebooks and to develop and print Grant Wood Scenic Byway tear sheet maps. This project is currently underway and will be completed by September of 2014.

19. Northeast Iowa RC&D secured a grant in the amount of **\$1,000** from the Foundation for the Future of Delaware County on behalf of the Delaware Crossing Scenic Byway board. Funding will be used to develop and print Delaware Crossing Scenic Byway tear sheet maps and to design and fabricate one professional display banner. Northeast Iowa RC&D secured an additional **\$300** from the Delaware County Tourism Council to help pay for the fabrication of the one professional display banner. Both projects are currently underway and will be completed by December of 2014.

Other grants and funds awarded through statewide project sponsorship during the IBSP Phase II:

1. Limestone Bluffs RC&D was awarded funds to administer the "Creation of a Professional Photo Database" for each of Iowa's Byways. The goal of this project was to capture unique, high quality photographs of people, places and events along all of Iowa's Byways. To ensure all of the elements along the byway were photographed, the Driftless Area and River Bluffs Scenic Byway hired four professional photographers who all specialized in different types of photography. Michael Marti was hired to photograph landscapes and nature. Randy Uhl was in charge of taking photos at festivals and events. Jessica Rilling took photos of engaging experiences and sites of interest. Clint Farlinger looked to capture the beauty of the changing nature taking photos in the winter, spring, summer and fall. Ken West was hired to photograph the Grant Wood and Delaware Crossing Scenic Byway. To collect and manage the desired byway photos needed for this project, Byway Coordinators, Jared Nielsen and Mallory Marlatt, directed photographers on what needed to be photographed and developed a system for managing byway photos.

2. In 2011, Northeast Iowa RC&D secured a grant in the amount of **\$157,575** from the Iowa Transportation Commission through the Transportation Enhancement Program (TEP) to identify and define the viewshed along Iowa's 11 byways. Using LiDAR (Light Detection and Ranging) data, Northeast Iowa RC&D staff member, Deneb Woods, is currently developing surface models that will be used to identify and define the viewshed for each byway. This project is intended to help inform each byway board and coordinator about what their visual resources are so that they can make appropriate planning and management decisions. The results from each viewshed analysis will be "layered" with other GIS information including data gathered through the GIS Project (Developing Iowa's Byways through GIS Technology Project). This will further help each byway board and coordinator understand how important resources fall within view of or from the byway. Currently, viewsheds are being developed for each byway and presentations on the project have helped each board understand the value

of the project and the expected products. This project is currently underway and will be completed in the summer of 2015.

3. The Iowa League of RC&D's secured a Conservation Innovation Grant (CIG) in the amount of **\$74,520** from the NRCS in the winter of 2013. Awarded funds will be used to help demonstrate promising conservation technologies, practices, systems and approaches through interpretive panels along each byway in Iowa. Through this project, staff at Northeast Iowa RC&D will work with at least two EQIP eligible producers, a representative from NRCS and byway board members to obtain pictures and create text that will tell the story about these conservation systems and how they help protect the resources, manage nutrients, enhance grasslands, reduce sediment loads and enhance wildlife habitat. At the completion of this project, two interpretive panels will be installed along each byway. This project is scheduled to begin in March of 2014 and be completed in September of 2015.

4. The Iowa League of RC&D's secured a REAP Conservation Education Program grant in the amount of **\$24,000** in 2013. The goal of this project is to compliment the Conservation Innovation Grant (CIG) project by providing additional funds needed to inform and educate visitors about Iowa's natural resource landscapes and the innovative conservation systems that are being used to protect and preserve them. Northeast Iowa RC&D plans to work with each managed byway board to design, develop, fabricate, and install two educational panels at an accessible public location along the byway. Each of the educational panels will include natural resource conservation information that is unique to the landscapes of the individual byways. This project is scheduled to begin in March of 2014 and be completed in September of 2015.

5. Golden Hills RC&D was awarded **\$554,000** from the I-DOT Commission's Statewide Transportation Enhancement Program (TEP) in 2013. Awarded funds will be used for the "Interpreting Iowa's Byways" project, which will consist of hiring Schmeckle Reserve to facilitate and develop both the statewide Iowa Byways IMP and 10 individual Iowa Byway IMPs. Schmeckle Reserve will complete their work through collaboration with Iowa Byway

volunteers, stakeholder groups and councils, Byway Project Coordinators and an Iowa Byways Technical Assistance Advisor, whose role will be to coordinate the planning effort on a statewide basis and provide training or other technical assistance when necessary. Project accomplishments (statewide and individual byway) will include a mission and goal analysis, visitor analysis, resource inventory, theme and message development, conceptual facility development/architectural program, conceptual site development, interpretive media and program concepts. The Iowa Statewide Interpretive Master Planning project will provide the traveler with a coordinated and consistent system for viewing, learning about and experiencing Iowa byways throughout the state. Upon completion of the statewide Interpretive Master Plan the traveler will be exposed to a continuous byway experience as they move across the state. Since there will be overriding statewide themes and goals developed, travelers will be inclined to investigate more Iowa byways. In addition to the development of IMPs, this project will provide funding for each Iowa byway to produce and install a minimum of two interpretive panels at locations to be selected by Byway Councils and stakeholder groups. This project is scheduled to begin in March of 2014 and be completed in September of 2017.

6. On April 1, 2014, phase three of the highly successful Iowa Byways Sustainability Project (IBSP) officially began. With the IBSP having started in 2008, the program is a cooperative effort between the Iowa Department of Transportation (IDOT) and the Resource Conservation & Development Councils (RC&Ds) across Iowa whose goal is to promote the long-term sustainability of Iowa's Byways. A three-year total of **\$409,090** (dispersed according to each byways mileage) provided through the IBSP Phase III will be used to fund Scenic Byway Project Coordinators work on byway-related projects. Deliverables through IBSP Phase III will include the facilitation of stakeholder meetings, the inventory of byway signage, identification and prioritization of locations for developing scenic overlooks, development of byway marketing materials, assisting stakeholders in preparing grants, development of an interpretive master plan and completing an inventory of roadside vegetation along selected byways. This project is scheduled to begin in April of 2014 and be completed by April of 2017.

TASK ELEVEN: Assist Byway Local Public Agencies in Preparing Grants

Site of the Future Diftless Area Education and Visitors Center



Burkhard Riegel Blacksmith Shop Restoration Project



Clayton County Courthouse Clock Tower Renovation Project



Byway Marketing Material was Developed Through Grant Funding



Motor Mill Bridge Reconstruction Project



Received Funding from UMGC for Byway Marketing Material



Site of the Future Observation Deck in Marquette



Kiosks designed through the Turkey River Water Trail Project



RBSB Chair, Rod Marlatt, at the TRRC Trail Grand Opening



Motor Mill Trail in Development



Kiosks & Signage Designed Through the TRRC Trail Project



Site of the Future Riverview Boardwalk in Marquette



TASK ELEVEN: Assist Byway Local Public Agencies in Preparing Grants

Professional Photo Databases Were Expanded



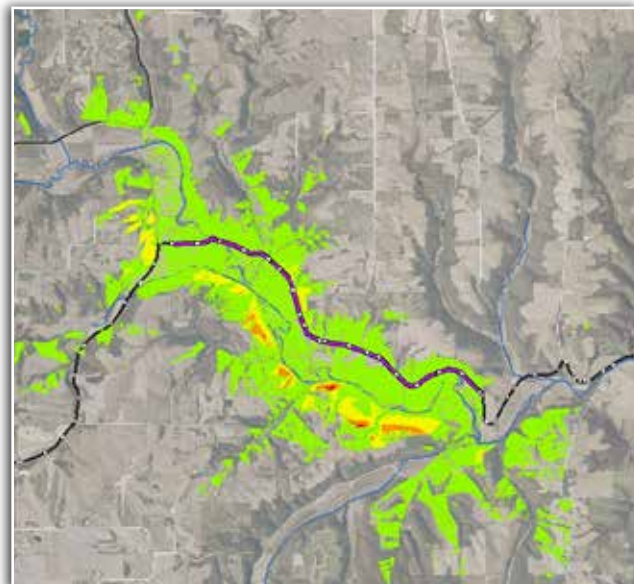
Hired Schmeekle Reserve to Assist with the Interpretive Planning Project



Meetings Have Been Held for the CIG Project



Byway Viewsheds Have Been Analyzed



TASK TWELVE

Task #12: Facilitate Statewide Training Events

This task shall require the RC&D to organize and facilitate and to have each byway organize and facilitate a statewide training events for byway organization members and stakeholders dependent on training topic.

Deliverables

- 12A. The RC&D in conjunction with Iowa DOT shall conduct statewide training events on the following possible topics over the three year term of the agreement:
 - 12A1. Organization financial sustainability
 - 12A2. Organization development
 - 12A3. Web site development and maintenance
 - 12A4. Byway council sustainability
 - 12A5. Corridor management planning
 - 12A6. Marketing
 - 12A7. Sustainable development /Context Sensitive Solutions
 - 12A8. Education through interpretation
 - 12A9. Grant writing

Northeast Iowa RC&D staff attended a variety of statewide training events over the three-year term of the IBSP Phase II agreement. Below is a list of quarterly training events that were attended by Northeast Iowa RC&D staff members in conjunction with the Iowa DOT:

1. Quarterly meeting on organizational development in June of 2011
2. Quarterly meeting on grant writing in September of 2011
3. Quarterly meeting on Byways of Iowa Foundation in January of 2012
4. Quarterly meeting on CMP development in April of 2012
5. Quarterly meeting on Interpretation in September of 2013
6. Quarterly meeting on IBSP Phase III in March of 2014

Other training events attended by Northeast Iowa RC&D staff are listed below:

1. National Scenic Byway Conference in Minneapolis, MN on August 21-24, 2011. During the conference, staff explored emerging and timely byway topics in the areas of finances, visitor experience, corridor management planning and byway organization development. After being selected to host a classroom workshop, Byway Coordinator, Jared Nielsen, gave a presentation on discovering and promoting hidden byway treasures. Northeast Iowa RC&D staff member, Deneb Woods, gave a presentation about GIS technology.
2. Lynda.com online classes on January 1, 2012 – March 31, 2012. The online classes taken included InDesign Essential Training, Illustration Essential Training and Photoshop Essential Training.
3. Interpretation Workshop given through the Silos & Smokestacks National Heritage Area at The Farm House B&B in Fredericksburg on August 8, 2012.
4. Google maps training seminar at Honey Creek Resort in Moravia, IA on March 6, 2012. The training focused on how to add local businesses and points of interest in Google Maps. The training also informed RC&D staff on how they can develop interactive maps for web development.

5. Iowa Byways Facilitator Meeting in Ames, IA on August 1-2, 2012. At the meeting, instructors shared tips on how to successfully facilitate meetings by helping to guide a group's process as they identify and solve problems, manage conflict and make decisions.

6. Iowa Tourism Conference on October 17-19, 2012.

7. Silos & Smokestacks National Heritage Area training on how to develop an interpretive strategy on December 6, 2012. The training seminar focused on how to define significance, develop stories, consider your visitors, choose your media and evaluate your strategy for interpretation.

8. Eastern Iowa Tourism Association meeting in Dubuque, IA on March 6, 2013. The meeting included information about photography, cell phone cameras & social network marketing. The training also included lessons on how to catch dramatic images to illustrate in annual reports, marketing brochures and corporate publications.

9. Culinary Tourism Workshop on May 3, 2013. The workshop provided information on how to work with local growers to provide opportunities for visitors to experience a "taste of place." The training sparked all of the Iowa byway coordinators interest and resulted in the Iowa League of RC&D's submitting an RBEG grant application for a culinary tourism project.

10. Digital Marketing Workshop given by the Winneshiek County Convention & Visitor's Bureau in Decorah on May 30, 2013.

11. Turing Stats & Stuff into Stories Workshop given by the Silos & Smokestacks National Heritage Area in Waterloo on June 20, 2013.

12. Avenza training course in Chicago on September 26-27, 2013 to attend an on-site training course on MAPublisher to develop visually appealing maps. Northeast Iowa RC&D paid for this workshop.

13. Customer Service Training offered by Northeast Iowa Community College (NICC) on October 16, 2013. The training focused on teaching participants the difference between "good enough" and "outstanding" service that builds ongoing relationships that can increase regional tourism.

14. Iowa Tourism Conference on October 17, 2013. During the conference, staff learned about the economic impacts of tourism in Iowa, how to utilize traveliowa.com as a marketing tool and creative ideas for culinary tourism.

15. National Bicycle Tourism Conference on November 7-8, 2013. During the conference, staff learned about scenic bikeways, the economic impact of cyclists in Iowa and fundraising strategies.



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