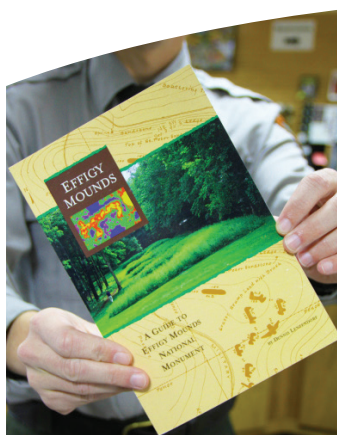




CORRIDOR MANAGEMENT PLAN

JAN 2017



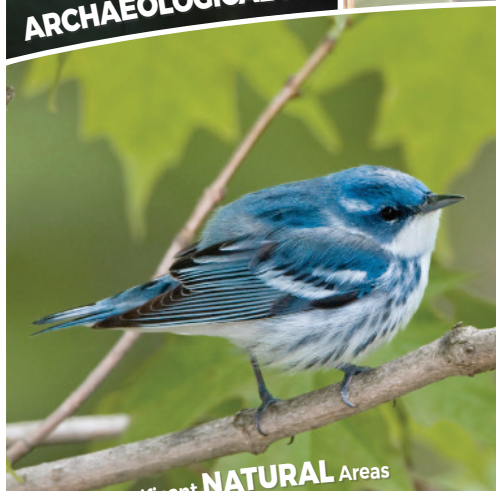
ARCHAEOLOGICAL Gems



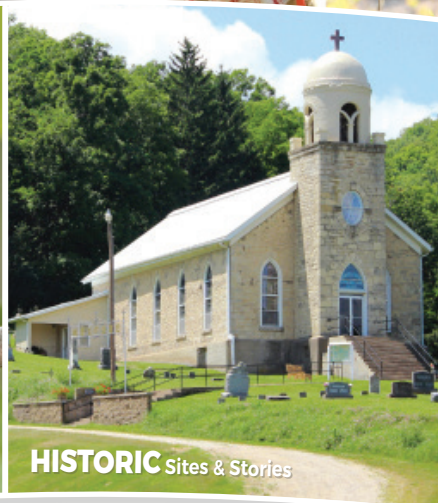
The Most **SCENIC** State Byway in Iowa



Local **Art & CULTURE**



Globally Significant **NATURAL** Areas



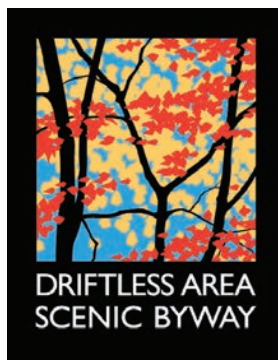
HISTORIC Sites & Stories



Land & Water **RECREATION**

DRIFTLESS AREA SCENIC BYWAY





*"May your trails be crooked,
winding, lonesome, dangerous, leading to the
most amazing view."*

- Edward Abbey

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FUNDING SOURCES:

Please note that the “Funding Sources” listed for individual projects within this CMP are actually “Potential Funding Sources.” They have not been secured, but have been discussed as potential opportunities for the DASB Board, communities and/or partners. Also note that “Partners” are actually “Potential Partners.” Although at least one of the “Partners” listed with each project proposed the project to the DASB Board and/or RC&D planning staff, the majority of the “Partners” listed for any specific projects are purely conjecture based on what the DASB Board and RC&D planning staff know of potential partner organizations. No listed partner is required to participate in any project. It is assumed that the DASB Board would be a partner in any project that they have included in this CMP.

PREPARED FOR:

The Driftless Area Scenic Byway Board as well as the stakeholders, residents and visitors that frequent the communities and roadways located within the byway Corridor.

PREPARED BY:

Northeast Iowa Resource Conservation & Development (RC&D) is an equal opportunity employer and provider. The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the Iowa Department of Transportation or of the Federal Highway Administration.

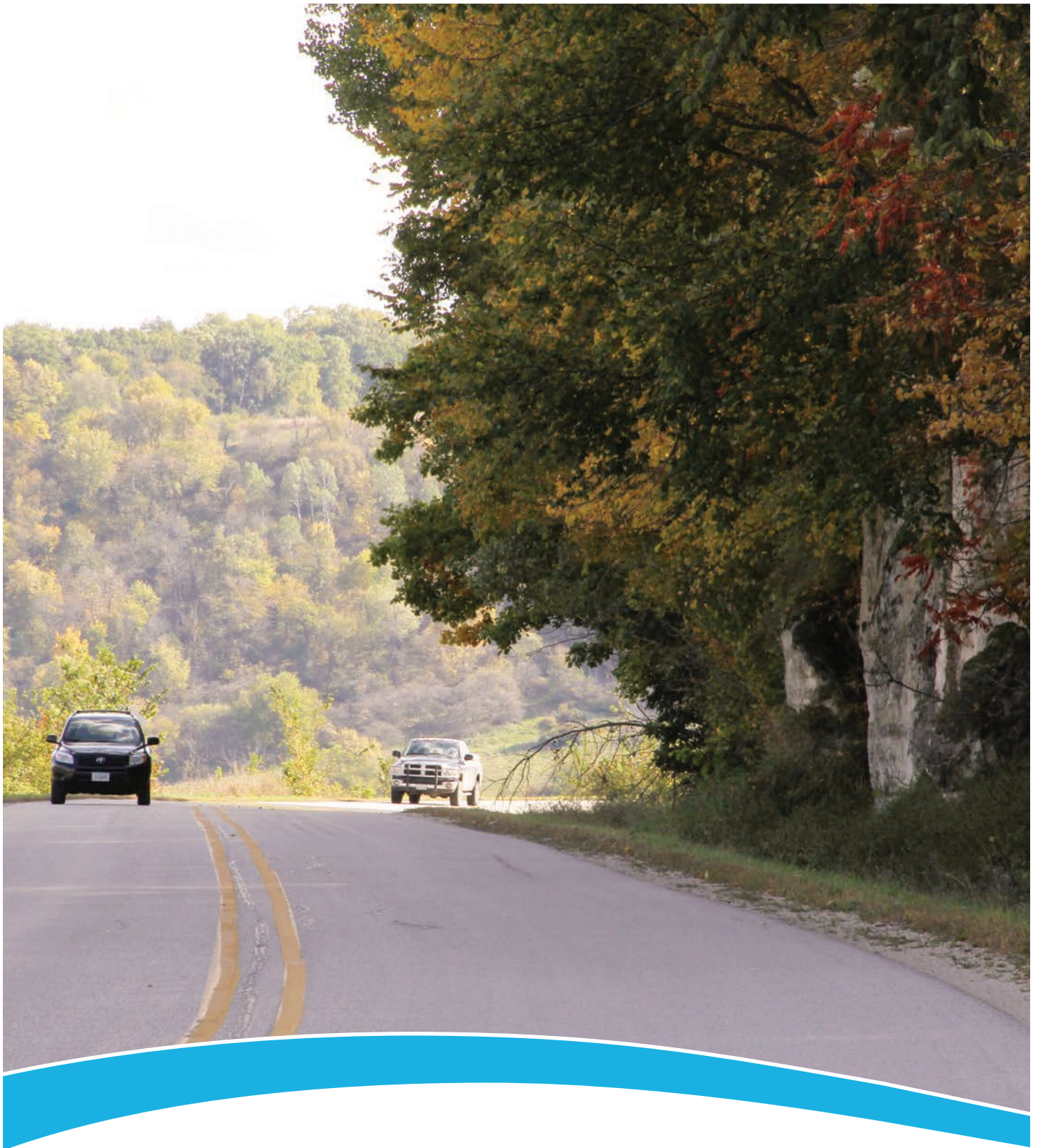
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ACKNOWLEDGMENTS GO TO:

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SECTION ONE

Introduction to the Driftless Area Scenic Byway

1.1 Executive Summary: The Driftless Area Scenic Byway (DASB) Corridor Management Plan (CMP) is a comprehensive evaluation of the byway's intrinsic qualities - scenic, historic, natural, cultural, recreational and archaeological resources. These intrinsic qualities define the byway's character and serve as a guide for the protection, enhancement, and management of those qualities over time. This CMP also identifies and prioritizes strategies and projects related to comprehensive wayshowing, interpretation, strategic marketing, and economic development within the DASB Corridor over the next ten years. Developed from a grass-roots community driven process that included extensive public involvement and collaboration between DASB Board members, stakeholders, local citizens and public agencies to address concerns and aspirations for the byway, this CMP focuses on strategies to enhance the route's corridor and preserve its unique resources.

During the development of this CMP, the DASB Board had a strong desire to make this written document a tool for the byway organization to meet the goals and desires outlined within this plan. Their mission, to *"Work to understand, develop, promote, enhance and protect the byway through multi-jurisdictional planning, collaboration and implementation of the byway corridor management plan and through expanded outreach, education, marketing and enhancement of the byway corridor to and for stakeholders and visitors,"* will assist in the implementation of the strategies and projects that are identified within this CMP. Their mission will also help aid with the development of strong partnerships and planning efforts, which will be needed for a successful byway organization. The DASB Board intends for this plan to help preserve the roadways unique intrinsic resources, including the visual resources that are currently in jeopardy because of proposed mining along and near the DASB. They also intend for it to be used to devise strategies for sustainable tourism to educate and improve access to extraordinary experiences and attractions. Plan recommendations include calling for the exploration of multi-modal transportation options, improving roadway safety, building collaborative marketing efforts, identifying ways to enhance the visitor experience through interpretation, diminishing environmental and scenic impacts and developing amenities and infrastructure that will benefit both the visitors and residents, alike. The plan also provides an inventory of the byway's intrinsic resources and ways to share stories through interpretation, education, promotion and hands-on stewardship activities.

This plan was developed in accordance with the Federal Highway Administration's (FHWA) National Scenic Byway Program (America's Byways) guidelines for scenic byway planning and CMP development. It is influenced by local input and priorities. The plan is not a regulatory document and does not limit any activities allowed on private lands by local planning, zoning, or environmental requirements. However, this plan does look to identify, celebrate, enhance, and protect the byway's characteristics to ensure these qualities are enjoyed by future generations of residents and visitors alike.

1.2 Byway Description: The DASB is a 100-mile driving route that is known for its natural and scenic attractions as it meanders through the farthest Northeast corner of Iowa in a region known as the Driftless Area. The Driftless Area, also referred to as the Paleozoic Plateau, is a unique region of the Upper Mississippi River Basin that encompasses portions of four states including the northeast corner of Iowa, southeast corner of Minnesota, southwest corner of Wisconsin and northwest corner of Illinois. The term Driftless Area was developed to describe this distinct area of land that eluded the last continental glacier that passed over much of this area flattening and depositing glacial till.

Zigzagging its way through this area of northeast Iowa that was untouched by glaciers centuries ago, the DASB stretches out across bluffs and along hills that many are amazed to realize were not "pushed up" by movement of the land. Rather, the streams and river valleys have carved down into the land encompassing the byway, giving travelers an opportunity to view some of the most esthetically appealing high-relief landscape found anywhere within the state. These geographic features reward byway travelers with countless panoramic vistas and expansive views of hillside pastures, hardwood forests, limestone outcroppings and distant river valleys. So many, that the Iowa DOT has recognized the DASB as the most scenic state byway in Iowa.

For travelers in search of wildlife and outdoor adventure, the DASB offers many opportunities to experience both. The land, soils and ecosystems near the byway and within its corridor are diverse and can be experienced by visiting any one of the county, state, or federal parks. Public areas near the byway are home to hundreds of threatened and endangered state and federal animal and plant species, including the Higgins eye pearly mussel, Northern monkshood, the bald eagle and the Eastern prairie fringed orchid. Sections of the byway are also located in an area of Iowa considered to be a major fly route during fall raptor and songbird migration. Bird watching enthusiasts can frequently spot red-shouldered hawks, Veery, Blue-winged Cerulean, Kentucky and Hooded Warblers, Ovenbird and Louisiana Waterthrush. Yellow-bellied Sapsucker, Acadian Flycatcher, and Brown Creeper can be seen in the summer months. The byway corridor also provides great vacation "habitat" for scenic byway travelers looking for spectacular leaf watching sites or a toe tingling cold-water stream where they can catch brook, brown or rainbow trout. The longest trout stream in the state, as well as high-quality rivers and cold-water trout streams that are recognized on a state and national level for their economic and environmental importance, reside within miles of the byway.

Residing within the scenery are five quaint, historic communities that provide wonderful opportunities to experience shopping, entertainment, and local foods. Town events, festivals, and re-enactments provide insight to the region's heritage and culture, as do the dozens of unique mom-and-pop shops and diners. The DASB is a place where the region's scenic beauty and recreational opportunities merge, resulting in a unique blend of explorations and stories for those who visit.



Spectacular Views

1.3 Background: The DASB became a designated route on July 11, 2000, after the Iowa Department of Transportation (IDOT) determined the roadway allowed the touring public to view some of Iowa's most aesthetically appealing natural and scenic attractions. Between 1998 and 2008, the byway was marked with signage and information about the route appeared on Iowa DOT state maps. However, local leadership, the DASB Board, and planning did not emerge until 2009. Visitors historically had limited access to travel information regarding the DASB. Information about what there was to see and do along the byway was limited to county and regional tourism information in which rarely mentioned the byway. There were also few identified or marked sites and virtually no facilities or amenities offered to enhance the byway traveler's experience.

Then in May of 2008, funding was secured through the Iowa Byways Sustainability Project (IBSP) for regional nonprofits, Resource Conservation & Development (RC&D) organizations, across Iowa to work collaboratively with the Iowa DOT to preserve, protect, interpret and promote all of Iowa's byways. As part of this statewide initiative, Northeast Iowa RC&D aligned with residents from byway communities, along with agency partners at the local, regional, state and federal level, to chart a course for the future of the DASB. In an effort to achieve the goals and realize the visions as set forth by the DASB Board, Northeast Iowa RC&D secured a grant from the Federal Highway Administration's America's Byways Program to create and implement this Corridor Management Plan.

1.4 Purpose of a CMP: The purpose of this Corridor Management Plan (CMP), as defined by the DASB Board, is to, "Foster visitor-related economic development and authentic experiences that provide further use and enjoyment for the byway through enhancement, responsible stewardship, and interpretation of the byway corridor for a safe and pleasurable visitor experience." This CMP is not a document of new laws, regulations, or ordinances. Instead, this plan draws on existing land use plans plus recommendations, by property owners and stakeholders, to assist in protection and promotion of the byway and its corridor. It is a working document, which will be reviewed annually and revised with new information as needed.

Completion of this plan is intended to result in several key benefits for the byway. First, this plan can be used to help identify and rank community improvement projects within the corridor. Second, the plan will help stakeholders strategize plans for how to implement these projects and identify available funding sources. Third, the CMP will be a helpful tool to reference when pursuing grant funds for projects related to the byway. Additional benefits yielded from the development of this CMP is that it is intended to:

- Qualify the byway for national and state funding sources that require a plan.
- Identify desires for how the byway's intrinsic resources should be preserved and enhanced.
- Articulate a public vision and goals for the byway.

- Build partnership and “buy-in” with and between disparate public and private interests so the byway functions as a singular tourism attraction and economic development engine.
- Unite DASB communities and counties in a multi-faceted, multi-beneficial, planning process.
- Guide local decisions for how to allocate scarce financial and volunteer resources for the byway.
- Provide a marketing communications plan and a “brand” for the byway.
- Educate stakeholders about the byway’s intrinsic qualities that define its character and give it a sense of place.
- Recognize the need to promote the byway and increase coordination of tourism and marketing efforts between byway communities.
- Define the current economic impact of the byway and identify strategies for how to increase its economic benefits to area communities.
- Analyze the safety conditions of the byway roads, amenities and sites.

1.5 What is a Scenic Byway? To properly generate each potential benefit related to CMP development, it is important that one has a basic understanding of what a scenic byway is. By definition, a scenic byway is more than just a section of road leading from one place to another. Rather, a scenic byway offers unique viewsheds for the traveling public and access to authentic experiences in treasured places. Whether that experience is magnificent scenery, the ability to see and visit fascinating historic sites, or to learn about the natural and historical features of the landscape, Iowa’s scenic byways are more than transportation routes because they introduce the visitor to places and riches within Iowa that may otherwise be passed by. Certainly, a road itself and the transportation it allows is the primary reason for why any road exists, but there are many stories and significant places beyond the asphalt that may be of interest to travelers. Being able to provide access to these extraordinary places, which are considered to be representative, unique and distinctly characteristic of an area is what makes Iowa’s scenic byways special.

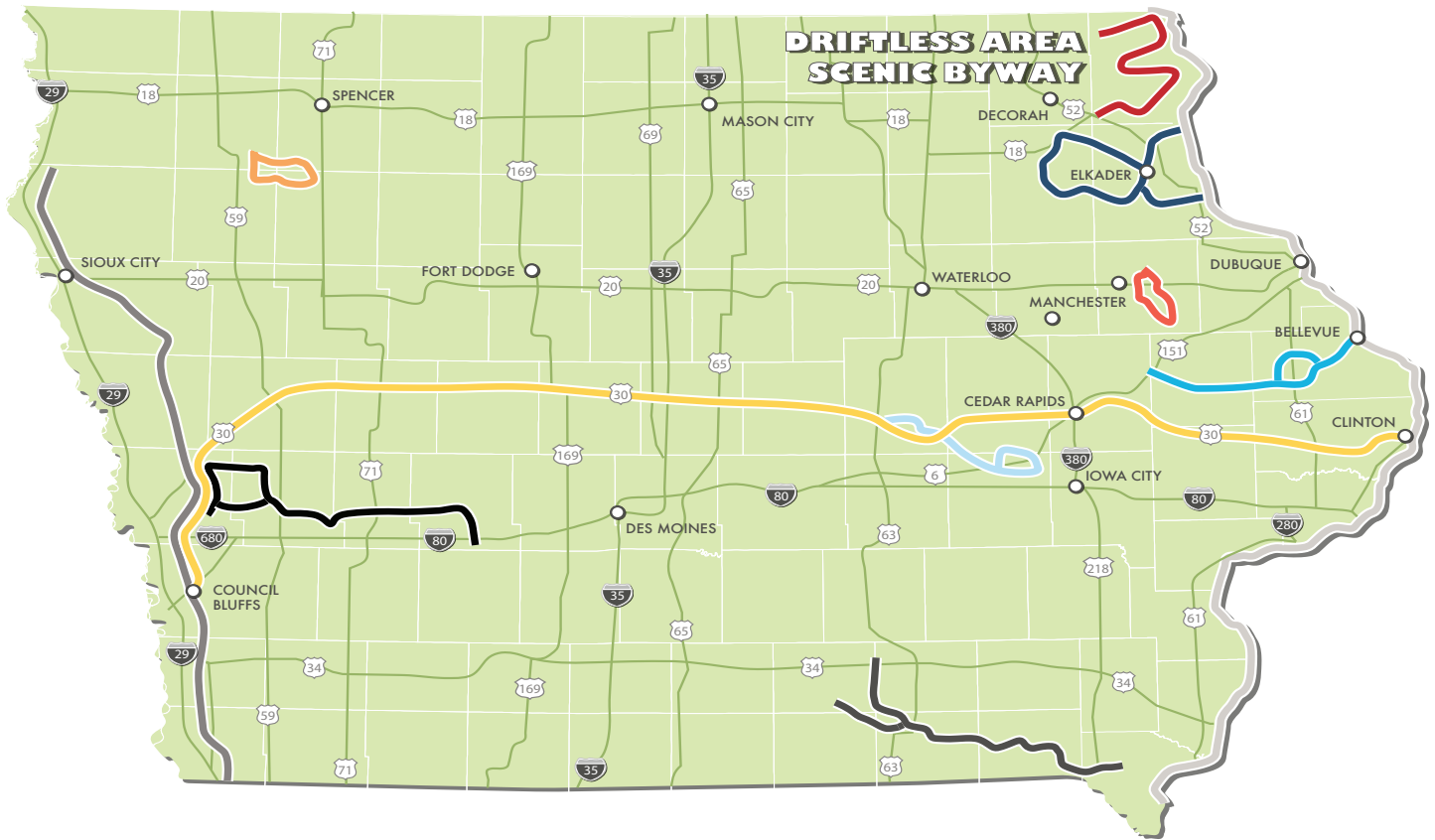
Although the DASB is a meandering byway contained within Allamakee County, Iowa’s scenic byways come in all shapes and sizes. Some are quite small in terms of length of the roadway itself and the corridor around it, while others cover parts of several states. Glacial Trails is 36 miles in length; the Iowa Great River Road is 326 miles. The designated route of a byway may be rural, suburban or urban; many include components of all of these. Byways might also be categorized in different ways, often being referred to as – heritage routes, rustic roads, historic highways, or trails. No matter the location or how the route is named, a road may be considered a scenic byway as long as the State of Iowa or the Federal Highway Administration believes a road corridor conveys special “intrinsic qualities” about the region through which that road passes. A byway’s “intrinsic qualities” include scenic, natural, recreational, historical, cultural and archaeological attributes.



Natural Resources & Wildlife



Outdoor Recreation



1.6 Iowa's Scenic Byway Program: Realizing the potential impact byways could have on the state of Iowa, the Iowa Department of Transportation (DOT) implemented the Iowa Scenic Byways Program. Although a pilot Iowa Scenic Byway Program dates back to 1987 legislation, the Iowa Scenic Byway Program was not officially initiated until 1998. This legislation provided Iowa with an opportunity to boost tourism through recognition and celebration of the state's most scenic travel resources. Administered through the Iowa DOT, the Iowa Scenic Byway Program was established to recognize routes that provide the touring public with access to some of Iowa's most aesthetically appealing natural, scenic and human features. The Iowa DOT also required these features to be uniformly displayed along the entire route so that travelers continuously sense the corridor's visual quality and character.

The criteria used to objectively evaluate a roadway's potential for inclusion in the program ascribed to the same seven elements that were used to evaluate the pilot program include: 1) What a person sees along the route, 2) Quality of the view, 3) How long one sees a view, 4) Quality of presentation, 5) Type of activity along the route, 6) Visual character of the road, and 7) Monotony versus variety.

Each of Iowa's byways is inventoried and evaluated to determine continuing eligibility for the Scenic Byway Program every four years. State scenic byways may be removed from the Iowa Scenic Byway System if undesired development or deterioration has occurred to damage the route's original qualities. The four-year re-evaluation

encourages the sponsors to provide for the protection and preservation of the route's qualities on an ongoing basis. The methodology used for the re-evaluations is outlined in a DOT report, "Project Memorandum Report_Reevaluation of Scenic/Heritage Byways," published by Decision Data Inc., January 2002. It requires a driving inventory, in both directions, be made of each byway, as well as a review of maps and graphs. Seven routes were designated into the Iowa Scenic Byway system in 1998 when the program was initiated. The seven routes designated as Iowa Scenic Byways included:

- River Bluffs Scenic Byway
- Grant Wood Scenic Byway
- Iowa Valley Scenic Byway
- Western Skies Scenic Byway
- Historic Hills Scenic Byway/ Woodland
- Loess Hills Scenic Byway – designated as a National Byway in June of 2000
- Iowa Great River Road Scenic Byway – designated as a National Byway in June 2000

Three additional routes were designated as Iowa Scenic Byways in 2000 including the following:

- Driftless Area Scenic Byway
- Delaware Crossing Scenic Byway
- Old O'Brien Glacial Scenic Byway

The Lincoln Highway Heritage Byway was designated in 2006:

- Lincoln Highway Heritage Byway

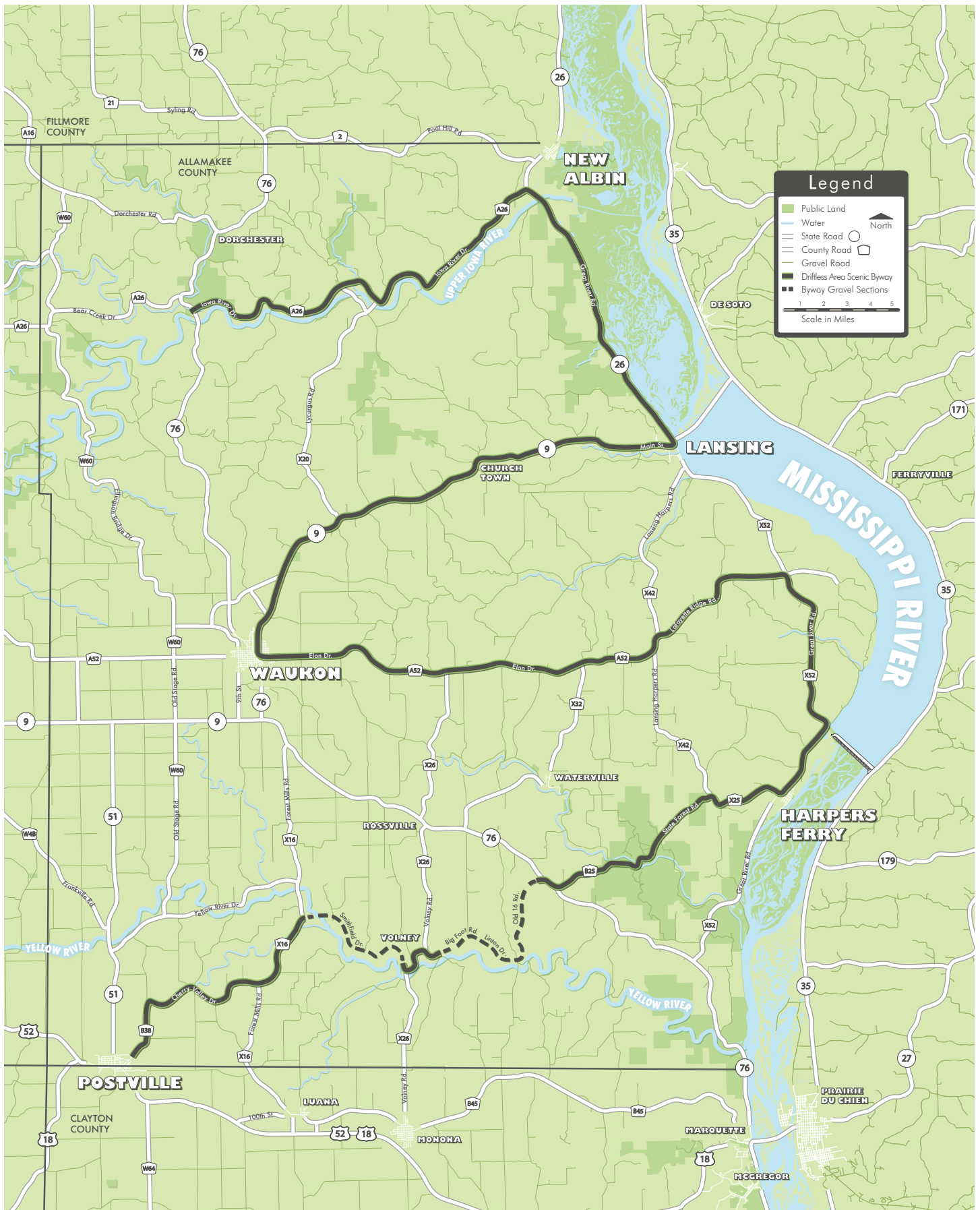
1.7 Byway Designation: The DASB was officially designated under the scenic category of the Iowa Scenic Byway system after the Iowa Department of Transportation (DOT) determined the roadway allowed the touring public to view some of Iowa's most aesthetically appealing natural and scenic attractions. In fact, independent ratings collected from all Iowa's state byways determined the DASB as the most "scenic" state byway in Iowa. A discussion about the route and the results of the preliminary study of the DASB can be reviewed in the reports entitled, "Iowa – Scenic Byway Evaluation", November 1995 and "Corridor Resource Mapping – Iowa Scenic Byways," December 1999. Decision Data Inc. prepared the reports for the Iowa DOT. As a part of the initial inventory, evaluations were made regarding the scenic rating of all Iowa's byways and then numerical ratings were assigned to each byway. A numerical rating of four or higher indicates visual or heritage quality sufficiently high to qualify under the state scenic byway program. The consistency of visual quality is expressed in part by the percent of the route rated at or above four. During the initial rating, the DASB maintained a scenic rating well above four (7.33 to 8.88) in the scenic category with a maximum scenic rating of 18.5 near the Yellow River State Forest. The report noted high ratings at several locations and a uniformity of high ratings with a rating above four greater than 90% of the time.

Recognition of this byway's exceptional views, as well as the development of the DASB, dates back to the beginning of the Iowa State Scenic Byway Program when it was selected as a

'pilot' scenic byway route by the State of Iowa. Note, as stated in section 1.3, that a 1987 Iowa legislative directive asked the Iowa DOT to, "Identify four pilot scenic highway routes across two or more counties each for trial promotion in the state's tourism marketing program." As the emphasis of the pilot project was on "trail promotion in the state's tourism marketing program," representatives from the Tourism Division of the Iowa Department of Economic Development met with the IDOT to select four pilot scenic byway routes for designation and promotion. The criteria used to objectively evaluate a roadway's potential for inclusion in the pilot program included the following seven elements: 1) What a person sees along the route 2) Quality of the view 3) How long one sees a view 4) Quality of presentation 5) Type of activity along the route 6) Visual character of the road 7) Monotony versus variety. The DASB epitomized these elements and was officially designated an Iowa State Scenic Byway in February of 2000.

1.8 Benefits of Byway Designation: Similar to all of Iowa's Scenic Byways, the designation of the DASB as a state byway has opened the door for communities to benefit in many different ways. The designation has provided the region with a chance to develop a roadmap for the future, a way for stakeholders to determine what they like about their community, and an opportunity to begin planning for ways to preserve, maintain, protect and enhance these resources and intrinsic qualities while utilizing the byway to spark economic development and tourism.





Additional benefits of byway designation include the fact that designation: 1) serves to protect and promote the byway and area's intrinsic resources, 2) supports economic development and tourism in towns along the byway, 3) strengthens community pride, 4) promotes partnerships between businesses, local governments, public groups and community leaders and 5) leads to the creation of unique signs, literature, publications, maps, markers and other ongoing promotional efforts that can enhance a community's marketability.

1.9 DASB Route Description: Citing an excerpt found within the Iowa Department of Transportation's *"Scenic Byways of Iowa Travel Guide,"* the DASB's designated route can be described as follows:

"The DASB is found in Northeast Iowa and encompasses 100-miles of roadway within Allamakee County. The route begins in Postville and winds back and forth across the county, taking the traveler through the communities of Harpers Ferry, Waukon, Churchtown and Lansing. From Lansing, the route follows Allamakee County Road A-26 westerly to its end at the intersection of Iowa 76 in the northwest corner of the county. The roadway passes through the hills and valleys, forests, farms and limestone outcroppings of the Mississippi River bluffs country. The byway contains two sections of gravel roadway that total 16 miles. These gravel sections are found northeast of Postville and northwest of Harpers Ferry."



Historic Sites & Bridges

1.10 Byway Corridor: The Federal Highway Administration's (FHA) interim policy for the National Scenic Byways Program defines a corridor as "a roadway or highway right-of-way and the adjacent area that is visible from and extending along the highway. The distance the corridor extends from the highway could vary with the different intrinsic qualities." For the purpose of this Corridor Management Plan, the DASB Board has identified their primary corridor to be an extension of one mile beyond the edge of the byway and include each community along its route. However, Board members also wish for the corridor to comply with federal interim policy to prevent exclusion of significant resources, towns, and sites that are not directly located on the byway from being recognized. Therefore, the DASB has redefined their corridor to include Allamakee County in its entirety, with an emphasis on the following byway characteristics and features that Include: 1) areas, views and sites that are visible from the byway itself, 2) archaeological, cultural, historic, natural, recreational and scenic qualities as well as points of interest, establishments, and attractions that are directly related to the byway and involve the use of the byway to reach its location, 3) byway communities and neighboring towns that are located within Allamakee County, 4) city, county, state and federal roadways that comprise the DASB, 5) displays, hubs, kiosks, panels collections and other forms of interpretive media, 6) welcome, identification, approach and district wayfinding signage, 7) infrastructure as well as 8) land and water trails.



Small Farms

1.1 Types of Scenic Byways: There are several tiers of byway designations that build on each other and convey the level of significance for any given scenic byway in Iowa.

The First Level of Byway Designation is given by a state. A “State Byway,” can either be referred to as a Scenic Byway or a Heritage Byway. As of December of 2016, the state of Iowa has 9 State Scenic Byways as well as one designated State Heritage Scenic Byway.

The Second Level of Byway Designation is as a “National Scenic Byway.” Iowa has two National Scenic Byways: the Great River Road and the Loess Hills Scenic Byway. A roadway must first be designated as a State Scenic Byway before it will be considered for designation as a National Scenic Byway.

The Third Level of Byway Designation is an “All-American Road.” Iowa has one All-American Road, the Loess Hills Scenic Byway. A roadway must first be designated as a National Scenic Byway before it will be considered for designation as an All-American Road.

According to the National Scenic Byway Program (NSBP), “The National Scenic Byways Program is part of the U.S. Department of Transportation’s Federal Highway Administration (FHWA). Established in Title 23, Section 162 of the United States Code under the Intermodal Surface Transportation Efficiency Act of 1991 and reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005, the program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. FHWA’s May 18, 1995, interim policy provides the criteria for the National Scenic Byways Program. This policy sets forth the procedures for the designation by the U.S. Secretary of Transportation of certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic, natural, recreational and scenic qualities. Up until the NSBP’s dissolution in 2012, the program provided millions of dollars for small communities, counties and other public partners to develop overlooks, wayside parks, directional signage, interpretive centers, rest areas, wayside exhibits and many other infrastructure projects and amenities in the hope that it would encourage visitors to travel on scenic routes, and ultimately increase tourism throughout rural America.” The NSBP was the first federal legislation to provide programs and funds to do more than construct or maintain highways. The legislation not only recognized specific transportation corridors as significant, but it also enabled communities to seek funding to enhance highway corridors through planning, interpretation and infrastructure projects that looked to improve the byway visitor’s experience. “There are 150 such designated byways in 46 states. FHWA promotes the collection as America’s Byways®.” Although the NSBP no longer receives federal funding, National Scenic Byways and All-American Roads are still considered federally designated roadways of national significance. However, because the National Scenic Byways

Program is no longer funded, the FHWA is no longer soliciting grant applications. Without funding for the NSBP, the FHWA will not be moving forward with another round of designations of America’s Byways®.

In response to the loss of federal funding for the NSBP, the Byways of Iowa Foundation was formed and officially received 501c3 nonprofit status in 2016. The mission of the Byways of Iowa Foundation, also known as BIF, is to protect, enhance and promote cultural, natural and scenic resources along Iowa’s byways, fostering authentic experiences with byway partners and communities to increase visitor-related economic development. In 2016, BIF identified and ranked their priorities for the Iowa Scenic Byway Program. BIF’s goals for the program are as follows:

1. Protect and Enhance the Resources Inherent to each of Iowa’s Byways:

- Endorse programs and/or projects that preserve scenic, natural, cultural and historic resources and qualities.
- Expand native roadside vegetation and beautification efforts along all of Iowa’s Byways.

2. Increase Byway-Related Tourism and Economic Development Revenue in Iowa

- Support the development and implementation of outreach marketing and promotional materials.
- Expand out-of-state advertising strategies.
- Conduct and/or support required research and economic feasibility studies related to Iowa’s Byways.

3. Provide Authentic Experiences for Byway Travelers

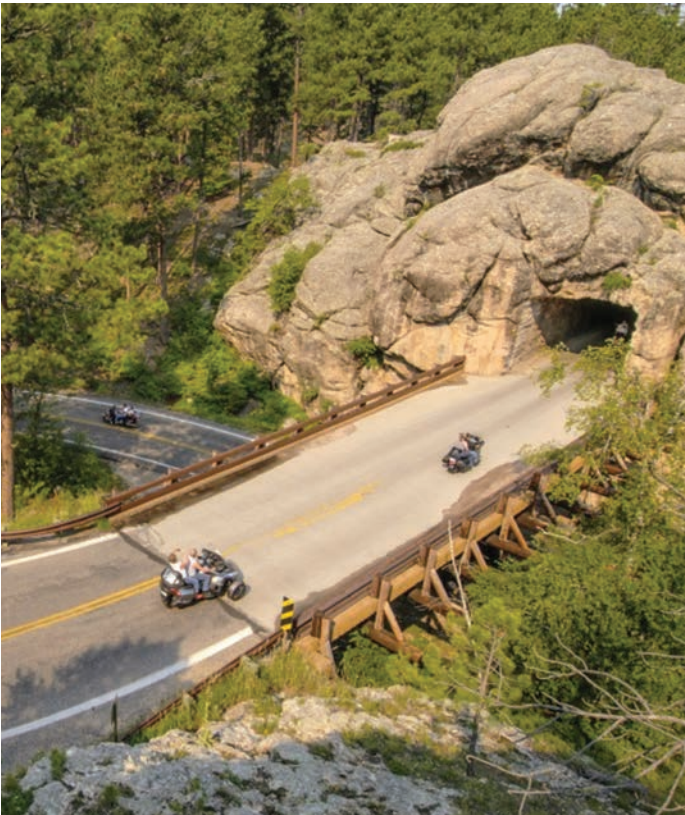
- Promote year-round byway experiences and events across all four seasons.
- Provide interpretation that interests all age levels, ability levels, and learning styles.
- Expand opportunities to experience authentic local art, culture, history, music, and food.
- Share “untold stories” about the places, people, communities, features, sites, resources and qualities that are unique to each byway.

4. Develop and Improve Traveler Infrastructure

- Develop a unified and cohesive wayfinding system to help visitors navigate to and from byway attractions.
- Expand multi-modal transportation options along each byway.
- Provide grant funding for scenic overlooks and pullouts for safe viewing of Iowa’s scenic resources.

5. Educate partners and research opportunities

- Implement programs that meet the training and education needs of businesses and communities.
- Complete research that improves service, hospitality, and quality of experience.
- Educate stakeholders to help enhance, protect and promote Iowa’s Scenic Byways.



31 All-American Roads in 46 States



120 National Scenic Byways in 46 States



490 State Scenic Byways in 46 States



SECTION TWO

Planning & Public Participation

2.1 Introduction: Planning for the development of the Driftless Area Scenic Byway (DASB) Corridor Management Plan included a variety of organized and organic planning sessions to gain input from the public. City and county officials and employees participated, as did individuals and community leaders from local organizations and businesses. Citizens from every community and residents that could represent the county for specific issues or in overall planning were invited to be active on boards and subcommittees. The public was encouraged to participate in many ways, including larger open meetings and on committees. Overall, the public assisted with research, writing, prioritization and decision-making related to specific topics and ultimately, through the DASB Board, in the adoption of the final draft of each section of the document. More information about the different types of public input is provided below.

2.2 Leadership: The DASB Board provides leadership for the byway. The DASB Board is comprised of a group of volunteer leaders that represent the interests of DASB towns, the county, private and public DASB organizations, businesses and DASB property owners. These board members serve as the voice for DASB stakeholders, which are comprised of citizens from communities and rural areas along the byway. The DASB Board was formed when potential board members were invited from each DASB community and from relevant county positions. After establishment, a “New Board Member Policy” document was developed to guide the DASB Board in adding or replacing members. Under current policy, new board members can be self or community nominated. However, candidates for the DASB Board must be approved by a majority of the existing DASB Board of Directors.

Many of the DASB Board members serve on several boards and committees that make decisions that impact the DASB or that influenced the contents of this CMP. The DASB Board members and their primary affiliations are listed below.

Allamakee County: **Jim Janett** (Currently Serving) is the Allamakee County Conservation Board (ACCB) Director and also is a committee member of the Allamakee County Historical Society and Regional Enhancement Committee. **Brian Ridenour** is the Allamakee County Engineer and is serving as the DASB Vice Chair. Brian also serves on the Regional Technical Committee in northeast Iowa. **Valerie Reinke** (Currently Serving) is the Allamakee County Economic Development & Tourism (ACED) Executive Director and also serves on the Regional Enhancement Committee. **Sherry Strub** (Past Member) is a KNEI Radio Broadcaster and served as an Allamakee County Supervisor and Northeast Iowa RC&D board member.

Lansing: **Bruce Palmborg** (Currently Serving) is the Main Street Lansing President and serves as the DASB Board Chair. **Craig White** (Currently Serving) is Main Street Lansing Executive Director. **Nick Hammel** (Past Member) is the owner of the Safe House Saloon in Lansing.

Postville: **Darcy Radloff** (Currently Serving) is the Postville City Clerk while serving on the City Council.

Harpers Ferry: **Bill Nation** (Currently Serving) is a member of the Harpers Ferry Boosters Club and coach of the National Champion Harpers Ferry Fireflies Granny Basketball Team. **Jane Hasek** (Currently Serving) is a member of the Harpers Ferry Historical Society. **Barry McMahon** (Currently Serving) is the owner of Barry’s Mini Mart and Barry’s Ice Cream in Harpers Ferry.

Waukon: **Ardie Kuhse** (Currently Serving) is the Waukon Economic Development Corporation (WEDC) Director and also serves on the Allamakee County Public Safety Committee. **Stephanie Dugan** (Currently Serving) is the Waukon Chamber of Commerce Executive Director. **Liz Weighner** (Currently Serving) recently graduated from Iowa State University as a veterinarian and is a family business partner at WW Homestead Dairy in Waukon. **Laura Olson** (Past Member) was the previous DASB Board Chair and Allamakee County Economic Development & Tourism (ACED) Executive Director. Lora also served on the Regional Enhancement Committee and Northeast Iowa Tourism Association. **Trent Mitchell** (Past Member) serves on the Waukon City Council and the Allamakee County Trails Committee.

Waterville: **Dave Monsrud** (Past Member) serves as the Waterville Mayor while serving on the City Council.



DASB Board with IA Governor Terry Branstad



Northeast Iowa RC&D

2.3 Administration & Coordination: The DASB Board has a Memorandum of Understanding (MOU) with Northeast Iowa Resource Conservation & Development (RC&D) that outlines their agreement to work closely with one another to plan, manage and administer DASB business. Both the DASB and RC&D Board of Directors meet quarterly, or more frequently as needed, to discuss, plan and implement initiatives for and along the DASB. Through this partnership, Northeast Iowa RC&D offers technical assistance to the DASB Board by providing the services of a part-time DASB Coordinator who is funded through the Iowa DOT's Iowa Byway Sustainability Project. Northeast Iowa RC&D also provides administrative, accounting, grant writing, graphic design services and other technical and financial assistance to the DASB Board as agreed upon between the parties. The development of this CMP is another example of this partnership. Northeast Iowa RC&D secured funding from the National Scenic Byway Program to assist local leaders with the development of this CMP. DASB Board members and other volunteers provided their time as match for the grant. This partnership allowed the local leaders to be very involved in the development of a professional CMP at a time when they had extremely limited financial capital.

The DASB Coordinator provides assistance to DASB Board members in completing all tasks and deliverables as outlined in grants secured on behalf of the DASB by Northeast Iowa RC&D to preserve, protect, interpret and promote the byway. This includes

funding and resources provided through the Iowa Byways Sustainability Project, the National Scenic Byway Program, the Byways of Iowa Coalition, the Byways of Iowa Foundation, and other local and regional public and private partners including businesses and communities. Other Northeast Iowa RC&D staff members provide assistance as funding allows. Northeast Iowa RC&D staff engaged in byway activities include the following:

- **Jared Nielsen:** Served as the DASB Coordinator by helping with board member assistance, marketing, fundraising, information gathering, event coordination, public outreach and stakeholder communications. Assistance with CMP development included publication and marketing research, cartography, diagram and chart development, marketing, research, writing as well as overall CMP layout and design.
- **Lora Friest:** Coordinated CMP project oversight, research, development, group facilitation, photography and writing.
- **Ross Evelsizer:** Assisted with GIS analysis, GPS training and volunteer oversight, visual assessment and mapping. Ross also provided additional GIS and visual assessment assistance to public partners.
- **Paul Berland:** Provided CMP research and writing.
- **Amanda Streeper:** Administrative management.
- **Josh Dansdill:** Provided cartography and writing.
- **Eden Ehm:** Assisted with writing.
- **Mallory Marlatt:** Coordinated small group facilitation as well as CMP editing.



Small Group Partners

2.4 Public Input: The DASB Board and Northeast Iowa RC&D staff developed a CMP Public Involvement Plan to ensure the process resulted in the completion of a comprehensive, multi-faceted and community-supported plan. This process included the involvement and collection of input from, people, businesses and organizations that represent a variety of interests and backgrounds. Several different methods were used to obtain this public input. The DASB Board and Northeast Iowa RC&D staff worked 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 varied from one group to another.

Some partner organizations have a board presence; others simply work on projects with DASB board members and/or RC&D staff. One example of this would be the Iowa DNR Fisheries. Although no one from the local fisheries serves on the DASB Board, DNR Fisheries personnel provided information and time to help the DASB Board develop a DASB trout-fishing guide that was used as part of a pilot project to test visitor interest in recreational information. Another partner example is Allamakee County Economic Development & Tourism, who does have a representative on the DASB Board and is also providing funds to test the effectiveness of various marketing techniques that include trade show banners, brochures, print ads, etc. The complexity of partnerships and the dedication of the partners strengthen the DASB 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, provide structured input. Specific groups and efforts included the following:

1. DASB Board: DASB Board members met throughout the CMP planning process as needed to conduct business, share information and make decisions. A portion of each of their meetings was dedicated to CMP learning, discussion, planning, prioritization, and the approval of written sections. Part of the learning they engaged in involved the development and implementation of strategic pilot projects. The development, implementation, and results of these pilot projects were discussed. Those that they felt were successful were included in this plan.

2. Small Group Partners: These meetings involved RC&D staff organizing or attending outside organizational meetings to obtain specific information or develop partnerships that would provide assistance with the development of specific CMP sections, or with specific projects that had 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, historical societies, transportation enhancement, technical committees, community betterment organizations, the Byways of Iowa Coalition, the Byways of Iowa Foundation, the Iowa Byway Sustainability Project members and other meetings where the majority of the attending participants were invited rather than attending in response to public announcements.



Business & Consumer Survey Groups

3. Stakeholders: DASB Stakeholders participated in CMP planning sessions, which were organized and conducted as open public meetings in DASB communities. These public meetings were publicized in local newspapers, DASB and partner newsletters, through e-invitations and by word-of-mouth. These meetings provided an opportunity for RC&D staff and DASB Board members to educate attendees about the DASB and to explain the purpose and importance of the DASB CMP. Attendees were also asked 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.

4. CMP Subcommittees: CMP subcommittees were formed to gather information related to recreation, art, history, culinary tourism, interpretation, marketing and other specific topics. Subcommittee members were invited or volunteered based on specific areas of expertise or interest. For example, the heads of Historic Societies and local historians were invited to participate in the historic committee. Each CMP committee consisted of 4-8 members who met monthly for four months, or according to schedules determined by the committee members themselves. Committee members helped inventory resources, develop strategies for promotion and interpretation, prioritize projects, obtain cost estimates, collect photographs, assist with writing for specific sections and provide other more topic specific input needed for development of this CMP.

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

6. Private and Public Businesses and Partner Groups: DASB Coordinator, Jared Nielsen, worked to update the byway stakeholder list, which was previously dominated by USPS mailing information rather than email addresses. The updated list provided contact information for art studios & galleries, quilt shops, bars & taverns, restaurants, bed & breakfasts, cabins & guesthouses, 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 the DASB. This list was used to prepare for CMP planning sessions and invite these businesses and groups to provide plan input.

7. Friends of the Byway: The DASB Board relied on direct assistance from several businesses and communities that are considered "Friends of the Byway." These "Friends" helped develop, distribute and test market promotional materials. They also participated directly in CMP development by providing the funds needed to test marketing or promotional materials, secure meeting spaces, promote byway meetings, contribute photographs, provide GIS layers, distribute information to their networks and through other means. Byway "Friends" include the following businesses, organizations and partners: Amish Hill 'N' Country Candies, Andy Mountain Cabins, Barry's Mini Mart, Big Foot Canoe Outfitters, Calhoun Creamery, Chap's, Club 51, Country Side Bakery, Donahue's One Stop, Empty Nest Winery, Espresso, Fidelity Bank & Trust, Fiesta Vallarta, Grandma Ruth's, Guppy's on the Go, Harmon's High Chaparral, Knotty Pine Tavern, Lansing Espresso, Lansing Farm & Garden, Lansing Sinclair, Little House on the Farm & Guest Barn Bed & Breakfast, Maiden Voyage Tours, McGeough's Harbor House, Milt's, Mohn Fish Market, New Albin City Meat Market, Nutmeg's Bakery & Café, Old Rossville Store, Paint Creek Bulk Foods 'n' Bakery, Pine Bluffs Campsite, Red Barn & Resort, Safe House Saloon, Scenic Valley Motel, Scenic View Campground, Shep's Riverside Bar & Grill, Spillway Supper Club, Sportsmen's Motel, Sportsmen's Unlimited, Stoney Creek Inn, The House at French Creek, The Lounge, The Painted Lady, The Red Geranium, Thornton House Bed & Breakfast, Upper Iowa Resort & Campground, Waukon City Club, Waukon Green House, Waukon Harley Davidson, West Side Café, Wings Supper Club and WW Homestead Dairy.

The combination of input from all of these stakeholders was invaluable to the development of this CMP. Their collaborative effort moving forward will also be essential, as they will be the entities and individuals responsible for this plan's implementation and updates to this CMP over time.



CMP Interpretive Planning Subcommittee



Stakeholders



SECTION THREE

Vision, Mission, Values and Goals

3.1 Introduction Byway visitor traffic brings both benefits and impacts to local community residents. Visitor benefits can include positive economic impacts and an opportunity to educate the public about the unique qualities and characteristics within the byway corridor. On the other hand, visitor impacts can include increased traffic, undesirable visitor behaviors and the exploitation of natural resources.

As the Driftless Area Scenic Byway (DASB) is considered the “#1 most scenic state byway” in Iowa, immense opportunities exist for visitors in search of a roadway with significant scenic vistas and natural resources where recreational activities may be enjoyed. These exceptional qualities offered along the DASB attract thousands of visitors annually. In fact, the total amount spent by travelers in relation to the population of the county positions Allamakee County near the top of all Iowa counties for traveler related dollars/capita with \$2,632/per Allamakee County resident being expended by travelers each year. These statistics imply that direct economic contributions experienced by many local byway communities are often the result of tourism-related expenditures. However, many of the communities along the DASB are also facing immense challenges. These challenges include a local attitude where communities desire the economic benefits that are often the result of attracting visitors to the byway corridor but also want to ensure their natural resources are not exploited. The question this Corridor Management Plan (CMP) strives to answer is how the DASB can be used as a tool to attract visitors and economic growth in methods that improve livability for residents and protect the corridors natural resources while providing a safe, rewarding visitor experience.

To accomplish this, the DASB board developed a vision and mission statement to help guide future planning, management and implementation efforts that must be supported by the values and goals listed within this section to achieve success.

3.2 Vision Statement A vision statement provides guidance and inspiration as to what an organization is focused on achieving in five, ten or more years. The DASB board collected input and worked collaboratively with the public and local byway communities to develop their vision for the byway. The DASB board’s vision for the byway is as follows:

The DASB Corridor will reflect a thriving multi-jurisdictional community that has successfully balanced growth and economic development with respect and protection of its rural and agricultural landscapes, river valleys, scenic vistas, bluffs, views, natural areas, cultural traditions and historic places, all of which give the byway corridor its sense of place. It will be a place where both visitors and residents experience, understand and appreciate the intrinsic qualities of the byway and Northeast Iowa through recreation and experiential learning.

3.3 Mission Statement Whereas a vision statement identifies “what” byway organizations and partners desire for the byway, the mission statement illustrates “how” byway organizations and partners will work to achieve the vision. In other words, the mission statement should guide the actions of an organization,

identify its overall goal, provide a path and guide decision-making. The DASB board’s mission is as follows:

The DASB Board of Directors will work to understand, develop, promote, enhance and protect the byway through multi-jurisdictional planning, collaboration, and implementation of the byway corridor management plan and through expanded outreach, education, marketing, and enhancement of the byway corridor to and for stakeholders and visitors.

3.4 Values & Goals Values and goals that support the vision and mission of the DASB are offered below. These values and goals provide a basis for the objectives in Section 17, which provides a list of all proposed DASB projects included within this CMP. Values and goals are ambitions, broad intentions of desired conditions. Objectives are more specific, measurable efforts or actions that address how values will be realized and goals will be attained. The objectives or actions identified in this CMP include programs and projects that the byway organizations and partners will work to implement in order to achieve the following values and goals that are listed below:

Value 1: Protect & Preserve Byway Resources and the Local Quality of Life

- Endorse programs and projects that preserve and protect:
 - Scenic qualities, views, and vistas.
 - Sensitive, threatened, or endangered animal & plant species.
 - Agricultural lands to preserve the rural character of the region
 - Natural resources found within the region’s woodlands, prairies, wetlands, refugees, and forest environments.
 - Historic sites, museums, structures, collections, & objects
 - Cultural resources, traditions, and settings of human interaction with the land dating back thousands of years.
- Ensure byway programs and projects will not detract from, but rather compliment and enhance the corridor’s intrinsic qualities.
- Certify that byway programs and projects respect local resources and interests while being able to enhance and retain the local quality of life.

Value 2: Create an Easy-To-Navigate Byway Experience

- Welcome visitors and help orient them to attractions, services and facilities in the area.
- Support minimal byway wayfinding signage that enhances the visitor’s experience, but does not detract from the corridor’s intrinsic qualities.
- Develop a unified and cohesive system of wayfinding through byway driving directions, maps, portal signs, main route/auxiliary signs, off-byway direction signs, community entrance signs, site-approach markers, site identification signs and other wayfinding media.
- Develop a strategy for how to inventory, maintain and replace damaged or missing byway main route/auxiliary signs.

Value 3: Make Way for Play

- Perpetuate and expand the corridor’s range of social and recreational opportunities.

Value 4: Identify Strategies to Expand and Strengthen Local Economies along the Byway

- Promote year-round experiences to byway travelers in order to spread visitation out and increase economic benefits across all seasons within the byway corridor.
- Support branding efforts for each community and encourage all branding to tie back to the byway and/or connect with the other communities located in the corridor on some level.
- Create and promote visitor-focused events within the byway Corridor to expand the DASB reach and generate increased tourism traffic.
- Explore funding sources to help with downtown revitalization projects (Community Development Block Grant, façade improvement program and others).
- Use the byway brand as a marketing tool for business recruitment and relocation.
- Identify appropriate community & area representatives with whom to engage. It may be desirable to include a lender, a representative of local government, an economic development specialist & people from the area.
- Formulate a business expansion & recruitment strategy selecting from existing available models tweaked to fit the peculiarities of the situation. If possible include the perspective of an individual experienced in retention & expansion.
- Devise an appropriate monitoring/mentoring process to help assure the success of the expanded business or the start-up for a determined period of time.



Share Byway Stories with the Visitor

Value 5: Strengthen the Byway's Identity and Promote its Value as a Tourism Destination

- Become a fundamental part of tourism activities in northeast Iowa by working collaboratively with partnering organizations and entities to cross-promote the DASB in regional marketing efforts and media sources.
- Develop a cohesive "brand identity" for the DASB through the use of universal design standards for signage, publications, kiosks and all other marketing features along the route.
- Connect the DASB experience to other experiences that travelers would encounter on all 11 of Iowa's scenic byways.
- Develop byway-specific marketing material (brochures, rack cards, newsletters, trade show banners, social media accounts, web content, videos, apps, audio tours, maps & others).
- Develop complementary publications that focus on specific activities along the byway (trout-fishing guide, birding trail guide, culinary passport, historic walking tour and others).
- Make information about the DASB readily available and easily accessible to byway visitors.
- Leverage marketing dollars through partnerships and cooperative ventures with other organizations at the local, regional and statewide levels.

Value 6: Expand Multi-Modal Transportation Options

- Allow for a range of travel choices along the DASB through the construction of pedestrian and bicycle infrastructure, paddling routes, pull-offs, crosswalks, and turning lanes for safety).
- Educate visitors about opportunities to canoe, kayak, bike, boat, ski, hike, run and more in order that they may experience the byway corridor through alternate means of transportation. Continue to support local businesses that offer guide services or equipment for rent.
- Maintain and enhance ways for visitors and residents to leave their cars behind and access nature, while also preserving and protecting important resources

Value 7: Share Byway Stories with the Visitor

- Inspire exploration of the region beyond the immediate byway.
- Encourage contemplation, creative thinking and introspection. Provide safe interpretation that interests all age levels, ability levels, and learning styles.
- Identify and share "untold stories" with the visitor about the places, people, features and intrinsic qualities that are unique to the byway corridor.
- Provide a variety of interpretive facilities, services and media sources that are dynamic enough to keep visitors returning throughout all seasons.
- Develop a main interpretive theme, sub-themes and story lines for the byway.
- Create specific interpretive objectives for main attractions along the byway.
- Develop interpretive and educational opportunities for residents and visitors alike through information signs, audio tours, interpretive panels, wayside exhibits, kiosks, thematic art, information hubs, plaques and place markers.

Value 8: Identify Byway-Related Projects & Funding Sources Needed to Implement Each

- Facilitate discussions needed to identify byway-related projects and programs.
- Provide grant writing assistance to help public agencies secure funding needed for byway-related projects and programs.

Value 9: Ensure the Safety of Byway Travelers

- Create safe conditions for all travelers and all modes of transportation. This includes convenient, well-designed and maintained roadways and alternative transportation routes.
- Work with state, city, and county road jurisdictions to ensure the DASB has adequate byway main route/auxiliary signs and traffic signs within the byway corridor.
- Regularly review accident history information to improve high accident areas along the DASB. When safety concerns arise, explore opportunities for traffic safety funding.
- Provide a travel environment where visitors can conveniently access pull-offs, scenic overlooks, attractions, interpretive panels, kiosks, information hubs, restrooms/rest areas and other services and amenities in a safe and enjoyable manner.
- Identify all gravel sections of the DASB and make information about alternative routes available for those wishing to avoid the byway's gravel roads.
- Provide adequate sight distances by controlling unwanted trees, shrubs, and other vegetation to help improve motorist safety along the byway.

Value 10: Foster Community Participation along the Byway and within its Corridor

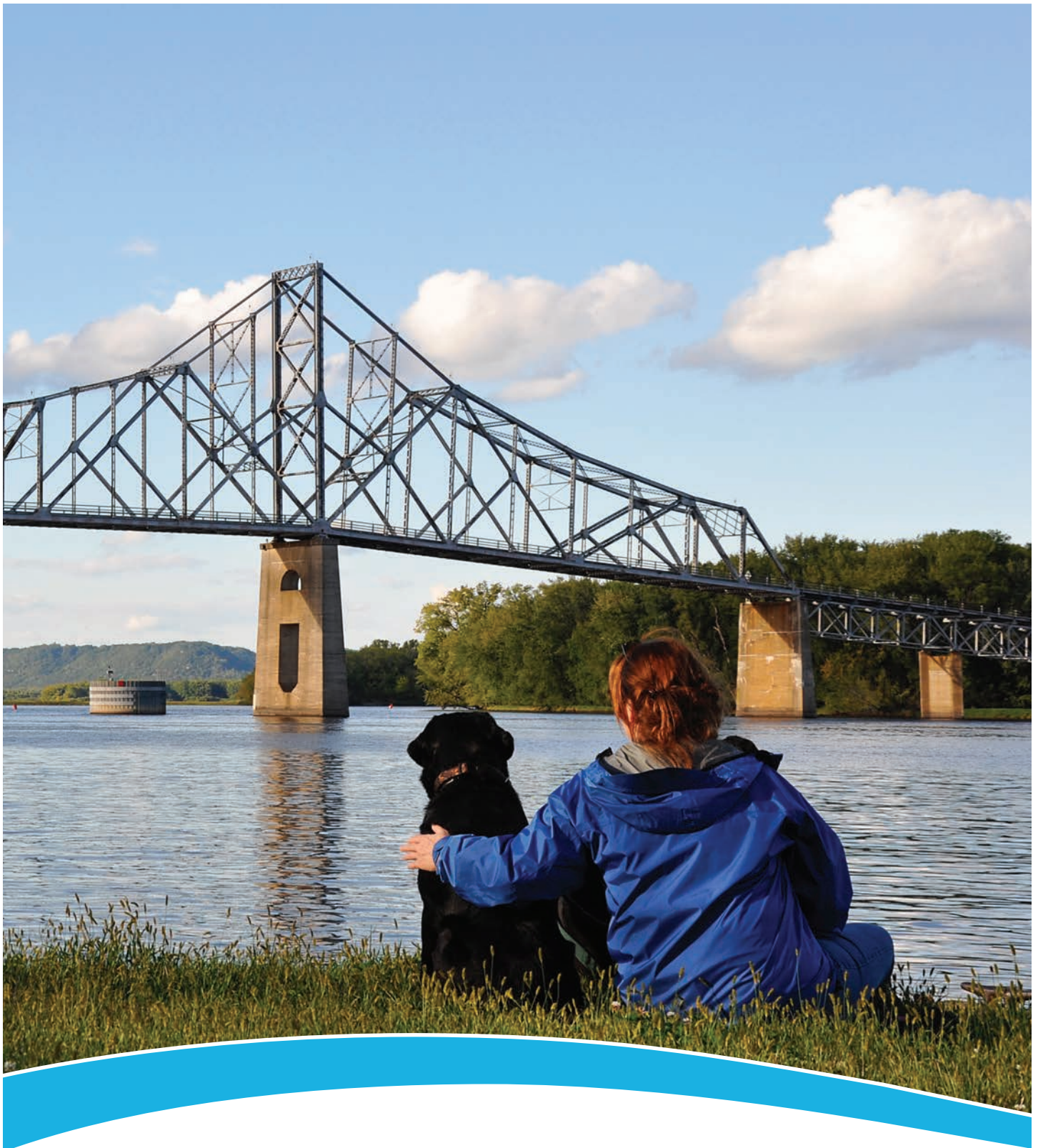
- Conduct DASB planning and management with on-going community involvement.
- Ensure that the CMP integrates and supports local community visions, plans, programs and objectives relevant to the DASB.
- Promote and manage byway tourism in ways that minimize impacts to sensitive intrinsic resources and the local residents' daily routines, cultural traditions, favorite locales, and rural lifestyle.
- Encourage on-going community support of the DASB through partnerships with residents, local government, organizations, agencies, and businesses.

Value 11: Develop a Sustainable Byway Organization

- Sustain an active and engaged DASB board.
- Continue to hold stakeholder meetings to discuss DASB issues on a frequent basis.
- Actively recruit new people and stakeholders to attend DASB discussions and meetings.
- Assist with group facilitation, partnership building, grant research, and grant writing for DASB-related projects, programs and/or material.
- Collaborate with the Iowa Department of Transportation and each of the other Iowa byways to develop and share ideas, participate in trainings, and assist one another on statewide projects.



Ensure the Safety of Byway Travelers



SECTION **FOUR**

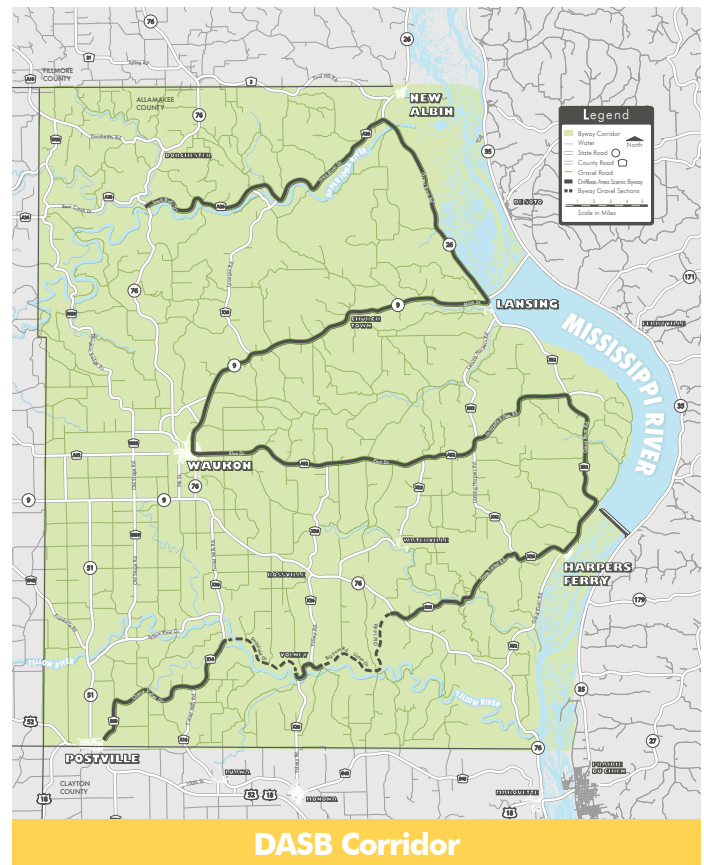
Byway Corridor & Communities

4.1 Introduction: The Driftless Area Scenic Byway Corridor (DASB Corridor) is the area of land that is directly adjacent to the DASB that encompasses and reflects the intrinsic qualities of the region that originally influenced the designation of the DASB. The DASB Board considers the features and qualities of the DASB Corridor when making decisions about marketing, interpretation, scenic overlook development, economic development projects, natural resource protection, historic restoration and countless other decisions. This section provides basic information about the DASB Corridor, including the area that has been delineated by the DASB Board as the “DASB Corridor” and basic descriptions of the corridor communities and villages. This section provides context for many of the other sections in the CMP.

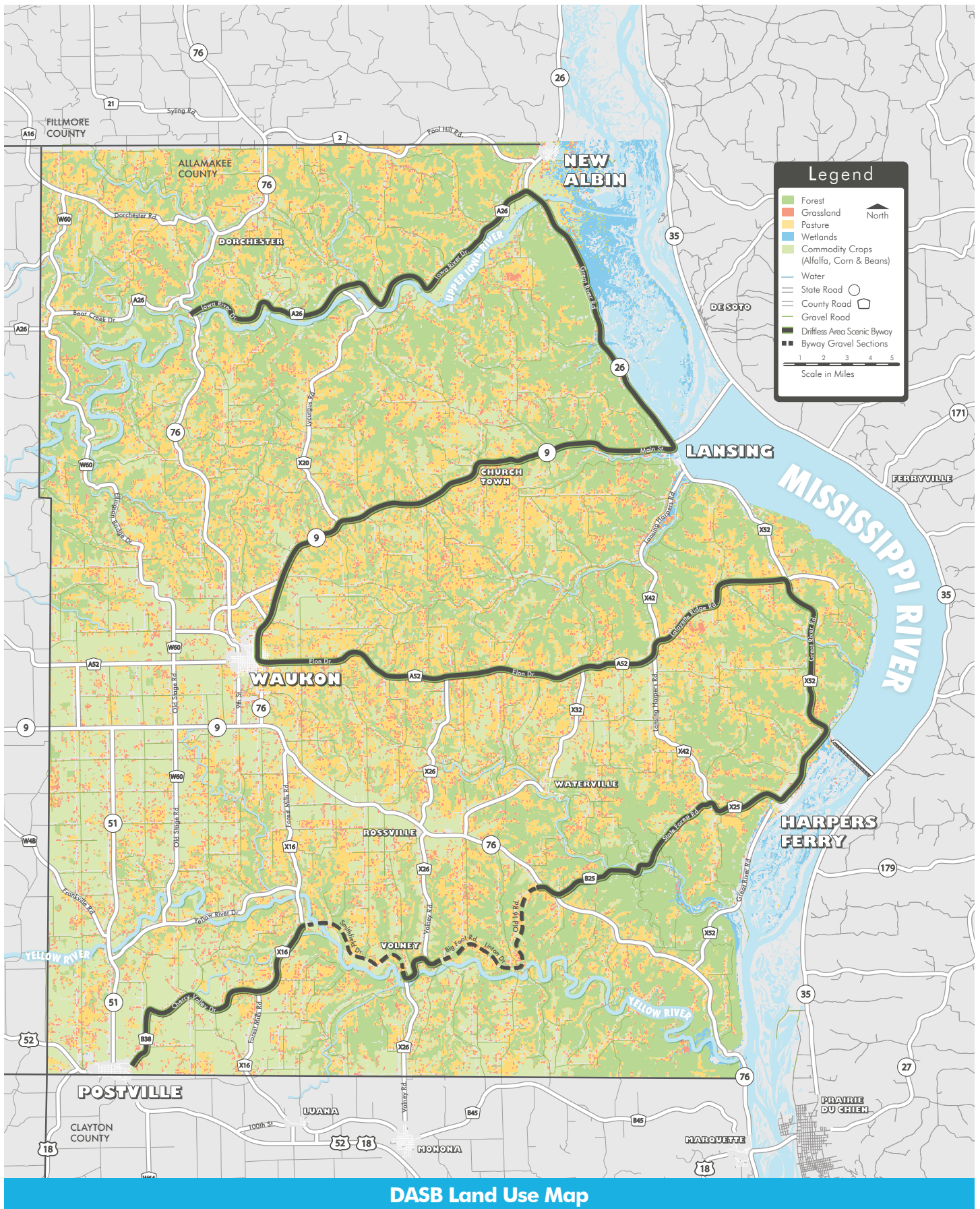
4.2 Byway Corridor: The DASB Board of Directors has defined the DASB Corridor, which meanders through Allamakee County, as all of Allamakee County. Allamakee County is the furthest northeast county in Iowa, bordered to the north by the State of Minnesota and to the east by the Mississippi River and the State of Wisconsin. There are five incorporated communities in the DASB Corridor, that include Waukon, Harpers Ferry, Lansing, New Albin and Postville. Travelers can expect some of the most spectacular scenery in Iowa, including dramatic hilltop views that extend into Minnesota and Wisconsin, winding river valleys flanked by hills and limestone bluffs, and changing elevations, as they wind up and down the hills and river valleys in the DASB Corridor.

4.3 Land Use: The soils, topography, land use, natural ecosystems, flora and fauna in the DASB Corridor are some of the most diverse, rugged, and well-developed in Iowa, creating a scenic beauty, recreational opportunities and a rich historical context that is unique to the Iowa and the Nation. Because the area has undergone limited landscape change due to glacial ice, the terrain is dominated by gently sloping to rolling summits with steeper valley walls that join small to very large flood plains. Diverse scenic landscapes are characteristic in the DASB Corridor, which boasts deep valleys, abundant rock outcropping, forested hillsides and rocky bluffs, caves, crevices, trout streams, winding rivers, and sinkholes. Valleys in the corridor are deep, narrow, and V-shaped, with steep irregular slopes and steep cliffs. Streams and rivers meander through the landscape taking abrupt, sharp-angled turns. Elevation ranges from 660 feet (200 meters) on the valley floors to 1,310 feet (400 meters) on the highest ridges. Local relief is mainly 10 to 20 feet (3 to 6 meters), but it is as much as 50 to 100 feet (15 to 30 meters) on valley walls along the major streams and is as much as 250 feet (75 meters) on the Mississippi River bluffs above the river valley floor.

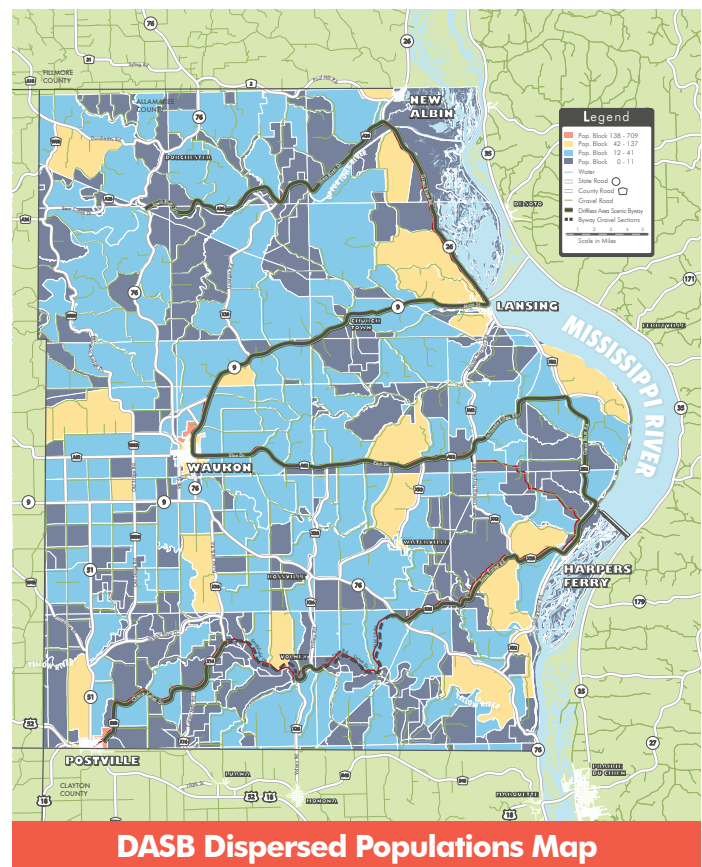
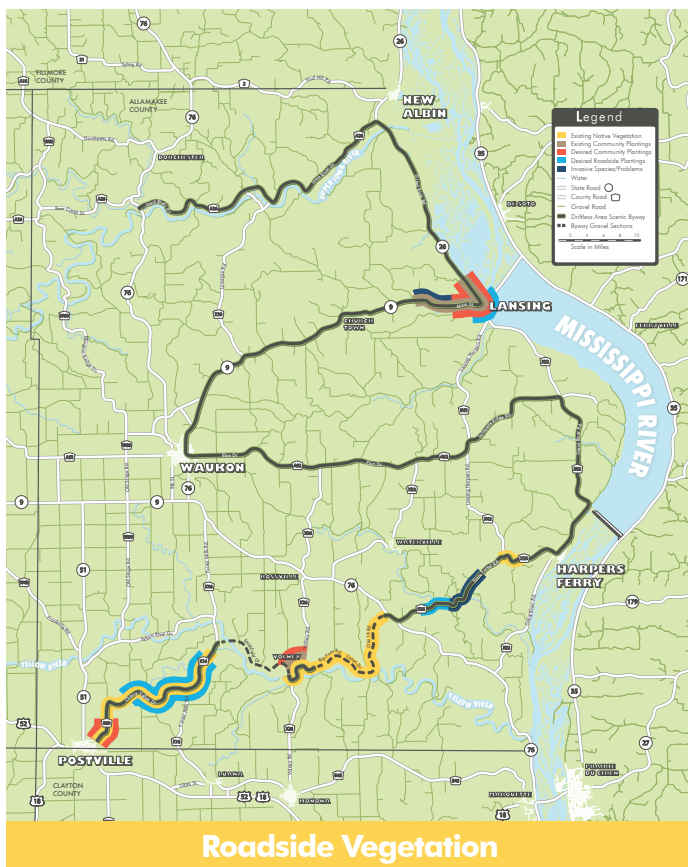
Due in part to the rugged terrain, the land use in the corridor is dominated by hardwood forests, pasture, and conservation practices, which are detailed more in Chapter 5 of this CMP, Natural Resources. Although the land use is detailed in Chapter 5, it is important to note just how different the land use in the



DASB Corridor is compared to the land use in the rest of Iowa. Over 31.5% of the DASB Corridor is forested, compared to Iowa, which has approximately 6.5% in forest. This includes large blocks of interior forest habitat and smaller woodlands that break up the fields and pastures. Over 24% of land in the DASB Corridor is in pasture/hay compared to 8.6% for the State of Iowa, and the DASB Corridor has a higher percentage of farms with livestock. Many of the pastures have cattle, sheep, or other ruminants that are visible to the byway traveler at all site distances, creating a bucolic viewshed. The majority of Iowa is known for the production of commodity crops, including corn and soybeans, with 72% of land considered cropland. However, the DASB Corridor land cover is only 25% cropland and the fields within the DASB Corridor are smaller and juxtaposed with other types of land use, creating a more diverse pattern across the landscape. Local food production in the DASB Corridor is also much higher than the state of Iowa in general, average farm sizes are smaller and it is common for farms in the DASB Corridor to participate in programs, field days, and events that allow visitors access to working farms and value-added food production facilities such as wineries, dairies/creameries, orchards, etc. These DASB Corridor differences are not only notable statistics, they are very noticeable visual and cultural differences that are obvious to the byway traveler. By combining to create a more natural and diverse landscape, they strengthen the visual, natural and cultural appeal of the DASB Corridor.



DASB Land Use Map



4.4 Roadside Vegetation: The type and amount of vegetation within the DASB Corridor's road right-of-way, the land area directly adjacent to the DASB road, immediately impacts the visitor's experience and also impacts the quality of life for DASB residents. This right-of-way for roadways in the DASB Corridor is publicly owned and/or managed by several different entities including cities, the county, the Iowa DOT, private railroad companies and federal entities. The highest percentage, seventy-three percent, of the right-of-way for the DASB itself is under local control. Much of the road right-of-way in the DASB Corridor is managed by county personnel. Twenty-seven percent of the DASB road segments and right of way are under Iowa DOT jurisdiction. The Allamakee County Engineer's Office has a part-time Roadside Vegetation Technician on staff. They also have an Integrated Roadside Vegetation Management Plan on file with the Iowa DOT. The Allamakee Integrated Roadside Vegetation Management program was established in 1999. The goals of their IRVM Plan are to 1) Preserve and provide safe, functional and environmentally improved corridors of travel throughout Allamakee County. 2) Utilize a long-term integrated management program that promotes desirable self-sustaining plant communities. Encourage those plant communities that are native to Iowa through preservation and reestablishment when practical. 3) Make more efficient and effective use of chemicals as a control method of undesirable brush and plants. 4) Enhance the scenic qualities of the roadsides and their value as roadside habitat when practical.

The DASB Board is supportive of these goals. Northeast Iowa Resource Conservation & Development personnel and DASB Board members convened a regional meeting where county personnel from four byways discussed scenic byway corridor roadside management and opportunities for partnership to help inform this CMP. During the discussion, the Allamakee County participants, including the Allamakee County Engineer, developed a map of existing roadside vegetation.

4.5 Dispersed Populations: The DASB Corridor is a very rural area with a dispersed population as can be seen in the map of census blocks for the area displayed above. The map census blocks are color coordinated and represent the following population blocks: Red population block 138-709, Yellow population block 42-137, Light Blue population block 12-41 and Dark Blue population block 0-11. The largest community along the DASB is Waukon, with nearly 3,900 residents. There are 5 incorporated cities: Waukon, Harpers Ferry, Lansing, New Albin and Postville and a total of 5 unincorporated villages: Waterville, Dorchester, Volney, Rossville and Churchtown, located within the DASB Corridor. The communities, like the byway itself, are steeped in natural beauty and each has its own rich history. The location, demographics, economic information, and other factoids about each are noted below. These and other factors are given consideration by the DASB Board for planning, decision making, and project prioritization.

POINTS OF INTEREST

PARKS & CAMPGROUNDS

1. Clinton Meyer Park
2. Roberts Park
3. Postville City Park / Lulls Park

HISTORICAL & ARCHAEOLOGICAL RESOURCES

4. John R. Matt House - 1946 Noble Peace Prize
5. Roger Kolarich Home
6. Postville Public School - NRHP
7. Turner Hall - NRHP
8. Postville Cemetery

RECREATION & ENTERTAINMENT

9. YMCA of Northeast Iowa

ART & CULTURAL RESOURCES

10. Ringling Brothers Circus Parade Mural
11. Club 51
12. Tienda Tonitas
13. La Canasta Supermarket
14. Carniceria El Pariente
15. Juba Grocery & Halal Meat
16. Glatt Market

VISITOR INFORMATION

17. Northeast Iowa RC&D

- | | | |
|-----------|--------------------------|--|
| Primitive | RV | |
| Water | Public Land | |
| Overlook | Water Trail Access Point | |
| Byway | Historic District | |





America's Largest Kosher Meat Processor



Postville City Park



Hometown to the World

4.5 Anchor Community of Postville: Although Postville is located near the junction of four Iowa counties, it is located in the far southwestern corner of Allamakee County and the DASB Corridor. The city, which was platted in 1853 and incorporated in 1873, was named for Joel Post, a pioneer settler. The median household income is \$34,600, over \$17,000 less than that for Iowa. The residents in this community are also younger in general, with the median resident age of 27.3 years compared to 38 years for the State of Iowa. Postville is a very diverse community with only 60.8% of the population reporting as 'white alone' in the census compared to Iowa, which reports at 91.3% and the U.S. at 72.4%. The second greatest ethnic group residing in Postville is Hispanic at 32%, but many different ethnicities are represented in the community. It is said that at one time as many as 24 different languages were spoken in the Postville Schools. Many of the residents immigrated to the community and live and work in the community because of the Kosher meat packing plant, which is the largest Kosher meat packing plant in the Nation. For obvious reasons, the town's slogan is "Hometown to the World." The most

common industries include manufacturing at 39%, construction at 15%, educational services at 11%, and agriculture, forestry, fishing and hunting at 9%. Although Postville's downtown has struggled in recent years, several ethnic businesses have opened, providing unique opportunities for cultural engagement and experiences. During development of this CMP, Northeast Iowa RC&D staff met frequently with the City Administrator, who serves on the DASB Board and other City personnel, as well as City Council members and other partners, to identify potential projects and consider opportunities for economic development and city improvement that would not only enhance the community but also improve the visitor appeal of the community and the DASB. These ideas included Brownfield site cleanup, stream improvements, native vegetation plantings, public art projects, butterfly gardens, trail projects, community entrance enhancements, improvements to city parks, innovative stormwater runoff practice implementation, tree plantings, and opportunities for public-private partnerships. These opportunities are detailed more fully in the Economic Development chapter of this CMP.

POINTS OF INTEREST

PARKS & CAMPGROUNDS

1. Bluffview Park
2. Tillinghast Memorial Park

HISTORICAL & ARCHAEOLOGICAL RESOURCES

3. Sandy Point - 900 Mounds Gone - **NRHP**
4. Oil Springs School House - Future Site

ART & CULTURAL RESOURCES

5. Harpers Ferry Ball Park Mural
6. Spillway Supper Club Deer Mural
7. Harpers Ferry Farmers Market

VISITOR INFORMATION

8. Allamakee County Cons. Office & Boat Landing

LAND TRAIL

9. Allamakee County Cons. Office & Boat Landing





Tillinghast Memorial Park



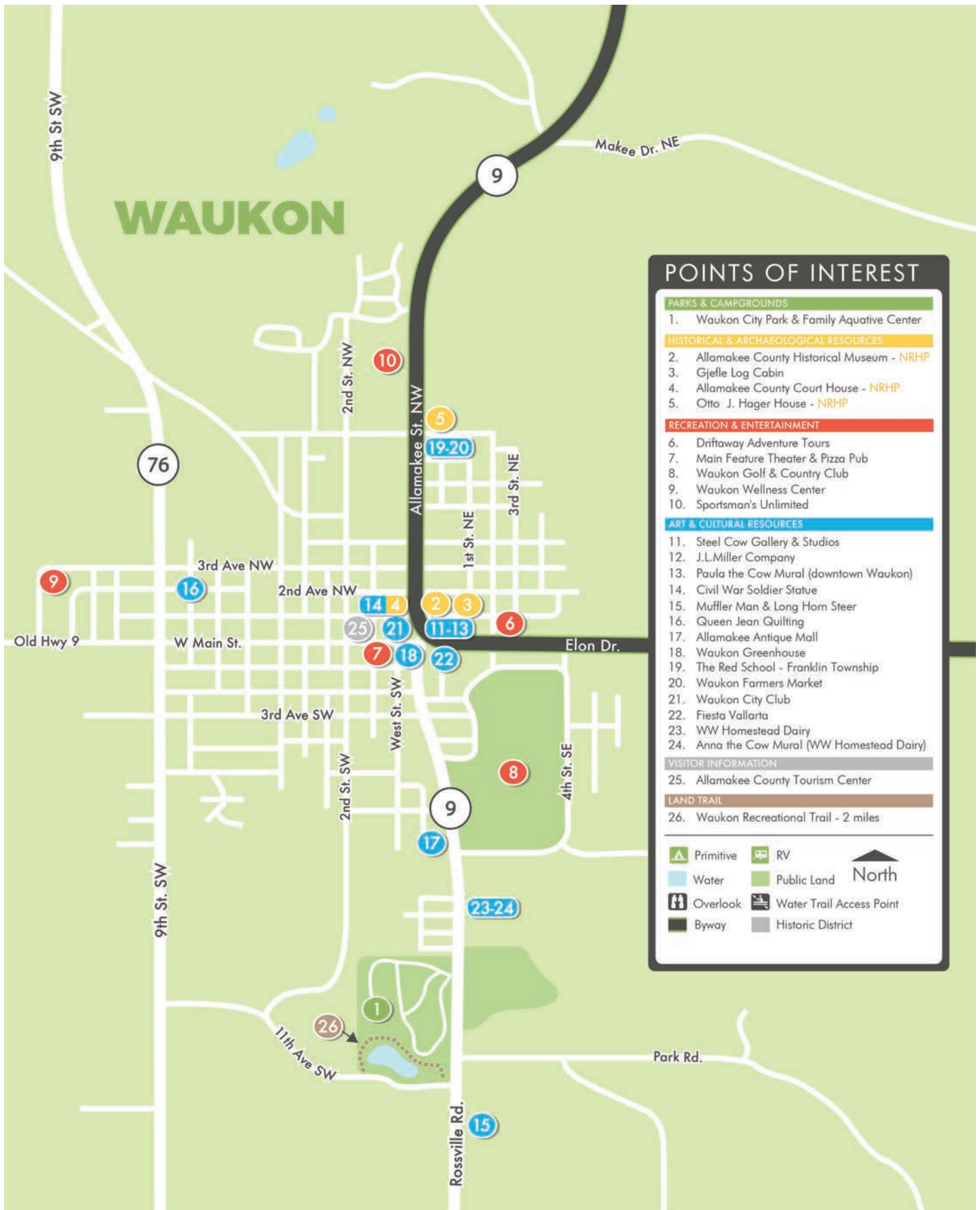
Mohn Fish Market



Nobles Island Public Boat Landing

Anchor Community of Harpers Ferry: Harpers Ferry is a Mississippi River town located between the Mississippi River and the bluffs on a level plateau that extends back nearly a mile to the bluffs, and three miles up and down the river. It is one of the oldest settlements in Allamakee County. The community was platted in 1852 and incorporated in 1901 on land that was historically used by Native American's for burial mounds, including the Harpers Ferry Great Group, which consisted of an estimated 895 mounds. Although most of the mounds are no longer visible or intact, some of the town's forefathers, share their final resting place with Native Americans in a small but significant community cemetery. The economy of and the recreation in the community has always been closely tied to the river. Historically large steamers landed in the community and trapping, clamming and commercial fishing were dominant occupations. Today, this small town of 323 residents has a median household income of \$38,238, which is well below Iowa's \$52,229. Manufacturing dominates the industry at 29%, public administration at 21%, retail trade at 10% and construction at 8%. Accommodation and food service accounts for 6%. Many of

residents leave the community for work in nearby communities and industry numbers don't account for the significant number of summer residents who vacation in the community. They also don't tell the story of the connections that the residents and visitors have to the river and nearby natural resources or the penchant of community members have to move around town using golf carts. The community has several private and public marinas and exceptional opportunities for hiking, wildlife watching, hunting, fishing and trapping associated with the river, its backwaters, and natural areas. During development of this CMP, community members, including DASB Board members, completed community visioning and planning through a Rural Community Development Initiative administered by the Community Foundation of Greater Dubuque. The effort had three goals, engaging the community, endowment building and strategic development of initiatives. After participating in the effort, DASB Board members worked with RC&D staff to include several of their proposed initiatives in this CMP, as well as projects that were proposed after the visioning was completed. Those projects and initiatives are detailed in the Economic Development chapter of this CMP



POINTS OF INTEREST

PARKS & CAMPGROUNDS

1. Waukon City Park & Family Aquatic Center

HISTORICAL & ARCHAEOLOGICAL RESOURCES

2. Allamakee County Historical Museum - **NRHP**
3. Gjeffe Log Cabin
4. Allamakee County Court House - **NRHP**
5. Otto J. Hager House - **NRHP**

RECREATION & ENTERTAINMENT

6. Driftaway Adventure Tours
7. Main Feature Theater & Pizza Pub
8. Waukon Golf & Country Club
9. Waukon Wellness Center
10. Sportsman's Unlimited

ART & CULTURAL RESOURCES

11. Steel Cow Gallery & Studios
12. J.L. Miller Company
13. Paula the Cow Mural (downtown Waukon)
14. Civil War Soldier Statue
15. Muffler Man & Long Horn Steer
16. Queen Jean Quilting
17. Allamakee Antique Mall
18. Waukon Greenhouse
19. The Red School - Franklin Township
20. Waukon Farmers Market
21. Waukon City Club
22. Fiesta Vallarta
23. WW Homestead Dairy
24. Anna the Cow Mural (WW Homestead Dairy)

VISITOR INFORMATION

25. Allamakee County Tourism Center

LAND TRAIL

26. Waukon Recreational Trail - 2 miles

Legend:

- Primitive
- RV
- Water
- Public Land
- Overlook
- Water Trail Access Point
- Byway
- Historic District

North



Steel Cow Gallery and Studios



WW Homestead Dairy



Allamakee County Historical Museum

Anchor Community of Waukon: Waukon became the county seat for Allamakee County in 1867 and was incorporated in 1883. It is located at the headwaters of the north branch of Paint Creek. The town is said to have originally been named for Chief Waukon Decorah, a Ho-Chunk (Winnebago) leader during the Black Hawk War and/or his son Chief John Waukon. It is located just 3 miles south of the highest point in northeast Iowa, where there is a significant deposit of limonite (Iron Ore) that influenced industry in the area in the early 1900s. Today, the number one industry in Waukon is manufacturing at 25%, followed by Construction at 15%, transportation/warehousing at 9%, agriculture, forestry, fishing, and hunting at 9%, and retail trade at 9%. The estimated median household income in 2013 was \$40,483, nearly \$12,000 less than Iowa's \$52,229. During the development of this CMP, Waukon participated in an Iowa State University's Communities to Community Program (C2C) to identify its assets and capacity and to create a vision and action plan for long-term economic growth and development. RC&D staff and DASB Board members participated in the meetings to inform this CMP. Through the

process community analyses-economic base study, retail trade analysis, and demographic profile were completed. RC&D staff and DASB Board members helped develop questions, reviewed the study and participated in public input gathering. Neighborhood meetings and community design sessions also occurred. The goal of the C2C effort was to overcome socio-economic and demographic challenges by identifying and working on a variety of initiatives that would foster long-term economic growth and development. These goals were consistent with the goals of this CMP and therefore many of the recommendations of this study have been included in the Economic Development chapter of this CMP. During development of this CMP, RC&D staff and DASB Board members also met with members of the Waukon Economic Development Corporation (WEDC), a 501c3 nonprofit corporation designated by the City of Waukon to provide information and assistance to businesses and industries. The Director of WEDC and the Executive Director of the Waukon Chamber of Commerce both serve on the DASB Board, providing on-going input for CMP development and other DASB priorities and initiatives.





Black Hawk Bridge



Mount Hosmer City Park



Horsfall's Lansing Variety Store

Anchor Community of Lansing: Lansing is a Mississippi River town with portions of the community located between the bluffs and the river, on the side hills of the bluffs, and extending west up the Clear Creek valley. The Native American history associated with this area is significant. The Bad Axe Massacre, the final battle of the Black Hawk War, took place just north of Lansing in 1832. Nearly 100 years later, in 1931, it was commemorated through the construction of the Black Hawk Bridge, which connects Iowa to Wisconsin. This steel truss through-deck bridge is one of the most unusual and historic bridges that crosses the Mississippi River. The community was platted in 1851, incorporated as a town in 1864, and was an important shipping port from its inception. It was used as a port of call for lumber mills, clambers, button factories, a fish hatchery, steamboats and a variety of commercial products. When the railroad arrived in 1872, commerce in Lansing continued to expand and diversify. Lansing was originally the Allamakee County seat. The loss of that honor in 1866 is still felt, debated, and discussed. The river bend and the bluffs so inspired noted sculpture Harriet Hosmer that she is said to have raced a young riverboat pilot to the top of the bluff,

thereafter named for her as Mt. Hosmer, which is now a City Park. Today the community boasts around 1,000 permanent residents and numerous vacation residents. The Lansing Downtown area is a National Historic District that has several buildings constructed of local limestone and brick in Italianate and Greek Revival styles as well as businesses/tourist destinations like Horsfall's Variety Store. Today the city's industries reflect its heritage with construction, manufacturing, and accommodations/food services each capturing 11% of industry, educational services follow at 10%, wholesale trade at 8%, transportation/warehousing at 8%, and retail trade at 8%. These numbers don't reflect the strong natural resource and wildlife connections experienced by community members and visitors, nor do they reflect the pride residents feel in their history and community. The community of Lansing completed a comprehensive plan in 2010 and has a very active Main Street program that completed community visioning in 2011. Both plans informed the Economic Development chapter of this CMP. The Main Street Director and a Main Street Board member actively serve on and provide input to the DASB Board.





Army Road Trail to Mississippi River



Bird Watching - Tricolored Heron



City Meat Market & Grocery

Anchor Community of New Albin: New Albin is located on the Iowa-Minnesota border in the Mississippi River Valley on an area of land known as Ross's Bench. New Albin was platted in 1872, just after the Chicago, Dubuque and Minnesota Railroad was constructed through town and named for a son of a railroad official. Its early success was closely tied to the commerce associated with the railroad. It was incorporated in 1895. The population of New Albin in 1910 was 588 and today is just over 500 residents. The median household income is \$43,551, which is nearly \$8,700 less than Iowa's. Industry percentages in this community lean heavily on construction at 46%, but agriculture, forestry, fishing and hunting come in second at 13%. This is substantially influenced by the large lumber mill in town. manufacturing and retail trade both capture 10% of the industrial workforce. It is notable that 1.5% of residents reporting in the US Census identify as American Indian, which, although seems low, is much higher than most communities in Iowa. The access to public natural resources near New Albin is exceptional. There are city, county, state, and federal public lands in or very near

the community. Army Road, a two-mile trail that crosses acres of Mississippi River backwaters and floodplains, has a boat ramp and fishing platform, as well as interpretation, an overlook, and a spotting scope so visitors can enjoy some of the phenomenal natural resources and wildlife associated with the Upper Mississippi River National Wildlife and Fish Refuge. They can spy beaver, turtles, and river otter, but the bird watching is spectacular with as many as 150 species of birds documented annually from the trail. Canoeing the Reno Bottoms Canoe Trail and taking your boat out at the landing accessed by Army Road is a one of a kind opportunity. The Upper Iowa River, which is a significant natural, archaeological and recreational feature of the DASB, is located just a few miles south of town. Black Hawk Bluff and Black Hawk Wildlife Area are also just south of New Albin. The bluff is a rock pinnacle that towers more than 300 feet above the confluence of the Mississippi River and the Upper Iowa River. Historical accounts note that the Sac and Sioux people fought at the base of this bluff during the Battle of Bad Axe and that Chief Black Hawk hid in the cave for several days before his capture in 1832. The Iron Post just



Dorchester - Waterloo Creek

north of New Albin is another important landmark. In 1849, it was placed to mark the legal boundary between Iowa and Minnesota. It was used as an important surveying point in the region and today is the last remaining marker along the northern boundary line of the State of Iowa. The New Albin City Meat Market, a family owned business operating for over 100 years, is an anchor business in the community, drawing visitors from throughout the region for locally smoked meats.

4.5 Other DASB Corridor Communities: Many of the unincorporated communities and/or townships located within the DASB corridor and along its route boast only a few houses and may, or may not have any businesses or local establishments. There are a total of five other communities and/or townships located within the DASB Corridor that include Waterville, Dorchester, Volney, Rossville, and Churchtown. An overview and brief a description of each unincorporated community follows:

1. Dorchester: Dorchester, a community of less than 600, named after Dorchester, England, is located near the confluence of the Upper Iowa River and one of the most popular cold water trout streams in the State of Iowa, Waterloo Creek. Although its location makes it extremely vulnerable to flooding, it also creates opportunities for exceptional angling for brook, rainbow, and brown trout. The 10.5-mile stream has held more than 4,000 trout per mile, making it the highest numbers ever documented in Iowa. Visitors travel to this community from around the region and state to enjoy some of the best fly and spin fishing in the nation on both public and private lands. Limestone outcroppings and forested bluffs surround the valley and visitors can eat at Wings, the town's local, family-run restaurant. St. Mary's Catholic Church and the Dorchester Grotto, which both look down on the community and the valley, are beautiful historic limestone structures that are worth the time to visit. There are also a one-room school house and several local artists, who open their home studios to the public by appointment, living within a few miles of town.



Rossville - The Old Rossville Store



Volney - Big Foot Canoe Rental



Waterville - Waterville Park



Churchtown - Calhoun Creamery

2. Waterville: Waterville is a small village located in the Paint Creek canyon, which is 150 feet deep and surrounded by almost vertical cliffs. It has a population of 144. The town was settled in 1850 and construction of the nearby Old East Paint Creek Lutheran Church and a school soon followed. Both efforts were organized and constructed by the first Norwegian immigrant settlers to the Paint Creek area of Allamakee County, who hired Ole Larson as the first teacher and brought Reverend Ulrik Vilhelm Koren from Norway to be the first pastor. The Waterville Mill was constructed in 1854. A store and hotel were added by 1856. The Waukon and Mississippi Railroad was constructed through town in 1877. Today, the railroad is gone but a few small businesses remain and there are approximately 150 residents inhabiting this small village, which is a testament to the fortitude of the early Norwegian immigrants. Visitors frequently travel to Waterville to fish Paint Creek. The six miles of stream contain stocked rainbows and brookies along with wild brown trout. Travelers are also welcome to visit any one of the three county parks, that include Waterville Farm 55, Waterville Park and Waterville Pines Park.

3. Volney: Volney, was platted in 1856 and by the 1870s it contained gristmills, a sawmill, and a cooperage. Today, there are fewer than 300 residents in this village and is home to the only outfitter along the Yellow River, known as Big Foot Canoe Rental. The small community also features Volney Park, managed by the Allamakee County Conservation Board.

4. Rossville: The small village of Rossville was platted in 1855. In the 1880s it boasted three churches, a schoolhouse, hotel, and two stores. Today it is perhaps most well-known for the Old Rossville Store, which is actually one of the most popular restaurants/supper clubs/bars located within the DASB Corridor.

5. Churchtown: Churchtown is an unincorporated community located seven miles west of Lansing. Churchtown consisted primarily of a church (1864), a school (1878), the Calhoun Creamery (1898) and Decker's General Store (1903). Today, of the four Churchtown landmarks, only the Calhoun Creamery continues as the sole flourishing business in town.



SECTION FIVE

Natural Resources & Major Attractions

Natural Resources

“Natural Resources apply to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landforms, water bodies, vegetation and/or wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.”

- Scenic America -

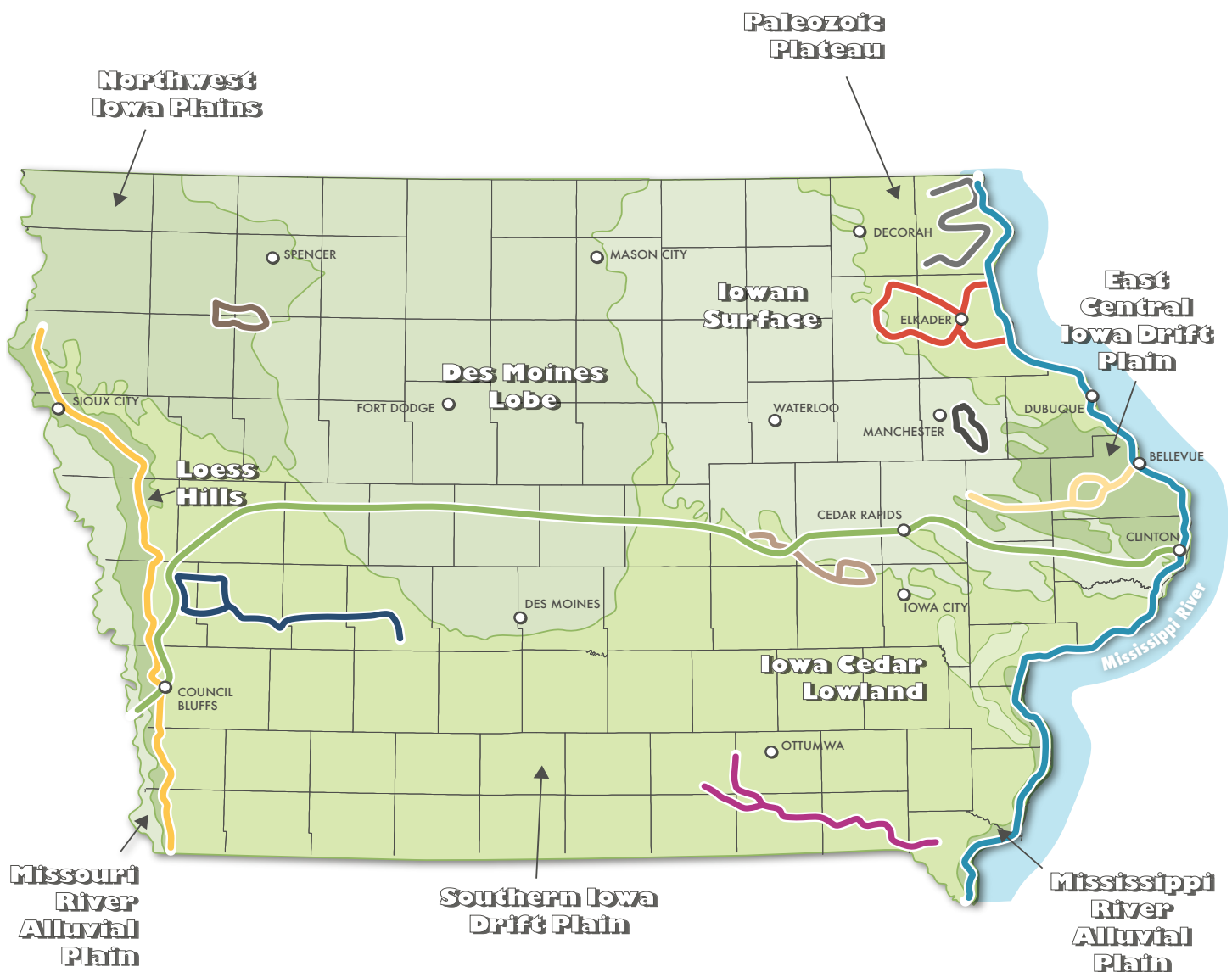
5.1 Byway Intrinsic Qualities: The National Scenic Byways Program (NSBP) collectively defines intrinsic qualities as the “archaeological, cultural, historic, natural, recreational and scenic features that are considered representative, unique, irreplaceable or distinctly characteristic of an area.” They are the important attributes of a byway, or the distinguishing features that create the character of the route and make the byway a special place for both residents and visitors. Intrinsic qualities attract people to the byway and are the focus of some combination of enhancement, preservation and/or promotion. This section includes the DASB Board’s inventory and assessment of the significant natural resources along the byway. The DASB Board’s plan to maintain and enhance the byway’s natural resources can be referenced under the “Challenges and Opportunities” and “Strategies” sub-headers. According to Scenic America, *“Natural Resources apply to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landforms, water bodies, vegetation and/or wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.”* The DASB Board’s assessment of natural resources along the byway and within its corridor is as follows:

5.2 Background Information: “Natural resources” are one of the most significant and distinctive intrinsic qualities of the DASB Corridor. The natural resources in the DASB Corridor have received private and public, state, national and international recognition, distinctions and designations. They draw visitors from around the world who want to see and experience woodlands, wetlands, cold water trout streams, high priority rivers and other natural environments. They also harbor recreational opportunities that are second to none. Visitors to this area can experience a wide variety of activities, including world-class fishing and hunting, boating, birding, wildlife watching, and fall leaf viewing. These recreational activities made available by the region’s natural resources are the basis for the local economy and businesses. The natural resources also enhance the scenic experiences associated with the byway and are a strong basis for and component of the cultural, historic and archaeological resources. They are literally shaped by the karst geology and karst topography of the region, which is very

different than the rest of Iowa. The natural resources include the most popular cold water trout streams in the Midwest, one of the highest concentration of threatened and endangered species in Iowa, a Globally Important Birding Area, and one of the greatest bird flyways in the world. They also include the only national monument in Iowa and one of only four major state forests. The DASB route meanders adjacent to rivers that are nationally recognized for their natural resources, including the Upper Mississippi River (Pool 9), the Yellow River, which is Iowa’s longest and largest cold water trout stream, and the Upper Iowa River, which was the only river in Iowa and one of the first in the nation to be nominated for inclusion into the National Wild and Scenic River Program.

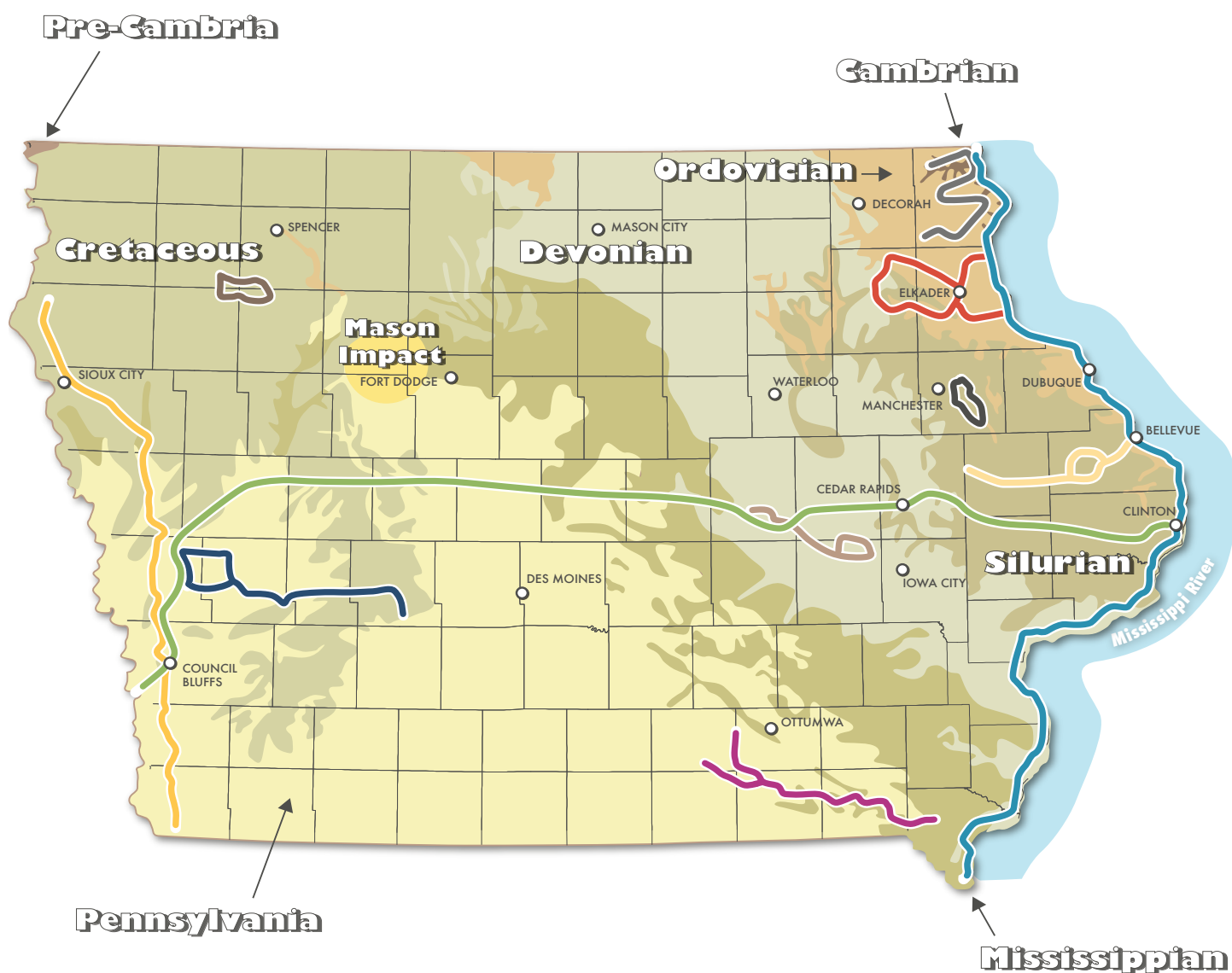
5.3 Significant Natural Resources: Some of the most significant natural resources in the DASB Corridor are listed below. More in-depth information for each is provided in this section, as are challenges, opportunities, and the DASB Board’s proposed strategies for how they plan to maintain and enhance the byway’s natural resources.

- **Landforms, Bedrock and the Jordan Aquifer:** The DASB Corridor is located within a unique landform region known as the Driftless Area. This region has outcroppings of bedrock that were laid down 400 to 500 million years ago, some of which harbor one of the most significant ground water sources in Iowa.
- **Karst Topography, Features & Land Use:** Unlike the majority of Iowa, karst topography dominates the DASB Corridor. The rugged terrain is well developed with caves, sinkholes, springs, cold water trout streams, exposed bedrock, and steep, highly erodible slopes.
- **Flora and Fauna:** The DASB Corridor harbors high numbers of threatened and endangered species, including aquatic and terrestrial species that are not found anywhere else in Iowa.
- **Globally Important Birding Area:** The numbers of species and number of birds that utilize the DASB Corridor is so significant that a large portion of the Corridor is included in a Globally Important Birding Area, the only such designation in Iowa.
- **Major Rivers:** The rivers in the DASB Corridor include some of the most pristine and well-loved rivers in Iowa and the Nation, including the Upper Mississippi River, the Upper Iowa River, the Yellow River, Paint Creek and Village Creek.
- **Cold Water Trout Streams:** The most popular spring-fed, cold water, trout streams in the Midwest grace the DASB Corridor and many of them boast natural reproduction of native trout as well as diverse fish assemblages that include threatened and endangered non-game species.
- **Public Lands:** The county, state, and federal public lands in the corridor encompass diverse native ecosystems including wetlands, forests, prairies, trout streams and riverine systems that have shaped cultures for centuries.
- **Hardwood & Coniferous Forests including the Yellow River State Forest:** The size and scope of the public and private woodlands in the DASB Corridor create significant interior forest ecosystems that harbor threatened and endangered species, create exceptional vistas and provide economic diversity and stability long the byway.



5.4 Iowa's Landform Regions: The DASB, weaves through the heart of, and is named for the Driftless Area, which is also referred to as the Paleozoic Plateau. The Driftless Area is a unique region of the Upper Mississippi River Basin that encompasses portions of four states and creates a landscape unlike any other in Iowa, as depicted in the Landforms Regions of Iowa map above. The Driftless Area is commonly believed to have been by-passed by the last continental glacier some 12,000 years ago. As a result, the glaciers that leveled out the majority of the rest of Iowa, did not push glacial till into the streams and river valleys in the DASB Corridor, nor did any tectonic force push up the hills. Instead, the meandering streams and rivers in the Driftless Area had longer to cut deeper down into the landscape and carve out valleys, creating a steep, rugged landscape. Bedrock riverbeds and limestone escarpments are common geologic formations in and along streams and rivers. Limestone and sandstone cuts are common along the segments of the DASB that descend into valleys.

5.5 Iowa's Geologic Bedrock: The bedrock in the DASB Corridor is dominated by Ordovician age rock with some Cambrian age rock near the Mississippi River, as can be seen in the Iowa DNR's Bedrock Geologic Map of Iowa. The Cambrian system is the oldest of the eleven main systems of sedimentary rocks recognized worldwide by geologists and is observed in Iowa only along the deep cut valleys of the Upper Iowa and Mississippi Rivers. This phenomenon is the result of the tilt of the bedrock in Iowa. The bedrock of Iowa tilts upward toward this Northeast corner of Iowa at a rate of three to four feet per mile so that the DASB Corridor boasts exposures of the oldest bedrock in Iowa. Fossils are abundant in the limestone and shale of some bedrock layers and are the subject of extensive study by amateurs and professionals. Hillside soils are typically shallow, forest formed, and highly erodible, so bedrock in this area is frequently exposed or less than 50 feet from the surface. Because it is visible in many places, the bedrock has had, and continues to have, a distinct impact on the DASB Corridor, the topography, land use and natural resources in the corridor, and on the byway visitor's experience.



5.6 The Jordan Aquifer: The Driftless Area of Iowa, including the eastern segments of the DASB Corridor, are the only places in Iowa where the bedrock associated with the Jordan aquifer (also known as the Cambrian-Ordovician Aquifer) is exposed. The Iowa DNR's, "Iowa's Groundwater Basics, A geological guide to the occurrence, use, & vulnerability of Iowa's aquifers" notes that, the Jordan aquifer is a significant ground water source for Iowans, recognizing that "It is the only aquifer in Iowa that is widely used even where it is covered by younger bedrock units" and that "It is a widespread and dependable source of water for high capacity wells, and it is used extensively by municipalities and industries in the eastern half of the state." In that publication, the Iowa DNR also notes, "Outcrops of Cambrian-Ordovician rocks produce some of the most spectacular scenery in Iowa, particularly from McGregor northward along the Mississippi Valley. The 480 to 510 million-year-old dolomites and sandstones that elsewhere comprise this aquifer dominate the landscape in such scenic points as Yellow River State Forest, Effigy Mounds National Monument, and Mt. Hosmer City Park," all of which are located along the DASB.

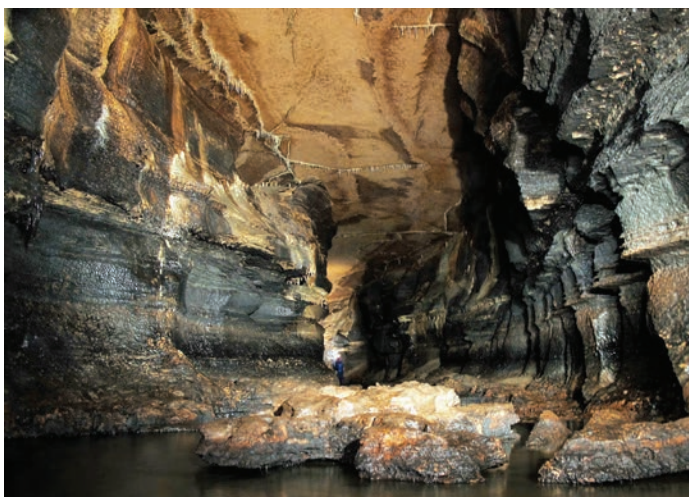
5.7 Karst Topography & Features: The landscape and countryside that can be viewed from within the DASB Corridor is considered "karst topography." Karst topography is defined as a type of terrain underlain by soluble bedrock, which in this case is limestone. Karst topography is characterized by shallow to bedrock soils, sinkholes, caves, underground drainage systems, dramatic limestone outcroppings, steep bluffs and other features that are in a relatively undisturbed state. The karst topography in the DASB Corridor is extremely well developed. Karst features and their presence near the DASB can be seen in the Natural Resources/Karst Features Map on page 69. These topographies provide unique experiences and opportunities for DASB travelers, as some of the highest densities of karst features found in the entire state are located along the DASB route. The abundant variety of karst geographies not only influence land use but also impact transportation routes, create a more dynamic viewshed and inspire contemplation and exploration. Additional information about various karst features such as algific talus slopes, sinkholes and caves are as follows:



Algific Talus Slope

1. Algific Talus Slopes: Algific Talus Slopes are another karst feature and one of the most unique natural resources located within the DASB Corridor. They are notable for the number and diversity of endangered species they harbor, as well as for the fact that they are home to an endangered ecosystem. The US Fish and Wildlife Service made a conscious effort to protect Algific Talus Slopes through the creation of the Driftless Area National Wildlife Refuge in 1989, which encompasses 911 acres spread across hundreds of sites located within the Driftless Area. Although the specific locations of Algific Talus Slopes are not promoted by the US Fish and Wildlife Service, some of those sites are located within the DASB Corridor. The Driftless Area Refuge is a group of individual federal property holdings and easements of various sizes and conditions that are protected. These holdings conserve the endangered or threatened species that thrive on Algific Talus Slopes such as the threatened Northern monkshood and endangered Iowa Pleistocene snail.

The name Algific Talus Slope describes the condition of the ecosystem, as Algific means cold air and talus is loose rock. These slopes are found on northern hillsides, typically boast loose rock and large limestone boulders, are noted to have ferns and trees that are typically found in colder climates, and usually have springs on or at the base of the slope. Sinkholes above the hillside capture and send water into the bedrock during warmer months. The groundwater then freezes during Iowa's cold winters. In the summer, air moves down through the sinkholes and blows over the frozen groundwater before flowing out through vents or bedrock fissures on the hillsides. The cold air, which is affectionately referred to as nature's air conditioner, creates a micro climate that is similar to what would have been found in the area during glacial eras. Summer air temperatures on the slopes range from just above freezing to around 55 degrees and soil temperatures are also lower than those found on the surrounding landscape. As a result, the slopes have a cold micro-climate that is much different than



Extensive Cave Systems: Coldwater Cave



Coldwater Trout Stream



Monkshood



Fractured Limestone Bedrock

the climates surrounding them. Plants and animals found on Algific Talus Slopes include several rare species of snails, such as the Iowa Pleistocene snail and the Midwest Pleistocene vertigo. Northern Monkshood, a plant in the buttercup family, which is listed as threatened, is also found on the Algific Talus Slopes. The blue hooded flowers of this plant are very distinctive and bloom between June and September. Activities on the US Fish and Wildlife Driftless Area Refuge are limited to soft uses such as photography, wildlife observation, fishing and hunting.

2. Sinkholes and Caves: There are over 10,000 sinkholes and extensive cave systems in and underlying the DASB Corridor. This concentration of sinkholes located within the byway Corridor (Allamakee County) is higher than any other county in Iowa. There are also thousands of springs feeding dozens of creeks, streams and rivers in the DASB Corridor. The sinkholes, as well as the fractured limestone bedrock, act as conduits for surface water runoff, which moves through the bedrock

and caves to re-emerge miles away in the springs, streams, rivers and wells. Sinkholes are even documented in streams and rivers, creating “losing streams” or streams that have less water downstream than upstream. The eroded limestone is so extensive in the southwest corner of the DASB Corridor that there is an entire community settlement, Ludlow Township, that has no flowing water. The public can better understand this hydrological system by visiting nearby caves, including Spook Cave, Ice Cave, Dutton’s Cave or Coldwater Cave, which is Iowa’s longest cave and is designated as a National Natural Landmark by the U.S. Department of the Interior. Spelunkers here experience the rare beauty of domes and spectacular rock formations by descending 100 feet straight down into the Earth, six stories by ladder. These caves are in the process of being formed and therefore typically have flowing water that is actively eroding the limestone bedrock. They also have world-class geologic formations that have been in the process of forming for hundreds or thousands of years.

5.8 Land use: Karst topography and the characteristics associated with it, including steep hillsides, shallow and fragile soils, bedrock outcroppings, and sinkholes have greatly impacted and restricted land use and agriculture in the DASB Corridor. Where other areas of Iowa are dominated by corn and soybean production, the DASB Corridor is dominated by perennial vegetation, primarily hardwood forest, and pasture or hay. An estimated 31.5% of the DASB Corridor is covered by woodland, 24.1% by pasture/hay, 7.6% by grassland, 3.2% wetlands, and 4.2% by open water. A map depicting the soils, topography, land use, natural ecosystems, flora and fauna within the DASB Corridor can be viewed on page 28. The shallow soils, limestone bedrock, steep topography, streams and rivers, and the hardwood forests have also greatly influenced domestic business decisions and enterprises including everything from building construction and furniture, business start-up and prosperity, to community location and layout. Timber from the DASB Corridor is world renowned for its quality, especially the walnut trees. The Driftless Area is a holdout for small livestock and dairy production, as well as local food production, making small farms, orchards, vegetable production, and pastures a more common sight for visitors than they might be in the rest of Iowa. In fact, Allamakee County is one of the top local food-producing counties in Iowa and the area has begun to capitalize on its agri-tourism resources. The rolling terrain has also spurred increased participation in land conservation programs like the USDA Conservation Reserve Program, creating an appealing landscape that seems anchored and more authentically historic than other areas of Iowa.

5.9 Flora and Fauna: The geography and land use in the DASB Corridor create ideal habitats for diverse assemblages of aquatic and terrestrial plants and animals. As a result, the DASB Corridor is home to hundreds of state and federally threatened and endangered species, as illustrated on page 51. Common mammals in the DASB Corridor include white-tailed deer, beaver, gray fox, red fox, coyote, wild turkey, woodchuck, muskrat, gopher, raccoon, squirrels, ground squirrels, bats, chipmunks, least weasel, mink, badger, skunk, rabbits and small rodents. Less common mammals include bobcat, river otters, ermine, eastern spotted skunk, and long-tailed weasel. Although uncommon, black bear have also been documented in some areas within the DASB Corridor.

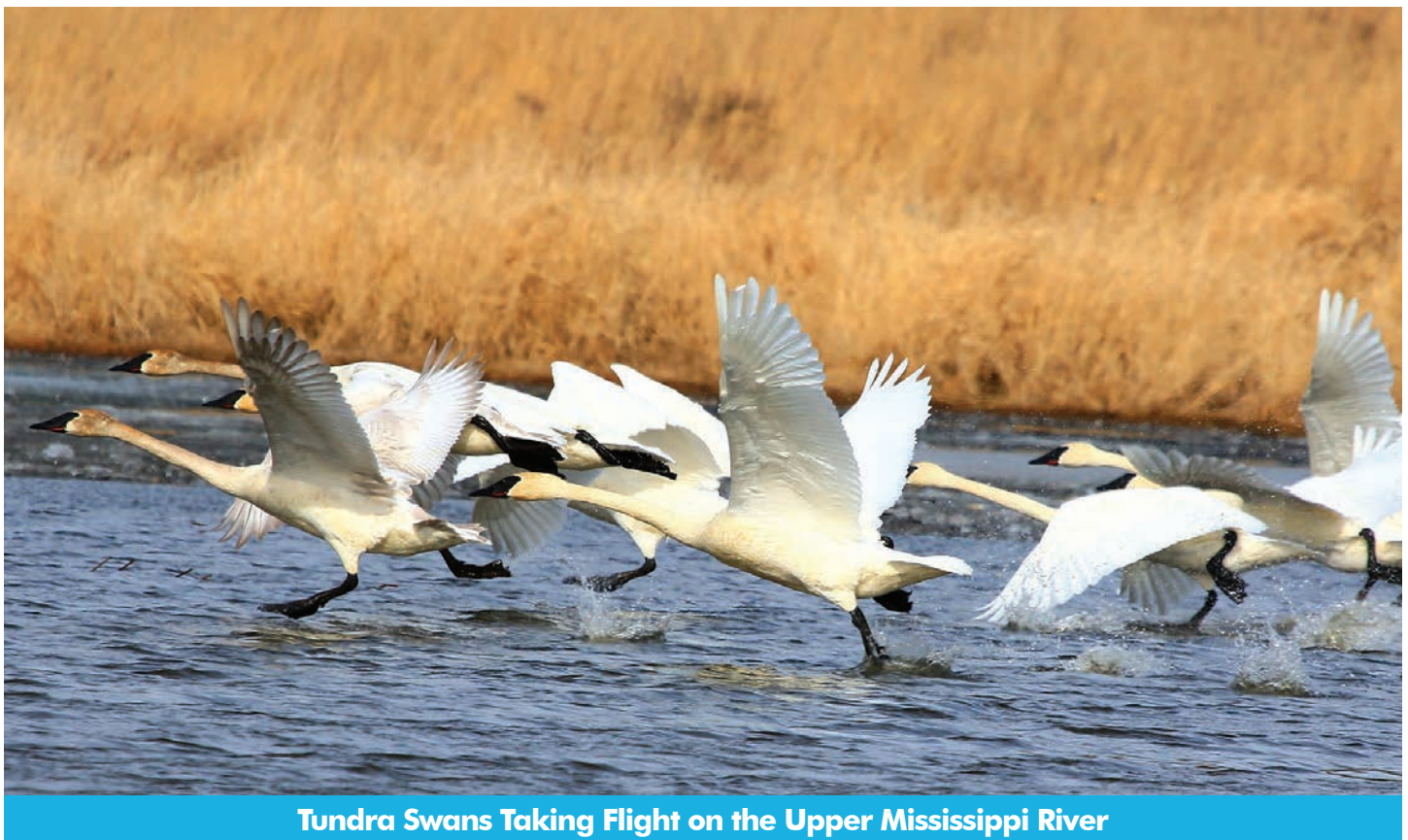
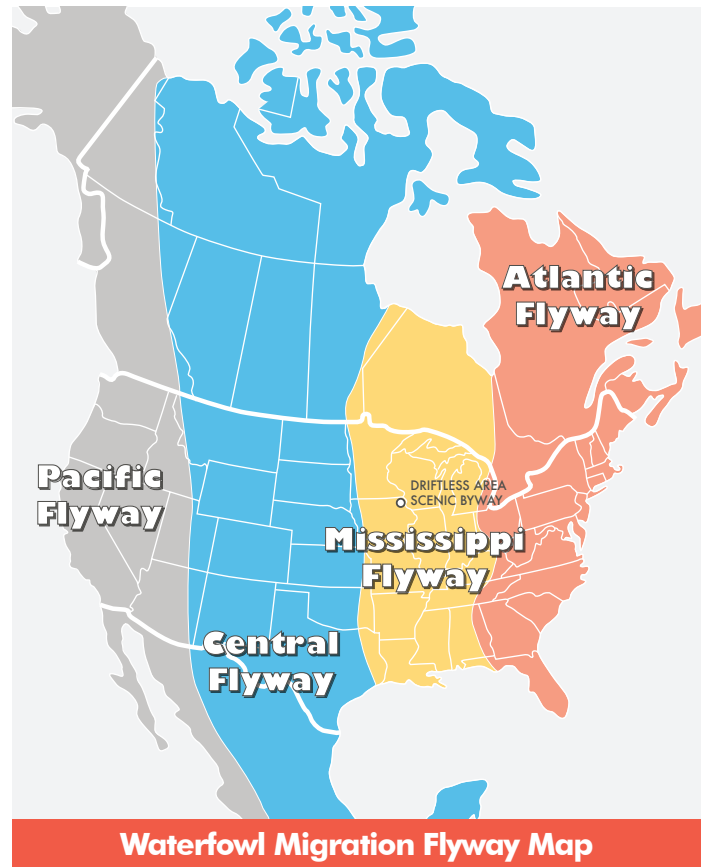
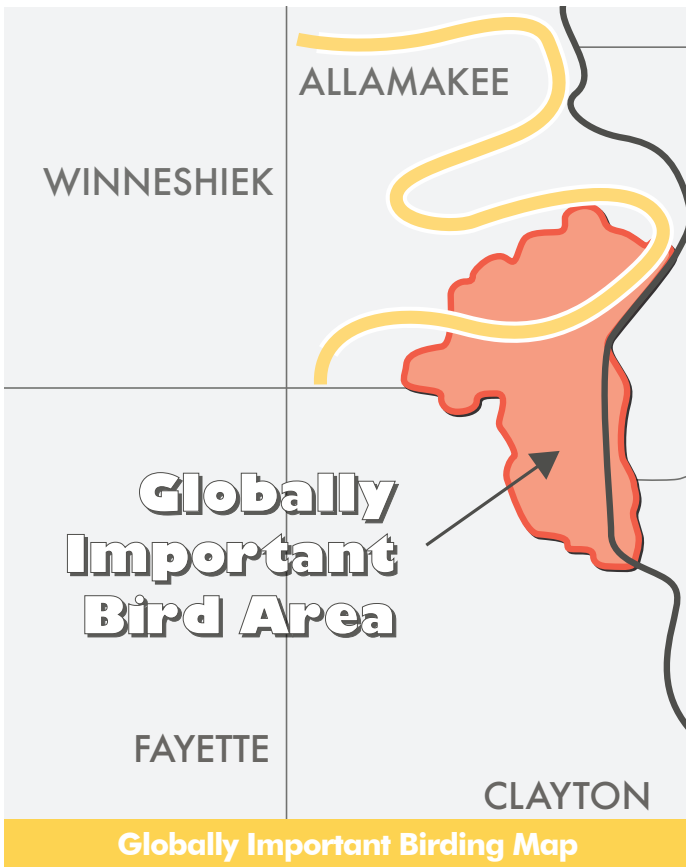
The DASB Corridor, like the rest of the Driftless Area, is an environmental mosaic in which fingers of the Eastern woodlands have extended westward into the prairies of the Midwest. The region's freedom from ice-cover during the last glaciation left the area botanically unique. The Driftless Area of Iowa is the only place in the state where stands of forest more commonly found near the Canadian border exist. The deep ravines and precipitous bluffs furnish micro-environments for entirely different species. The northern slopes include niches that support plant communities normally found near the Arctic, while some southern facing slopes provide habitat for the growth of species usually found in drier regions.

The DASB Corridor also has large blocks of hardwood forest that provide habitat for interior forest species. The forests, native plantings associated with conservation programs, and the river systems, combine to provide exceptional habitat for many bird species.

5.10 Globally Important Birding Area: A large portion of the DASB Corridor is included in a Globally Important Birding Area associated with the Effigy Mounds-Yellow River Forest Bird Conservation Area, which encompasses more than 14,000 acres of public land including Yellow River State Forest, Effigy Mounds National Monument, Pikes Peak State Park and the Bloody Run and Sny Magill-North Cedar State Wildlife Management Areas. An increase in rare cerulean warblers in the canopy of tall trees, on the remote bluffs and in the ravines was a deciding factor in the designation. The Mississippi River with its backwaters, which dominates the eastern portion of the DASB Corridor, is a major flyway and migration route for millions of bird species annually. Visitors can view hundreds of thousands of canvasback ducks, flocks of pelicans, swans, blue heron rookeries, or see and hear sandhill cranes. More than 325 bird species make the round-trip each year along the Mississippi Flyway, from their breeding grounds in Canada and the northern United States to their wintering grounds along the Gulf of Mexico and in Central and South America. Federal, state and local public accesses along the Mississippi River provide bird viewing from shore, but visitors can also catch a river cruise out of DASB Corridor communities to get closer to birds and nests in the Mississippi River backwaters.

Allamakee County, which defines the DASB Corridor boundaries, ranks first in Iowa for the number of nesting bald eagles. The 141 locations used for breeding make up 33% of all active bald eagle territories in Iowa. Allamakee County was also the headquarters for the reintroduction of the peregrine falcon through the Raptor Resource Project. As a result, there are both natural nesting sites on cliffs and man-made sites on buildings, including 17 nesting pairs, some of those in the DASB Corridor. In recognition and celebration of the abundance of birds in this area, DASB Communities and organizations hold annual events and festivals. An Annual Hawk Watch Weekend is held at Effigy Mounds National Monument each year in October, giving visitors an opportunity to enjoy programs, get close-up views of live raptors, have their photo taken by a life-size replica of an eagle's nest, watch for hawks as they migrate south and see an American Indian effigy mound in the shape of an eagle.

Due to the forested nature of the DASB Corridor, it has a more abundant and diverse woodland plants assemblage. Visitors are particularly drawn to the hundreds of species of woodland wildflowers, ferns and mushrooms found on the forest floor. Unfortunately, many of these plant communities are threatened by invasive species spread by people and wildlife. Paint Creek Watershed, which is one of the dominant watersheds in the DASB Corridor, currently has the largest documented infestation of Japanese Knotweed in Iowa.

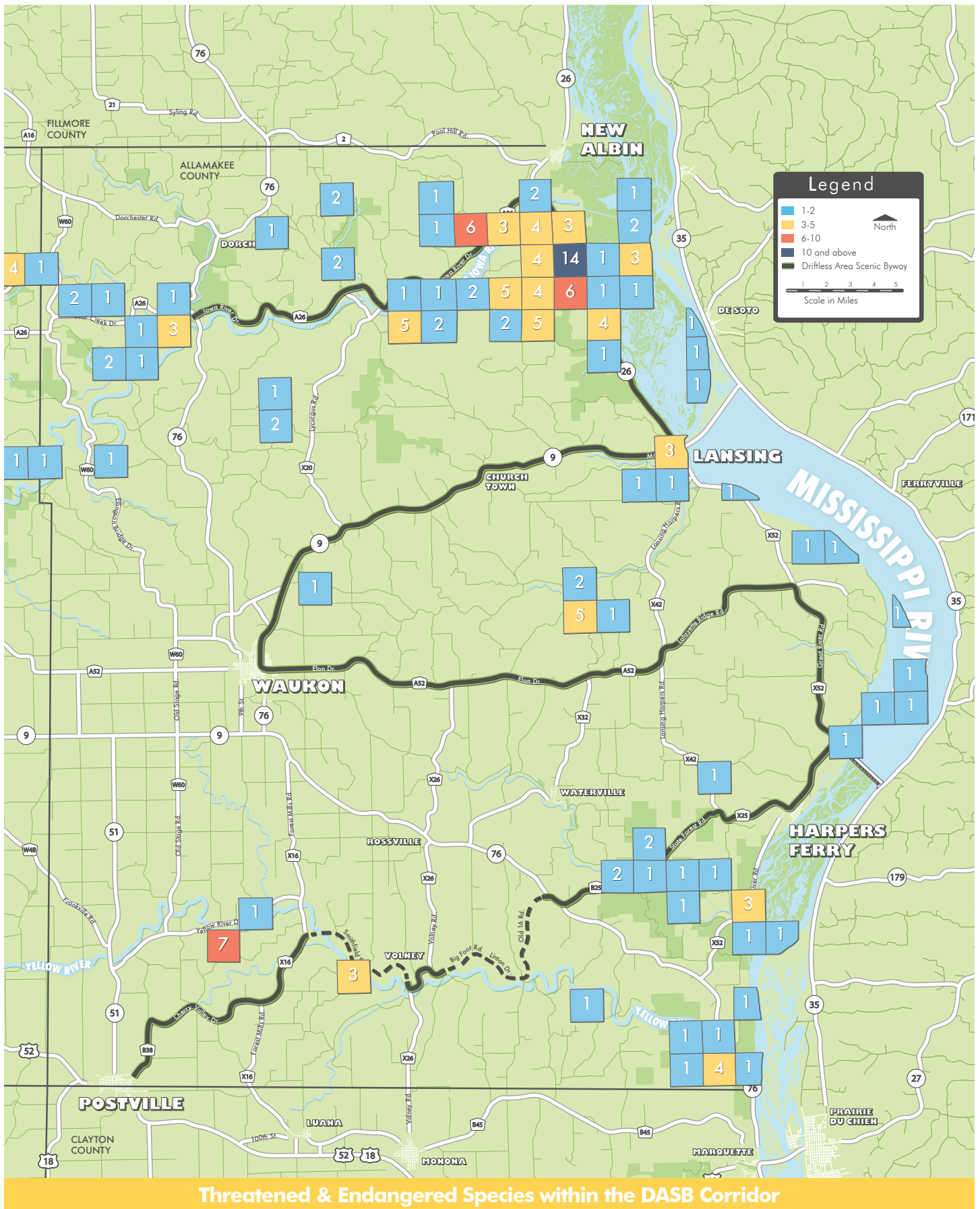


5.11 Climate: The average annual precipitation of the area along the DASB is 32-35 inches. Two-thirds or more of the precipitation falls during the freeze-free period. Most of the rainfall occurs as high-intensity, convective thunderstorms during the summer. Research shows that the rainfall patterns have shifted in the past 50 years, resulting in fewer, more intense, rainfall events increasing flooding and alternating with drought. Snowfall is common in winter. The average annual temperature is 42 to 50 degrees F (6 to 10 degrees C). The freeze-free period averages about 175 days and ranges from 145 to 205 days. Seasonal variation also provides for changing flora and color patterns along the byway.

5.12 Rivers and Watersheds: The rivers and the watersheds in the DASB Corridor are world renowned for their beauty, high-quality flora and fauna, and for their remote, wild nature. From the small coldwater trout streams to the larger rivers that drain to the Upper Mississippi River, the natural, recreational, economic, historical, and social significance of the DASB surface waters cannot be overstated. The DASB Corridor encompasses one of the most rugged areas of the Upper Iowa River Watershed, the majority of the Yellow River Watershed, all of Paint Creek Watershed, and smaller watersheds like Village Creek, that drain directly into the Upper Mississippi River. The Upper Mississippi River and its world renowned corridor are also a significant component of the DASB Corridor. The rivers and streams, their associated valleys, and the forested bluffs that surround them, define and dominate the magnificent scenic beauty of the DASB.

1. Upper Mississippi River: Although it has been altered by the U.S. Army Corp of Engineers, the Upper Mississippi River remains one of the greatest natural resource treasures in the United States. The Upper Mississippi River flows along the entire eastern border of Allamakee County and eleven miles of the DASB Corridor. It is a world renowned water body, known for its exceptional, diverse and complex ecosystems and for the diversity, rarity and abundance of wildlife that grace the main channel of the river, its backwaters, wetlands, sloughs, bottomland forests and riparian areas. The forested limestone bluffs and deep tributary river valleys that flank both sides of the river and its floodplain serve as a dramatic backdrop to this diverse river system. The proximity and height of the bluffs combine with the rich, landscape diversity of the river corridor, to create spectacular views of natural areas that have only minimally been disturbed by man. The natural ecosystems in this river corridor harbor diverse aquatic and terrestrial habitats and wildlife. It is one of the most significant bird migration flyways in the world and a fall migration route or nesting area for millions of waterfowl, hawks, neotropical migratory birds and other birds, including rare and endangered species. According to the National Park Service, 40% of the nation's migratory waterfowl use the river corridor during their spring and fall migration and 60% of all North American birds (326 species) use the Mississippi River Basin as their migratory flyway. They also note that the river is home to at least 260 species of fish that comprise 25% of all fish species in North American, 60 mussels, and over 145 species of amphibians and reptiles, including both turtles and snakes.

2. Upper Iowa River: Over fourteen miles of the northernmost segment of the DASB run parallel to the Upper Iowa River. The Upper Iowa River Watershed (UIRW) has been recognized on local, state and national levels as an important natural and economic resource. It spans more than 640,000 acres, 1,005 square miles, in Iowa and Minnesota, encompassing 70% of Allamakee County and the DASB Corridor. The watershed is recognized by the Environmental Protection Agency and Iowa as a Priority 1 Watershed, the highest priority designation recognized by EPA. There are 64.2 miles of the Upper Iowa River (UIR) and 314 total river/stream miles in the UIRW that have been designated by Iowa as State Protected Waters Areas (PWA), the only PWA in the Driftless Area of Iowa. Although it was ultimately withdrawn, the UIR was designated by the 90th U.S. Congress as among the initial 10 rivers to be included in the National Wild and Scenic River System. In making the recommendation, the Bureau of Outdoor Recreation noted that in addition to the UIR being relatively wild and unpolluted at that time, the river was considered outstanding with respect to several features that continue to characterize the river today. Chimney Rocks and isolated columns of Galena limestone rise 150 feet above the river. These cliffs and palisades, or high vertical walls of limestone, embrace the outside edge of the UIR, laying as much as 250 feet above the river valley in the Bluffton area and 450 feet above the valley near the mouth and Mural Escarpments. Rapids caused by the steep gradient of 7 feet per mile and springs that create 15-foot waterfalls falling directly into the river were also listed. Abundant wildlife and unique vegetation, including the only native balsam fir trees in Iowa and fishing, which included one of the best small-mouth bass fisheries and abundant trout were noted. Geology, including unique geologic features and abundant fossils, as well as the historic sites, were considered significant. The historic sites include numerous prehistoric American Indian villages, one of which may have been continuously inhabited longer than any other place in Iowa. The Upper Iowa River Watershed encompasses an area of rugged hills and steep topography with diverse land use. It is purported to have the highest concentrations of state and federal threatened or endangered species and ecosystems of any HUC 8 watershed in Iowa, as the "Threatened & Endangered Species" map illustrates on page 51. Unique ecosystems include algific talus slopes, fens, moderate cliffs, freshwater mussel beds, and some of the most pristine prairie remnants in the state. The surface water system in this watershed is a coldwater system, which includes a complex network of spring fed coldwater trout streams. The river itself consistently receives national publicity for its beauty and recreational value. There are 1,419 miles of streams and rivers in the UIRW, including over 152 miles that have been designated as coldwater streams, more than any other watershed in the State of Iowa. A portion of the river and several tributaries are designated as High Quality Resource Waters or "waters of exceptional recreational or ecological significance" by the State of Iowa. Although the US Forest Services estimates that over 230,000 acres of land in the UIRW were deforested before 1850, the portions of the UIRW in the DASB Corridor are still dominated by hardwood forest and of particular importance to the neotropical migratory birds that require interior hardwood



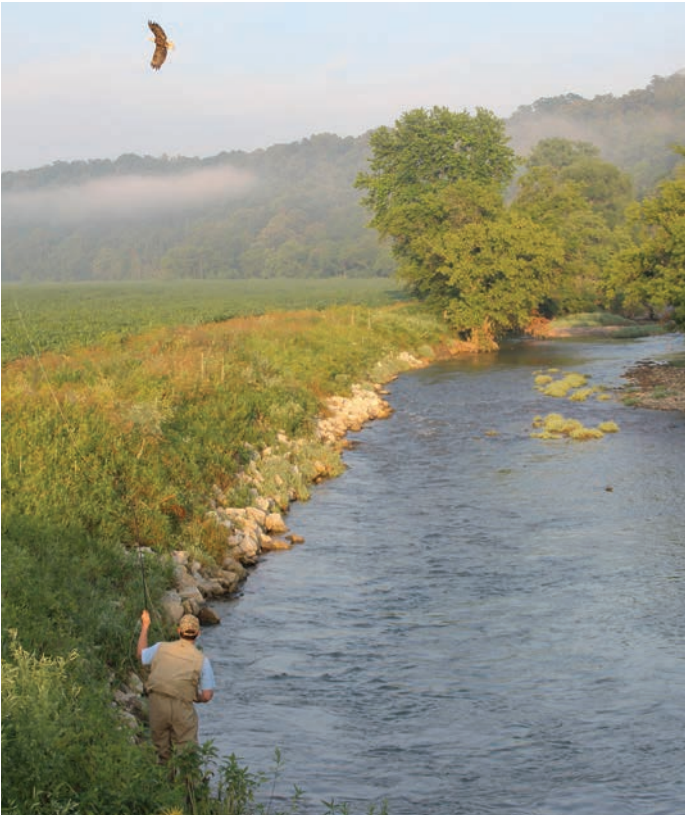
forest at some point during their life cycle. The UIR has 113 miles designated by Iowa as Class A, Primary body contact, including the entire section in the DASB Corridor. Although dikes were placed along both sides of the last few miles of the UIR by the Army Corp of Engineers decades ago, the river is still visible and accessible from the DASB roadway, which was mostly constructed above the primary floodplain. A diverse fish assemblage inhabits the UIRW, including at least sixty-four different species of fish, thirteen of them game fish. The most commonly found game fish in the UIR are smallmouth bass and rock bass. Brown, rainbow and brook trout are common in the tributary streams. Several of the non-game fish are very rare in Iowa including the mottled sculpin and the black redbreast. According to the Iowa DNR Breeding Bird Atlas II, surveyors reporting on various blocks of land near the Upper Iowa River and surrounding natural areas in the DASB Corridor reported between 92 and 104 unique species of birds, with most birds described as nesting, attending young, or being recently fledged young.

3. Yellow River: The DASB Corridor weaves its way through 21.4 miles of the Yellow River Watershed (YRW), flowing adjacent to the river for 6.8 miles. The fifty-mile Yellow River is one of the best examples of a canoeable trout stream in the Midwest, with canoeing and kayaking most popular in the lower 35 miles of this river. It is not only the longest coldwater trout stream in Iowa, but according to Iowa DNR Fisheries, it also lays claim to the highest gradient of any canoeable stream in Iowa. The challenging rapids, limestone bluffs, mature hardwood forests, and boulders the size of boxcars combine with high clarity water to make this a superior natural and recreational resource. This DASB river is known for its spectacular scenery, which includes high-profile public lands. A segment of the river passes through units of the Yellow River State Forest. It continues on its way through the only National Monument in Iowa and ends at the Upper Mississippi River National Wildlife and Fish Refuge. The Yellow River is designated by the Iowa DNR as a coldwater stream and as a High Quality Resource Water. It is stocked with 100,000 fingerling brown and rainbow trout annually by the Iowa DNR, which makes up 75% of the total fingerling trout stocked in Iowa. In the lower stretches, the river supports populations of smallmouth bass, walleye, sauger and northern pike from the Mississippi River. The Yellow River Floodplain is also considered a high-quality wildlife corridor. It harbors one of 12 red-shouldered hawk nesting sites in the state and has high concentrations of threatened and endangered bird populations, including one of the largest number of nesting cerulean warblers in the United States. According to the Iowa DNR Breeding Bird Atlas II, 95 to 104 different species of birds were reported in the blocks in or closest to the Yellow River, including many that were presumed to be occupying permanent territory, many recently fledged young or adults attending young, and some occupying nests.

4. Paint Creek: The DASB travels 6.9 miles through the 59,000-acre Paint Creek Watershed, which is entirely located within the DASB Corridor. The headwaters of the watershed are located near the DASB community of Waukon, Iowa, and Paint Creek outlets into the upper end of Pool 10 of the Mississippi River.

The main branch of Paint Creek is 22.6 miles long, is a major feature of the Yellow River State Forest, and flows through public areas and campgrounds within the Yellow River State Forest. The watershed is predominantly steep slopes with minimal topsoil depths overlying limestone bedrock. The ecosystem is very fragile from both a farm economics and an environmental perspective. The karst terrain in this watershed is dominated by timber, making it a haven for a variety of wildlife. The upland area supports breeding populations of deer, coyote, turkey, pheasant, raccoons, squirrels, grouse, partridge and fox. The riparian area supports mink, muskrat, beaver and river otter. The wildlife provides many hunting opportunities. The terrain in this watershed includes many "rock-lined chutes" that direct stormwater directly to the stream resulting in "flash" flood events where the water rises quickly and also diminishes quickly. This contributes to excessive stream sedimentation, poor riparian corridor quality and reductions in both fish and invertebrate species in the stream. Paint Creek has been managed by the Iowa DNR as a "put and take" fishery, where adult catchable size trout are stocked on a regular basis. In 1999, routine fish community sampling indicated the hatchery-stocked fish were the only game fish in the stream. After significant effort by the Soil and Water Conservation District and the Iowa DNR and private landowners, natural reproduction of brown trout was documented in Paint Creek in 2003. Paint Creek Watershed also provides habitat for a diverse assemblage of birds. According to the Iowa DNR Breeding Bird Atlas II, 80 to 104 different bird species were reported in survey blocks in or close to Paint Creek.

5. Village Creek: Although the DASB does not cross Village Creek nor run parallel to this water course for any length, it does traverse the edge of the Village Creek Watershed for twenty miles. Therefore, the natural features in the Village Creek Watershed represent a significant component of the viewshed for the DASB. The watershed has diverse land use and is located adjacent to the Globally Important Bird Area boundaries. According to the Iowa DNR Breeding Bird Atlas II, 97 to 104 different species of birds were reported in the survey blocks closest to Village Creek. This diverse assemblage of birds is indicative of the diversity and quality of the natural resources in the Village Creek Watershed. According to local historian Betty Palmer, Village Creek originates near the old Iron Mine northeast of Waukon. Its length is approximately 20-25 miles. Its valley deepens along its course until it is hemmed in by high river bluffs as it forms its mouth entering the Mississippi River just south of Lansing, Iowa. The whole of Village Creek Valley is a very scenic site with many notable landmarks including Pulpit Rock, Joy Top, White Pine Ridge (home to one of only two substantial stands of white pines left along the creek drainage, the main part of them having been logged out over a hundred years ago). Several prominent landmarks and features lie within this watershed including the Union Grist Mill Ruins, the abandoned village of the same name, Capoli Ridge, the delta swamps and woodland near its mouth and at its mouth on its southern flank, Mt. Ida (a Mississippi River landmark), along with Mt. Hosmer to the north (the highest point along the entire course of the Mississippi River), and Mt. Lafayette to the south. These features greatly enhance the natural and scenic qualities of the DASB Corridor.



Yellow River



Paint Creek



Upper Iowa River



Brook Trout

5.13 Cold Water Trout Streams: The DASB Corridor has dozens of spring-fed cold water trout streams, including three of Iowa's most-visited cold water trout streams, and the largest trout stream in Iowa by length and flow. One of the streams in the DASB Corridor was the last stream in Iowa to harbor a naturally reproducing native brook trout population. Trout from that population were used by the Iowa DNR to repopulate native brook trout across the region. Today, the Iowa Department of Natural Resources (IDNR) stocks approximately 50,000 catchable rainbow and brook trout from nearby hatcheries into streams in the DASB Corridor between April 1st and October 31st annually. Although the majority of the cold water trout streams in the DASB Corridor are privately owned, dozens of the landowners partner with the Iowa DNR to open their streams to public fishing, creating a public fishing resource that is second to none in the Midwest. Today, fifteen cold water trout streams in the DASB Corridor provide over 65-miles of fishable water open to the public. The Iowa DNR also stocks over 58,000 brown and 50,000 rainbow trout fingerlings into what they term as "put-and-grow" streams. The Iowa DNR and their partners have also worked diligently over the past 20 years to restore in-stream and near-stream habitat and watershed health throughout the DASB Corridor. Natural reproduction of trout is documented in several streams and because of the natural reproduction, many of the streams in the DASB Corridor now boast thousands of fish per mile and diverse game and non-game fish assemblages. According to Iowa DNR fisheries staff, there are 21 cold water trout streams in the DASB Corridor where the DNR has documented natural reproduction of brown and/or brook trout.

Streams with Natural Reproduction of Brown and Brook Trout in the DASB Corridor	
Brook Trout (6)	Bear, French Creek, French Creek-West Branch, Pine, Little Paint and Lansing WMA
Brown Trout (22)	Bear, Lansing Clear, New Albin Clear, Dousman, Duck, Erickson Branch, French Creek, French Creek-West Branch, Hickory, Jones, Little Paint, Lansing WMA, Ludlow Creek, Paint, Patterson, Stonebrook Spring, Trout Run, Village, Waterloo Creek, Wexford, Pine and Williams Creek

The ability of these streams to support natural reproduction of brook trout speaks to the dedication of private landowners and the public partners to restore the quality of the natural resources associated with, and adjacent to, the streams. Although there is not public access to every cold water trout stream in the DASB Corridor, both public and private land purchases and easements have created opportunities for the public to enjoy the natural resources associated with several. Characteristics and maps of the eleven most popular segments of cold water trout streams, which provide exceptional rainbow, brook and/or brown fishing along a combined 65-miles of stream are detailed in the pages that follow. Most of these streams are located in remote valleys where there is little evidence of human activity.



Brown Trout



Rainbow Trout

1. Lansing Clear Creek: Lansing Clear Creek is a 2-mile stream with brook, brown and rainbow trout. Beginning west of the town of Lansing, Clear Creek runs through a city park managed by the Allamakee County Conservation Board and is located across from the Scenic Valley Motel. Access to this clear-water stream can be found on the south side of Route 9 and at Clear Creek Park on Oak Hill Road, which features about a half-dozen primitive campsites. This stream is known to be stocked full of caddis and scuds, so nymphing can often increase your odds of hooking fish. The deep pools and runs directly upstream from the Oak Hill Road parking lot provide some of the streams best habitat and cover for the trout. This location is also where the DNR stocks catchable-sized rainbows. Over the past few years, the DNR has documented the natural reproduction of brown trout along the upper reaches of this stream. The second stream segment, west of the Red Barn Resort, provides an opportunity for anglers to walk short prairie grass along scenic banks. If you plan to fish here, be aware of the eagle's nest in the spring, as she has been known to be protective of her hatch. Lansing Clear Creek merits fishing and can be a great stream to fish if you are traveling with family, as it is in close proximity to the town of Lansing and many nearby attractions.

2. Pine Creek: Pine Creek is a 2.5-mile stream with brook and brown trout. Straddling the Winneshiek and Allamakee County line northeast of Decorah, Pine Creek is a tributary to Canoe Creek and the Upper Iowa River Watershed and is noted for its naturally reproducing trout. This stream is for the serious angler in search of landing wild stream-reared brown and brook trout. Bushwhacking through willow thickets is often required to fish the narrowness of the five-foot-wide stream corridor that twists and turns along cleared farmland and forested timber. Besides the rush of catching a wild trout, this stream's setting is truly pictorial, with bluffs, oak-hickory woodlands, goat prairie and trickling trout water all nestled together within a deep-cut valley, which is a distinctive feature of the entire area. Much of this creek is contained within the 7,205-acre South Pine Creek Wildlife Management Area that begins just downstream of the County Road W60 bridge. The public land surrounding Pine Creek is also open to hunting, in case you feel the need to trade in your long fishing pole for long arms and take to the woods in search of ruffed grouse, squirrel or American Woodcock.

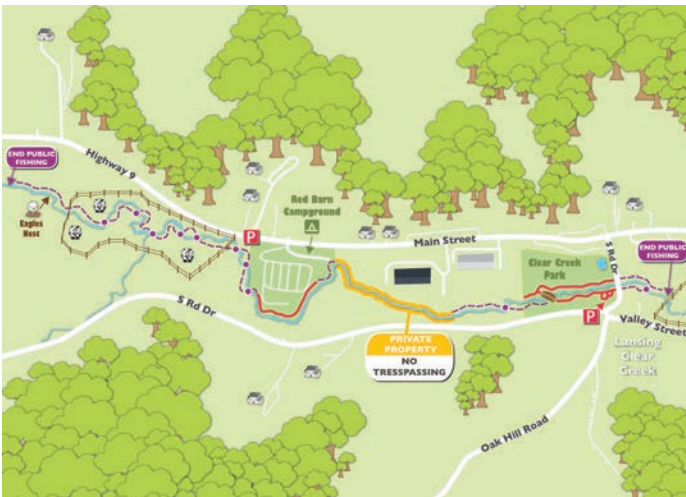
3. Patterson Creek: Patterson Creek is a 1.4-mile stream with brook, brown and rainbow trout. Located near the Howlin' Hills Farm in rural Allamakee County, Patterson Creek is a pleasant fly fishing destination that runs through open pasture. In 2010, Healing Harvest Forest Foundation volunteers along with members of the Iowa Driftless Chapter of Trout Unlimited installed trout-stream bank hides, also known as lunger structures, to increase the stream's ability to host holdover trout and enhance the overall fishing experience for anglers. Considering this stream now has a loyal following, the added structures and rocky banks have made this stream a pleasant destination for fly fishermen. Look for holdover fish at the sharp bends and stream segments with fast moving water.

4. Hickory Creek: Hickory Creek is a 1.5-mile stream with brook and brown trout. Located northwest of Monona, this clear stream flows within an isolated valley and winds its way along the base of a steep hill. Hickory Creek is divided from the road by a narrow strip of tilled fields and can be accessed by parking near the bridge on Hickory Creek road. Over the past few years, DNR efforts have taken place to restore trout habitat through bank stabilizers and lunger structures. Although brown and brook trout are stocked here and there has been some natural reproduction of browns, this creek is not the place to catch bruisers or big fish. Expect trout in the 8- to 12- inch range with a few surpassing 14 inches.

5. Wexford Creek: Wexford Creek is a 1.4 mile-stream with brook and rainbow trout. Wexford Creek is located five miles north of Harpers Ferry on the Great River Road or CR X52. This stream is hard to miss, as it is situated in a beautiful valley next to the oldest Catholic Church site between Dubuque, IA, and St. Paul, MN, known as the Wexford Immaculate Conception Church. You can't miss the cemetery, church and tiny wayside chapel on the west side of the road, which is also the side where fence crossings have been built to provide stream access. Wexford Creek is a nice little stream that meanders through pasture land on its short journey to the Mississippi River. Stocked weekly with brook and rainbow trout, nice fish can often be caught at the pool near the Wexford Hollow Drive bridge.

6. Clear Creek: Clear Creek is a 3.4-mile stream with brook and brown trout. This small stream is located 4 miles east of Dorchester along Sleepy Hollow Drive. Known as a put-and-grow stream, Clear Creek is different from most put-and-grow streams since it is located within the Clear Creek Wildlife Management Area, or publicly owned land that does not require landowner permission to fish. Stocked annually with fingerling brookies and browns, this creek has been known to maintain populations of naturally reproducing trout. Although you are not likely to catch big bruisers in this stream, it is a nice creek to fish if you are after the wild brook and brown trout.

7. French/West Branch Creek: French/West Branch Creek is a 5.6-mile stream with brook, brown & rainbow trout. French Creek is one of the best examples of a classic Driftless stream in the state. The creek was among the first streams in Iowa to support naturally reproducing brown trout. In addition, brookies have been reintroduced to the headwaters, and have also established wild populations. Today, fish densities approach 2,500 per mile, making the creek second only to Waterloo Creek in its ability to grow wild trout. If you plan a trip here, note that the entire stream is under special regulations where only artificials are permitted and all brown trout must be released immediately. The reason for this is that eggs and milt from French Creek browns are incubated to provide the stock for all of Iowa's stocked brown trout. French Creek is designated in two parts, the upper reaches where brook trout predominate, and the lower watershed known for its population of browns. The two segments are divided by a large parking lot that doubles as a primitive camping area. Anglers refer to this stream, especially the upper reaches, as being "woolly." What this means is that you will likely be fishing small water in tight, wooded conditions. However, the density of wild trout, gin-clear water, and beauty of the French Creek valley make this a tremendously desirable destination.



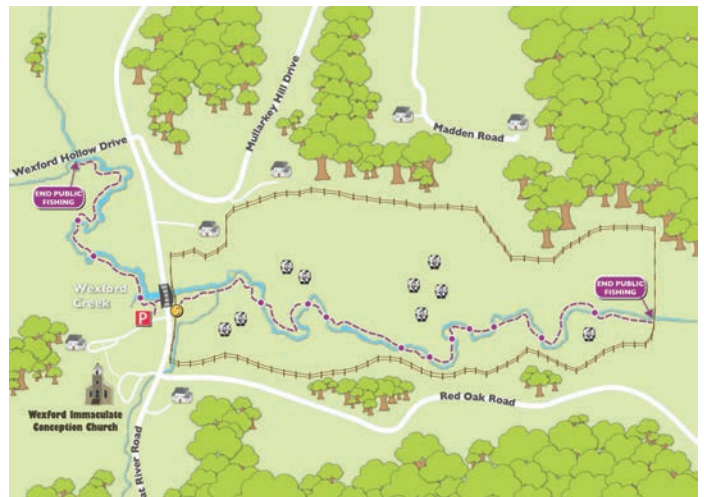
1. Lansing Clear Creek Trout Stream



4. Hickory Creek Trout Stream



2. Pine Creek Trout Stream



5. Wexford Creek Trout Stream



3. Patterson Creek Trout Stream

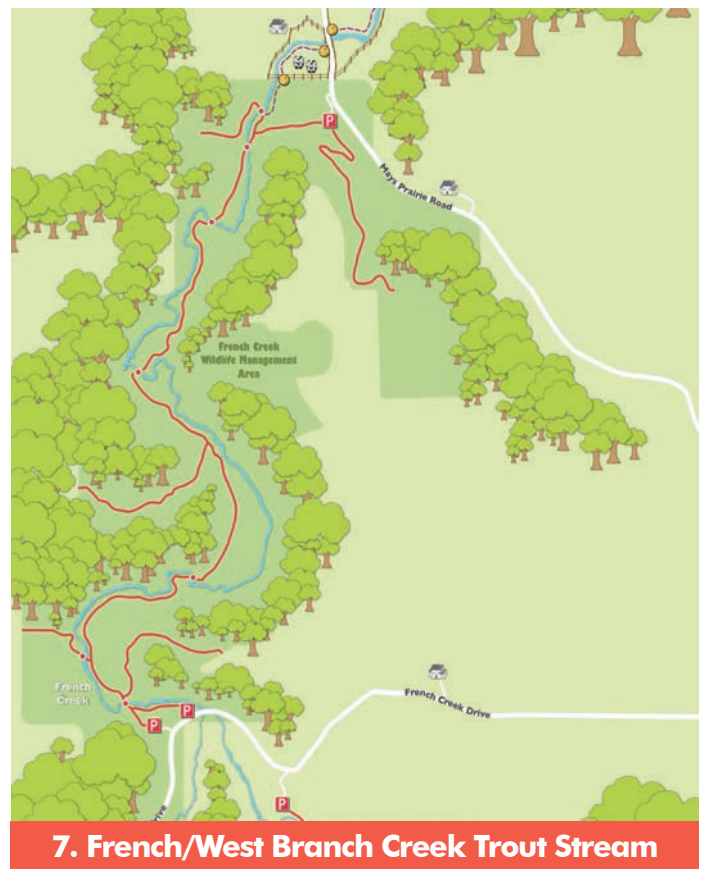


6. New Albin Clear Creek Trout Stream

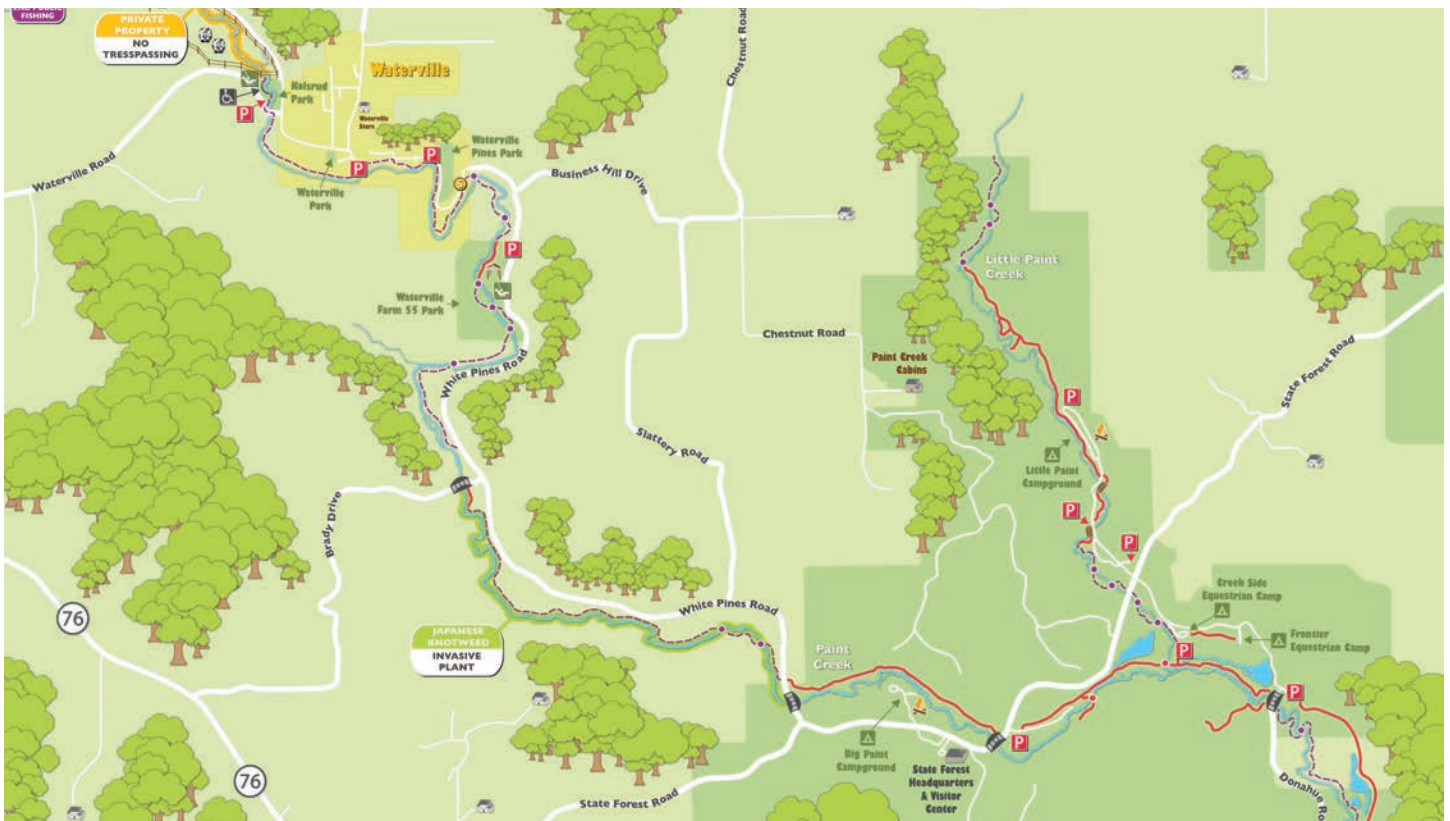
8. Paint and Little Paint Creek: Paint and Little Paint Creek comprise 14 miles of stream with brook, brown and rainbow trout. For fly fishers who enjoy camping within casting distance of trout, a trip to the Yellow River State Forest makes a compelling destination. Located 6 miles Southwest of Harpers Ferry, this state park contains 8,500 acres of mixed hardwood and conifer forest, three trout streams (the Yellow River, Paint Creek, and Little Paint Creek), four campgrounds with 168 campsites, 40 of them equestrian, and trails for hiking, backpacking, horseback riding and snowmobiling. Almost entirely encompassed by the public forest, Paint Creek features over six miles of stream containing stocked rainbows and brookies along with wild browns. The stream takes its name from Paint Rock Bluff, near Waukon Junction, Iowa. Once an important navigational landmark for Mississippi River traffic, it was named for the American Indian paintings and petroglyphs on it. This creek is small, perhaps 10-25 feet wide with the publicly accessible sections beginning west of the town of Waterville. This westerly section is mostly pasture, but by the time the creek reaches Waterville, it flows through a canyon between almost vertical cliffs some 150 feet high and continues to flow next to limestone rock faces as it winds through the state forest boundary. This region is quite scenic, with sloping terrain, rock outcrops and lush woodlands. The water here is gin clear and turns an indescribable blue/green color in the deeper pools. Colder and more intimate, Little Paint Creek joins Paint Creek after crossing Highway B25 near the state forest's equestrian campground and flows parallel to Donahue Road. This tributary is smaller and colder than Paint Creek and harbors wild browns and brook trout, in addition to stocked rainbows and brookies. Excellent water is accessible from the state forest's largest camping unit, Little Paint Campground. Hugging the stream, this campground is spread out along the valley floor to the west of State Forest Road. The primitive campsites here are large and grass covered, with many sites smack dab on Little Paint Creek. A smaller camping unit is also located on the main stem of Paint Creek called Big Paint Campground. If you decide to stay at either, know that all campsites within the Yellow River State Forest are primitive, which means there is no provision of electricity or water and restrooms are non-flushing vault toilets. All campers are able to access a supply of fresh drinking water free of charge at the information center at Big Paint.

9. Waterloo Creek: Waterloo Creek is a small, limestone-lined, 10.5-mile spring creek with rainbow, wild brown trout and native brook trout. Waterloo Creek is one of Iowa's most promising future trout streams. It is also considered by many to be the state's "crown-jewel" creek for catching browns. During peak years, Waterloo Creek has held more than 4,000 trout per mile, the highest numbers ever documented in Iowa. Waterloo Creek can be broken down into three sections, progressing from upstream to downstream. The most northern reaches of Waterloo Creek run along Waterloo Creek Road upstream of Dorchester and into Bee, Minnesota. This uppermost section is narrow with very clear water and may be accessed from multiple pull-offs and fence trout-stiles marked Public Fishing along Waterloo Creek Road. Be aware that a portion of this uppermost section is

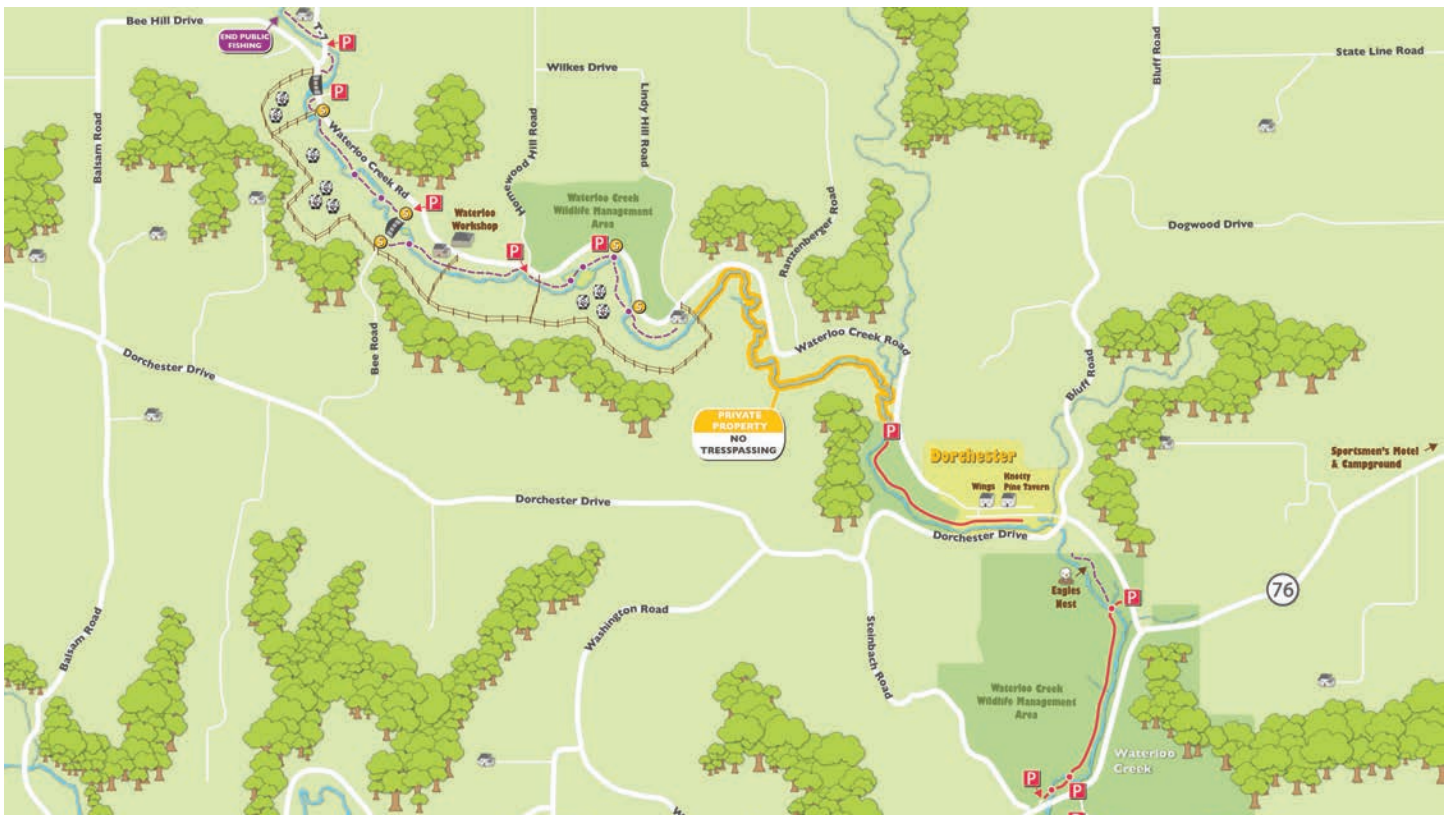
posted and under private control. While the Waterloo browns are wild, this stream segment is supplemented with stocked rainbows and brookies. The next section can be accessed along Highway 76 downstream from Dorchester. While fishing the uppermost section of Waterloo Creek may feel tight, this middle section is more open to throwing a cast and consists of closely grazed pastures. While this section is not stocked with trout, fish caught here are often larger, with many 14-inch-plus browns swimming the bends and deep holes. The remaining two miles of stream below the Highway 76 bridge are under special regulations where only artificials are permitted and all caught trout must be immediately released. Many consider this catch-and-release section of Waterloo Creek to contain some of the best fishing spots and holding places for trout. In addition to this section's great structure comprised of deep water, undercut banks, rocks and trees, the Iowa DNR and Iowa Driftless Chapter of Trout Unlimited have done a substantial amount of restoration here. Invasive non-native plants have been removed and replaced by native plants, and the original meandering of the spring-fed brooks that feed the creek have been reestablished. Other efforts to improve trout habitat along this section include bank stabilization, installing fish-hides and planting grasses and trees along the banks. Many of these man-made structures and fish hides are great spots to target while angling. The intersection of A-26 and Highway 76 marks the end of public water along Waterloo Creek. Below this, the stream funnels into the Upper Iowa River, which is another location you may want to fish.



7. French/West Branch Creek Trout Stream



8. Paint and Little Paint Creek Trout Stream



9. Waterloo Creek Trout Stream



Upper Mississippi River National Wildlife & Fish Refuge

5.14 Public and Private Land Access: Public lands and access to private properties and acreages through easements in the DASB Corridor give the public access to some of the highest quality forests, prairies, wetlands and coldwater trout streams in Iowa. 17,788 acres of the 421,808 acres in the DASB Corridor, or 4.2%, are owned by county, state or federal agencies. Approximately 8,000 of those acres are within the DASB viewshed, making up 5.1% of the viewshed. Thousands of additional acres, many of the most significant public lands in the DASB Corridor are found in close proximity to each other and/or adjacent to larger tracts of private woodland and undeveloped areas, creating wildlife habitat that is second to none in Iowa and resulting in a large segment of land in the DASB Corridor being included in a Globally Important Birding Area. Public lands in the corridor are displayed on the map on page 69. Although they are all significant, the largest and highest priority areas and the natural resources associated with them are noted below and discussed further in the recreational and interpretive chapters of this CMP.

1. Upper Mississippi River National Wildlife & Fish Refuge: The Mississippi River and its backwaters are part of the Upper Mississippi River National Wildlife and Fish Refuge (Refuge), which was established in 1924. According the U.S. Fish and Wildlife Service, it covers just over 240,000 acres and extends 261 miles from near Wabasha, Minnesota to Rock Island, Illinois. The Refuge manager Sabrina Chandlers

notes that “The Refuge has been designated as a Ramsar Wetland of International Importance.” It encompasses one of the largest blocks of floodplain habitat in the lower 48 states, providing diverse aquatic and terrestrial habitat for millions of birds and mammals. Chandler notes, “It hosts 50% of the world’s Canvasback duck population and up to 20% of the eastern United States population of Tundra Swans during Fall Migration”. The DASB intersects with the Mississippi River and the Refuge both in Harpers Ferry and Lansing and travels along its length for eleven miles between Lansing and New Albin. The Mississippi River and the Refuge draw millions of visitors annually and are major tourist attractions as well as a vital component of the economy. Chandler notes that the refuge has, “nearly 3.7 million annual visits, which is one of the highest in the National Wildlife Refuge System. Folks appreciate the river for what it has to offer, endless beauty, recreational opportunities, and an economic driver; because of that, Congress has recognized the Upper Miss as a nationally significant ecosystem and nationally significant navigation system. Without the Refuge designation here on the Upper Miss, the river would be a much different place for locals and tourists alike.” The natural resources associated with the Refuge also contribute to the natural, historic and cultural intrinsic qualities of the DASB river communities. DASB communities along the Mississippi River have all developed various types of public access to, and events associated with, the river and its associated natural resources.



Effigy Mounds National Monument

2. Effigy Mounds National Monument: Effigy Mounds National Monument is located in the southeast corner of the DASB Corridor near the byway community of Harpers Ferry. The mounds preserved at this site are considered sacred by many Americans, especially the Monument's 20 culturally associated American Indian tribes. The mounds are located in one of the most picturesque sections of the Upper Mississippi River Valley. The establishment of this 2,526-acre Monument actually began as a push to create the Mississippi Valley National Park, which would have covered an even larger area of the Upper Mississippi River Valley. Effigy Mounds National Monument was established in 1949 by Harry S. Truman and continued to grow over several decades as additional tracts were transferred from the State of Iowa, nonprofit organizations and private donors to the federal government. According to the National Park Service, when land was added to the monument in 1961, the Monument's enabling legislation was amended to mandate not only the preservation of the mounds, but also the wildlife and natural resources of the area. In the 1970s, the emphasis of the Monument shifted from archaeological field investigations toward preservation and interpretation of the mound builders story. In the 1980s, the value of the Monument shifted again to be less focused on the scientific perspective of the site and more focused on the sacred landscape from a human perspective. As those shifts in thought and management occurred, the natural resources within the Monument's boundaries came to be recognized as important to the mound builder's culture and beliefs as well as important in their own right. Today, the Monument is famous for the 191 known

prehistoric American Indian mounds that are located within its boundaries, including 31 bird and bear effigies, which make Effigy Mounds National Monument the largest known concentration of mounds remaining in the United States. However, it is also loved by wildlife and nature enthusiasts for its natural ecosystems including woodlands, wetlands, rivers and riparian areas that are teeming with common species as well as threatened and endangered wildlife. Whitetail deer, turkey, squirrel, raccoon, turkey vulture, chipmunks and other animal sightings are common, as are the more elusive butterflies, dragonflies, amphibians, reptiles, and other forest and wetland creatures. However, the neotropical migratory birds, raptors, and other birds that grace the Monument during migration or nesting seasons are world renowned, so much so that the Monument lands were recently included in Iowa's first Globally Important Birding Area. This honor is in part related to the fact that the Monument is in the center of the Mississippi Flyway, borders the Upper Mississippi River National Wildlife and Fish Refuge and is adjacent to Yellow River State Forest. According to the National Park Service, more than 291 species of birds nest or migrate through the Monument, including peregrine falcons, bald eagles, red-shouldered hawks, cerulean warblers, great blue herons, egrets, double-crested cormorants, and prothonotary warblers. Trails and viewing platforms, as well as a visitor center, museum, and interpretive staff, provide exceptional opportunities for learning about the natural and archaeological resources. The visitor center has a scale model of the Monument, exceptional interpretative displays and interpretive programs.



Clouded Sulphurs at Clear Creek Wildlife Management Area

3. Yellow River State Forest: The DASB traverses 5.1 miles through the Yellow River State Forest (the Forest), which was established in 1935 when the first acres were purchased adjacent to and named after the Yellow River. According to the Iowa DNR, in 1949, 1,500 acres were transferred from the State to the National Park Service and became a part of Effigy Mounds National Monument. Even with that transfer, the Forest has grown over the years in size as new “Units” were added to encompass a total of 8,503 acres, the majority of which are located in the Paint Creek Watershed north of Yellow River. Today the Forest “Units” include the Luster Heights Unit (770 acres), Mudhen Unit (196 acres), Paint Creek Unit (5,237 acres), Paint Rock Unit (864 acres), Waukon Junction Unit (209 acres), and Yellow River Unit (1,227 acres). Most of the land purchased was originally farmland and pasture but after purchase, was planted to trees, including plantations of pine trees and native hardwoods. Prairie species, including endangered species, are found on dry bluffs, rock outcroppings and steep slopes. Although the majority of the Forest has limited human access, camping and picnic areas were developed in the 1950’s and 1960’s and trail systems accommodate bikers, hikers and horseback riding. High quality cold water trout streams meander through the Forest, providing excellent and easily accessible angling opportunities. The Forest provides habitat for mammals, waterfowl and game birds as well as threatened and endangered neotropical migratory birds and raptors. In recent years, the Forest has become well-known as providing habitat for the endangered cerulean warbler and red-shouldered hawk, who nest in its woodlands and serve as an indicator of the quality of the ecosystems within the DASB Corridor.

4. Iowa Wildlife Management Areas: The diverse and rich natural resources in Allamakee County have caused the State of Iowa to prioritize specific areas within the DASB Corridor for purchase by county or state conservation partners. The Iowa Natural Heritage Foundation has also prioritized specific areas for protection through easements. These targeted areas include the Upper Iowa River Corridor, coldwater trout streams and the land that adjoins existing public properties. Many of the lands that are purchased by the Iowa DNR are managed using state and federal revenues from hunters, fishers, and trappers, as Wildlife Management Areas (WMAs). WMAs in the DASB Corridor are included on the map on page 69. These areas are managed specifically for hunting and fishing and are open to the public for recreational use 365 days a year. Signs of human influence on these properties are usually removed upon acquisition if at all possible. These properties harbor birds, mammals, amphibians, reptiles and diverse fish assemblages. WMAs within the DASB Corridor include bluffs, forests, wetlands, coldwater trout streams and riparian areas. Specific WMAs in the DASB Corridor that are considered to be or harbor state or federally significant archaeological, natural or cultural resources include: Black Hawk Point, Canoe Creek, Clear Creek, English Bench, Fish Farm Mounds, French Creek, Lansing, Pine creek, Pool Slough, Upper Iowa River – Iverson Bottoms, Waterloo Creek, and Waukon Junction. Coon Creek, North Bear and South Bear WMAs adjoin the DASB Corridor boundary. The WMAs in the DASB Corridor are primarily located within the Upper Iowa River Watersheds or adjacent to the Mississippi River between New Albin and Lansing.



Yellow River State Forest

5.15 Challenges & Opportunities:

1) Quality of Natural Resources: Some of the most pristine natural resources in Iowa are clustered together in the DASB Corridor, including national and world renowned cold water trout streams and rivers, wetlands, large blocks of hardwood forest, unique geologic features, threatened and endangered species of flora and fauna, and bird nesting and migration habitat.

2) Land Ownership: The percentage of land in city, county, state and federal ownership in the DASB Corridor is greater than the percentage of land in public ownership in Iowa.

3) Private Land Management and Land use: Private land management and land use in the DASB Corridor is diverse and representative of a variety of natural ecosystems including wetlands, woodlands, prairies, alluvial talus slopes, riverine system, cold water trout streams and other ecosystems. As a result, private land management in the DASB Corridor harbors more threatened and endangered species than anywhere else in Iowa. However, one of the greatest land transfers in Iowa's history is anticipated over the next 10 to 20 years. Sale and transfer to private or public entities, who often have different priorities, can create risk for natural areas and ecosystems both on the property sold and in adjacent associated ecosystems.

4) Private Lands Access: Private landowners have provided valuable public access to high-quality natural resources. However, one of the greatest land transfers in Iowa's history is anticipated over the next 10 to 20 years. Without permanent public easements, sale and transfer of land to private or public entities with different priorities can end public access.

5) Disconnection Between Private and Public Land Management and Natural Resource Based Tourism: There are some residents, corporations and visitors that do not understand the relationship between natural resource based tourism, economic development and protection of natural resources.

6) Groundbreaking County Planning and Zoning: Allamakee County has adopted some of the most detailed bluffland ordinances in the region and Driftless Area, limiting frac mining to specific areas and protecting the natural areas within the DASB Watershed.

7) Increased Public Use of the Natural Areas Related to DASB Promotion: Increased use and pressure on natural areas may result from promotion and marketing of the DASB and may draw more visitors to the DASB Corridor. These visitors may put increasing pressure on limited public resources.

8) Partnership Opportunities: Several new and established citizens groups, public entities, and nonprofit organizations share many aspects of the DASB Board's vision for natural resources, including the Upper Iowa Drainage District, the Upper Iowa Alliance, the Upper Iowa Watershed Management Authority, the Upper Iowa Audubon, the Upper Mississippi River Audubon, Northeast Iowa RC&D, Friends of Pool 9, and others.

9) Invasive Species: Invasive species are impacting both public and private natural areas that are located within or near the DASB Corridor. The majority of residents and visitors may not understand or recognize these invasive species. They also may not understand the economic problems that many invasive species can cause. Transporting invasive species into and/or between natural areas may be exacerbated by uninformed residents and visitors moving between these areas. Education on which invasive species are present and which strategies can effectively control the spread are beneficial. Gypsy moth, Emerald Ash Borer, Japanese knotweed and others can only be successfully managed with help from both residents and visitors.

10) Water Quality: Water quality is important to the aquatic systems, including flora and fauna, in the DASB Corridor. Allamakee SWCD has partnered with other local, state and federal entities and private landowners to implement highly successful watershed projects in the DASB Corridor but as land ownership transfers, land use can change dramatically.

11) Flooding and Flood Debris: Intense rainfalls have resulted in high flows and flooding throughout the DASB Corridor. Flood waters have carried thousands of tons of debris, some of it hazardous, into the backwaters of major rivers, including into Pool 9 of the Mississippi River, creating a hazardous situation that harms the aquatic and terrestrial natural resources in, and detracts from the natural beauty of the DASB Corridor.



Water Quality



Flooding and Flood Debris



Invasive Species: Japanese Knotweed

5.16 Proposed Strategies:

1) Partner with DASB Stakeholders on Projects that Protect Natural Resource:

Develop and implement projects and programs that encourage public and/or private natural resource projects, partnerships and recognition. Work with the public land managers to implement joint projects that protect and enhance natural resources. Develop support for and recognition of exceptional private land management. Partner with the Upper Iowa Drainage District, the Upper Iowa Alliance, the Upper Iowa Watershed Management Authority, the Upper Iowa Audubon, the Upper Mississippi River Audubon, Northeast Iowa RC&D, Friends of Pool 9 and other private nonprofits and public collaboratives to implement projects that enhance and protect natural resources.

2) Partner with Entities to Increase Public Access to High Priority Natural Areas:

Support programs and initiatives that help private landowners voluntarily protect natural areas by providing public easements that ensure access to high-quality natural areas.

3) Increase the use of Site-Specific, Landscape and Topical Interpretive Tools:

Secure or develop maps, descriptions and photographs of significant natural landscapes, native flora and fauna from aquatic and terrestrial habitats, and use that can be utilized in publications regarding specific sites, resources or topics.

4) Manage Invasive Species:

Develop projects that help private and public entities understand and control invasive species.

5) Build Sustainable Branding:

Develop an attractive DASB “natural resource friendly” brand that encourages sustainable use of resources and then work with partners to develop DASB promotional publications and online social media content that demonstrate and encourage a respect for natural environments, flora and fauna.

6) Implement High-Quality Interpretation that Reinforces the Brand:

Install interpretive media along the DASB.

7) Foster Private Land Partnerships:

Research, develop & distribute outreach materials that help private landowners in the DASB Corridor understand the connections between how they manage their natural areas and byway vibrancy, visitor appeal, job creation, community development, property tax vs sales tax, and other issues that are important to the private landowners.

8) Facilitate Multi-Agency Partnerships:

Facilitate discussions with city, county, state and federal park managers to exchange information about the natural resources they manage, challenges within those natural areas and opportunities to engage the public, expand partnerships and minimize public impact to natural areas.

9) Empower Local Public Land Managers with Planning:

Work with public area managers to develop and implement Site Plans for public land units that help them improve the visitor interface with natural areas through infrastructure improvements, wayfinding, interpretive tools and other amenities, while protecting the natural intrinsic qualities of the land unit.



Secure Photos of Native Flora and Fauna

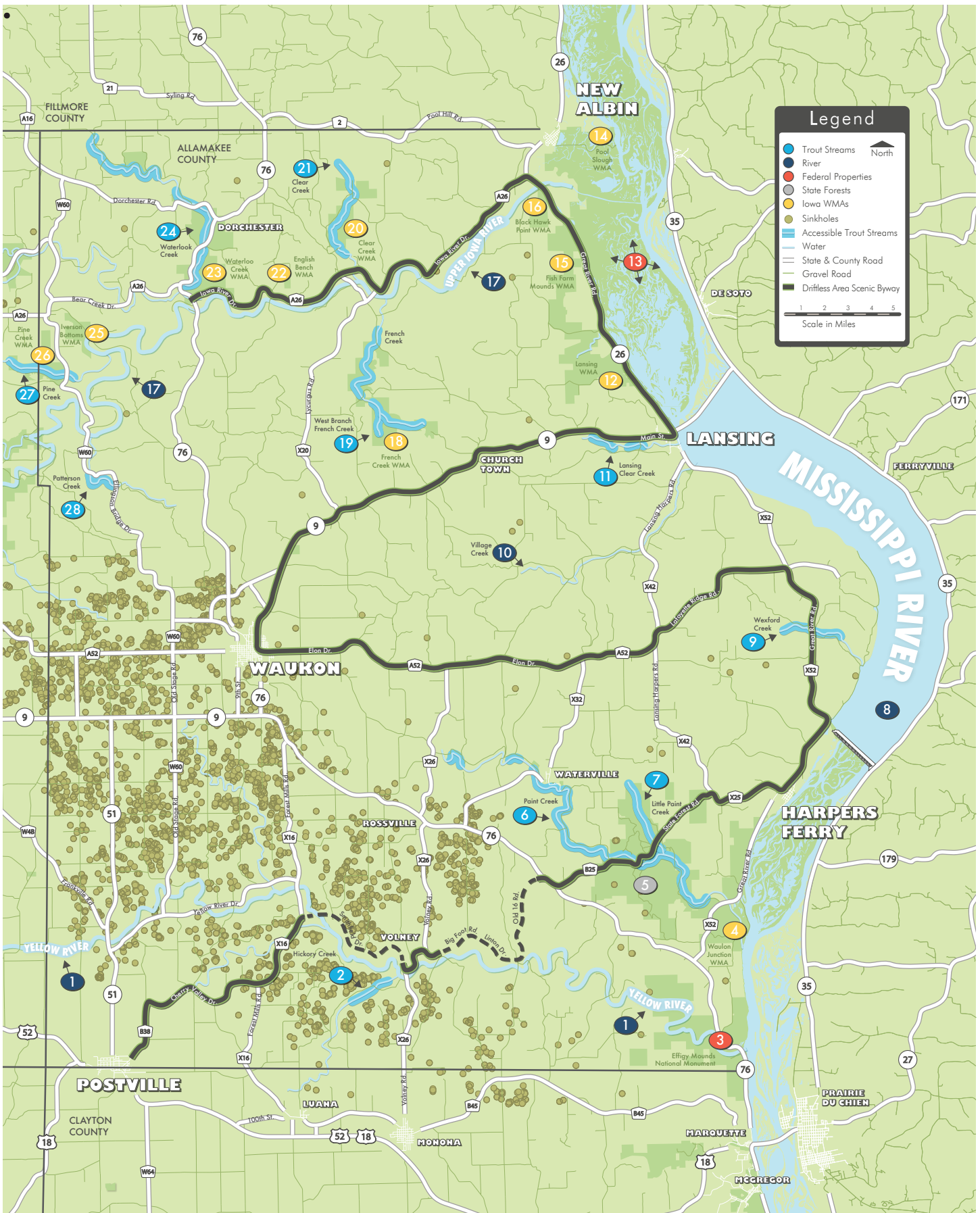


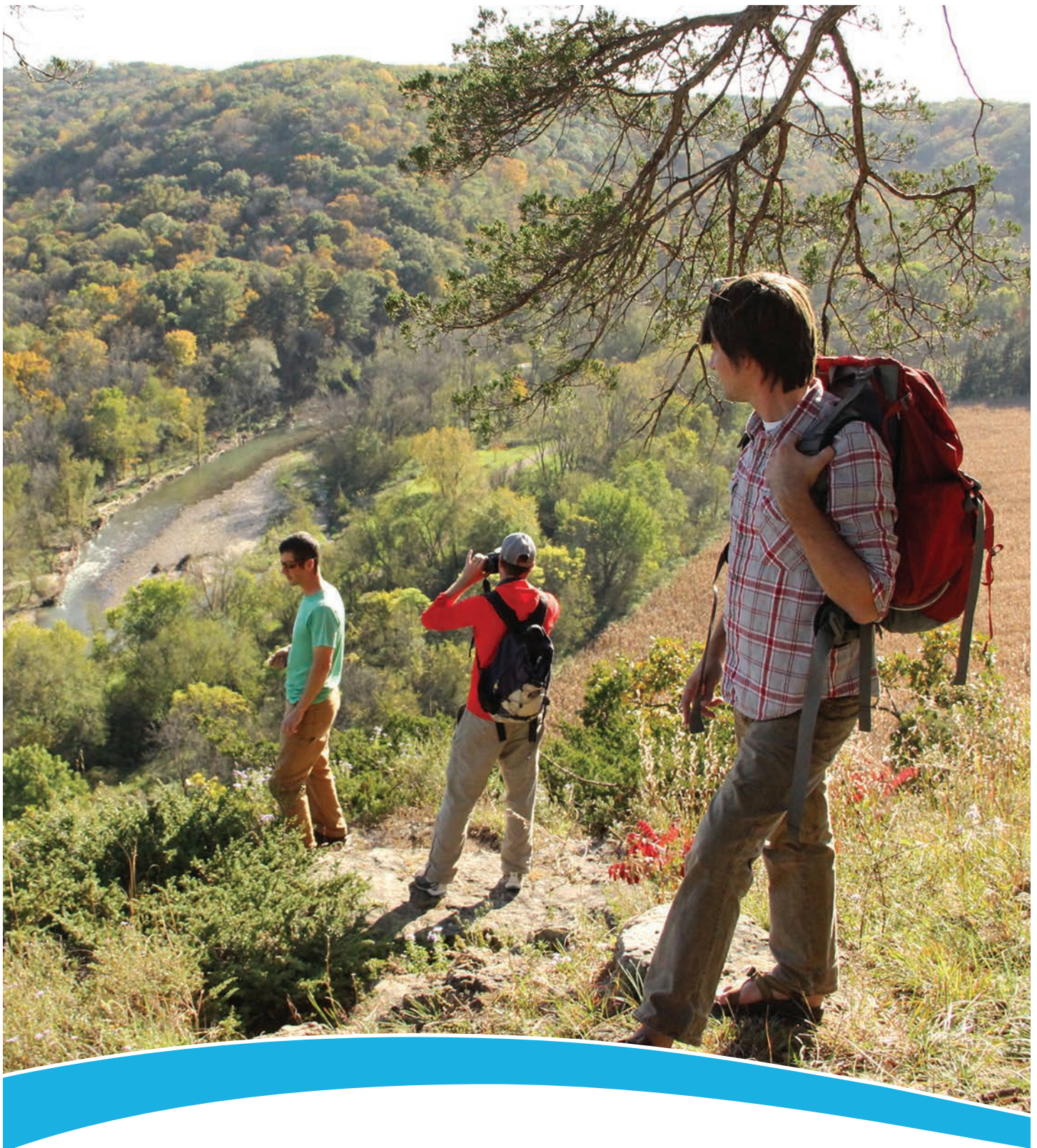
Invasive Species Management



Support Restoration of Natural Ecosystems

Map #	Inventory of Natural Resources (Karst Features)	Town
Coldwater Trout Streams		
2	Hickory Creek	Volney
6	Paint Creek	Harpers Ferry
7	Little Paint Creek	Harpers Ferry
9	Wexford Creek	Harpers Ferry
11	Lansing Clear Creek	Lansing
19	French/West Branch Creek	Lansing
21	Clear Creek	Dorchester
24	Waterloo Creek	Dorchester
27	Pine Creek	Dorchester
28	Patterson Creek	Dorchester
Rivers		
1	Yellow River	Allamakee County
8	Upper Mississippi River (Pool 9)	Allamakee County
10	Village Creek	Allamakee County
17	Upper Iowa River	Allamakee County
Federal Properties (Monuments, Refuges & Parks)		
3	Effigy Mounds National Monument	Allamakee County
13	Upper Mississippi River National Wildlife and Fish Refuge	Allamakee County
State Forests		
5	Yellow River State Forest	Harpers Ferry
Iowa Wildlife Management Areas (WMAs)		
4	Waukon Junction Wildlife Management Area	Waukon
12	Lansing Wildlife Management Area	Lansing
14	Pool Slough Wildlife Management Area	New Albin
15	Fish Farm Mounds Wildlife Management Area	New Albin
16	Black Hawk Point Wildlife Management Area	New Albin
18	French Creek Wildlife Management Area	Waukon
20	Clear Creek Wildlife Management Area	Waukon
22	English Bench Wildlife Management Area	Waukon
23	Waterloo Creek Wildlife Management Area	Dorchester
25	Upper Iowa River - Iverson Bottoms Wildlife Management Area	Waukon
26	Pine Creek Wildlife Management Area	Highlandville





SECTION **SIX**

Scenic Resources

Scenic Resources

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

- Scenic America -

6.1 Byway Intrinsic Qualities: The National Scenic Byways Program (NSBP) collectively defines intrinsic qualities as the “archaeological, cultural, historic, natural, recreational and scenic features that are considered representative, unique, irreplaceable or distinctly characteristic of an area.” They are the important attributes of a byway, or the distinguishing features that create the character of the route and make the byway a special place for both residents and visitors. Intrinsic qualities attract people to the byway and are the focus of some combination of enhancement, preservation and/or promotion. This section includes the DASB Board’s inventory and assessment of the significant scenic resources along the byway. The DASB Board’s plan to maintain and enhance the byway’s scenic resources can be referenced under the “Challenges and Opportunities” and “Strategies” sub-headers. According to Scenic America, *“Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape -- landform, water, vegetation and manmade development -- contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.”* The DASB Board’s assessment of scenic resources along the byway and within its corridor are as follows:

6.2 Background Information: The scenic qualities of the DASB corridor are diverse and in many cases stunning in their natural beauty. The DASB was ranked by independent reviewers as the most scenic state byway in Iowa, scoring higher points overall and at a greater frequency of high scores along the length of its route than any other Iowa state byway. This distinction not only defines the sense of place in the DASB Corridor, it has also influenced the DASB brand and marketing, which is highlighted by the DASB tagline “Iowa’s most scenic state byway”. Although the viewshed of every scenic byway is important, given the way the DASB has owned being “the most scenic state byway in Iowa”, understanding and conserving the scenic resources along the DASB is paramount to the DASB Board

and stakeholders. Recognizing the influence that scenic views have on traveler safety, length of stay, placement of overlooks and pull outs, visitor referrals and other issues is also important.

This section of the CMP is intended to help the DASB Board understand and articulate the quality and composition of their viewshed as well as the most significant scenic elements. It also presents some of the challenges and issues they face and ideas and opportunities that will help them and their partners protect and enhance the DASB traveler’s visual experience.

6.3 Key Visual Resources: The DASB Viewshed is greatly influenced by the hilly, karst topography and the wild streams and rivers that define the “Driftless Area.” The DASB’s undulating route through the landscape creates diverse opportunities for travelers to explore narrow, isolated, forested river valleys or stop on a hilltop to enjoy expansive views of some of the most natural, rural landscapes in Iowa, Minnesota and Wisconsin. The winding nature of the road is constantly changing the traveler’s perspective of the landscape, creating visual interest and opportunities for exploration around every corner. The curvy nature of the majority of the DASB road also creates visual interest in the road itself and the way it lays on the land, meandering and weaving, periodically cuttings through and exposing limestone and sandstone bedrock, wrapping around hillsides and out of site. Glimpses of the roadway in the distance engage the byway traveler, making them contemplate what view lies around the next turn, from the next hilltop or along the roadway as it meanders down and disappears in the distance.

The views along this byway also change greatly with the seasons, as the vegetation in the viewshed is dominated by hardwood forest and grassland/pasture/hay cover, which collectively encompass 65.2% of the viewshed. Significant wetlands, primarily located adjacent to the large rivers, encompass 3.2% of the viewshed. The hardwood trees are specifically recognized as a prominent viewshed feature. They are especially beautiful in the fall when the leaves change color from green to yellow, orange, red, purple and brown. The colorful forested hillsides, which encompass 32.5% of the viewshed, draw “leaf watchers” from around the world and are specifically recognized by the Iowa DOT DASB directional signage, which is a stylized depiction of the colorful fall leaves. Row crops, which dominate much of Iowa’s landscape, make up only 25.1% of the DASB viewshed. Much of the DASB meanders through river valleys and therefore the viewshed is also greatly influenced by the large rivers visible from the byway, including the Upper Mississippi River, the Upper Iowa River and the Yellow River. The presence of these rivers creates a dynamic force that adds energy, diversity and movement to the viewshed.

The natural areas in the viewshed, especially the stream and river corridors, forests and wetlands, harbor spectacular, world-renowned opportunities for wildlife watching. Wildlife seen along the DASB byway is considered a component of the viewshed because it is such a significant element of the DASB visitor’s visual experience, creating excitement and memorable, visual experiences.

The DASB viewshed is very rural. Many of the small farmsteads that dot the landscape still sport red or white barns and outbuildings that are picturesque against the brilliant greens of summer or the oranges, yellows, reds and browns of fall. Historic churches with their steeples, historic schools, bridges and pioneer cemeteries dot the landscape to provide visual interest and help create iconic images of rural Iowa. Few communities in the DASB viewshed are visible from any distance. With the exception of Postville and Waukon, the towns and villages are tucked into the river valleys so they are hidden from view until the traveler is fairly close to them in the same valley. The views within DASB communities make up a very small percentage of the overall viewshed but they include historic downtowns that are still dominated by two-story brick buildings and single family dwellings in neighborhoods with tree-lined streets.

6.4 Viewshed Analysis and Distance Zones:

Northeast Iowa Resource Conservation and Development (RC&D) completed a Viewshed Analysis of the DASB Corridor in 2014 through a statewide partnership with the Iowa DOT. The project utilized Quick Terrain Modeler and LiDAR imagery data to analyze the view available to the traveler within a three-mile distance from the center of the DASB roadway. The three-mile distance was selected for three reasons: 1) the physical limitations of the human eye as it processes images while traveling along a roadway at a rate of 45 mph or greater, 2) the relevance of the analysis as it relates to commonly defined Distance Zones, and 3) the technical limitations related to analytical hardware and software used during the process. The three-mile distance used for the RC&D Viewshed Analysis encompasses the “Immediate Foreground”, the “Foreground” and the majority of the “Middle-Ground” of the view as they are defined by the USDA Forest Service. It should be noted that the 10-mile viewshed analysis completed for the overlooks confirms that the actual viewshed for the DASB is much more extensive than the 3-mile limitation allows for.

The USDA Forest Service defines four distinct “Distance Zones” that should be used to manage the scenic quality of the byway and should be considered when making decisions as “they are based on scientific research on the amount of detail people can discern from different distances.” Independently and collectively these four zones influence the quality of the byway’s viewshed, the visitor’s experience, the ability of the byway to draw visitors and ultimately the long-term capacity of the byway to sustain related economic development. The four USDA Forest Service Distance Zones include the following designations and descriptions.

1. Immediate Foreground: This area includes all that is visible within 300 feet of the road. At this distance, fine detail can be perceived. This area typically includes the road right-of-way, which is managed along the DASB by city, county and state entities.

2. Foreground: This area includes all that is visible between 300 feet and ½ mile of the road. At this distance, fine details have less influence on the scenic quality and general shape and scale

become more important. Shape, sizes, colors and the relationships of these individual elements to each other define the scenic quality.

3. Middle Ground: This area includes all that is visible within ½ mile to 4 miles of the road. At this distance, landscape and topography define the visible elements and the terrain features define the view.

4. Background: This area includes all that is visible beyond four miles from the road. At this distance, color, large patterns and topography influence the landscape’s appearance.

The DASB Corridor Analysis, which can be seen in the “Three-Mile Viewshed of the DASB” map, found that the route of the byway provides opportunities for visitors to see the landscape of the region and its intrinsic qualities from multiple viewpoints and perspectives including from valley floors, climbing and descending hills, from some of the highest points in Allamakee County and within historic downtown districts. The winding, looping, nature of the byway, with its changes in elevation, creates a viewshed that encompasses diverse landscape features, dynamic land use, undulating topography, the presence of a variety of intrinsic qualities and periodic notable features that create even greater visual interest. The density of the built environment and the population within the very rural DASB viewshed is low and dispersed. The vegetation in the viewshed is mature. Oaks, walnut, maple and basswood trees dominate the hillsides. Willows, birch, swamp white oak and silver maple are more prevalent along the riparian areas adjacent to the rivers and on the Mississippi islands visible from the byway. The small, historic communities are interspersed along the route, adding visual interest at regular intervals. These features combine to create an exceptional scenic experience for the traveler. Intrusions to the visual experience along and within the DASB Corridor are minimal compared to other byways. The intrusions that have or threaten to impact the DASB viewshed are discussed in more detail below as challenges and intrusions.

6.5 Proposed Overlooks and Pulloffs: Recognizing that DASB nonresident visitors are seeking opportunities to slow down and pull off the roadway and enjoy the view, the DASB Board took action through the Corridor Management Planning process to better understand the DASB viewshed and strategically identify opportunities to make travel along the DASB safer and more accommodating to the visitor. To help them better understand the visual resources associated with the DASB and how they should prioritize overlook/pulloff development, the Allamakee County Engineer traveled the length of the DASB to conduct a detailed visual assessment of the byway, photographing significant sites and presenting his findings to the entire DASB Board. Other DASB Board members and RC&D staff also traveled the length of the DASB to provide their input at planning meetings.

The DASB Board then selected ten strategically located High-Value Areas for a more extensive viewshed analysis. High-Value Areas are defined by the America’s Byways Resource Center as

“the views that are most valued along the byway”. Some of these High-Value Areas include stretches of roadway along the DASB where an overlook or pulloff could be placed at any point and have a similar view; others are specific points along the DASB. They felt that development and/or enhancement of scenic overlooks should occur in such a manner as to strategically create opportunities for byway travelers to slow down and safely enjoy the most spectacular and/or most popular viewing opportunities. They specifically noted some of the High-Value Areas they selected are already favored by travelers who are currently pulling onto and stopping on narrow gravel shoulders to take photographs and/or just “enjoy” the view. This interest in the viewshed, although notable, is also dangerous since many of the roads are narrow, two-lane, county roads designed to move traffic at 55 mph between communities or farms rather than for visitors to stop and sight see. Therefore, the DASB Board felt that creating overlook opportunities and pulloffs along certain High-Value Areas and then directing the visitors to those sites is as much of a safety issue as it is a scenic viewing opportunity.

As part of the Viewshed Project, the RC&D used LiDAR imagery data to complete a ten-mile radius analysis from eight of the ten High-Value Areas. (Technical restrictions prevented analysis of two of the sites.) The DASB Board felt that any of the High-Value Areas would be good for development of overlooks or pulloffs so that prioritization of these ten sites in relation to each other should occur as specific key factors, many of which are out of their control, develop. Some of those key factors include but are not limited to the following.

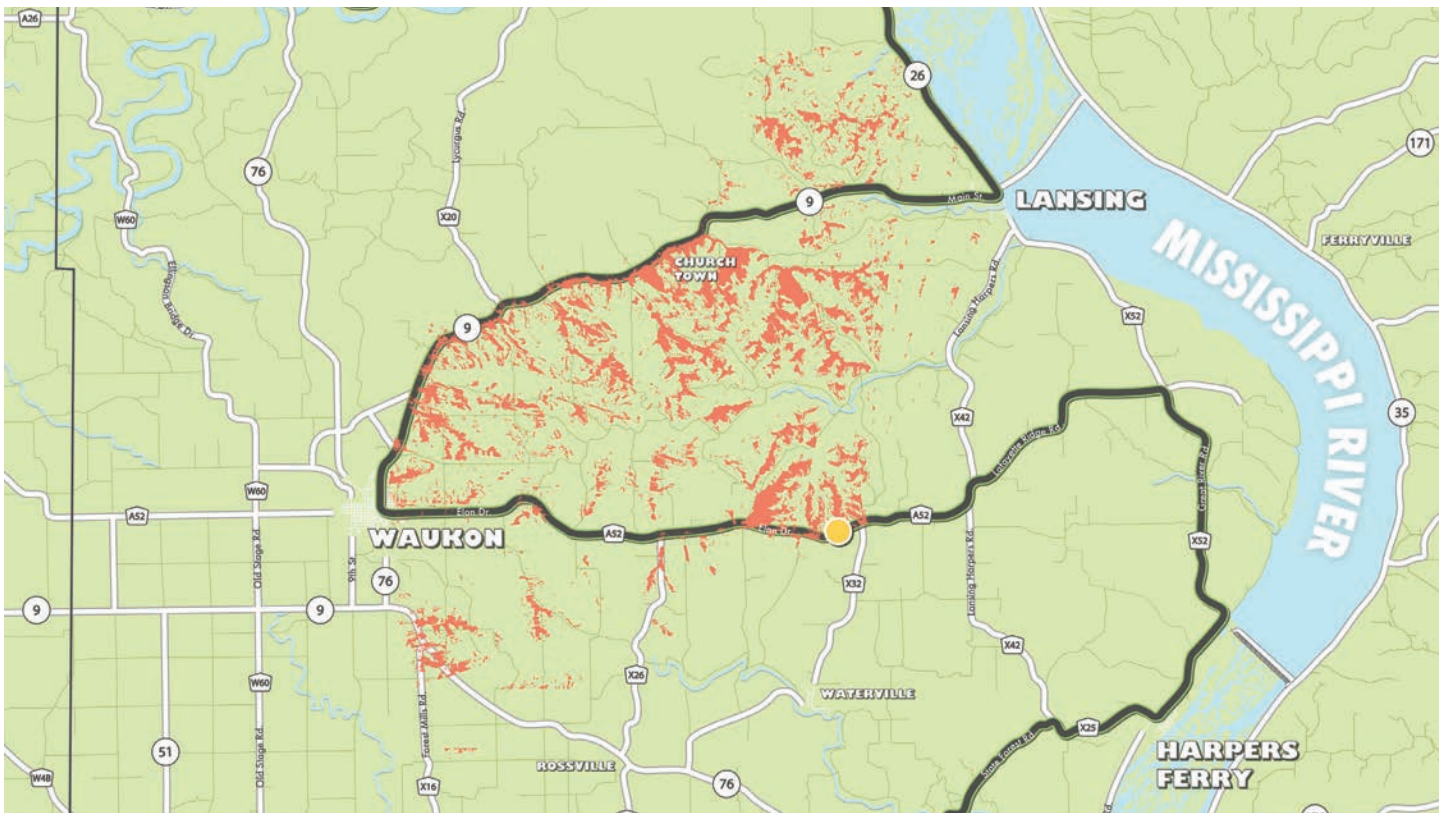
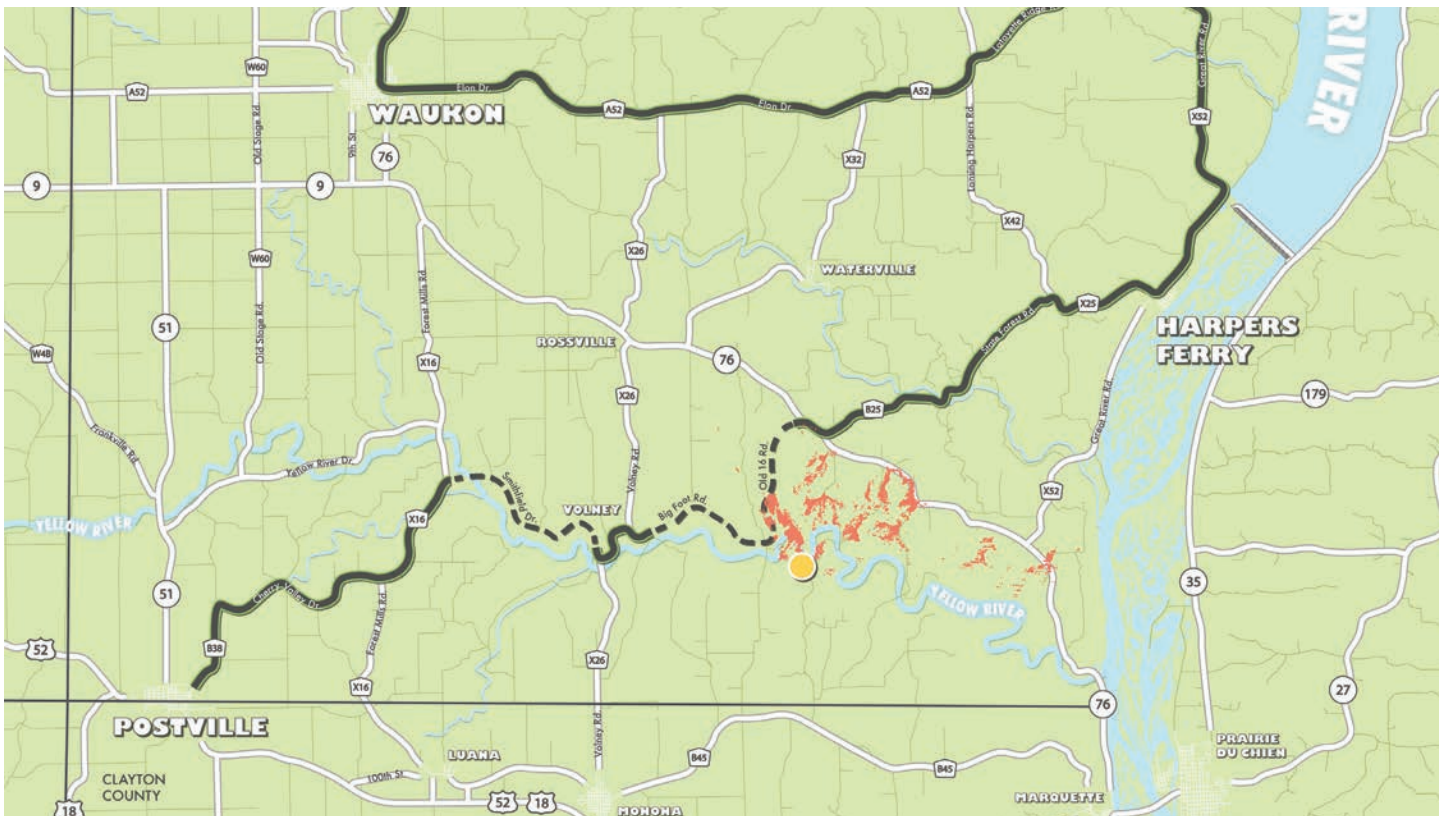
- The land associated with the High-Value Area is publicly owned and the public owner is agreeable and willing to contribute to the project in some way.
- Private landowners are willing to donate or sell easements or property for the overlook or pulloff.
- Funding is available from State and/or federal partners for land purchase, easement or development of a specific site given unique characteristics of the site.
- A road project that would impact a site is scheduled and could be modified to accommodate the action.
- Visitor use of the High-Value Area as a scenic viewing area is already occurring and jeopardizing public safety.

Note: The byway’s High-Value Areas as identified by the DASB Board did not include the Heritage Valley & Solitaire Ridge Overlook since a specific site for the proposed project has yet to be determined. A viewshed assessment map for the “Lock & Dam No. 9 River Walk” has also been excluded from the DASB Board’s assessment since the proposed spot is generalizing the entire viewshed that a visitor would experience along the 2-mile trail. Quantifying the variety of views from multiple locations that a visitor would see while on the trail was not possible. However, Northeast Iowa RC&D was able to successfully complete viewshed assessments for eight of the ten proposed overlooks and/or roadside pulloffs. Additional information about the existing overlook sites is provided later in this section.

1. Heritage Valley & Solitaire Ridge Overlook: This potential overlook site is located on a gravel road within the DASB Corridor but just over three miles from the byway roadway. Travelers currently pull off to the edge of the road and walk a short distance on an unmarked dirt path to a precipice. The viewshed for this site includes expansive views of the Upper Iowa River Valley. The river meanders between bluffs on either side. No human influence can be seen from the site. The majority of the land within the viewshed is currently owned by the Iowa Natural Heritage Foundation as the “Heritage Valley” property. INHF is in the process of restoring native vegetation and managing invasive species on the 1,077-acre property, which was previously protected by a dedicated private landowner. The view of the Upper Iowa River and the “Heritage Valley” from this site is stark in its beauty. It feels like a wilderness area and overlooks one of the most remote areas in the state.

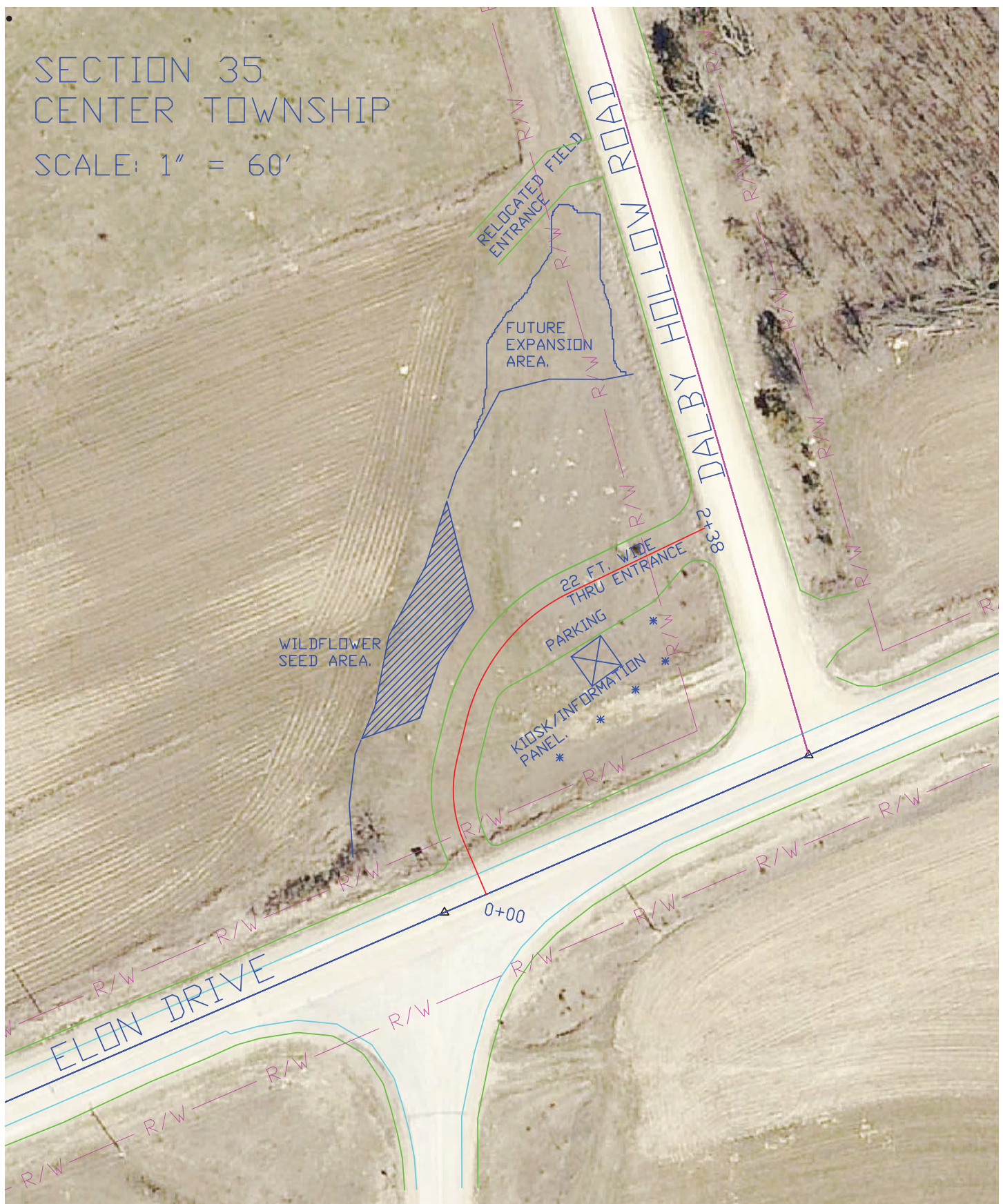
2. Scott Hollow Overlook: This proposed overlook is situated adjacent to Scenic View Campground and is accessible by crossing over the Yellow River Bridge #16 Canoe Access Area and heading southeast along Scott Hollow Road/X-32. From atop of this lookout, visitors can gaze across the Yellow River Valley to see exotic animals (boar, elk, buffalo and paint horses) roaming the riverfront, prairie and woodland of Scenic View Ranch. The 5.6 mile viewshed provides ample views of limestone outcroppings along the north side of the Yellow River. Far off into the distance, a large cave opening can be seen along the bluffs. For visitors, Scott Hollow Road features a widened shoulder on the north side of the road for vehicles to pull over and park. Other nearby sites include a cemetery dating back into the 1800s and an abandoned one room school house.

3. Old East Paint Creek Overlook: This potential overlook is located north of Waterville along a multi-mile stretch of the DASB (Elon Drive/A-52) that is currently a popular section of roadway for DASB travelers who pull off onto the gravel shoulder to take photographs of the extensive 9.5-mile view of the Village Creek Watershed. Although this section of the DASB would be conducive to overlook or pulloff development along its length, a specific site was selected as it is near a county road/right of way where the owner, Old East Paint Creek Lutheran Church, is willing to sell the property to the county for overlook and/or pulloff development. The site is on the south side of the road, which would provide ample viewing opportunities without interference from traffic. Although the site is available, there is a challenge with the development of the overlook at this site due to the steep grade and the amount and cost of the fill that would be needed to bring the site to the same grade as the roadway. The county is open to development of the site, if state or federal funding can be found to help reduce the overall cost. To date, a roadside inventory, cost estimate and preliminary design concept for the roadside pullout have been completed by the Allamakee County Engineers office that can be viewed on page 76. Actual land acquisition and development of the overlook remains a project of the DASB Board and can be referenced in the Economic Development Section of this CMP.



3. Old East Paint Creek Overlook Viewshed Analysis

SECTION 35
CENTER TOWNSHIP
SCALE: 1" = 60'



Old East Paint Creek Overlook Preliminary Design

4. YRSF - Firetower Overlook: This potential overlook is located within the Yellow River State Forest at the last remaining Firetower in Iowa. The views from the top of the Firetower, as would be expected, are expansive. This site would provide an extensive 11-mile viewshed of some of the most remote areas in Iowa, including the Yellow River Forest, Paint Creek and Yellow River watersheds, Effigy Mounds and portions of the Upper Mississippi River Valley. This site is already in public ownership as it is owned by the Iowa DNR and has trail and vehicular access via a gravel road as well as a large open area for parking. However, the Firetower itself is in poor repair and currently closed to the public with fencing around the structure. The DASB Board recommends repairing the existing structure, since it is of historical significance, and adding fencing and/or supports to the stairway to make it safer for the public. The Yellow River Forest Manager is open to considering the development of the site if the Firetower can be made safe and funding can be secured for improvements.

5. Red Oaks Overlook: This potential overlook and/or viewing station is located 2.5-miles north of Harpers Ferry. The site is accessible by traveling along X-52/Great River Road, followed by turning right, as X-52 curves left onto Red Oak Road. Visitors will travel approximately 1.5-miles along a segment of rugged and often times muddy terrain prior to reaching a cove that overlooks the backwaters of the Mississippi River. The roadway's width is so narrow and close to the river that drivers must be alert at all times to oncoming traffic. This intimate and rural environment is what has made this potential site a favorite hotspot for local birdwatching enthusiasts. Visitors come from miles away to view the goose, teal and waterfowl migration, with the biggest draw taking place each October-November when thousands of tundra swans can be seen feeding and loafing in the shallow backwaters of the river. They are attracted to the refuge in large numbers because they love the wild celery and arrowhead tubers, which grow abundantly in shallow, quiet pools found in the river's backwaters. From this location, visitors are privileged to experience a 2.2-mile viewshed of the river that extends across the water and into the Wisconsin community of Lynxville. Though DASB Board members would like to pursue this site as a potential overlook location, they do recognize that certain site limitations would have to be addressed for this to occur. One limiting factor of this site is the width of Red Oak Road itself and the road's close proximity to both the Mississippi River and right of way of the railroad tracks. Reduced space due to these limitations would make this site difficult to construct an elevated viewing station and/or provide enough space for parking. Though, even with the challenges associated with the site, DASB Board members believe opportunities to develop this location should be pursued.

6. Linton Overlook: This proposed overlook is accessible by traveling through the township of Volney along Big Foot Road, followed by taking a sharp right turn onto Linton Drive. The climb up this roadway steepens as one crests the hill. From atop, visitors can see a 10.5-mile viewshed down into two valleys, one to the north and another to the south, both consisting of varying woodland landscapes and farm acreages. Amenities for the visitor at this proposed location are limited. Not only is the site situated on a

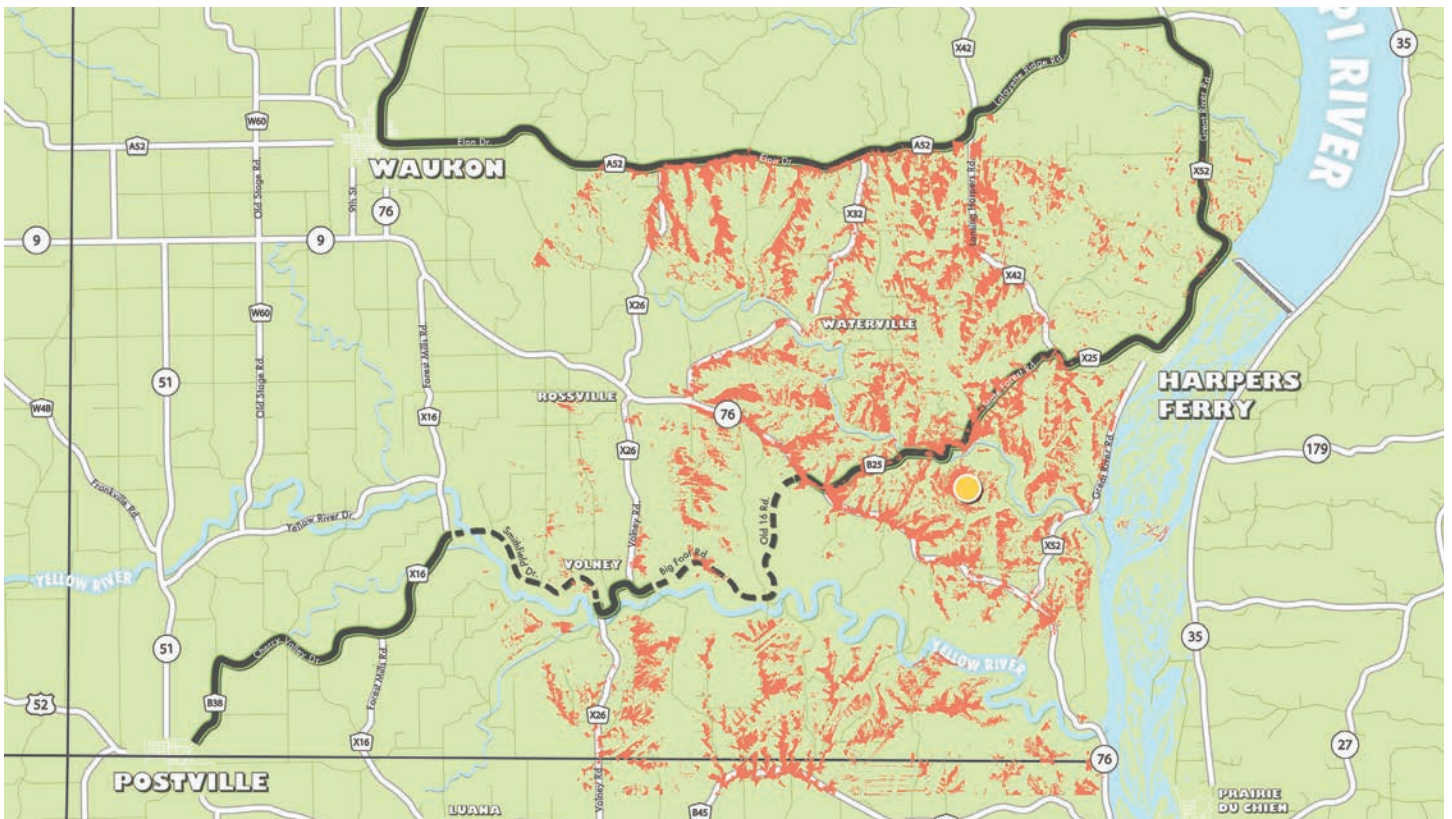
gravel road, but it is also located in a narrow corridor. The purchase of a land easement would be essential to ensure adequate right of way to construct a viewing stand, pullout or parking location.

7. Upper Iowa River Valley Roadside Pulloff: This potential overlook site is located along the Upper Iowa River and provides a 4.7-mile viewshed of the Upper Iowa River Valley, the bluffs overlooking the river and the mouth of the river where it opens up into the Upper Mississippi River Valley. The viewshed includes the only section of the river that has been channelized by the Army Corp of Engineers. More significant features of this viewshed are Black Hawk Point and Fish Farm Mounds, both of which have historical and archaeological significance. Although an overlook or pulloff could be placed anywhere along this section of the DASB after the last major road curve before the Mississippi River Valley, a specific point was selected where land use is conducive to the development of a site.

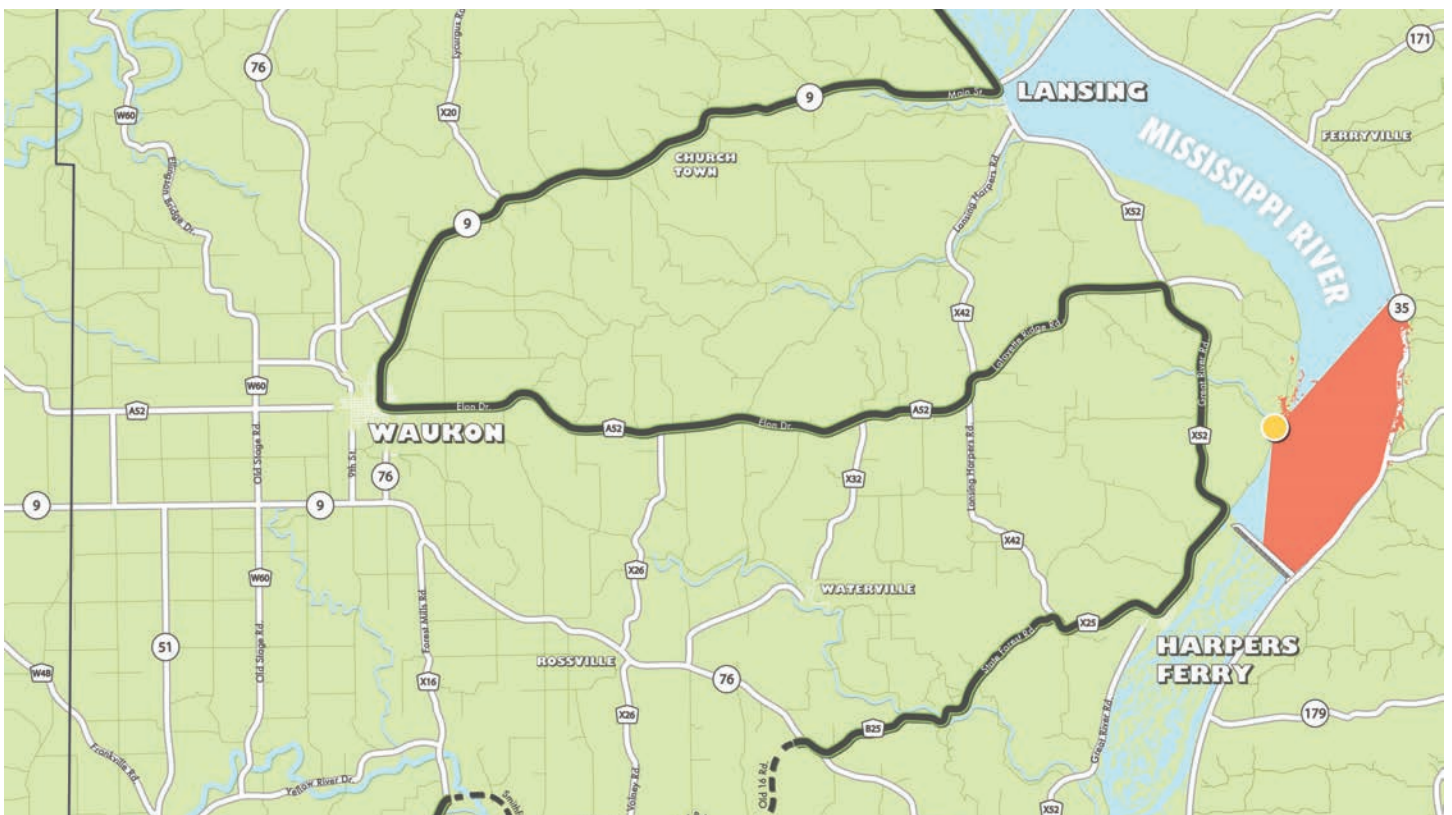
8. YRSF - Donahue Wetland Roadside Pulloff: This potential overlook is located within the Yellow River State Forest in a valley overlooking a wetland and pond area. It is already a popular section of roadway for DASB travelers who pull off onto the narrow shoulder to enjoy the peaceful, secluded feeling of the site and also to look for some of the rare, threatened and endangered birds and wildlife that use the area. The bird viewing opportunities are especially significant given the location of the site within the World Birding Area and its proximity to nesting populations of the cerulean warbler and red-shoulder hawk. The Yellow River Forest Manager is open to the development of the site if funding can be secured for improvements.

9. Clear Creek Valley Overlook: This potential overlook site is located on a county property near Churchtown, overlooking the Village Creek and Clear Creek watersheds where they drain into the Mississippi River. From atop this post, visitors can experience a 10-mile viewshed that stretches out and across the Village Creek Valley, extending all the way to the Mississippi River and into Minnesota. DASB Board members have explored the construction of an overlook in a variety of locations in or near this township. Though a specific site has yet to be determined, DASB Board members continue to explore locations along Highway 9, Dry Ridge Drive, Bolder Drive, Mays Prairie Road and High Point Road for overlook development.

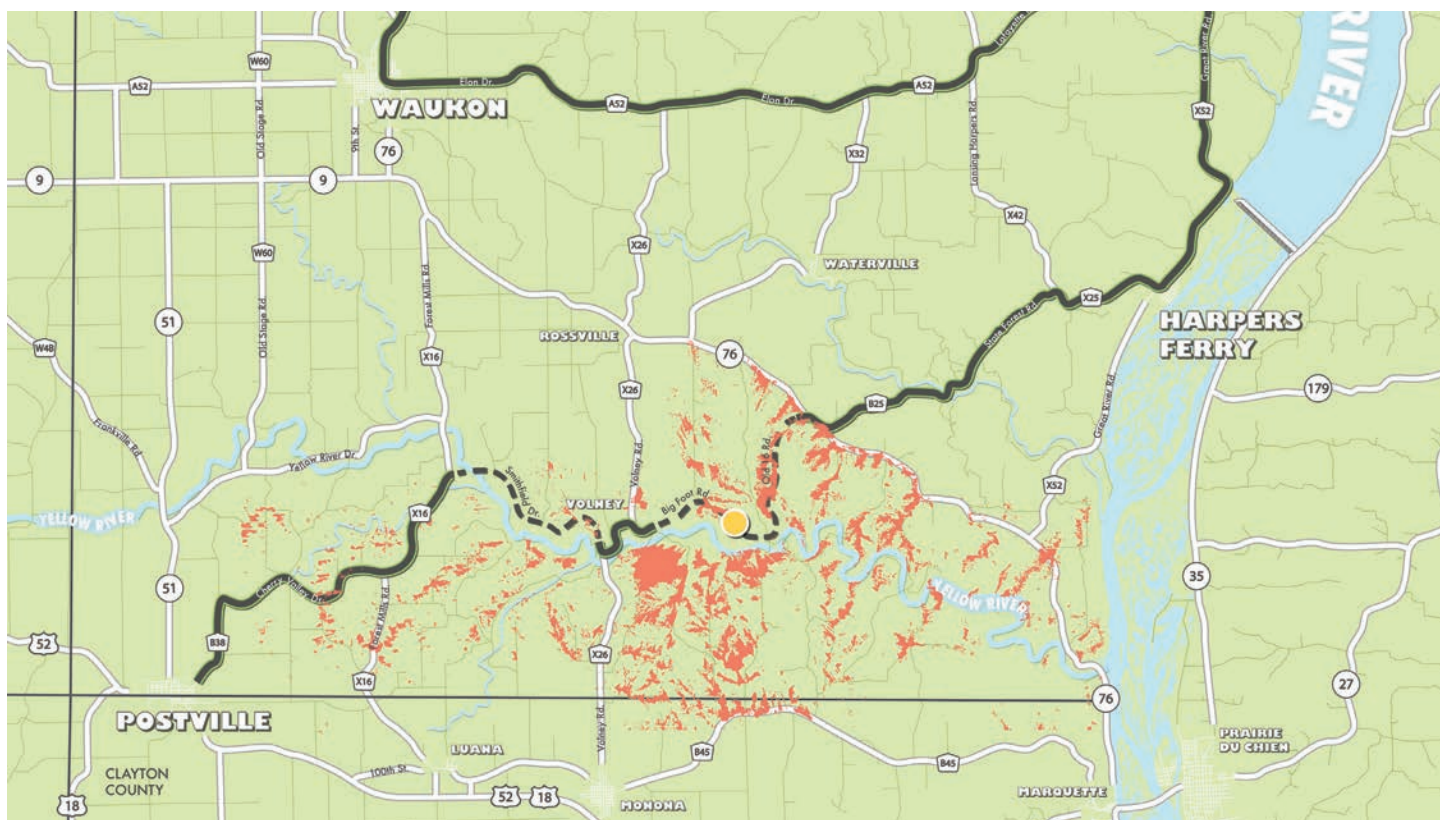
10. Lock & Dam No. 9 River Walk: This is associated with the 2-mile trail to a Lock and Dam. It is located just north of Harpers Ferry and is a high priority site for birders, fishermen and visitors who want to experience the Mississippi River and its backwaters. A parking area is already available at this site but needs work, including expansion and paving. Interpretation of the birds and other wildlife that can be seen as well as wayfinding signage, are also needed. Viewing scopes, improved fishing access and river access for small crafts such as canoes and kayaks would also be appropriate. Additional information on this site is included in the Economic Development section of this CMP, in the proposed project section.



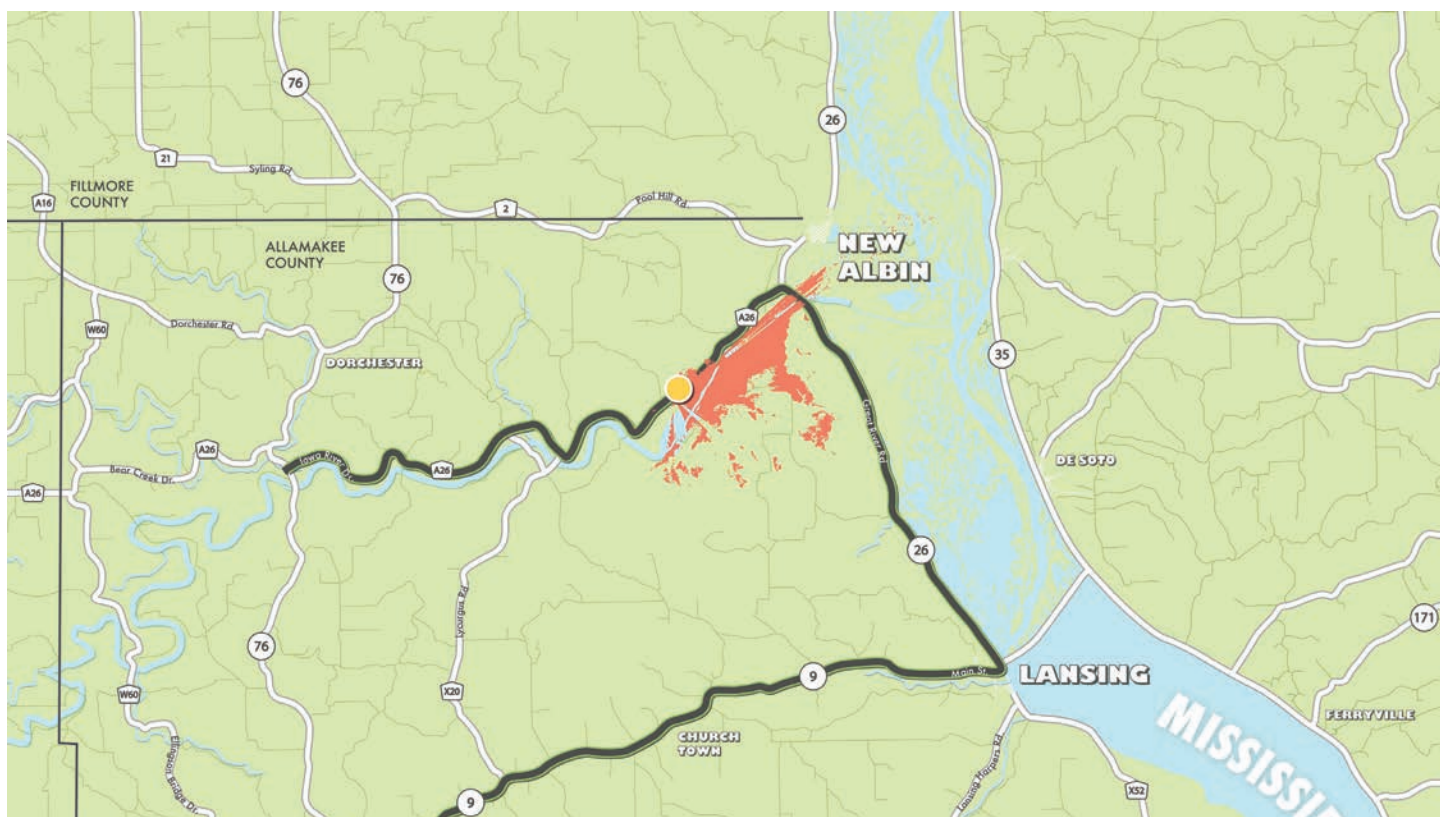
4. YRSF - Firetower Overlook Viewshed Analysis



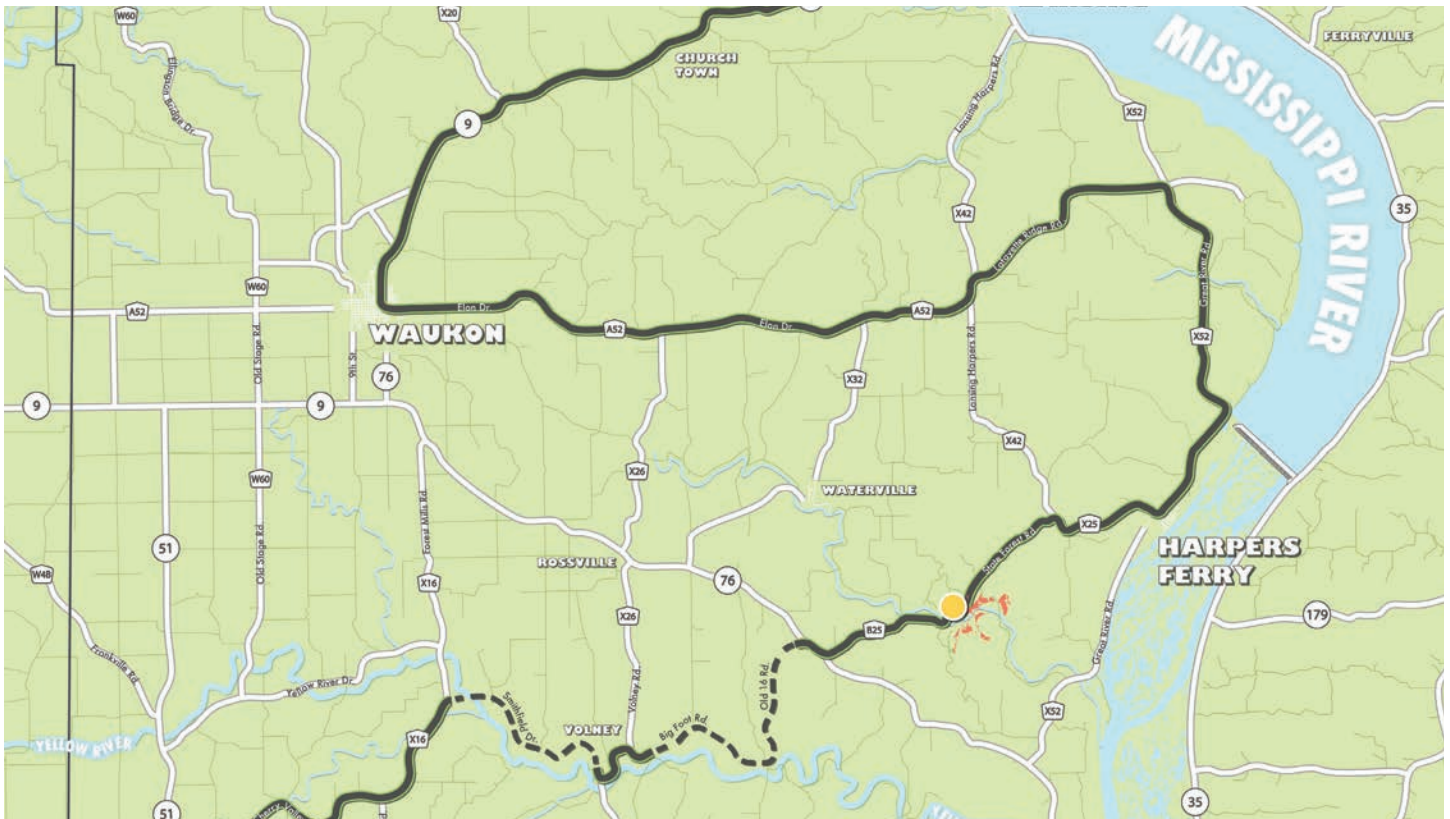
5. Red Oaks Overlook Viewshed Analysis



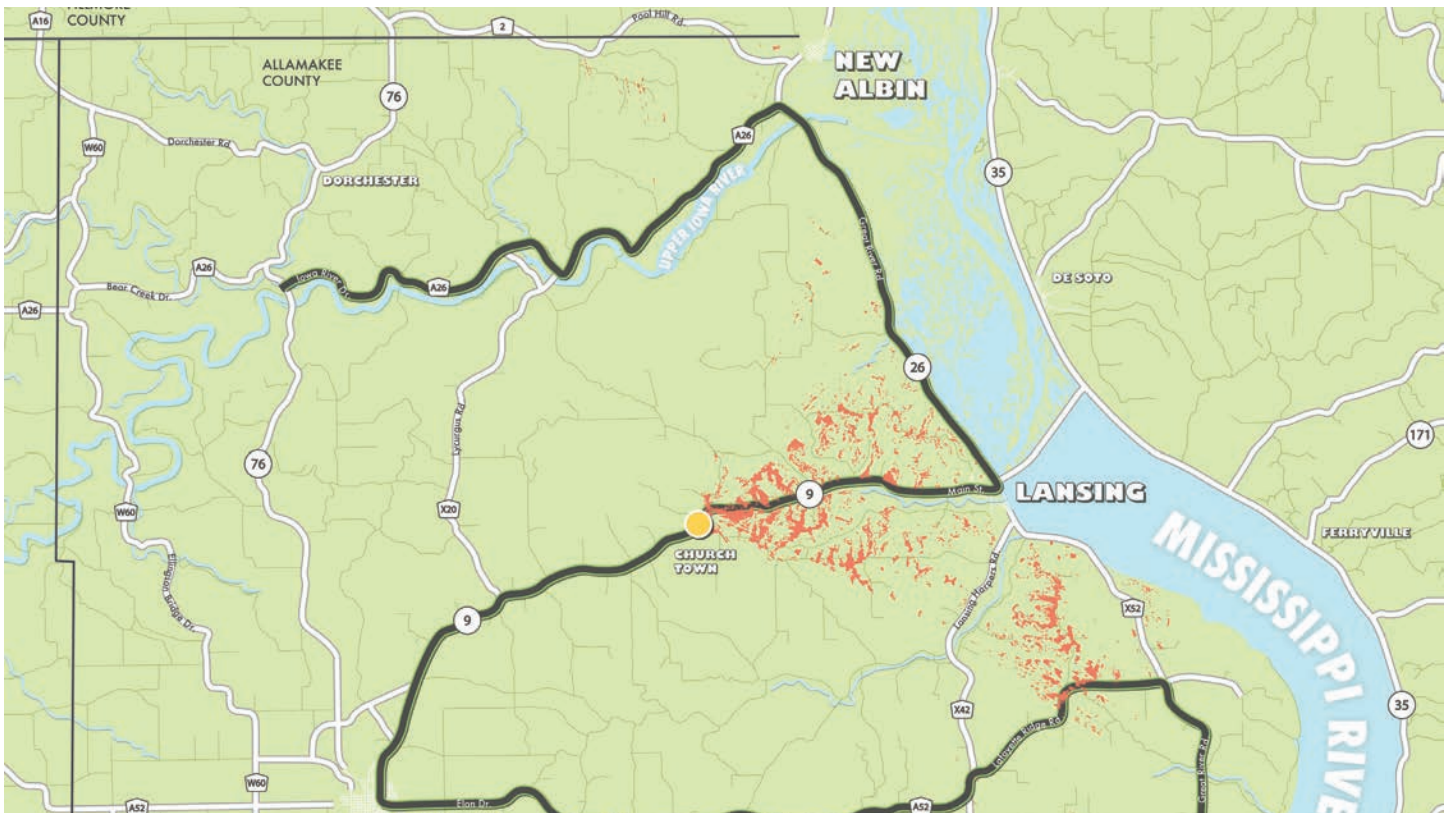
6. Linton Overlook Viewshed Analysis



7. Upper Iowa River Valley Roadside Pulloff Viewshed Analysis



8. YRSF - Donahue Wetland Roadside Pulloff Viewshed Analysis



9. Clear Creek Valley Overlook Viewshed Analysis

SCENIC OVERLOOKS



Inventory of Proposed Overlooks Completed by Allamakee County Engineer, Brian Ridenour



Mount Hosmer, Lansing

6.6 Existing Overlooks: The DASB has thirteen existing overlooks that have been developed to varying degrees. Their locations are detailed in the map of Existing & Proposed Scenic Overlooks found on page 93. Nine of the thirteen existing overlooks are all shared with the Great River Road National Scenic Byway. Four of the existing overlooks are located within the Yellow River Forest, seven are in Effigy Mounds National Monument. Lansing and New Albin each have one overlook. DASB Board members and RC&D personnel visited existing overlooks to better understand this resource.

1-7. Effigy Mounds National Monument: Located in the southeast corner of the DASB Corridor, Effigy Mounds National Monument provides opportunities for visitors to access extensive views of the Mississippi River Valley from designated overlooks and trails. Specific overlooks include Fire Point, Eagle Rock, Twin Views, Third Scenic View, Hanging Rock Overlook, Nezekaw Point Overlook, and Founders Pond Overlook. These various

overlooks are accessible by hiking trails and include views of the Mississippi River and its many islands, Hanging Rock, historic Prairie du Chien, and the mouth of Yellow River. Trails and viewpoints also provide ample opportunities for birding and wildlife watching. The perspective the Effigy Mounds National Monument provides on scenic resources is couched in the story of the sacred places and burial mounds that are situated along Mississippi River bluff tops that provide spectacular panoramic views. Although they have been altered over time, these sites and their spectacular views were significant to the American Indian cultures that considered them sacred.

8-11. Yellow River State Forest: The four existing overlooks in Yellow River Forest are accessible by vehicle, by foot or mountain bike via gravel roads that branch off the DASB or single track trails from the Yellow River State Forest (YRSF) campgrounds. The YRSF overlooks include Paint Creek Overlook, Larkin's Overlook, Cedar Point Overlook and the Yellow River Forest

Fire Tower. These overlooks provide opportunities for visitors to access hilltops that provide panoramic views of the forested valleys, streams and rivers, and other natural resources in and surrounding the YRSF. The DASB Board worked with the Iowa DNR Forester who manages the property to develop and place an interpretative panel at Larkin's Overlook, but the others have no interpretation. The YRSF Firetower is currently in need of repair and closed to the public. A viewshed analysis was completed to help the DASB Board and the Iowa DNR quantify the value of repairing the structure and opening it to visitor use. It is included on the map of proposed overlooks. It is also discussed further in the Proposed Overlooks section because an investment would have to be made to restore this overlook for public use.

12. Mount Hosmer City Park, Lansing: Mount Hosmer City Park rises 450 feet above the community of Lansing and the Upper Mississippi River Valley. The 104-acre Mount Hosmer Veteran's Memorial City Park is named for Harriet Hosmer, a sculptress who won a footrace to the summit of the hill during a steamboat layover during the 1850s. The park, which boasts mature oaks and other hardwood trees, provides opportunities for a picnicking and hiking on single track trails, but it is most well-known for its panoramic views of the Mississippi River and Black Hawk Bridge. The park also boasts a children's playground and an extensive veterans' memorial monument. Not only is it a beautiful park and a high-quality scenic overlook, it is also easily accessible via a paved roadway out of Lansing. These features combine to make it a destination for tourists wanting to capture photographs of the Upper Mississippi River Valley and/or the Black Hawk Bridge.

13. Army Road Overlook & Viewing Station, New Albin: Army Road is a two-mile gravel road/trail that extends east of New Albin into the backwaters of the Upper Mississippi River National Wildlife and Fish Refuge. It ends about half-way between the Iowa bluffs and the Wisconsin bluffs, at Army Road boat landing where there are picnic tables, informational kiosks, restrooms and a fishing platform. It provides views of the Mississippi River floodplains and backwaters and most significantly, opportunities for visitors to take their time to get a close-up view of wildlife that they might otherwise miss as they are traveling along the byway and within the Corridor. The beginning of the trail boasts a wildlife viewing station and spotting scope. The trail provides opportunities for byway travelers to spot birds and other wildlife including everything from otter, beaver and deer, to turtles, muskrats and frogs. As many as 150 bird species have been documented at this site during bird counts. Sandhill cranes nest in the wetlands adjacent to the road, bald eagles and their nests are visible from the boat landing at this site. Other birds, including prothonotary warblers, kingfishers, herons and geese are also common. This overlook is also a high-quality location for viewing the fall migration associated with the Upper Mississippi River flyway. In spring or early summer, visitors enjoy the sounds of the birds, frogs, and other animals at this overlook as much as they do the scenic aspects of the site.



Proposed Red Oaks Overlook



Proposed Lock & Dam No. 9 River Walk



Proposed Old East Paint Creek Overlook



Effigy Mounds - Fire Point Overlook



Effigy Mounds - Eagle Rock



Army Road Overlook & Viewing Station



YRSF - Firetower



YRSF - Larkin's Overlook



YRSF - Paint Creek Overlook

6.7 Challenges & Opportunities: There are several common scenic conservation issues that stakeholders are advised by America's Byways Resource Center to address as well as issues that the DASB Board may feel are specific to the byway. These issues are many times related to the challenges and intrusions that do and can occur in a byway corridor. In the DASB Corridor, challenges and intrusions may include, but not be limited to, the following:

1) Public Areas Management: The DASB viewshed encompasses city, county, state and federal public land, many of which include the Immediate Foreground of the byway or High-Value Areas. The management of these properties can positively or negatively impact the byway traveler, add character and diversity or leave an impression of neglect.

2) Private Land Use and Conservation: 94.9 percent of land in the DASB viewshed is privately owned. Private lands conservation, or lack of it, in agricultural and natural landscapes, can enhance or distract from the byway traveler's overall experience and make or break the Foreground, Middle Ground and Background viewshed. Poorly managed and/or placed livestock confinements within any area of the viewshed can impact the visual experience for the traveler, as well as reduce air quality. Illegal dumping on private land in sinkholes, gullies, fields, or along the edge of woodlands can negatively impact the viewshed.

3) Mining and Mineral Extraction: Frac Sand Mining is a major issue in DASB counties and some of the targeted areas for mining coincide with High-Value Areas of the DASB viewshed. Large mining operations can directly and irrevocably impact the viewshed. Allamakee County passed an ordinance which states that a mining operation can exist, but that it cannot use chemicals to wash or process silica sand or apply any chemical or toxic substance in excavating silica sand. Moreover, sand mines cannot be located within 1,000 feet of any spring, cave, sinkhole or any other feature of the karst topography prevalent in the county, among other restrictions. However, many supporters of the DASB continue to push for an all-out ban on frac sand mining through the county.

4) Roadside Management: The road right-of-way is one of the significant public land units in the DASB viewshed. It is also located in the Immediate Foreground making plants and features in this land area highly visible to the byway traveler. Management or neglect of native vegetation and invasive species in the road right of way greatly impact the byway travelers experience. Trash in this area can negatively impact the traveler's perception of the DASB, especially large dump sites with furniture and/or old appliances, some of which occur in the road right-of-way.

5) Wireless Telecommunication Towers, Wind Turbines and Overhead Utility Lines: Towers, utilities and turbines are large structures that can impact site lines and horizon lines. Planning and zoning restrictions can reduce the impact of these features along the DASB's viewshed.

6) Flood Damage to Roads, Bridges and Natural Areas: The streams and rivers that enhance the DASB frequently flood. Floods along these water courses can destroy infrastructures and natural areas that contribute to the functionality and beauty of the DASB. The debris carried by flooding can accumulate on private and public lands and in the backwaters of rivers, creating unsafe and unsightly conditions that detract from the DASB Corridor and create a public hazard for byway travelers.

7) On-Premise, Off-Premise & Roadway Signage: Although billboards and advertising are limited along Iowa's byways, signage issues at the site of the business or off-premise can still impact, block or degrade the viewshed in the Immediate Foreground and Foreground.

8) Design Standards in Towns, Commercial Areas, Historic Districts & Neighborhoods: The DASB reflects the history and culture of the rural landscape, towns, historic districts and historic residential areas in its viewshed and corridor. "Historic" experiences are attractions along the DASB. Restoration, improvements and modifications to historic structures and districts can enhance or detract from the DASB brand.

9) Byway Roadway Context - Sensitive Highway, Street, and Bridge Solutions: The characteristics of the DASB road and adjacent trails are an important part of the experience for DASB travelers. The winding, undulating, well-maintained roads appeal to motorcyclists and other travelers. A decline in road maintenance/conditions, modifications to historic bridge structures, or realignment of the byway can impact the appeal of the DASB for many travelers.

10) Brownfield Sites: Very few townships, communities and/or partners have inventoried potential Brownfield Sites along and near the DASB or addressed the negative impact those Brownfield sites have. Brownfield sites are defined as land previously used for industrial or commercial purposes that may have been contaminated with hazardous waste or pollutants. They can be privately or publicly owned, but they typically distract from the byway traveler's experience.

11) Residential and/or other Commercial Structures in the Immediate Foreground and Background: The more popular the DASB becomes, the more pressure there will be on the most easily accessible land/properties for residential and commercial development. This has the potential to be particularly detrimental to those High-Value Areas and overlook viewsheds that define the DASB and its Corridor.

12) Illegal, Improper and/or Disorganized Signage: Small communities, the county, state and federal partners all have their own signage standards for wayfinding that can conflict, especially when private wayfinding is considered. The placement of signage without consideration for the signs of other entities may cause confusion, may detract from the Immediate Foreground and may or may not be legal or follow applicable codes and standards.



Flood Damage to Roads, Bridges and Natural Areas



Frac Sand Mining & Mineral Extraction



Brownfield Sites

6.8 Proposed Basic Strategies: The DASB Board developed strategies for conservation, protection and enhancement of the DASB. These strategies are intended to address issues, maximize visual resource management, and minimize scenic losses and intrusions along the DASB, while recognizing that a large percentage of the DASB viewshed is in private ownership and the DASB Board has no authority to enforce the strategies. Many will need to be voluntarily implemented or executed through informed public policy. Proposed basic strategies include:

- Implement education and outreach strategies
- Develop partnerships with local, state and federal public and private partners
- Develop and implement technical and financial assistance for voluntary measures
- Inform community and county policy, planning and zoning and public land management objectives
- Encourage participation in local, state and federal programs and incentives
- Acquire property or easements that protect the viewshed
- Inform and encourage regulatory measures that protect the byway's viewshed

6.9 Recommended Strategies by Issue: The DASB Board's strategies for scenic resources by issue include the following recommendations:

Issue 1: Public Areas Management

- Educate public land managers about the DASB, its viewshed, and its significance locally, as well as its significance within the state/national byway system and to the lands they manage.
- Invite state and federal public areas managers to act as liaisons to the DASB Board, attend meetings and provide input for initiatives. (Allamakee County personnel already participate on the DASB Board of Directors. Iowa DNR and Yellow River Forest personnel have been active in projects, and other Iowa DNR personnel such as fisheries personnel and/or the National Monument personnel could be invited to serve on the DASB Board, on committees, or to partner on projects.)
- Encourage and support public programming that promotes native vegetation and ecosystems, encourages biodiversity, increases invasive species management and fosters a positive conservation ethic.
- Assist DASB communities and counties with development of Iowa REAP and other local, state and federal program grants that help them secure funding and technical assistance for native vegetation plantings, trails and other improvements to public amenities and properties.
- Develop a DASB community public areas management committee that informs and makes recommendations to the DASB Board regarding community land issues such as public lands issues and private lands development, etc.
- Encourage and inform state and federal public land managers to consider the DASB viewshed in program, policy and project decisions.
- Encourage and empower communities to develop and implement Community Tree Plans.

- Work with public land managers to secure technical, financial and volunteer assistance for control of invasive species and noxious weeds. Educate and assist public and private entities with planning or projects that call for the removal of Emerald Ash Borer impacted trees, or the control of other invasive species and pests including Japanese Knotweed, Garlic Mustard, etc.

Issue 2: Private Lands Use and Conservation:

- Work with communities, the Keep Iowa Beautiful Program, NEIA RC&D and others to secure funding and develop technical and financial incentives for residential and business boulevard beautification, including tree and native flower plantings along the DASB.
- Educate private landowners adjacent to the DASB and in the DASB viewshed about local, state and federal conservation programs and incentives that would help them install conservation practices or improve natural areas.
- Implement a DASB viewshed education and outreach program that raises awareness of the value of the viewshed and highlights private landowners that are contributing positively to the DASB viewshed.
- Develop and present an annual DASB award that recognizes private landowners that enhance the DASB viewshed through the implementation of conservation practices.
- Educate landowners in High-Value Areas about conservation easements and estate planning that help preserve viewsheds.
- Work with the Iowa Natural Heritage Foundation, Allamakee County Conservation Board, Sustainable Iowa Land Trust, the Byways of Iowa Foundation and other organizations to secure funding for viewshed easements.
- Partner with communities or counties that want to develop policies, zoning or ordinances that encourage tree planting, management and protection during development. Share educational materials or draft policies.
- Encourage landowners participating in the Forest Reserve Program to manage their woodlands using timber stand improvement best management practices.
- Consider the DASB viewshed in relation to watersheds, with special attention to High-Value Areas of the viewshed, to help local conservation partners understand which watersheds could be targeted for outreach and technical assistance to have the greatest impact on the DASB viewshed and why that outreach and technical assistance is important.
- Support and encourage communities, the Allamakee Soil and Water Conservation District (SWCD), the Upper Iowa River Watershed Management Authority (WMA), the Upper Iowa Alliance, the Driftless Chapter of Trout Unlimited, Hawkeye Fly Fishermen, the RC&D and other conservation entities, to target outreach, technical and financial assistance to private lands in High-Value Areas of the viewshed.
- Encourage private landowners within the DASB viewshed to participate in programs and practices promoted by their community, their SWCD, the WMA, Trout Unlimited, the Upper Iowa Alliance, NRCS, the Iowa DNR, the RC&D and other conservation partners.

- Develop a visual catalog that records changes in land use in the DASB viewshed over time.
- Work with private partners and agricultural groups to build pride and recognition in the Corridor so that landowners implement best management practices along the DASB.
- Recognize the impact of invasive species on specific ecosystems and take action to restore those ecosystems. Examples include planting native trees in areas that have been deforested by the Emerald Ash Borer, restoring native prairie in fallow fields, or restoring in-stream and near-stream habitat.
- Work with partners to reduce casual dumping of trash and other waste in fields, at the edge of woods, in gullies, sinkholes and other areas on private lands through education, encouragement of ordinances and laws and through clean-up programs that make clean-up of existing sites affordable.

Issue 3: Mining and Mineral Extraction

- Educate city and county Planning and Zoning Committees and Administrators about the DASB viewshed including the economic, job and business creation, tourism and other benefits.
- Assist with research and mapping that will help city and county Planning and Zoning Committees and Administrators develop policies to protect the DASB viewshed.
- Whenever possible, show support for existing ordinances, planning and zoning that restricts mining and mineral extraction in the DASB Viewshed.

Issue 4: Flood Damage to Roads, Bridges & Natural Areas

- Encourage the Allamakee County SWCD, the Upper Iowa WMA and its members, the RC&D and other private and public conservation partners to implement programs, projects and policies that reduce flooding.
- Work with local, state and federal partners to educate the public about how to reduce non-biodegradable and hazardous waste pollution that occurs with flood events. Raise awareness about the extent of the non-biodegradable and hazardous waste pollution that has accumulated over the years in the backwaters of the Mississippi River and in the low-lying areas of the DASB Corridor. Work with public and private partners to clean-up non-biodegradable and hazardous waste pollution that has already occurred in the DASB Viewshed and DASB Corridor as a result of flooding, including cleanup of the waste in the backwaters of the Mississippi River and the farm fields along the Upper Iowa River.
- Consider the DASB viewshed in relation to watersheds and water flow, with special attention to High-Value Areas of the viewshed, to help local conservation partners understand which watersheds could be targeted for outreach and technical assistance to have a positive impact on the DASB roads, bridges and natural areas and why that outreach and technical assistance is important.
- Develop a GIS overlay of floodplain properties in relation to the DASB viewshed and work with partners to encourage enrollment in programs and buyouts that expand the resiliency of the watersheds while increasing the scenic quality of the DASB viewshed.

- Support installation, maintenance, repair and use of stream and river gauging stations and other technology that help cities and counties better understand and predict stormwater runoff and stream flow.
- Support work by the Iowa Flood Center, IIHR, WMAs and WMA member communities, counties and SWCDs to implement policies, projects and initiatives that demonstrate or implement urban and rural stormwater runoff best management practices that will reduce damage to DASB infrastructure and natural areas.
- Work with local and state emergency management personnel to secure funding and technical assistance to implement projects and programs that reduce downstream flooding rather than exacerbate the problem.

Issue 5: Design Standards in Towns, Historic Districts, Commercial Areas & Neighborhoods

- Host Community Design Workshops in DASB communities.
- Give presentations for merchants at Chamber meetings on design options for commercial areas.
- Convene meetings for local businesses to discuss interests and concerns about community appearance and then encourage individual or collective action among merchants or residents. Projects might include street plantings, painting programs, storefront restorations, etc.
- Provide information and assistance to help DASB business owners and residents secure Technical Advisory Network assistance from the State of Iowa. Assist with development and submission of Iowa Historical Resource Development Program grants for historic restoration of properties on the National Register of Historic Places.
- Organize neighborhood projects along the DASB route to clean, paint, restore or enhance buildings in the Immediate Foreground of the DASB viewshed.
- Encourage pedestrian friendly design and projects.
- Work with local organizations to beautify downtowns and other areas with plantings and organize trash pick-up efforts such as “adopt a highway” along the DASB.
- Create an awards program to recognize citizens that have made an extra effort to contribute to an attractive community through new signage, new building façades and other voluntary measures.
- Work with partners to create a matching grant program for property owners to offset the costs of restoration, maintenance, landscaping or façade improvements.
- Work with partners to create a grant program that helps businesses and organizations rehabilitate or restore buildings in older neighborhoods.
- Encourage communities and counties to offer zoning and tax incentives for restoration and rehabilitation that respects historic design standards and educates the public about state and federal incentives and benefits.
- Work with partners to develop a design assistance program to provide free or reduced-price design services or materials for property owners who wish to restore, rehabilitate or generally improve their property’s appearance.

- Pursue Certified Local Government status for those communities along the DASB that don't already have it so they qualify for technical and financial assistance from the State of Iowa.
- Develop and utilize a fund for acquisition of historic easements, façade easements and property purchases with intent of restoration or easement purchase.
- Encourage creation of local Historic Properties Commissions, designation of Historic Districts and Historic Neighborhoods.
- Provide information and draft documents for communities interested in developing ordinances and regulations governing restoration and maintenance of historic properties or updating comprehensive plans to include design standards and aesthetic concerns.

Issue 6: Roadside Management

- Educate all of the DASB communities and county personnel about, and encourage participation in, Iowa's Integrated Roadside Vegetation Management Program.
- Provide technical assistance to the county engineer and roadside manager to help them secure Living Roadway Trust Fund and other public and private grants for land purchase and roadside plantings that have a high percentage of, and high diversity of, native forbs/flowers in and adjacent to the DASB road right-of-way.
- Provide technical assistance to community leaders and citizens groups to plan and implement community entrance enhancements that include native flowers and other low maintenance improvements.
- Work with partners including the Iowa DOT, Keep Iowa Beautiful Program, Byways of Iowa Foundation and the RC&D to encourage local education about and participation in roadside adoption programs that reduce litter in the DASB road right-of-way.

Issue 7: Brownfield Sites

- Provide technical assistance to DASB communities with Brownfield grants and projects that will increase awareness and reduce the negative impact of Brownfield Sites in the DASB Corridor with priority for the DASB Viewshed.
- Inventory Brownfield Sites within the DASB Corridor with priority for the DASB Viewshed.
- Hold informational meetings for landowners of Brownfield Sites to inform them about the potential incentives and partnerships that can help them improve the sites.
- Provide technical assistance to Brownfield Site owners to help them secure grants and other financial incentives and proceed with clean-up or site improvements.
- Encourage communities to develop ordinances or take action that encourages site improvements.

Issue 8: On-Premise, Off-Premise and Roadway Signage

- Educate partnering communities, counties, businesses and the public about existing signage policies, ordinances, laws and restrictions.
- Encourage communities and downtowns to develop on-premise sign guidelines.

- Assist with research for policy development that will help city and county Planning and Zoning Committees and Administrators protect the DASB viewshed.

Issue 9: Byway Roadway Context - Sensitive Highway, Street and Bridge Solutions

- Attend and inform regional Transportation Enhancement, Policy and other meetings that influence the use of state and federal funding within the region.
- Work with the Allamakee County Engineer and community administrators to plan for and secure funding for well-maintained roads, streets, bridges and shoulder trails along the DASB route.
- Work with the County Engineer and Board of Supervisors to reroute gravel sections of the DASB to safer paved sections and/or to secure funding to pave gravel sections of DASB roadway.

Issue 10: Wireless Telecommunication Towers, Overhead Utility Lines and Wind Turbines

- Map the best locations for towers, overhead utilities and turbines to provide guidance for future action.
- Identify priority locations for reducing the visual impact of utility wires along the byway by burying them underground, screening or relocation.
- Encourage the utility companies to paint transmission and telecommunication towers colors that blend with the landscape.
- Work with partners within this industry to encourage placement of telecommunication, wind turbine or utility sites that consider the impacts of placement on the landscape, particularly where there are High-Value Areas or important byway views.
- Placement should consider the immediate visual impact as well as views from a distance, particularly when those views are within the visual corridor of a High-Value Area.
- Support development plans that require developers to avoid hilltop locations so that turbine blades cannot be viewed above a ridgeline.
- Utilize a variety of tools and techniques, such as photo montages, computer imaging and Zone of Visual Influence digital mapping to assess the potential visual impact of proposed Wireless Telecommunication Towers, Overhead Utility Lines and Wind Turbines. Evaluate the visual impact of associated structures, such as pylons, access roads, etc.
- Complete Environmental Impact Studies for Wireless Telecommunication Towers, Overhead Utility Lines and Wind Turbines.
- Ensure that vegetative cover is replaced on the disturbed ground following construction, and where possible, used to reduce the visual impact of towers, lines, turbines and associated structures and potential obstructions.
- Acquire Conservation Easements that prohibit overhead utilities, telecommunications towers and wind turbines on properties in High-Value Areas.
- Work with public lands partners to help them understand the benefits with regard to placement of telecommunications towers and utility wires on public lands.

- Work with communities and counties to consider incentives for underground utility lines.
- Draft and distribute sample ordinances and planning and zoning policies.

Issue 11: Residential and Commercial Structures in the Immediate Foreground and Foreground

- Educate Planning and Zoning Committees and Administrators about the DASB viewshed and the impact planning and zoning can have on the different Distance Zones.
- Assist with research for policy development that will help city and county Planning and Zoning Committees and Administrators protect the DASB viewshed.
- Educate rural landowners in High-Value Areas about the USDA NRCS Agricultural Conservation Easement Program and encourage their participation.
- Work with local and state conservation partners to encourage them to acquire and hold agricultural conservation easements that prohibit development and encourage agricultural use protection in rural High-Value Areas.

Issue 12: Illegal, Improper or Disorganized Signage

- Raise awareness and educate communities and partners about illegal, confusing or unsightly signage.
- Work with communities, the county, state and federal partners to identify projects and opportunities to minimize wayfinding signage that conflicts or makes interpretation confusing.

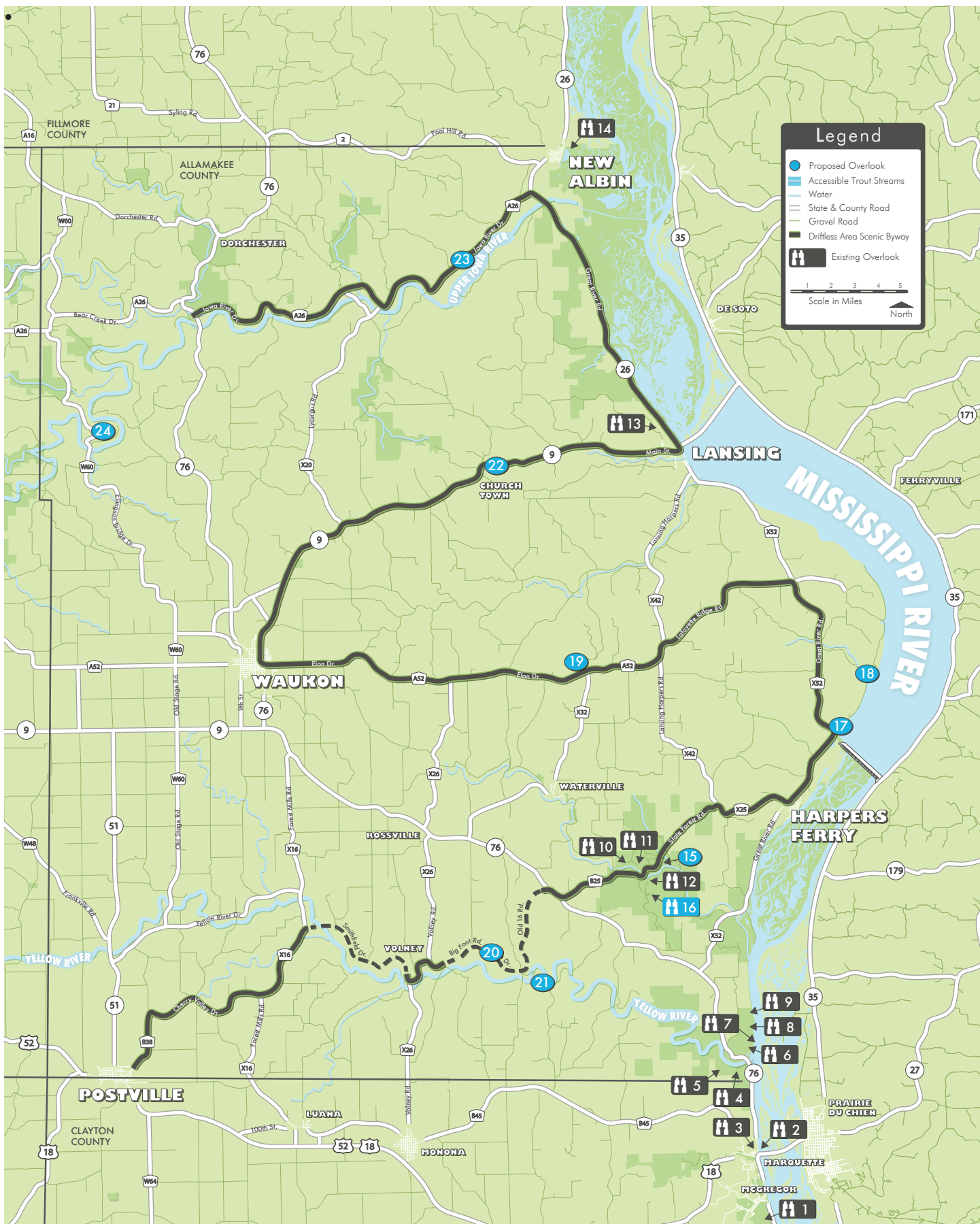


Provide Well Maintained Signage



Encourage Participation in Iowa's Integrated Roadside Vegetation Management Program

Map #	Ownership	Scenic Resources (Overlooks, Roadside Pullofs & Viewing Stations)	Town
Existing Overlooks, Roadside Pullofs & Viewing Stations			
 1	Public	Pikes Peak State Park Overlook	McGregor
 2	Public	Mississippi River Boardwalk	Marquette
 3	Public	Marquette Observation Deck	Marquette
 4	Public	Effigy Mounds: Nezekaw Point Overlook	Marquette
 5	Public	Effigy Mounds: Founders Pond Overlook	Marquette
 6	Public	Effigy Mounds: Eagle Rock & Fire Point Overlook	Marquette
 7	Public	Effigy Mounds: Twin Views Overlook	Marquette
 8	Public	Effigy Mounds: Third Scenic View Overlook	Marquette
 9	Public	Effigy Mounds: Hanging Rock Overlook	Marquette
 10	Public	Yellow River State Forest - Paint Creek Overlook	Harpers Ferry
 11	Public	Yellow River State Forest - Larkin's Overlook	Harpers Ferry
 12	Public	Yellow River State Forest - Cedar Point Overlook	Harpers Ferry
 13	Public	Mount Hosmer Overlook	Lansing
 14	Public	Army Road Overlook & Viewing Station	New Albin
Proposed Overlooks, Roadside Pullofs & Viewing Stations			
15	Public	YRSF - Donahue Wetland Roadside Pulloff	Harpers Ferry
 16	Must be Restored	YRSF - Firetower Overlook (closed to public)	Harpers Ferry
17	Public	Lock & Dam No. 9 River Walk	Harpers Ferry
18	Public	Red Oaks Overlook	Harpers Ferry
19	Private	Old East Paint Creek Overlook	Waterville
20	Private	Linton Overlook	Volney
21	Private	Scott Hollow Overlook	Volney
22	Private	Clear Creek Valley Overlook	Churchtown
23	Private	Upper Iowa River Valley Roadside Pulloff	New Albin
24	Private	Heritage Valley & Solitaire Ridge Overlook	New Albin





SECTION **SEVEN**

Recreational Resources

Recreational Resources

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

- Scenic America -

7.1 Byway Intrinsic Qualities: The National Scenic Byways Program (NSBP) collectively defines intrinsic qualities as the "archaeological, cultural, historic, natural, recreational and scenic features that are considered representative, unique, irreplaceable and/or distinctly characteristic of an area or region." They are the important attributes of a byway, or the distinguishing features that create the character of the designated route and make the byway a special place for both residents and visitors alike. Intrinsic qualities attract people to the byway and are the focus of some combination of enhancement, preservation and/or promotion. This section includes the DASB Board's inventory and assessment of the significant recreational resources along the byway. The DASB Board's plan to maintain and enhance the byway's recreational resources can be referenced under the "Challenges and Opportunities" and "Strategies" sub-headers. According to Scenic America, *"Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized."* The DASB Board's assessment of recreational resources along the byway and within its corridor is as follows:

7.2 Background Information: There are several recreational venues in the DASB Corridor that draw visitors from around the Midwest, from other parts of the United States or from around the world. Although the recreational venues in the DASB Corridor are not exclusively natural resource based, the majority of them are, creating opportunities for byway visitors to enjoy a plethora of activities associated with the streams, rivers, forests, wetlands and other natural ecosystems found along the DASB. Byway travelers can lose themselves in the DASB Corridor, which includes some of the wildest streams and rivers and most remote hardwood forests in

the Midwest. Most of the recreational activities along the DASB are considered Adventure Tourism, which is a growing industry.

According to an Adventure Tourism Market Study conducted between 2009 and 2012 by George Washington University in partnership with the Adventure Travel Trade Association, adventure travel has been growing 65% each year since 2009. It is now a \$263 billion industry and still growing. This trend is increasing the need for services related to cycling, hiking, canoeing, fishing, mountain biking, outfitting and guides. Parks, trout streams, and rivers along the DASB are positioned to capitalize on these trends.

Nearly 5% of the DASB Corridor is publicly owned land, a greater percentage than is typical for the State of Iowa. These lands are where the majority of recreation along the DASB occurs and contribute to economic diversity and economic growth in the DASB Corridor. Independent research conducted by The Committee of 82 on all Iowa counties found that *"When isolating key factors that, all other things being equal, are related to either a growing or declining county (in Iowa) the areas with outdoor recreation amenities appear to actually generate growth."* *"Locally-owned small businesses and a county's economic well-being are closely related"* (Committee of 82 Executive Summary). The natural areas found in the DASB Corridor are described in more depth in the Natural Resources chapter of this CMP. This chapter provides more information about the specific recreational activities and resources associated with those natural areas.

Even though the majority of the DASB Corridor, over 95%, is privately owned, byway visitors can easily view, access and experience natural habitats and areas, cultural landscapes and sites. They can spot threatened and endangered birds on public lands in Iowa's only Globally Important Birding Area, in one of America's premier flyways, in one of Iowa's most extensive interior hardwood forests, or at Effigy Mounds National Monument. They can visit some of the most significant groups of American Indian Mounds in the nation, learn about ancient cultures, and hike on lands that are sacred to Native Americans. They can fish for trout, walleye, or smallmouth bass in coldwater trout streams or in the Upper Iowa River, or for a variety of game fish in the Mississippi River. Opportunities for hunting in the DASB Corridor are internationally recognized, especially the waterfowl hunting associated with the Upper Mississippi River National Wildlife and Fish Refuge, but also the whitetail deer hunting. Amateur and professional photographers, botanists and other visitors, specifically seek out the rare and endangered plants and animals. Visitors explore some of the most well-loved land and water trails in the Midwest on foot, by bike, canoe, kayak, jet ski or boat. There are public and private opportunities for horseback riding either alone or with a group, through woodlands, valleys or along the trout streams and rivers. Winter sports, including snowmobiling, cross-country skiing, ice fishing and snowshoeing are popular pastimes. Travelers from around the world visit each fall to enjoy the colorful leaf viewing in the DASB Corridor. Viewing the brilliant fall foliage is such a popular activity that the DASB byway logo depicts the bright orange, yellow and red leaves that grace the DASB Corridor each October.

Remote cabins, campgrounds, and small bed and breakfasts allow the visitors to experience the corridor and its natural areas for longer periods of time. During their stay, visitors can use their own watercraft, rent a canoe, kayak or boat, or hire a guide to take them out on a river or stream. In the Yellow River Forest, byway travelers can go trout fishing next to their campsite, picnic under towering oak trees, watch raptors glide over the campground, try to spy an elusive, rare prothonotary warbler, and bike or hike through the forest to the top of the ridge where they can look down over miles of public and private forestland.

Public lands encompass a larger percentage of land than is typical in Iowa, 4.2% of the DASB Corridor and 5.1% of the DASB Viewshed. The majority of public lands are state and federally owned and managed. Although those percentages seem limited, the public lands in the DASB are significant in their quality and in their juxtaposition. Many are adjacent to each other or close to other public lands so that the sense of seclusion and wildness within any single public area is compounded. Although the small DASB Corridor communities and Allamakee County have limited resources, these DASB Stakeholders have made every effort to develop their own public parks and access to natural resources and many of the businesses in the DASB Corridor specialize in creating opportunities for visitors to engage with the natural environment.

Just as significant as the public parks and properties are the private lands that dozens of landowners in the DASB Corridor open at their discretion, to the public or to their clients as part of a private business. This private/public partnership expands public opportunities for trout fishing, hunting, horseback riding, snowmobiling, nature walks, and more. The DASB private landowner's willingness to share the high-quality natural resources that they own has economic, social and recreational benefits for residents and visitors. It provides opportunities for DASB travelers to experience natural areas of the DASB they would otherwise be excluded from public use. Whether they enjoy recreational activities on public or private land, the opportunities for the DASB traveler to experience high-quality natural areas up close or at a distance gives the DASB Board and their stakeholders a competitive edge over other scenic byways in Iowa and the Nation.

In addition to natural resource based recreation, visitors are invited to participate in community events and festivals that include everything from a Flyathlon where participants run, fish, and drink beer, to an authentic Amish dinner. Visitors can learn how to identify birds, learn the sport of falconry, or learn how to play the bagpipes. The Taste of Northeast Iowa Food and Farm Crawl gives visitors a chance to taste local food and see first-hand how local food producers and local food businesses function. DASB festivals include fish tournaments, pony rides, outdoor civil war reenactments, and fireworks. At fairs, events and festivals, byway visitors also taste local foods like sweet corn, cheese curds, brats, steak, shakes or maple syrup, and enjoy local or ethnic music. Artists' studio tours provide a chance for byway visitors to drive all over the DASB Corridor and visit dozens of artists' studios, and to buy local art directly from the artists themselves. Most of these

activities take place outdoors or involve driving on the DASB or through the DASB Corridor. A more detailed description of the most significant recreational resources follows.

7.3 Significant Recreational Resources: There are several recreational venues in the DASB Corridor that the DASB Board considers to be their anchor attractions and/or sites. A list with a description for each is provided below:

1. Mississippi River and Upper Mississippi River National Wildlife and Fish Refuge: The Mississippi River and the Upper Mississippi River National Wildlife and Fish Refuge run the entire eastern length of the DASB Corridor. Half of North America's bird species and 40% of waterfowl spend part of their lives in the Mississippi Flyway. The wildlife watching, fishing, hunting, boating and hiking associated with the river and the refuge are world renowned. Direct access to the river from the DASB Corridor is exceptional. Both public and private marinas are located in all of the DASB Corridor communities, as well as on public lands outside those communities. Resources include universal and limited use access for fishing, boating, bird watching, hunting and hiking. Byway fishermen and women can use their skills to lure bass, walleye, catfish, sauger, northern pike, perch, pan fish and other sport fish. Ice fishing on the Mississippi River for pan fish, including crappies and bluegills, is an extremely popular winter activity. The public entities have invested in, manage, and are developing new byway amenities on or near the river that include trails, overlooks, riverside picnic sites, viewing scopes, benches, playgrounds, restrooms, interpretive centers, handicapped fishing access, information centers and kiosks, boardwalks and other visitor amenities that complement the nature-based recreation associated with these natural resources. Byway travelers can explore the river, or the backwaters of the Mississippi, using their own watercraft. Visitors can also pay to take a cruise to view the unique flora and fauna. This is especially popular during fall migration when an assortment of different types of birds such as tundra swans, pelicans, eagles, and a variety of ducks can be spotted. They can also see blue heron rookeries, bald eagle nests, beaver lodges and otter runs. The world class hunting associated with waterfowl during migration draws thousands of visitors. Even cruise ships are making a comeback. Many of the city, county, state and federal parks provide remarkable site seeing opportunities of one of the most spectacular river systems in the world.

2. Mississippi River Trail (MRT): The MRT, as it travels along the eastern edge of the DASB Corridor, is a small but beautiful segment of a much larger trail that spans 3,000 miles through 10 states, from the headwaters of the Mississippi River to the Gulf of Mexico. Allamakee County has been one of the most proactive counties in Iowa for the development of the MRT. They have placed the trail as close to the Mississippi River as is practical, along or adjacent to roadways that provide convenient access or views of the river, area attractions, and connections to other trails, including single track trails, walking trails and trails that extend out into the Mississippi River. The majority of the MRT in



Mississippi River and Upper Mississippi River National Wildlife and Fish Refuge

the DASB Corridor typically includes two 11-foot traffic lanes with paved six-foot shoulders on both sides to be used as a bike trail, for a total width of 34 feet. The MRT is comprised of both state and county roads. The MRT provides opportunities for byway travelers to exercise, sight-see, and explore natural, historic, and cultural qualities of the DASB Corridor along the Mississippi River. The MRT is designated as a National Millennium Trail that preserves precious natural environments along the Mississippi River, stimulates economic growth in river communities, and provides bicyclists access to a variety of landscapes, history, and culture. The Iowa DOT also recognizes the safety benefits of the MRT, noting that it provides a safe route for bicycles, improves safety on the existing routes for both bicycles and motor vehicles, and reduces motor vehicle crashes.

3. Motorcycle Riding: The DASB Corridor is a well-known motorcycle destination. Motorcyclists from throughout the Midwest enjoy the well maintained, winding roadways and beautiful scenery. DASB communities are strategically located for these enthusiastic tourists, with local bars, breweries, wineries and specialty shops being popular stops. There are several events and rallies in the DASB Corridor that are specifically organized for motorcyclists during the spring, summer and fall months. These events draw great numbers of motorcycle riders that fill the downtowns of the DASB communities. The DASB community of Waukon has a Harley-Davidson store that organizes or promotes many of the events and is a draw for these visitors.



Mountain Biking



Upper Iowa River



Yellow River

4. Upper Iowa River: Canoeing the Upper Iowa River was selected by National Geographic Adventure Magazine as one of America's 100 best adventures in the United States with good reason and is arguably the most popular recreational river in Iowa. Canoeing is just one of several recreational opportunities that this river supports. As one of the premier rivers in the United States, the Upper Iowa River was nominated for inclusion in the National Wild and Scenic River Program. It is used annually by thousands of visitors from throughout the world for fishing, swimming, paddling, bird and wildlife watching. The river itself is the main waterway for the larger coldwater system created by the Karst topography of the region. It supports hundreds of cold and warm water species, several of them moving upstream from the Upper Mississippi River into the section of the river that parallels the Driftless Area Scenic Byway. As such, the river draws sport fishermen and women seeking sauger, walleye, sturgeon, smallmouth bass, trout, northern pike, flathead and channel catfish, yellow perch and white bass. The Iowa DNR estimates over 314,000 anglers visit the Upper Iowa River annually, contributing over \$29 million dollars to the local economy. Visitors flock to campgrounds on the Upper Iowa River, photographers risk their equipment to capture world-class images, and many paddlers select this river as an annual vacation mecca simply because it is so remote and secluded. Joe McGovern, President of the Iowa Natural Heritage Foundation recently noted that "The natural resources go hand-in-hand with the magnetic beauty of the Upper Iowa River to create the popularity and reputation of the river."

5. Yellow River: The Yellow River is the longest coldwater trout stream in Iowa and supports an exceptional trout fishery but it also supports healthy populations of smallmouth bass, walleye, sauger and northern pike that swim into the Yellow from the Mississippi River. The Yellow River is an official State of Iowa Water Trail and has the highest gradient of any canoeable stream in the state, making it popular with paddlers. Although it is over 50 miles long, canoeing and kayaking are only recommended on the lower 35 miles, the majority of which are in the DASB Corridor. Remote campgrounds, including campsites that are only accessible from the river, are popular with river users. The challenging rapids, limestone outcroppings, towering bluffs, mature hardwood forests, and boulders the size of boxcars, combine with high clarity water to make this a superior recreational experience for visitors that want to better understand or enjoy the Driftless Area. These characteristics alone may explain the popularity of the river but other attributes also draw visitors. The river is known for its spectacular scenery, especially those segments of the river that flow through county, state and federal public lands and through Iowa's only Globally Important Birding Area. It is not only one of the most scenic rivers in Iowa it is also one of the most remote. It provides a chance for river enthusiasts to enjoy abundant wildlife, clear water, wooded bluffs and a bit of history in virtual isolation. The Yellow River flows through the southern portion of the DASB Corridor before it reaches the Mississippi River and the Upper Mississippi River National Wildlife and Fish Refuge.



Yellow River State Forest

6. Yellow River State Forest: At over 8,500 acres, the Yellow River Forest is one of the largest state forests in Iowa. It has exceptional interior forest habitat, six miles of cold water trout stream, expansive scenic overlooks, and portions are included within a designated Globally Important Birding Area that harbors threatened and endangered bird species. These attributes make Yellow River Forest a Wildlife Watcher and birders paradise as well as a mecca for fishermen, equestrians, hunters, hikers, and campers. The Yellow River Forest's backpacking trails were featured in an article, which appeared Outside Magazine, entitled "America's Top 50 Hikes – The Finest in Every State". The best hike in Iowa was the Backpack Trail at Yellow River State Forest. There are several campgrounds and picnic areas in Yellow River Forest, including Big Paint Creek, Little Paint Creek, and equestrian campgrounds with 48, 80 and 40 sites respectively. Other than the campgrounds, the entire forest is open to hunting, hiking and cross country skiing, with designated hiking, snowmobile and equestrian trails maintained in specific areas. There are over 25-miles of marked and maintained trails in the Paint Creek Unit alone. There is no charge required for use of the campground or trails facilities and there are two camp areas along the trail that are not accessible by vehicles. Equestrian riding is only allowed on designated trails, roads, and campgrounds. Mountain bikes are allowed on equestrian trails. Although there are no designated swimming areas, wading in the cold water stream is popular, especially for those visitors that are camped next to the stream. For byway travelers that are



Effigy Mounds National Monument

interested, there is also a working sawmill that processes trees harvested from state lands each spring. Tours of the sawmill can be scheduled with the Area Forester by appointment. Iowa DNR staff lead a "First Day Hike" on January 1st and the Allamakee County Conservation Board gives snowshoeing program in the park in the winter and other programs at various times throughout the year.

7. Effigy Mounds National Monument: Located in the southeast corner of the DASB Corridor north of Harpers Ferry, Effigy Mounds National Monument provides opportunities for visitors to access extensive views of the Mississippi River Valley from designated overlooks as well as beautiful hiking trails. Specific overlooks include Fire Point, Eagle Rock, Twin Views, Third Scenic View, Hanging Rock Overlook, Nezekaw Point Overlook, and Founders Pond Overlook. These various overlooks are accessible by hiking trails and include views of the Mississippi River and its many islands, Hanging Rock, historic Prairie du Chien, and the mouth of Yellow River. Trails and viewpoints also provide ample opportunities for birding and wildlife watching. The perspective the Effigy Mounds National Monument provides on scenic resources is couched in the story of the sacred places and burial mounds that are situated along Mississippi River bluff tops that provide spectacular panoramic views. Although they have been altered over time, these sites and their spectacular views continue to be significant to the American Indians and tribes that consider them sacred.



Cultural Recreation



Globally Important Birding Area

8. Cultural Recreation: The DASB travelers may take a solitary hike at Effigy Mounds National Monument, Fish Farm Mounds, Sandy Point Cemetery or any one of the several other publicly accessible properties that have, or have had effigies in the DASB Corridor to contemplate the cultures and Native American tribes that constructed the effigies shaped like bears, birds or lizards. Visitors can climb to the top of Black Hawk Bluff by themselves, or join a group of friends and/or other travelers to access the free visitor center, museum, interpretive film, trails and ranger guided programs at Effigy Mounds National Monument. They might also visit the Allamakee County Historical Society Museum to read about the Native American tribes and leaders that once inhabited the DASB Corridor or canoe to sites along the Mississippi Rivers or Upper Iowa River where American Indian villages and enclosures were once common. The most curious and active adventurous traveler can seek out the famous Painted Rock cliff, or if they have the time and the inclination, search for arrowheads and other artifacts at various locations.

9. Globally Important Birding Area: A large portion of the DASB corridor encompasses the only Globally Important Birding Area in Iowa. This segment of Iowa includes public lands with remote hiking trails and lookouts where byway travelers can see and hear rare Neotropical bird migrants and other threatened and endangered species. The highest honor for an Important Birding Area is to be designated as a Globally Important Birding Area. The international recognition highlights

the significance of the region and draws visitors from around the world to the DASB Corridor. Designation entailed meeting strict requirements backed by documentation of the site's importance to imperiled birds. The presence of Cerulean Warblers and critical habitat needed for their survival played a large part in the designation. However, sites in the DASB Corridor were also used for reintroduction of the peregrine falcon through the Raptor Resource Project. Efforts have paid off, as today peregrine falcons can be spotted perching along the sheer face of limestone cliffs near Lansing. Half of North America's bird species and 40% of waterfowl spend part of their lives in the Mississippi Flyway, making a large portion of the DASB Corridor part of a major flyway and migration route for millions of birds annually. According to Iowa's Yearly Bald Eagle Nesting Survey Report, Allamakee County has a far greater number of bald eagle territories than any other county in Iowa. This includes 141 bald eagle nest reports, as compared with the second highest, Clayton County reporting in at 69 nests reported. Visitors can observe hundreds of thousands of ducks, flocks of pelicans, boat beneath blue heron rookeries, listen and view Sandhill cranes, spy an eagle's nest from a distance or up close. Several DASB communities and parks have special events dedicated to bird watching, bird counting and interpretive programming about birds. Visitors can walk into a life-sized replica of an eagle nest, get a close-up view of eagles and hawks at interpretive programs or use public viewing scopes in parks or binoculars strategically placed in restaurants to identify different bird species.



Coldwater Trout Streams



Driving for Pleasure

10. Cold Water Trout Streams: Fishing any one of the DASB's cold-water trout streams is exceptional. Although the DASB Corridor has some of the most popular trout streams in Iowa, they still feel remote. Natural reproduction in many streams, combined with Iowa DNR providing stockable and fingerling rainbow, brown and brook trout on public and private segments, creates a year-round fishery that draws visitors from throughout the United States. This exceptional trout fishing did not happen by chance. Private landowners in the DASB Corridor have a history of conservation. They have partnered with Trout Unlimited, the Iowa DNR, the Allamakee Soil and Water Conservation District, Northeast Iowa RC&D and others, to restore natural reproduction of trout over the past 20 years. After the last naturally reproducing brook trout in Iowa were found in a stream in Allamakee County, public and private partners began restoring in-stream and near-stream habitat, implementing watershed projects to improve water quality and eventually working to expand public access to streams through easements and handshake agreements. The efforts in the DASB Corridor build on the popularity of trout fishing in the four-state Driftless Area. A study of the value of recreational angling in the Driftless Area of southeast Minnesota, southwest Wisconsin, northeast Iowa, and northwest Illinois conducted by NorthStar Economics found that recreational angling in the Driftless Area conservatively generates an estimated \$1.1 billion annually to the local economy. Direct spending equaled \$646,819,673, with non-resident anglers spending \$392/per outing. The

'ripple' effect in the Driftless Area is nearly \$3,000 per angler. 46% of anglers' report staying at local hotels, motels, bed and breakfasts or rented cabins, and 53% report eating at local cafes. Trout fishing in the DASB Corridor streams is open year round, or as long as the water is flowing, unlike nearby trout streams in other states, making fall and winter trout fishing a popular past time for many trout anglers.

11. Driving for Pleasure: The segments of roadway that comprise the byway is considered by the DASB Board to be an existing recreational resource that connects a variety of recreational venues to each other. It is something that does not need to be created, as it already exists. According to Scenic.org, over forty percent of Americans drive for pleasure. This makes driving the second favorite recreation activity of American adults, second only to walking. Like a bike trail through a scenic valley that connects parks, the DASB provides recreation and pleasure for those using it. When regard thusly, the DASB provides a high-quality recreational experience for those drivers looking for smooth roads that are curvy, hilly and have low traffic counts. The DASB delivers on all counts. On a scale of zero to one hundred, of those that have been evaluated, the majority of the state roads that make up the DASB are ranked between 70 and 90 for pavement condition, roughness, congestion and other factors. (These rankings are detailed in Section 11 titled Transportation and Safety of this CMP.) There are only two sections of the DASB in state ownership that are rated below 70 and one is scheduled for repair in 2016.



Guided Tours and Nature Explorations



Equestrian Trails



Snowmobile Trails

12. Horse Events and Equestrian Trails: There are high-quality private and public equestrian trails in the DASB Corridor. The most extensive public equestrian trails in the DASB Corridor are found in the Yellow River Forest. This State Forest not only has designated equestrian trails, but also horse camping facilities. The most popular private venture for equestrians visiting the DASB Corridor is the Natural Gait, a private business that draws visitors from around the nation who enjoy camping, clinics, groomed horse trails and other equestrian events. The Natural Gait also features an indoor riding arena. The Upper Iowa Saddle Club based out of Waukon also works with public and private landowners to create organized rides in the DASB Corridor through remote and beautiful natural landscapes. Horseback riding reservations can also be made at Village Creek Bible Camp near Lansing.

13. Snowmobile Trails: DASB travelers have access to 200 miles of snowmobile trails within the DASB Corridor. The Allamakee Sno-Blazers maintain groomed trails through Yellow River State Forest

and other state and private lands to connect into trails in Winneshiek County, Iowa, to the west, Clayton County, Iowa, trails to the south, and Minnesota trails to the north. These trails are diverse, winding trails that climb and descend through the DASB Corridor to provide high-quality winter sport experiences, spectacular views and opportunities to rest and/or spend time in DASB communities.

14. Guided Tours: Several park managers and private businesses in the DASB Corridor offer guided tours of native flora and fauna, including spring ephemeral hikes through native hardwood forests, mushroom identification hikes, maple syrup collection/hikes, snowshoeing programs, night hikes, birding programs, and other nature explorations. Historical society volunteers and conservation board employees offer guided hikes of historic structures and districts and there are several businesses that provide specialty guided tours or experiences. DASB travelers can enjoy a hot air balloon ride, have a trout fishing guide take them to the 'best' trout fishing spots, or take a guided tour of the Mississippi River.



Festivals and Events: Thunder in the Park



Waukon City Park & Campground



Hunting & Trapping

15. Waukon City Park and Campground: Perhaps one of the most well-known family attractions located along the byway is the Waukon City Park and Campground. This 46-acre park includes the Waukon Aquatic Center, a large playground, volleyball courts, a softball field, picnic shelters, a fishing pond, a nine-hole disc golf course and hiking/biking trails that make it a perfect destination for families to get outside and enjoy themselves.

16. Outdoor Festivals, Fairs and Events: Communities and counties within the DASB corridor hold many annual festivals, fairs and events, many organized around a unique theme. German, Irish, Norwegian and other cultures and customs are celebrated at these outdoor events that create unique opportunities for visitors to participate in historic and cultural competitions, watch outdoor performances and listen to local folk music. The Allamakee County Fair has a plethora of youth and adult activities, including everything from magic shows, face painting and an ugly cake contest, to a truck and tractor pull, outdoor music and a rodeo. Historical events

include the Allamakee County “Thunder in the Park” Civil War Reenactment. Lansing Fish Days commemorates the Black Hawk Bridge dedication with several outdoor activities, and the Great Eastern Iowa Tractorcade gives hundreds of participants a chance to join together to enjoy a leisurely drive through the DASB Corridor.

17. Hunting and Trapping: Public hunting and trapping are dominant recreational activities in the DASB Corridor. Visitors and residents most commonly hunt for ducks, geese, turkey, and deer. The waterfowl hunting is world renowned, as 40% of waterfowl spend part of their lives in the Mississippi Flyway and the DASB communities have nearby public access to backwaters, sloughs and river islands where the hunters set up their blinds. The DASB Corridor’s high-quality, remote, public areas and private lands harbor some of America’s largest white-tailed deer, drawing local and out of state hunters to the Corridor during multiple deer hunting seasons. Some residents and visitors hunt for ruffed grouse, woodcock, mourning doves, rabbit, squirrel and coyote. Trappers seek out raccoons, beaver, mink, and muskrats.

7.4 Challenges & Opportunities: There are many high-quality recreational opportunities for the DASB byway traveler in the DASB Corridor. Most of those experiences are place-based, unique opportunities that allow byway travelers to experience the culture and the natural environment around them. However, the recreational use of high-quality natural resources in the DASB Corridor inherently creates a risk to those natural resources including degradation by the very people that come to see and experience the resources. Understanding the specific challenges and opportunities associated with recreation were important to the DASB Board as this CMP was developed. They include the following.

1) The DASB Corridor is Abundant with High-Quality Recreational Resources: The DASB Corridor is filled with natural resource recreation opportunities including world class wildlife watching, birding, trout fishing, game fishing, hunting, photography and other activities.

2) Wildlife Recreation is Expanding and Increasing in Popularity: More than 90 million U.S. residents, 38% of the population, (16 years old and older) participated in some form of wildlife-related recreation in 2011, increasing from 82 million in 2001. (US Fish and Wildlife Service)

3) Natural Resource-Based Tourism is Significant: According to the 2011 National Survey of Fishing, Hunting and Wildlife-Associated Recreation completed by the U.S. Fish and Wildlife Service and US Census Bureau, Natural Resource Tourism in Iowa is significant with 473,000 residents and nonresident anglers spending approximately \$277,999,000 in Iowa annually, an estimated 253,000 hunters spending \$405,451,000 in Iowa annually and dominating the group, 837,000 "Wildlife Watchers" spend approximately \$711,168,000 in Iowa annually.

4) Wildlife Recreationists Spend Money on Activities: Wildlife recreationists spent \$144.7 billion in 2011 on their activities, which equated to 1% of the Gross Domestic Product. Of that total amount spent, \$49.5 billion was trip-related, \$70.4 billion was spent on equipment, and \$24.8 billion was spent on other items such as licenses, land leasing or land ownership.

5) The Number of Sportspersons is on the Rise: Sportsperson numbers rose from 33.9 million in 2006, to 37.4 million in 2011. The data shows that 33.1 million people fished, 13.7 million hunted (2.6 million hunted migratory birds), and 71.8 million participated in at least one type of wildlife-watching activities such as observing, feeding and photographing wildlife.

6) Stakeholders have Limited Visual Tools for Marketing the Natural Resource-Based Recreation: DASB Chambers, County Economic Development and Tourism, Regional Economic Development and Tourism and private natural resource based businesses have very few professional photographs, videos or other visual media of natural resources or natural resource based recreation that they can freely utilize for marketing. When they do obtain them, they quickly become overused and outdated.

7) Bird Watchers Travel and the DASB has Exceptional Birding Opportunities: Of the 46.7 million people who observed wild birds, 38% did so on trips away from their home. The Mississippi River, which runs the length of the eastern border of the DASB Corridor is a major flyway and migration route for millions of birds annually. If visitors time it right, they can view hundreds of thousands of canvasback ducks, flocks of pelicans, swans, blue heron rookeries or see and hear sandhill cranes. Federal, state and local public accesses along the Mississippi River provide bird viewing from shore, but visitors can also catch a river cruise out of Lansing to get closer to birds and nests in the Mississippi River backwaters. An Annual Hawk Watch Weekend is held at Effigy Mounds National Monument each year in October, giving visitors an opportunity to enjoy programs, get close-up views of live raptors, have their photo taken by a life-size replica of an eagle's nest, watch for hawks as they migrate south and see an American Indian effigy mound in the shape of an eagle. Sites in the DASB Corridor were used for the reintroduction of the peregrine falcon.

8) Many Wildlife Recreationists Come from Households with Higher Income: Wildlife related recreationists included 34 million anglers and 66 million wildlife watchers nationwide. Nearly ¼ of U. S. households with incomes greater than \$50,000 participate in fishing and one of every six Americans fish. 35% of households with income between \$75,000 and \$99,999 and 37% of households with incomes of \$100,000 or more participate in Wildlife Watching including photographing and traveling to observe wildlife. (Source: US Fish and Wildlife Service)

9) Wildlife Enthusiasts Spend Billions of Dollars Annually: Expenditures by wildlife watcher enthusiasts in 2011 were \$54.9 billion and the DASB Corridor boasts abundant wildlife including several threatened and endangered species that visitors would be eager to spot.

10) There is an Increase in Sportsperson Expenditures: Expenditures by sportspersons in the United States (anglers, hunters and wildlife watchers) was \$145 Billion. This demonstrates a steady increase in expenditures over the last two decades (\$53 Billion in 1991 to \$70 Billion in 2001.) (Source: US Fish & Wildlife Service)

11) Fishing is a Multi-Billion Dollar Business and the DASB Corridor is Brimming with Fishing Opportunities: In 2011, 33.1 million residents 16 years of age and older fished. Fishing expenditures in 2011 totaled \$41.8 Billion, including \$21.8 Billion on trip-related expenditures and \$15.5 Billion on equipment. US anglers increased at nearly twice the rate of the US population growth from 1955 to 2001. (Source: US Fish and Wildlife Service) The DASB Corridor is filled with a variety of fishing opportunities including some of the best trout fishing in the nation and high-quality game fishing on the Mississippi River.

12) Natural Ecosystems in the DASB Corridor Are Fragile: Recreational use and overuse of fragile natural ecosystems can kill fragile plants and destroy habitat needed by the native plants and animals that inhabit those ecosystems.

13) Trails and their Use by Visitors can Damage Natural Areas: Development of trails, if not done properly, can result in soil erosion and trail users can transfer invasive species, negatively impacting adjacent natural areas. For example, new research shows that horseback riders may inadvertently spread oak wilt, which is a significant danger given the economic and environmental importance of oak growth in the DASB Corridor.

14) A Lack of Trail Etiquette Can Cause Safety Issues: Safety issues can arise when inexperienced land and water trail users who are unfamiliar with trail etiquette mix with experienced trail users, yet few trails currently post even the most basic information about rider conduct. Riders may not understand when to yield, private landowner rights, the dangers of canoeing in flood waters, etc.

15) Funding for Recreational Amenities is Limited and in High Demand: Nearly every DASB community and Allamakee County Conservation Board is eager to add or improve recreational amenities. Unfortunately, public funding to create and maintain the recreational amenities they are interested in, such as white water courses, hiking and bike trails, marinas, fishing access, equestrian trails, snowmobile or ATV trails and other recreational venues is extremely limited and competitive at the state level. Federal grants for recreational infrastructure have been eliminated or greatly reduced and the DASB communities are very small with a limited number of private donors.

16) The DASB Board is Consciously Working to Develop Ecotourism: The majority of the DASB Board's efforts have been concentrated on "ecotourism" or Ecological tourism. Ecotourism is tourism that is developed and managed in such a way that all tourism activity can continue indefinitely without detracting from efforts to maintain the resources in perpetuity. Ecotourism is also defined as, "responsible travel to natural areas that conserves the environment and sustains the well-being of the local people."

17) Competition and Isolationism can Inhibit and Limit Recreational Resource Potential: The same historic, ethnic, cultural and family ties that created the fascinating one-of-a-kind communities and customs have also fostered a culture of competition and isolationism between DASB communities and counties.

18) Stakeholders have Limited Discretionary Funding: DASB communities and counties have limited funding available for development of recreational infrastructure or for tourism and economic development initiatives.

19) Winter Recreation is Abundant but Under Marketed: Many of the recreational venues in the DASB Corridor can be accessed and utilized during the winter months. Some of the trout streams are fishable in the fall and winter when trout streams in other states are closed to anglers. Activities such as ice fishing, cross country skiing, snowshoeing, winter canoeing, hunting, trapping, snowmobiling, collecting maple syrup, and attending winter festivals are available. Unfortunately, few of these opportunities are well marketed beyond the local area.

20) Interpretive and Informational Materials are still Limited: Information, interpretation, maps and marketing materials that relate to recreational and cultural venues in the DASB Corridor is extremely limited. During CMP development the RC&D staff worked with several entities to test different types of maps and publications for promotion, interpretation, wayfinding and marketing of recreational venues.

21) The DASB Board has Educated Local Partners about the Benefits of Partnership: The DASB Board has worked to educate the DASB communities and counties about the benefits of working together to develop and market the recreational opportunities along their byway both independently and as a cluster of attractions.

22) The DASB Board Actively Seeks Broad Participation: Community leaders and business owners from each of the DASB towns and counties have been invited to serve on the DASB Board and many are currently participating.

23) DASB Board has Worked to Develop Marketing and Interpretive Materials: The DASB Board, along with the RC&D has developed marketing and interpretive materials that cross-market and promote historic, cultural and other attractions and events, public parks, and public and private recreational venues.

24) The DASB Board has Developed Relationships with Local Partners: The DASB Board worked to determine if and how city and county tourism and economic development leaders from the DASB Counties and throughout the region could work with county and state conservation partners and natural resource professionals to influence Northeast Iowa's tourism brand to make it more focused on natural resource based recreation. The Northeast Iowa Tourism Association, some of the county economic development, and some of the tourism and chamber organizations adopted the idea and have since worked independently or with the DASB Board and/or the RC&D to develop or alter publications that detail recreational options and highlights along the DASB.

25) Northeast Iowa Trails Benefit the Local Economies: Students from the University of Iowa recently completed an economic analysis of Northeast Iowa trails system, identifying extensive sales tax and other economic benefits related to trails development in Northeast Iowa. They found that the Trout Run Trail, which is located just to the west of the DASB conservatively generates \$2.4 million annually for Winneshiek County, with some of the economic benefit related to the small businesses that support natural resource recreation. This equaled 6.5% to 8.1% of tourism expenditures in that county. More than one DASB community has expressed interest in developing trails that would be similar to and/or even connected with the Trout Run Trail.

26) Many Recreational Businesses Struggle during Winter Months: Although natural resource based recreation is popular during the spring, summer and fall, tourism falls off during the winter months that cause many DASB communities and small tourism related businesses to struggle or purposely close for the winter.

7.5 Strategies: Strategies to increase opportunities for DASB byway travelers to recreate, while at the same time protecting natural intrinsic qualities include the following.

1) Brand the Byway as a High-Quality Natural Resource Based Recreational Venue: Develop the DASB's cohesive brand identity that includes marketing materials and interpretive media to reflect the significance of natural resource-based recreation along the byway and within the DASB Corridor.

2) Identify and Market to Specific Target Audiences that will Appreciate Natural Resources and Natural Resource Based Recreation: Identify and market to user groups that would enjoy the types of natural resource based recreation available in the DASB Corridor, but will also be considerate of the fragile nature of those natural resources. These groups may include local, state, and national membership organizations such as Trout Unlimited, the National Wild Turkey Federation, Pheasants Forever, Whitetails Unlimited, Ducks Unlimited, as well as clubs and travel groups, such as equestrian clubs, motorcycle clubs, group travel organizers, and other entities that would be considered "soft" resource users.

3) Secure a Variety of Adventure and Natural Resource Based Recreational Photographs for DASB Marketing: Secure photos with people having fun in natural areas along the byway and within the DASB Corridor for use in posters, social media, websites, interpretive media, publications, billboards and other venues that encourage responsible use of the resources through the images and associated language.

4) Develop and Widely Distribute Information about the DASB's Recreational Venues: Develop, print, publish and distribute DASB maps, specialty publications and itineraries that highlight recreational opportunities in the DASB Corridor and make them available to byway travelers in print and downloadable form via the internet.

5) Develop, Print and Distribute Natural Resource Focused Marketing Materials: Develop and distribute mass marketing materials and efforts that highlight the natural resources in the DASB Corridor, including, but not limited to, print media, web-based media, billboards, social media, and mobile apps.

6) Empower Partners of the DASB: Work with city, county, regional and state partners to help them secure, develop and distribute the highest quality information and photographs of natural resource based recreation in the DASB Corridor whenever possible in their publications, websites, social media and mass media efforts.

7) Create, Print and Distribute a Guide for Recreational Venue Development that includes information about Land and Water Trail BMPs: Work with partners as they repair or develop new water access, land and water trails, and other recreational amenities to encourage the use of Best Management Practices that will prevent erosion and natural resource degradation.

8) Encourage DASB Visitors to Provide Positive Referrals: Work with local stakeholders to develop and encourage visitor referrals through social media, print media and other forms of mass communication. Identify and implement incentives that make positive referrals of natural resource based recreation common.

9) Empower Trail Advocates: Develop a "DASB Recreational Trails Resource Kit" that compiles and provides economic and other data and information that will help DASB trails advocates secure public and private political and financial support for trails project.

10) Develop and Promote Winter Recreational Venues: Work with a variety of DASB partners and stakeholders to promote existing venues and develop new winter recreational opportunities such as, but not limited to, ice fishing, snowshoeing, snowmobiling, winter festivals, cross country skiing, ice sculpting competitions, trout fishing and other activities.

11) Encourage Local Artists to Include Recreation and Natural Resource Promotion: Work to recruit and empower artists from the DASB Corridor, and other artists from throughout the region to include the natural areas and recreation activities associated with the DASB Corridor in their work in a manner that is consistent with the DASB brand.

12) Encourage Development of New Infrastructure: Work with partners to develop new and maintain existing land and water trail infrastructure including paved and unpaved multi-use land trails, water trail access sites, white water courses and other supporting infrastructure including but not limited to parking, restrooms, boat ramps, etc. Assist with multi-partner coordination and planning, fundraising and grant writing efforts to ensure city, county and state public and private trails align with and complement each other rather than compete with each other or detract from a regional system.

13) Educate Visitors about Trail Etiquette and Respect: Develop and work with partners to distribute or post information that helps trails user understand trail etiquette, how to respect other trail users, and how to respect the natural resources associated with the trail, such as how to prevent the spread of invasive species and disease, how to prevent erosion and reduce other natural resource threats.

14) Expand Public Access to Natural Areas: Work with DASB cities and counties partners to help them secure easements and land by fee title to develop and improve existing or new public recreation facilities that are desired by the DASB residents and stakeholders, especially those adjacent to the roadway, coldwater trout streams, rivers, or that expand existing recreational venues.

15) Develop the Intersection between Recreational and Cultural Experiences: Develop wayside exhibits and audio tours for hikers, bikers, motorcyclists, and other recreationists that include interesting cultural, historic, folklore and other stories of the DASB and/or local music selections from local artists.



Empower Trail Advocates



Promote Winter Activities

16) Develop a “What is There to Do Around Here?” & Other Customer Service and Public Awareness Campaigns for DASB Businesses Along the Byway: Work with private business owners and community leaders to implement customer service training that is fun and ultimately encourages the people on the front lines, such as staff at DASB convenience stores and hotels, to know about and be able to enthusiastically talk about all of the recreational venues and activities that are located along the byway or within its Corridor.

17) Encourage Cross Promotion: Develop numerous opportunities for businesses located within the DASB corridor to cross promote with one another. Cross promotional strategies between recreational venues with public and/or private organizations, businesses, travel services and attractions should be explored. For example, DASB Board members encourage restaurants to tell customers about recreational venues and would recommend that park and recreation employees be ready to encourage visitors to “stop at the Amish bakery” or “be sure to pick up some cheese curds before they leave town” to extend the visitors stay.

18) Develop Themed Recreation: Develop themed recreational tours, publications and interpretive media that encourage visitors to travel the entire byway, such as, but not limited to, Birding the Byway, Hiking the Hills of the DASB, Trout Fishing the DASB, Winter Activities Along the DASB, 50 Things to Do in the DASB Corridor, The Best of the Byway, etc.

19) Encourage, Promote and Provide Assistance for Natural Resource Based Business Development and Expansion: Work with private and public partners to develop businesses that support natural-resource-based recreation in the DASB Corridor. This includes those businesses that expand access to recreational equipment and clothing, provide technical support to recreational visitors and strategically provide access to traveler services and/or amenities near recreational venues.

20) Develop a “Guide to Guides”: Work with local natural resource guides, including fishing, hunting and bird watching guides, to develop a publication or resource guide that will make it easy for visitors to find their services.

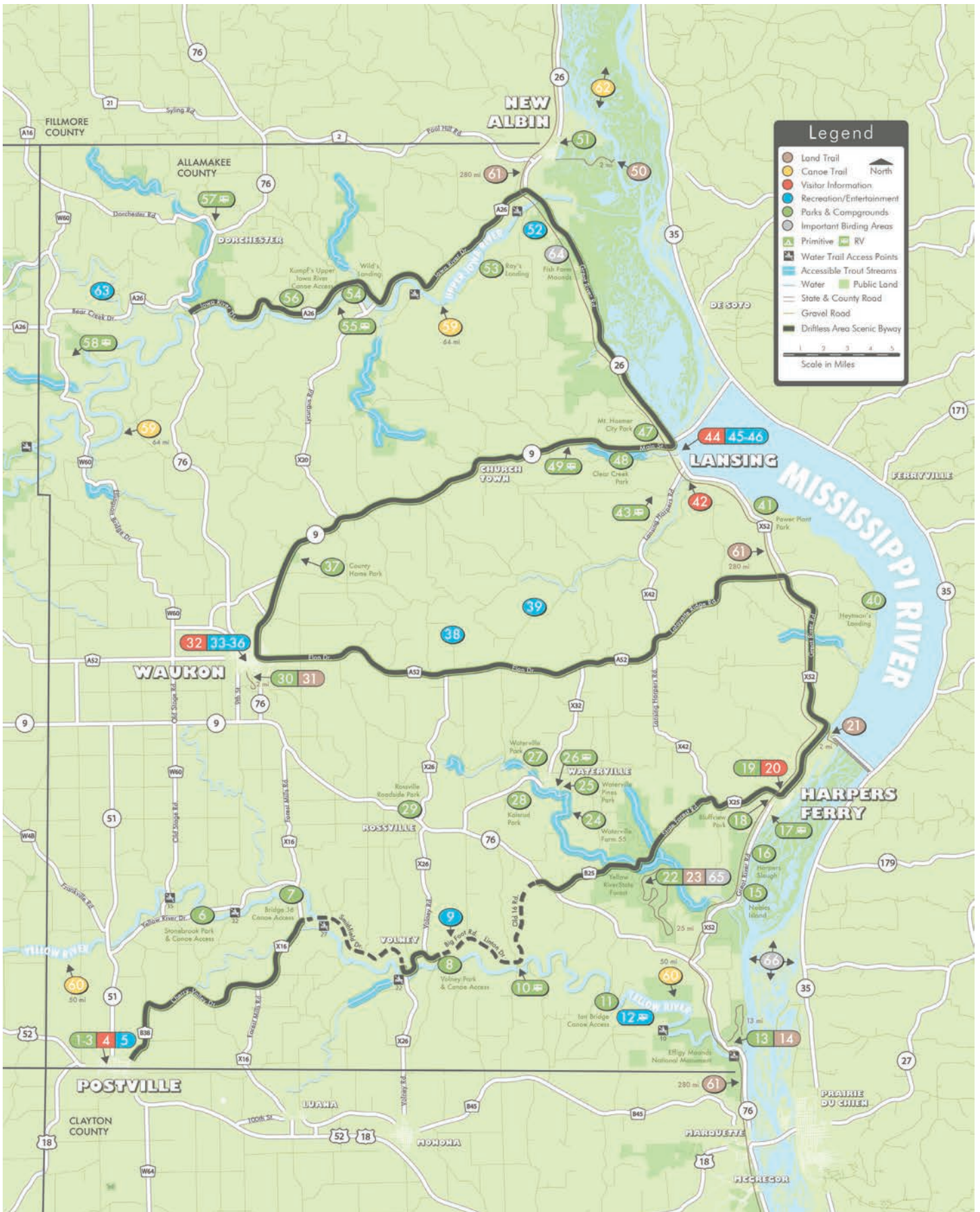
21) Promote Natural Resource Based Education Programs for Youth and Adults: Work with educators to develop and promote formal and informal classes, programs and other opportunities for DASB residents and visitors of all ages to learn how to participate in the activities that are available in the DASB Corridor including fishing, biking, skiing, boating, canoeing, kayaking, and hunting. Look for and develop opportunities to engage DASB travelers in more unusual natural resource activities such as rock climbing, frogging, bow hunting for carp, night hikes etc. Work with partners to develop and market environmental learning opportunities for DASB travelers regarding native ecosystem, flora and fauna such as spring ephemerals, mushrooms, woodlands, butterflies, birds, etc.

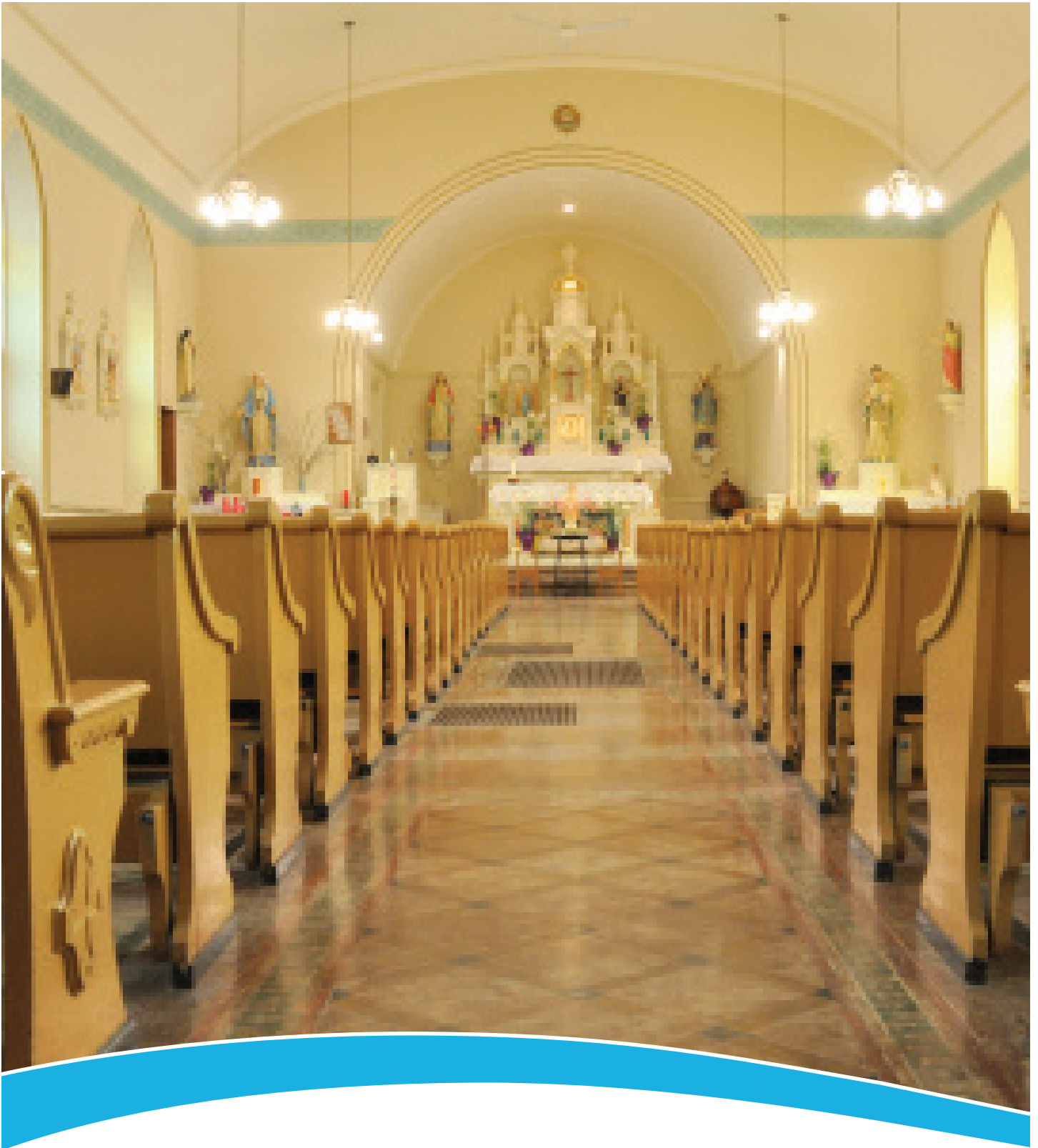


Pan-Fried Backcountry Trout

Map #	Inventory of Recreational Resources	Address	Town
City Parks			
1	Clinton Meyer Park	Stoneman Street	Postville
2	Roberts Park	West Greene Street	Postville
3	Postville City Park / Lulls Park	Wilson Street	Postville
19	Tillinghast Memorial Park	West Olive Street	Harpers Ferry
30	Waukon City Park & Family Aquatic Center	Rossville Road	Waukon
47	Mount Hosmer City Park	North 6th Street	Lansing
County Parks			
6	Stonebrook	589 Yellow River Drive	Postville
7	Bridge Sixteen Canoe Access	413 Old Sixteen Road	Monona
8	Volney Park & Canoe Access	1262 James Road	Monona
11	Ion Bridge Canoe Access	Ion Road	Volney
15	Nobles Island Public Boat Landing	645 Hwy 364	Harpers Ferry
16	Harpers Slough	759 Hwy 364	Harpers Ferry
18	Bluffview Park	942 Hwy 364	Harpers Ferry
24	Waterville Farm 55	938 White Pine Road	Waterville
25	Waterville Pines Park	East Main Street	Waterville
27	Waterville Park	Waterville Road	Waterville
28	Kolsrud Park	1044 Waterville Road	Waterville
29	Rossville Roadside Park	841 State Hwy 76 South	Waterville
37	County Home Park	861 Street Highway 9	Waukon
40	Heytman's Boat Landing	2693 Heytman Drive	Lansing
41	Power Plant Fishing Access	2306 Power Plant Drive	Lansing
48	Clear Creek Park	1972 South Road Drive	Lansing
51	New Albin Roadside Park	372 Railroad Ave NW	New Albin
53	Ray's Landing	Morgan Bridge Road	New Albin
54	Wild's Landing	1171 Iowa River Drive	New Albin
56	Kumpf's County Park / Canoe Access	841 Iowa River Drive	Dorchester
State Parks			
22	Yellow River State Forest	729 State Forest Road	Harpers Ferry
National Parks			
13	Effigy Mounds National Monument	151 Highway 76	Harpers Ferry
Private Campgrounds & RV Parks			
10	Scenic View Campground & Cabins	420 Old 16 Road	Waterville
17	Andy Mountain Cabins	2335 Andy Mountain Lane	Harpers Ferry
26	Pine Bluff Camp Sites	75 East Main Street	Waterville
43	Broken Paddle Lodge, RV Park & Campground	2039 Dry Ridge Drive	Lansing
49	Red Barn Resort & Campground	2609 Main Street	Lansing
55	Upper Iowa Resort & Rental	578 Lonning Drive	Dorchester

Map #	Inventory of Recreational Resources	Address	Town
57	Big Joe's Little Campground	351 Willow Drive	Dorchester
58	Pine Creek Cabins & Campground	284 Old Spruce Drive	Decorah
Nature Centers			
42	Driftless area Interpretive Center	1978 Great River Road	Lansing
Visitor Information Centers			
4	Northeast Iowa Resource Conservation & Development	101 East Greene Street	Postville
20	Allamakee County Conservation Office & Boat Landing	427 North 1st Street	Harpers Ferry
32	Allamakee County Tourism Center	101 West Main Street	Waukon
44	Main Street Lansing Visitor Center	391 Main Street	Lansing
Land Trails			
14	Effigy Mounds Fire Point Trail - 13 miles	151 Highway 76	Harpers Ferry
21	Lock & Dam No. 9 River Walk - 2 miles	Red Oak Road	Harpers Ferry
23	Yellow River State Forest Trail - 25 miles	729 State Forest Road	Harpers Ferry
31	Waukon Recreational Trail - 2 miles	Rossville Road	Waukon
50	Army Road/Pool Slough- 2 miles	Army Road	New Albin
61	Mississippi River Trail (MRT) - 280 miles	Great River Road	Allamakee County
Canoe Trails			
59	Upper Iowa River- 64 miles	N/A	Allamakee County
60	Yellow River - 50 miles	N/A	Allamakee County
62	Reno Bottoms Trail - Mississippi River - 96 miles	N/A	Allamakee County
Recreation and Entertainment			
5	YMCA of Northeast Iowa	313 West Post Street	Postville
9	Big Foot Canoe Rental	419 Big Foot Road	Volney
12	The Natural Gait	274 Burger Road	Monona
33	Driftaway Adventure Tours	204 East Main Street	Waukon
34	Main Feature Theater & Pizza Pub	38 West Main Street	Waukon
35	Waukon Golf & Country Club	308 1st Street SE	Waukon
36	Waukon Wellness Center	1220 3rd Avenue NW # 101	Waukon
38	Up North Adventures	1431 Bakkum Road	Waukon
39	Village Creek Bible Camp & Horseback Riding	15589 Drake Road	Lansing
45	Mississippi Explorer Cruises	1913 Old Mill Drive	Lansing
46	S & S Houseboat Rentals	990 S Front Street	Lansing
52	Peck's Pool & Guide Service	2709 High View Lane	New Albin
63	Camp Tahigwa	318 Tahigwa Drive	Dorchester
Important Birding Areas			
64	Fish Farm Mounds & Lansing WMA	N/A	New Albin
65	Yellow River State Forest - Effigy Mounds BCA	N/A	Harpers Ferry
66	Upper Mississippi River National Wildlife & Fish Refuge	N/A	McGregor District
n/a	Globally Important Birding Area	Refer to page 49	Allamakee County





SECTION EIGHT

Historical Resources

Historical Resources

"Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or man-made, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association."

- Scenic America -

8.1 Byway Intrinsic Qualities: The National Scenic Byways Program (NSBP) collectively defines intrinsic qualities as the "archaeological, cultural, historic, natural, recreational and scenic features that are considered representative, unique, irreplaceable and/or distinctly characteristic of an area or region." They are the important attributes of a byway, or the distinguishing features that create the character of the designated route and make the byway a special place for both residents and visitors alike. Intrinsic qualities attract people to the byway and are the focus of some combination of enhancement, preservation and/or promotion. This section includes the DASB Board's inventory and assessment of the significant historical resources along the byway. The DASB Board's plan to maintain and enhance the byway's historical resources can be referenced under the "Challenges and Opportunities" and "Strategies" sub-headers. According to Scenic America, *"Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or man-made, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling and association."* The DASB Board's assessment of historical resources along the byway and within its corridor is as follows:

8.2 Background Information: Historical elements of the DASB are important to the DASB Board because of their significance to both DASB Corridor residents and the byway visitors. They include the history associated with the Native American inhabitants of the area, which are discussed further in the Archaeological section of this CMP. Historic elements also include historic school houses, churches, cemeteries, buildings, museums and collections that have accumulated over the past few hundred years since European settlement. The landscape itself is historic, as are the natural features that have been influenced by past and current residents as well as local, state and federal political entities.

Some of the most well-known historical elements of the DASB Corridor are associated with the rivers, especially the Upper Mississippi River but also the Upper Iowa River, the Yellow River and Paint Creek. The Upper Mississippi River and the Upper Mississippi National Wildlife and Refuge, as well as the associated lock and dam system, have been integral to the physical, social and cultural dynamics of the region. The transformation of the Upper Mississippi River from a free flowing, wild river to the lock and dam system that is used as a major north-south transportation route, as well as dozens of cultural, physical and social changes that have occurred in the DASB Corridor over the years are recorded and documented through a local, one-of-a-kind collection displayed at the Lansing Commercial Fishing Museum. The collection, which includes items as large as wooden fishing boats and a 100 foot giant fyke net, and as small as clam shell buttons that were once made from clams harvested from the Mississippi River, is in the process of being moved from a site along the river in the DASB community of Lansing to the new Driftless Area Interpretive Center just two miles south of Lansing. The historical significance of this collection cannot be understated. The stories associated with this collection are just as important as the artifacts. Historic, cultural and archaeological sites along the other rivers are also important but have not been as well documented or preserved. Their value currently lies in the stories, accounts, and records that should be collected, interpreted and saved for future generations.

Over the past few years, DASB Board members and Northeast Iowa RC&D staff worked to better understand, promote, restore, prioritize and find ways to interpret the historic sites and collections in the DASB Corridor. They started by working with the public to identify, inventory and assess the sites and collections. They hosted a public DASB historic meeting in Harpers Ferry. RC&D staff, DASB Board members and community leaders also toured historic sites. Together, the RC&D staff and DASB Board have worked or are working to accomplish the following:

- Develop and maintain a comprehensive list of high-priority historic sites and collections that include an assessment of the present conditions of each site.
- Complete site visits to inspect, document and photograph historic resources.
- Prioritize projects for historic sites, attractions and collections along the byway.
- Obtain cost estimates for proposed projects related to high-priority historic resources.
- Develop a cooperative strategy and standards for unified historic preservation, restoration, protection, promotion and interpretation along the byway.

The most significant historic sites in the DASB Corridor that have been identified, inventoried, and assessed to date include several different types of structures and sites. A detailed map and list of these is provided at the end of this chapter and is divided into the following categories 1) Historic Bridges 2) Historic Districts 3) Museums 4) Private Buildings and Structures 5) Public Buildings and Structures 6) Churches and Cemeteries, 7) Historic Schoolhouses and 8) Archaeological Sites.

8.3 Significant Historical Resources: Additional information about one anchor site from each of the different types of historical structures is featured below. These sites are representative of the types of historic resources found within the DASB Corridor.

1. Historic Bridges: Black Hawk Bridge: This historic bridge is among the most unusual and significant large-scale cantilever metal truss bridges in the country and, according to the Iowa Department of Transportation, one of only five such long-span, cantilevered trusses in Iowa. It is also the first passenger bridge to join Wisconsin and Iowa and was the only bridge over the Mississippi River in the region when it was built. Dedicated in 1929, the bridge was named to honor Chief Black Hawk, a famous Native American leader. Ironically, although named for Chief Black Hawk, it played a significant role in the settlement and development of Northeast Iowa. The community of Lansing has a historic kiosk that commemorates this bridge and provides information about the significance of the bridge, its construction, the Native Americans that were present during the time of its construction, and early community leaders.

2. Historic Districts: Lansing Main Street Historic District: The Lansing Main Street Historic District, which includes the central business district, was placed on the National Register of Historic Places in 2014. It includes over 40 historic buildings that primarily flank Main Street, which is the street leading east into town from the Mississippi River. The majority, but not all of these Italianate architectural style buildings, are two-story structures constructed of bricks or native limestone. Collectively, they create a historic sense of place that combines with the river and the bluff to welcome visitors. Some of these buildings contain unique architectural features. However, many are in need of minor or major repair and some are vacant. Main Street Lansing is currently working with partners to develop historic kiosks throughout the community to commemorate events, draw attention to historic structures and increase awareness. They are also open to working with partners to restore and reuse historic structures throughout the Historic District.

3. Churches & Cemeteries: Wexford Immaculate Conception Church and Cemetery: This is the oldest Catholic Church between Dubuque, Iowa, and St. Paul, Minnesota. Located nine miles south of Lansing, this little stone church with its simple elegant interior and intricate stained glass is set in a picturesque valley. It is well known for its detailed records of immigrants, particularly Irish Catholic immigrants. The framed court record on the back wall lists all the Ticonderoga Ship passengers that traveled from Liverpool England to New Orleans in the winter of 1850. Many of them traveling from New Orleans to Allamakee County where they constructed a small log church at this site in 1851. The existing church, built in 1870, was the third built at this location. There is still an active church congregation and guided tours are available.

4. Private Buildings & Structures: Alberta House: Constructed in 1858, this site is the oldest remaining stone structure in Allamakee County. It historically served as a refuge for frightened settlers during the New Ulm Massacre of Sioux on September 1, 1862. It features three-foot-thick stone walls. Today it is a historic hotel.

5. Public Buildings & Structures: Gjeffe Log Cabin: This small, two-story cabin, originally built by Norwegian immigrants, housed as many as 15 people at a time between 1870 and 1886. Although it was moved to its present site in 1990, it has period furnishings including "Grandma's Room" the Main Room and the Summer Kitchen. The site is open Monday through Saturday (9 a.m. - 4 p.m.) during June, July and August, and any other time by appointment. It is located on the grounds of the Allamakee County Historical Society Courthouse Museum.

6. Museums: Allamakee County Historical Society Courthouse Museum and Genealogy: This multi-level museum, constructed in 1861 and now listed on the National Register of Historic Places, was originally the Allamakee Courthouse. The exterior is native limestone and brick; interior construction features white pine. The rooms in the museum feature 19th and early 20th century displays including farm tool collections, military items, a medical room, a Native American room and other period collections. The courtroom has been preserved complete with the judge's bench, chair and gavel. There is also a period log house on the property. The collections in this museum are well displayed and interpreted and some, like those items in the Native American and the military collection on the top floor, include unique or rare items that may not be found anywhere else. The Genealogy section, located in the basement of the museum, also contains unusual historic information and accounts, such as research on the orphan train, Allamakee County naturalization records, family tree research and other information that may not be available to the public in any other venue. The collections in this museum are continually enhanced as donations and acquisitions occur. For example, in 2017, the museum is scheduled to receive an extensive collection related to the Vietnam War.

7. Archaeological Sites: Village Creek: Village Creek, like many of the places associated with historic Native American tribes or early European settlement, has little or no existing infrastructure but was historically significant. These sites typically include old mill sites, battlefields, settlements or villages that are associated with a historical event, a story or have the potential for interpretation. Village Creek was once popular with many Native American Sauk and Fox Tribe villages and some early settlers. Notable landmarks in the vicinity of Village Creek include Pulpit Rock, Joy Top, White Pine Ridge, Union Grist Mill Ruins, Capoli Ridge, Mt. Ida and Mt. Hosmer.

8. Historic One-Room Schoolhouses: The Lansing Stone School: This multi-story structure was constructed in 1864 and served as a school for 108 years. It was built by local masons using locally quarried limestone. The cupola on the center front of the building is original. The wings on the north and south sides were added. It was listed on the National Register of Historic Places in 1973. Although it is now vacant and deteriorating, it is currently owned by the community and there is local support for its restoration and use. At the time of this report, the site has not yet been evaluated through the Iowa Technical Advisory Network and is not open to the public. However, there are plans to open the site for a fundraiser and benefit that would help with restoration efforts.



Allamakee County Historical Museum



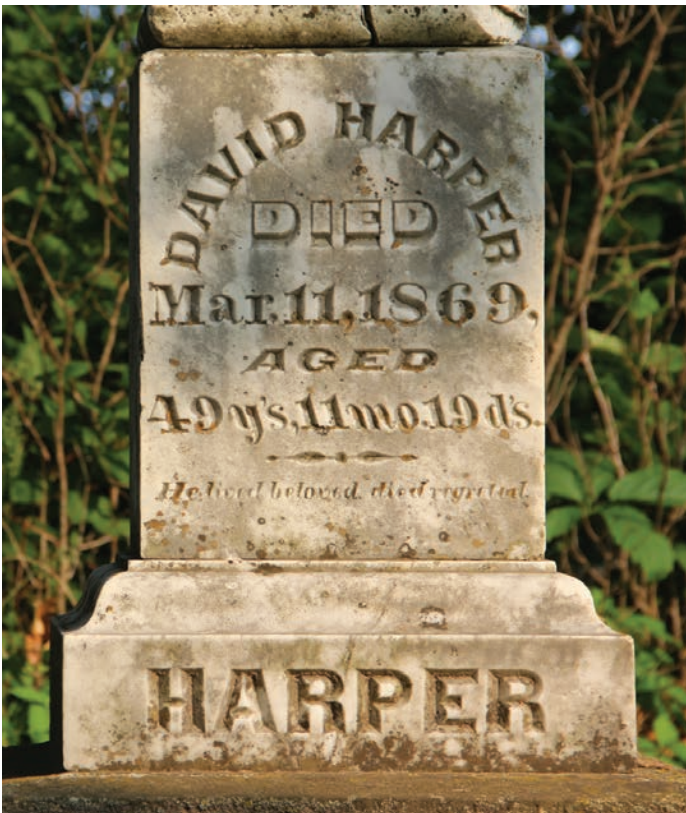
The Lansing Stone School



Lansing Museum of River History



War Artifacts



Historic Tombstones



Historic Documents



Stained Glass



The Shrine of Our Lady



Wexford Immaculate Conception Church



Local Historian



Limited Interpretation



Deteriorating Historical Resources

8.4 Challenges & Opportunities: After assessing the historical resources along the byway, the DASB Board determined that opportunities for visitors to experience history should be identified. The DASB Board's assessment of challenges and opportunities related to historical resources are as follows:

1) Many of the Byway's Historic Resources and Sites are in Dire need of Repair, Restoration, Maintenance and/or Preservation: Many of the DASB historic structures need major site repair, restoration, maintenance and/or preservation. Local, state and federal grants or funding opportunities available for such work are extremely limited and very competitive. The DASB communities are small, rural towns with few private funding resources. Some of the work, such as roof and window replacement, weather proofing, and collection documentation and preservation, is urgent and if left unattended could compromise the structures, collections or sites. Some historical collections are endangered, as they are currently stored in uncontrolled environments, undocumented, uncatalogued, and under-appreciated by a limited number of volunteer staff that don't have the time or the expertise to care for them properly.

2) Many DASB Historical Resources are Undervalued or Underrated: Some historical structures, sites, attractions and/or places are greatly undervalued by community members. Several churches, cemeteries, school houses, barns and structures in close proximity to or located within Historic Districts have fallen into disrepair or have been poorly 'remodeled.' Some were once publicly or privately maintained but over time have become less useful, less valued, suffered from neglect, or have become dilapidated or vacant because of the lack of private or public interest and/or funding for ongoing maintenance and repair. Many of these historic sites are in the DASB viewshed and have the potential to positively or negatively impact the viewshed depending on actions taken within the next ten years.

3) Funding Opportunities for Historic Projects Are Not Well Understood: There is a lack of understanding about some of the state and federal programs and grants available for historic restoration, protection and preservation. For example, before CMP meetings, most of the participants had never heard of Iowa's Technical Advisory Network or TAN. The Certified Local Government (CLG) Program is also not well understood. Some communities that are CLGs have let their certifications lapse at crucial times, disqualifying themselves for grant funding they might otherwise have been awarded.

4) Limited Interpretation: Many historic sites within the DASB Corridor lack meaningful and interesting interpretation. Although some historic sites have limited background information available, some of the most compelling attributes of the sites, which are related to the stories about the site rather than the physical features of the site, are not available. DASB Corridor partners have not invested in development of new types of interpretive media including interactive kiosks, tablet and smartphone media, educational websites, mobile applications and other new methods of making history come alive.

5) Poor Cross Promotion: An ability for partners, businesses and organizations to cross promote the historic sites, attractions, structures, artifacts and stories located within the DASB Corridor is limited to non-existent.

6) Limited Wayfinding: During the development of this CMP, the DASB Board conducted a survey of wayfinding and found that most historic sites do have wayfinding signage directing visitors to the site.

7) Aging Guardians: Many of the people taking care of the historic resources are aging and will need support from younger members of the community to continue to maintain and enhance the public sites and treasures that are located within the DASB Corridor.

8) Limited Public Ownership and Access: Although there are plenty of impressive historic sites in the DASB Corridor that are open to the public, they are opened for most of the year only by per-arranged appointment. The majority of the historic structures in the DASB Corridor are privately owned and do not allow any visitor access. The historic sites that are open to the public typically have very limited hours (usually, but not always during the weekdays) and very few have personnel available for questions or tours.

9) Limited or No Funding for School Trips: Even though youth engagement is a priority, field trip funding for schools to visit historic sites or collections has become limited or completely eliminated. Small, historic sites that were once the focus of school field trips for hundreds to thousands of students annually are no longer visited or visited by only a few dozen students annually. These students are the next generation of volunteers and donors but are losing the connection to their history.

10) Historic Engagement is Popular in the Region but Limited in the DASB Corridor: Museums and historic sites in the DASB Corridor have potential to be more engaging. They recognize that the public is looking for and enjoying interactive opportunities and events that bring history to life throughout Northeast Iowa. However, there are a limited number of reenactments, guided tours in period dress and character that engage the public in the DASB Corridor.

11) Develop, Print and Test Historic Promotional Material and Interpretation: During the development of this CMP, a nearby scenic byway board made the decision to develop and test market historic interpretation methods in two communities. They subsequently developed a short tri-fold historic walking guide pamphlet that was made available at no cost to visitors for one of their communities. A more extensive historic booklet was developed and made available for a small fee to visitors interested in taking a self-guided tour of a different community. Both historic publications were extremely well received by the public. Both Historical Societies were easy to work with and appreciative. This research demonstrates visitor interest in free and low-cost high quality print publications. To date, the DASB Board has not yet partnered with communities to pursue development or update historic walking tours.

8.5 Strategies: Strategies for DASB travelers to enjoy historic qualities, while at the same time protecting them, include:

1) Develop and Implement a DASB Historic Restoration Plan:

Work with DASB Stakeholders to develop a plan that identifies and prioritizes historic infrastructure/collection projects, identifies private and public funding opportunities and encourages strategic and timely implementation of priority projects along the DASB.

2) Help the Local Organizations Purchase, Restore and/or Protect Priority Historic Sites:

Provide or identify technical and/or financial assistance to community organizations, including Main Street Lansing, Allamakee County Historical Society, local historical societies and commissions, and nonprofits that are interested in purchasing and/or restoring historic structures in the DASB Corridor.

3) Develop and Coordinate Historic Project Fundraising:

Work with DASB Stakeholders to identify, develop and help implement opportunities for private and public fundraising strategies to help implement historic projects.

4) Work with DASB Communities to Implement Historic Projects that Encourage Property Owners to Restore Sites in a Manner that Respects the Historic Period of the Structure:

Work with partners to identify and provide technical assistance and financial incentives that help the owners of the buildings in the historic downtowns and neighborhoods of the DASB Corridor create or maintain distinctly 'historic' atmospheres through projects that involve multiple buildings/structures.

5) Develop and Distribute Education and Information:

Develop presentations and information needed for distribution to local historical societies, preservation commissions, Chambers, economic development boards, Boards of Supervisors, city councils and city and county staff to help them understand the importance of historic preservation as it relates to economic development, community and county vitality, byway visitation, and tourism.

6) Educate Communities about the CLGs:

Work with DASB partners to help them understand the Certified Local Government Program, how to stay current and in compliance with the program, what funding sources are available to CLGs and how to access them.

7) Restore and Interpret Pioneer Cemeteries, Historic Churches and Schools:

Work with local cemetery, historic and preservation groups, church councils and others to develop and implement restoration and interpretive programs for pioneer cemeteries, tombstones, churches and schools.

8) Celebrate Success and Raise Public Awareness:

Identify, document and celebrate successful historic restoration, preservation and engagement projects through press releases, interviews that include before and after photography, recognize private and public funders, and express public appreciation for the efforts of local historical societies, preservation commissions and other partners through annual awards, tours, events and other opportunities.

9) Restore Performance Spaces: Work to secure funds needed to restore historic venues such as theaters, opera houses, bandstands and ballrooms that foster community performance and engagement.

10) Develop Historical Walking Tours: Partner with Historical Societies to coordinate and develop historic walking tours for each DASB community as well as an overall DASB historic tour.

11) Develop Historical Interpretation: Implement projects that follow DASB Interpretive standard for each historic site. This includes the creation and installation of Wayside Exhibits at all historic sites.

12) Engage the Visitors with Historic Interpretation: Engage visitors with the development of new interpretive and educational materials so that their interest and appreciation for the historical resources grows and fosters new generations of historic guardians.

13) Create Dynamic Historic Learning Opportunities:

The DASB Board members recommend forming partnerships with museum curators and managers to create more interactive and dynamic learning and engagement utilizing new technology and partnerships.

14) Connect Historical Societies with Volunteers:

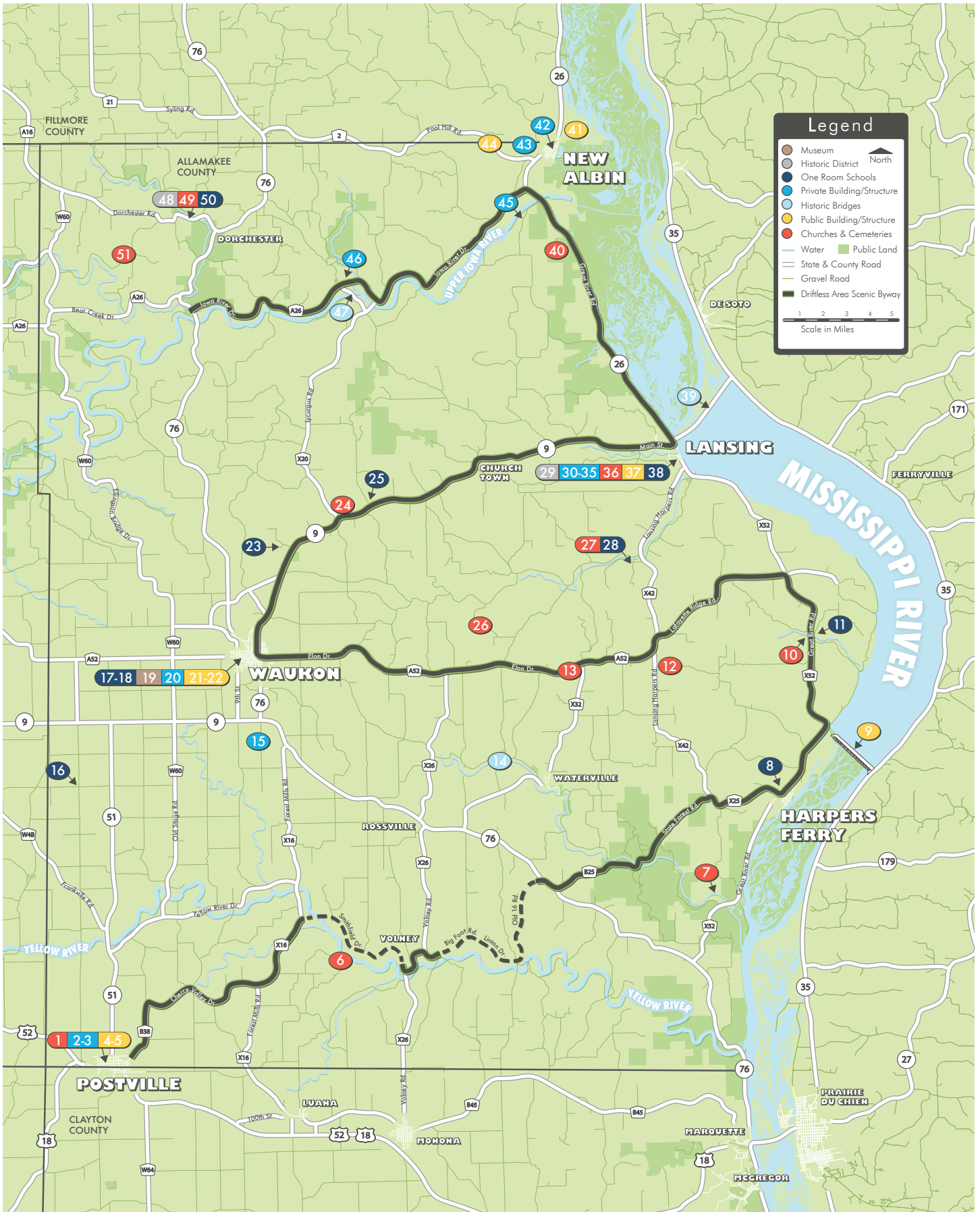
Partner with local historical societies and young professionals from local clubs who are interested in serving on nonprofit boards and volunteering for community groups.



Historic Learning Opportunities

Map #	Historical Resources	NRHP	Address	Town
Museums				
19	Allamakee County Historical Museum	YES	107 Allamakee Street	Waukon
Historic Districts				
29	Lansing Main Street Historic District	YES	Central Business District along Main Street	Lansing
48	Waterloo Ridge Lutheran Church	YES	Church and Church Yard	Dorchester
One Room Schools				
8	Oil Springs School House		West Olive Street (Relocated to this site)	Harpers Ferry
11	Lafayette Township School House (Private)		Intersection of CR X52 and Red Oak Road	Harpers Ferry
16	Ludlow Township School House		Intersection of Countryside Dr and Pole Line Road	Waukon
17	Hanson School - Round Prairie		Southwest corner of town on 13th Avenue	Waukon
18	The Red School - Franklin Township		705 Allamakee Street	Waukon
23	Howard School (Private)		Intersection of Hwy 9 and Howard Road	Waukon
25	Lycurgus Two-Story School House		Intersection of Hwy 9 and French Creek Road	Waukon
28	Village Creek Two-Story School House (Private)	YES	Intersection of Doehler Drive and Hanley Road	Lansing
38	Lansing Stone School	YES	SW Corner of Center and 5th Street	Lansing
50	Dorchester School House		Intersection of Dorchester Drive and Bluff Road	Dorchester
Private Buildings & Structures				
2	John R. Mott House - 1946 Noble Peace Prize Winner		265 West Williams Street	Postville
3	Roger Kolarich Home		111 East Tilden Street	Postville
15	Fred W. Meier Round Barn	YES	Off of Hwy 9 on Breezy Corners Road	Waukon
20	Otto J. Hager House	YES	402 Allamakee Street	Waukon
30	Kerndt Brothers Elevator and Warehouses	YES	60-90 Front Street	Lansing
31	Kerndt Brothers Office Block	YES	391 Main Street	Lansing
32	Old Allamakee County Courthouse	YES	2nd Street	Lansing
33	Arthur Wendel Residence		611 Dodge Street	Lansing
34	Daniel Brennan Residence		419 North Front Street	Lansing
35	Landmark Inn & Gun House		1172 Hwy 9	Lansing
43	Thomas Reburn 12-Sided Barn	YES	1641 Pool Hill Drive	New Albin
45	Colsch Log Cabin		2774 Hwy 26	New Albin

Map #	Historical Resources	NRHP	Address	Town
46	Alberta House		1090 Iowa River Road	New Albin
Historic Bridges				
6	Red Bridge	YES	Fuel Hollow Road over Yellow River	Volney
14	Monsrud Bridge	YES	Swebakken Road over Paint Creek	Waterville
47	Hartley Bridge	YES	Mays Prairie Road over Upper Iowa River	Dorchester
Public Buildings & Structures				
4	Postville Public School	YES	Intersection of Ogden and Post Street	Postville
5	Turner Hall	YES	119 East Greene Street	Postville
9	Mississippi River Lock & Dam No. 9		24545 State Hwy 35	Harpers Ferry
21	Allamakee County Court House	YES	110 Allamakee Street	Waukon
22	Gjefle Log Cabin		121 Allamakee Street	Waukon
37	Lansing Fisheries Building	YES	238 Main Street	Lansing
41	Iron Post Marker	YES	Hwy 26 North of New Albin	New Albin
42	New Albin Town Hall		Main Street	New Albin
44	Initial Point		4 Miles W from New Albin on A11	New Albin
Significant Churches & Cemeteries				
1	Postville Cemetery		Intersection of Aspen Ave & Hardin Drive	Postville
7	Paint Rock Cemetery		Off Donahue Road	Harpers Ferry
10	Wexford Immaculate Conception Church	YES	1416 Great River Road	Harpers Ferry
12	Thompson Corners Cemetery		Lansing Harpers Rd & Sweet Ridge Drive	Waterville
13	Old East Paint Creek Lutheran Church	YES	N of Waterville on County A-52	Waterville
24	St. Mary's Church & Lycurgus Cemetery		109 2nd Street SW	Waukon
26	Center Baptist Church		1555 Trout Road	Lansing
27	Village Creek Cemetery		Intersection of Doehler Drive and Old Mill Drive	Lansing
36	Oak Hill Cemetery		Intersection of S Road and Oak Hill Road	Lansing
39	Black Hawk Bridge	YES	Hwy 9 and WI-82 Over Mississippi River	Lansing
40	Sand Cove Cemetery		Intersection of Black Hawk Rd & Sand Cove Rd	Lansing
49	St. Mary Parish		590 Waterloo Creek Drive	Dorchester
51	Saint Johns Methodist Cemetery		Dorchester Road and Washington Road	Dorchester





SECTION **NINE**

Art & Cultural Resources

Cultural Resources

“Cultural quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to art, crafts, music, dance, rituals, festivals, speech, food, special events, and vernacular architecture.”

- Scenic America -

9.1 Byway Intrinsic Qualities: The National Scenic Byways Program (NSBP) collectively defines intrinsic qualities as the “archaeological, cultural, historic, natural, recreational and scenic features that are considered representative, unique, irreplaceable and/or distinctly characteristic of an area or region.” They are the important attributes of a byway, or the distinguishing features that create the character of the designated route and make the byway a special place for both residents and visitors alike. Intrinsic qualities attract people to the byway and are the focus of some combination of enhancement, preservation and/or promotion. This section includes the DASB Board’s inventory and assessment of the significant art and cultural resources along the byway. The DASB Board’s plan to maintain and enhance the byway’s art and cultural resources can be referenced under the “Challenges and Opportunities” and “Strategies” sub-headers. According to Scenic America, *“Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.”* The DASB Board’s assessment of cultural resources along the byway and within its corridor is as follows:

9.2 Background Information: The opportunities to experience local culture exist in the DASB Corridor and may be fostered to provide interesting, one-of-a-kind, travel experiences for byway visitors. The cultural opportunities directly engage the byway traveler, give them an opportunity to meet the local people, and encourage visitors to learn more about local customs, beliefs, architecture, celebrations, art, food and more. They can determine whether or not a byway traveler feels like they had an authentic experience or have visited a special place. Cultural opportunities span time and place and can make or break a visitor’s overall satisfaction with their visit, as well as influence the likelihood that they will recommend the DASB to friends and family.

Although it is very rural, the DASB Corridor has more cultural diversity than most rural Midwest areas. At one time over 24 different languages were spoken in the DASB community of Postville. Past and current inhabitants, including Native Americans, European and Amish settlers, Hasidic Jewish immigrants, and Hispanic, Russian, Somali and other immigrants, have left their mark on

the DASB Corridor, adding a depth of character to the region, and creating that sense of authenticity that byway travelers are seeking. The DASB’s communities and many of the small business in the DASB Corridor reflect the values, traditions and customs of these varied cultures. However, the new immigrants do not always communicate well with each other or with community leaders and there have been cultural disconnects that have impacted some DASB communities.

There are very few chain stores in the DASB Corridor. Instead, there are a variety of small locally owned establishments that sell local and/or regional goods and services from unique venues that visitors will be unlikely to find in other areas. Cultural resources along the DASB are manifested through the “local” experiences associated with those small businesses including interactions with artists and opportunities to purchase local art at small art museums, gift shops, or directly from the artist; live music venues in local bars or at small theaters, local farmers markets and restaurants that sell or serve local and ethnic foods, and at businesses that sell locally made gifts. The locally owned and operated DASB antique, reuse and specialty shops that feature local treasures and one of a kind gifts are a cultural treasure. Reenactments and social events related to specific traditions, the natural environment, or a specific culture, are also available and an important part of the traveler’s experience in the DASB Corridor.

Art and cultural resources in the DASB Corridor are identified on the Art and Cultural Resources Map at the end of this section. They include 1) Art Studios and Galleries, 2) Live Music and Theatre, 3) Public Art (statues, murals, sculpture, other), 4) Quilts, Antiques and Gifts (this includes local craft, quilt, vintage, and folk art shops), 5) Ethnic Settlements and Stores (Amish, Mennonite, Jewish, Hispanic, Somali etc.), 6) Festivals & Events as well as 7) Local Food and Farmers Markets. As part of their planning process, the DASB Board members and NEIA RC&D staff worked to engage the public to identify, inventory, and develop strategies to understand and improve, cultural and art resources and experiences, while protecting the intrinsic qualities of those resources. They also visited with local businesses and organizations to complete inventories of the culture events, local foods venues, and art resources. The rest of this chapter discusses these resources in more depth.

9.3 Significant Art Resources: To get a more in-depth understanding of the DASB art resources the RC&D invited artists, art groups, art focused business owners, art teachers, byway board members and community leaders that were interested in advancing the arts along the entire byway to serve on a DASB Art Committee and provide more detailed input. The goal of the DASB Art Committee is, *“to understand, expand, promote, market and celebrate the past, current, and future artists, art-related activities, and art projects along the Driftless Area Scenic Byway and to advance the arts, increase the economic impact of the arts and expand the opportunities for artists to succeed.”* Although individual response to serve on this committee was limited, a few local stakeholders helped complete, and continue to work to implement, the following strategies:

- Develop/maintain a list of artists and art groups that are currently working to promote or advance performing, visual and other types of art along the DASB.
- Develop and maintain an updated comprehensive list of art venues along the byway including art galleries, theaters, live music venues, murals, statues, pottery studios, home studios and other places where byway travelers can create and/or purchase art and crafts.
- Conduct site visits to inspect, document and photograph art projects and cultural sites.
- Work with partners to obtain funding to implement cultural projects in DASB communities, with emphasis on projects located in downtown districts and significant sites of interest.
- Develop a strategy for unified artistic collaboration, promotion and marketing along the byway.

Artists create and sell art along the DASB at highly visible galleries, including at Eagles Nest Gallery in Lansing and the Steel Cow Gallery in Waukon. However, perhaps a more significant cultural resource spread throughout the DASB Corridor, are the artists that sell their creations directly from their home or rural studio. Many of these small, home-based businesses are open by appointment or to visitors during scheduled business hours. Some take part in regional art studio tour events. These small businesses create a unique opportunity for visitors to explore the forested hills and narrow valleys of the DASB Corridor, to engage local artists in their studios, and to purchase one-of-a-kind items that will make their journey more memorable. Some of the most prominent of these local artists are noted as follows:

1. Rebecca Kobos and Joel Shoemaker: A retired art teacher, Rebecca creates original fabric collages, cards, hand-woven scarves and other fabric creations, many of which feature cats, birds, plants, faces and geometric patterns. She collaborates with her husband Joel Shoemaker, carving surface designs on his pottery using the sgraffito technique, which makes each of their pieces one-of-a-kind. Joel concentrates his efforts on creating functional and decorative stoneware and raku pottery in a studio shared with his wife. Based out of Lansing, this husband-wife duo participates in the Northeast Iowa Artists' Studio Tour each fall.

2. Allamakee Wood-Fired Pottery: Nate and Hallie Evans have owned this small business, nestled in the hills in the northwest corner of the DASB Corridor, for over 15 years. They create wood-fired, functional stoneware pottery, ranging from dinnerware and serving dishes to large decorative floor pots that visitors can purchase directly from the artists. Nate and Hallie use indigenous clay and glaze materials. This unique business not only creates beautiful pottery; the Evans also provide opportunities for visitors to learn about the wood fired process when they fire up their large anagama style kiln during the Northeast Iowa Artists' Studio Tour. During the four-day firing process, their pots are all marked with flame and ash, making each one unique. If they time their visit to coincide with a firing, visitors can see the wood kiln in action, get a peek at the glowing pots through a stoke hole and feel the intensity of the heat as it radiates from the kiln.

3. Frank Ebersold - Thorton House B&B: Local, self-taught, artist Frank Ebersold specializes in themed wood carvings that he sells at the Driftless Area Art Fair and out of his bed and breakfast, which is near the DASB community of Lansing. Mr. Ebersold uses a time-consuming process that includes carving the wood chip by chip using old-style, hand sharpened tools. He creates unique, one-of-a-kind, carvings that retain some of the natural wood features such as woodpecker holes and pieces of bark. His American Seasons Collection, which includes Santa carvings, pumpkins and bears are particularly popular.

4. Ravenwind Studio: Linda Ravenwind is a multi-media artist that creates whimsical fairies from polymer clay and felted wool, raku fairy houses, fairy dust necklaces, and other unique objects. She is an experienced potter, weaver, spinner, felter and painter who pulls her inspiration from fantasy and the natural world. Her studio, which is at her home, is in the DASB community of New Albin, is open by appointment and during the Northeast Iowa Artists' Studio Tour in October. She also teaches workshops in weaving, basketry, jewelry making, pottery, spinning, dyeing, felting and marbling.

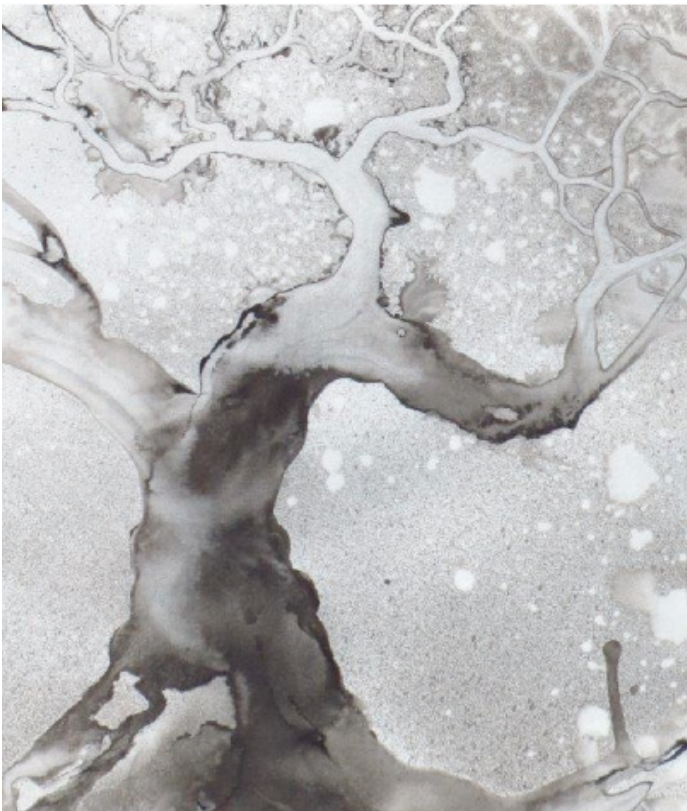
5. Easker Art Studio and Gallery: Velga Easker creates a variety of collages with found materials such as canceled postage stamps, envelopes, paper ephemera and other materials. Her one-of-a-kind, unique works of art vary in size and content. Fred Easker specializes in original oil-on-canvas paintings and prints featuring stunning scenes of Northeast Iowa and the Mississippi River. Both these artists are on the Northeast Iowa Artists' Studio Tour in the fall and their studio is open by appointment at other times during the year.

6. Andrew J. Wroble Fine Art: Mr. Wroble's fine art is created in his studio, which is located in a rural area of the DASB Corridor. He and his wife also run a bed and breakfast and have an Iowa Certified American Tree Farm. In his own words, Wroble is "an artist, a woodland steward, and a storyteller". He notes that "the techniques that he employs in his visual vocabulary correspond to actions in the natural world, suggesting imagery and providing a unique experience." He primarily works with ink wash painting, splashing, brushing, spraying, pushing and pulling liquid ink over the canvas to create beautiful, organic, one-of-a-kind pieces that are inspired by the natural environment. No two works are the same and the meaning and beauty of each piece is different for every viewer. Some are hauntingly poignant, while others are whimsical. Mr. Wroble's work can also be purchased directly from the artist by appointment, in Guttenberg at the Guttenberg Gallery and Creativity Center, at The Left Bank Shop and Gallery in McGregor and at galleries in Colorado.

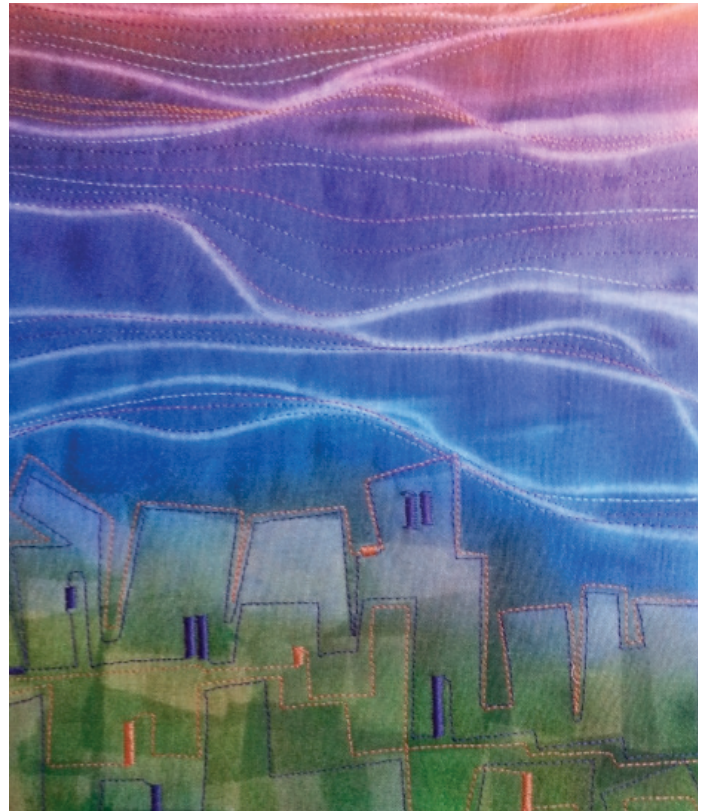
7. George H. Blair Studio Pottery: George Blair reflects nature with a purpose in his stoneware pottery, which conjoins beauty with use. His teapots, drinking vessels and pitchers are popular. His studio is open by appointment and he participates in the Northeast Iowa Artists' Studio Tour each October.



Nate and Hallie Evans from Allamakee Wood-Fired Pottery



Andrew J. Wroble India Ink Art



Rebecca Kobos Fabric sketches



Visitors Around the Table at Waterloo Workshop

8. The Waterloo Workshop: Jill and Michael Stephenson's Waterloo Workshop, a small log home tucked between the hills in the northwest portion of the DASB Corridor, is a unique opportunity for visitors to purchase jams and finely crafted woodenware, furniture, chip carving and reed basketry. These beautiful items are crafted by hand in a small woodworking shop and log home that is nestled in a narrow valley. The site has an authentic atmosphere that typifies simple rural living. Waterloo Workshop is open year round by appointment and also during the Northeast Iowa Artists' Studio Tour in the fall and the Bluff Country Studio Art Tour in the spring.

9. Capoli Ranch - Magical Wood Presentation Stands: Capoli Ranch near Lansing is home to Magical Wood Presentation Stands. The business owner, Dr. Raleigh Buckmaster, is passionate about land stewardship and sustainable land use. He crafts one-of-a-kind, functional, beautifully handcrafted and elegant, wooden music, guitar, and presentation stands. The stands are created from local red cedar, walnut, cherry and other locally, sustainably sourced, hardwood trees using a combination of traditional draw knifing and modern joinery. Recently, Dr. Buckmaster's work has focused on fully functional, portable stands that include a portable cashmere case, where every compartment protects its own special piece of the stand. Each stand is a unique work of art that many musicians consider an heirloom that will be passed down for many generations. Some even display their stands in a prominent place in their home as a work of art.

As noted, many of the artists in the DASB Corridor participate in the Northeast Iowa Artist Studio Tour each October, which provides an opportunity for visitors to talk with each of the artists in private home studios one weekend each fall. The event draws thousands of visitors to approximately 50 artist studios. A few artists also join with their peers from Southeast Minnesota to participate in the Bluff Country Studio Art Tour each spring. However, whether or not they participate in a studio tour, the cultural value of these artists, their studios and the unique pieces they create cannot be overstated.

10. Public Art: Although private art is abundant, public art within the DASB Corridor is still fairly limited. Existing murals along the DASB vary in condition, with some in dire need of restoration, and there are no public sculptures. However, the DASB communities are all open to projects that include the development of public art, including new murals and sculpture pieces that could enhance downtown streetscapes, trails and other venues. Two communities, Postville and Waukon, are currently participating in the Byways of Iowa: Art Along The Byways Project to develop place-based art that will look to improve the public space in which it is located and strategically reflect or shape the physical and social character of each community. Harpers Ferry is also pursuing public art in the form of a mural near their main street district. Each of these art pieces will be place-based art pieces that will be influenced by the community members in order to tell their local stories.



Public Monument Main Street Waukon



Anna the Cow Mural at WW Homestead Dairy



Public Sculpture at Lull's Park in Postville

9.4 Local Food: Whether it is locally grown or locally made, the opportunities to taste local food along the DASB are varied and unique. The majority of the restaurants in the DASB Corridor are locally owned and many have locally grown and processed meats, cheeses, vegetables and baked goods on their menu. These local venues are so popular, in 2015, the DASB Board worked with local businesses to develop the DASB Culinary Passport, which encourages travelers to experience local food specialties at sixteen of the most popular food venues in the DASB Corridor. Some of these businesses are also local music venues. Many of the recipes used at these establishments have been handed down for generations, are authentically made by new immigrants or are one-of-a-kind culinary experiences. Visitors and residents travel for miles to visit these venues, purchase or eat the unique cuisine and take home a taste of the DASB Corridor. Some of the most popular sites, most of which were selected for inclusion in the DASB Culinary Passport include the following (this list is not all inclusive):

Local Food Establishments: Local food establishments along the DASB range from restaurants, cafés and diners to wineries, creameries, bakeries and meat markets.

1. Wings Supper Club: This family-owned restaurant is located next to one of the most popular coldwater trout streams in Iowa, Waterloo Creek, in the DASB community of Dorchester. They have nightly specials and a Sunday brunch.

2. Milty's: This restaurant has always been an early morning destination for Mississippi River fishermen and waterfowl hunters looking for a meal in the DASB community of Lansing on the Mississippi River, but was featured in the DASB Culinary Passport because they serve delicious fish dinners and prime rib sandwiches.

3. Nutmeg's Bakery & Café: This small, locally owned restaurant in the DASB Community of Lansing is a local favorite for fresh donuts and baked Danishes. Locals and visitors also enjoy their breakfast burrito and other breakfast specialty items like the plate-sized buttermilk pancake.

4. Safe House Saloon: Visitors know they are walking into a special place as soon as they walk through the bank vault door that serves as the front door for this restaurant. This Lansing restaurant serves unique specialty pizzas that include The Cat's Meow, Seafood Alfredo, Calypso, the Bootlegger, Safe House Supreme, and the Naked Cowboy Pizza. They are also known for their extensive craft and artisanal beer selection that features over 50 beers.

5. Shep's Riverside Bar & Grill: Located right on the Mississippi River in the DASB community of Lansing, this establishment has great views of the birds, wildlife and boaters on the Mississippi River. They are a reliable and popular breakfast spot, serving omelets like the Sandbar Omelet but also have great lunches and evening specials. They are known for their uniquely named menu items like the Shep's Ahoy Burger, but also for their Saturday prime rib dinner and Friday night fish dinner.

6. Harmon's High Chaparral Tavern & Restaurant: Known for their pulled pork dinner, this restaurant is located in the DASB community of New Albin. They have homemade biscuits 'n' gravy, bacon from the City Meat Market, Ellie Fries, Robin's coffee cake and homemade pies.

7. Club 51: This bar/restaurant is located in the DASB community of Postville. It uses fresh ground chuck that is processed locally each day to make what many consider the best burger in the region. This small town hot spot still has shag carpeting on the walls from decades ago and occasionally sports live music on the weekends.

8. Amish Hill 'n' Country Candies: Perched on top of a hill in a remote section of the DASB Corridor, this small shop hand crafts and offers over a dozen different chocolates daily, including coconut or mint bonbons and chocolate covered butter toffee. They also make and sell delicious strawberry jam, homemade pickles and mints. Visitors can also purchase homemade items such as bonnets and baskets.

9. The Waukon City Club: This local restaurant specializes in serving large portions of local favorites including Philly steak sandwiches, specialty burgers like their Blazing Burger, the Haystack Burger and cheese curds. They also have local drinks like wild berry smoothies and Spring Grove Pop or Spring Grove floats.



Club 51



Shep's Riverside Bar & Grill



Milty's



Amish Hill 'n' Country Candies



Empty Nest Winery



Fiesta Vallarta Mexican Restaurant



Calhoun Creamery

10. Paint Creek Bulk Foods 'n' Bakery: The smells are free and the pies are delicious at this Amish bakery, which is located in the beautiful Paint Creek Valley in a remote area of the DASB Corridor. This small but industrious bakery makes several different types of pies and breads including caramel sticky buns, dinner rolls and multi-grain bread, but apple pie is a favorite. The store owner also has a bulk foods room with unique home remedy options available.

11. Empty Nest Winery: This small, family-owned winery provides an opportunity for DASB travelers to enjoy up to 18 different handcrafted wines that have been made from locally grown berries and fruits the old fashioned way by fermenting the whole berries/fruit and not just the juice. Their wine is made in small batches using many varieties of berries that have been handpicked predominantly from their family farm, or from the surrounding local area. The winery has a large event center where they host a variety of dinner performances and live music that draws visitors from around the region.

12. Fiesta Vallarta Mexican Restaurant: This authentic, family-owned, Mexican restaurant located along Main Street in Waukon is known best for its fajitas but also for serving large portions of authentic Mexican food. Hispanic immigrants are one of the most prominent new immigrants in the DASB Corridor and one of the most successful groups of immigrants to open restaurants where they can share their culture with locals and travelers alike.

13. WW Homestead Dairy: Located in Waukon, this small, family-owned dairy is known as the Cheese Curd Capital of Iowa. They not only make and sell dozens of varieties of fresh squeaky cheese curds for DASB visitors, but they also process and sell cream-line milk, farm fresh butter, yogurt, 30 flavors of delicious premium homemade ice cream as well as other products that are made from milk that came from local dairies. Visitors can tour the dairy for a small fee and many of the restaurants and bars in the region include fried cheese curds from this dairy on their menus. Their products are also available at many local grocery and convenience stores.

14. Calhoun Creamery: Located in the DASB township of Churchtown, this creamery purchases over 75 different types and flavors of cheese including chocolate, Swiss almond, and bacon juusto, or more traditional varieties such as five-year, aged cheddar and longhorn Colby. Many of these cheeses are sourced from local dairies in Iowa, Minnesota, and Wisconsin. This business makes the visitor's experience even more unique by storing and selling their cheese in a 'cheese vault.'

15. City Meat Market: Located in New Albin, this small, family owned meat market and grocery store is a one-of-a-kind experience. They have been using their own smokehouse to create fresh, high quality, smoked meats since 1882. Locals and visitors purchase locally smoked ribs, hickory bacon, sausage, bologna, pepperoni sticks, smoked salmon, pork, chicken and beef jerky.

16. Peake Orchards: Located near Waukon, this family owned apple orchard distributes their apples on-site as well as through local grocery stores, farmers markets and other businesses. The Peake's not only grow and sell their apples and other apple products, but they also invite travelers to enjoy the orchard through a hayride and/or tour each autumn during the apple harvest season that occurs between August and October.

17. Mohn Fish Market: This one-of-a-kind fish market is a unique local food experience unlike anything else in the region. This small facility provides one of very few opportunities for visitors to purchase fish, turtle, and other catch of the day items, fresh from the Mississippi River. The family owned business still operates by fishing the river and its backwaters each day and then selling locally as well as regionally to individuals and businesses.

Great Ethnic Eats: The DASB community of Postville has several different establishments that specialize in ethnic foods, including the following: 1) Tienda Tonitas, known for Mexican produce, groceries and meat cuts, 2) La Canasta Supermarket, known for Mexican groceries, produce, clothing and baked goods, 3) Carniceria El Pariente, which offer a variety of Mexican meat cuts, 4) Juba Grocery & Halal Meat, known to specialize in halal products and 5) Glatt Market, one of only two stores in Iowa to offer a full line of kosher food products.

Local Farmers' Markets: Opportunities for local residents and visitors to taste and purchase locally grown food in the DASB Corridor are greatly enhanced by the local farmers' markets, which provide opportunities for direct purchase from producers in DASB communities seasonally including in New Albin, Lansing, Waukon and Harpers Ferry. These markets are advertised to the DASB visitor online at northeastiowafarmersmarkets.org. A brief description of each follows:

- **New Albin:** The New Albin Farmers Market takes place at the City Park from 3:00 – 5:00 pm on Fridays in downtown New Albin, near the city Gazebo. A handful of vendors offer baked goods and produce. The market is managed by the New Albin Improvement League.
- **Lansing:** This small farmers market takes place from 9:00 am to noon on Saturday mornings at the Main Street Plaza in downtown Lansing from June through October. It is managed by the vendors.
- **Waukon:** The Waukon Farmers Market typically has between five and ten vendors present who offer baked goods and seasonal produce regularly. It is held on Mondays from 3:30-5:30 pm from June to September at the Allamakee County fairgrounds.
- **Harpers Ferry:** The farmers market in Harpers Ferry takes place on Friday evening from 5:00 to 7:00 pm, June through October, at the St Anne's Church parking lot and is run by a volunteer market manager. Market attendees are met with the sight of a parking lot full of golf carts, the occasional sound of live music, and the opportunity to purchase from a variety of vendors that offer yard art, cheese, baked goods, and homemade candy, along with seasonal fruits and vegetables.



Clinics, Concerts and Events at The Natural Gait



Hawk Watch at Effigy Mounds



Waukon Corn Days

9.5 Festivals and Events: Several organized private and public events are held in the DASB Corridor each year. Many of these events are culturally focused or themed. Wineries, apple orchards, local bars, establishments and other businesses have regular schedules for live music, theatrical performances, dinner theaters and other events. The Safe House Saloon in Lansing, Empty Nest Winery west of Waukon, and Club 51, a bar in Postville, all host live musicians on a fairly regular basis. Peake Orchard holds a Fall Fest for several weekends, boasting hayrides, pumpkin painting and a petting zoo. These and other private events expand the options for visitors who want to participate in an activity or be entertained as they are traveling along the DASB. Many are listed on the Allamakee County Calendar of Events. Public events, which are typically more widely marketed and draw larger audiences to bigger venues, are listed below.

April: Bluff Country Studio Art Tour: This three-day self-guided tour occurs annually in Southeast Minnesota and Northeast Iowa. Several artists that are located in the DASB Corridor participate by opening their homes, studios, galleries or centers to demonstrate and sell their local art to visitors.

May: Taste of Lansing: Organized each May, this evening promotion encourages participants to stop in and visit various Lansing downtown stores to taste various tidbits of food and see what's new for spring and summer.

June: Allamakee County Dairy Days Parade: Altering locations within Allamakee County annually, this event invites parade attendees to partake of local culinary delights like steak sandwiches and shakes. **New Albin Days:** Always scheduled for the second weekend in June, this event boasts live music, a 5-K Run/Walk, car and vendor shows, tournaments and fireworks. **Thunder in the Park in Waukon:** This Civil War reenactment welcomes visitors who are encouraged to mingle with the participants. Camps and battlefields are set up, period artillery and weaponry is on display and demonstrated. **WMT 600 AM Tractorcade:** Occasionally, 500+ tractors head out of communities within Allamakee County and travel throughout the DASB Corridor. Though this event travels around the state, the route has traversed through Allamakee County the past few years. **Big 4 Fair in Postville:** Includes livestock showing and competition for sheep, rabbits, hogs, goats and cattle as well as food contests, 4-H projects, a Lego creation contest and other typical fair fun.

July: Allamakee County Fair: Boasts a tractor and truck pull, live music, rides, fair food, livestock competitions and other typical fair fun for the entire family. **Annual I-Ride & Classic Car Cruise in Waukon:** Classic car and motorcycle enthusiasts are invited to participate in this event. **Amish Haystack Supper in Waukon:** Held monthly on the 3rd Tuesday of each month, March through November, at the Waukon Banquet Center, this community event and social provides an opportunity for residents and visitors to enjoy a buffet style Amish dinner prepared and served by the Amish community.

August: Lansing Fish Days: This event was started in 1931 to celebrate the opening of the Blackhawk Bridge. Today, it provides a variety of activities for families including nightly entertainment, fireworks, arts and craft vendors, softball, a parade and even Big Wheel races for the kids. There is also a petting zoo, a Big Horse Power and Pride truck show, a flea market, pony rides, minnow races, fishing tournament, a caricaturist, bagpipe demonstration, tractor pull, a children's sand pile money grab, a parade and various food stands. **Waukon Sweet Corn Days:** Of course this weekend event includes a sweet corn meal and Corn Days Parade, but it also includes a golf tournament, live music and street dance, an archery shoot, motorcycle cruise, Frisbee golf, craft fair, art show and farmers market. Several other unusual activities are also part of the festivities including a midnight breakfast, beer, wine and cheese tasting, toilet bowl races, wrist-wrestling and a celebrity dunk tank.

September: Nation of Patriots Tour: This national event, which features motorcyclists carrying a U.S. Flag through 48 states on the back of their motorcycle, pays tribute to, and honors, all of America's Armed Forces – past, present and future. Started on Memorial Day weekend each year, the tour passes through the DASB Corridor. **Driftless Big Pumpkin Contest and Harvest Festival in Lansing:** This contest encourages participants of all ages to enter their pumpkin for an award and prize money. It also provides a class for those wishing to learn how to grow winning giant pumpkins, a pumpkin painting contest, farmers market and Pumpkin Bake Sale by local churches. **Taste of Northeast Iowa Food and Farm Crawl:** Several of the producers who open their farms to visitors during this event are located in the DASB Corridor. The tour is free, open to the public, and provides a chance for participants to taste local food and see first-hand how local producers and businesses function.

October: Hawk Watch at Effigy Mounds: This event features the art and sport of falconry including a falconer with a live red-tailed hawk, a bird hike with an Audubon birding expert, a live bird display and several kids' activities. There are also programs and activities for all ages that help participants learn about raptor rehabilitation, the lives and behavior of birds of prey, identification techniques, and endangered species. Hawks are banded and released, spotting scopes are set up around the area, and a wild bird migrant count is logged each day. **Northeast Iowa Artist Studio Tour:** This is believed to be the longest running tour of Artist studios in the nation. Between 40 and 60 artists open their studios each October, showcasing a wide variety of art and demonstrating artistic techniques. Several artists in the DASB Corridor participate, opening their homes to visitors from around the world. **Driftless Area Flyathlon in Yellow River Forest:** Run. Fish. Beer. A new event for the DASB Corridor, the Flyathlon is a synthesis of trail running, fly fishing and craft beer. Participants complete a 4.4 trail run while carrying their essential fishing gear. Any place along the route they can stop to catch a trout and then complete the run to enjoy cold craft beer and a tasty BBQ meal with their fellow Flyathletes, at the end of the run. The event raises money for cold-water conservation through Trout Unlimited.



Antiques on Main



Allamakee County Historical Museum

9.6 Cultural Shopping: The demographics of the DASB traveler overlap with the demographics of travelers that enjoy antique stores, secondhand shops, specialty stores and garage sales. These venues all provide a perspective of the culture and social character of the region unlike any other. Many of them sell unusual items that cannot be found in department or chain stores. They offer an opportunity for visitors to take home a unique piece of the past or current culture. Although there are several antique and reuse stores along the DASB, some of the most well-known are located in Waukon and Lansing, including an antique store in Waukon that has everything organized by color and a shop in Lansing that combines antiques with new eclectic treasures. The Big Barn Vintage Market, which is located just north of the DASB community of Postville, offers byway travelers a new type of destination specialty shopping. Developed in a large restored barn, the business is only open a few times each year but when they are open, they draw visitors from around the country interested in buying re-purposed and salvaged treasures. Another well-known cultural shopping experience in the DASB Corridor is Horsfall's Lansing Variety Store, which is packed floor to ceiling with a plethora of new goods. As this business owner seeks out and purchases items that are no longer sold in other stores, it has become a mecca for people searching for items that are impossible to find in other places. Quilt shops, greenhouses and other locally owned specialty shops in the DASB Corridor also provide a unique perspective of the culture of the region as they display and sell products that DASB residents consider important to everyday life.

9.7 Cultural Collections: The most well-known cultural collections are associated with the Lansing Fish Museum and Allamakee County Historical & Genealogical Museum. The Fish Museum collection, which has historically been housed in a building adjacent to the Mississippi River in Lansing, is in the process of being moved to the new Driftless Area Interpretive Center. These collections and stories are significant cultural and historic treasures, some of which are tied to the Upper Mississippi River and region. Small historic school houses, churches, and cemeteries are also considered cultural resources within the DASB Corridor. These structures and places provide a multi-faceted look at the customs related to education, religion and burial since European settlement of the area. Wexford Church has significant historic immigration records and provides an opportunity for visitors to better understand the cultural, social and religious significance of European immigration. Cemetery tombstones and markers include unique examples of memorials and provide background information about the mix of religious, ethnic and social customs that shaped and continue to influence the region. Many of the messages on tombstones are written in German, Irish and other historic immigrant languages. The history and lives of entire families can be researched through the accounts that are on the tombstones, many of which are in family plots that go back generations. The school houses provide an opportunity for visitors to better understand aspects of European settlement and how education was dictated by transportation and communication limitations. These resources are further discussed in the CMP's historic section.



Lansing's Museum of River History and Commercial Fishing

9.8 Challenges & Opportunities: The DASB Board and stakeholders feel strongly that more opportunities for visitors to experience recent history, culture, art and folklore should be explored. The DASB Board's assessment of challenges and opportunities related to art and cultural resources are as follows:

1) The DASB Corridor has a Diverse Population Compared to other Rural Areas in the Midwest: The DASB Corridor, and specifically Postville (Hometown to the World), has a culturally diverse population. The local meat packing plant and other businesses currently employ immigrants from around the world including Mexico, Guatemala, Russia, Somalia and other countries. These residents have a rich and diverse cultural heritage. The descendants of European immigrants that moved to the DASB Corridor in the 1800s are proud of their German, Irish, Scandinavian and other heritages. Many have documented their stories and continue to follow old world customs and traditions in their homes and at festivals.

2) Accurate Historical Information about most of the Cultures that Helped to Shape the Region is Not Available to the Public: Cultural connections to and interpretation about Irish, Germans, Scandinavians and other European settlers and immigrants is very limited even though they shaped the culture, established the communities and continue to influence festivals and activities in the DASB Corridor. There is even less information available about newer immigrants and their Russian, Hispanic, and Somali customs. Although DASB visitors can visit Amish settlements and eat Amish food, information about the Amish culture, their beliefs and customs is also limited.

3) The DASB Corridor and its Cultural Resources are very Rural, Remote and Isolated: The remote nature of the cultural resource along the DASB and in its Corridor create one of its greatest challenges, including the gravel roads, narrow forested valleys, limited cellular, GPS and internet service, and winding roadways that are difficult for visitors to traverse without getting turned around and/or lost. The remote nature of the DASB Corridor and the isolation that the residents, individual artists, and small businesses have sought out in that corridor also makes communication and collaboration with and between those artists, businesses, and other partners more challenging.

4) Some Small Ethnic Shops and Stores have very Limited Hours and Capacity: Some of the ethnic shops that exist are only open in the evenings after factory hours or on weekends and some are remote. Others have limited inventory and variety. So, although they exist, they are not all high-quality destinations.

5) There are Clusters of Specific Types of Businesses that Could Partner to Encourage Byway Travel and Visitor Engagement in Cultural Activities: There are several artists, a good number of local food establishments and several antique stores that could participate in promotional efforts or events such as "Eat Your Way Along the Byway", an "Artist Studio Tour", a "Potters, Pubs or "Painters Tour," or some other organized event or activity.

6) Many of the Cultural Resources in the DASB Corridor are Located in Remote, Isolated Places that are Peaceful, Quaint and Engaging: The remote and isolated nature of the DASB Corridor is also an opportunity. Visitors have limited access to cell phone coverage and internet. They are lucky to be able to, and in some cases forced to, focus on the experience they are having. This creates a one-of-a-kind cultural experience and allows visitors to temporarily escape from their lives, schedules and other intrusions to their vacations.

7) Many of the Artists in the DASB Corridor are Located on Gravel Roads: Even though many of the artists located on the gravel roads in the DASB Corridor are accomplished and regionally or nationally recognized, some motorcycle and car owners are unlikely to want to drive on gravel segments along the byway to reach them.

8) There is a Predominance of Small, Locally-Owned Stores and Businesses Rather than Chain Stores: The majority of the businesses in the DASB Corridor, including restaurants, shops, and entertainment venues, are locally owned by families. They have unique atmospheres and lean heavily on locally sourced products, recipes and entertainers. They reflect the local and ethnic cultures of the DASB Corridor and the business owners and their staff are typically friendly and eager to please.

9) Winter Cultural Events and/or Activities are Limited: The opportunity to participate in cultural events, festivals and even some shopping in the DASB Corridor are limited in the winter months when travel can be difficult due to winter snowfall and ice storms that impair travel, especially for travelers unfamiliar with driving on ice or snow. This is even more true for sites that are on gravel roads in the DASB Corridor.

10) Community and County Economic Development and Tourism Partners Understand the Need for Marketing: County economic and tourism personnel, city chamber directors, and community economic development leaders are actively serving on the DASB Board and understand the need for good visitor communication. These entities have training and experience that can inform the DASB Board. Some cities and the county also have good websites. For example, the website www.AllamakeeCounty.com has good information about many of the events and festivals that occur in the DASB Corridor.

11) There are Opportunities for Increased and Improved Interpretation of Cultural Sites: There are several opportunities for history, culture and folklore to be better interpreted to the byway traveler and add additional depth to their experience. The DASB Board understands and is supportive of this work. Although an extensive project to mark historic sites within the DASB corridor was implemented several years ago, many significant cultural sites do not have any marker or, if they do, the stories associated with those sites are not available. Since travelers are looking for stories and experiences, this creates an opportunity for the DASB Board to build on the previous work.

12) Offline Wayfinding Tools are Necessary: Wayfinding tools, including good paper maps that are not dependent on internet service and that provide detailed information about roads, travel tips and specific site locations can overcome many of the challenges presented.

13) Some Cultural Opportunities Are Difficult for Visitors to Find: Although locals are aware of local music and festivals, visitors are less informed. Businesses that bring in live music and entertainment have limited advertising and would benefit from increased coordination and marketing of events to byway visitors. Not all the communities have Chamber Directors or personnel that can work to market cultural venues and events.

14) Verbal Accounts of Historic and Cultural Events Vary in Length, Depth and Accuracy: Because oral histories conflict, research will need to be conducted for various cultural sites and local stories along the DASB to ensure accuracy before interpretation can be developed to inform, engage and educate the byway visitors.

15) Ethnic Food Options: Although ethnic food options are limited, they do exist and have been promoted in the past with great success and support from both travelers and local participating businesses. The challenges with promoting local food options are tied to funding. If the businesses are required to pay to participate in programs and promotions, and some of the better establishments do not participate, the promotions can actually impair the byway visitors' experience by excluding anchor sites.

16) Many Newer Immigrant Communities have Limited Resources and Opportunities to Start Small Businesses that would Help them Engage the Visitor: The newest immigrants to the DASB Corridor typically work at low-paying jobs in factories, meat packing plants or on farms where they rarely come into contact with visitors. They have limited funds and there is limited technical assistance available to them. In some instances, they also have language and/or cultural barriers that isolate them from decision makers and community leaders.

17) Some of the Most Culturally Significant Areas of the DASB Communities have Buildings in Need of Repair and/or Restoration: There are several vacant and/or dilapidated buildings in some of the most historic downtown sections of the DASB Corridor. Some of these buildings are owned by immigrants and many have lead paint, asbestos, deteriorating brick or limestone walls and other problems that could be expensive for the owners to mitigate.

18) Winter Events are becoming more Common: Some DASB Corridor businesses and establishments are developing and scheduling new events and activities during winter months. For example, Empty Nest Winery has live music and murder mystery events during the winter.

19) Immigrants May Not Understand the Importance of Historic Business Districts and so there is an Emerging Trend for Residential use of Historic Downtown Buildings rather than Business use of those Structures: The cultural disconnects have resulted in a transition of major business areas that comprise DASB historic downtowns and have created new economic challenges for community leaders, members and the remaining business owners.

20) Not All Cultural Experiences are Popular with Visitors: Some cultural experiences are sought and enjoyed by subsets of a traveling party, making it necessary to have information about a variety of opportunities available to the byway travelers.

21) Public Art is Limited and in Disrepair: There are very few public art pieces in the DASB Corridor and the majority are murals that are in need of repair or an update.

22) There are a Variety of Cultural Events and Festivals: Food, history, cultural differences and the natural environment are all celebrated at events and festivals in the DASB Corridor.

23) DASB Communities are Expanding their Public Art: The communities of Postville, Waukon and Harpers Ferry have all proposed and are working with community members and partners to develop new "place-based" public art as part of the Byways of Iowa: Art Along the Byways Project and other initiatives.



Buildings in Need of Repair

9.9 Strategies: CMP strategies to develop and enhance Cultural and Art intrinsic qualities while preserving them within the byway Corridor include the following:

1) Conduct Oral Histories: Identify and collect oral histories of regional icons and local experts that have accounts or stories about their cultures and experiences and use them to develop interpretation and outreach materials.

2) Call for Cultural & Historic Documentation: Work with partners, including county genealogical societies and museums, to publish a call for diaries, documents, photographs and other evidence of cultures in the region and then compile and catalog them for use in the development of interpretive and educational materials and storage in protected files.

3) Develop Cultural Interpretation: Develop wayside exhibits that engage the public and tell stories at specific cultural sites, providing accurate and culturally sensitive interpretation of past and current cultures.

4) Create Self-Guided Audio Tours: Develop audio self-guided tours that provide first-hand accounts and stories for byway travelers to listen to and enjoy, without the need for the internet or cellular service, as they drive along the DASB.

5) Develop Printed Cultural Interpretation Publications: Develop topical, interpretive printed materials that travelers can pick up at key visitor amenities and refer to or take home.

6) Install Place-Based Community Art: Develop local, place-based art in the downtown districts along the DASB.

7) Encourage Beautification through Art: Use art, murals, and trompe l'oeil to beautify abandoned buildings and blighted areas in downtowns, historic districts and other popular sites.

8) Support Projects and Programs that Engage and Assist New Immigrants: Work with communities, cultural liaisons and the Hispanic, Russian, Somali and other new immigrants to implement programs, projects and activities that help new immigrants understand the importance of utilizing community business districts for business ventures. Provide technical and financial assistance to new downtown business owners, including immigrants, for small business development to help increase the positive interface between new immigrants, the DASB visitors and local residents.

9) Celebrate "Local" through Publications: Develop more information and outreach material about the unique opportunities for visitors to experience the "local" culture, including but not limited to locally grown foods, local ethnic cuisine, and regional foods, local jewelry, pottery, glass, furniture, paintings, art and culture.

10) Promote Local Music Legacy to the Byway Traveler: Seek partnerships and opportunities to coordinate and promote local music to expand the presence/availability of music for the visitor.

11) Develop, Coordinate and Market Cultural and Art Events: Encourage collaboration and coordination to develop, implement, market and promote art and cultural events, festivals and other opportunities that encourage and help artists and cultural partners engage with byway visitors in easy access locations.

12) Assist with Project Development & Implementation: Assist with projects that create and market public and private art, art spaces, and artist or cultural collaborative efforts.

13) Foster Increased Learning and Engagement: Create and market more public and private art and cultural learning and teaching opportunities, including but not limited to classes, artist in residence programs, community college courses and continuing education. Invite artists, academicians, curators and all manner of creative people to learn, engage and grow.

14) Collaborate on Art and Cultural Initiatives: Work with the Northeast Iowa Artist Studio Tour, the Northeast Iowa Regional Art & Cultural Council, Bluff Country Art Tour, and other groups to promote existing and to develop and advance new art collaborative projects and initiatives.

15) Develop Stories: Connect with diverse interests to develop stories of culturally significant historical timelines and events such as immigration, clamming, logging, development of the lock and dam system or the rise and fall of one room school houses in the DASB Corridor.

16) Develop Information and Publications that Provide Diverse Cultural Engagement: Work with partners to develop and provide information about a variety of cultural activities to engage different types of visitors and make the overall DASB experience more pleasurable for all.

17) Foster Cultural Partnerships with the Amish and Mennonite: Partner with Amish and Mennonite communities to provide healthy Amish-English interaction, learning and commerce.

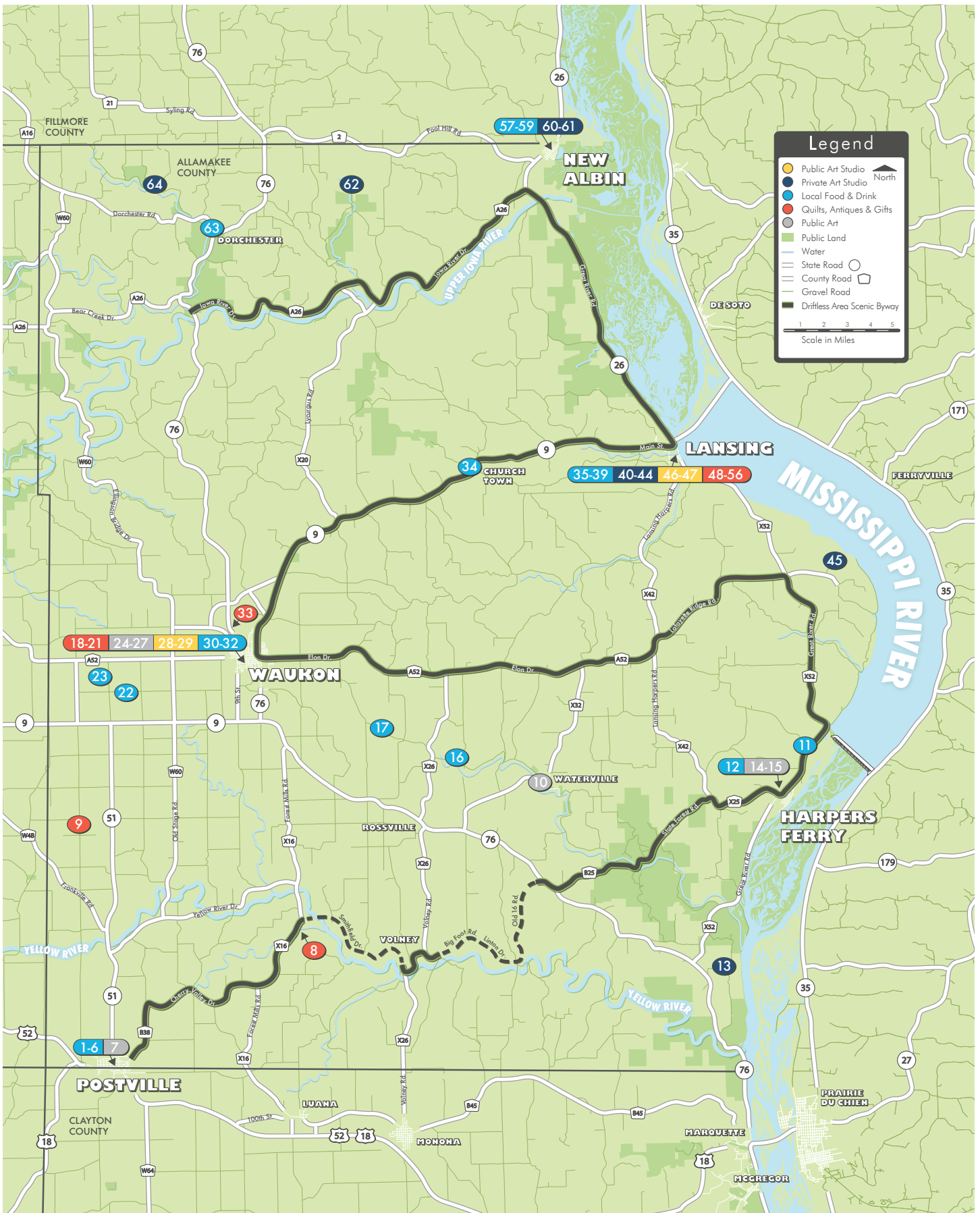
18) Create DASB Itineraries: Partner with businesses to create itineraries that link cultural opportunities to businesses. Developing strong web interfaces that allow for easy itinerary development is also important.

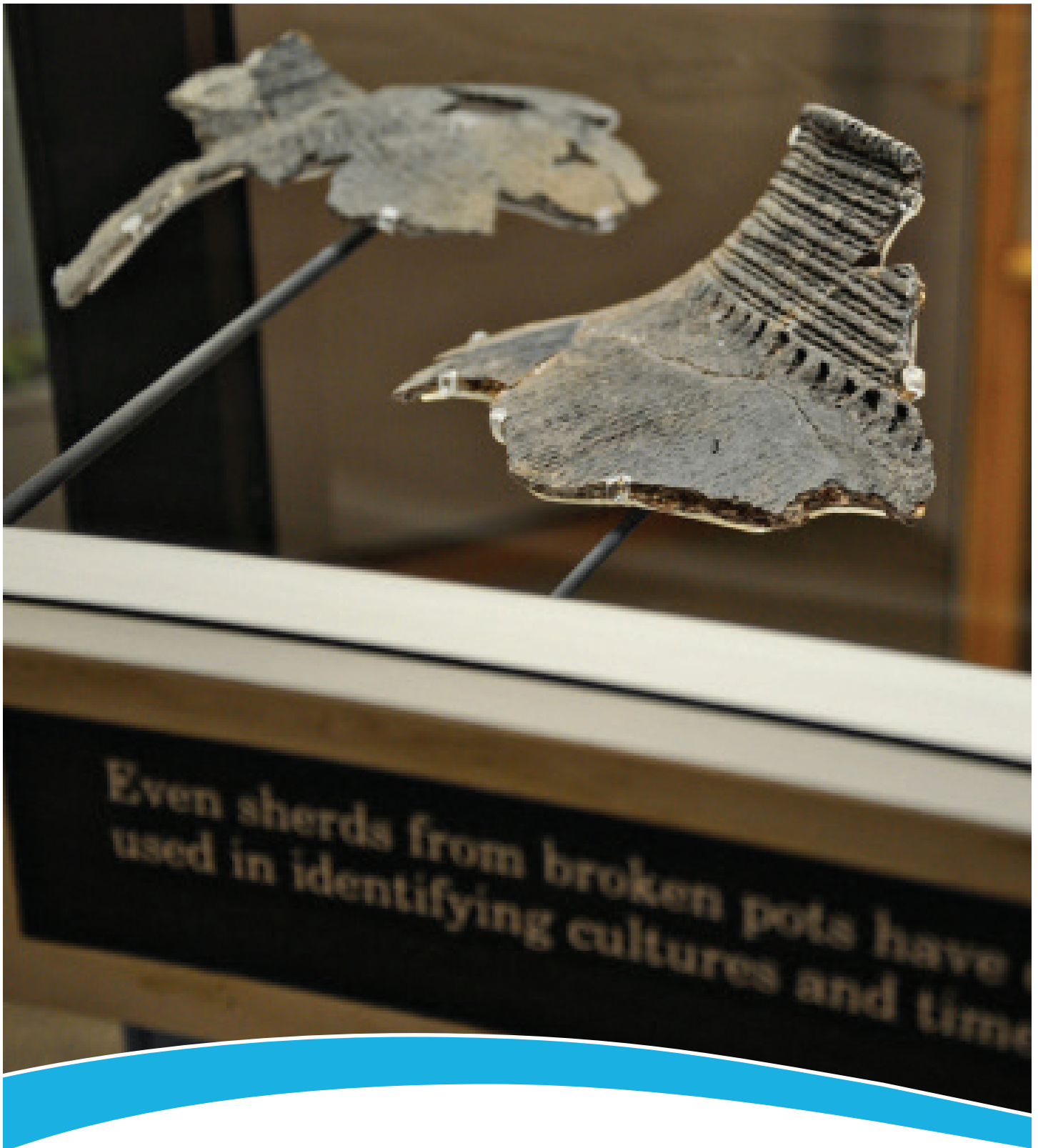
19) Identify Cultural Clusters and then Develop, Print and Distribute Special Interest Stories and Publications: Create written material and promotional pieces that celebrate and unify cultural information so that the visitor is compelled to travel to multiple DASB Communities and venues. Cultural Clusters could include one room school houses, cemeteries, antique stores, local foods, artists, etc. These clusters can be developed and stand alone or can be paired with small unique businesses in the DASB Corridor to maximize the benefits of the publications.

20) Assist with Winter Tourism Efforts: Help with winter promotion and encourage establishments to collaborate with other businesses.

Map #	Art & Cultural Resource	Address	Town
Public Art Studios & Galleries			
28	Steel Cow Gallery & Studios	15 Allamakee Street	Waukon
29	J.L. Miller Company	15 Allamakee Street	Waukon
43	Eagle's Nest Gallery & Frame Shop	249 Main Street	Lansing
44	Big River Forge & Ironworks	1815 Majestic View Lane	Lansing
46	Felicity Arts	80 South Second Street	Lansing
47	Riverwood Studio	231 Main Street	Lansing
Private Art Studios & Galleries			
13	Andrew J. Wroble: Fine Art	329 Luster Heights Road	Harpers Ferry
40	Frank Ebersold - Thorton House B&B	371 Diagonal Street	Lansing
41	Easker Art Studio and Gallery - Velga & Fred Easker	271 Main Street	Lansing
42	Rebecca Kobos and Joel Shoemaker	261 Main Street	Lansing
45	Capoli Ranch Studio - Magical Wood Stands	1698 Capoli Road	Lansing
60	Ravenwind Studio - Linda Ravenwind	437 2nd Street NE	New Albin
61	G. Blair Studio Pottery - George H. Blair	119 Third Street NE	New Albin
62	Allamakee Wood-Fired Pottery - Nate & Hallie Evans	2856 Blair Road	New Albin
64	Waterloo Workshop - Jill Stephenson	369 Waterloo Creek Drive	Dorchester
Local Food and Drink			
1	Club 51	107 N Lawler Street	Postville
2	Tienda Tonitas	105 W Greene Street	Postville
3	La Canasta Supermarket	112 W Greene Street	Postville
4	Carniceria El Pariente	140 W Greene Street	Postville
5	Juba Grocery & Halal Meat	128 S Lawler Street	Postville
6	Glatt Market	102 S Lawler Street	Postville
11	Mohn Fish Market	1144 Great River Road	Harpers Ferry
12	Harpers Ferry Farmers Market	St Anne's Church	Harpers Ferry
16	Paint Creek Bulk Foods 'n' Bakery	1338 Paint Creek Drive	Waukon
17	Amish Hill 'n' Country Candies	1190 Sherman Ridge Road	Waukon
18	Waukon City Club	39 W Main Street	Waukon
19	Fiesta Vallarta	9 E Main Street	Waukon
20	WW Homestead Dairy	850 Rossville Road	Waukon
21	Waukon Farmers Market	Allamakee County Fairgrounds	Waukon
22	Peake Orchards	323 N Line Drive	Waukon
23	Empty Nest Winery	1352 Apple Road	Waukon
34	Calhoun Creamery	1456 IA-9	Lansing

Map #	Art & Cultural Resource	Address	Town
35	Milty's	200 Main Street	Lansing
36	Nutmeg's Bakery & Café	367 Main Street	Lansing
37	Safe House Saloon	359 Main Street	Lansing
38	Shep's Riverside Bar & Grill	10 S Front Street	Lansing
39	Lansing Farmers Market	Main Street Plaza	Lansing
57	Harmon's High Chaparral Tavern & Restaurant	247 Ross Avenue	New Albin
58	City Meat Market	199 Railroad Street	New Albin
59	New Albin Farmers Market	Near the City Gazebo	New Albin
63	Wings Supper Club	606 Waterloo Creek Drive	Dorchester
Quilts, Antiques & Gifts			
8	Forest Mills Quilt Shop	650 Forest Mills Road	Postville
9	Big Barn Vintage Market	892 Pole Line Road	Postville
30	Queen Jean Quilting	802 2nd Ave NW	Waukon
31	Allamakee Antique Mall	615 Rossville Road	Waukon
32	Waukon Greenhouse	27 Spring Avenue	Waukon
33	Country Stitchin'	915 Highway 76 SE	Waukon
48	Yellow Bird Art	201 Main Street	Lansing
49	Days Gone By	98 N 2nd Street	Lansing
50	Archive On Main	231 Main Street	Lansing
51	Lansing Hardware 2nd Floor Antiques	238 Main Street	Lansing
52	Horsfalls Lansing Variety Store	300 Main Street	Lansing
53	Gracies Hutch	60 South Front Street	Lansing
54	Lansing General Store	253 Main Street	Lansing
55	Red Geranium Gifts	201 Main Street	Lansing
56	The Painted Lady	90 South Front Street	Lansing
Public Art			
7	Ringling Brothers Circus Parade Mural	Lawler Street	Postville
10	Trout Mural	Main Street	Waterville
14	Harpers Ferry Ball Park Mural	201 Park Drive Road	Harpers Ferry
15	Spillway Supper Club Deer Mural	113 North 3rd Street	Harpers Ferry
24	Paula the Cow Mural (downtown Waukon)	3 Allamakee Street	Waukon
25	Anna the Cow Mural (WW Homestead Dairy)	850 Rossville Road	Waukon
26	Civil War Soldier	110 Allamakee Street	Waukon
27	Muffler Man & Long Horn Steer	2000 Rossville Road	Waukon
N/A	Freedom Rock (2017)	N/A	Allamakee County





Even sherds from broken pots have
used in identifying cultures and time

SECTION **TEN**

Archaeological Resources

Archaeological Resources

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

- Scenic America -

10.1 Byway Intrinsic Qualities: The National Scenic Byways Program (NSBP) collectively defines intrinsic qualities as the “archaeological, cultural, historic, natural, recreational and scenic features that are considered representative, unique, irreplaceable and/or distinctly characteristic of an area or region.” They are the important attributes of a byway, or the distinguishing features that create the character of the designated route and make the byway a special place for both residents and visitors alike. Intrinsic qualities attract people to the byway and are the focus of some combination of enhancement, preservation and/or promotion. This section includes the DASB Board’s inventory and assessment of the significant archaeological resources along the byway. The DASB Board’s plan to maintain and enhance the byway’s archaeological resources can be referenced under the “Challenges and Opportunities” and “Strategies” sub-headers. According to Scenic America, *“Archaeological Quality involves those characteristics of the scenic byway corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor’s archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence, has scientific significance that educates the viewer and stirs an appreciation for the past.”* The DASB Board’s assessment of archaeological resources along the byway and within it’s corridor is as follows:

10.2 Background Information: The Driftless Area Scenic Byway loops through Allamakee County, an area of Iowa that has rich archaeological resources and a significant Native American history. The connections to these resources, as well as their preservation, understanding, and interpretation, are important to DASB residents and visitors as well as the Native American tribes and descendants of early inhabitants. Much of the information for this section of the CMP was derived from The Archaeological Guide to Iowa by Whittaker, Alex and DeLaGarza. Some was contributed by personnel and interpretive displays at Effigy Mounds National Monument, from online state and federal websites, other books and experts as noted.

Artifacts found in the DASB Corridor, some of them on display in area museums, date back as far as 10,000 years. By 6,000 to 7,000 years ago, hunter-gatherers are believed to have occupied the area. According to all accounts, archaeologists believe that the first inhabitants of the DASB Corridor and the surrounding region probably lived in small groups of closely allied families, many of them along the rivers or on bluffs overlooking the rivers. The Early Woodland Period began approximately 3,000 years ago and is associated with the construction of the mounds that can still be viewed on public lands in the DASB Corridor. According to the Effigy Mounds Guide by Dennis Lenseford, the rivers in this region shaped the Woodland people’s way of life as well as their religion and their culture. He notes that the mounds served as shrines for the dead over several generations and that they were built by hand in animal images. There are in fact detailed historic records and accounts for thousands of American Indian mounds, petroglyphs in caves and physical evidence of villages and burial areas. John Doershuk, the State Archaeologist from the University of Iowa recently noted the following about Allamakee County, which aligns directly with the DASB Corridor.

Allamakee County is one of Iowa’s truly amazing counties from an archaeological perspective. There are known sites which reflect human use of the area at least 10,000 years ago (and probably earlier) as well as sites representing all the major archaeologically-known Native American cultures that descended from these first people. Archaeological sites are known in the county from surface finds in agricultural fields, exposed in eroded cut banks and sandbars of creeks and rivers, and in deeply buried locations and rock shelters. There is an especially rich record in the Upper Iowa River drainage within Allamakee County of large Oneota Culture villages and burial areas. The Oneota are the archaeological ancestors of modern tribes such as the Iowa and Otoe, so these ancestral sites provide direct evidence that American Indians prospered in Allamakee County in complex communities for a long time prior to the first Euro-American contact in the late 1600s which led to the towns, cities, and developed landscape we know today.

The land and resources in the DASB Corridor were important to several different Native American tribes, particularly those associated with the Upper Iowa River, also known historically as the Oneota River, and those associated with the Mississippi River and its bluffs. Today, although many burial grounds and sacred places are on private lands or have been destroyed, many artifacts, biofacts and the cultural landscapes of the tribes remain. Local residents, county, state and federal entities have preserved sites and large areas of land that include places that are of significance to the Native Americans. Some of the largest tracts of land are associated with the Upper Mississippi National Wildlife and Fish Refuge, Effigy Mounds National Monument, Fish Farm Mounds, Black Hawk Bluff, Yellow River State Forest and other county, state and federal properties. Residents and visitors are allowed to explore cultural landscapes in these areas that are in much the same condition as they were hundreds of years ago when Native Americans populated the region. Visitors can also

view and learn about the Native Americans that once inhabited the DASB Corridor through preserved artifacts, collections, written accounts, stories and interpretive programs at county and federal museums. In recent years, federal personnel from Effigy Mounds National Monument have consulted with twenty to twenty-five tribes to better understand their cultures, beliefs and traditions. This represents a shift in thinking from interpreting the resource through scientific methods to learning about the resource via personal encounters with living Native Americans and descendants that have firsthand experiences with traditions, customs, beliefs and historical accounts.

With assistance from the RC&D and local stakeholders, the DASB Board identified what they believe are the major archaeological intrinsic qualities along the DASB as well as some of the challenges, opportunities and strategies that those sites present. As noted, the majority of detailed information in this section of the CMP, as well as references to other resources were derived from The Archaeological Guide to Iowa by Whittaker, Alex and DeLaGarza (Guide). Although this Guide and other technical research tools provide invaluable information, additional interpretation of and research related to the DASB's archaeological resources and Native American history should include more in-depth communications with the Native American tribes.

10.3 Significant Archaeological Resources: An overview about each anchor archaeological site and/or attraction located within the DASB Corridor is as follows. These locations are representative of the types of archaeological resources found within the DASB Corridor.

1. Effigy Mounds National Monument: One of the most sacred archaeological, cultural landscapes along the DASB has been preserved by the federal government with help from private, public, local, and state partners. Located just three miles north of Marquette, in the southeast corner of the DASB Corridor, Effigy Mounds National Monument, is the only National Monument in Iowa. It is visited by thousands of people from around the world annually and does an exceptional job of providing a glimpse into the culture and archaeological significance of the Effigy Mound Builders that lived in the region and across the United States. The DASB county of Allamakee is one of three in Iowa that contain almost all the remaining effigy mounds in Iowa. The mounds are considered ceremonial and sacred sites that, according to the US Forest Service, may have delineated territories of choice gathering and hunting grounds. Byway travelers visiting Effigy Mounds National Monument can walk next to American Indian burial mounds shaped like bears and eagles, peruse the visitors center and museum, take a guided hike, explore the hiking trails on their own or listen to a program to learn about the Native American cultures that dominated the region. The Monument preserves 206 mounds, 31 in the shape of animals, as well as the remnants of the cultural tradition of the people who built those mounds. The Monument has helpful staff and the gift store in the visitors center has a variety of fiction and nonfiction books for sale

to those looking for more in-depth information about local tribes, history and culture as well as informative coloring books for kids, cookbooks and other culturally and natural resource based items. A scale reproduction of the Monument lands and surrounding area provides an aerial perspective of the size and scope of the Monument and the mounds across the landscape. The visitors center also has a small museum that provides information about some of the Native American Tribes and leaders from the area and the discovery and excavation of mounds by European settlers and explorers. Museum displays explain the significance of the mounds, their shapes, their contents and their locations on the landscape. Although Effigy Mounds National Monument is most well-known for its bird and bear effigies, including the Marching Bears, there are actually more than 200 mounds within the park boundaries, the majority of which are not animal shaped but instead are conical or round in shape. Unfortunately, many of the mounds in the DASB Corridor were destroyed or disturbed by looting, research, farming, road building, logging or construction. The National Monument tells the story of the destruction of mounds and the associated archaeological and cultural resources, changing attitudes over time, and the need for respect for the mounds, cultures and Native American descendants. With the development of new technology, including LiDAR aerial images of mounds, perspective and appreciation for these unique structures has changed over time. Personnel at the Monument now work with between 20 and 25 different tribes to better understand the physical, spiritual, cultural and historical resources of the site and the Native Americans associated with them. Although these Native Americans did not build the mounds, they are the descendants of the historic tribes that did. Therefore, the mounds provide a connection for Native American tribal members to their heritage. The presence of the National Monument has drawn attention to this cultural resource, created a high quality experience for the byway traveler, and could serve as a point of contact and information for DASB travelers that are interested in finding related experiences along the DASB.

2. Enclosures Along the Upper Iowa River: According to the Guide, the Native American descendants of the Late Woodland populations that built the Effigy Mounds, were known as the Oneota people. They were ancestors of the Chiwere Siouan-speaking tribes, including the Ioway, Otoe, and Missouria, and closely related to Ho-Chunk (Winnebago). The Guide notes that they practiced extensive farming and developed large villages and settlements along the Upper Iowa River, which at that time was known as the Oneota River and that some of these villages were constructed within earthen walls and/or ditches, which researchers believe may have been topped with wooden stockades. The Guide goes on to note that although researchers believe there may have been many more, they have identified the locations of eleven round enclosures in remote locations on private land along the high terraces and ridgetops overlooking the Upper Iowa River. Archaeologists are unsure whether these enclosures were defensive or societal. It is unfortunate for society that looting at these sites



Effigy Mounds Features over 200 American Indian Mounds



Effigy Mounds Museum



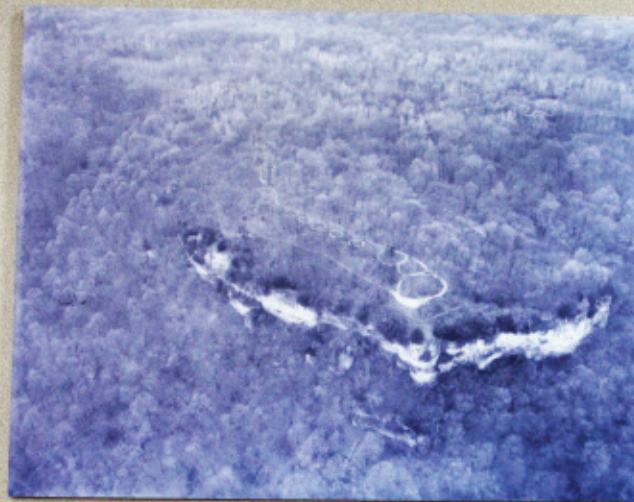
Effigy Mounds Guided Tours

The Marching Bear Mound Group

Though this group was probably built over a period of many years, the sizes and shapes of the bear mounds are impressively consistent.



The Marching Bear Mound Group



Fire Point Mound Group

Parts of some mounds were built in Archaic times and enlarged by later Effigy Mound people. They were adding to mounds that were already over a thousand years old.

Fire Point Mound Group



The Sny Magill Mound Group

This area, located on the Mississippi River flood plain, represents an 1,800 year moundbuilding tradition.

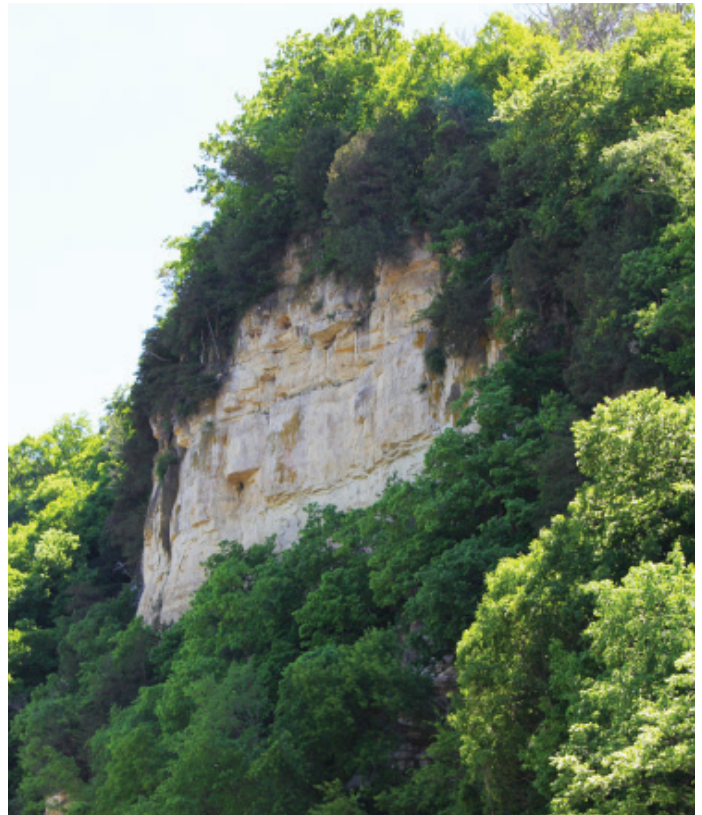
The Sny Magill Mound Group



The Effigy Mound Builders



Harpers Ferry Mound Group



Painted Rock and the Lost Monolith

has been extensive. Today, in part because of that looting, but also because of their location on private property, these locations are confidential. Although the specific sites of enclosures along the Upper Iowa River are unavailable to the traveling public, the cultural landscape associated with those sites is very accessible to the DASB traveler. The DASB runs adjacent to the Upper Iowa River for over 14 miles. Although agricultural landscapes and small farms now occupy the Upper Iowa Valley, it is still very rural. Visitors can still get a feel for the historic landscape through the forested bluffs, wetlands and meandering nature of the river. Information about the Enclosures could be incorporated into interpretive panels at strategically located public sites, particularly sites that have views of the river valley, high terraces and ridge tops.

3. Fish Farm Mounds: The conical mounds located within this 3-acre prehistoric cemetery were dedicated in 1968 as one of Iowa's very first state preserves. Located in the southern portion of the 576-acre Fish Farm Mounds Wildlife Area, the guide notes that there is a cluster of 30 mounds dating back to as early as A.D. 335 that are 20-40 feet in diameter situated on a high terrace overlooking the Mississippi River floodplain. The guide also notes that early explorations of the conical mounds revealed that they were burial structures surrounded by Native American pottery and other artifacts. Unfortunately many have been destroyed or looted. The public can access the mounds in this Iowa State Preserve by walking along a short trail located three miles south of New Albin.

4. Harpers Ferry Mound Group, Harpers Ferry Great Group, and/or the Sandy Point Cemetery: The Harpers Ferry Mound Group is by far one of the DASB's most mysterious and controversial archaeological sites. According to the Guide, local accounts and reports date back to as early as 1892, mentioning as many as 900 mounds on terraces in the Harpers Ferry area. Local accounts conflict greatly. Some accounts place the number of mounds even higher; other accounts claim fewer than a dozen mounds ever existed. Reports by Theodore H. Lewis in 1892 provide evidence that the reports of higher numbers were probably the more accurate accounts. His report noted specific details about the mounds that would have been unlikely to have been fabricated, such as there being 107 tailless animals, 67 birds, 98 embankments that were probably animals, 154 embankments, and 240-round mounds as high as 6 feet tall. Charles R. Keyes also documented nine mounds in the downtown area between 1st and 2nd streets and excavated at least three of them in the 1930s. Today, only a few of the mounds remains in this group. Those that do remain are intact due mostly to the fact that they are associated with a historic cemetery, Sandy Point Cemetery, where the namesake for Harpers Ferry and his family were buried. New condominium development threatens even the few mounds that remain at this site and their position on the landscape. The only existing access is behind the condominiums and between the condominiums and the river, making it difficult for visitors to find and access those mounds that are remaining. The destruction of these mounds is a poignant story that should be interpreted for the DASB visitor.



Black Hawk Bluff

5. Painted Rock and the Lost Monolith: There are various stories and folklore surrounding Painted Rock, but regardless of the religious or spiritual connotations, these monoliths on the bluffs north of Waukon Junction overlooking the Mississippi River were well documented. Much of the bluff area is now located within the borders of the Yellow River State Forest. According to correspondence from the Commission of Indian Affairs, the area in the valley adjacent to Painted Rock was a Ho-Chunk (Winnebago) village in 1838. However, the Guide notes that the village was destroyed when the railroad was built in the 19th century. The Guide goes on to say that Painted Rock was referenced and/or documented by various European explorers and was used as an early navigation marker for steamboats. The historical documentation of the site was made by Zebulon Pike in 1805, C.J. Beltrami in 1823 and William Williams in 1849. Zebulon Pike made the first recorded mention of the site when he noted, *"Passed Painted Rock on the right of the river, 9 miles above Prairie du Chien. It has obtained this name from having numerous hieroglyphics upon it, painted by the Indians. These figures are painted on a cliff nearly perpendicular, at the height of about 25 feet from its base. Whenever the Indians pass this cliff they are in the habit of performing certain ceremonies, which...(they) believe efficacious in rendering any enterprise in which they may be engaged successful."*

Beltrami noted that the paintings were red and yellow. Williams sketched the site and Major William Williams' Journal of a Trip to Iowa in 1849 noted that it contained "a great many animals

with picture writing on it." (Source: Annals of Iowa 12:242-281) According to the Guide, Ellison Orr made the first systematic survey of the Paint Rock in 1911 recording several petroglyphs engraved on the sandstone cliff, along with hundreds of vertical lines above and smeared splotches of red that he interpreted as rock painting (Source: The Painted Rock Enlarged Crevice. Manuscript on file, Office of the State Archaeologist, University of Iowa, Iowa City).

6. Chief Black Hawk, the Bad Axe Massacre and Black Hawk Bluff: Black Sparrow Hawk (Ma-ka-tai-me-she-kia-kiah), also known as Black Hawk, was a Sauk leader between 1804 and 1832, when United States representatives were negotiating with Native Americans for land in Illinois, Wisconsin, and Iowa. Chief Black Hawk dictated his autobiography in 1833. His life story includes his reasons for leading a resistance to military eviction from his tribe's homeland on the Rock River in Illinois. According to the introduction of his autobiography by J. Gerald Kennedy, Black Hawk was the first Native American to publish writings related to his survival of a "war of extermination waged by American forces." His descriptions of the struggle of Sauk and Fox tribes against the white settlers and government provides a poignant look at settlement from a different perspective than many school books provide. Kennedy notes, *"In the context of public resignation to what might now be deplored as 'ethnic cleansing,' however, Black Hawk delivered a stinging minority report, a counter-narrative exposing the brutality and unscrupulousness of whites determined to steal Indian lands and to eradicate native people."*

According to the Wisconsin Historical Society, the Battle of Bad Axe on August 2, 1832, which many historians refer to “more accurately” as the Bad Axe Massacre, was the culmination of open conflict and Black Hawk’s greatest defeat. They refer to descriptions of the massacre including accounts of men, women and children being gunned down by the hundreds as they tried to flee after having their flag of truce ignored and a gunboat firing on defenseless swimmers as they attempted to retreat until “the Mississippi ran red with blood.” Other accounts mention massacres on land for those women and children that did make it to shore. Only 150 of the 1,200 Black Hawk followers were believed to have survived. Today, Black Hawk Bluff in Allamakee County towers above the Mississippi River looking down on the river valley where hundreds of Native Americans were slaughtered. Visitors, who may want to reflect on the turmoil that occurred in this area in the early 1800s, are allowed to hike up the bluff to a cave that Chief Black Hawk hid in for several days before his capture. However, finding a path to the top of the bluff is difficult as it has become overgrown with brush. There is currently very little interpretation at the site to help visitors understand the significance of the event. At present, there is only a deteriorated sign that refers to the Blackhawk Wars, which is considered in “bad shape” by DASB Board members. The Black Hawk Bridge in Lansing is dedicated to Black Hawk and that DASB community also recognizes the significance of Black Hawk and other Native Americans to the area in an interpretive panel. The opportunity for interpretation at or near the site of the massacre and/or at Black Hawk Bluff is important to the Native American population, America’s history, and DASB travelers.

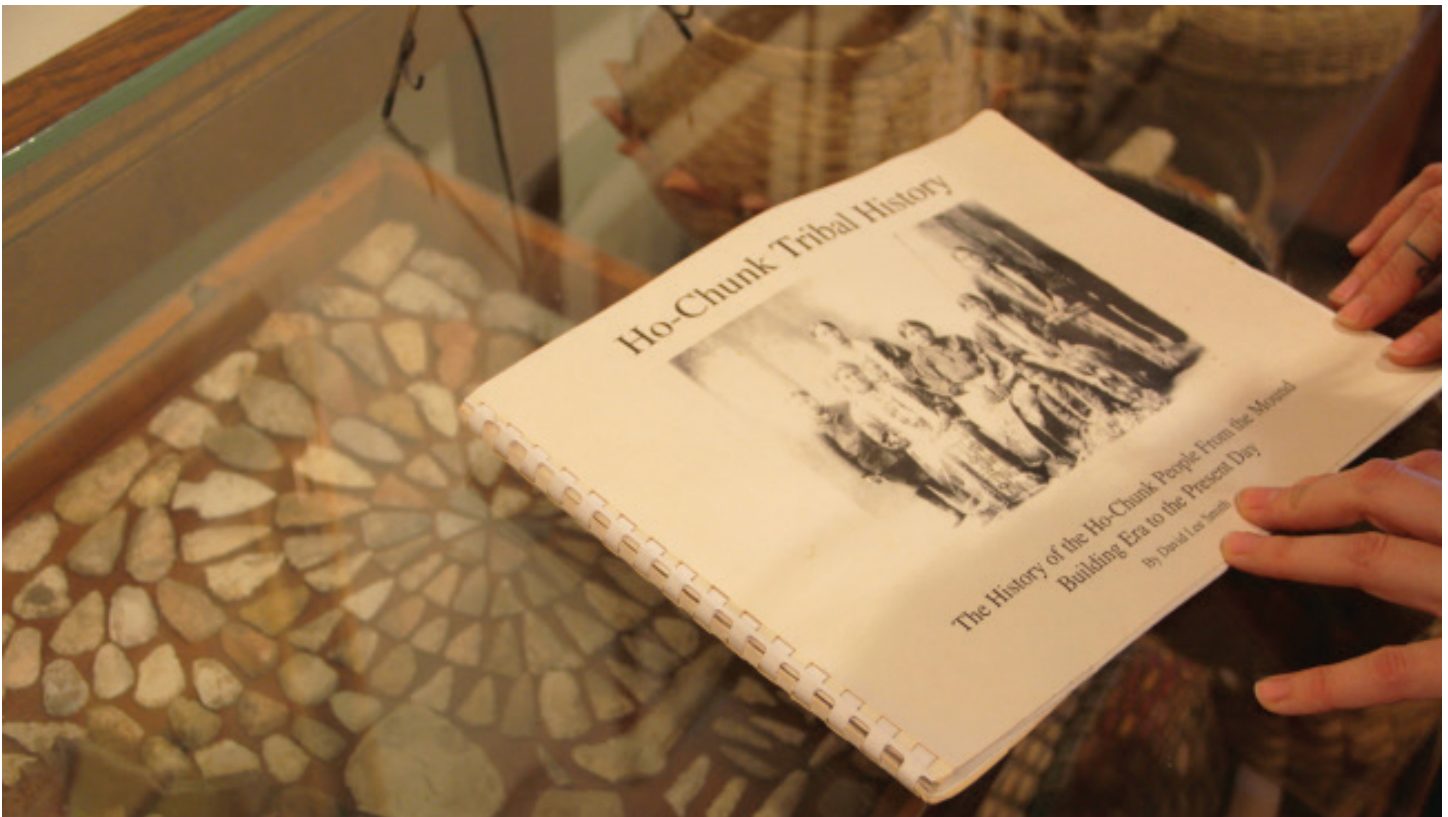
7. Artifacts: The Allamakee County Historical Society Museum & Genealogy Research in Waukon has an entire room respectfully dedicated to Native American culture and artifacts. The Mission of the Allamakee County Historical Society is, “to work together with citizens, county-wide, to promote the continued study of Allamakee County’s history through the collection and preservation of buildings, objects, photographs, and written materials from the county’s past and to interpret their history for the Northeast Iowa community and beyond.” Their Native American room includes information and photographs about important Native American chiefs, families and their descendants, including books and newspaper articles about significant recent historical events. They have gathered descriptions, photographs and paintings of significant Native American leaders, including Winnebago Chiefs Waukon Decorah and Chief Red Bird (Ho-Chunk), and Chief Wabasha of the Mdewakanton Sioux. They have a copy of the “History of the Ho-Chunk People from the Mound Building Era to the Present Day” by David Lee Smith. They also have charcoal reproductions of the paintings found in Allamakee County caves and a large collection of arrowheads and other tools that have been donated. Their collection includes several baskets and other Native American household items, including baskets made by Emma Big Bear, the last Native American to live in the area in a manner consistent with her Native American heritage. Photographs and accounts of Emma Big Bear and her family are included in the collection.

Arrowheads and other artifacts are also collected and cataloged by amateur collectors. This includes local resident Chad Burroughs, who is also a board member of the Iowa Archaeological Society. Mr. Burroughs is a certified Site Surveyor and as such has cataloged over 1,000 artifacts, marking them with identifying data that records the state and county where the artifact was found as well as a State Archaeological site number that corresponds with more specific site location in the State Archaeologists office. Burroughs reflected on his hobby in a 2005 interview with the Waukon Standard noting, *“I wanted to do more than just pick up arrowheads to store in a cigar box. There are many people around the county that have arrowheads in a box that their grandpa found. Nobody knows where they came from or anything about them. I decided if I was going to pick it up, then I had a responsibility to preserve the history of it for the future. Indian artifacts are not like mushrooms or animals or other things that regenerate themselves. Once I pick it up, there are no more.”*

Burroughs also noted that remnants of European trade goods can be found at the village sites along the Upper Iowa River stating that his biggest challenge was to locate and report ten previously unrecorded archaeological sites. To date, he has been the first person to reported the existence of 14 significant sites.

8. Neutral Ground: By 1830 the government had relocated a number of tribes within the future Iowa boundaries. The Sioux were assigned to an area around the Upper Iowa River. The Sauk and Meskwaki were placed south of the Upper Iowa River. Through the Treaty of 1832, the Winnebago were required to relinquish all land east of the Wisconsin River and begin movement west of the Mississippi River into a 40-mile area along the Upper Iowa River. Eventually, a 40-mile wide strip of land running from the northeast corner of the state in a southwesterly direction to the upper fork of the Des Moines River was established as a “Neutral Ground” area for the tribes. (see “Neutral Ground” on page 156.) The U.S. government set this land aside as an area where members of any Indian tribe could hunt and fish without being charged with trespassing. It was also a “buffer zone” between enemy tribes-- the Sioux, Sac and Fox. Today this area can be considered a cultural landscape. The DASB passes through this zone, which in modern times has largely been ignored or forgotten by the majority of the populace, but it is a significant part of the history of how Native Americans were treated with regard to land ownership and rights.

9. Stories, Events & Beliefs: The DASB Board realizes that understanding the customs of the past societies that flourished in this region, their beliefs and activities, and even an account of the most notable inhabitants and events, creates compelling byway experiences. Books such as The Archaeological Guide to Iowa provides summarize the beliefs and rituals of Native Americans. Robert Hall, a professor emeritus at the University of Illinois at Chicago in the Department of Anthropology, an adjunct curator emeritus of Plains and Midwestern archaeology and ethnology at the Field Museum in Chicago, a former Director of the Institute of Indian Studies at the University of South Dakota



Allamakee County Historical Society Museum's Native American Room with Artifacts



Charcoal Rubbing: Prehistoric Rock Art



Charcoal Rubbing: Prehistoric Rock Art



Makataimeshekiakiah - Chief Black Hawk



Waapshaw



Red Bird



Wakaunhaka - Chief Waukon/Decorah

and former curator of anthropology at the Illinois State Museum, was a leading expert who studied the beliefs about the afterlife of many Native Americans. He found common themes among disparate groups noting that water was often seen as a barrier to spirits, which is why in some communities, the dead were buried on the other side of the river from the communities. His work could inform interpretation along the DASB. However, the greatest opportunities for interpretation about the Native American cultures and archaeological resources in the DASB Corridor rests with the Native Americans and tribes themselves.

The DASB Board members were asked to share the DASB folklore, stories, and legends that express the customs and traditions of the people that lived in the area and have the capacity to shape the visitor's perception of the byway. The responses provide opportunities for related visitor interaction and engagement. The DASB Board also knows that there are people in the region that have stories and artifacts that have been passed down for generations but never formally recorded. Many of the stories cannot be confirmed or authenticated but could be collected and shared as local folklore.

10.4 Challenges & Opportunities: Many of the DASB Board members and stakeholders feel strongly that more opportunities for visitors to experience archaeological resources should be explored. The DASB Board's assessment of challenges and opportunities related to these resources are as follows:

1) Neglect, Damage and Destruction of Archaeological Sites have Degraded the Archaeological Resources within the DASB Corridor: Many of the archaeological sites in the DASB Corridor, even those on Iowa DNR properties, have had, or are in danger of continued, neglect, damage or destruction.

2) Exceptional Archaeological Sites in the DASB Corridor: The number and quality of archaeological sites remaining in the DASB Corridor, and the associated potential for archaeological site and artifact protection, is exceptional.

3) Opportunities Exist for Interpretation within and along the DASB Corridor: There is still enough known and recorded about multiple archaeological sites in the DASB Corridor, as well as opportunities to work with Native Americans tribes and experts to learn more, that the DASB could foster a better understanding of Native American cultures, significant events and archaeology of the region through audio, visual and written interpretation.

4) Effigy Mounds National Monument Draws Visitors from Around the World to the DASB Corridor: Effigy Mounds National Monument draws thousands of visitors to the region annually. The international draw of this National Monument and the interest it fosters in Native American culture and history provides a unique opportunity for the DASB partners to cross-promote other significant sites and engage the visitor in additional activities and experiences through many different types of interpretation and programming.

5) Native American Tribes that have Ties to the Region Still Exist: Partnership and engagement with Native American tribes could help the DASB Board understand how to encourage visitors to look beyond the few remaining physical objects to better understand the cultural, spiritual, and social beliefs and customs of Native Americans, as well as help them develop professional interpretation that can be used to educate, inform and engage local residents and travelers from throughout the world.

6) Existing Connections Provide Opportunities to Influence Policy and Decision Making that Involve Archaeological Areas and Native Americans: Although many of the communities, infrastructure and natural areas are named after prominent Native American leaders, limited information is available to the public about these leaders, their cultures or beliefs. These tentative connections within multiple DASB communities and in Allamakee County provide numerous opportunities to expand and build on the archaeological and historic influences of the Native Americans in the DASB Corridor, and in doing so, influence attitudes, local decision making and policy development related to the fragile archaeological resources and Native American tribes.

7) Modern Technology Provides Unique Opportunities for Increased Understanding and Dynamic Interpretation: Although physical evidence of Native American cultures is limited, modern technology provides unique opportunities for understanding. Aerial photography and LiDAR imagery can help convey the scope and scale of historic cultures in the DASB Corridor, including the effigies. Responsible use of these methods will require careful consideration and planning to ensure their use doesn't result in additional destruction of limited archaeological resources but instead plays a role in their protection. These tools can also be used to improve interpretation.

8) Archaeological Partners and Resources are Available: The State Archaeologist's office and Effigy Mounds National Monument personnel are available to help the board with research, interpretation, and to increase communication with Native American Tribes. Their assistance can help provide insightful and culturally accurate information about the historic and current customs, beliefs and societal interactions of a diverse Native American population. Books including the Effigy Mounds Guide by Dennis Lensendorf, The Archaeological Guide to Iowa by Whittaker, Alex and DeLaGarza, People of the Big Voice by Charles Van Schaick, Ho-Chunk Tribal History by David Lee Smith and even the Iowa Native Americans children's book by Carole Marsh, and other written resources and accounts provide invaluable information and insight.

9) Community Leaders have Expressed Interest in Working with Native American Tribes to Develop a Native American Museum: The significance of the Archaeological resources, the Native American history associated with the DASB Corridor and the existing Native American tribes are valued by DASB community leaders who would like to create a significant museum that can honor the Native Americans cultures, archaeological sites, and significant events of the region.

10.5 Strategies: The DASB Board's strategies to increase opportunities for byway travelers to enjoy, while at the same time protecting archaeological intrinsic qualities include the following:

1) Develop Interpretive Materials: Develop interpretive media including but not limited to brochures, books, and DASB social media that include maps and descriptions of culturally significant landscapes and the archaeology of the region. Partner with Native Americans from the region and/or tribes and other experts to develop the materials so the Native American people, artifacts, mounds, and beliefs will be considered and respected.

2) Help Museums with Training and Technical Assistance: Work with private and public partners to provide assistance as needed to local museum volunteers, curators, directors and employees to help them better understand how to develop Native American displays, how to care for, preserve and display Native American artifacts, as well as how they can work with tribal representatives to maximize their understanding and interpretation of Native American artifacts, cultures and history. Work with these professionals to augment their collections with high-quality interpretive materials and factual accounts whenever possible. Provide cross training for these professionals about other Native American sites and/or interpretation along the DASB Corridor that helps them encourage travelers to visit multiple sites along the byway.

3) Develop Self-Guided Tours: Incorporate stories about the Native American tribes and people that once populated the area into DASB audio and video tours as well as self-guided tour publications. These tours could be developed in partnership with living Native Americans that may desire to tell their own stories, share their music and provide historic accounts of sites, events and/or beliefs.

4) Increase Awareness through Partner Sites: Partner with Effigy Mounds National Monument, the Allamakee County Historical Society, the Iowa DNR, the Iowa Department of Cultural Affairs, and the State Archaeologist and others experts to develop and distribute interpretive printed and audio materials about DASB sites where byway travelers can learn about Native American history and archaeology. These materials should include information about the communities, infrastructure and other sites named after Native American leaders and events where little information about those sites is currently available to the visitor but should concentrate mainly on sites that are significant to the Native American Tribes regardless of their association with a specific community.

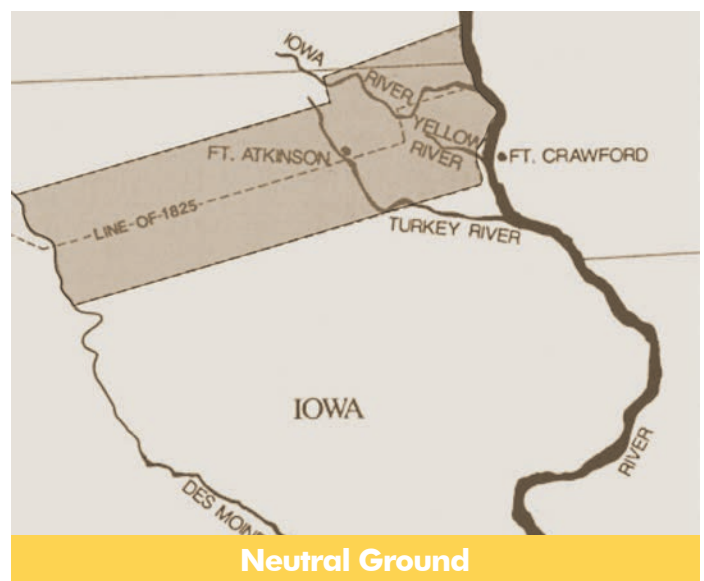
5) Expand the Public's Depth and Breadth of Knowledge & Understanding: Work with partners to increase public engagement with ancient and extant Native American tribes, history, culture, events and customs.

6) Work to Protect Archaeological Sites, Mounds and Artifacts: Partner with public and private partners on projects that protect known archaeological resources on private and public lands.

7) Expand the DASB Board's Depth and Breadth of Knowledge and Understanding: Encourage the study of existing books and accounts by DASB Board members and partners. Work with partners to conduct further research to obtain first hand and written accounts of native cultures and archaeological sites to ensure accuracy. Conduct interviews with national, state and local experts, including the Native American Tribes, Iowa State Archaeologist's Office, Effigy Mounds personnel and others that have artifacts or biofacts, including stories about Native American history and European settlement.

8) Develop a Native American Museum: Strategically work with Native American leaders, historians and DASB community leaders to identify a high quality, prominent location for development of a large Native American Museum that explores the life and culture of the Native Americans of the Midwest before and after European settlement. The museum should be developed in a respectful manner in cooperation with the descendants of the tribes that once inhabited the region. It should be developed in a highly visible location that can be expanded over time to be of national significance. Large scale items such as reproductions of historic dwellings and smaller artifacts, as well as large scale photographs and interactive displays could be included and interpreted. An outdoor component that respects the significance of the natural resources to the Native American culture could also be included.

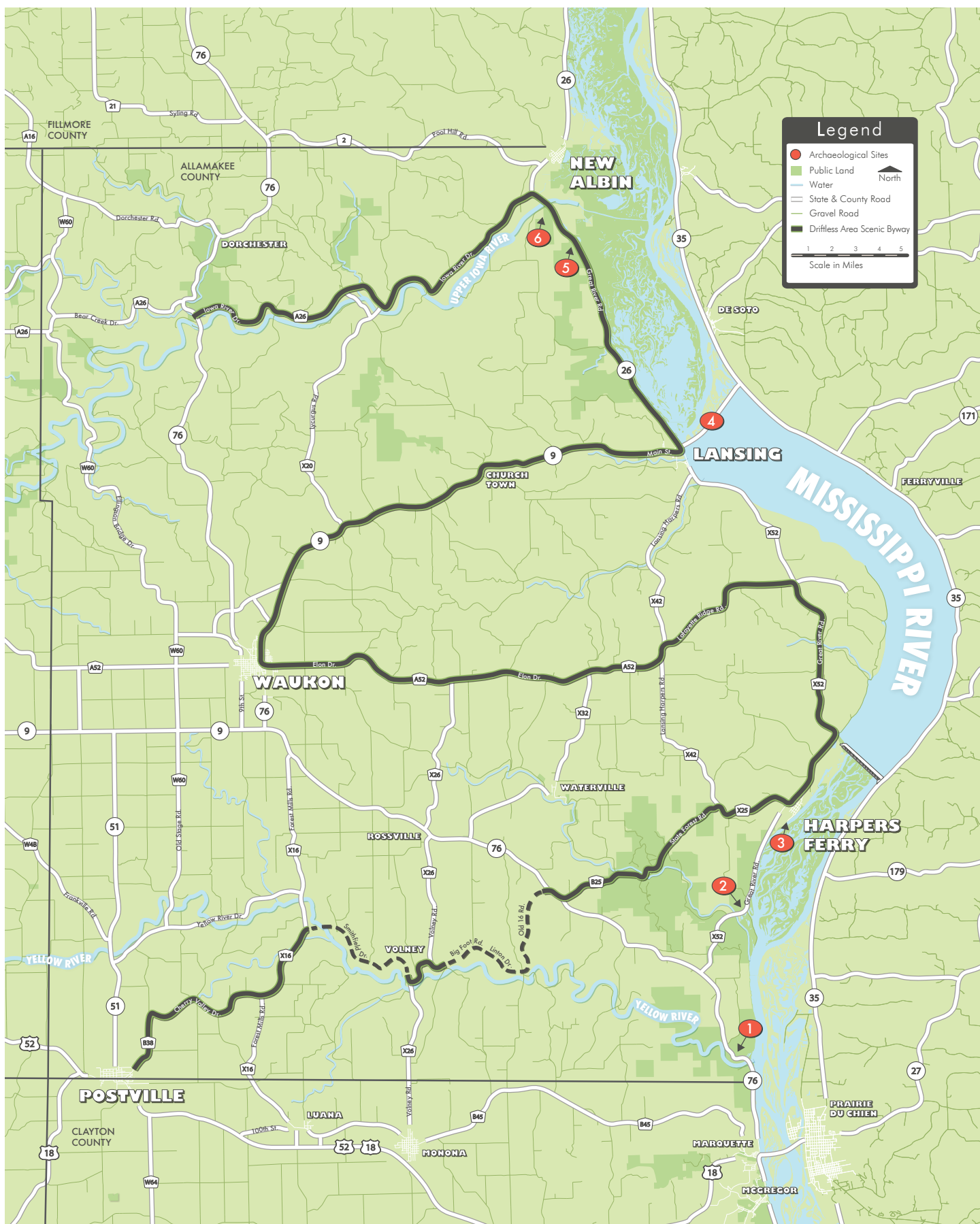
9) Develop Wayside Exhibits along the DASB: Strategically develop new, creative, wayside exhibits that engage the public and tell the stories of specific battles, sacred places, and Native Americans in a respectful manner. Specific content could include the stories of those found along the Upper Iowa River, the Mississippi River, Black Hawk Bluff, and directly in the DASB Corridor during the Late Woodland Period when Effigy Mounds would have been constructed by the Oneota, the Chiwere Siouan-speaking tribes including the Ioway, Otoe, and Missouri, and the Ho-Chunk or Winnebago tribes.

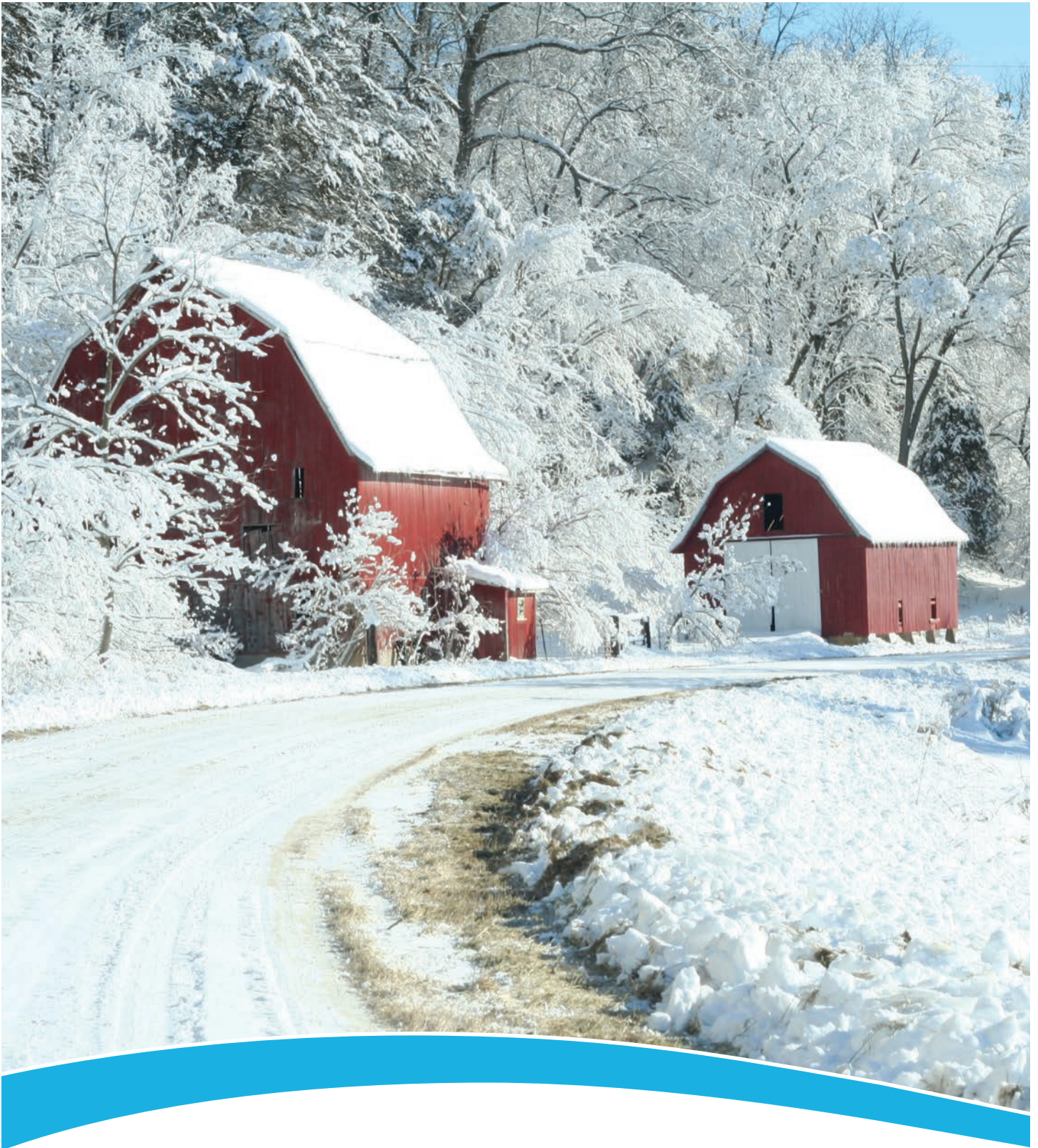




Develop a Native American Museum

Map #	Inventory of Archaeological Resources	NRHP	Location
Archaeological Sites			
1	Effigy Mounds National Monument	YES	Harpers Ferry
2	Paint Rock & The Lost Monolith		Harpers Ferry
3	Harpers Ferry Mound Group - Sandy Point Cemetery	YES	Harpers Ferry
4	Black Hawk Bridge: Location of Bad Axe Massacre of 1832		Lansing
5	Fish Farm Mounds State Preserve	YES	New Albin
6	Black Hawk Point		New Albin
n/a	Neutral Ground		Allamakee County
n/a	Village Creek		Allamakee County
n/a	Enclosures along the Upper Iowa River		Dorchester
n/a	Slinde Mounds State Preserve	YES	Waukon/Hanover





SECTION ELEVEN

Transportation & Safety

11.1 Introduction: Transportation and safety are essential components to the success of the byway and have been identified as a top priority by the DASB Board. Although the transportation network is the lifeline of any byway, the DASB, like all of Iowa's byways, is owned by multiple entities that include 9 communities, Allamakee County and the State of Iowa. This shared ownership of a transportation resource makes understanding and managing the existing conditions of the DASB more complicated than it is for byways that are contained within a single state, national park or any other situation that results in single ownership and/or management of the byway. Fortunately, the entities responsible for care and maintenance of the DASB have opportunities to partner and work together. There are also established systems that help these jurisdictions manage byway-related resources on a regional level.

This section of the CMP provides information about transportation and safety as they relate to specific jurisdictions. It also includes a review of data about existing conditions, accidents and other relevant information about the DASB. The DASB Board then assessed this information and compared their results to other counties in the State of Iowa. All the data for this section was obtained from the Iowa DOT. With the exception of ICE data that was collected from a 2015 study, all other crash data was obtained from studies conducted between 2004 - 2013. This section also identifies challenges and opportunities as well as strategies for how to improve the transportation infrastructure, safety, communications between jurisdictions and implementation of multi-jurisdictional projects.

11.2 Existing Conditions: The DASB is a 100-mile segment of roadway that loops through five incorporated cities and four unincorporated townships within Allamakee County. Although nine communities have jurisdiction over 6.6 miles of the DASB route, the other communities and townships do not manage any portion of the byway. This is either because the DASB follows state roadways through their communities, the designated route of the byway actually skirts the town rather than being routed through it or the community is not incorporated and has no capacity to manage the roadway. Other existing conditions that impact the byway travelers' safety and use of the DASB include the following:

- Average speed limits along the DASB are 20 miles per hour in communities and 55 miles per hour outside of city limits on county and state roads.
- A total of 11.4 miles of the DASB designated route is gravel surface.
- An average of 85% of the fatalities each year in Iowa occur in rural areas of the state.
- Motorcycles are 1/6th of the total crash fatalities in Iowa.
- Two projects have been planned that will directly impact the DASB in the Iowa DOT's 5-Year Plan. Details about each project are listed below:
 - Bridge cleaning and rehabilitation that will take place from 2017-2021 on Black Hawk Bridge in Lansing.
 - Bridge deck overlay project will take place on Highway 51 in 2019 near the intersection of County Road W4B North of Postville.

- A total of 90% of motorcycle fatalities involve the rider not wearing a helmet (Iowa is one of three states that does not have a helmet law).
- Allamakee County currently has 6 projects in its 5-Year Plan that could affect the DASB route. Details about each project are listed below:
 - Paving the Columbus Mainline in the spring of 2017.
 - Work on the Smithfield Bridge over the Yellow River with no date identified at this time.
 - Work on the Harpers Bridge on B25 on Lansing Harpers Road with no date identified at this time.
 - Work on the Hitchins Bridge on A26 over the Upper Iowa River with no date identified at this time.
 - Work on the State Forest Bridge on State Forest Road over Paint Creek with no date identified at this time.
 - Paving on A26 East HMA Overlay on A26 from X20 intersection east 6.31 miles to IA 26.
- Information from the Upper Explorerland Regional Planning Commission's Long-Range Transportation Plan includes the following information related to safety:
 - The overall number of crashes in NE IA (Allamakee, Clayton, Fayette, Howard, Winneshiek) have a reported decrease of 31% between 2003 to 2012.
 - 30% of all crashes in Northeast Iowa are related to or caused by wild animals.
 - Crashes in Northeast Iowa occurred on dry surface conditions 60% of the time and snow/slush 14% of the time.
 - The Long Range Regional Transportation Plan is suggesting centerline and/or shoulder rumble strips in future road renovations along the DASB.
 - Northeast Iowa has 401 bridge structures that are considered structurally deficient (277) and/or (124) bridges that are considered functionally obsolete.
 - Allamakee County has the lowest percentage of deficient bridges at 15.7% for the 5-county region.
 - The Long Range Transportation Plan contains a list of strengths and challenges for city/county roads and bridges.
 - A railroad intersects with the DASB outside the community of Postville on County Road B38.

To evaluate the existing road conditions along the byway and within it's Corridor, the DASB Board members conducted an 1) Infrastructure Condition Evaluation (ICE) as well as research regarding the byway's 2) paved shoulders, 3) uncontrolled intersections and 4) bridge conditions. Findings that highlight and focus on the relative condition of roadway segments within the DASB Corridor and specifically located on the byway route itself are as follows:

ONE: Infrastructure Condition Evaluation (ICE)

The Infrastructure Condition Evaluation (ICE) is based on the result of merging several different sets of criteria together by the use of a linear overlay process. This process includes the integration of Iowa DOT's in-house Geographic Informational Management System (GIMS) with the Pavement Management Informational Systems (PMIS) to identify and grade Iowa's road conditions with a value between 0-100, with a

top score of 100. Data from both sources were combined to formulate an analysis from 2014 to 2015. When assessing this information, it is important to understand that the ICE tool is only used on Iowa's primary highway system. The Linear Referencing System is used to reference posts that are needed to calculate the segmentation needed for ICE. Utilizing the ICE tool, the DASB Board secured information about the following: 1) pavement conditions, 2) SIA sufficiency ratings, 3) international roughness index and 4) the annual average daily traffic for the segments that comprise the DASB. This information is valuable to the DASB Board as it compares the relative condition of road segments within the DASB Corridor to one another. An assessment of each analysis is included within this subsection. A map of the overall ICE rating along the DASB can be viewed on page 163.

1. Pavement Condition Index (PCI): The Pavement Condition Index (PCI) is a numerical index, initially developed by the United States Army Corps of Engineers, to be used to measure the condition of pavement. The index is based on a manual survey of the pavement that is expressed as a value between 0 and 100, with 100 representing excellent condition. Usually, the surveying process involves breaking a section of pavement into sample units. Once a number of test units are selected, each piece of pavement is analyzed over a period of time. The pavements severity of distress is then subtracted from the base value to derive the PCI value. Though, it has been found that the pavements appearance is not always an indicator of its underlying condition, which is also considered in PCI. Many different variables factor into the Iowa DOT's calculation of PCI on road segments. This includes the road segments age, percent of life used, high/moderate/low severity longitudinal cracking, IRI, aggregate class durability, pavement thickness, friction value, moderate severity patching, total asphalt depth, relative structural ratio and base thickness. The source of PCI data at the Iowa DOT is derived from its Pavement Management Informational Systems (PMIS). This information is a valuable component of the ICE, as it can be used to identify road segments along the DASB that have a poor or good PCI rating. With this information, DASB Board members can detect and prioritize byway road segments that need improvement. A map of the PCI along the DASB can be viewed on page 163.

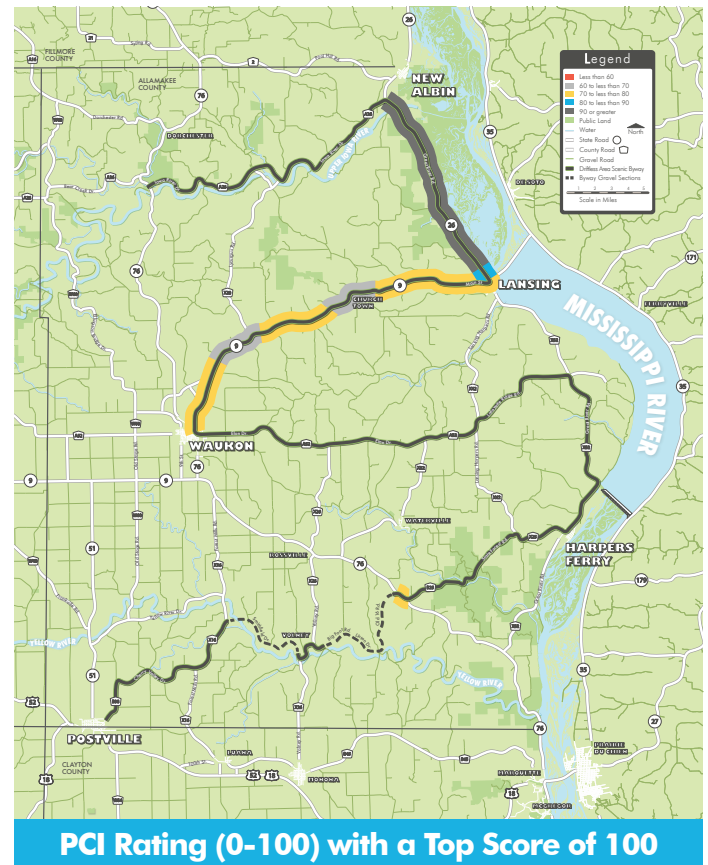
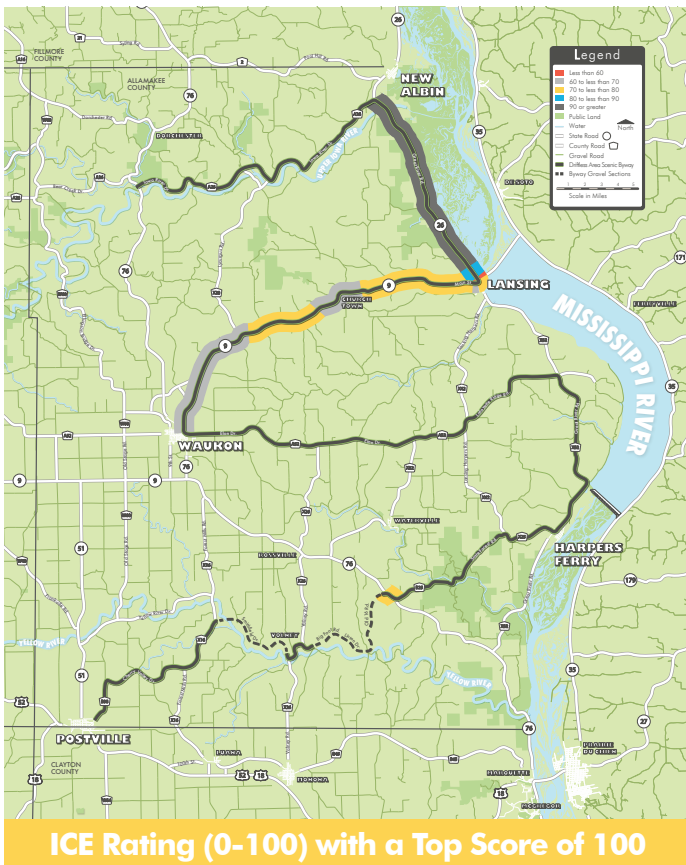
2. SIA Sufficiency Rating: The Structure Inventory and Appraisal (SIA) Sufficiency Rating is a method of evaluating roadway bridge structures by calculating four separate factors needed to obtain a numeric value that indicates whether or not a structure should remain in service. These factors include structural adequacy, safety, and serviceability related to how the public plans to use the structure. From here, various reductions based on underperforming conditions are then factored into a rating scale of 1 to 10, with 10 being the highest. The full structure inventory contains dozens of data fields, which are used to meet several federal reporting requirements set forth by the National Bridge Inspection Standards. This information is collected through on-site inspections. The source of SIA Sufficiency Rating data at the Iowa DOT is derived from its Geographic Informational Management System (GIMS). This information is valuable, as visitor safety is of high priority to the DASB Board. This information will be used to identify road segments that need improvement. A map of the byway's SIA can be viewed on page 163.

3. International Roughness Index (IRI): The International Roughness Index (IRI) is a numerical indicator that is commonly used to evaluate and manage road systems by using a rating of 0 to 10, with 10 representing excellent condition. This rating is calculated by measuring the longitudinal road profile to determine the surface elevation and/or slope of a road segment. This data can be obtained using a variety of techniques that range from traditional surveying equipment to more modern inertial profiling systems. It is important to note that there is no defined upper limit to IRI. In Iowa, IRI is primarily measured by using what is known as a profile meter. This tool uses a laser in combination with an odometer and inertial unit, which establishes a reference plane so that the laser can measure distance. Profile meters are able to collect data at highway speed, typically sampling the surface at intervals of one to six inches. The data collected by the profile meter is used to calculate the IRI, expressed as inches/mile or meters/kilometer. The source of IRI data at the Iowa DOT can be obtained by referring to the Iowa Pavement Management Information System (PMIS). This information can be used to identify, address and prioritize safety concerns and improvements along the DASB. According to AAA, nearly seventy percent of drivers are concerned about road condition and motorcyclists, which make up a large segment of DASB summer byway travelers, are particularly concerned about the road condition. A map of the byway's IRI can be viewed on page 164.

4. The Annual Average Daily Traffic (AADT) - Passenger, Cars/Pickups, Single Unit Trucks & Combination Trucks: The Annual Average Daily Traffic (AADT) is a general unit of measurement for traffic, which represents the annual average daily traffic counts of various types of vehicles that travel a roadway segment. Vehicular traffic counts can be collected in short durations with the use of portable counting devices, or long durations with the use of permanent counting devices. Short-term vehicular traffic duration counts ensure geographic diversity and coverage, while long duration or continuous counts help understand time-of-day, day-of-week and seasonal patterns. Long-term vehicular traffic duration counts are used to accurately adjust short duration counts into precise annual estimates of conditions. To conduct average daily traffic counts, the Iowa Department of Transportation (DOT) utilizes the FHWA's 13-Category Vehicle Classification rule set. Maps depicting the average daily traffic counts for 1) passenger cars, pickups and/or vans as well as 2) single unit trucks can be viewed on page 164.

TWO: Paved Shoulders

A Paved Shoulder is the portion of the roadway's contiguous route segment that accommodates stopped vehicles. Paved motorway shoulders often help to facilitate the use of the road by bicyclists and are also known to reduce road maintenance requirements. In some cases, they include rumble strips as well. The DASB has a total of 14.2 miles of road with a paved shoulder. 5.8 miles of road with a paved shoulder are on the Great River Road located from the intersection of X-52 and Lansing Harpers Road to Wexford Creek. The remaining 8.6 miles of road with a paved shoulder are located



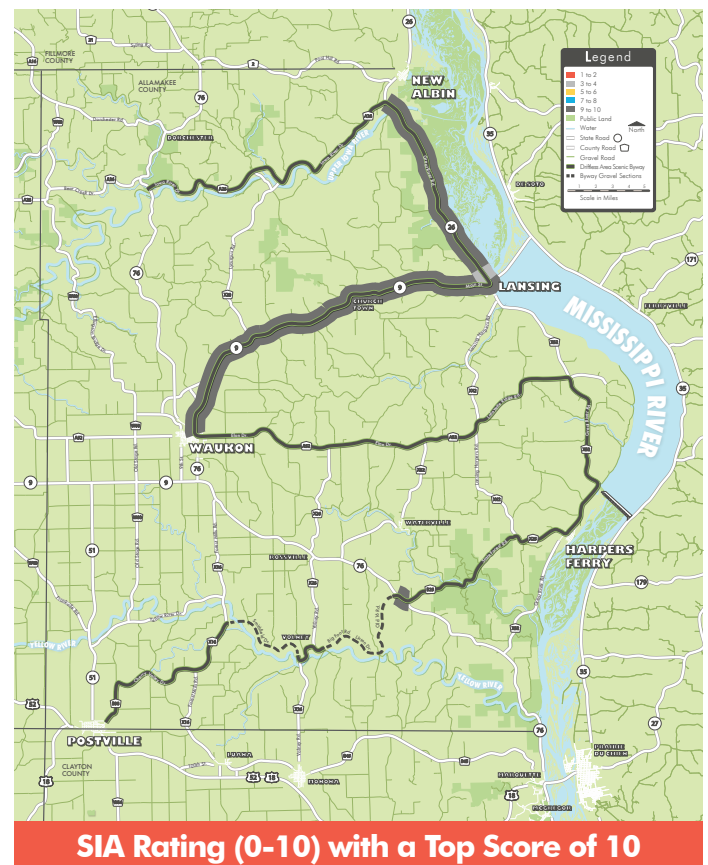
north of Lansing along Highway 26 to the intersection of Iowa River Drive south of New Albin. Both sections are located along the Great River Road. A map showing the paved shoulder segments along the DASB route can be viewed on page 164.

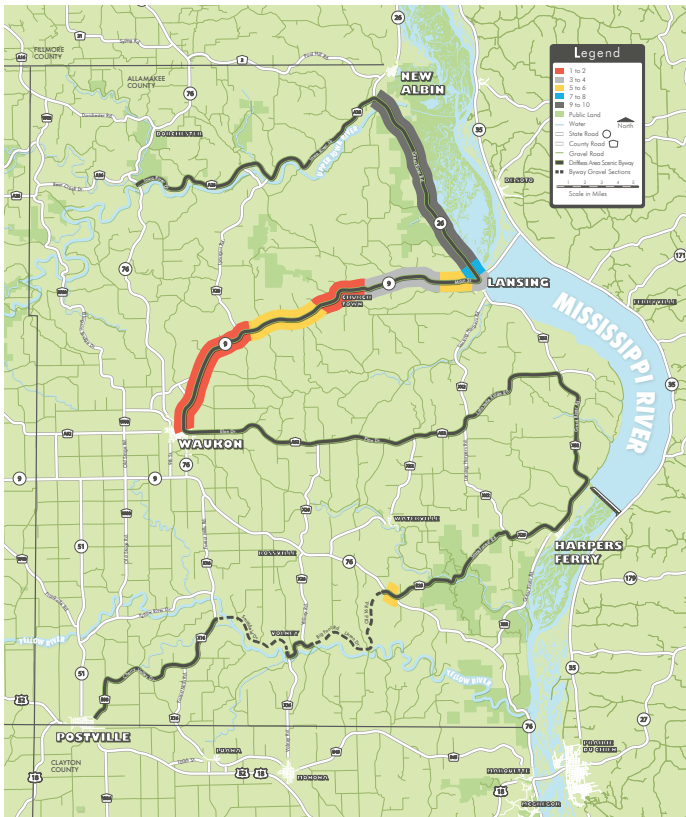
THREE: Uncontrolled Intersections

An uncontrolled intersection is usually found in residential areas of a city, township and/or rural gravel road. They will often feature segments of roadway that lack or have no sign or signal lights to control the traffic. The DASB route contains no uncontrolled intersections.

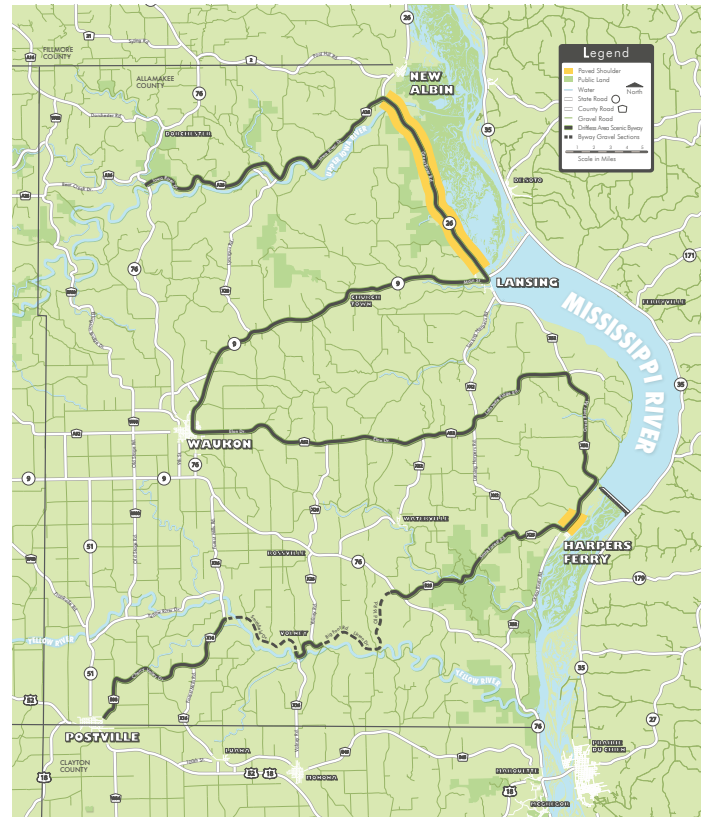
FOUR: Bridge Condition Index

The Bridge Condition Index reflects the overall condition of a bridge, taking into account things such as structural condition, load carrying capacity, horizontal and vertical clearances, width, traffic levels, type of roadway its serves and the length of out-of-distance travel if the bridge were closed. A bridge with a good condition index is adequate for today's traffic and vehicle loads. A bridge with a poor condition index is not unsafe and should be considered for repair, replacement, posting of weight limits and/or increased site monitoring. The DASB contains 33 bridges that are directly on the DASB route with zero in poor condition, 24 in fair condition and nine in good condition. The DASB communities include an extra 17 bridges, with two being in poor condition, 10 in fair condition, four in good condition and zero with no rating. A map identifying the bridges with their conditions that are located within the DASB corridor can be viewed on page 165.

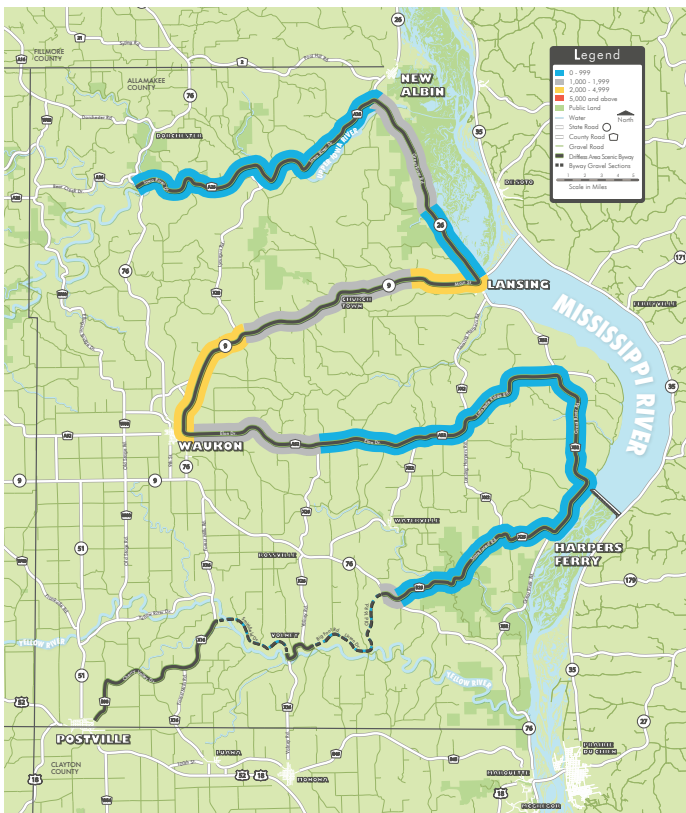




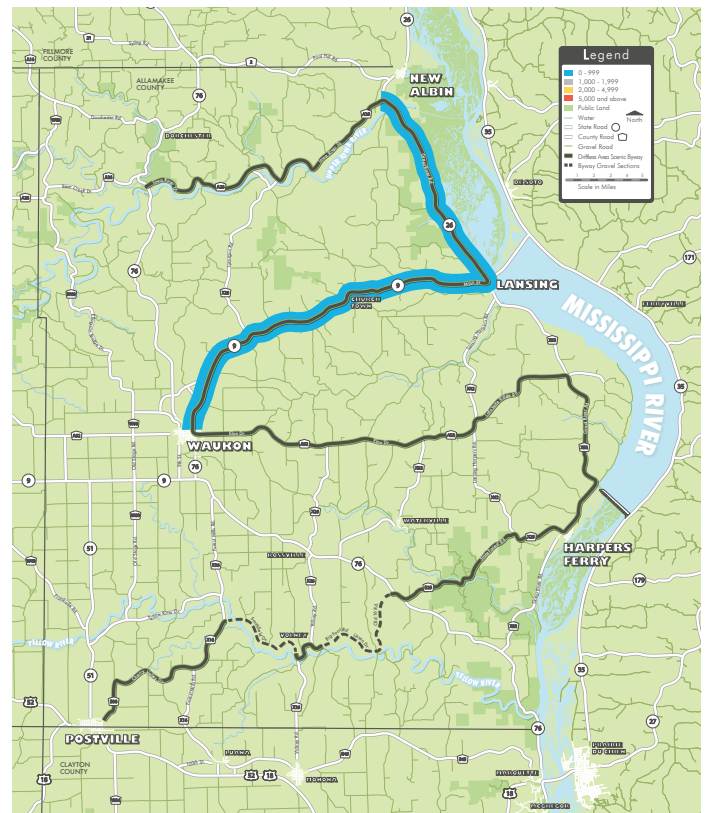
IRI Rating (0-10) with a Top Score of 10



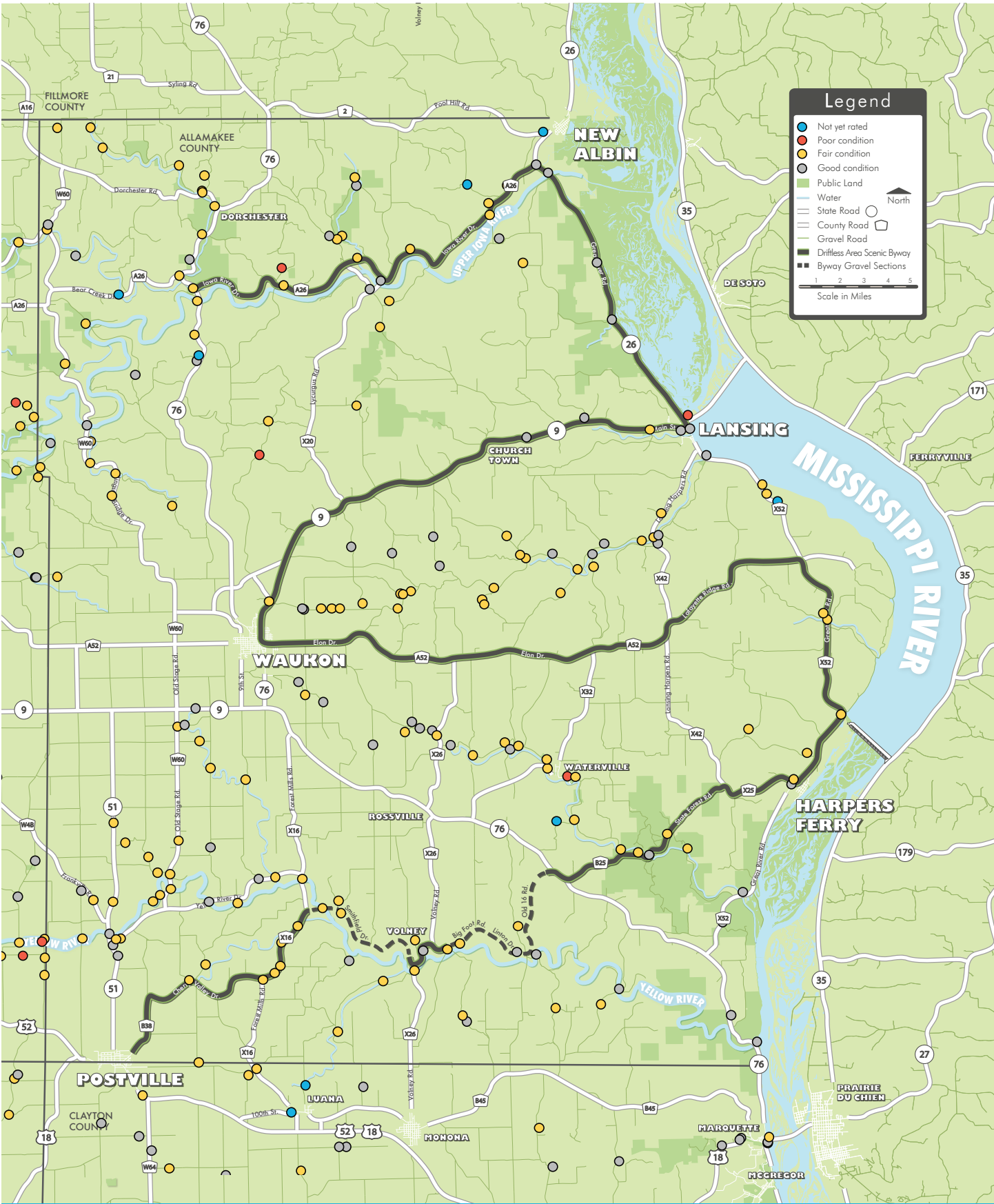
Sections of the DASB with Paved Shoulders



Cars, Trucks & Vans AADT (0-5,000+)



Single Unit Trucks AADT (0-5,000+)



Bridge Condition Index (Poor Condition - Good Condition)

11.3 Assessment of Safety Concerns: Iowa DOT's Statewide Traffic Records Coordinating Committee (STRCC) was developed to act as a traffic record clearinghouse by including information about all six components of Iowa's traffic data system in order to serve as a gateway for traffic data users. The website, which can be found at www.iowadot.gov/tsda, is a tool to provide data to foster awareness and understanding of the state's data system, as well as to promote the expansion and enhancement of traffic safety data and stakeholders. The website is designed to introduce users to the traffic records and reports available in Iowa, the organization and partnerships of Iowa governmental agencies regarding traffic records, and the STRCC. The website also provides users with contact information for data managers who can assist in providing additional information. To assess the existing conditions regarding safety along the byway, the DASB Board utilized this software to identify and inventory the varying safety hazards along the byway. It is the DASB Board's hope that this information will be utilized to improve problem areas and/or locations to prevent or minimize safety concerns in the foreseeable future.

This section of the CMP looks to examine these incidents and provide an inventory of the types of Accident Report Forms that have been filed along the DASB. Data regarding 1) general crashes, 2) environment-related accidents, 3) roadway-related accidents and 4) vehicle-related accidents are provided. It should be noted that all definitions and information utilized in cartography have been obtained from the Iowa Department of Transportation's Office of Traffic Operations. The DASB Board's assessments of crash analysis data is as follows:

One: General Crash Data

1. Impairment-Related Crashes: Crashes involving drug and alcohol impairment were selected by identifying rural crashes involving any driver with a positive drug test, a nonzero blood alcohol content (BAC) result, a driver condition indicating to officer judgment that the driver was under the influence of alcohol, drugs or medications and/or a test refusal (whether drug or alcohol). When analyzing this type of incident along the DASB, there were a total of 29 impairment-related crashes, which represented 26.6% of the 109 crashes in Allamakee County. The 29 impairment-related crashes along the byway equaled 0.1% of the total crashes that occurred statewide (28,226 crashes). This equates to roughly 2.9 impairment crashes along the DASB per year from 2004-2013.

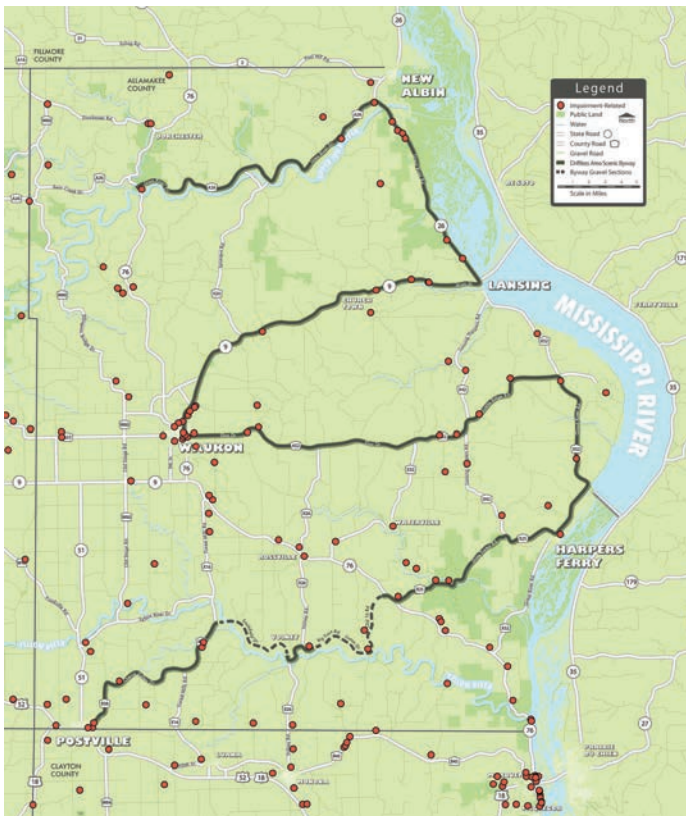
2. Old Driver-Related Crashes: Old driver-related crashes were selected by identifying rural crashes involving a driver age 65 or older. Selection of these crashes only indicates involvement and not causal factors. When analyzing this type of incident along the DASB, there were a total of 51 older driver-related crashes, which represented 21.9% of the 232 crashes in Allamakee County. The 51 older driver-related crashes along the DASB equaled 0.06% of the total older driver-related crashes that occurred statewide (81,309 crashes). This equates to roughly 5.1 old driver-related crashes along the DASB per year from 2004-2013.

3. Inattentive or Distracted-Related Crashes: Inattentive or distracted crashes were selected by identifying rural crashes that involved a driver who contributed to the circumstance through inattentive or distracted behavior (i.e., inattentive, distracted by passenger, use of phone or other device, fallen object, fatigue/asleep at the wheel). When analyzing this type of incident along the DASB, there were a total of 9 inattentive or distracted-related crashes, which represented 20.4% of the 44 crashes in Allamakee County. The 9 impairment-related crashes along the DASB equaled 0.05% of the total impairment-related crashes that occurred statewide (15,943 crashes). This equates to roughly 0.9 inattentive or distracted-related crashes along the DASB per year from 2004-2013.

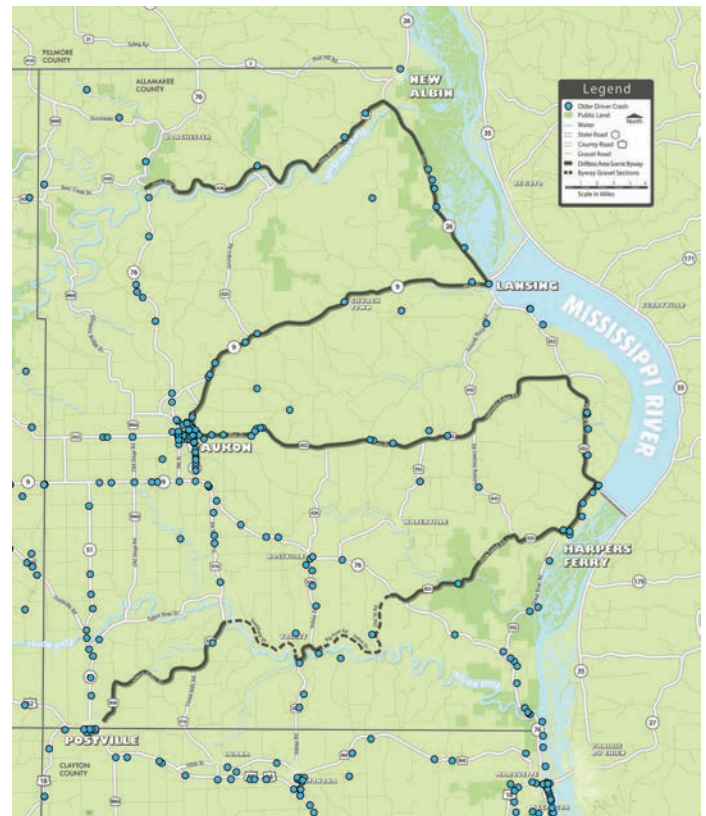
4. Young Driver-Related Crashes: Young driver-related crashes within the DASB Corridor were selected by identifying rural crashes involving a driver between the ages of 14 and 20 (inclusive). Selection of these crashes only indicates involvement and not causal factors on the part of the young driver. When analyzing this type of incident along the DASB, there were a total of 64 young driver-related crashes, which represented 17.5% of the 365 young driver-related crashes in Allamakee County. The 64 young driver-related crashes along the DASB equaled 0.04% of the total young driver-related crashes that occurred statewide (145,219 crashes). This equates to roughly 6.4 young driver-related crashes along the DASB per year from 2004-2013.

5. Speed-Related Crashes: Speed-related crashes in Iowa were selected by identifying rural crashes involving a driver's contributing circumstance indicating speed-related behavior (i.e., exceeded authorized speed, driving too fast for conditions, lost control, followed too close and/or operating his or her vehicle in an erratic, reckless, careless, negligent and/or aggressive manner). When analyzing this type of incident along the DASB, there were a total of 102 speed-related crashes, which represented 18.2% of the 561 speed-related crashes in Allamakee County. The 102 speed-related crashes along the DASB equaled 0.054% of the total speed-related crashes that occurred statewide (187,957 crashes). This equates to roughly 10.2 speed-related crashes along the DASB per year from 2004-2013.

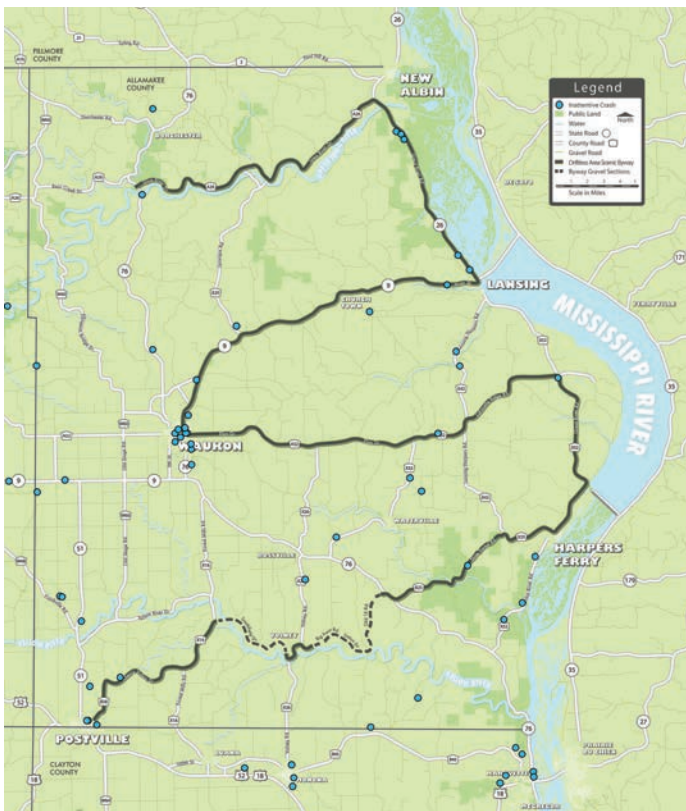
6. Unbelted Injured Person-Related Crashes: Unbelted passenger-related crashes were selected by identifying rural crashes and further limiting crashes to those involving an unbelted occupant of a vehicle and injuries to those persons who were unbelted. When analyzing this type of incident along the DASB, there were a total of 24 unbelted passenger-related crashes, which represented 25.5% of the 94 unbelted passenger-related crashes in Allamakee County. The 24 unbelted passenger-related crashes along the DASB equaled 0.12% of the total unbelted passenger-related crashes that occurred statewide (20,479 crashes). This equates to roughly 2.4 unbelted passenger-related crashes along the DASB per year from 2004-2013.



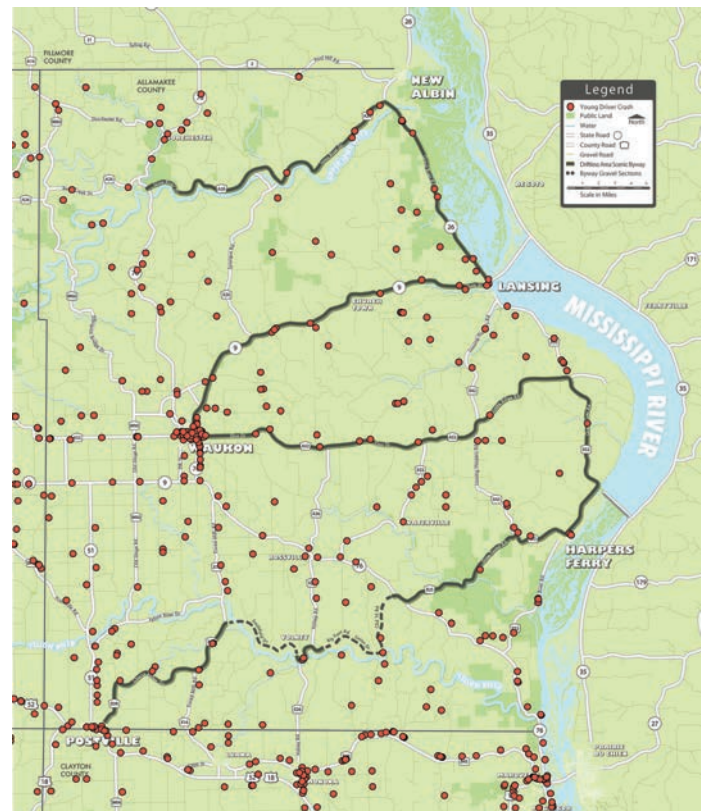
1. Impairment-Related Crashes



2. Old-Driver Related Crashes



3. Inattentive or Distracted-Related Crashes:



4. Young Driver-Related Crashes

Two: Environmental Crash Data

7. Wild Animal-Related Crashes: Wild animal-related vehicle crashes that occurred within the DASB Corridor were selected by identifying rural crashes in Allamakee County and then selecting those types of accidents where “animal” was included as a major cause (i.e., collision with an animal was indicated as one of up to four items in the sequence of events leading up to the crash.) When analyzing this type of incident along the DASB, there were a total of 82 animal-vehicle related crashes, which represented 27.9% of the 294 crashes in Allamakee County. The 82 animal-vehicle crashes along the DASB equaled 0.114% of the total crashes that occurred statewide (71,696 crashes). This equates to roughly 8.2 animal-vehicle crashes along the DASB per year from 2004-2013.

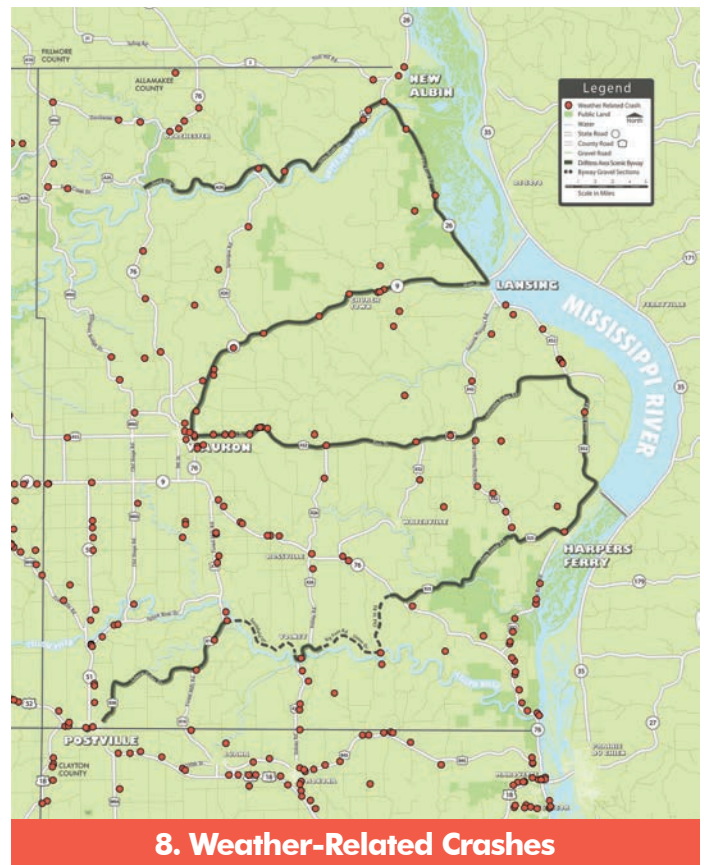
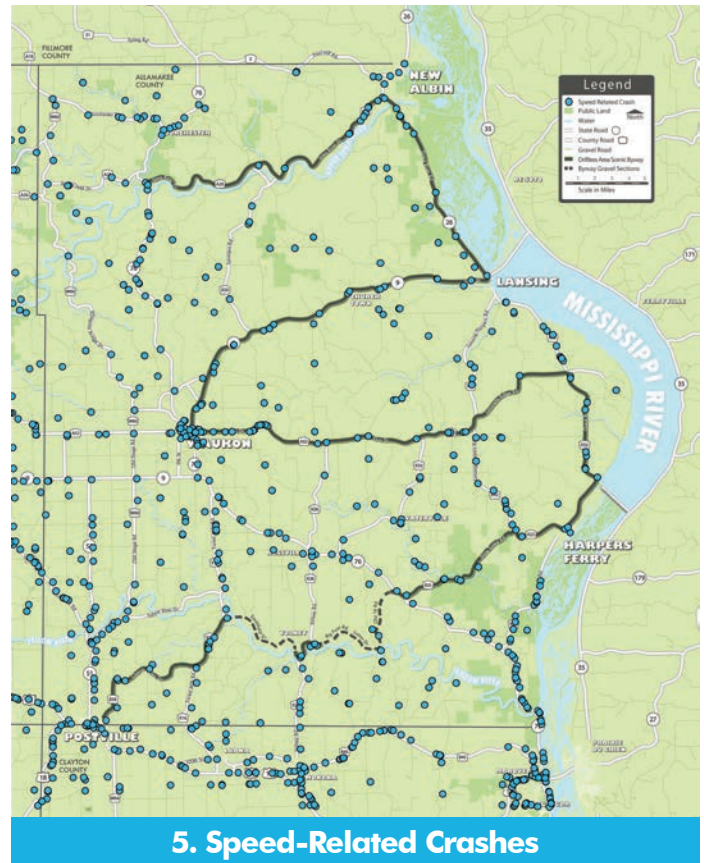
8. Weather-Related Crashes: When analyzing incidents that occurred within the DASB Corridor that involved ice, snow and/or slush on the road surface, there were a total of 35 weather condition-related crashes, which represented 20.7% of the 169 crashes in Allamakee County. The 35 weather condition-related crashes along the DASB equaled 0.068% of the total weather condition-related crashes that occurred statewide (51,155 crashes). This equates to roughly 3.5 weather condition-related crashes along the DASB per year from 2004-2013.

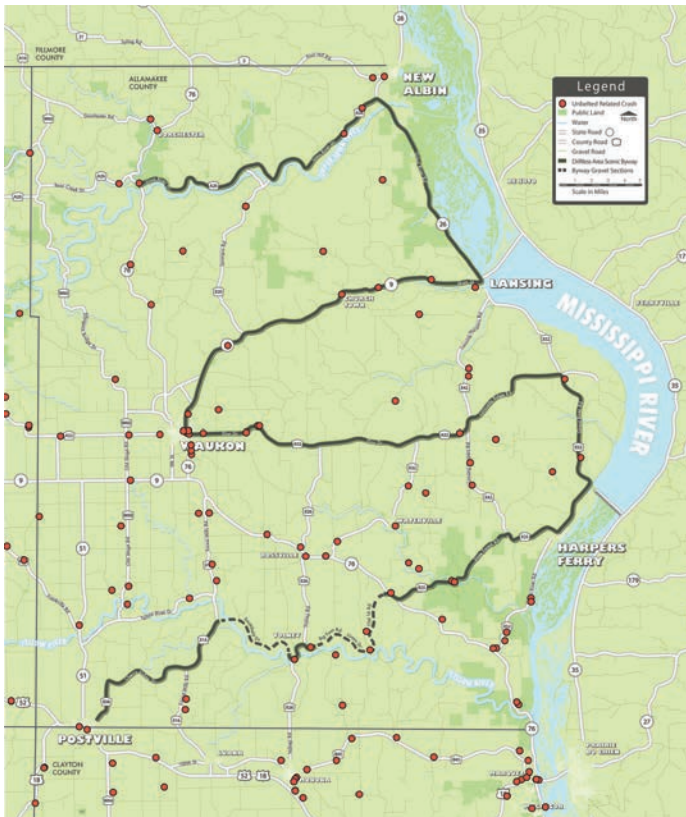
Three: Roadway Crash Data

9. Intersection-Related Crashes: Intersection-related crashes that occurred within the DASB Corridor were selected by identifying rural crashes and querying for the intersection options under the type of roadway junction portion of the crash report form. When analyzing this type of incident along the DASB, there were a total of 64 intersection-related crashes, which represented 21.8% of the 293 intersection-related crashes in Allamakee County. The 64 intersection-related crashes within the DASB Corridor equaled 0.032% of the total intersection-related crashes that occurred statewide (199,443 crashes). This equates to roughly 6.4 intersection-related crashes along the DASB per year from 2004-2013.

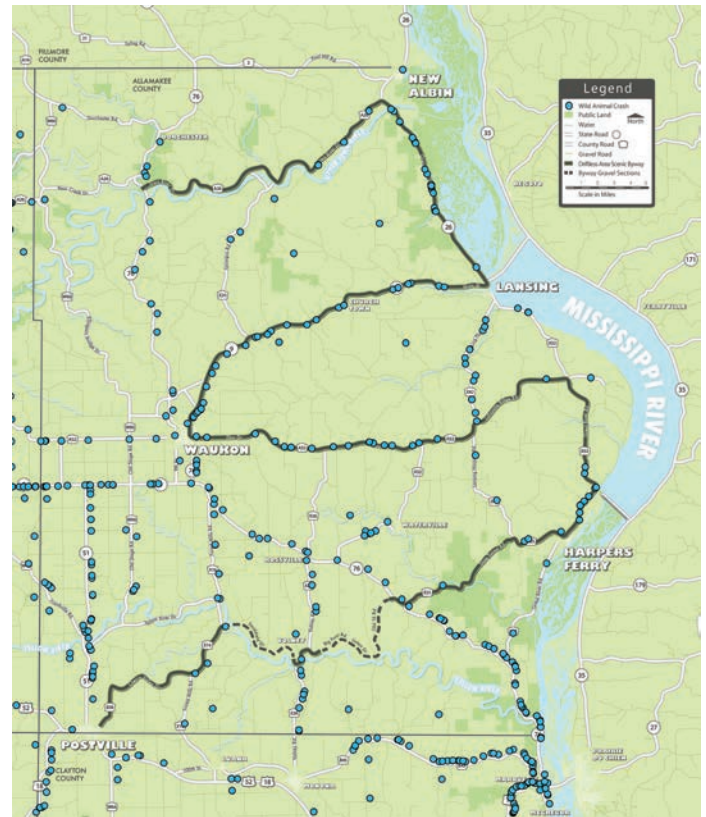
Four: Vehicle Crash Data

10. Heavy Truck-Related Crashes: Heavy truck-related crashes that occurred within the DASB Corridor were selected by identifying rural crashes and limiting those types of accidents to the incidents that involved heavy trucks (truck/trailer, truck tractor/bobtail, tractor/semi-trailer, tractor/doubles and/or tractor/triples). The selection of these types of crashes only indicates that a heavy truck was involved with the incident and not necessarily causal factors on the part of the trucker, truck driver and /or truck operator. When analyzing this type of incident along the byway, there were a total of 8 heavy truck-related crashes, which represented 16.3% of the 49 heavy truck-related crashes that transpired in Allamakee County. The 8 heavy truck-related crashes along the DASB equaled 0.032% of the total heavy truck-related crashes that occurred statewide (24,859 crashes). This equates to roughly 0.8 heavy truck-related crashes along the DASB per year from 2004-2013.

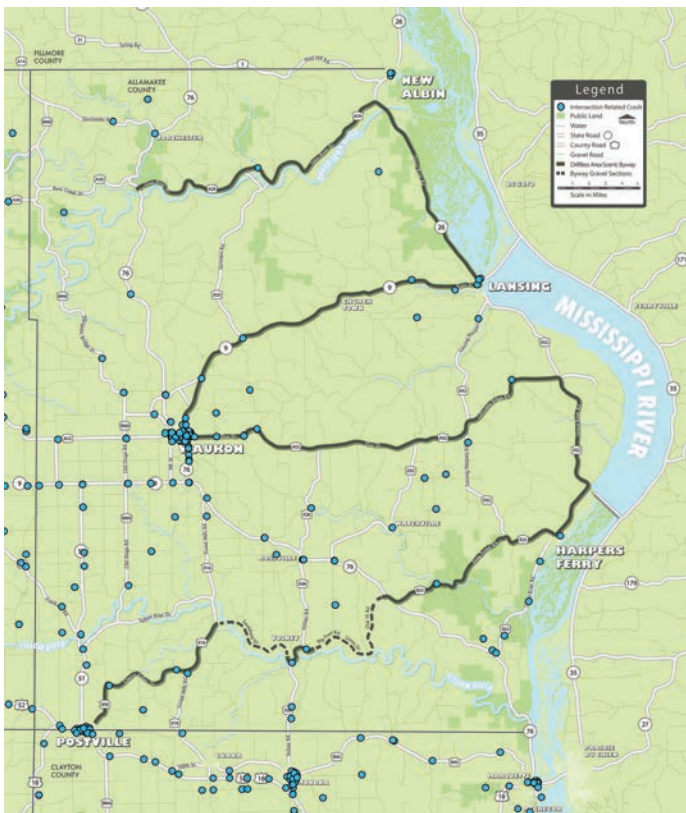




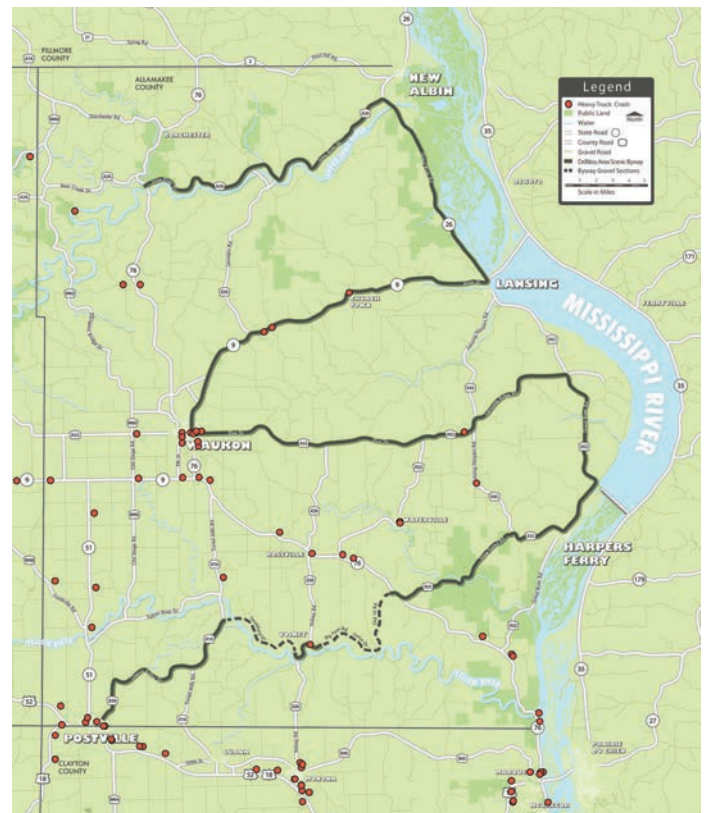
6. Unbelted Injured Person-Related Crashes



7. Wild Animal-Related Crashes



9. Intersection-Related Crashes



10. Heavy Truck-Related Crashes

11. Motorcycle-Related Crashes: Motorcycle-related crashes were selected by identifying rural crashes and limiting those crashes to those involving motorcycles. Selection of these crashes only indicates involvement and not causal factors on the part of the motorcyclist. When analyzing this type of incident along the DASB, there were a total of 7 motorcycle-related crashes, which represented 21.2% of the 33 motorcycle-related crashes in Allamakee County. The 7 motorcycle-related crashes along the DASB equaled 0.069% of the total motorcycle-related crashes that occurred statewide (10,099 crashes). This equates to roughly 0.7 motorcycle-related crashes along the DASB per year from 2004-2013.

12. Multi-Vehicle Crossed Median Related Crashes: Multi-vehicle crossed centerline/crossed median (MVCC/CM) crashes were selected by identifying rural crashes and then by limiting to multi-vehicle crashes and then further querying manner of crash/collision impact equal to head-on; sideswipe, same direction; or sideswipe, opposite direction or any sequence of event (up to four per vehicle) equal to crossed centerline/median or any contributing circumstance, driver (up to two per driver) equal to traveling wrong way or on wrong side of road, crossed centerline, or lost control and then limiting the occurrences of these to non-intersecting sites. When analyzing this type of incident along the DASB, there were a total of 12 multi-vehicle related crashes, which represented 18.4% of the 65 multi-vehicle related crashes in Allamakee County. The 12 multi-vehicle related crashes along the DASB equaled 0.07% of the total multi-vehicle related crashes that occurred statewide (16,956 crashes). This equates to roughly 1.2 multi-vehicle related crashes along the DASB per year from 2004-2013.

13. Fatal and Major Injury Related Crashes: A fatality is any injury that results in death within 30 days after the motor vehicle crash in which the injury occurred. A major injury is an injury which prevents the injured person from walking, driving or normally continuing the activities the person was capable of before the injury occurred. When analyzing this type of incident along the DASB, there were a total of 21 major/fatal-related crashes, which represented 28% of the 75 major/fatal-related crashes in Allamakee County. The 21 major/fatal-related crashes along the DASB equaled 0.13% of the total crashes that occurred statewide (16,476 crashes). This equates to roughly 2.1 major/fatal-related crashes along the DASB per year from 2004-2013.

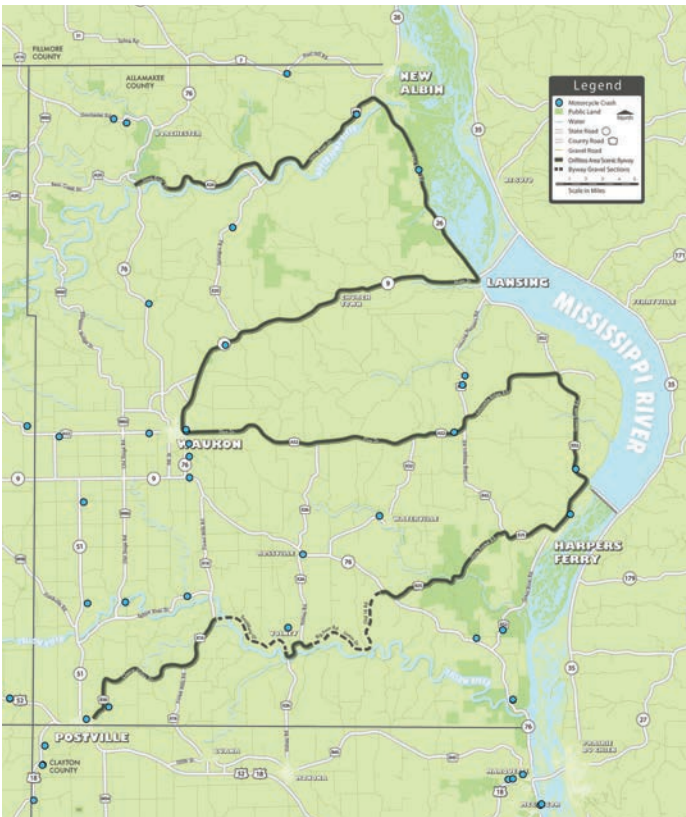
14. Wrong Way-Related Crashes: Wrong-way related accidents are caused by vehicular movement along a travel lane in a direction opposing the legal flow of traffic. When analyzing this type of incident along the DASB, there were a total of 0 wrong way-related crashes, which represented 0% of the 10 wrong way-related crashes in Allamakee County. The 0 wrong way-related crashes along the DASB equaled 0% of the total wrong way-related crashes that occurred statewide (3,723 crashes). This equates to roughly 0 wrong way-related crash along the DASB per year from 2004-2013.

15. Single-Vehicle Run Off Road (SVROR) Crashes: Single-vehicle run-off-road crashes were selected by identifying rural crashes. The rural crashes were then limited to single-vehicle crashes that occurred because of any sequence of events (up to four per vehicle) that could, but are not limited to, include an accident resulting from someone who ran off the road, right; ran off road, straight; or ran off road, left. When analyzing this type of incident along the DASB, there were a total of 96 single vehicle-related crashes, which represented 17.9% of the 537 single vehicle-related crashes in Allamakee County. The 96 single vehicle-related crashes along the DASB equaled 0.12% of the total single vehicle-related crashes that occurred statewide (82,600 crashes). This equates to roughly 9.6 single vehicle-related crashes along the DASB per year from 2004-2013.

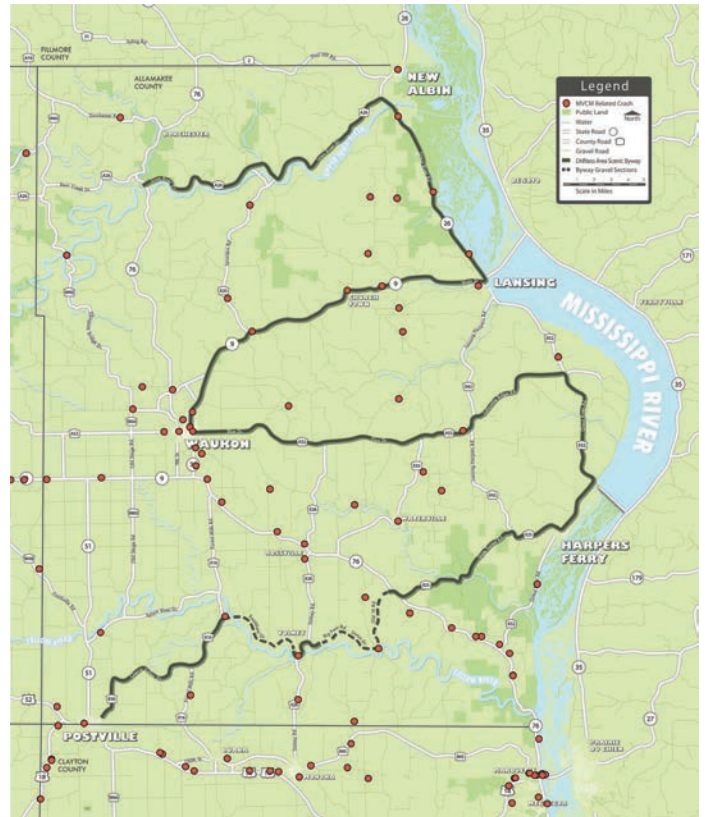
16. Bicycle-Related Crashes: A bicycle is a two-wheeled, non-motorized cycle or a vehicle that has four wheels but is propelled by pedal power and is not defined as a vehicle, but has all of the rights and duties of a vehicle. When analyzing this type of incident along the byway, there was a total of 1 bicycle-related crash, which represented 25% of the 4 bicycle-related crashes in Allamakee County. The 1 bicycle-related crash along the DASB equaled 0.023% of the total bicycle-related crashes that occurred statewide (4,181 crashes). This equates to under 0.1 bicycle-related crashes occurring along the DASB per year from 2004-2013.

17. Farm Vehicle-Related Crashes: A farm vehicle driver is a person who drives only a commercial motor vehicle that is controlled and operated by a farmer as a private motor carrier of property; and is being used to transport either agricultural products, farm machinery or farm supplies to or from a farm, is not being used in the operation of a for-hire motor carrier, is not carrying hazardous materials of a type and quantity that requires the commercial motor carrier to be placarded and is being used within 150 air-miles of the farmer's farm. When analyzing this type of incident along the byway, there was a total of 2 farm vehicle-related crashes, which represented 22.2% of the 9 farm vehicle-related crashes in Allamakee County. The 2 farm vehicle-related crashes along the DASB equaled 0.1% of the total farm vehicle-related crashes that occurred statewide (1,950 crashes). This equates to roughly 0.2 farm vehicle-related crashes along the DASB per year from 2004-2013.

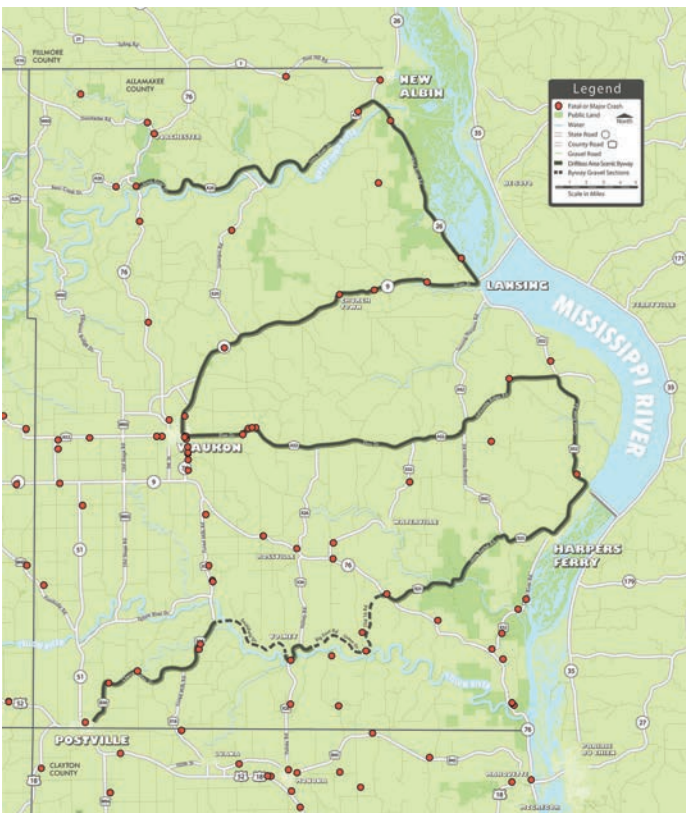
18. Work Zone-Related Crashes: A work zone is an area of traffic way with construction, maintenance and/or utility work activities. A work zone is typically marked by signs, channeling devices, barriers, pavement markings or work vehicles. When analyzing this type of incident along the byway, there was a total of 1 work zone-related crash, which represented 16.6% of the 6 crashes that occurred in Allamakee County. The 1 work zone-related crash along the DASB equaled 0.01% of the total crashes that occurred statewide (6,972 crashes). This equates to roughly 0.1 work zone-related crash that occurred along the DASB per year from 2004-2013.



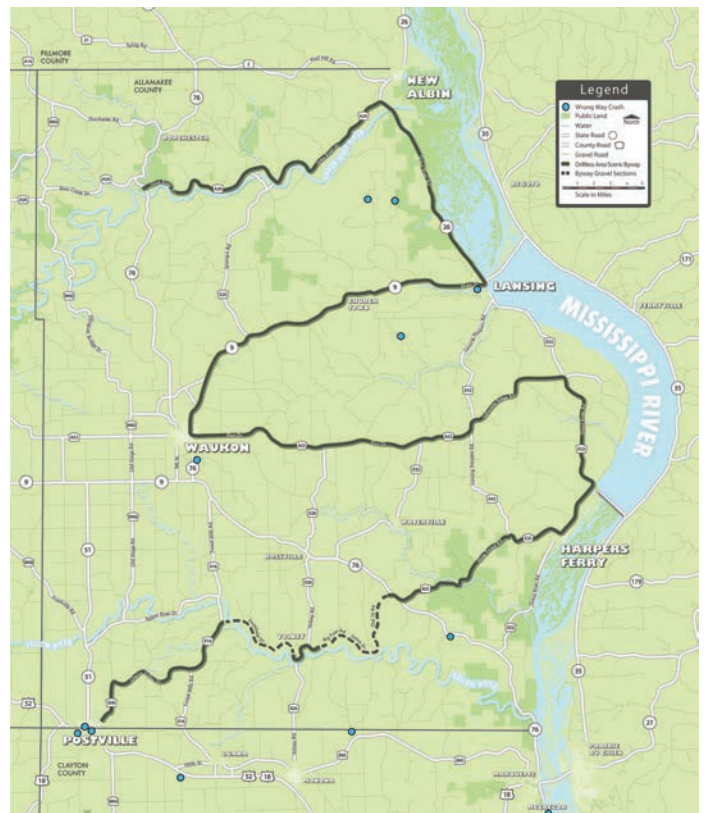
11. Motorcycle-Related Crashes



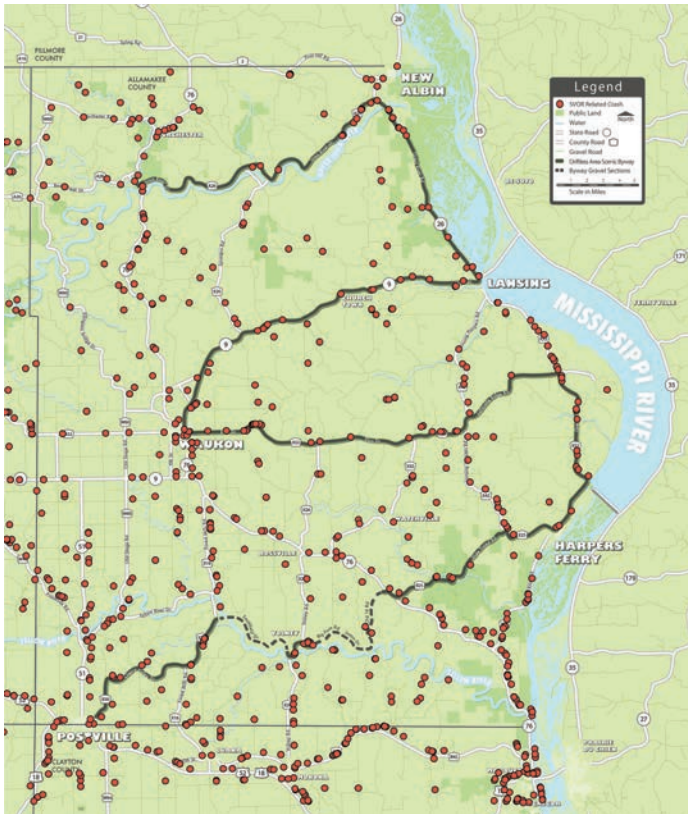
12. Multi-Vehicle Crossed Median Crashes



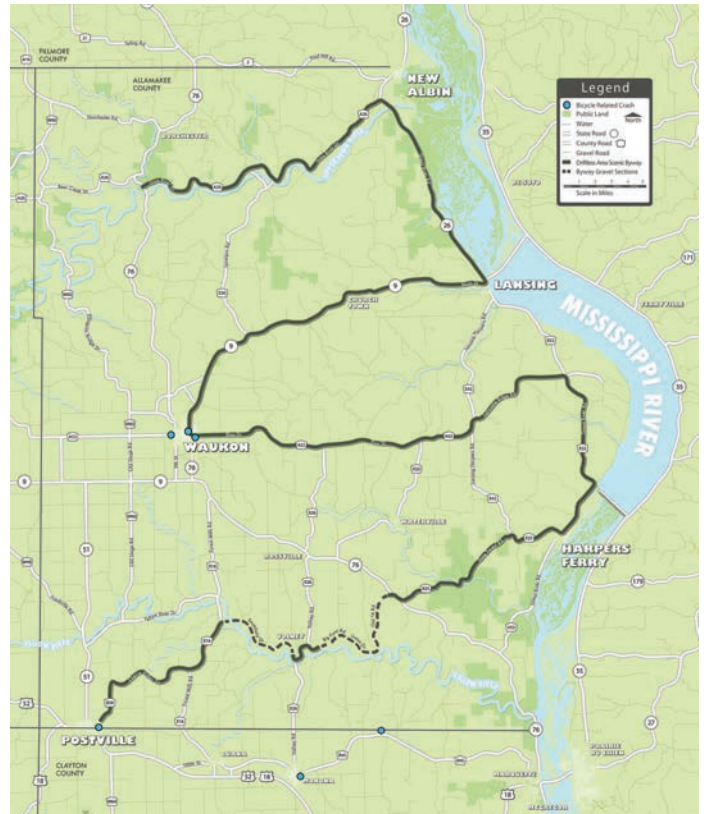
13. Fatal and Major Injury Related Crashes



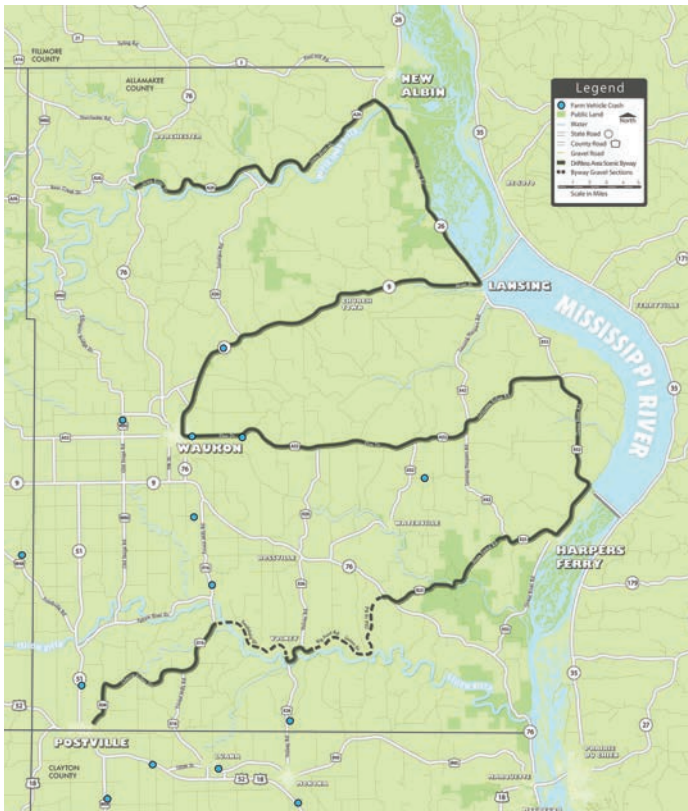
14. Wrong Way-Related Crashes



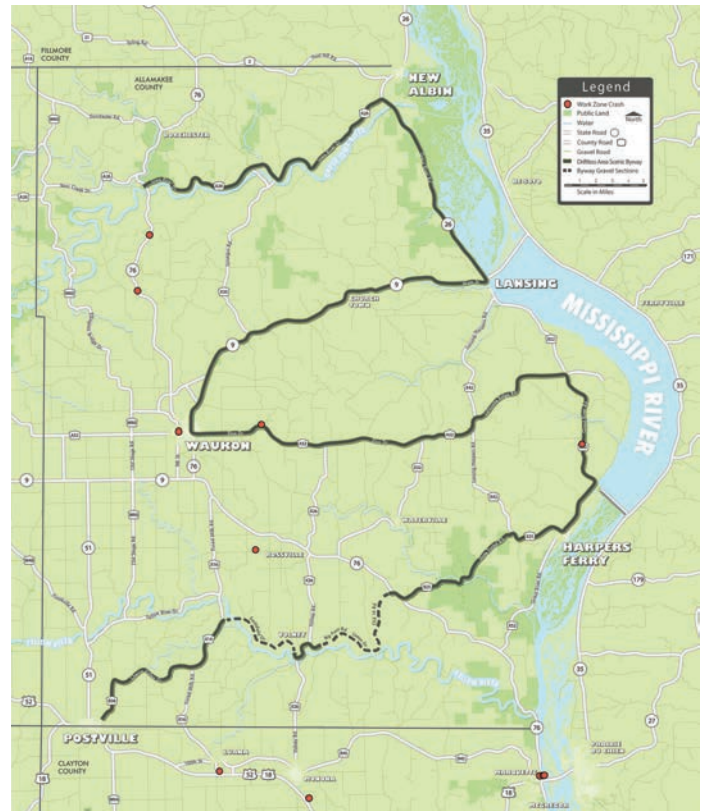
15. Single-Vehicle Off Road Crashes



16. Bicycle-Related Crashes



17. Farm Vehicle-Related Crashes



18. Work Zone-Related Crashes

Summary of Safety Concerns: In Iowa, any incident which causes death, personal injury or total property damage of \$1,500 or more must be reported on an Iowa Accident Report form. The DASB Board would like to define an “incident” as any individual occurrence or event. The DASB Board defines the term “crash” as any unintended collision of a motor vehicle with another, a stationary object or person. Therefore, a crash that involves a young driver who was unbelted and collided into a wild animal would account for three incidents.

After compiling and analyzing each of the 18 categories of accident reports (each containing one or more incidents), the data revealed that 395 of Iowa’s 969,243 reported incidents occurred along the DASB between 2004-2013. This accounted for 0.0408% of the reported incidents in Iowa, with an average of 72 incidents per year having occurred along the byway. In comparison, when the analysis of data is expanded to include the DASB corridor of Allamakee County, there was a reported 654 incidents, which represents 0.0675% of the reported incidents in Iowa. On a regional level, 22% of all incidents reported in Allamakee County occurred along the DASB’s designated route. Of all 18 categories of accident reports, the information reveals that the five categories with the highest number of incidents were the result of speed-related incidents (102), single-vehicle run off road incidents (96), wild animal-related incidents (82), intersection-related incidents (64) and old driver-related incidents (51). Of the 18 categories that were inventoried and assessed, these 5 types of incidents made up over 60% of all of the crashes reported along the DASB between 2004-2013.

11.4 Challenges & Opportunities: The DASB Board has identified the following challenges and opportunities related to segments of roadway that constitute the byway. Their findings are listed below:

- Flooding has had a major influence on DASB roads, bridges and infrastructure and can prohibit movement and vehicle traffic during stormwater runoff events.
- The possibility exists for an increase in the number of trucks and/or oversized loads traveling the roadway segments that comprise the DASB.
- Snow and ice impair travel conditions during several months of the year, most notably December - March.
- Roads along the DASB are sanded, salted and plowed during winter months to address ice and snow issues. These elements and natural weather conditions can deteriorate road conditions.
- Annual freeze and frost cycles cause surface irregularities, pavement heaving and deterioration.
- The Byways of Iowa Foundation is currently engaging the Iowa DOT in discussions regarding increased allocation of financial resources to Iowa’s scenic byways to ensure the highest quality experience for the byway traveler.
- Working to have the ICE tool utilized along the entirety of the DASB would allow the DASB board and stakeholders the opportunity to compare the relative condition of the road segments and provide valuable insight into prioritizing road segments improvements for the future.

11.5 Proposed Strategies: The DASB Board recommends the following strategies to maintain, enhance and improve the safety of the segments of roadway along the byway. These strategies are intended to address issues, maximize management and minimize transportation problems along the route. The DASB Board understands that they do not have the authority to enforce their proposed strategies; however, they do hope that voluntarily implementation and/or informed public policy will help Board members address many of their safety concerns. The DASB Board’s recommended strategies include the following:

1. Conduct ICE of the DASB Annually:

DASB Board members recommend that Infrastructure Condition Evaluations (ICE) be gathered and shared annually with city, county and state entities to:

- Aid in the evaluation of the DASB and it’s Corridor by providing up-to-date information about the current condition of roadway segments calculated from several different subsets of criteria.
- Increase the number of miles with paved shoulders along and within the DASB Corridor to improve safety by reducing run-off-the-road crashes, better accommodation of bicyclists and space for off-road parking that is often needed for emergencies and car trouble.
- Provide education to drivers on how to operate when approaching an uncontrolled intersection.
- Maintain and improve bridge conditions along the DASB.

2. Collaborate with Maintenance and Transportation Districts along the DASB:

The DASB Board encourages stakeholders and byway supporters to collaborate with maintenance personnel and transportation districts, to exchange information about the resources they manage and challenges they face, and to help increase and/or create opportunities for partnership. The State of Iowa consists of six maintenance districts. Each maintenance district covers a specific area of the state and is assigned a district engineer. The DASB is located in maintenance district 2 and has a district engineer contact for Jon Ranney P.E./PLS, who can be reached at 641-422-9465 or EJon.Ranney@dot.iowa.gov. The State of Iowa also consists of six transportation districts, in which the DASB is located in district 2. The transportation districts are a point of contact for interested landowners in harvesting hay or mowing the road ditches. The Iowa DOT has two harvesting and mowing seasons and interested landowners need to complete an application before July 15, which is the first day mowing or harvesting the state highway right of way is allowed. The contact person to receive assistance in processing your application for the DASB is Linda Kofoot, who can be reached by phone at 866-849-0327 or email at linda.kofoot@dot.iowa.gov.

3. Compile General Crash Data of the DASB Annually:

The DASB Board advises that an inventory and assessment of general crash data and accident reports be gathered and shared annually with city, county and state entities. The DASB Board also recommends the following strategies to reduce general accidents along the byway:

- **Impairment-related:** Provide education to drivers on how alcohol is a depressant that reduces the brain's control over the body and express that drinking and driving is not a socially acceptable behavior.
- **Inattentive-related:** Offer education to drivers that pertains to distractions while driving, including texting, grooming, driving while angry, depressed, emotionally upset and more.
- **Old driver-related:** Encourage drivers to read the Iowa DOT's Driving with Diminished Skills booklet as part of "Choices Not Chances - The Road to Driving Safer and Longer."
- **Young driver-related:** Encourage drivers to pick up and read the Iowa DOT's guide "You're the Coach - A Guide for Parents of New Drivers."
- **Speed-related:** Provide education to drivers on following speed limits along all of Iowa's roadways.
- **Unbelted-related:** Promote the National Highway Traffic Safety Administration report that "Seat belts are your best protection in a crash." Since 2013, Allamakee County is one of five counties that participated in the "High Five" rural traffic safety program that has seen an increase of 26% in seat belt usage.

4. Compile Environmental Crash Data of the DASB Annually:

The DASB Board advises that an inventory and assessment of environmental accident reports be gathered and shared annually with city, county and state entities. The DASB Board also recommends the following strategies to reduce environmental crash accidents along the byway:

- **Weather-related:** Recommend that byway roads be sanded, salted, or plowed during the winter months to address ice and snow that can lead to deterioration of the road and unsafe driving conditions. The DASB Board advocates working with city, county, and state agencies to achieve the Iowa DOT's goal during the winter season to return roads to reasonably near normal winter driver conditions as quickly as possible after a winter storm.
- **Weather-related:** Flooding has had a major influence on the DASB roads and bridges and can prohibit movement during stormwater runoff events. The DASB board advises working with the Upper Iowa River Watershed Management Authority to exchange information, discuss challenges, and identify opportunities.
- **Wild animal-related:** Provide education to drivers on deer crossing warning signs, deer behavior, and proper protocol when approaching deer. This is especially important considering that 27.9% of wild animal-related crashes occurred along the DASB when compared with the rest of Allamakee County.

5. Compile Roadway Crash Data of the DASB Annually:

The DASB Board advises that an inventory and assessment of roadway accident reports be gathered and shared annually with city, county and state entities. The DASB Board also recommends the following strategies to reduce roadway crash accidents along the byway:

- Collaborate with partnering entities to provide quality and safe road conditions to the byway visitor.

- Work with the Iowa DOT "to advocate for an updated and modern transportation system that provides pathways for the social and economic vitality of Iowa, getting our customers where they need to go safely, efficiently and conveniently."
- Encourage partnering entities to participate in local, state and federal programs and/or incentives.

6. Compile Vehicle Crash Data of the DASB Annually:

The DASB Board advises that an inventory and assessment of vehicle accident reports be gathered and shared annually with city, county and state entities. The DASB Board also recommends the following strategies to reduce vehicle crash accidents along the byway:

- Provide education to drivers on how to operate around cars, trucks, emergency vehicles, work zones, school buses, farm equipment and railroads. Information that will instill an understanding of blind spots and other best practices encouraged from the Iowa DOT should also be distributed.

7. Identify and Secure Funding Opportunities along the DASB for Transportation & Safety Projects:

The DASB Board will look for potential funding to help improve and maintain road and bridge conditions on the DASB to provide a safe and enjoyable experience for travelers. A list of potential funding sources provided below is not a comprehensive list and the DASB will continue to seek out other sources of potential funding. A complete list can be found on the Iowa DOT Funding Guide at http://www.iowadot.gov/pol_leg_services/funding_guide.htm. These potential funding sources have been identified in the Long Range Transportation Plan 2035.

- Potential sources for federal funding include the following:
 - Surface Transportation Program (STP)
 - Surface Transportation Bridge Program (STP-HBP)
 - Highway Safety Improvement Plan (HSIP)
 - Transportation Alternatives Program (TAP)
 - The Federal Recreational Trails (FRT) Fund
 - Statewide TAP
- Potential sources for state funding include the following:
 - Road Use Tax Fund (RUTF)
 - Time-21
 - Revitalize Iowa's Sound Economy (RISE)
 - City Bridge Construction Fund
 - County Bridge Construction Fund
- Potential funding sources that were identified in an Iowa local road safety workshop include the following:
 - Federal Highway / Rail Crossing Safety
 - Sign Replacement Program for Cities and Counties
 - County or Urban State Traffic Engineering Program
 - Traffic Safety Improvement Program (TSIP)
 - Traffic Engineering Assistance Program (TEAP)
 - Overhead Beacon Replacement Program
 - Pedestrian Curb Ramp Construction
 - Governor Traffic Safety Bureau (GTSB) Funding Grants (For enforcement)



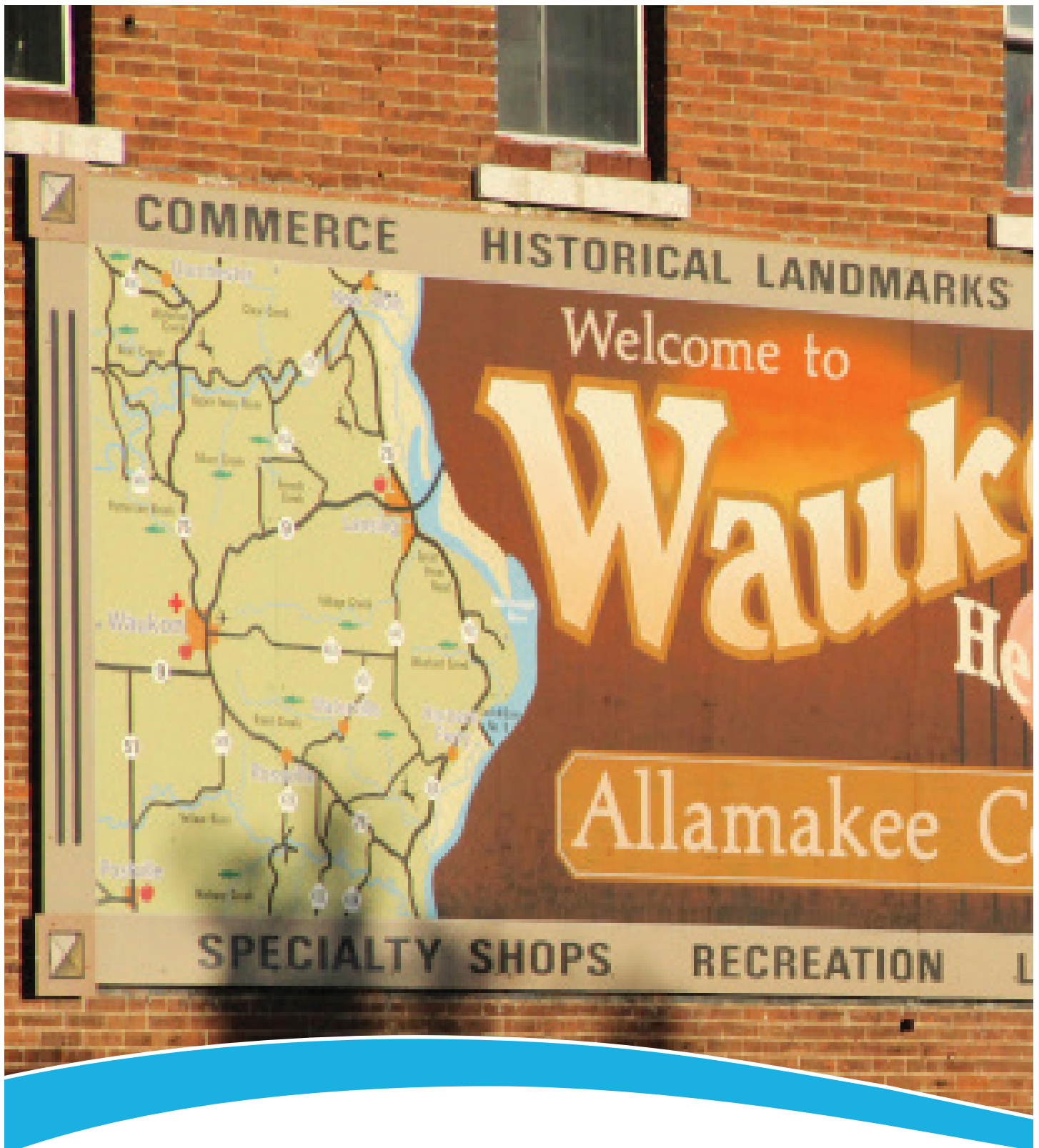
Collaborate with Maintenance and Transportation Districts along the DASB



Compile Vehicle Crash Data



Compile Environmental Crash Data



SECTION **TWELVE**

Control of Outdoor Advertising

12.1 Highway Beautification Act: The controversial Highway Beautification Act was signed into law in 1965 by the 36th President of the United States, Lyndon B. Johnson. This bill, often referred to as “Title 23 US Code 131,” called for control of the erection and maintenance of all outdoor advertising signs, displays, and devices in areas within 1,000 feet of interstate and federal highway. The legislation also gave jurisdictions the right to remove certain types of signs along highway systems to encourage scenic enhancement and roadside development.

However, in the years following Title 23 US Code 131 being passed into law, countless bills have been introduced, public hearings have been held, committees were formed and legislators worked to reach a compromise between the Federal Highway Administration (FHWA), the outdoor advertising industry and states over outdoor advertising legislation. Despite the reoccurring debates, the legal controversies related to outdoor advertising remain. Supporters of Title 23 US Code 131 believe that the traveling public is entitled to relief from unattractive sign clutter for scenic enhancement, safety and roadside development. Opponents of Title 23 US Code 131 believe the legislation sets severely unfair sign restrictions on businesses and has failed to set national standards for the issues below:

- Who enforces the control of outdoor advertising? Should this be done on a federal, state or local level?
- Should billboard locations be limited to zoned commercial/industrial areas, unzoned commercial/industrial areas or locations that the state deems appropriate?
- Should agencies and/or organizations receive just compensation for the removal of billboards, signs and other forms of outdoor advertising displays?
- What should the billboard draft standards be set at? (Billboard size limits, spacing between signs, spacing from at-grade intersections, etc.)

In an attempt to reach a compromise over the outdoor advertising and billboard debate, the U.S. House and Senate reached an agreement on major changes to the transportation program by establishing the Intermodal Surface Transportation Efficiency Act of 1991. Under this legislation, the following amendments were made to the Highway Beautification Act:

- Highway Trust Funds could be used for the removal of nonconforming signs and billboards.
- Illegal signs and billboards must be removed 90 days after the enactment of the bill.
- The Highway Beautification Act applies to all signs on highways designated as the “federal-aid primary” system or any highway designated as the ‘new national highway’ system.
- States will no longer have to submit their Highway Beautification Act laws for federal revisions. Existing state compliance laws and regulations will remain intact.
- The erection of new billboards on state-designated scenic byways is prohibited. Control of signs and billboards on such highways shall be in accordance with Highway Beautification Act control provisions.

However, a wide variety of laws surrounding outdoor advertising listed in the newly implemented Intermodal Surface Transportation Efficiency Act (ISTEA) became the center of debate only months after it had been established in December of 1991. Opponents of the agreement argued that Title 23 US Code 131 was unjust in requiring states to use highway trust funds to remove all nonconforming signs and various forms of outdoor advertising. Therefore, a technical amendment to section 131(n) of the Highway Beautification Act was changed so that Federal funds for the removal of legal, nonconforming signs was at the state’s discretion.

Shortly after the enactment of ISTEA, the mandatory ban of new billboards along state-designated scenic byways became a contentious issue during the 1993 National Scenic Byways Commission deliberations. Concerns and issues within the commission’s final report resulted in two more years of debate over controversial issues related to outdoor advertising control recommendations, regulations, and standards.

Then in 1995, while the National Highway System Designation was under consideration by the House and Senate, the House of Representatives approved an amendment to subsections of the Highway Beautification Act to clarify that the federal ban on new billboards and other forms of outdoor advertising on scenic byways did not restrict the authority of a state with respect to commercial and industrial areas along a scenic byway or roads in accordance with ISTEA language. As a result, substitute language was agreed upon and added to the amendment that stated “In designating a scenic byway for purposes of section 131(s) and section 1047 of the Intermodal Surface Transportation Efficiency Act of 1991, a state may exclude from such designation any segment of a highway that is inconsistent with the state’s criteria for designating scenic byways.” The legislation went on to state that the exclusion of a highway segment must have a reasonable basis and that the Secretary of Transportation has the authority to prevent actions that evade Federal requirements.

This change in legislation still exists today and means that while local units of government generally control outdoor advertising, one federal regulation applies to state-designated scenic byways. Title 23 US Code 131(s) prohibits new billboards when the route is part of an Interstate, National Highway System or former federal-aid primary road. However, local, county or state laws are responsible for billboard control on designated byways in other road classifications.

This continuous change of language under Title 23 US Code 131(s) means that under the most current FHWA policy, each state has the option to permit new billboards and forms of outdoor advertising along sections of a scenic byway that do not contain intrinsic resources that led to its designation, or ban them along state byways altogether. In other words, it is really up to each state and their Department of Transportation for how they choose to manage, control and restrict outdoor advertising along designated byway roadways.



Signing of the Highway Beautification Act in 1965

12.2 Regulations in Surrounding States: When comparing Iowa to its surrounding states, one can see that each state has varying laws and statutes when it comes to sanctioning segments to permit new billboards or imposing stricter controls to prevent billboards on state byways. The information included in this section demonstrates how Iowa's six border states codify sign rules and regulations related to scenic byways on a local, state and federal level:

Minnesota: The jurisdictions through which the designated routes pass must have ordinances to control outdoor advertising consistent with 23 U.S.C. 131 (s).

South Dakota: There is no mention of outdoor advertising rules or regulations related to scenic byway designation in South Dakota law.

Nebraska: Revised Statute 39-218 states: "No sign shall be erected which is visible from the main-traveled way of any scenic byway except (1) directional and official signs to include, but not be limited to signs and notices pertaining to natural wonders, scenic attractions, and historical attractions; (2) signs, displays, and devices advertising the sale or lease of property upon which such media are located; and (3) signs, displays, and devices advertising activities conducted on the property on which such media are located. Signs which are allowed shall comply with the standards and criteria established by rules and regulations of the Department of Roads in Title 410, Chapter 3. These rules and regulations implement the preceding state statutes."

Wisconsin: Trans 202.11 Outdoor advertising states: "Highways designated by the secretary as scenic byways pursuant to s. 84.106, Stats., are subject to all applicable state laws and regulations and local ordinances regarding outdoor advertising signs. Highways designated as scenic byways shall also conform to s. Trans 201.23."

Missouri: Mo. 226.801. Signs and outdoor advertising, rules and regulations states: "1. The commission may adopt rules to regulate or prohibit outdoor advertising in order to preserve scenic corridors adjacent to, and visible from, roads and highways designated as scenic byways pursuant to the provisions of section 226.797, except, that on-premise signs may be regulated, but not prohibited. Areas zoned commercial or industrial shall not be designated as scenic byways. 2. The commission may adopt rules to implement a program for the erection and maintenance of tourist-oriented directional signs within the right-of-way of scenic byways in the state. The tourist-oriented directional signs shall provide business identification and directional information for businesses, services, natural attractions and activities which, during a normal business season, derive the major portion of the income and visitors for the business or activity from motorists not residing in the immediate area of the business or activity. Tourist-oriented directional signs shall only be used on roads and highways designated as scenic byways under section 226.797."

Illinois: There is no mention of outdoor advertising and scenic byway designation in Illinois law.

12.3 Regulations in Iowa: So how is outdoor advertising regulated within the state of Iowa? And more specifically, along the DASB and within its corridor? To answer this question, one can refer to the following excerpts from the Iowa statutes and code as they relate to outdoor advertising:

- **306D.4 of the Iowa Statutes regarding Scenic Highway Advertising:** The state department of transportation shall have the authority to adopt rules to control the erection of new advertising devices on a highway designated as a scenic highway or scenic byway in order to comply with federal requirements concerning the implementation of a scenic byways program.
- **761-Ch. 117.3 regarding Iowa Administrative Code:** The rule provides that no new off-premise advertising device may be erected along an interstate, freeway-primary or primary highway that has been designated as a scenic byway if the advertising device will be visible from the highway.

The Iowa Department of Transportation's (DOT) "2009 Guide to Outdoor Advertising Regulations for Interstate Highways," summarizes the state's strict controls regarding various types of outdoor advertising media along scenic byways best. This document states that *"the erection of billboards is prohibited along any state or nationally designated scenic byway in the state of Iowa. Existing permitted billboards along that state's scenic byways may remain in existence, provided that appropriate permit fees are remitted in a timely manner and no relocation or reconstruction of the billboard occurs."*

12.4 Byway Segmentation: Recognizing that although the Iowa DOT's "2009 Guide to Outdoor Advertising Regulations for Interstate Highways" identifies strict state regulations for the control of advertising media, there are dangerous loopholes in scenic byway legislation. One of those loopholes, known as byway "segmentation," refers to a circumstance in which a governing entity permits a portion of a scenic byway where intrinsic resources are nonexistent to be excluded from designation, making the erection of new billboards possible. The billboard industry promotes this policy to get around federal regulations barring the construction of new billboards on designated scenic byways. Though the circumstances needed for this type of situation to occur are rare, DASB Board members believe that the addition of any new billboards poses a serious threat to the scenic integrity of the byway.

DASB Board members recognize that important criteria needed to ensure sustainable tourism along the byway is dependent on its corridor's continuity. The corridor should be as continuous as possible to diminish disturbances and intrusions on the visitors' experience. Scenic byway programs are aimed at identifying, protecting and promoting our most scenic roads. The best scenic byways provide visitors with a continuous designation of the road needed to experience the rich scenery, history, and culture of the area. The addition of any new billboard construction site poses a serious risk to diminishing all of these intrinsic resources, in addition to the overall visitor experience. Therefore, the DASB Board strongly recommends resisting "segmentation" along the byway.



Outdoor Advertising Laws Vary from State to State



Resist "Segmentation" along the DASB

12.5 Segmentation Eligibility Criteria:

If however, there is an unusual circumstance that results in DASB Board members contemplating the possibility of “segmentation” along the byway, they have developed principles by referencing the “*Ohio Department of Transportation’s Segmentation Eligibility Criteria*” that they believe will help them with their decision-making process. The DASB Board’s segmentation eligibility criteria they recommend receiving from an applicant requesting a proposed billboard construction site is as follows:

- Document the proposed location by photograph or video. A 360 scenic view should be captured from the point of the proposed billboard construction site for the DASB Board and Iowa DOT to review.
- Obtain all required licensing/permitting documents and billboard inspection reports for each application.
- Send a copy of the proposed application to the DASB Board for its review. An original letter from the DASB Chair clearly stating the DASB Board’s position on the proposed billboard segmentation request is required. Both documents will be submitted to the Iowa DOT.
- Mandate the inclusion of a resolution, passed by a majority vote, from the local governing body/jurisdiction, regarding its position and rationale on the potential segmentation request. Local public involvement shall be a key consideration to the proposed billboard segmentation request. A signed “conflict of interest” statement must be provided by the jurisdiction with the resolution.
- Accept letters from the surrounding property owners, residents, tenants and/or the public-at-large that may be affected in any manner by the proposed billboard for the DASB Board’s consideration. Letters, digital or hard copy, shall be directly mailed/emailed to both the DASB Project Coordinator and the DASB Chair.

DASB Board members also recommend that each applicant submits additional documents about the proposed billboard construction site that will be needed to make an informed decision about the outdoor advertising media. Information that DASB Board members require be documented include the following:

- The section of roadway proposed for segmentation is zoned for industrial, or commercial use, or in unzoned areas has been in active industrial or commercial use(s) for a minimum of three years prior to the application that is being submitted to the DASB Board and Iowa DOT.
- The section of the roadway subject to the segmentation request contains no type of housing and a minimum of seventy-five percent of active commercial or industrial activities in a zoned or unzoned area in both directions for 2,640 feet (1/2 mile) from the proposed segmentation area. Commercial or industrial uses must be visible from the main traveled way. Verifiable documentation must be included in the initial application and renewal process.
- The section of the roadway in not part of a plan for any local, state or federal improvements to the DASB. Examples include streetscape development, tree plantings, lighting or visual improvements to the area.

- The section of roadway along the byway subject to the segmentation request on either side of the street or highway contains none of the intrinsic resources for which the DASB has been designated. This includes a) scenic beauty, b) natural and/or ecological qualities, c) historic significance, d) cultural significance, e) recreational significance, f) archaeological significance, or g) any combinations of (a - f). Furthermore, no site inventoried and listed on the intrinsic resource database for the DASB contained within this Corridor Management Plan shall be located within 2,640 feet (1/2 mile) of the edge of the site to be segmented. The measurement shall be taken from the closest segmentation edge of the roadway to the edge of the intrinsic resource property in question.
- The application must successfully and without a doubt prove that the section of roadway to be segmented is inconsistent with the designation of a scenic byway, and must prove the billboard device will not harm any property values within a 2-mile radius from the proposed billboard device point of construction. If a renewal application is denied, then at the billboard company’s expense, complete billboard device removal and complete land restoration per the local authority’s approval will occur within 90 days from the date of notification.
- The applicant must provide notification to all property owners, residents and tenants within a 2-mile radius from the proposed billboard device point of construction as to the billboard’s exact location – a to scale graphic map must be included – and the notification must direct any public responses to the local DASB Board so they may be informed at all times.
- In compliance with the Iowa DOT, proposed billboards in segmented areas neighboring the DASB must conform with the following controls: only static poster sheets on a same-sized, back-to-back billboard advertising device will be permitted and the following will not be permitted in segmented areas: multiple message advertising devices, variable message advertising devices (aka digital billboards or digital screens, movement, change or motion of any kind), 3D effects, technology applications or distracting effects of any kind, lighting or luminescence of any kind, conversions, add-ons or extensions of any kind.
- No trees, vegetation or plantings shall be pruned, killed, cut or modified for the purpose of billboard visibility.

Referencing all of the circumstances that must be met for byway “segmentation” to be permitted, DASB board members will give strong consideration to those proposed new billboard construction sites that comply with all of the application conditions listed below:

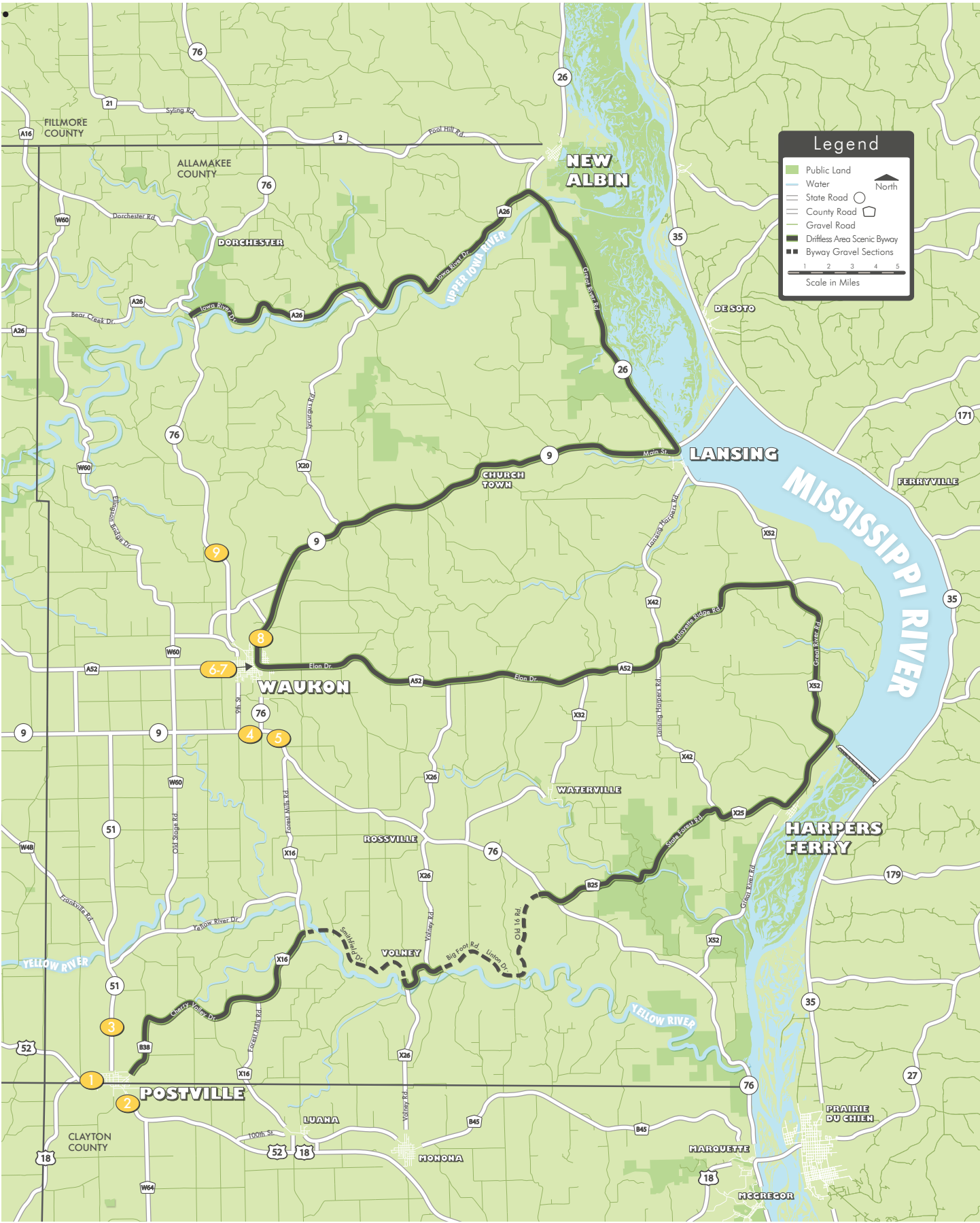
- The applicant agrees to fully comply with all conditions outlined under the segmentation eligibility criteria.
- Both the DASB Board and Iowa Department of Transportation must approve the application.
- The applicant agrees to terms that any new billboard construction site is limited to a 5-year period from the date of approval.
- Renewal applicants shall reapply in the fifth year, and if rejected, shall complete billboard removal within 90 days.



Roadside Attraction Advertisement: Muffler Man and Long Horn Steer in Waukon

12.6 Existing Outdoor Advertising: An inventory of existing outdoor advertising media located within the DASB corridor reveals that the majority of billboards are located near commercial and/or industrial areas within the byway communities of Postville and Waukon, or are along segments of the DASB where significant resources are not present. Few are visible from the actual DASB route itself. The DASB Board is making the assumption that these outlier outdoor advertising billboards have been “grandfathered in” and are permitted under the state’s regulations. The DASB Board also conducted an inventory of existing digital billboards and found that one digital LED message display exists within Waukon’s courtyard located at the intersection of Highway 9 and West Main Street. A map inventorying all existing outdoor advertising billboards can be referenced on page 183.

Map #	Media Type	Town	Size	Illumination Hours	Weekly Impressions
1	Poster Billboard	Postville	10.41x22.67	No	13,311
2	Custom Bulletin Billboard	Postville	12x24	18 Hours	15,428
3	Poster Billboard	Postville	10.41x22.67	No	10,366
4	Custom Bulletin Billboard	Waukon	12x24	18 Hours	15,429
5	Custom Bulletin Billboard	Waukon	12x24	No	8,861
6	Poster Billboard	Waukon	10.41x22.67	No	11,756
7	Digital LED Message Display	Waukon	N/A	24 Hours	11,756
8	Custom Bulletin Billboard	Waukon	12x24	No	11,749
9	Custom Bulletin Billboard	Waukon	12x24	No	8,046





1. Poster Billboard in Postville



2. Custom Bulletin Billboard in Postville



5. Custom Bulletin Billboard in Waukon



6. Poster Billboard in Waukon



3. Poster Billboard in Postville



4. Custom Bulletin Billboard in Waukon



7. Digital LED Message Display in Waukon



8. Custom Bulletin Billboard in Waukon



SECTION THIRTEEN

Comprehensive Wayshowing Plan

13.1 Introduction DASB Board members strongly believe that the communication of information to visitors to assist them with their travel plans is an important issue that needs to be addressed. Visitors need to be able to find their way through unfamiliar and complex environments at all times. The implementation of an effective wayshowing system is an essential component of the DASB. It employs the strategy of using written, audible and visual information such as signs, maps, landmarks and/or icons to help pedestrians and vehicles navigate the byway with ease. These environmental cues and tools are needed to assist byway travelers in answering the questions below:

- How do visitors find the byway?
- How do visitors orient themselves along the byway?
- What and where are the byway's intrinsic qualities?
- How do visitors know they are still on the byway?
- Where does the byway begin and end?
- How much time should visitors allocate for travel on & to the byway?
- Where should visitors stay, eat, shop, learn and recreate?
- Where are the travel services located (ATM, restrooms, etc.)?

This section of the corridor management plan looks to address these questions and outlines a preliminary plan and course of action to implement an enhanced wayshowing system along the DASB. In achieving this goal, the plan aims to provide an overview of the key concepts: 1) wayshowing vs. wayfinding, 2) the three stages of trip planning, and 3) challenges associated with wayfinding that the visitor must overcome for successful navigation of the byway. This plan also identifies and analyzes seven wayshowing components needed for a successful wayshowing system and provides DASB Board member recommendations for how each component can be improved upon along the byway.

13.2 Wayfinding vs. Wayshowing Wayshowing and wayfinding are related but distinct concepts. To understand the difference between the two terms, one needs to recognize that travelers of the byway do the wayfinding. Wayfinding is defined as the mental process performed by byway travelers who turn their goals into decisions, actions, and behaviors. It is the act of navigating the byway by being able to continuously problem-solve under uncertainty. It includes everything from byway travelers looking for clues to reassure themselves that they are where they hoped to be, to the use of information and amenities that make their byway experience safe, rewarding and enjoyable.

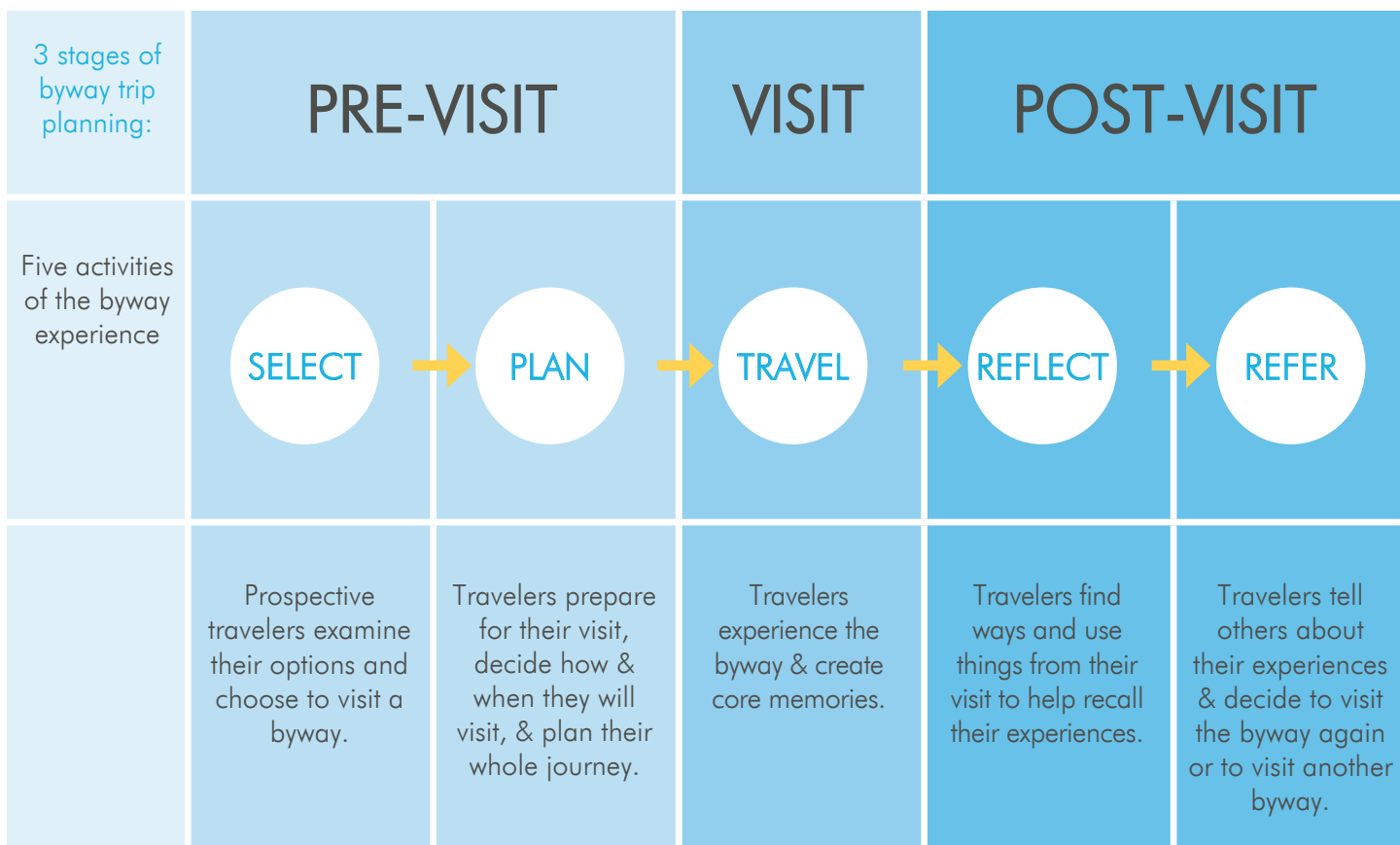
On the contrary, wayshowing is defined as the need for constant communication of information, intentionally undertaken by byway providers, to aid travelers in setting desired goals, making decisions and taking appropriate actions. Byway providers are all the individuals who have some responsibility for the byway, whether with governments, tourism agencies, volunteer committees, land owners, businesses, DASB Coordinator or DASB stakeholders. Their role is to provide assistance to byway travelers so that their wayfinding problem solving can be successful and effective along the route. Anything from preparing travel information, developing maps and brochures, planning and installing signs, or preparing navigational help in person or by electronic means



Wayshowing Sign



Wayshowing Icon



relates to wayshowing. For the DASB to be successful at providing the traveler with enjoyable experiences, the DASB will need to respect the wayfinding needs of its visitors in addition to providing and maintaining an appropriate mix of wayshowing components.

It is important to note that wayfinding and wayshowing are the basic elements found along every byway. Wayfinding vs. wayshowing represents the relationship between travelers to providers and identifies the basic tools needed to accomplish the most fundamental element of wayshowing, which includes helping the visitor navigate, learn about and enjoy the byway safely and without getting lost. It is important to understand that wayfinding (seeing, reading, hearing & learning) is what travelers do and wayshowing (drawing, writing, speaking & teaching) is what byway providers do. It is the job of byway providers to supply the visitor with tools such as the brochures, maps, audio tours, or guides needed for successful navigation.



13.3 Stages of Byway Trip Planning For the DASB to successfully develop an engaging wayshowing system, it is imperative to understand the three stages visitors go through when planning a trip to the byway. A basic understanding of the communication tools needed in addition to the questions that must be addressed during each stage of byway trip planning will also have a strong influence on the visitors' overall experience of the DASB. The figures illustrated in section 11 have been adopted from Wayshowing for Byways, A Reference Manual, published by the America's Byways Resource Center. The figures in this section look to identify 1) the stages of


byway trip planning, 2) communication tools needed at each stage and 3) questions that must be addressed to assist the DASB traveler.

Analyzing the figure above allows one to see that visitors will usually plan for their upcoming byway trip in three stages, which can be broken down into five activities. The first stage is Pre-Visit (activities include selection & planning). During the Pre-Visit Stage, the visitor selects what byway they would like to visit and then begins to plan for that trip. Decisions about what the visitor is most interested in doing on the way to, from and along the byway are researched. Helpful tools DASB providers should use to help persuade the byway visitor to make a trip to the DASB are depicted in the figure on the facing page. Questions byway providers should address during the Pre-Visit Stage are listed on page 190.

The second stage is Visit (activities include the travel itself). The Visit Stage is where the visitor arrives at a byway and attempts to navigate the route and find the byway's special places. Helpful tools DASB providers should use to help visitors safely navigate the byway are shown in the figure on the following page.

The third stage is Post-Visit (activities include reflections & referrals). The Post-Visit Stage occurs after the visitor has returned home and has had an opportunity to recall and reflect upon their trip. Helpful tools that providers should use to leave a positive, lasting memory of the DASB are portrayed on the following page. Questions that providers should address during the Post-Visit Stage are listed on page 190.

Importance to the byway wayfinding experience:	PRE-VISIT		VISIT	POST-VISIT	
 HIGH  MEDIUM  LOW					
Print Brochure					
Website					
Advertising					
Magazines					
Printed Maps					
Guide Signs					
Electronic Guidance					
Interpretive Exhibits					
Merchandise					
Social Media					
Trusted Sources					

Questions byway providers should address:	PRE-VISIT		VISIT	POST-VISIT	
					
Travelers have questions that reflect their wayfinding needs.	Where is the byway?	How will we get there?	Where are the entry points to the byway?	What good things will we remember?	How will we share our experiences?
Byway providers use wayshowing tools and clues to meet these needs.	What is there to see and do?	Where will we stay? Eat? Shop?	How will we know this is a byway?	Do we remember bad parts of the experience?	What will we tell others about our experiences?
	How much time should it take to travel the byway?	How much time will it take us to get to, from and along the byway?	Where are travel services located?	Have we kept maps, pictures or souvenirs so we can remember our byway experience?	Will we go back for another visit?
	What is the big story?	What are the intrinsic qualities of the byway?	How do we get back on when we've gotten off the byway?	What emotions will we remember?	Will we visit another byway?
	How will we benefit from this experience?	What wayside interpretive exhibits and attractions will I find?	Where are the byway attractions?		Will we recommend that others visit the byway?



Where are the byway attractions?



Where are travel services located?



What will we tell others about our experience?

13.4 Wayfinding Challenges DASB Board members recognize that being able to identify questions that surface during each stage experienced by the average byway trip planner is important to understand in order to properly implement a successful wayshowing system. Equally important is the media that byway trip planners need in order for them to be able to address travel-related questions. This is especially important, considering that an effective wayshowing system responds to the needs of visitors at all stages in their journey along the byway and its many resources to assure that travelers avoid becoming lost or confused while driving the roadway. Because of this, the DASB Board believes that effective wayshowing for the average byway traveler must address the following issues related to the designated roadway:

- Provide a guidance system of reliable and consistent wayfinding components on the byway.
- Integrate Pre-Visit, Visit and Post-Visit stages of the byway experience.
- Support how byway visitors find their way in unfamiliar travel environments.
- Respond to the unique characteristics of the byway.
- Contribute to a safe roadway and travel environment.
- Become widely implemented among byway providers.

To help DASB Board members accomplish these requirements, DASB Board members referenced *Wayshowing for Byways*, published by the America's Byways Resource Center, to identify five of the most common wayfinding challenges visitors are likely to experience while navigating the scenic byway. With the assistance of the reference manual, DASB board members identified the essential wayfinding challenges below and have made it their goal to provide visitors with the tools that are needed for them to be able to successfully accomplish the following objectives:

- Identify origin and destination.
- Determine turn locations.
- Identify segment links and directions of movement.
- Recognize on-route and distant landmarks.
- Mentally embed or visualize the route in a larger reference frame; a cognitive map.

It is the DASB Board's goal to address each of the issues and challenges listed above in order to provide DASB visitors with the ability to successfully navigate the designated route regardless of their familiarity with the region or locality. DASB Board members believe that if the issues and challenges above are addressed properly, byway travelers will be equipped to perform the various activities that make up the entire byway experience. Therefore, it is the recommendation of the DASB Board that support of effective wayshowing components should be implemented to help visitors during all stages of the byway travel experience.



Support How Visitors Find their Way



Identify Directions of Movement



Assure that Travelers Avoid Becoming Lost or Confused

13.5 Components of the Wayshowing System

To overcome the challenges visitors are likely to experience while navigating the byway, DASB Board members identified and analyzed five components they believe are necessary to implement through their wayshowing plans. The five components identified for inclusion into the DASB wayshowing system include:

1. **Driving Directions:** Turn-by-turn narrative descriptions of each distinct route segment of the DASB.
2. **Maps:** Graphic (cartographic) displays of the DASB, its surrounding corridor and regional setting.
3. **Electronic Devices & Digital Data:** Media provided for customer electronic & mobile devices.
4. **Trained Staff & Hospitality Personnel:** DASB educated visitor center staff, interpreters, volunteers, park rangers, business owners and other people who have the duty to provide timely and factual information to travelers and visitors.
5. **Signage:** A systematic collection of 1) DASB Guide Signs, 2) DASB Welcome Signs, 3) Community Welcome Signs, 4) DASB Approach Signs 5) Destination Approach Signs, 6) On-Site Identification Signs and 7) Iowa 511 Service Signs that help guide tourists to and along the byway's route.

Once the components for the byway were selected, the DASB Board began their assessment of the route's wayshowing system. Their findings, as they relate to the wayshowing components that exist along the DASB today are listed within the chart on page 208.

Component One/Driving Directions: When byway visitors arrive at the DASB during the Visit-Stage, they travel along its route and ultimately reach an end point or desired location. The route itself is connected by a continuous sequence of segments of highway, county and gravel roads that carry the byway designation. With a few exceptions, the DASB's route is an overlay designation on otherwise official numbered or named highways, roads and streets. Well-established signs are used to name these roadways (ex: Highway 76, County Road A26 and Main Street) to assist with navigation. When traveling any road, byway or not, the traveler has an expectation that every stretch of road has a name and/or number that will help them locate points of interest, attractions, travel services or an address. Because of this, DASB Board members determined that the development of driving directions was necessary to help the visitor identify the road names, numbers and surface type for proper navigation of the byway.

Existing Conditions: To date, driving directions have been identified, developed and made available to help travelers navigate the byway during the Visit-Stage of trip planning. Given the byway's start/end points, the board felt it necessary to come up with turn-by-turn directions for byway visitors to utilize when they plan a trip along the route. Driving directions provide step-by-step descriptions for how one navigates the byway when starting in Postville and ending the route near Dorchester. Driving directions, along with a detailed map that shows the location for each turn-by-turn step can be found on page 196 and page 197.



Component One: Driving Directions



Component Four: Hospitality Training



Component Two: Maps

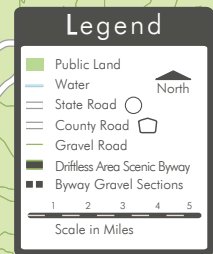


Component Three: Electronic Devices



Component Five: Signage

Step	DASB Driving Directions	Miles
Start	Start in the town of Postville at the intersection of Highway 52 & Lybrand Street	START
1	Continue on Lybrand Street (will turn into County Road B38 / Cherry Valley Drive)	6
2	Turn left onto County Road X16 / Forest Mills Road	4
3	GRAVEL - Turn right onto Smithfield Drive	4
4	Turn left onto County Road X26 / Volney Road	1
5	GRAVEL - Take the first right onto Big Foot Road through the town of Volney	1.5
6	GRAVEL - Slight right onto Linton Drive	2
7	GRAVEL - Turn left onto Old 16 Road	3
8	Turn right onto Highway 76	0.5
9	Take the first left onto County Road B25 / State Forest Road	10
10	Turn right onto County Road X25 / Lansing Harpers Road into the town of Harpers Ferry	1.5
11	Turn left onto Great River Road	8
12	Turn left onto Lafayette Ridge Drive	5
13	Turn left onto Lansing Harpers Road	0.5
14	Take first right onto County Road A52 / Elon Drive into the town of Waukon	13
15	Turn right onto Allamakee Street / Highway 9 into the town of Lansing	16
16	Continue to follow Highway 9 / Main Street through the town of Lansing	1
17	Turn left onto Highway 26	9.5
18	Turn left onto County Road A26 / Iowa River Drive	7
19	Turn right and continue onto County Road A26 / Iowa River Drive	6.5
End	End at the intersection of County Road A26 & Highway 76 near Dorchester	END/100





Component Two: DASB Printed Material with Maps

Component Two/Maps: DASB travelers unfamiliar to Allamakee County often rely on maps as much as any other wayshowing component when attempting to navigate the byway. Maps factor into the three stages of byway trip planning: they are a helpful tool for travelers when deciding what they are interested in doing (Pre-Visit), where they would like to go (Visit) and recalling their time along the byway (Post-Visit). In other words, maps are a helpful tool during the entire byway trip planning process as they help the visitor answer the following questions:

- Where are we now?
- Where do we wish to go?
- Which road or highway should we take next?
- How far do we go before we turn or stop?
- What way will we be traveling?
- How will we identify and locate attractions, sites and travel service amenities?
- What will we remember from our byway trip?

Existing Conditions: The DASB Board has worked to develop and incorporate maps into a variety of promotional material and digital media sources to help the visitor navigate and locate places of interest along its route. It was their hope, that a range of varying maps would help them reach multiple audiences, as one byway wayshowing map is most likely not capable of displaying or incorporating all of the places of interest or things to do along the entire roadway. Because of this, a variety of promotional material and digital media sources that included byway maps were developed. Digital and print promotions that feature a map of the DASB include the following:

- Printed material with maps: Iowa Byways travel guide, DASB rack card, DASB tear-sheet map, DASB culinary passport and the Iowa DOT Transportation map.
- Digital marketing with maps: An online interactive map of the byway exists for tourist use on the Iowa Tourism's DASB webpage. The interactive map identifies the byway route and provides the ability to zoom in and out along sections of the DASB.



Component Three: Electronic Devices are used to Conduct Signage Inventories Annually

Component Three/Electronic Devices & Digital Data:

DASB Board members recognize that digital data is widely available through electronic devices and can be an extremely beneficial tool for creating a successful wayshowing system for visitors who are traveling along the byway. Because of this, many byway organizations have incorporated or deployed electronic technologies into their wayfinding strategic plans in order to provide visitors with narrative, maps, GPS points and/or other content that may be helpful in providing navigational assistance to the visitor. This can be beneficial to travelers during the Pre-Visit and Visit Stage of byway trip planning, as digital data can create an effective cognitive map of the routes corridor, helping visitors determine where they want to go and how they are going to get there. Visitors to a byway may use a wide variety of digital data that is made available through the use of customer electronic and mobile devices. Potential media devices the DASB Board has identified and may consider implementing while the develop their comprehensive

wayshowing plan to assist byway visitors with their driving experience are listed below as follows:

- Personal GPS (hand-held or dashboard)
- Smartphone
- Radio, audio CD or MP3 player
- Video DVD
- Laptop
- Tablet Computers with internet connection
- Telecommunication systems via OnStar or SYNC

Existing Conditions: Today, visitors are able to conduct online research about the byway and its resources and/or attractions using the Iowa Tourism's DASB webpage. This is helpful for visitors in the Pre-Visit Stage. However, due to the byway's geographic location in rural Iowa, spotty and limited cell phone coverage opportunities for the use of digital data currently exist along many sections of the byway.



Component Four: Retail Employee along the DASB (The Painted Lady)

Component Four/Trained Staff & Hospitality Personnel:

At every stage of byway trip planning - Pre-Visit, Visit and Post-Visit - trained personnel can often make a difference between a DASB tourist having a good trip or an unpleasant experience, an extra night's stay, or a reason to recommend the trip or visit to others. Interaction with people familiar with what there is to see and do in the region and along the byway can help the visitor gain invaluable knowledge from a local's perspective that may be unattainable through publications and promotional material. Trained hospitality personnel can provide estimated time of travel, customized directions, weather and road condition updates as well as recommendations on where to stay, eat or shop. Because of this, the DASB Board believes that educating hospitality personnel about the byway is an important wayshowing component to implement.

Existing Conditions: Through discussions with local residents and byway stakeholders, members of the DASB Board have

come to the conclusion that many front line hotel, restaurant and retail employees, in addition to the "locals" who regularly interact with the DASB visitor often lack information, or know little about how to properly inform the visitor about what there is to see and do in the region, let alone along the byway. DASB Board members have received input from stakeholders that often times, the employees who are working many of the jobs within the tourism sector that are interacting with the visitor on a regular basis are young, part-time seasonal workers from the area. When asked "What is there to do around here?", many hospitality personnel often don't know what to say, or worse yet, say nothing at all. Certain sectors within the tourism industry and along the DASB have tended to perform at differing levels of success regarding visitor hospitality, though it is a common belief that additional trainings and/or educational services looking to strengthen this component of wayshowing could only serve as a benefit to each community, attraction and site located along the byway and within its corridor.



A. New DASB Guide Sign



A. Old DASB Guide Sign

Component Five/Signage: The term “byway attraction” can be defined as a place or point that is intended for visitors to notice or stop while driving along the DASB or within its corridor. Byway attractions can refer to overlooks, historic sites, museums, parks, trails, information services, interpretive centers and/or other places of interest that add to the visitors’ travel experience. For a traveler to successfully find their way to and along the byway, well-marked signage that serves to help direct, identify and confirm the identity of the DASB and each of its destinations within the corridor is essential for visitors in the Visit-Stage of byway trip planning. When an analysis of existing signage conditions and installations was conducted, the DASB Board decided to inventory and assess a wide variety of wayshowing signage types that included 1) DASB guide signs, 2) DASB welcome signs, 3) community welcome signs, 4) DASB approach signs, 5) destination approach signs, 6) on-site identification signs and 7) Iowa 511 Service Signs. Their assessment, as it relates to each type of wayshowing signage, is as follows:

A. DASB Guide Signs: A Byway Guide Sign can be defined as a branded byway logo sign that is used to provide the visitor with visual confirmation that they are on their designated route. This type of signage also encourages traveler association between the route and its scenic byway identity. It is a traffic tool intended to supplement promotional material. Though, this type of signage is not supposed to be used as an advertising medium. Byway Guide Signs have the ability to be seen and used 24 hours per day/365 days per year, which makes them an invaluable tool for visitors during the Visit-Stage of byway trip planning. When DASB Board members worked with the Iowa DOT and Scenic Byway Coordinators across the state to analyze Iowa Byway Guide Signs, input received in 2008 resulted in detecting a need for new and improved visual aid along each designated scenic byway in Iowa. Program participants believed that updated Iowa Byway Guide Signs would help visitors navigate each route and distinguish one byway from the next.

Other benefits participants believed would be a result of implementing a properly installed system of Iowa Byway Guide Signs are listed as follows:

- Inform motorists of designated byway routes.
- Guide travelers along the multiple routes that comprise a designated byway.
- Inform byway users of entrances and exits.
- Direct travelers to byway attractions.
- Offer a safe traveling environment.
- Prevent byway travelers from becoming disorientated, lost and/or frustrated.

Existing Conditions: Prior to 2008, byway guide signs were unanimously the most coveted wayshowing component that members of the DASB Board desired to add along the designated route. By working with a variety of partners, the DASB Board was able to receive funding for the design, planning and installation of new Byway Guide Signs. Today, there are 90 main route signs and 62 auxiliary signs that comprise the Byway Guide Sign System. The DASB Board's accomplishments, as they relate to the installation of byway guide signs are listed below:

Step One: Decision to Phase out Existing Byway Signage in the Fall of 2009: Although guide signs had been installed at different times along each scenic byway in Iowa between 1993-2011, all signs displayed the same graphic identity of a barn and silo. This provided the visitor with the ability to recognize when they were driving on an Iowa byway, but the universal sign was outdated and did not allow visitors to distinguish one byway from the other. Because of this, Iowa Scenic Byway Coordinators employed from RC&D's across the state worked with the Iowa DOT to develop a system-wide identity and individual graphic identities for each byway in Iowa.

Step Two: Awarded Funding from the National Scenic Byway Program (NSBP) in the Winter of 2010: RC&D's across the state worked with the Iowa DOT to receive a \$580,000 grant from the NSBP for the Iowa Byways Signage Implementation Project. Funding was used to hire a consulting firm to design and install guide signs along 10 of Iowa's byways.

Step Three: Hiring of Shive-Hattery & Voltmer Inc in the Spring of 2010: After submitting a Request for Qualifications (RFQ), Iowa Byway Coordinators selected an engineering consulting firm, Shive-Hattery, to develop a graphic identifier for the Iowa byway's program as well as individually branded logos for each of the ten Scenic byways in Iowa. Voltmer Electric Inc. was hired to install the byway guide signs across the state.

Step Four: System-Wide Graphic Identity Complete in the Summer of 2010: Shive-Hattery worked with all of the Iowa Scenic Byway Coordinators to develop a system-wide graphic identity for the Iowa Byways Program. The phrase "system-wide graphic identity" can be defined as the single image that represents the comprehensive family of Iowa byways. The "Iowa byways" design was developed to be used as a stand-alone graphic for

identifying and promoting the Iowa Byways Program, as well as to be combined with individual byway graphic identities on guide signs for each route. Graphic colors, proportions and dimensions of the system-wide graphic identity for the Iowa Byways Program can be found in the Iowa Byway Signage Policy Manual.

Step Five: Individual Byway Graphic Identity Complete in the Summer of 2010: Working alongside Shive-Hattery and the Iowa DOT, Northeast Iowa RC&D held multiple board and stakeholder meetings to develop the DASB's logo concept. After considerable discussion about what would make a memorable graphic theme for the byway, the group decided on a logo that depicts a tree silhouette highlighted with autumn colored leaves that are frequently on display each fall given the frequency of hardwood forests and woodlands along the route. In addition to the unique graphic image, the name of the byway was added to the sign to help visitors distinguish each roadway from one another. Graphic colors, proportions and dimensions of the DASB guide sign logo can be found in the Iowa Byway Signage Policy Manual by visiting www.iowadot.gov/traffic/manuals/pdf/02g-01.pdf.

Step Six: Iowa Byways Signage Policy Manual Complete in the Winter of 2010: Once a system-wide identity and individual graphic identities for each byway in Iowa was completed, the Iowa DOT developed the Iowa Byways Signage Policy Manual to meet the needs of those responsible for implementing, installing and sustaining the byway guide signs. The policy manual was adopted by the Iowa DOT and is amended to the Traffic and Safety Manual (TAS). In addition to providing information about each logo's colors, proportions and dimensions, the manual clearly defines the "rules" for how to properly install the byway guide signs. Height, offset from traveled way and more are spelled out in the policy manual, which can be referenced by visiting www.iowadot.gov/traffic/manuals/pdf/02g-01.pdf.

Step Seven: Predictive Maps Complete in the Summer of 2011: With the rules and standards in place for the byway guide signs, Shive-Hattery developed predictive maps for each byway in Iowa. Predictive maps were completed to provide knowledge and illustrations about the proposed locations for byway signs and the recommended installation type for each. This information may be found by referencing the DASB predictive map document, which can be obtained from the Iowa DOT.

Step Eight: Jurisdictional Coordination Meeting Held in the Summer of 2011: Northeast Iowa RC&D invited city officials, tourism directors, county engineers as well as employees of Iowa DOT, Voltmer and Shive-Hattery to attend a jurisdictional coordination meeting to identify, review and verify the byway guide sign locations and installation types. Each jurisdiction was encouraged to review all proposed locations of signs and alert Shive-Hattery of any changes that need to be made.

Step Nine: Locations of Proposed Signs Marked in the Summer of 2011: Jurisdictions along the DASB received a call from the



Collect Input from DASB Stakeholders

contractor, Voltmer Electric Inc., indicating that proposed sign locations had been marked with flags, ribbons or water-based marking point. County Engineers and the DASB Board was asked to promptly review the proposed locations and respond directly to the contractor with questions or concerns. Each jurisdiction was given two weeks to review the proposed sign locations and installation types.

Step Ten: Installation of Byway Guide Signs in the Fall of 2011: Once the proposed signage locations were approved, the installation of 90 main route signs and 62 auxiliary signs (mostly directional arrows) were installed along the DASB.

B. DASB Begin/End Signs: One critical function of a successful wayshowing system is to properly mark main vehicular entrances and exits to the DASB. One way to accomplish this is through the installation of Byway Welcome Signs at major starting or portal entrance points along the byway. A Byway Welcome Sign can be

defined as an expression of cordial greeting to a visitor whose arrival to the byway is desired. By strategically placing Byway Welcome Signs at high-traffic intersections and entrances, they can act as cues that let visitors know when they have arrived at the DASB, or are leaving its corridor.

Existing Conditions: When members of the DASB Board took inventory of existing Byway Welcome Signs, they found two locations where they were present. The first location was at the intersection of East Tilden Street and Lybrand Street in Postville, IA. The second location was at the intersection of Highway 76 and Iowa River Drive near Dorchester, IA. Both locations featured black and white BEGIN and END auxiliary signs that are mounted directly below the standard DASB Guide Sign. However, the DASB Board did note that both of the existing byway welcome signs more or less blended in with the other Byway Guide Signs and did not convey a sense of truly being “welcomed to the DASB.”

C. Downtown or Historic District Loop Signs: Downtown and/or Historic District Loop Signs can be defined as a sign installed at a high-traffic intersection at the entrance of a byway community that has potential to direct or bring people into the central business district, or focal point of the town. This type of signage would be especially beneficial for the communities parallel, or just off the byway route. Often times, Downtown District Loop Signs are comprised of the community logo with an Auxiliary Sign attached at the bottom. The Auxiliary Sign typically has a message or phrase to inform the traveler of the commercial, office, retail, and/or cultural/historical hub of the community and what direction the visitor must turn to reach their desired travel destination.

Existing Conditions: No Downtown District Loop Signs or Historic District Loop Signs exist along the DASB or within its corridor.

D. Destination Approach Signs: A Destination Approach Sign can be defined as a sign that serves to indicate that there is a landmark, attraction or other site destination ahead. In Iowa, types of destinations that qualify for this type of sign include incorporated communities, recreational areas, historic sites and facilities, tourist attractions, colleges and universities, public and nonprofit cultural facilities, regional airports, bus terminals, ground transportation centers, state or federal medical facilities and national guard units. To qualify, the site must be on or within 1 mile of the intersected route. Differing colors of destination signs also exist and are based on the type of destination listed on the sign. Brown is used for cultural and recreational destinations. Green is used for all other destinations. Blue is used for information signs related to motorist services such as gas, food, lodging, camping, rest areas, etc.

Existing Conditions: After extensive research went into selecting what the DASB Board believes to be the anchor attractions along the route, an assessment of Destination Approach Signs relating to each was collected. Their analysis revealed that Destination Approach Signs were present for a third of all anchor attractions along the DASB.

E. On-Site Identification Signs: An On-Site Identification Sign can be defined as a sign confirming that the visitor has reached the site and/or location they are looking for. This type of sign is often used at the entrance to a site, or located on the site itself and are not located within the public road right of way.

Existing Conditions: An analysis of On-Site Identification Signs along the DASB revealed that over half of the anchor attractions have some type of On-Site Identification Sign. The DASB Board also noticed during their inventory that this type of signage varied in shape, size, color and material from one to another. In other words, there was a lack of consistency and/or cohesive design elements when identifying one attraction from the other. Another observation made was that of the existing On-Site Identification Signs, none of the attractions acknowledged themselves to be partners of the DASB through the use of the byway logo or narrative.

F. Iowa 511 Service Signs: An Iowa 511 Service Sign can be defined as a sign displaying a call-in number that provides information about construction, detours, route-specific weather forecasts, road conditions and tourism information to the visitor. While this system of signage is aimed at managing traffic congestion and primarily used in urban areas, Iowa is exploring its use within the tourism sector.

Existing Conditions: An analysis of Iowa 511 Service Signs revealed that no Iowa 511 Service Signs exist along the DASB, or anywhere within Allamakee County.

G. Byway Cross Marketing Signs: A Byway Cross Marketing Sign can be described as a type of sign that promotes and/or informs the DASB traveler about other nearby scenic byways within the region while providing direction on how to navigate to the next scenic byway. In other words, this type of sign informs visitors that there are other byway routes in close proximity that can also offer visitors similar experiences and/or services that are offered along the DASB. This type of sign can assist in prolonging the byway visitors stay within a geographical region, as the promotion of other nearby scenic byways can retain visitors for an extended period of time.

Existing Conditions: No Byway Cross Marketing Signs exist along the DASB or within the byway corridor. However, the River Bluffs Scenic Byway (RBSB) Board is proposing that a Byway Cross Marketing Sign that informs byway visitors of the DASB be installed in the RBSB community of Clermont at the intersection of Highway 18 and Stone Street located on the north side of the city limits.

H. Community Welcome Signs: A Community Welcome Sign can be defined as an entrance sign that enables a community to define itself and welcome visitors with a sign that reflects some aspect of the community's character. Often times, a Community Welcome Sign is developed to establish a "brand" or sense of place and are custom-made signs, monuments and/or landscapes that are developed to act as cues to let the visitor know when they have arrived into the community. Their presence can help create a positive first impression, provide a constant reminder of the community's presence and/or manifest a sense of pride for the township.

Existing Conditions: When an analysis of existing Community Welcome Signs was conducted, DASB Board members identified signs for 6 of the 7 DASB anchor communities that included: Postville, Waterville, Harpers Ferry, Waukon, Lansing and New Albin. Each community welcome sign varied with differing materials and slogans. Everything from billboard graphic designs to carved wood signs and limestone rough-edge cinder blocks is present along the byway. The DASB Board also noted that no existing Community Welcome Signs incorporate information or acknowledgment of the DASB or that they are an anchor byway community. Only the town of Dorchester did not have a Community Welcome Sign.



E. On-Site Identification Sign



D. Destination Approach Sign



C. Historic District Loop Sign



H. Postville Community Welcome Sign



H. Lansing Welcome Sign



H. Waukon Community Welcome Sign



H. Harpers Ferry Community Welcome Sign









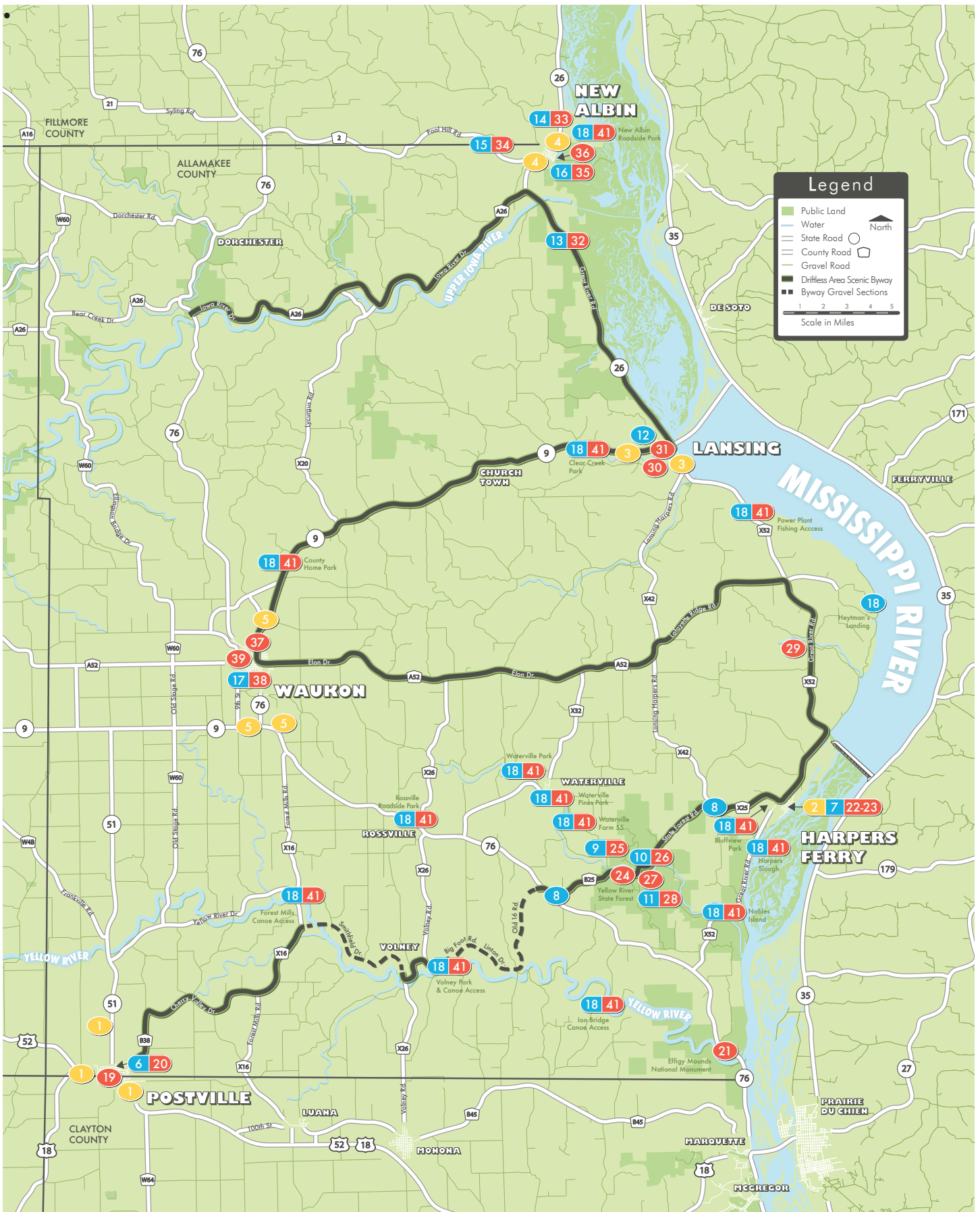
H. Waterville Welcome Sign



H. New Albin Welcome Sign

13.6 Existing Wayshowing Signage: The DASB Board would like to note that although a wide variety of signage needs may exist within the DASB corridor, they chose to focus their attention on the byway sites they consider to be their most prominent anchor attractions. A complete listing of all wayshowing signage that has been inventoried and exists along the DASB is as follows:

Intrinsic Resources	Point of Interest	Town	Byway Cross Marketing Sign 	Community Welcome Sign 	Downtown District Sign 	Destination Approach Sign 	On-Site Identification 	Iowa 511 Service Sign 
		Postville	#1 (quantity 3)					
Recreation	Postville City Park / Lulls Park	Postville					#19 (quantity 2)	
Recreation	Northeast Iowa RC&D	Postville				#6 (quantity 1)	#20 (quantity 1)	
Recreation	West Tilden Street Pull-Off	Postville						
		Harpers Ferry	#2 (quantity 1)					
History & Archaeology	Effigy Mounds National Monument	Harpers Ferry					#21 (quantity 1)	
History & Archaeology	900 Mounds Gone: Mound Group	Harpers Ferry				#7 (quantity 1)		
History & Archaeology	Oil Springs School House	Harpers Ferry						
Recreation	Tillinghast Memorial Park	Harpers Ferry					#22 (quantity 1)	
Recreation	Lock & Dam No. 9 River Walk - 2 mi	Harpers Ferry						
Recreation	AC Cons. Office & Boat Landing	Harpers Ferry					#23 (quantity 1)	
Recreation	Yellow River State Forest (YRSF)	Harpers Ferry				#8 (quantity 4)	#24 (quantity 1)	
Scenic	Paint Creek Overlook (YRSF)	Harpers Ferry				#9 (quantity 1)	#25 (quantity 1)	
Scenic	Larkin's Overlook (YRSF)	Harpers Ferry				#10 (quantity 1)	#26 (quantity 1)	
Scenic	Cedar Point Overlook (YRSF)	Harpers Ferry					#27 (quantity 1)	
Scenic	Firetower - closed to public (YRSF)	Harpers Ferry				#11 (quantity 1)	#28 (quantity 1)	
Scenic	Donahue Roadside Pull-off (YRSF)	Harpers Ferry						
Scenic	Red Oak Overlook	Harpers Ferry						
		Lansing	#3 (quantity 2)					
History & Archaeology	Black Hawk Bridge	Lansing						
History & Archaeology	Wexford Immaculate Church	Lansing					#29 (quantity 1)	
History & Archaeology	Lansing Fisheries Museum	Lansing						
History & Archaeology	Lansing Stone School	Lansing					#30 (quantity 1)	
History & Archaeology	Village Creek School House	Lansing						
Recreation	Mount Hosmer City Park	Lansing				#12 (quantity 2)		
Recreation	Driftless Area Interpretive Center	Lansing						
Recreation	Main Street Lansing Visitor Center	Lansing					#31 (quantity 1)	
		New Albin	#4 (quantity 2)					
History & Archaeology	Fish Farm Mounds State Preserve	New Albin				#13 (quantity 2)	#32 (quantity 1)	
History & Archaeology	Black Hawk Point	New Albin						
History & Archaeology	Iron Post Marker	New Albin				#14 (quantity 2)	#33 (quantity 1)	
History & Archaeology	Initial Point	New Albin				#15 (quantity 2)	#34 (quantity 1)	
Recreation	Army Road/Pool Slough - 2 miles	New Albin				#16 (quantity 2)	#35 (quantity 1)	
Scenic	Army Road Viewing Station	New Albin					#36 (quantity 1)	
		Waukon	#5 (quantity 3)					
History & Archaeology	Allamakee County Historical Museum	Waukon					#37 (quantity 1)	
Recreation	Waukon City Park & Aquatic Center	Waukon				#17 (quantity 2)	#38 (quantity 1)	
Recreation	Allamakee County ED & Tourism	Waukon					#39 (quantity 1)	
		Other						
Recreation	Mississippi River	Iowa					N/A	
Recreation	Upper Iowa Water Trail - 64 mi	Allamakee Cty						
Recreation	Yellow River Water Trail - 50 mi	Allamakee Cty						
Recreation	Allamakee County Parks	Allamakee Cty				#18 (quantity 30)	#41 (quantity 20)	
Recreation	Coldwater Trout Streams	Allamakee Cty				N/A	N/A	



13.7 Proposed Wayshowing Plan: After completing an inventory and assessment of the DASB's existing wayshowing components and signs that can be referenced on page 208 and page 209, the DASB Board recommends a variety of strategies and projects that they would like to implement into their comprehensive wayshowing system to help DASB travelers navigate the byway. It should be known that employee time and wages needed to complete each strategy and/or project is not included in the cost estimates below. Only direct project costs for every recommendation has been included. DASB Board recommendations as they relate to each of the five wayshowing components (driving directions, maps, electronic devices & digital data, trained staff & hospitality personnel and signage) are below. A map identifying the number and location of each proposed wayshowing signage is located at the end of this section.

1. Develop a DASB Turn-By-Turn Direction Flyer: National surveys indicate that online mapping services offered by Google Maps, MapQuest, Bing and/or Yahoo tend to dominate the market of directions for when travelers are in the Pre-Visit Stage of byway trip planning. However, in the case of traveling along the 100-mile DASB, an insurmountable amount of time may have to be spent zooming-in and out along the maps offered through these online mapping services to compile an accurate depiction of driving directions. Byway route signs accomplish this, to an extent, through the use of visual cues in the form of branded DASB guide signs. Though, there may be some travelers of the byway that would prefer to have some reassurance in the form of printed driving directions in order to assist them with their navigation of the byway. Because of this, the DASB Board recommends that an 8.5"x11" flyer be developed to provide detailed turn-by-turn driving instructions for scenic byway visitors to utilize for both directions of travel along the route. It is recommended that the flyer be made available online, so that printing costs would not be incurred or associated with this project. Making the flyer 8.5"x11" and posting it on the Travel Iowa's DASB webpage and other online media sources/websites would make the publication easily accessible, downloadable and printable for travelers to use while traveling the DASB.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa DOT, Travel Iowa, Iowa Byway Coordinators

Estimated Cost: N/A

2. Establish & Implement DASB Cartographic Standards:

Maps allow travelers to make informed and efficient decisions. They enable them to answer location-related questions, to support spatial behavior, to enable spatial problem solving and/or to simply be able to become aware of space. The DASB Board understands that great maps feature good design principles such as visual contrast, legibility, figure-ground organization, hierarchical organization and balance. Together, these principles form a system for seeing and

understanding the relative importance of the content and visual appeal of the map, which helps users navigate with confidence. To ensure the development of highly effective maps for the byway, the DASB Board believes that a set of standards and/or rules must be identified, agreed upon and incorporated. Referencing many concepts adopted from *Wayshowing for Byways, A Reference Manual*, published by the America's Byways Resource Center, DASB Board members have identified a list of standards and/or rules for maps and byway cartography that include the following:

- Prominently display the byway route.
- Indicate gravel road sections of the byway.
- Identify and inform the visitor of the byway corridor.
- Illustrate attractions, sites, travel services and intrinsic resources with symbols and/or labels.
- Identify all nearby towns and cities.
- Label all roads that make up the byway's route and those that lead to the byway's intrinsic resources, anchor attractions and sites.
- Use symbols, line weights, colors, patterns and fonts to consistently communicate a common meaning. Ex: all highways use a common line, all water bodies are blue, all public land is green, etc.
- Exhibit essential intrinsic resources such as rivers, trout streams, public land and other geographical features.
- Instruct visitors to the DASB to look for and follow the byway's guide signs.
- Indicate byway orientation stops, visitor centers, interpretive/education centers and other public locations where travel information may be obtained.

Partners: NEIA RC&D, Iowa DOT, Iowa Byway Coordinators, DASB Board Members

Estimated Cost: N/A

3. Provide Downloadable DASB Maps/Printed Material:

According to the Federal Communications Commission, broadband deployment in the United States, especially in rural areas, is failing to keep pace with today's advanced, high-quality voice, data, graphics and video offerings. In 2015, it was reported that over half of all rural Americans lack access to 25Mbps/3Mbps cell phone service. Factor in the spotty and/or lack-there-of cell phone coverage along the DASB, and one can begin to understand that it may be difficult for many byway travelers to rely on online media sources to access maps and/or cartography to assist them with their navigation needs while traveling the byway. Because of this, members of the DASB Board recommend that all byway printed and/or promotional material be made available for download from the Iowa Tourism's DASB webpage and other online websites where possible. Special emphasis by prioritization, should be given to those downloadable printed publications that feature a map of the byway route.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa DOT, Travel Iowa, Iowa Byway Coordinators

Estimated Cost: N/A

4. Promote Iowa DOT's 511 Service, Website & App: Traveler safety is first and foremost the primary concern and priority for members of the DASB Board. The Iowa DOT's 511 Traveler Information System is a systematic approach to providing the most up-to-date travel information through the use of a phone system, website and App. Iowa travelers can call or visit either online media outlet to receive accurate and time sensitive information about 1) weather related road conditions from Oct. 15th through April 15th, 2) statewide weather conditions, 3) state road construction projects, maintenance activities, crashes, truck restrictions and detours and 4) traveler information services regarding tourism and community events. This service is free of charge and operates 24 hours a day, seven days a week. The DASB Board recommends that the Iowa DOT's 511 website link, App link and phone number found at <http://511ia.org> be included on DASB digital marketing sources and printed material.

Partners: NEIA RC&D, Iowa DOT

Estimated Cost: N/A

5. Integrate DASB Information into the AAA Mobile App:

Statistics show that the average American spends more than two hours a day on his or her mobile device. While probably only a handful of applications make up the bulk of this total mobile device usage, it doesn't change the fact that each user has to unlock, scroll and scan their device for the Apps they are looking for. Having the Iowa byway's presence online can be undoubtedly beneficial for those who are actively looking for information about Iowa's byways, or just so happen to come across information about them unexpectedly. However, when the DASB Board and other Iowa Scenic Byway Coordinators conducted initial research for the development of an Iowa Byway's App, they learned quickly that cost estimates for the development, management and maintenance of such an App is not a feasible budgeted option for the Iowa Byways Program at this time. Cost estimates show that in addition to the initial startup cost of \$3,700 - \$7,000 to develop the App itself, there is often a monthly surcharge in the range of \$199-499 to maintain its presence on App search libraries. With this in mind, the majority of Iowa Scenic Byway Coordinators expressed their desire for an online App to members of the Byways of Iowa Foundation (BIF). Through initial conversations, a partnership opportunity presented itself through discussions with BIF members to merge and share information about each of Iowa's scenic byways by adding content, maps and narrative about each of Iowa's Scenic Byways to an existing AAA Mobile App that has already been developed and available for download online. It is the recommendation of the DASB Board to continue to pursue this partnership with AAA in order to add specific information about the DASB and all of the other scenic byways in Iowa to the existing App.

Partners: NEIA RC&D, Byways of Iowa Foundation, AAA, Iowa DOT, Iowa Byway Coordinators, Businesses/Organizations

Funding Sources: Byways of Iowa Foundation

Estimated Cost: N/A

6. Increase Educational Efforts Pertaining to Hospitality:

Members of the DASB Board has identified the need to increase educational efforts pertaining to trained staff and hospitality personnel employed at attractions and sites along the DASB. Specific recommendations for this wayshowing component may be found within the Strategic Marketing Plan's Marketing Mix Recommendations.

7. Conduct an Inventory of Byway Guide Signs Annually:

Byway providers should organize and participate in an annual inventory of DASB Guide Signs and communicate the inventory results to the applicable DASB jurisdictions and Iowa DOT. To conduct a sign inventory, the DASB Coordinator will need to drive the route and compare what signs currently exist along the byway to the sign types displayed in the DASB predictive map document, which can be obtained from the Iowa DOT. If Guide Signs and/or Auxiliary Signs are found to be missing or damaged, the Iowa DOT will provide replacement signs and the owner of the road (local agency or District DOT) will provide the pole replacement/ hardware as needed. For sign replacement, Scenic Byways Program Manager, Mary Stahlhut, may be contacted at 515-239-1369.

Partners: NEIA RC&D, Iowa DOT

Estimated Cost: N/A

8. Install Byway Welcome Signs at Select Info Hubs: Today, black & white BEGIN and END Auxiliary Signs that are mounted below DASB Guide Signs exist at two locations along the byway. However, members of the DASB Board believe that both BEGIN and END Auxiliary Signs more or less blend in with the byway's many Guide Signs and do not convey a sense of truly being "welcomed to the byway." Therefore, DASB Board members strongly recommend that a DASB Welcome Sign and/or large logo be an added component to select information hubs along the route (information hubs are referenced within the Interpretation Section of this CMP). The message "Welcome to the Driftless Area Scenic Byway" or Your Driftless Area Scenic Byway Experience Starts Here" are messages that DASB Board members would consider as examples of what they would prefer to be displayed. The DASB Welcome Sign component will be an extension added to the information hub, where a wooden post will protrude out from the top of the structure's side. A DASB logo will be hung from the wooden post, with the welcome message added to the bottom of the sign. Recommended locations for each DASB Welcome Sign can be referenced by viewing the "map of proposed wayshowing media" at the end of this section.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, Iowa DOT, Businesses/Organizations, Iowa Byway Coordinators

Potential Funding Sources: Community Foundations (ACCF), Byways of Iowa Foundation, DASB Communities

Quantity: 2

Estimated Cost: \$4,000 (\$2,000 per sign)

9. Install Community Welcome Signs: The DASB Board recommends the installation of Community Entrance Signs for the DASB anchor communities where none exist or where an existing sign could be made more prominent. Recommended locations for each Community Entrance Sign can be referenced by viewing the “map of proposed wayshowing media” at the end of this section.

Partners: City of Waterville, City of Dorchester, City of New Albin

Potential Funding Sources: Community Foundations (ACCF), DASB communities

Quantity: 3

Estimated Cost: \$24,000 (\$8,000 per welcome sign)

10. Install Downtown District Loop Signs: The DASB Board recommends the installation of Downtown District Loop Signs at select intersections and/or entrances near byway communities where the byway route does not go directly through town. Recommended locations for each Downtown District Loop Sign can be referenced by viewing the “map of proposed wayshowing media” at the end of this section.

Partners: Iowa DOT, Community Officials, Tourism Directors, County Engineers, Voltmer, Shive-Hattery, NEIA RC&D

Potential Funding Sources: Community Foundations (ACCF), DASB Communities, Chambers, Visitors Bureaus

Quantity: 3

Estimated Cost: \$1,050 (\$350 per sign)

11. Install Byway Cross Marketing Approach Signs: DASB Board members recommend the installation of DASB Cross Marketing Approach Signs at primary locations and intersections that can help navigate and inform byway travelers about other scenic byways in the region. Given that the DASB is located in close proximity to both the Great River Road National Scenic Byway and River Bluffs Scenic Byway, signage can be placed along the DASB to help lead or direct byway travelers to each and vice versa. Recommended locations for each DASB Cross Marketing Approach Signs can be referenced by viewing the “map of proposed wayshowing media” at the end of this section.

Partners: Iowa DOT, Community Officials, Tourism Directors, County Engineers, Voltmer, Shive-Hattery, NEIA RC&D

Potential Funding Source: Chambers, Visitors Bureaus

Quantity: 1

Estimated Cost: \$350 (\$350 per sign)

12. Install Destination Approach Signs: The DASB Board recommends the installation of additional Destination Approach Signs for select anchor attractions where none exist, are outdated or are not very effective due to the signs material, location, size, shape and/or content. Recommended locations for each Destination Approach Sign can be referenced by viewing the “map of proposed wayshowing media” at the end of this section.

Partners: Iowa DOT, County Engineers, NEIA RC&D

Potential Funding Source: Chambers, Visitors Bureaus

Quantity: 5

Estimated Cost: \$1,750 (\$350 per sign)

13. Distribute “Friends of the Byway” Replica Alum Signs: The DASB Board has intentions of identifying select anchor businesses and attractions along the route, considered to be DASB partners, through the distribution of the DASB window clings. However, after market research was conducted, it was found that many of the custom clear static window clings that were previously purchased became diluted, or their adhesive backing would no longer stick to the glass surface after a short period of time. To prevent this from reoccurring, while also branding said sites as anchor byway partners, the DASB Board recommends purchasing reflective engineer grade (standard) aluminum signs that feature the DASB logo with the phrase “Friend of the Driftless Area Scenic Byway” on the bottom, with a recommended size of 7”x10”.

Partners: Chambers, Visitors Bureaus, NEIA RC&D, Partners

Potential Funding Sources: Byways of Iowa Foundation

Quantity: 50

Estimated Cost: \$1,750 (\$35 per sign)

14. Install On-Site Identification Signs: The DASB Board recommends the installation of On-Site Identification Signs for anchor attractions where none exist. Recommended locations for each On-Site Identification Sign can be referenced by viewing the “map of proposed wayshowing media” at the end of this section.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, Partners

Potential Funding Source: Byways of Iowa Foundation

Quantity: 4

Estimated Cost: \$1,000 (\$250 per sign)

15. Install Iowa 511 Service Signs: DASB Board members recommend the installation of Iowa 511 Service Signs displaying a call in number at select locations to provide travelers with information about construction, detours, route-specific weather forecasts, road conditions and tourism information. Recommended locations for each sign can be referenced by viewing the “map of proposed wayshowing media” at the end of this section.

Partners: NEIA RC&D, Iowa DOT, County Engineer

Potential Funding Source: TBD

Quantity: 2

Estimated Cost: \$700 (\$350 per sign)

16. Install Public Land Wayfinding Signs: Through this project, Allamakee County will strive to improve wayfinding on public lands including: water accesses, city and county parks and preserves, Iowa DNR Wildlife Management Areas, trout stream access as well as land, ATV/UTV and water trails. Maps outlining public lands and their recreational features and amenities will be developed for every public land and access. This will also include national grid system signage to improve emergency responding procedures. Educational talks for the public will be incorporated with the installation of wayfinding signage on public lands.

Partners: Allamakee County Conservation Board, NEIA RC&D, Emergency Management Personnel, DASB municipalities

Potential Funding Sources: Land and Water Conservation Fund, Iowa County and City REAP, Iowa REAP CEP

Funding Secured to Date: \$0

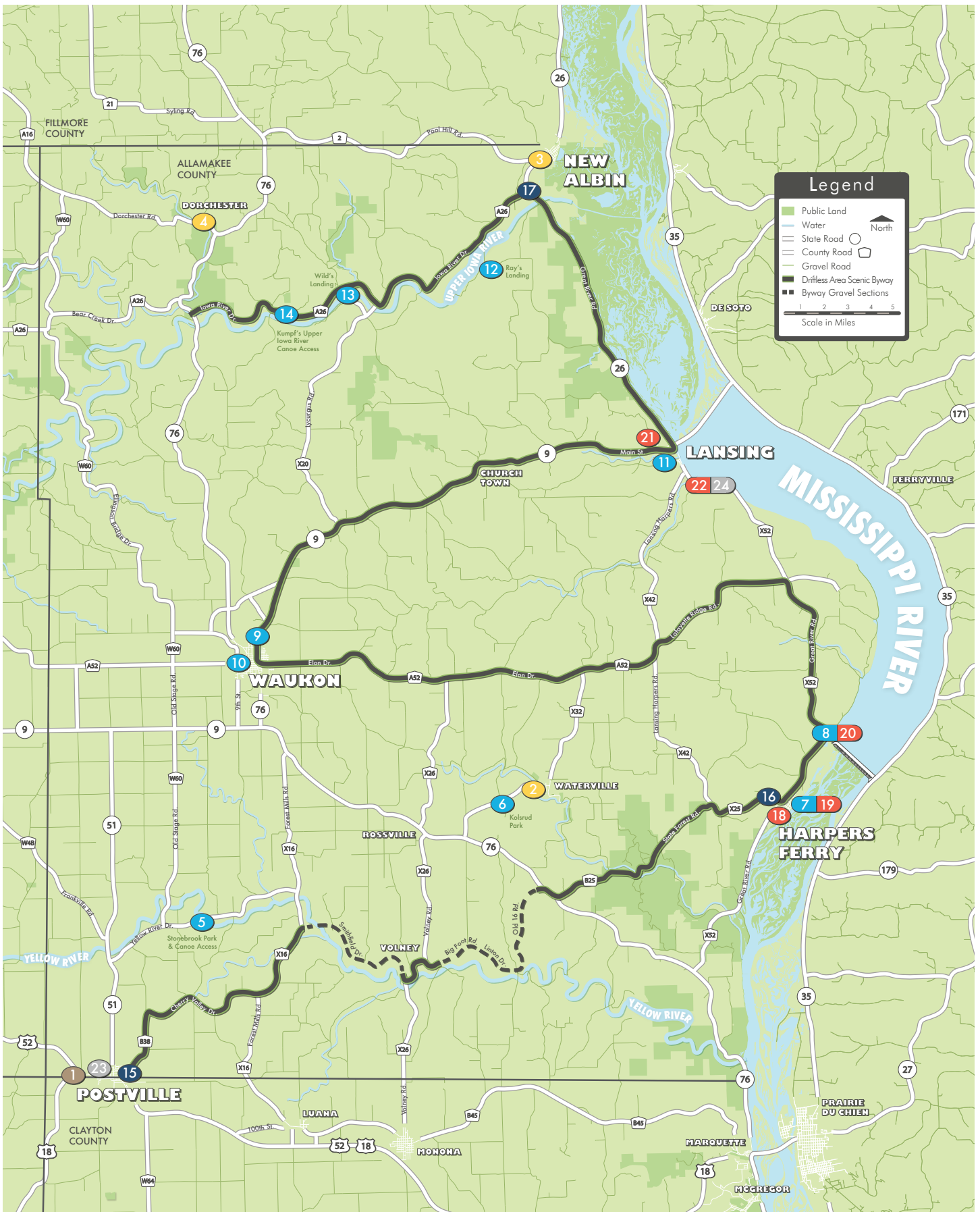
Estimated Cost: \$26,000



DASB Signage in Postville

13.8 Proposed Wayshowing Signage: The DASB Board would like to note that although a wide variety of signage needs were identified within the DASB corridor, they chose to focus their attention on the byway sites they considered to be their most prominent anchor attractions. To properly implement their wayshowing signage plans, the DASB Board recommends that efforts between municipal, county and state partners be coordinated in a way so that each entity is encouraged to work together to ensure that sign installation, maintenance and repair contracts are completed in a manner that is both visually appealing, organized and cohesive. A complete listing of all wayshowing signs that the DASB Board desires to have installed along the DASB is as follows:

Map #	Type of Wayshowing Recommended	Location / Site Name	Town
1	Byway Cross Marketing Sign	West Tilden Street / Hwy 18	Postville
2	Community Welcome Sign	Waterville Road / W Main Street	Waterville
3	Community Welcome Sign	Great River Road / Hwy 26	New Albin
4	Community Welcome Sign	Dorchester Drive / Waterloo Creek Drive	Dorchester
5	Destination Approach Marker	Stonebrook County Park	Postville
6	Destination Approach Marker	Kolsrud County Park	Waterville
7	Destination Approach Marker	Oil Springs School House	Harpers Ferry
8	Destination Approach Marker	Lock & Dam No. 9 River Walk	Harpers Ferry
9	Destination Approach Marker	Allamakee County Historical Museum	Waukon
10	Destination Approach Marker	Allamakee County ED & Tourism	Waukon
11	Destination Approach Marker	Lansing Stone School	Lansing
12	Destination Approach Marker	Ray's Landing County Park / Canoe Access	New Albin
13	Destination Approach Marker	Wild's Landing County Park / Canoe Access	New Albin
14	Destination Approach Marker	Kumpf's County Park / Canoe Access	New Albin
15	Downtown District Loop Sign	E Military Road / Lybrand Street	Postville
16	Downtown District Loop Sign	Lansing Harpers Road & Great River Road	Harpers Ferry
17	Downtown District Loop Sign	Iowa River Drive & Great River Road	New Albin
18	On-Site Identification Sign	900 Mounds Gone: Mound Group	Harpers Ferry
19	On-Site Identification Sign	Oil Springs School House	Harpers Ferry
20	On-Site Identification Sign	Lock & Dam No. 9 River Walk - 2 mi	Harpers Ferry
21	On-Site Identification Sign	Mount Hosmer City Park & Overlook	Lansing
22	On-Site Identification Sign	Driftless Area Interpretive Center	Lansing
23	Iowa 511 Service Sign (incorporated into Hub)	West Tilden Street Pull-Off	Postville
24	Iowa 511 Service Sign (incorporated into Hub)	Driftless Area Interpretive Center	Lansing



14.1 Introduction: While the strategic marketing plan looks to identify strategies for how to entice the visitor into traveling and exploring the DASB, effective interpretation looks to address how the byway stories get told to the visitor in an interesting, concise, relevant and memorable way. Interpretation is defined as a communication process designed to reveal meanings and relationships of our cultural and natural heritage to the public, through first-hand experiences with objects, artifacts, landscapes and/or sites. Essentially, interpretation involves the process of defining what makes the byway special. Members of the DASB Board understand that interpretation, if used correctly, can be an effective communication strategy to help visitors understand the rare and local stories associated with the roadway and its many resources. Interpretation can reveal stories of the people, places and events that have occurred, or are occurring, while also serving as a medium for sharing the region's history, cultural and natural heritage. Perhaps this is why interpretation is so important, as renowned Tourism Planner John Veverka states, "it changes the byway from being a place to an 'edutainment' experience."

When developing this section of the CMP, the DASB Board would like to note that their interpretive plan is intended to lay the groundwork for a more detailed and expansive Interpretive Master Plan (IMP) for the byway that Schmeckle Reserve Interpreters will have finalized by the winter of 2016. For this reason, this section provides more of a snapshot of existing interpretive resources, in addition to the DASB Board's recommendations for future interpretation. In their mission to assist Schmeckle Reserve Interpreters with the development of a successful interpretive program for the byway, the DASB Board conducted research, inventoried existing interpretation and assembled their recommendations to identify future interpretive investments that should be made. Their findings are as follows.

14.2 Information vs. Interpretation: Understanding the difference between information and interpretation is an essential component to being able to successfully identify, develop and convey meaningful interpretive media along the DASB. "Information" refers to the facts, dates, statistics, pictures or other data that can be arranged and presented to the visitor through the use of varying media sources. Though information is useful, material that uses information without interpretation often attempts to answer questions that the visitor is not asking or interested in receiving.

In contrast, "Interpretation" is the process of transforming and translating information into "the language for the visitor." Referencing an excerpt from *Heritage Interpretation: Interpretive Planning & Training Strategies*, to be truly "interpretive," the message and media source used to convey its meaning must:

- Provoke the attention and/or curiosity of the audience.
- Relate to the everyday life of the visitor.
- Reveal key concepts of the message or story through a unique viewpoint.
- Illustrate how each individual stop relates to the main interpretive theme or story of the total byway experience.
- Portray a unified, cohesive and distinctive visual identity.

14.3 Benefits of Interpretation: The difference between sharing interpretation, rather than information, with the byway visitor can be instrumental in helping to provide a successful traveling experience. The DASB Board views interpretation as an integral component of the byway and has identified their reasoning for why additional opportunities should be pursued. DASB Board members believe that additional interpretive programs and projects related to the DASB and its intrinsic resources can:

- Increase repeat use of the DASB route.
- Educate the byway traveler and provoke interest about the intrinsic resources along the designated route.
- Encourage travelers to use the DASB in a safe/responsible manner.
- Inspire travelers to visit other nearby DASB sites, businesses and attractions, thereby helping tourism grow.
- Expand the marketability of the DASB and its anchor attractions.
- Help residents gain a greater appreciation of their local heritage.
- Inspire and encourage residents to take a more active role in the stewardship of DASB resources.



Information



Interpretation

14.4 Assessment of Existing Interpretation:

Members of the DASB Board understand that a variety of interpretive methods ranging from publications and multimedia, to exhibits and themed messages, are elements of a successful interpretive program. However, since many strategies are referred to in other sections of this CMP, or are included in Schmeckle Reserve Interpreter's IMP for the DASB, the DASB Board elected to focus primarily on evaluating three components of existing interpretation along the DASB including 1) interpretive plans 2) interior interpretive displays 3) exterior interpretive media at anchor attractions along the byway. After each anchor attraction's existing interpretive conditions were inventoried, the DASB Board members provided recommendations. Their findings, as they relate to these three components of interpretation are as follows.

1. Interpretive Plans (IP): According to the National Association for Interpretive Planning, an interpretive plan clearly identifies the themes and storylines of the Byway and identifies how they are effectively shared. The successful implementation of the interpretive plan can have an immense impact on the DASB Board's goals related to advocacy, partnerships, programs, marketing and management of the byway. This is because excellent interpretive plans will often times provide the foundation for the development of marketing materials, identify anchor attraction needs, guide program development and prioritize projects that are needed to effectively communicate the byway's stories.

Existing Conditions: When the DASB Board conducted an inventory of existing interpretive plans, they decided to sort their findings into two categories, of which included information related to 1) the DASB and 2) anchor attractions along the byway. Existing conditions for both are provided below:

- **DASB Interpretive Master Plan:** An interpretive master plan was completed in fall of 2016 by Schmeckle Reserve Interpreters with input from the DASB Board, stakeholders, and Northeast Iowa RC&D planning staff. The plan includes overall recommendations and coordinates with other Iowa byway interpretive plans.
- **DASB Anchor Attractions:** Very few existing interpretive plans for anchor attractions currently exist. Out of 38 DASB anchor attractions, only Effigy Mounds National Monument, in partnership with the National Park Service and U.S. Department of the Interior, has a completed interpretive plan that has been utilized to implement interior interpretive displays and exterior interpretive media. Allamakee County Conservation Board has received funding and is working with Split Rock Studios to develop an interpretive plan for the Driftless Area Interpretive Center, which will be implemented following the completed construction of the building in the Winter of 2016.

2. Interior Interpretive Displays (IID): Interior interpretive displays can be defined as exhibits with archaeological artifacts, natural objects and/or historic implements, in combination with visuals, hands-on displays and easily understood language. These displays are typically found within museums, historic sites, nature centers and visitor welcome centers.



1. Planning for New Interpretive Center

Existing Conditions: An inventory of anchor attractions along the DASB identified those with interior objects and/or artifacts that should be interpreted. It found 3 of the byway's 38 sites, or (8%) of attractions, have interpretation. 1) Effigy Mounds National Monument has excellent interpretation, professional staff, and regular hours. They will also be using resources provided by the National Park Service to develop new and update existing interpretation in 2017. 2) Allamakee County Historical Society Museum & Genealogy Research has good interior interpretive information, but limited staff and limited hours. 3) Allamakee County Conservation Board will be developing interior interpretation at the Driftless Area Interpretive Center for the artifacts that were previously housed in the Museum of River History and Commercial Fishing, as well as other interpretation, in 2017. They plan to continue to develop additional interpretive displays, independently and with the assistance of partners, as funding becomes available.

3. Exterior Interpretive Media: The DASB Board completed an inventory, assessment and evaluation of exterior interpretive media located within the DASB corridor. Through this inventory process, DASB Board members identified three classifications of exterior interpretive media that they believe will be beneficial to the byway visitor.

- 3A) Information Hubs (IH)
- 3B) Territory Orientation Panels (TOPs)
- 3C) Wayside Exhibits (WE)



2. Driftless Area Interpretive Center (IID)



3A. Yellow River State Forest (IH)



3A. Lansing (IH)



3A. Mississippi River (IH)

3A. Information Hubs (IH): Information hubs are thematic kiosk structures that the DASB Board would like to develop at key visitor intersects to help introduce travelers to the byway and help inform and orient them to the route's attractions, stories and communities. These structures consist of multiple signs that provide maps, information and interpretation 24 hours a day, every day of the year. They are a useful component to incorporate since they have the ability to introduce the byway to motorists and visitors who pass by serendipitously. Their size and character draw attention that can help support the byway's identity and brand. Information hubs are typically found at community gathering spaces and/or elite anchor attractions.

Existing Conditions: When the DASB Board conducted an inventory of information hubs, it was discovered that very few exist along the byway or within its corridor. Of the 5 elite anchor attractions inventoried, only the Yellow River State Forest and Mississippi River were found to have information hubs. The Yellow River State Forest has an information hub at the park headquarters, while

the Mississippi River has information hubs present at the following public boat launches: Nobles Island, Heytman's, Village Creek and Army Road. The existing information hubs vary in condition. When analyzing each byway community, only the town of Lansing was found to have an information hub located on the corner of Main Street and the Great River Road. Analyzing the results show that 1 of 4 (25%) elite anchor attractions and 1 of 7 (14%) byway communities have information hubs present, none of which feature information about or related to the DASB.

3B. Territory Orientation Panels (TOPs): This type of sign is predominately used to identify, attract and orient visitors to collections of resources along the byway. Examples of locations where TOPs could be used include county parks, natural areas, trailheads, water trails, trout stream accesses and historic districts. In other words, TOPs help provide a collection of detailed information regarding a grouping of similar resources or sites that by their very nature are collectively of interest to a specific group of travelers.



3B. Stonebrook County Park (TOP)



Yellow River Canoe Trail (TOP)



3B. Upper Iowa Canoe Trail (TOP)



3C. Larkin's Overlook at Yellow River State Forest (WE)

Existing Conditions: An analysis found that TOPs are present along the DASB along the Yellow River Water Trail and in Allamakee County Conservation Board parks. The TOPs for the Yellow River Water Trail were located at three different canoe access points, including Volney Park, Ion Bridge and Sixteen Bridge. Interpretive display shelters that are intended to include TOPs have been constructed and installed at each of the 20 county parks managed and maintained by the Allamakee County Conservation Board. Although the interpretive display shelters have been constructed and installed at each location, only five of the 20 currently have interpretive material and/or panels within the shelter. However, it is important to note that none of the existing TOPs along the Yellow River Water Trail or within Allamakee County Parks have any information related to the DASB.

3C.Wayside Exhibits (WE): Wayside exhibits are interpretive panels that are placed at various attractions along the DASB to help visitors understand messages, stories and meanings behind a

resource and/or site. These stories and/or messages are included on wayside exhibits to help change a behavior, educate visitors, or evoke emotion in the traveler. Wayside exhibits are typically found at anchor attractions, sites, roadside pull-offs and/or overlooks.

Existing Conditions: An inventory of wayside exhibits along the DASB revealed that 11 of the byway's 38 anchor attractions and/or sites have some type of wayside exhibit present (29%). However, the DASB Board also noticed that the majority of the wayside exhibits located along the byway tended to vary in size, shape, material, placement and consistency. In addition, DASB Board members noticed that almost all of the wayside exhibits within the byway corridor tended to be site-specific. In other words, there has been a lack of coordinated effort between attractions and organizations to thematically unify wayside exhibits within the DASB corridor. Only one of the 11 anchor attractions with wayside exhibits present, the one in Yellow River State Forest, had any information about the DASB.



3C. Park Headquarters at Yellow River Water Trail (WE)









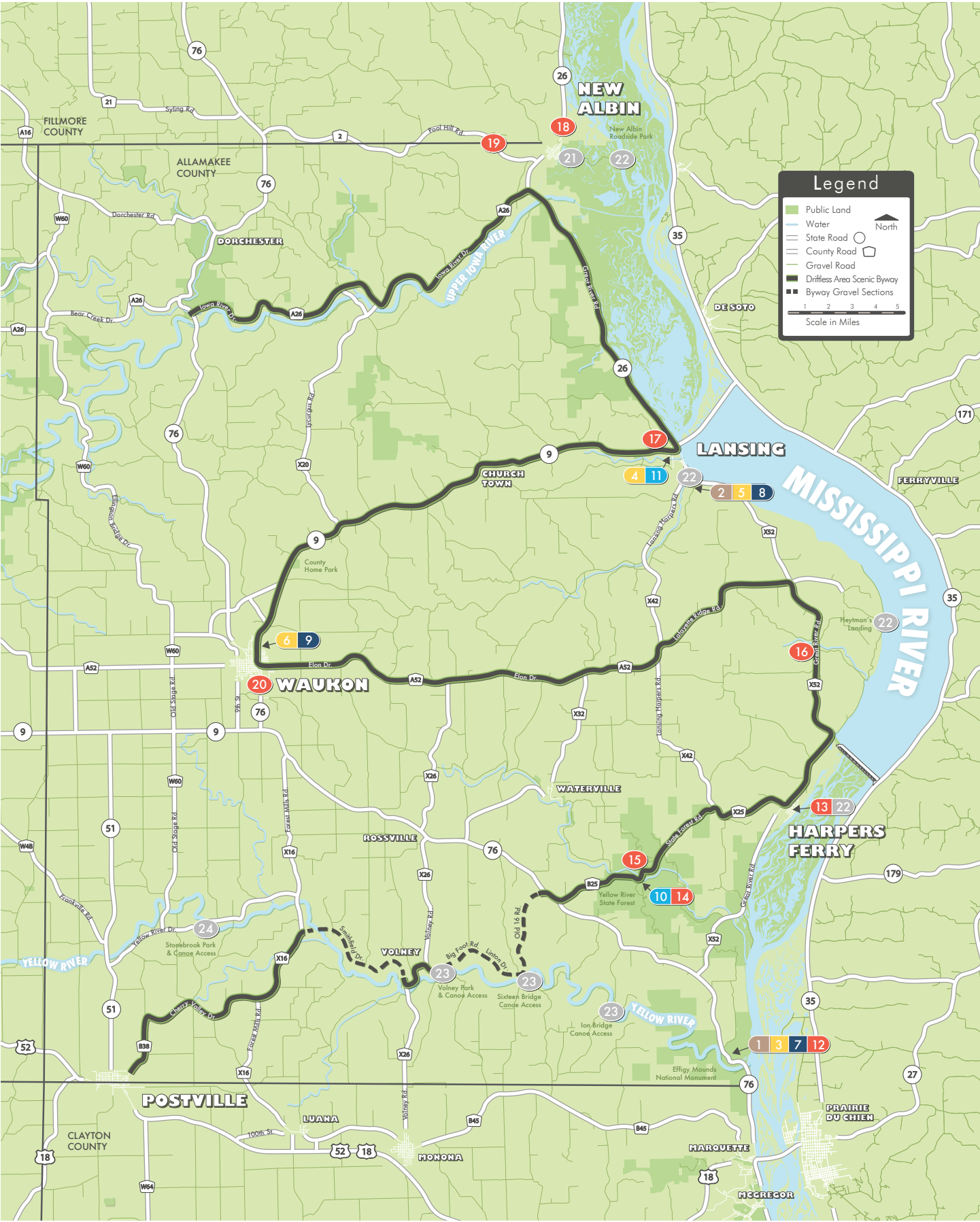
3C. Lansing Historical Society (WE)



3C. Allamakee County Conservation (WE)

14.5 Existing Interpretation: Although a wide variety of interpretive needs may exist within the DASB corridor, the DASB Board chose to focus their attention on the byway sites they consider to be their most prominent anchor attractions. A complete listing of all interpretive media that has been inventoried and exists along the DASB is as follows:

Intrinsic Resources	Point of Interest	Town	Interpretive Plan 	Interior Objects and/or artifacts 	Interior Int. Displays 	Information Hub 	Wayside Exhibit 	Territory Orient. Panel 
Postville								
Recreation	Postville City Park / Lulls Park	Postville						
Recreation	Northeast Iowa RC&D	Postville						
Recreation	West Tilden Street Pull-Off	Postville					In Future Plans	
Harpers Ferry								
History & Archaeology	Effigy Mounds National Monument	Harpers Ferry	#1	#3	#7		#12	
History & Archaeology	Harpers Ferry Mound Group	Harpers Ferry						
History & Archaeology	Oil Springs School House	Harpers Ferry						
Recreation	Tillinghast Memorial Park	Harpers Ferry						
Recreation	Lock & Dam No. 9 River Walk - 2 mi	Harpers Ferry						
Recreation	AC Cons. Office & Boat Landing	Harpers Ferry					#13	
Recreation	Yellow River State Forest (YRSF)	Harpers Ferry				#10	#14	
Scenic	Paint Creek Overlook (YRSF)	Harpers Ferry						
Scenic	Larkin's Overlook (YRSF)	Harpers Ferry					#15	
Scenic	Cedar Point Overlook (YRSF)	Harpers Ferry						
Scenic	Firetower - closed to public (YRSF)	Harpers Ferry						
Scenic	Donahue Roadside Pulloff (YRSF)	Harpers Ferry						
Scenic	Red Oak Overlook	Harpers Ferry						
Lansing #11								
History & Archaeology	Black Hawk Bridge	Lansing						
History & Archaeology	Wexford Immaculate Church	Lansing					#16	
History & Archaeology	Lansing Fisheries Museum	Lansing		#4				
History & Archaeology	Lansing Stone School	Lansing						
History & Archaeology	Village Creek School House	Lansing						
Recreation	Mount Hosmer City Park	Lansing					#17	
Recreation	Driftless Area Interpretive Center	Lansing	#2	#5	#8			
Recreation	Main Street Lansing Visitor Center	Lansing						
New Albin								
History & Archaeology	Fish Farm Mounds State Preserve	New Albin						
History & Archaeology	Black Hawk Point	New Albin						
History & Archaeology	Iron Post Marker	New Albin					#18	
History & Archaeology	Initial Point	New Albin					#19	
Recreation	Army Road/Pool Slough - 2 miles	New Albin						#21
Scenic	Army Road Viewing Station	New Albin						
Waukon								
History & Archaeology	Allamakee County Historical Museum	Waukon		#6	#9			
Recreation	Waukon City Park & Aquatic Center	Waukon					#20	
Recreation	Allamakee County ED & Tourism	Waukon						
Other								
Recreation	Mississippi River	Iowa						#22
Recreation	Upper Iowa Water Trail - 64 mi	Allamakee Cty						
Recreation	Yellow River Water Trail - 50 mi	Allamakee Cty						#23
Recreation	Allamakee County Parks	Allamakee Cty	Though all 20 county parks have shelters, only those with existing interpretive media are on map					#24
Recreation	Coldwater Trout Streams	Allamakee Cty						



14.6 Proposed Interpretive Plan: After completing an inventory and assessment of the DASB's existing interpretive plans and media components (page 224), members of the DASB Board compared their findings to the recently completed DASB Interpretive Master Plan (IMP) developed by the consulting team based out of University of Wisconsin - Stevens Point, Schmeeckle Reserve Interpreters. Then, DASB Board members developed their own prioritized list of interpretive recommendations and strategies that they wish to implement along the byway. Cost estimates for implementation, including the employee wages necessary to complete each strategy and/or project, were also developed. The four priority components of interpretation that the DASB Board desires to implement includes A) collect and inventory of photos and stories, B) implement site-specific interpretive planning, C) install exterior interpretive media - Ex: information hubs, wayside exhibits and territory orientation panels and 4) implement resource focused interpretive planning. A detailed map that identifies the number and location for each of the four proposed components of interpretation can be found on page 239.

A) Collect an Inventory of Photos & Stories:

1. Collect Stories for DASB IMP: To maximize interpretive projects along the byway, DASB Board members recommend collecting and compiling stories through Q & A sessions, public input meetings, and oral history interviews. The collection of stories will be incorporated into interpretative primary themes, sub-themes and messages and be used as content for all types of interpretive media. Examples include collecting and/or gathering additional information related to the 1) Driftless Area's landscape, 2) people who are present in the region today, 3) biologically diverse landscape and natural resources 4) prehistoric people and native cultures.

Partners: Historical Societies, Native American tribes, Chambers, Visitors Bureaus, NEITA, NEIA RC&D

Potential Funding Sources: Iowa Tourism Office, Allamakee County Community Foundation (ACCF), Byways of Iowa Foundation (BIF), Silos & Smokestacks, Iowa Department of Cultural Affairs (IDCA), private fundraising and events

Quantity: 40 interviews/sessions (8 per year)

Estimated Cost: \$10,000 (\$250 per interview/session)

2. Inventory Photos for DASB IMP: DASB Board members recommend developing an inventory of old and new photographs for use in all types of DASB interpretive media. Examples of photographs to be collected include old pictures related to historical commercial industries, family photos of local historical figures, and new photos related to present-day anchor attractions, intrinsic resources, and activities. DASB Board members recommend that people are included in the photos whenever possible and old photos are digitized.

Partners: NEIA RC&D, Local Chambers of Commerce, Northeast Iowa Tourism Association (NEITA), Historical Societies

Potential Funding Sources: NEITA, Iowa Tourism Office, ACCF, BIF, IDCA, Iowa DOT, Iowa DNR, related businesses

Quantity: 20 photo shoots (4 per year)

Estimated Cost: \$20,000 (\$1,000 per photo shoot)

B) Implement Site Specific Interpretive Planning:

3. Yellow River State Forest Site Specific Interpretive Plan:

BACKGROUND: The Yellow River State Forest (YRSF) is made up of 6 units that comprise 8,503 acres of forested wilderness near the byway community of Harpers Ferry. This State Forest is part of what is known as the Effigy Mounds-Yellow River Forest Bird Conservation Area, which encompasses 135,000 acres of land along the Mississippi River in Allamakee and Clayton counties, and according to the Iowa DNR, is regarded as the largest unfragmented forests remaining in Iowa. YRSF features over 25-miles of marked and maintained hiking and equestrian trails, three existing overlooks, over 160 campsites, the last remaining fire tower in Iowa, many diverse plant and animal species (including the cerulean warbler) and two coldwater trout streams. When an assessment of the YRSF was completed by the DASB Board, it was found that the park had a very good wayfinding system in place. However, the YRSF's six varying units also featured sparse and/or limited information and limited interpretation about the various resources and amenities within the park. Although three wayside exhibits and one information hub do exist within YRSF, this type of interpretive media is only found within the Paint Creek Unit of the YRSF near the headquarters, at the check-in post, and at Larkin's overlook. Additionally, two of the three existing interpretive panels were most recently installed in 2015 through a mutual partnership between the YRSF, the DASB Board and Northeast Iowa Resource Conservation & Development (RC&D). **PROPOSED PROJECT:** The YRSF is considered by members of the DASB Board to be one of the "anchor attractions" of the DASB. Development and implementation of a site-specific interpretive plan is essential in order to truly maximize the site's phenomenal resources, facilities, services and amenities. Additional interpretive media in the form of information hubs, wayside exhibits, territory orientation panels (TOP), education trails, and markers can all be used to provide visitors with needed information. They will encourage YRSF patrons to prolong their stay by developing their knowledge and understanding of the park's extensive resources such as overlooks, trailheads, facilities, coldwater trout streams, flora and fauna, campgrounds, geology and/or the forests ecosystem management practices. Furthermore, since the staffed hours of the park vary, interpretive media may be used to increase visitor engagement and park enjoyment when staff are not available.

Schedule: 2018-2020

Partners: NEIA RC&D, Iowa DNR, Luster Heights Prison Camp, Allamakee County Conservation Board (ACCB), Northeast Iowa Forest Advisory Committee

Potential Funding Sources: Iowa DNR, Northeast Area State and Private Forestry Grant, ACCF, ACCB, REAP CEP Grant, Upper Iowa Audubon, Upper Mississippi Audubon, Iowa Tourism Office, NEITA, local businesses and fundraising events, private contributions

Estimated Cost: \$20,000 (for plan & design development)



Need: Wayside Exhibits at Overlooks



Need: TOPs at Trout Streams



Need: Information Hubs at Campgrounds



Need: Education Trails & Markers

C) Install Exterior Interpretive Media:

4. Install DASB Information Hubs: The DASB Board recommends that at least one information hub be installed within each of the DASB's five anchor communities. They also advocate that hubs be installed at select sites, attractions, resources and/or businesses that highlight the "best of" the byway. DASB Board members recommend all hubs will be thematically unified to one another regardless of location and/or subject matter. They also recommend that the concepts developed by Schmeeckle Reserve Interpreters be further developed. This includes recommendations for structure components, panel fabrication material, panel content, potential vendors and development of a unified set of design standards. The DASB Board's preferences as they relate to information hub design and interpretive panels displayed on each information hub is as follows:

Information Hub Design:

- Display a unified and cohesive design consistent with all other interpretive media along the DASB.
- Use construction elements that are complementary to Northeast Iowa and the byway corridor.
- Locate hubs in high-traffic areas that are easily visible and accessible to the traveler.
- Use hubs to inform and orient travelers to DASB attractions, places of interest, resources, stories, and communities.
- Use vandal-resistant, durable, non-corrosive materials.
- Use local limestone bedrock for each information hub's base.
- Place a limestone slab on the top of each information hub's base that is large enough for travelers to be able to sit on the structure.
- Use wooden timbers from native or "local" trees for each information hub's support beams (Ex: ash, aspen, basswood, black cherry, black walnut, elm, hard maple, hickory, pine, red oak, white pine, etc.). The DASB Board would like to explore the idea of using lumber produced by the Yellow River State Forest's sawmill, as all of the lumber produced is native and from trees harvested from lands managed by the District and Area Forester assigned to the Yellow River State Forest, Bruce Blair.
- Use weathering steel for each information hub's arched mount plate, brackets and panel frames.
- Incorporate thematic cut-out graphics into each information hub's weathering steel mount plate.
- Explore the possibility of adding colored stained glass within each cut-out to enhance its aesthetic properties. The "themed art" should be a representation of the entire byway and its corridor.
- Powder coat all weathering steel black to prevent weathering, increase appeal, and prolong the life of the steel.
- Use graphic elements that are complimentary and cohesive with all other wayshowing media. This includes the use of unified color palettes, fonts, logos, maps, illustrations and other graphic elements.
- Incorporate additional byway welcome signs into, or constructed them next to, the hub at select locations where the hub will be located at main byway portals.

Information Hub Interpretive Panels: DASB board members recommend that interpretive panels displayed on each information hub be designed to provide the traveler with basic information about the byway and information about the community or significant anchor attraction/business for where the information hub is located. Each information hub will contain four interpretive panels, two panels on each side, and will be separated by a wooden support beam running down the center of the hub. DASB Board members advocate that the initial information hub concept that was developed within Schmeeckle Reserve Interpreter's Interpretive Master Plan be modified to reflect their brand and their priority attractions. Their recommendations, as they relate to content development for each of the four 36"x36" sized panels that will be fabricated on ½"-thick exterior CHPL material are listed below:

- Panel (1) will be located on the front of the information hub and display basic information about the DASB, its intrinsic resources and a map identifying the locations for each point of interest. The panel will also feature an arrow with the phrase "you are here" to assist with travelers spatial awareness and ability to identify their current location to the other entities within the byway corridor and environment.
- Panel (2) will be located on the front of the information hub as well and display a segment of the byway that is within close proximity to the information hub's community, attraction or business. It will provide themes, messages and stories related to the identified geographical segment of the byway.
- Panel (3) will be located on the back of the hub and will display basic information about the community, attraction or business of where the information hub is located. Information featured on this panel may include a map with points of interest of the site, photos, diagrams, illustrations and/or charts.
- Panel (4) will be located on the back of the information hub and will provide themes, messages, narrative and stories related to the community/attraction where the information hub is located.

Partners: NEIA RC&D, DASB Chambers of Commerce and City Councils, BIF, ACCB, ACED, Chambers, Iowa DNR, Upper Mississippi River National Wildlife and Fish Refuge

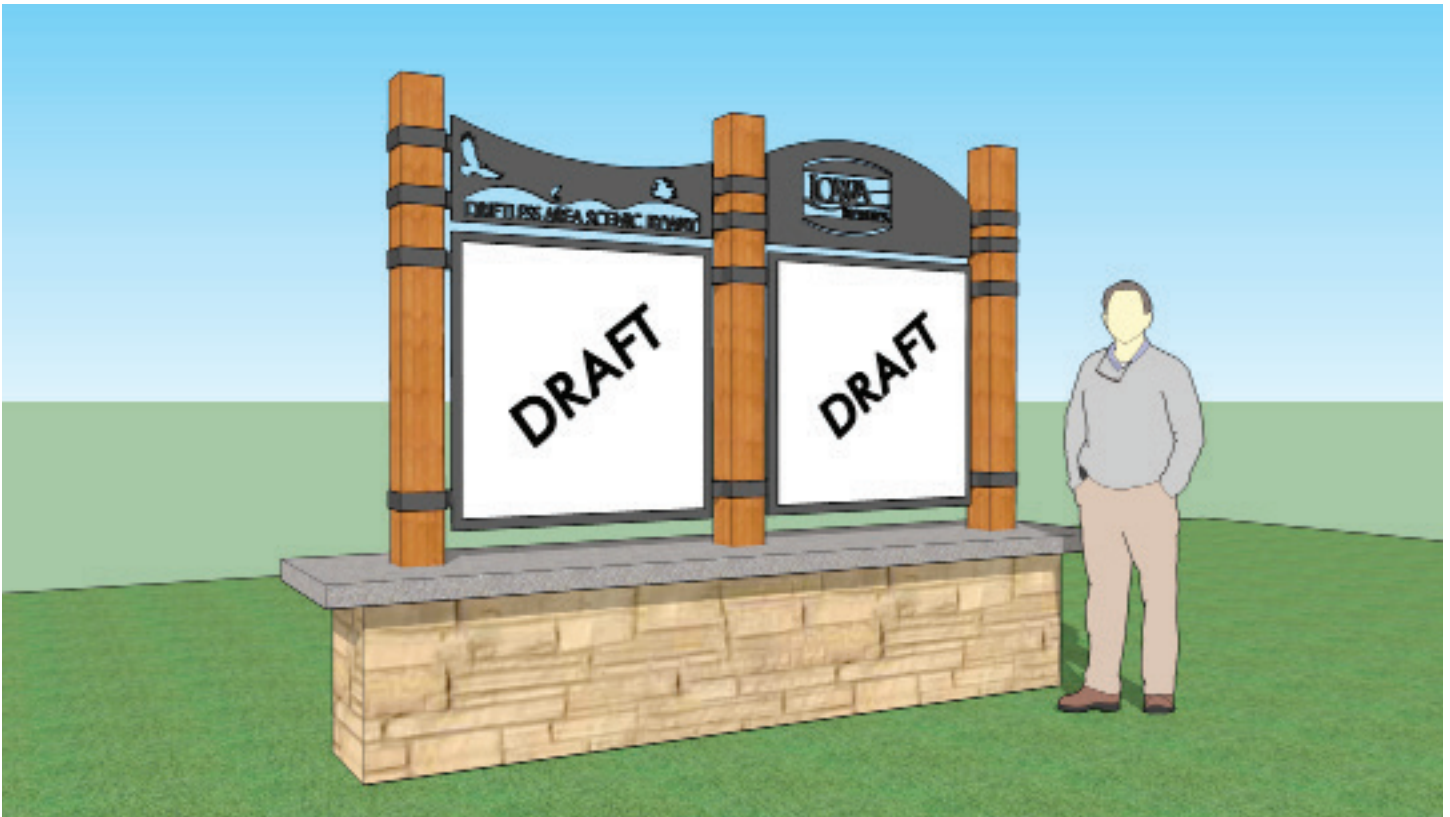
Potential Funding Sources: DASB communities, BIF, ACCF, Iowa DNR, Iowa Tourism Office, Upper Iowa Audubon, Upper Mississippi River Audubon Society, Ducks Unlimited, Driftless Area Trout Unlimited (TU), North Bear TU, TU National, Hawkeye Fly Fishermen, National Fish and Wildlife Foundation, City and/or County REAP, Upper Mississippi River National Wildlife and Fish Refuge, Friends of Pool 9, Arlin Falck Foundation, Silos & Smokestacks, local businesses and organizations, private fundraising and events

Quantity without Welcome Sign: 6

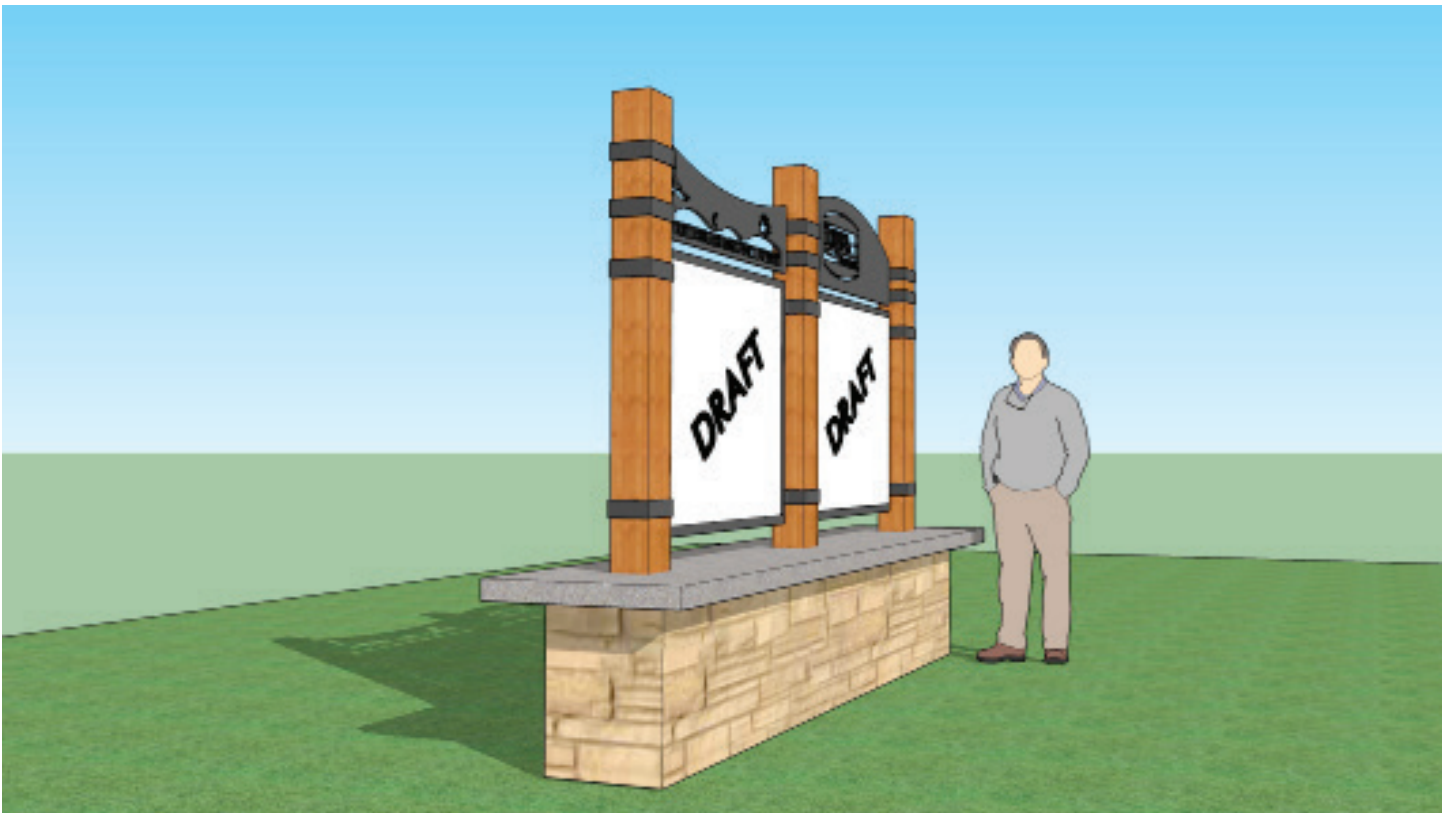
Estimated Cost: \$60,000 (\$10,000 per Hub)

Quantity with Welcome Sign: 2 (\$11,000 per Hub)

Estimated Cost: \$22,000



Concept Design for Information Hub



Concept Design for Information Hub

5. Install DASB Wayside Exhibits: The DASB Board recommends wayside exhibits be installed at select sites. To thematically unify all wayside exhibits, the DASB Board recommends that all new wayside exhibits follow the design concepts that were created and used for the 2015 Conservation Innovation Grant Interpretive Panels Project, as well as concepts that are included within the DASB interpretive Master Plan developed by Schmeeckle Reserve Interpreters. The DASB Board also recommends that implementation includes more specific wayside exhibit design and interpretive panels at each wayside exhibit. More detailed recommendations for each are as follows:

Wayside Exhibit Design:

- Display a unified and cohesive design that is consistent with all other interpretive media along the DASB.
 - Use construction elements that are complementary to northeast Iowa and the Driftless Area region of Iowa.
 - Help visitors understand messages, stories and meanings behind a resource, site or attraction.
 - Be vandal-resistant, durable and non-corrosive.
 - Use weathering steel for each wayside exhibits support base and arched mount plate.
 - Use of complementary and consistent DASB interpretive media graphic elements should be used. This includes the use of unified color palettes, fonts, logos, maps, and other graphic elements.
 - Use powder coat all weathering steel with the color black. Thematic cut-out graphics should be incorporated into each wayside exhibits weathering steel arched mount plate and support base. The “themed art” should be related to the content represented on wayside exhibits.
 - Allow featured cut-out artwork on the arched mount plate to vary from one wayside exhibit to another but keep the number of illustrated graphics consistent at three on each weathering steel arched mount plate.
- Feature the Iowa Byway’s logo on the support base.

Wayside Exhibit Interpretive Panels:

- Provide site-specific information related to the location for each on-site interpretive panel.
- Feature one 24”x36” panel fabricated on ½”-thick exterior CHPL material.
- Vary subject matter on each panel depending on the site being interpreted.

Partners: Businesses/Organizations where Wayside Exhibits will be Installed, DASB Communities, NEIA RC&D

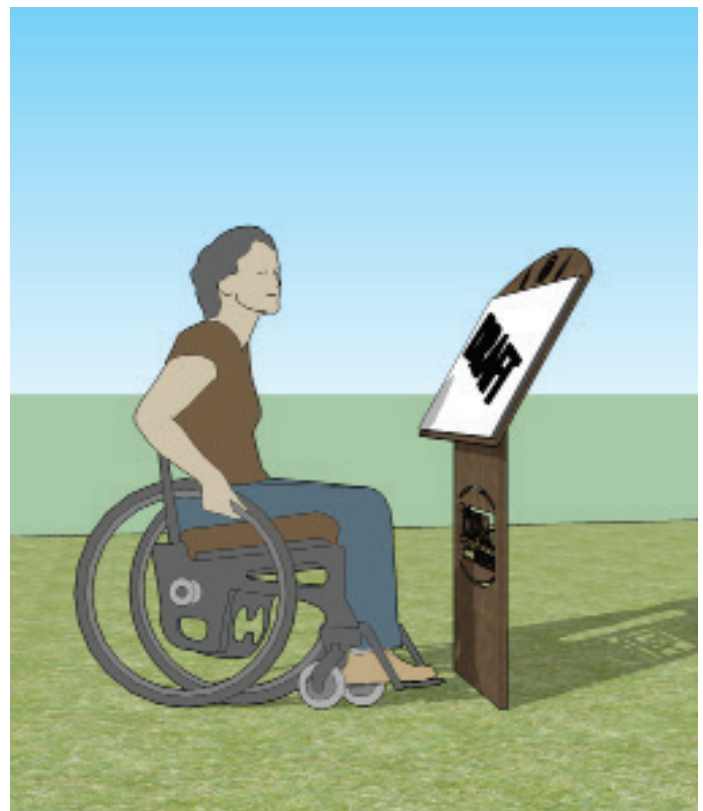
Potential Funding Sources: BIF, Iowa DNR, REAP City and County Grants, Arlin Falck Foundation, Silos & Smokestacks, ACCF, Iowa Tourism Office, NEITA, National Fish and Wildlife Foundation, City and/or County REAP, Upper Mississippi River National Wildlife and Fish Refuge, Historical Societies, DASB communities, businesses and organizations where wayside exhibits will be installed, private fundraising and events,

Quantity: 21

Estimated Cost: \$42,000 (\$2,000 per sign)



Concept Design for Wayside Exhibit



Concept Design for Wayside Exhibit

6. Install DASB Territory Orientation Panels: Public land within the DASB corridor is managed and maintained by varying local, regional, state and national entities. The DASB Board understands that each of these public entities has developed independent interpretive media for their properties. However, DASB Board members also understand that the byway's presence may provide an opportunity for select clusters of resources to be grouped together and interpreted in a unified manner, or at least universally provide information about the DASB. Therefore, the DASB Board recommends working with other organizations to install territory orientation panels (TOPs) at select locations where there is a collection of similar resources along the byway. Examples for where to install this type of interpretation includes wildlife management areas, public fishing access points, trailheads and/or a collection of comparable attractions (one-room school houses, pioneer cemeteries, county parks, trout streams, etc.).

Territory Orientation Design:

- Display a unified design that is consistent with all other interpretive media related to the cluster of resources to help foster thematic experiences available to visitors
- Use complimentary construction elements.
- Help visitors understand messages, stories and meanings behind the cluster of resources.
- Use consistent and similar design guidelines and standards. This includes the use of unified color palettes, fonts, logos, maps, and other graphic elements.

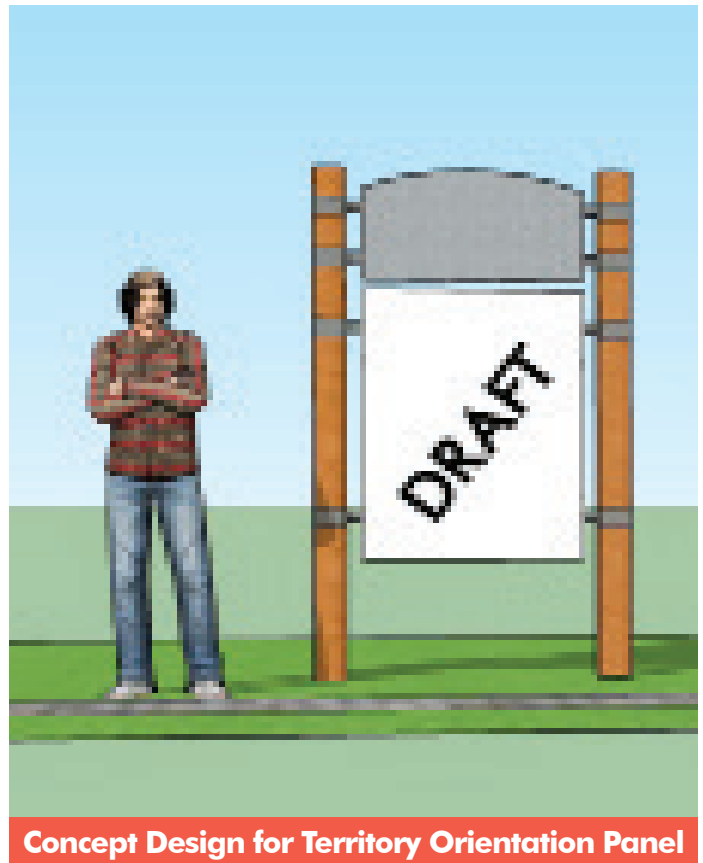
Territory Orientation Interpretive Panels:

- Use DASB design guidelines to develop new TOPs.
- Utilize the guidelines and design standards that exist for each collection of resources.
- Allow panel design for each cluster of territory orientation panels (TOPs) to differ from each other
- Use a coordinated approach to content layout. For example, the subject matter on the front panel of the Waterloo Creek trout stream access TOP could feature a map of Waterloo Creek along with detailed information about the stream's amenities and natural resources. Subject matter displayed on the back could include a map with all of the publicly accessible trout streams located in Allamakee County. Though this is only one example, it demonstrates how the DASB Board would like to utilize TOPs along the DASB.

Partners: Public entities (cities, county, state, federal) who manage area's where TOPs will be installed.

Potential Funding Sources: DASB communities, BIF, ACCF, Iowa DNR, Iowa Tourism Office, Upper Iowa Audubon, Upper Mississippi River Audubon Society, Ducks Unlimited, Driftless Area Trout Unlimited, Trout Unlimited National Office, Hawkeye Fly Fishermen, National Fish and Wildlife Foundation, City and/or County REAP, Upper Mississippi River National Wildlife and Fish Refuge, Friends of Pool 9, Arlin Falck Foundation, Silos & Smokestacks, **Quantity:** 56

Estimated Cost: \$123,000 (\$3,000/sign & \$500/ACCB sign)



Concept Design for Territory Orientation Panel



Concept Design for Territory Orientation Panel



Trout Streams of Allamakee County Resource Interpretive Plan

D) Implement Resource Focused Interpretive Planning:

7. Trout Streams of Allamakee County Resource Focused Interpretive Plan:

BACKGROUND: Located in the heart of the Driftless Area, the DASB's corridor, has a high-relief, pre-glacial landscape, that is home to some of the most popular trout fishing destinations in Iowa. There are 11 spring-fed creeks in the DASB Corridor, totaling over 65 miles of fishable water, including three of Iowa's 10 most-visited trout streams and the longest coldwater trout stream in Iowa, the Yellow River. Anglers are attracted to this area for its high concentration of prime trout waters, fish counts, trout stocking plans and year-round opportunities to catch brook, brown, and rainbow trout. Private and public efforts have contributed to making this region of Iowa a world-class trout fishery. On average, the Iowa DNR stocks approximately 50,000 catchable trout into streams in the DASB Corridor from April 1 through October 31. The stream and watershed restoration efforts of private landowners, nonprofits, and public partners has restored natural reproduction in most streams in the DASB Corridor. Unfortunately, although the resource is exceptional, little to no information about the resource or their associated amenities are available for visitors at fishing access points. Although the DNR provides an Iowa Trout Fishing Guide and downloadable stream maps online, each has limitations. The DASB Board worked with partners to develop and test the public appeal of a "DASB Trout Streams of Allamakee County" fishing guide. The publication has been highly successful, as 7,500 guides

were distributed within the first year of it being available to the public. However, Laura Olson, Allamakee County Economic Development's former Director stated, "Anglers to our area often experience confusion and annoyance because of the avenues they must take to track information down about our trout streams."

PROPOSED PROJECT: Provide anglers with on-site information about each trout stream regardless of pre-trip planning. The DASB Board recommends the development and implementation of a *Trout Streams of Allamakee County Resource Interpretive Plan*. The plan should include proposals for and installation of interpretive media that is needed to provide knowledge about each stream's walk-in fishing access points, parking lots, campsites, trout stiles, public land, stream classifications, species of trout present and stream length. Information about fly hatches, trout stocking, guide services and Iowa fishing regulations may also be included. Development of a plan for how to incorporate interpretive media to effectively help anglers navigate the DASB and all of Allamakee County's public fishing access points should also be explored.

Partners: Iowa Driftless Chapter of Trout Unlimited, North Bear Chapter of TU, TU National, Iowa DNR, Allamakee County Conservation Board, Hawkeye Fly Fishing Association, Chambers, Visitors Bureaus, NEIA RC&D, ACED,

Potential Funding Sources: NEITA, Iowa Tourism Office, Iowa DNR, ACCF, ACED, Hawkeye Fly Fishing Association (HFFA), Iowa Driftless Chapter of Trout Unlimited, North Bear Chapter of TU, TU National, ACCB, Friends of the Hatchery

Estimated Cost: \$50,000 (for plan and design development)



Allamakee County Park's Resource Interpretive Plan

8. Allamakee County Park's Resource Focused Interpretive

Plan: **BACKGROUND:** The DASB Corridor, which is bounded by the state of Minnesota on the north and the Mississippi River to the east, has a diverse terrain that provides opportunities for exploration of unique natural resources and great opportunities for recreation. The DASB Board places high-value on the various city, county, state and federal lands located within the DASB Corridor, especially considering that they provide the visitor with the greatest access to the intrinsic qualities that are located along the byway. These parks and public lands also serve an essential role in preserving the wildlife habitat and natural resources commonly enjoyed by local residents and byway visitors. The Allamakee County Conservation Board (ACCB) manages 20 individual parks, river access points and canoe landing areas that encompass over 158 acres of land in the DASB Corridor. Travelers who visit the ACCB properties can experience everything from world class whitetail deer hunting to cruising the backwaters of the Mississippi River. They can trout fish, hike, bike, cross-country ski, canoe, kayak, boat, bird watch or camp. Unfortunately, there is currently very limited information available at the parks about the parks themselves, or about other county parks that are located in the DASB Corridor. County and ACCB funding for park improvements and/or interpretation is very limited. ACCB staff recently constructed a wooden kiosk shelter in the majority of county parks. However, very few have any interpretive information other than the name of the park. Only Stonebrook Park and the four ACCB boat landings within the

DASB Corridor have any interpretive media. **PROPOSED PROJECT:** Develop an "Allamakee County Park's Resource Interpretive Plan" that will result in increased visitor enjoyment of ACCB parks and increased knowledge, understanding and skills relevant to the ACCB park's resources. Include suggestions for how interpretive media can be installed to promote all of the county's parks in a meaningful and engaging way. Include information and cartography that will inform visitors about each county park, river access point, canoe landing area and fishing access location. Include descriptive information and stories related to each park to help the ACCB enhance the visitor's experience and increase the byway traveler's knowledge about a variety of subjects related to the intrinsic qualities of the park system and within the DASB Corridor. Include strategies for orientation, wayfinding and cross-promotion of ACCB parks.

Partners: Allamakee County Conservation Board, Iowa Driftless Chapter of Trout Unlimited (TU), TU North Bear Chapter, TU National, Iowa DNR, Hawkeye Fly Fishing Association, Upper Iowa Audubon, Friends of the Decorah Fish Hatchery, Northeast Iowa Forest Advisory Committee, DASB Communities, NEIA RC&D, Native American tribes, ACED

Potential Funding Sources: ACCB, Iowa DNR, HFFA, ACCF, Community Foundation of Greater Dubuque, Iowa County, Friends of the Decorah Fish Hatchery, City and CEP REAP grants, Silos & Smokestacks, Arlin Falck Foundation, Upper Mississippi River National Wildlife and Fish Refuge, TU Chapters and National TU, Audubon Chapters, Private Fundraising and Events

Estimated Cost: \$5,000 (for plan and design development)



Upper Iowa River Resource Interpretive Plan

9. Upper Iowa River Interpretive Plan: BACKGROUND: The Upper Iowa River (UIR) and its watershed have been recognized by local, state and national entities as an exceptional resource. The UIR Watershed is an EPA Priority 1 Watershed, and an Iowa Protected Waters Area. The UIR and many of its tributaries are High Quality Resource Waters for Iowa and it was the only Iowa river to be nominated to be included in the National Wild and Scenic River System. The UIR Watershed is one of the highest quality coldwater systems in the Midwest. The river and its watershed are also known to have exceptional archaeological, historic, cultural and recreational intrinsic qualities. The historical and cultural significance of enclosures along the UIR and the importance of the river and its bluffs to the Native American's tribes and members who have a history in the region, as well as the traders and European settlers that moved into the area, are compelling. Recreational use of the river and its tributaries provides millions of dollars in economic benefit to the region. Private and public entities have ongoing efforts to protect the river, the land, and the bluffs adjacent to the river, but none of those entities are protecting the stories associated with the river or those lands. Existing interpretation along the river is extremely limited, with only a few kiosks at river access locations. This may be attributed to several challenges. Many of the access points along the river are remote and prone to vandalism. Public and private entities have a history of disagreement and conflict related

to the river and its corridor. Although the river is one of Iowa's most significant recreational resources, the type of promotion and opinions on appropriate use differ. A UIR Resource Interpretive Plan has never been developed. Development of such a plan will require collaboration and facilitation with multiple public and private partners both in and beyond the DASB Corridor. NE IA RC&D has conducted inventories and research in the UIR and its watershed and worked with landowners and public entities along the UIR and in the UIR Watershed since 1999. They helped form the UIR Alliance, which includes several landowners and partners, as a 501c3 nonprofit in 2016. **PROPOSED PROJECT:** Develop an "Upper Iowa River Resource Interpretive Plan" that will help preserve the archaeological, historical, cultural and natural resources and the associated stories of the UIR and its watershed. The plan will include strategies to help increase visitor enjoyment, knowledge, understanding, and appreciation for the UIR and its watershed while protecting its integrity. The process will bring together private and public entities and organizations to maximize the diverse partnerships.

Partners: ACCB, UIR Alliance, ACED, UIR Drainage District, Native American tribes, Iowa DNR, EMNM, NEIA RC&D,

Potential Funding Sources: ACCF, Community Foundation of Greater Dubuque, Iowa DNR, Iowa County, City and CEP REAP grants, Arlin Falck Foundation, The Depot Grant, National Fish and Wildlife Foundation, TU Chapters and National TU, Audubon Chapters, Iowa Tourism Office, BIF

Estimated Cost: \$50,000 (for plan and design development)



Yellow River Resource Interpretive Plan

10. Yellow River Resource Interpretive Plan: BACKGROUND:

The Yellow River is one of the most exceptional and remote natural resources in the DASB Corridor. Not only is the Yellow River the largest cold-water trout stream in Iowa, the Yellow River, its riparian corridor, the hardwood forest and other natural areas in the Yellow River Watershed are world renowned. They include world-class birding in a World Birding Area, unique archaeological and historic sites related to Iowa's early inhabitants, Native Americans and European settlement. The water and land trails, primitive camping, hunting and fishing are also exceptional. However, interpretation of the intrinsic qualities is minimal, limited to a handful of unrelated kiosks that provide limited information for visitors. There are several challenges that have hampered interpretation along and near this river. More than one public entity owns land along the river and within its corridor so that if a comprehensive and cohesive plan is going to be developed, it will need to cross political and jurisdictional boundaries. Any successful planning must coordinate input and buy-in from several independent entities so that both the process and all the partners respects the constraints and opportunities for each organization and/or jurisdiction. The Yellow River and its corridor is very remote. Although the remote nature is one of its natural resource and recreation strengths, it also creates maintenance and vandalism challenges that must be addressed if the partners are to have any realistic hope of implementing a successful interpretive plan.

PROPOSED PROJECT: Develop a "Yellow River Resource Interpretive Plan" that unites public and private stakeholders in a cohesive effort to interpret the intrinsic resources in, along and near the Yellow River. This effort will result in increased visitor enjoyment of, and appreciation for, the Yellow River, its riparian area, other public lands and intrinsic resources associated with the river. It will also result in an increased knowledge and understanding of those same resources, and for the Yellow River Watershed as a system. The plan will define how the public partners will work together and how their interpretative efforts will complement each other without duplicating interpretation. It will include suggestions for how independent entities can cooperatively design interpretive media so that it follows the restrictions and guidelines of independent entities while creating a cohesive experience for the visitor. It will include information and cartography that will inform and orient visitors and enhance the traveler's experience while protecting the intrinsic qualities of the byway. It will include strategies for cross-promotion of public lands along the Yellow River and in the Yellow River Watershed.

Partners: ACCB, Iowa DNR, Effigy Mounds National Monument and the National Park Service, ACED, NE IA RC&D

Potential Funding Sources: ACCB, ACED, Effigy Mounds National Monument (EMNM), ACCF, NE IA RC&D, Community Foundation of Greater Dubuque, BIF, IA DNR, HFFA, Friends of the Hatchery, IA REAP grants, Arlin Falck Foundation, Upper Mississippi River National Wildlife and Fish Refuge, TU & Audubon chapters

Estimated Cost: \$30,000 (for plan and design development)



Mississippi River Interpretive Plan

11. Mississippi River Interpretive Plan: *BACKGROUND:* The Mississippi River, its backwaters, its floodplain and the bluffs that surround it are recognized nationally and internationally for their natural, cultural, recreational and transportation significance. These resources in the DASB Corridor are collectively part of the most significant flyway in the United States, harbor important habitat for threatened and endangered species, draw visitors from around the world to the DASB Corridor and the State of Iowa and are part of a transportation and commerce system unlike anything else in the nation. The cultural and historical significance of specific sites, towns, battles, settlements, conflicts, ceremonies and traditions can not be overstated. The importance of this area to the earliest inhabitants, more recent Native American tribes, and to European settlers is also extremely significant. Most of the non-federal cultural sites, including Painted Rock and the Lost Monolith, Black Hawk Bluff, the Harpers Ferry Mound Group and Fish Farm Mounds, have little to no interpretation. Given that this resource extends the length of the DASB Corridor/Allamakee County, there are also limited opportunities for visitors to learn about specific natural resources and wildlife, such as individual species that use the corridor like cerulean warblers, red-shouldered hawks and peregrine falcons, or the complex ecosystems, geology and natural resources. City, county, state and federal partners have worked to protect the associated resources by establishing the Upper Mississippi River National Wildlife and Fish Refuge, by purchasing adjacent properties and by working with private landowners to obtain easements.

However, these partners have never come together to develop a plan for interpretation of the resources. Development of such a plan would require collaboration and facilitation with multiple public and private partners. Existing interpretation is currently limited in scope and/or duplicative and typically only found at boat access landings, rather than in high-traffic locations where a byway traveler would be likely to encounter them. *PROPOSED PROJECT:* Develop a “DASB Mississippi River Interpretive Plan” that will help preserve and interpret the archaeological, historical, cultural, natural and other intrinsic resources and the associated stories of the Mississippi River and its corridor within the DASB Corridor. The process will bring together private and public entities to maximize the diverse opportunities for partnership and make it more likely that the plan will be implemented. It will recognize the diverse interests, resources, and partnership opportunities while taking into account the limitations and restrictions that organizations have and the fragility of the resources.

Partners: Upper Mississippi River National Wildlife & Fish Refuge, Friends of Pool 9, ACCB, ACED, Iowa DNR, EMNM, Native American tribes, the Upper Mississippi River Parkway Commission, Iowa DOT, DASB Mississippi River towns, historical societies

Potential Funding Sources: BIF, National Fish and Wildlife Foundation, Upper Mississippi River National Wildlife and Fish Refuge, ACCF, Community Foundation of Greater Dubuque, Iowa DNR, Arlin Falck Foundation, Audubon Chapters, Iowa Tourism Office, Ducks Unlimited, sport fishing and outdoor businesses, local businesses and event fundraising

Estimated Cost: \$50,000 (for plan and design development)



Native American Heritage Sites Resource Interpretive Plan

12. Native American Heritage Sites Resource Interpretive Plan:

BACKGROUND: The DASB Corridor is teaming with archaeological sites and Native American history. Many of the sites are located within city, county, state and federal lands that were, or are intended to protect them; others are on private lands. They include sites that were significant to specific tribes and others that were important to all tribes. Some of the sites and historic events are related to good times for the tribes, while others to tragic events. Although some have been knowingly and unknowingly impacted, the mounds, enclosures, artifacts, hieroglyphics, paintings, sacred sites and personal historic accounts are still important and deserving of every effort to preserve them for future generations. Some of the sites are along the Yellow River, the Upper Iowa or the Mississippi River; others on the bluffs that tower over these river valleys or in the hills of the DASB Corridor. Although they are collectively significant, no entity has worked with the Native American Tribes to develop a plan for interpretation of these resources throughout the DASB Corridor. The National Park Service and Effigy Mounds National Monument personnel have interpreted these resources at the Monument. They have also established relationships with nearly 20 to 25 Native American tribes that have a connection to the region. Recently, they have also expressed interest in increased communication with local partners by helping to coordinate open and improved dialog between local partners and Native American tribes. The Allamakee County Historical Society Museum &

Genealogy Research Board and staff have related expertise, education, artifacts and experience that would be helpful to any effort. Local partners have expressed an interest in increased interpretation and protection of Native American sites and history. The DASB Board has recommended the development of a Native American Museum in one of the DASB Corridor communities and multiple communities have expressed interest in hosting the museum. **PROPOSED PROJECT:** Develop a “Native American Heritage Sites Resource Interpretive Plan” that will help preserve the archaeological, historical, cultural and natural resources that are significant to the Native American tribes who once inhabited the DASB Corridor or currently have a strong connection to the DASB Corridor. The plan will lean heavily on input from the Native American tribes, their knowledge and understanding and their appreciation for the resources. It will bring private and public partners together and work to maximize the opportunities to create diverse partnerships and increase protection of the resource. It will also include a feasibility study that will determine the feasibility of developing a Native American Museum in the DASB Corridor.

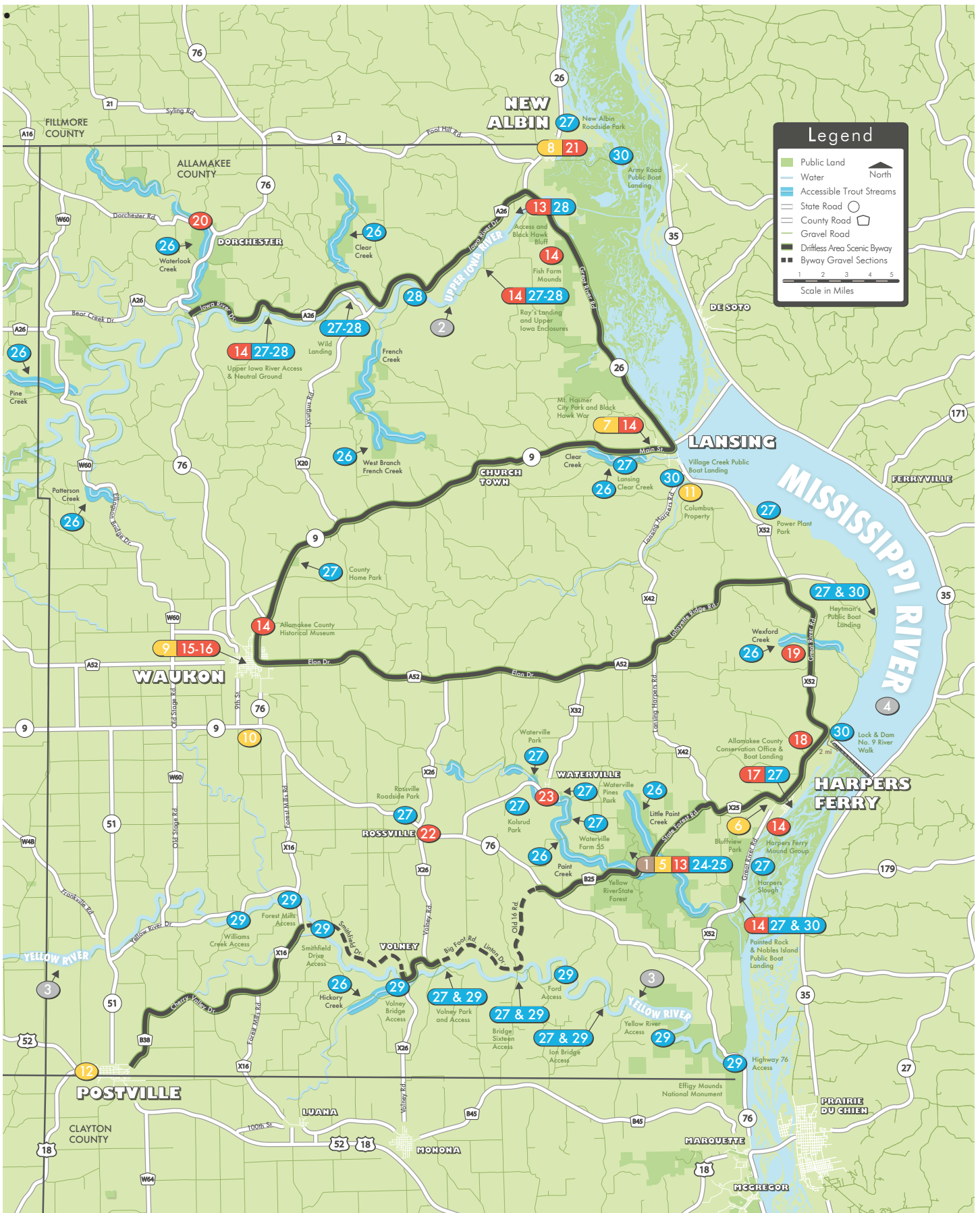
Partners: Native American tribes, EMNM, ACCB, Iowa DNR, Iowa Department of Cultural Affairs, NE IA RC&D

Potential Funding Sources: ACCF, Community Foundation of Greater Dubuque, Iowa DNR, Iowa County, City and CEP REAP grants, National Fish and Wildlife Foundation, Iowa Department of Cultural Affairs, BIF

Estimated Cost: \$75,000 (for completion of the feasibility study, plan and design development)

14.7 Proposed Interpretive Media: Although a wide variety of interpretive needs were identified, the DASB Board chose to focus their attention on the byway sites they considered to be their most prominent anchor attractions. They understand that each project listed below is subject to change based on the proposed site-specific interpretive panels (SSIP) and resource focused interpretive plans (RFIP). DASB Board members also recognize that some collections of resources overlap one another. Examples include Allamakee County Parks that also serve as river access points, canoe landing areas and/or public access to trout streams. For these locations, the DASB Board recommends that all the resources be interpreted on-site. Using Allamakee County Parks as an example, this means that multiple interpretive media and/or panels would be coordinated and installed at the following county park's that overlap the following collection of resources: 1) Yellow River Canoe Trail (YRCT): Volney Park, Sixteen Bridge & Ion Bridge, 2) Upper Iowa River Canoe Trail (UIC): Wild Landing & Ray's Landing, 3) Mississippi River: Nobles Island & Heytman's and 4) Trout Stream Access: Kolsrud, Waterville, Waterville Pines, Waterville Farm 55 and Clear Creek. The DASB Board suggests that efforts between municipal, county and state partners be coordinated in a way so that each entity is encouraged to work together to ensure that installation, design standards, maintenance and repair contracts are completed in a manner that is both visually appealing, organized and cohesive. A complete listing of all interpretive media that the DASB Board recommends for implementation in the byway corridor is as follows:

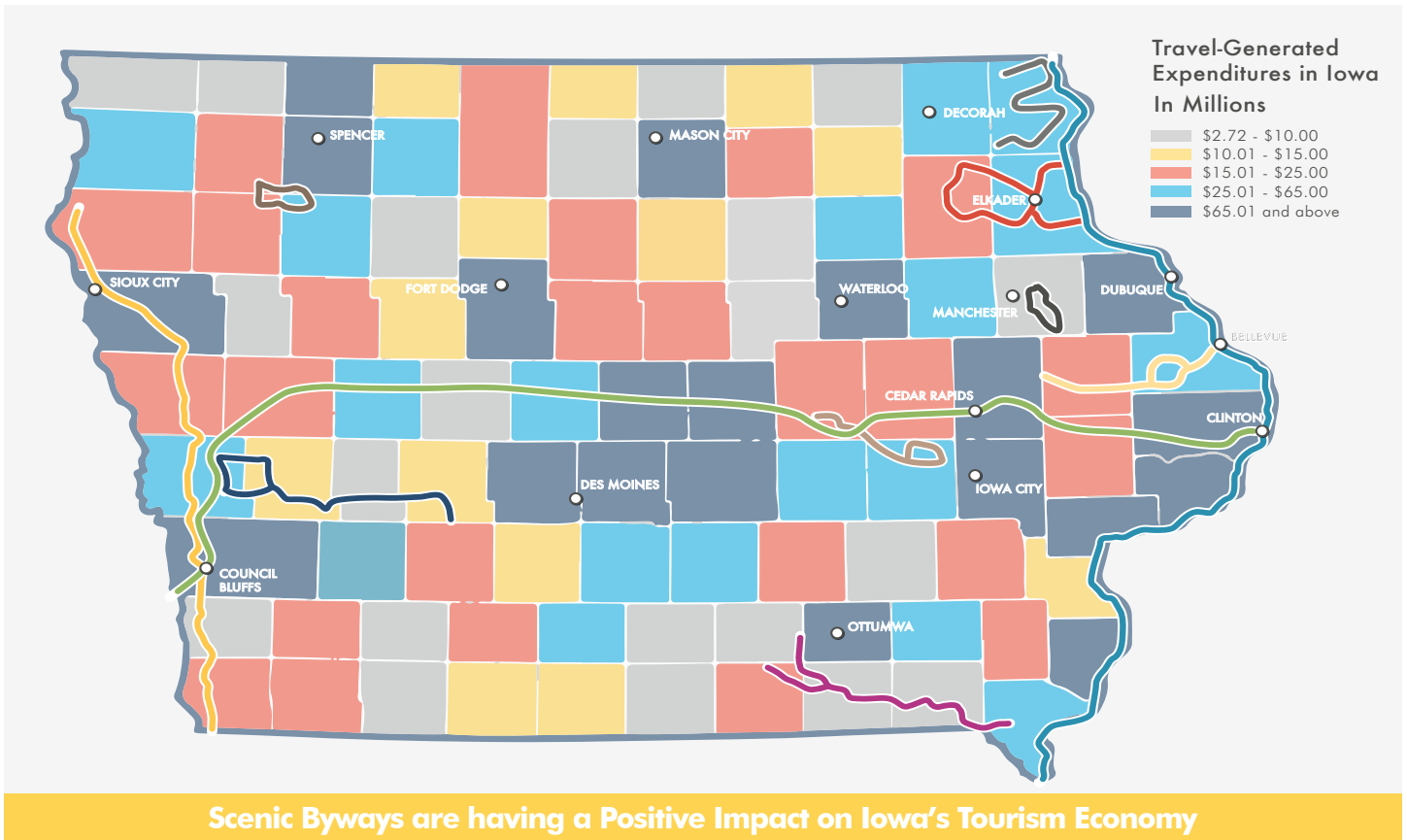
Map #	Type of Interpretive Media Recommended	Site Name	Location
1	Site Specific Interpretive Planning (SSIP - A)	Yellow River State Forest	Harpers Ferry
n/c	Resource Focused Interpretive Planning (RFIP - B)	Trout Streams of Allamakee County	Allamakee County
n/c	Resource Focused Interpretive Planning (RFIP - C)	Allamakee County Conservation Parks	Allamakee County
2	Resource Focused Interpretive Planning (RFIP - D)	Upper Iowa River Canoe Trail (UIC)	Allamakee County
3	Resource Focused Interpretive Planning (RFIP - E)	Yellow River Canoe Trail (YRCT)	Allamakee County
4	Resource Focused Interpretive Planning (RFIP - F)	Mississippi River	Allamakee County
n/c	Resource Focused Interpretive Planning (RFIP - G)	Native American Heritage Sites	Allamakee County
5	Information Hub (SSIP - A)	Yellow River State Forest Park Headquarters	Harpers Ferry
6	Information Hub	Bluffview Park	Harpers Ferry
7	Information Hub	Mount Hosmer City Park	Lansing
8	Information Hub	City Park & Gazebo	New Albin
9	Information Hub	Allamakee County Economic Development & Tourism	Waukon
10	Information Hub	Waukon Harley Davidson	Waukon
11	Information Hub with Welcome Sign	Driftless Area Interpretive Center	Lansing
12	Information Hub with Welcome Sign	West Tilden Street / Hwy 18 roadside pull-off	Postville
13	Wayside Exhibit (SSIP - A)	Yellow River State Forest Overlooks (4)	Harpers Ferry
14	Wayside Exhibit (RFIP - G)	Native American Heritage Sites (8)	Allamakee County
15	Wayside Exhibit	Main Street Plaza	Waukon
16	Wayside Exhibit	WW Homestead Dairy	Waukon
17	Wayside Exhibit	Oil Springs Schoolhouse	Harpers Ferry
18	Wayside Exhibit	Mohn's Fish Market	Harpers Ferry
19	Wayside Exhibit	Wexford Immaculate Conception Church	Harpers Ferry
20	Wayside Exhibit	Downtown on Waterloo Creek Drive	Dorchester
21	Wayside Exhibit	City Meat Market	New Albin
22	Wayside Exhibit	Old Rossville Store	Rossville
23	Wayside Exhibit	Main Street by Trout Mural	Waterville
24	Territory Orientation Panel (SSIP - A)	Yellow River State Forest Campgrounds (3)	Harpers Ferry
25	Territory Orientation Panel (SSIP - A)	Yellow River State Forest Trailheads (5)	Harpers Ferry
26	Territory Orientation Panel (RFIP - B)	Allamakee County Trout Streams (10)	Allamakee County
27	Territory Orientation Panel (RFIP - C)	Allamakee County Conservation Parks (18)	Allamakee County
28	Territory Orientation Panel (RFIP - D)	Upper Iowa Water Trail Canoe Landing Areas (5)	Allamakee County
29	Territory Orientation Panel (RFIP - E)	Yellow River Water Trail Canoe Landing Areas (10)	Allamakee County
30	Territory Orientation Panel (RFIP - F)	Mississippi River (5)	Allamakee County





SECTION FIFTEEN

Strategic Marketing Plan



15.1 Introduction: A strategic marketing plan is a process of anticipating future events and conditions and determining the best course of action necessary to achieve marketing objectives. These marketing objectives include uncovering the unique and distinctive features, benefits, and values one can expect to experience along the byway, both natural and man-made, and shaping them into a distinctive identity or brand. Through branded marketing material and promotions, the DASB Board can then develop and distribute material that accurately portrays the byway experience, in addition to highlighting its unique or special properties effectively. These marketing objectives can have an enormous impact on influencing the byway use patterns of tourists and residents alike, especially when all are combined to satisfy the needs of a target market. If marketing of the byway is done properly, it will yield net sales, or new and repeat byway visitors. An increase of byway visitors will translate to more overnight stays, the growth of local jobs and additional revenue produced by lodging and sales tax. In other words, successful marketing can have a vast impact on tourism, which in return can have indirect economic benefits to byway communities and businesses. Because of this, the DASB Board has made it their goal to identify and implement marketing strategies that affect the greatest number of byway travelers in the most cost-effective way. Included in this marketing plan is a comprehensive collection of the research, assessments, strategies and proposed actions of board members and stakeholders, assembled with the purpose of accomplishing

this goal. It is their intention that all recommendations related to year-round tourism and byway use be balanced with the protection and preservation of byway resources. Information collected for this plan is the result of extensive public information gathering, market research and surveys. It is a representation of the "locals" support for the byway and their commitment to the protection, enhancement and marketing of the intrinsic resources and values that make the DASB a truly valued tourist destination.

15.2 Situational Analysis: The tourism sector, according to the World Travel & Tourism Council, generated US\$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. In the United States, the travel and tourism industry is one of the largest industries, making a total contribution of \$1.47 trillion in 2014, with \$26 billion coming from international travel.

In the state of Iowa, the tourism industry is significant, employing 66,500 Iowans. This represents 4.3% of the state's total non-agricultural employment. On average, every dollar spent by domestic travelers produced 15.2 cents in payroll income for Iowa residents. In 2014, domestic travel expenditures in Iowa totaled \$8.1 billion, which if broken up by tourism sectors includes general retail trade (7%), public transportation (10.7%), auto transportation (41.1%), lodging (11.2%), food service (20.2%) and entertainment and recreation (9.8%).

Comparing Iowa's scenic byways to the state's tourism industry shows that there has been a positive correlation between the overall health of the state's tourism economy and the development of the Iowa Byways Program. Although quantitative research about the economic impacts of scenic byway tourism is limited, other indicators from 2015, such as the \$150 million generated from state gas tax and an increase in revenues brought in by tourists in the auto transportation sector (privately-owned vehicles that are used for trips), indicate that Iowa's scenic byways are having a positive impact on the local economy. Iowa's two national scenic byways and nine state-designated scenic byways comprise 1,668 of DOT's 9,043 maintained miles of roadway (18%), are present in 40 of Iowa's 99 counties (40.4%) and traverse through 158 of the 947 incorporated communities in the state (17%). 14 of the 26 Iowa welcome centers (54%) also happen to be located along Iowa's byways. When one takes into account all of the attractions, intrinsic resources and tourism sectors that are found along each designated route, their presence becomes even more impactful to the state.

15.3 SWOT Analysis: While scenic byways have emerged in Iowa as a potential growth strategy for the state's tourism market, the DASB Board understands that the strengths (S) of Iowa's byways, and more specifically the DASB's, are offset by weaknesses (W). In addition, opportunities (O) that can be utilized to accelerate this process are matched with a number of threats (T). A summary of the DASB Board's SWOT analysis is as follows:

STRENGTHS: Support Successful Outcomes for the DASB

- The DASB's aesthetic properties contributed to it being rated as the number one most scenic state-byway in Iowa.
- The DASB is comprised of winding and curvy road segments that are mostly paved (with the exception of a 9-mile gravel fragment near Volney), feature low traffic volume and maintain a feeling of spacious solitude, perfect for American adults who enjoy driving or riding for pleasure.
- Included in the DASB corridor is the Mississippi River, which is the third-largest watershed in the world and home to 360 species of fish, 326 species of birds, 145 species of amphibians and 50 species of mammals.
- Located near the community of Harpers Ferry is Effigy Mounds National Monument, which features the largest and finest group of animal-shaped Native American burial mounds (known as effigy mounds) in the country.
- Iowa DNR efforts recognize Allamakee County as the second most visited trout fishing destination by county in the state, with 15 of Iowa's 81 trout streams (19%), that total 65 miles of the state's 202 total miles of fishable trout water (32%) are located in the byway's corridor. This also includes 3 of the state's top 10 most visited trout streams, Waterloo Creek, Yellow River and Little Paint Creek, that are visited by over 56,000 anglers annually.
- Allamakee County is one of only 20-some counties in Iowa to have passed an ordinance permitting all-terrain vehicles or off-road utility vehicles to be operated on secondary roads. This equates to over 600 miles of road that may be utilized by ATV/UTVs within the DASB corridor.

- The DASB's Yellow River is purported by Iowa DNR Fisheries to have the highest gradient of any canoeable stream in Iowa.
- The DASB incorporates over 324 miles of land trail, 25 miles of equestrian trail and 200 miles of snowmobile trail.
- The Effigy Mounds-Yellow River Bird Conservation Area is Iowa's first "Globally Important Bird Area." The 135,000 acres of land, much of which is located within the DASB corridor, is also regarded as the largest fragmented forest remaining in the state of Iowa.
- A total of (141) territories that bald eagles use for breeding purposes are located within Allamakee County, ranking first in Iowa and comprising (33%) of all active bald eagle territories in the state.
- The DASB encompasses one of the most extensive canoe trail hubs in the state, the 156-mile Upper Iowa River. This natural resource caters to over 314,000 angler trips per year, stimulating over \$29 million in economic activity. It has also been designated by the 90th U.S. Congress as one of only 27 rivers in the nation to be included in the National Wild and Scenic River System.

WEAKNESSES: Aspects that Detract Value from the DASB

- Rural business hours of operation vary, are limited or are inconsistent with one another.
- Many community downtowns have empty store fronts.
- Iowa is a seasonal state, (60%) of tourists visit during 3 months of the year.
- Rural sections of the byway often have poor mobile network coverage and/or service.
- Though there is a municipal airport in the byway community of Waukon, the closest international airport is 180 miles away in Minneapolis, MN.
- Property tax values and declining rural populations make it challenging to fund community infrastructure improvements

OPPORTUNITIES: Reasons the DASB is Likely to Prosper

- Overcome misconceptions and perceived ideas about Iowa.
- DASB communities care about their natural resources and are open to developing and sharing them with the visitor.
- Natural and recreational resources comprise the largest segment of tourism activities and are consistent along the entire byway.
- The volunteers involved with byway-related projects are passionate, dedicated and engaged. The DASB board alone is comprised of (12) members, who collectively serve on (75) different boards and/or committees within the region.
- Locals, many of which are the descendants and relatives of the German, Irish & Norwegian settlements along the byway, are willing & eager to share their recollections, stories, traditions & values with the visitor.

THREATS: External Factors Beyond the DASB's Control

- The DASB must compete to attract byway travelers with 74 other byways from Iowa (10) and the bordering states of Illinois (7), Kansas (8), Minnesota (21), Missouri (10), Nebraska (8), South Dakota (6) and Wisconsin (4).

- A lack of completed economic impact studies and surveys regarding the DASB's ROI data may hinder potential supporters, volunteers, allies or investors and funding sources.
- Reductions in state funding, changes in leadership and/or volunteer burnout can impact the byway's sustainability.
- There are many local, regional and state entities and organizations competing for the same limited grant funding foundations/sources used to pay for byway-related projects.
- Outside economic factors such as the general state of the economy, high taxes and/or rising gas prices may cause travel along the DASB to fluctuate or be inconsistent.
- Incompatible infrastructure development, natural disturbances and/or industrial expansion (ex: frac sand mining) may have an impact on the byway's intrinsic resources.

15.4 Market Analysis: Identifying the assets and liabilities is an important exercise when attempting to gauge the byway visitor's perception. To accomplish this, a marketing analysis can be completed to identify the dynamism of a market, or the collection of information about the market where the DASB is located. When this concept is applied to the DASB, it helps address the following questions: 1) who are the potential byway visitors, 2) where are they coming from, 3) when are they planning to come and 4) what do they like to do? In an effort to understand the current tourism trends as they relate to the state of Iowa, the DASB Board found it beneficial to first analyze information pertaining to Iowa tourists and tourists from surrounding states collected from Travel Iowa's Trip Planning Surveys and Welcome Center Survey Reports for the state of Iowa. Findings, as they relate to travel in Iowa, are as follows:

Who are the Demographics of Families Touring Iowa?

- Market Share: Families make up 48% of all tourists visiting the state of Iowa.
- Age: The average age of the family trip planner was 43.
- Gender: 75% of family trip planners are female.
- Travel Party Size: 4.2 people.
- Average Number of Nights: 1.9 nights spent traveling in Iowa
- Purpose of Trip: The primary purpose of the trip included (87%) leisure, (9%) family & friends and (4%) other.
- Lodging: Family lodging preferences included (78%) hotel/motel, (35%) campgrounds, (21%) day trip/no overnight, (21%) resort, (16%) friends & family and (15%) bed & breakfast.

Who are the Demographics of Adults Touring Iowa?

- Market Share: Adults make up 52% of all tourists visiting the state of Iowa.
- Age: The average age of the family trip planner was 56.
- Gender: 60% of family trip planners are female.
- Travel Party Size: 2.4 people.
- Average Number of Nights: 1.9 nights spent traveling in Iowa.
- Purpose of Trip: The primary purpose included (82%) leisure, (14%) family & friends and (4%) other.
- Lodging: Family lodging preferences included (76%) hotel/motel, (23%) campgrounds, (22%) bed & breakfast, (22%) day trip/no overnight, (17%) friends & family and (13%) resort.

What are Tourists to Iowa Most Interested in Doing?

- A survey conducted in 2015 revealed that tourists who planned their trip to Iowa using the Travel Iowa website were most interested in (74.8%) scenic byways, (73.9%) festivals and events, (69.9%) history, (68.7%) outdoors, (57.3%) food & drink, (36.1%) shopping, (24%) agriculture and (16.5%) sports.

When are Tourists to Iowa Planning their Trip?

- Due to the inclement weather and changing seasons experienced throughout the Midwest, most tourists plan their trip to Iowa during the summer months. In fact, more than (91%) of tourists visit Iowa between May and October and nearly (60%) of all visits occur during June, July and August. A breakdown of when trips were planned in Iowa in 2015 are as follows: (0.3%) January, (0.4%) February, (1.5%) March, (3.7%) April, (9.3%) May, (21.3%) June, (22.6%) July, (15.5%) August, (12.3%) September, (10.1%) October, (2.3%) November and (0.8%) December.

Where are Tourists to Iowa Coming from?

- During the latest series of surveys and studies, Iowans accounted for (24%) of the people planning a trip in Iowa. Travel planners from the bordering states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin were (33%) of the planners. Tourists from other states were (43%) of the planners. Focusing on Iowa and the surrounding states, the travelers' places of residence were as follows: (39.3%) Iowa, (16.3%) Illinois, (13.5%) Wisconsin, (11.4%) Minnesota, (9.3%) Missouri, (5.3%) Nebraska, (3.5%) Kansas and (1.5%) South Dakota.

Where are Tourists Receiving Info about Iowa's Byways?

- A survey conducted by Iowa Welcome Centers found that 1 in 4 tourists who stopped in at an Iowa Welcome Center in 2009 requested information about Iowa's scenic byways.
- Surveys and studies show that 94% of scenic byway tourists use the internet to decide on a destination. According to a survey conducted by Travel Iowa, 3 out of 4 tourists who plan a trip to Iowa using the www.traveliowa.com website request information about Iowa's Byways.
- Many scenic byway tourists are introduced to the byway at their travel destination. In fact, this represents the largest group of byway users who claim a willingness to sample the byway experience if it is at or near their travel destination.

After compiling and analyzing stats pertaining to Iowa's tourism sector, the DASB Board gained valuable insight about the average Iowa trip planner and visitor. The Information reveals that Travel Iowa's primary target audience is women with children in their homes, and since over 70% of tourists who plan their trip using Travel Iowa's website are interested in Iowa's scenic byways, the DASB Board believes that this is a strong target audience to allocate resources towards. However, they also realize that there has been a limited amount of information gathering, market research and surveys completed specifically about Iowa's Byways. Because of this, they believe untapped target markets and marketing strategies must be explored further.

15.5 Targeted Markets & Audiences: The identification of target markets is the process of selecting a group of people who the firm decides to direct its marketing efforts toward. When this concept is applied to the DASB, it helps address the following questions: 1) What types of tourists should we target?, 2) What are the characteristics of these tourists?, and 3) How do we target them? In an effort to answer these questions, the DASB Board has worked with a variety of partners to conduct a considerable amount of information gathering to identify, analyze and prioritize the target markets for whom the marketing strategies should be directed towards. Following this research, the DASB Board identified their primary target market to be Scenic Byway Tourists. The secondary target audiences for Scenic Byway Tourists, prioritized in order, includes those who are seeking 1) Scenic Byway Tourism 2) Adventure Tourism, 3) Cultural & Heritage Tourism, 4) Culinary Tourism and 5) Motorcycle Tourism. Information about each target market is as follows:

One: The Scenic Byway Tourist

Overview: Scenic Byway Tourists can be defined as an individual who enjoys traveling along a designated route to experience one or more of the six intrinsic resources: archaeological, cultural, historic, natural, recreational and scenic. The Scenic Byway Tourist represents over (70%) of the visitors who are planning a trip to Iowa. They are comprised of individuals with a variety of interests and values. However, one characteristic that Scenic Byway Tourists seem to all have in common is that they enjoy driving for pleasure. This is a huge segment of the American population and probably the most obvious market likely to be interested in Iowa's scenic byways. According to the National Scenic Byway Foundation, (40%) of American adults drive for pleasure, which makes driving the second favorite recreation activity of American adults second only to walking. Pleasure drivers are very likely to pursue roadways that will satisfy their desires for entertainment, adventure, cultural heritage, history and aesthetics.

Demographics: Information collected from an Iowa Welcome Center Survey show that (94%) of Scenic Byway Tourists, with an average age of 58, use the internet to decide on a destination. An average of (56%) of those tourists stay in a hotel or motel, and (59%) of those tourists come for vacation or leisure. Over (50%) of Scenic Byway Tourists are families with children, with (26%) being retired. If there is a scenic byway in the area, the Scenic Byway Tourist will often extend their initial stay from one to three days. While traveling along a designated route, the Scenic Byway Tourist is most interested in (41%) historical sites, (41%) general sightseeing, (29%) outdoor recreation, (20%) visiting friends/relatives and (12%) museums. Scenic Byway Tourists are also interested in shopping, festivals/events, and local foods. According to the National Scenic Byway Organization, the most important features for a Scenic Byway Tourist is relaxation, scenic beauty and a wide variety of things to do.

Psychographics: The Byway Tourist is an environmentally conscious individual who enjoys outdoor recreation and historic/archaeological exploration within an aesthetically appealing setting.



The Cultural Heritage Tourist

Target Audience: For the families touring the byway, the DASB Board recommends the primary target be educated women, with household incomes of over \$100,000 who are Gen-Xers (born between 1965-1980) and have children in their homes. For adults touring the byway without children, the DASB Board recommends the primary target be educated women, with household incomes of over \$100,000 who are Baby Boomers (born between 1946-1964) and have no children in their homes.

Strategy: Promote the byway's safety, accessibility to infrastructure, visitor services, intrinsic resources, comprehensive wayshowing system and interpretation to the Scenic Byway Tourist.

Two: The Adventure Tourist

Overview: Adventure tourism can be defined as a domestic or international trip that includes at least two of the following three aspects: physical activity, interaction with nature and cultural learning or exchange. The Adventure Tourist represents over (68%) of the visitors who are planning a trip to Iowa. This includes tourists who seek outdoor activities and challenges such as boating, fishing, hunting, birdwatching, horseback riding and pushing their limits with physically exerting activities such as biking, canoeing, backpacking, caving and hiking. Globally, adventure tourism remains a relatively small player in the tourism industry. However, according to "UNWTO's Global Report on Adventure Tourism," between 2010 and 2014, the adventure tourism industry grew by (195%) with over (69%) of all Adventure Tourists coming from Europe, North



The Scenic Byway Tourist

America and South America. Nearly (42%) of travelers from these three regions reported an adventure activity as the main activity of their last trip, which would project to an adventure travel market worth \$263 billion. In 2014, (24%) of all travelers into and out of the United States identified themselves as adventure travelers. The report went on to find that in unlike mass tourism, where approximately (80%) of trip revenue goes towards airlines, hotels and other international companies, 70-80% of revenue generated from adventure tourism stayed in local communities.

Demographics: According to an “Adventure Tourism Market Study” conducted by The George Washington University on 2013, the majority of Adventure Tourists are male (57%) and single/never been married (48%). The higher percentage of single Adventure Tourists may be due to the fact that they skew younger with an average age of 26, compared to Non-Adventure Tourists who have an average age of 41. (37%) of Adventure Tourists have at least a four-year degree, including (11%) with a professional degree. Their average income level is \$46,800. Adventure Tourists continue to value international travel, with (71%) owning a valid passport. Their preferred travel party size includes travel with (21%) friends, (37%) spouse and (30%) families with children.

Psychographics: The Adventure Tourist places a high importance on exploring/discovering new places. They enjoy submersing themselves in nature, meeting and engaging with local cultures and pushing their physical limits.

Target Audience: To attract the Adventure Tourist to the byway, the DASB Board recommends the primary target be males, with household incomes of over \$46,000 who are Gen-Yers (born between 1981-2000) and single.

Strategy: Opportunities to boat, fish, hunt, bird watch, horseback ride, bike, canoe, backpack, explore caves or hike ought to be promoted to the Adventure Tourist. Special emphasis on anchor resources that provide a plethora of these types of activities should be given. This includes resources such as the 1) Mississippi River, 2) Upper Iowa Canoe Trail, 3) Yellow River Canoe Trail, 4) Allamakee County trout streams and 5) Allamakee County parks/open lands.

Three: The Cultural Heritage Tourist

Overview: The National Trust for Historic Preservation defines cultural heritage tourism as “travel to experience the places, artifacts and activities that authentically represent the stories and people of the past and present, including cultural, historic and natural resources.” The Cultural Heritage Tourist represents over (68%) of the visitors who are planning a trip to Iowa. This type of tourism provides an opportunity for tourists to experience someone else’s culture in depth, whether by visiting an attraction, archaeological discoveries or by taking part in cultural activities. According to the Cultural and Heritage Travel Study, conducted in 2009 among U.S. domestic travelers, “(78%) of all U.S. leisure tourists participate in cultural and/or heritage activities while traveling. This translates to 118.3 million adults per year.



The Adventure Tourist



The Bird Watcher Tourist

With cultural and heritage travelers spending an average of \$994 per trip, they contribute more than \$192 billion annually to the U.S. economy.”

Demographics: Findings from the Cultural and Heritage Travel Study, conducted in 2009, found that the majority of “passionate or active” Cultural Heritage Tourists are likely to be retired males, who hold a graduate degree and have a household income of \$100K+. Cultural Heritage Tourists have a tendency to travel more often (5 trips per year) and are more likely to take weekend trips (3-4 days) over longer excursions. They are also more likely to spend more than other tourists and prefer relaxing and educational activities best.

Psychographics: The Cultural Heritage Tourist pursues authentic destinations and experiences that are rich with historic or archaeological character. They enjoy learning about the stories of the past while exploring destinations and social gatherings that reflect the locals’ values.

Target Audience: To attract the Cultural Heritage Tourist to the byway, DASB Board members recommend the primary target be well-educated males, with household incomes of over \$100,000 who are Baby Boomers (born between 1946-1964) and retired.

Strategy: DASB Board Members plan to highlight information and collections related to the archaeological resources on the byway. American Indian archaeological attractions, sites, effigies, stories,

artifacts, discoveries and activities must be inventoried and shared with the Cultural Heritage Tourist.

Four: The Culinary Tourist

Overview: According to the Ontario Culinary Tourism Alliance, “culinary tourism is defined as any tourism experience in which one learns about, appreciates and/or consumes food and drink that reflects the local, regional or national cuisine, heritage and culture.” The Culinary Tourist represents over (57%) of the visitors who are planning a trip to Iowa. Over the past few years, tourists seeking out these types of tourism opportunities has been on the rise. According to the American Culinary Traveler Report, published by Mandala Research, “U.S. leisure tourists who travel to learn about and enjoy unique dining experiences grew from 40% to 51% between 2006 and 2013. Topping \$201 billion, this tourism segment represents nearly a quarter of all travel income in the U.S.” It is estimated that there are roughly over 120 million Americans today that can be classified as culinary tourists.

Demographics: According to the Culinary Tourism in Ontario Strategy and Action Plan, the profile of a “food and wine” Culinary Tourist is more likely to be male, more highly educated and more affluent with annual average incomes of \$125,000 and spend approximately twice as much as the generic tourist. They also tend to have the highest socio-economic profiles and reported the highest levels of activity on trips, which included spending (40%) more than the average tourist on accommodations and activities.

Psychographics: The Culinary Tourist likes to socialize and experience about the native cultures through a relationship with food and drink. They generally have a high level of loyalty and will often go to great lengths to try, share and experience the locals “taste of place.”

Target Audience: To attract the Culinary Tourist to the byway, the DASB Board recommends targeting highly educated males and females, with household incomes over \$125,000 who are Baby Boomers (born between 1946-1964) and have high economic profiles.

Strategy: Information about local food and drink establishments should be collected and shared with the Culinary Tourist. Specific information about what menu items each establishment is “most known for,” or contain “locally grown” ingredients should be communicated to the Culinary Tourist.

Five: The Motorcycle Tourist

Overview: A Motorcycle Tourist can be defined as someone who enjoys riding motorcycles, loves to ride short and/or long distances, uses proper safety equipment and enjoys some measure of “safe” adventure. In 2011, there were over 8.4 million motorcycles registered in the U.S. To put this into perspective, 1 out of every 36 people in America owned a motorcycle. Surprisingly, Iowa came in third nationwide, with 18 people for every motorcycle in the state. This shattered the national ratio of people per motorcycle by 50%. Iowa’s 172,929 registered motorcycles represented (2.1%) of all motorcycles in America, equating to a 1.4-billion-dollar share of the 67-billion-dollar market.

Demographics: The majority of Motorcycle Tourists are male with an average age of 48. For generation X riders, women make up 15% of the demographic, the largest female demographic there is. It is reported that 1 in 4 riders hold a four-year graduate degree, including 16% with a post-graduate degree. Their average household income is \$85,000. Characteristics that Motorcycle Tourists value most include: 1) scenery & views, 2) to get away from traffic, 3) challenging curvy roads, 4) nature, 5) historic sites, 6) solitude, 7) wildlife and 8) social connections.

Psychographics: The Motorcycle Tourist is an affluent, working professional. They enjoy the journey of a ride just as much as reaching their final destination.

Target Audience: To attract the Motorcycle Tourist to the byway, the DASB Board recommends the primary target be males, with a household income of over \$85,000 who are Baby Boomers (born between 1946-1964) and enjoy day, overnight and weekend excursions.

Strategy: Promote “motorcycle friendly” businesses and properties who provide fantastic customer service to Motorcycle Tourists. Information about food and drink businesses, maps/riding guides, gas stations, secured parking locations, bike wash

stations and shopping destinations who offer a way to transport items back home (free shipping) should also be shared and promoted to this audience.

Six: The Bird Watcher Tourist

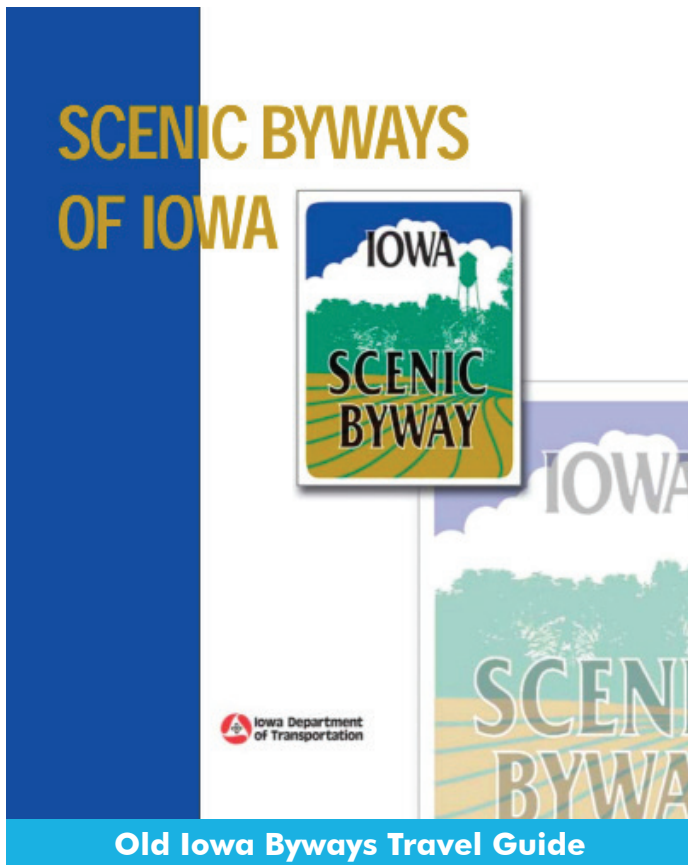
Overview: A Bird Watcher can be defined as someone who observes birds in their natural settings as a recreational hobby. According to the U.S. Fish and Wildlife Service (FWS), approximately 46.7 million people observed birds around their home and/or on trips within the United States in 2011. Of these Bird Watchers, those viewing birds around their home averaged a startling 110 days of birding, while away-from-home Bird Watchers averaged 13 days. Of the species viewed, waterfowl and birds of prey were the most common groups, followed by songbirds. This equates to roughly \$41 billion being spent annually on birding, making this hobby one of the fastest growing outdoor activities in America. In Iowa, there are a total of 19 birding clubs scattered around the state. Located in close proximity to the DASB is the Upper Iowa Audubon based out of Decorah.

Demographics: According to surveys and studies identified within the Center for Responsible Travel’s “Market Analysis of Bird-Based Tourism,” U.S. Bird Watchers are “usually highly educated, affluent, slightly more women (56%) than men, and made up of all age groups, but the middle-aged and elderly people represent the largest group (40-70 years of age). Studies also indicate that most Bird Watchers fall into three broad categories named Hard Core Birders (10%), Enthusiastic Birders (50%) and Casual Birders/Ecotourists (30%). The Hard Core Birders are “highly dedicated, frequently impatient with the presence of lesser-skilled individuals and desire small group size with comparable experience base.” By contrast, Enthusiastic Birders are “more broad-based nature lovers, are not focused simply on birds and are comfortable with a larger group (up to 15) and individuals of varying ability in birding. Finally, Casual Birders/EcoTourists prefers “visiting areas accessible by road and viewing colorful emblematic species with less effort and more comfort.”

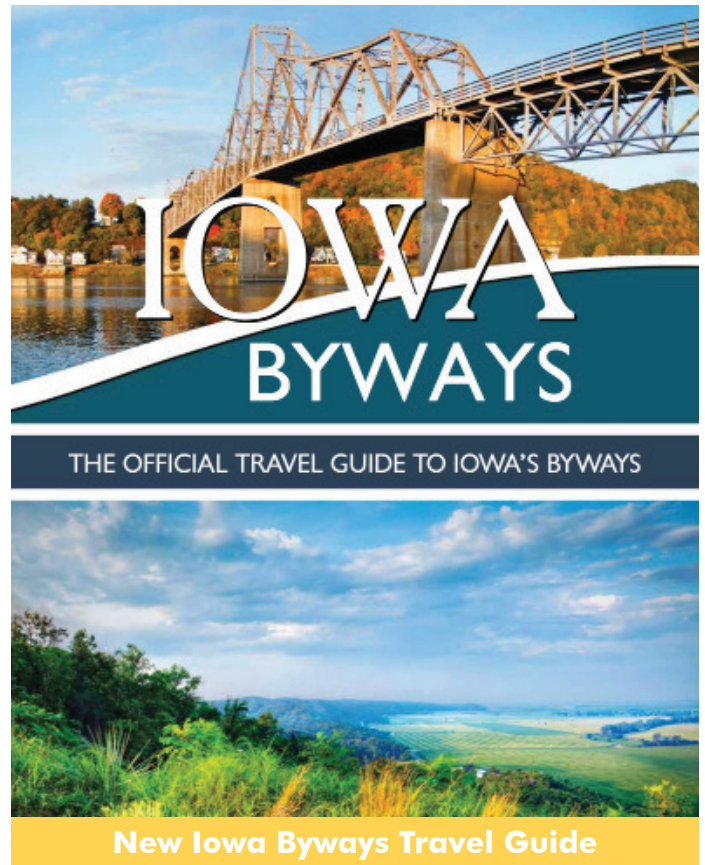
Psychographics: The Bird Watcher is an individual who enjoys the superficial interaction with nature and the sense of discovery associated with it.

Target Audience: To attract the Bird Watcher to the byway, the DASB Board recommends the primary target be highly educated females, with a household income of over \$100,000 who are Baby Boomers (born between 1946-1964) and are broad-based nature enthusiasts.

Strategy: Inform this audience about the birdwatching hotspots located along and within the DASB corridor. This includes those sites, attractions and resources that offer or provide information about safety etiquette, accessibility to birdwatching infrastructure (bird hides, interpretation, educational signage and materials), the quality of birdlife and/or experienced guides.



Old Iowa Byways Travel Guide



New Iowa Byways Travel Guide

15.6 Market Research: When Northeast Iowa (NEIA) RC&D received a contract from the Iowa DOT to begin coordinating efforts for the DASB in 2008, very little marketing research strategies or material had been tested, analyzed or developed. An Iowa Scenic Byway's Statewide Travel Guide existed, but that was it. Content within the publication was limited to a map and route description for each byway. Knowing this, the DASB Board recognized that additional marketing and promotional strategies had to be developed, tested and analyzed to properly gauge what strategies were most beneficial to the byway visitor. The DASB Board decided to implement an approach of applied planning by testing promotional strategies they believed would be most effective, while simultaneously developing this CMP. DASB Board members would like to emphasize that fact that no marketing materials created during the development of the byway's strategic marketing plan were paid for using CMP dollars. All funds used to design, print, distribute and test each promotional strategy were made possible by working with DASB Board members to secure alternate funding sources, partnering with Byway Coordinators on a statewide level or by working directly with the Iowa DOT. Promotional strategies tested include the following: Digital Marketing, DASB Printed Material, Outreach & Events, Advertising and Media Relations. Through a partnership with Northeast Iowa RC&D, the DASB Board was able to design, develop and fund each DASB Standard Collateral project with the exception of the Iowa Byways Travel Guide. An overview describing all of the tested promotional strategies are as follows:

1. Iowa Byways Travel Guide: The DASB Board worked with state Byway Coordinators and the Iowa DOT to develop an Iowa Byways Travel Guide in the spring of 2013. The purpose of the project was to develop a publication that would provide visitors with information about each designated route in the state and be used as a resource to help Byway Tourists plan their vacation in Iowa. The completed guide includes descriptions about and maps for each byway in Iowa, in addition to the recreational, historic, cultural and scenic attractions along all 11 designated roadways. Visitors are able to order a free Iowa Byways Travel Guide, or view an online version of the guide by visiting the Travel Iowa website at www.traveliowa.com/getinspired/scenicbyways. Travelers can also request a guide be mailed to their home by visiting the Iowa DOT website at www.iowadot.gov/iowasbyways/index.aspx. A total of 5,000 travel guides were distributed to Iowa Byway Project Coordinators and Iowa Welcome Centers in 2013. An additional 20,000 were ordered in 2014 and another 10,000 in 2016. The Iowa DOT paid for travel guide printing services and plan to continue reprint of this publication annually.

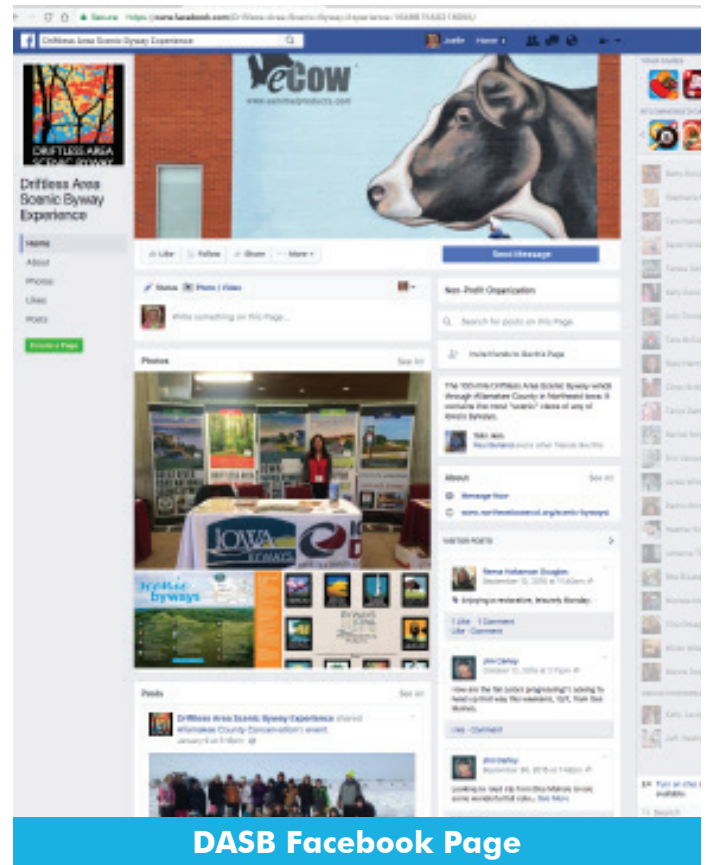
What we Learned: This printed publication has been well received along the DASB. We learned that the guide was most beneficial when given to people who know little about Iowa's Byways and wanted general information about the program.

Partners: Iowa DOT, NEIA RC&D, Iowa Byway Coordinators

Funding Sources: Iowa DOT

Quantity: 20,000

Cost: \$14,000



2. Iowa Byways Website: The DASB Board 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 Department of Transportation's (DOT) desire to have an online presence capable of marketing the collective touring experiences found along each byway. Visitors to the Iowa DOT's www.iowabyways.org website were able to learn about each of Iowa's 11 byways, be informed about things to do and create custom travel agendas by utilizing the site's trip planner. Visitors were also able to use the website to research information about art & culture, dining, events & festivals, historic sites, natural areas, recreation, shopping and lodging experiences that were found along each designated route. The Iowa byways website can still be accessed at www.iowabyways.org. However, the long-term plans moving forward with site management of the www.iowabyways.org website are to phase it out and transition the information to Travel Iowa's "Iowa Scenic Byway" webpage. Iowa DOT and Travel Iowa are still discussing how to share the responsibilities.

What we Learned: Not having access to properly manage the website was a great challenge for each byway. As a result, efforts are being made to transition each byway's digital information to the Iowa Tourism website in 2017.

Partners: Iowa DOT, Iowa Interactive, Iowa Byway Scenic Byway Coordinators, Iowa Tourism, NEIA RC&D

Funding Sources: Iowa DOT

Cost: N/A

3. DASB Social Media: The DASB Board partnered with NEIA RC&D to develop, manage, promote and maintain a variety of social media networking sites for the byway that included Facebook, Google+ and Pinterest. Subject matter posted throughout the duration of this CMP included information about 1) upcoming community events, 2) featured DASB businesses, 3) DASB project updates, 4) DASB related articles 5) DASB news releases and 6) grants secured on behalf of DASB related projects.

What we Learned: 93% of people trust peer review, making this medium a powerful tool if used properly. DASB Board members learned by test marketing the various social media strategies that the frequency of posts and quality of information shared made a drastic difference in the viewership of byway-related information. When content about the byway was shared on a weekly or frequent basis, the number of DASB Facebook page followers and "likes" related to each post increased or remained steady. This also remained true when assessing the quality of material posted. Quality content, such as a video, high-resolution photo, news release, featured business article, news about upcoming festivals/events or updates about byway-related projects were viewed favorably. Visitor recommendations, such as "must do activities" or "best of the DASB" were also well received and shared regularly among byway social media viewers.

Partners: NEIA RC&D, Businesses/Organizations

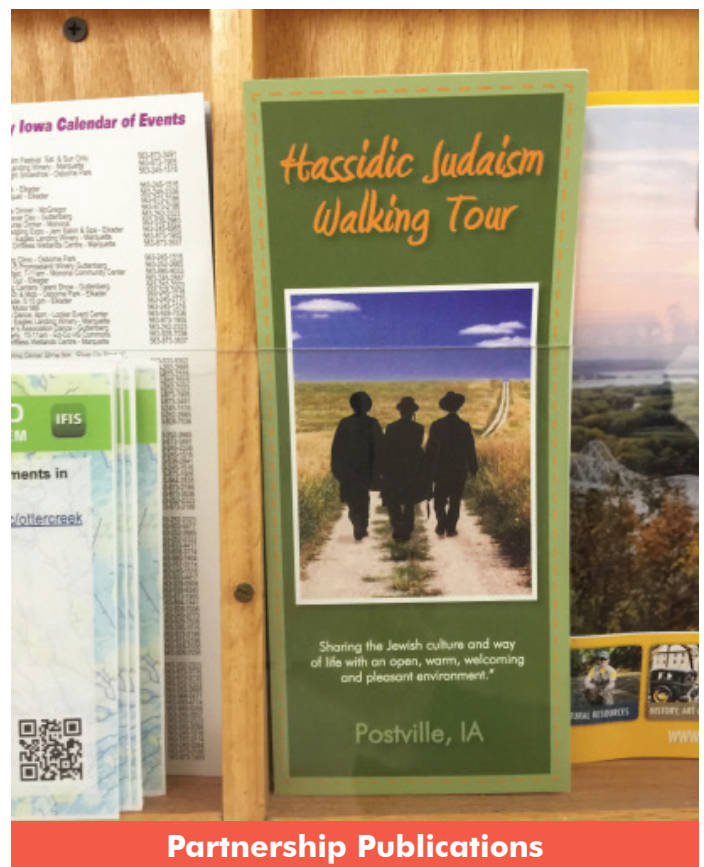
Funding Sources: N/A

Frequency: Weekly

Cost: \$0



DASB Rack Cards



Partnership Publications

4. DASB Rack Cards: The DASB Board created a rack card in the winter of 2011. Displayed on the front of each rack card is content, photos and fun facts about the DASB. The back of the rack card includes a map of the byway along with points of interest. Originally, the rack cards were developed to be used at the 2011 Legislative Showcase. However, many found them to be useful, so the DASB Board continued to distribute them at various tourism-friendly locations following the event. This publication was the first piece of promotional material that included a map of the byway route. The handout cards were designed to be 4.25"x5.5" so that they could be printed in-house utilizing an 8.5"x11" piece of card stock, making it possible to print the handout from almost any printer. Though the DASB tear-sheet map has replaced the need for the reprint of this publication to some extent, the DASB handout card is still available, updated and used on an "as needed" basis.

What we Learned: The rack card size worked well when wanting to include the DASB flyer in mailings. Though, after creating the DASB tear-sheet map, this publication was almost duplicating a marketing strategy that was being met with greater success in the form of the tear-sheet map. Therefore, the DASB Board recommends that any future funding made available for byway-related promotional efforts should go towards other material than the DASB rack cards.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, Iowa DOT

Funding Sources: Chambers, Visitors Bureaus, Iowa DOT

Quantity: N/A

Cost: N/A (in-house printing)

5. Added DASB Information into Partnership Publications:

DASB Board members worked with partners to include byway-related information into a variety of promotional publications developed on a local, regional and/or statewide level. This included byway-related photos, content and maps. During the development of this CMP, information about the DASB was developed and added to a large assortment of promotional materials. A list of significant publications include the following: 1) Iowa Tourism Travel Guide, 2) Hasidic Jewish Walking Tour Brochure, 3) Trout Streams of Allamakee County Guide, 4) Northeast Iowa Tourism Association Travel Guide, 5) Allamakee County Travel Guide and the 7) NE Iowa and SE Minnesota Bluff Country Visitors Guide.

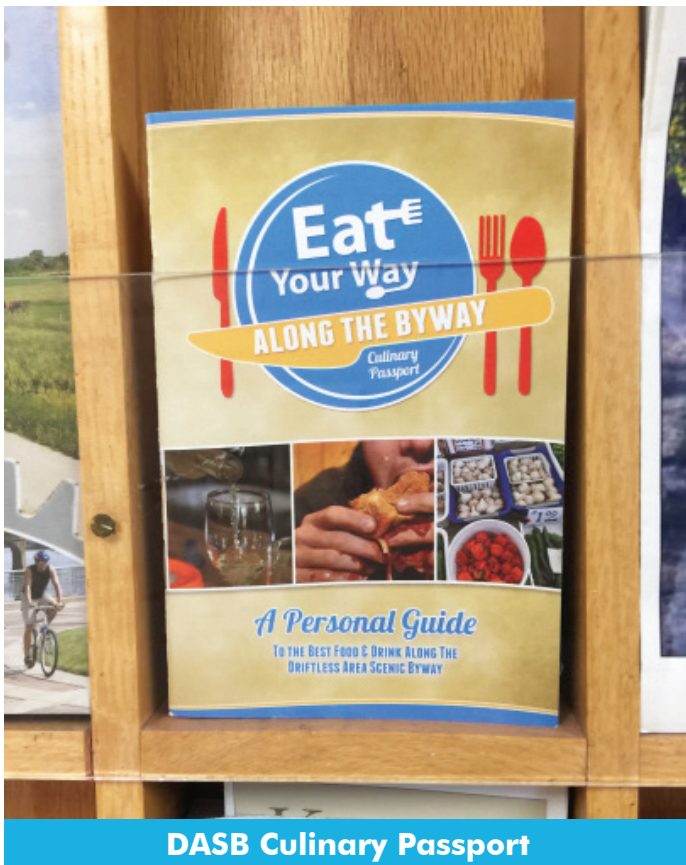
What we Learned: Over the past five years, the DASB Board has learned that creating and maintaining partnerships with local, regional and statewide entities is invaluable, and perhaps the most important strategy to implement within the DASB's strategic marketing plan. Many, if not all of the marketing strategies mentioned or tested within this CMP, have been the direct result of collaborative efforts between the DASB Board and their partners. An additional byproduct and benefit of multiple partnerships is that funding needed to complete many byway-related projects may be leveraged, shared and/or entirely covered by an affiliating entity.

Partners: Various Entities

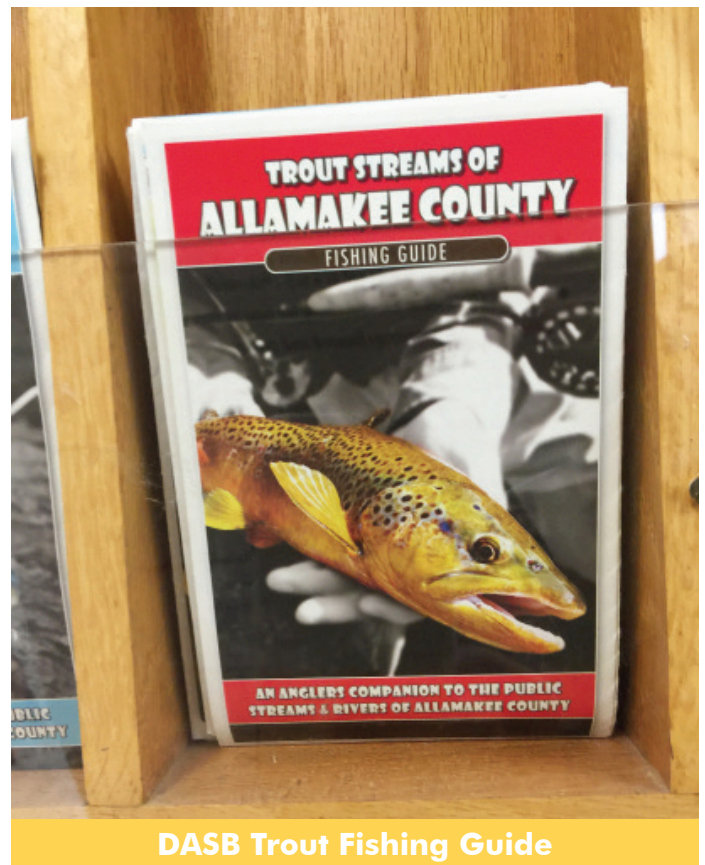
Funding Sources: Various Entities

Quantity: N/A

Cost: N/A



DASB Culinary Passport



DASB Trout Fishing Guide

6. DASB Culinary Passport: The DASB Board partnered with NEIA RC&D to develop an “Eat Your Way Along the Byway” Culinary Passport in the summer of 2015. The passport was designed to attract “foodies” by providing site-specific information about 16 of the most prominent food and drink establishment along the DASB. To accomplish this, each passport included descriptions about what each food and drink establishment was “most known for.” All of the participating businesses also received copies of the passport, a poster, stamp and window cling.

What we Learned: The DASB Board learned a valuable lesson through the implementation of the culinary passport program. The enthusiasm for this project was incredible. With limited funding, certain food and drink establishments wanting to participate in the project had to be turned down due to the limited number of pages within the booklet. Funding was secured from participating businesses (\$40 cash and \$10 gift card) and grants (Iowa Tourism) for the development of the passports and purchase stamps. Unfortunately, funding was only secured to print 850 passports. Not knowing how popular this publication would ultimately be, the DASB Board distributed every copy within a two-week period and had no additional funding to reprint the passport once all had been distributed (the program was supposed to last until the fall of 2016).

Partners: Foods & Drink Establishments, Iowa Tourism, NEIA RC&D
Funding Sources: Iowa Tourism, Food & Drink Establishments, Community Foundations (ACCF)

Quantity: 850

Cost: \$1,220 (\$670/brochures) and (\$550/stamps and posters)

7. DASB's Trout Streams of Allamakee County Fishing Guide:

The DASB's Allamakee County Trout Fishing Guide, funded through the ACCF and developed by NEIA RC&D, was developed to provide anglers with information about the 15 spring-fed creeks within the DASB's corridor. The guide features a county-wide map that shows the location of each trout stream in relation to the byway. The guide also includes maps for each of the 10 trout streams. All trout stream maps identify the walk-in fishing access points, parking lots, campsites, trout stiles, park amenities and public land boundaries. A stream description and information about each stream's length and species of fish present is provided. The publication includes information about Iowa's fishing regulations and laws pertaining to public/private land fishing. Advice about the guide services, trout stocking and common fly hatches are also included.

What we Learned: The trout streams and resources within the DASB corridor attract over 97,000 licenses trout anglers annually. This publication served as proof to the DASB Board that recreation, particularly trout fishing, is abundant and sought-after within the byway corridor (Allamakee County). To test market this publication, a total of 7,500 guides were printed in the spring of 2015. By the fall, all of the guides had been distributed. DASB Board members believe new byway-related marketing funds should be used to reprint this publication.

Partners: NEIA RC&D, Chapters of Trout Unlimited, Allamakee County Conservation, Chambers, Visitors Bureaus

Funding Sources: Visitors Bureaus, Community Foundations (ACCF)

Cost: \$1,600 (7,500 guides)



DASB Tear-Sheet Maps

8. DASB Tear-Sheet Maps: Realizing the need for a map to help educate travelers about the byway's intrinsic resources, attractions and businesses, Board members developed an 11x17 DASB tear-sheet map in the spring of 2013. This publication provides a detailed look at points of interest and services along the DASB to help inform and orient the traveler to and about the DASB's resources and "things to do." On the front, the DASB tear-sheet map includes narrative about the byway and a map inventorying each point of interest. The back provides descriptions about each identified site. 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 identified on the DASB tear-sheet map.

What we Learned: The frequency of demand for the DASB tear-sheet map has made it the most sought-after DASB publication designed, printed and distributed to date. From input provided by local businesses and stakeholders, the DASB Board plans to use marketing dollars to update and print additional DASB tear-sheet maps on an "as needed" basis. Requests from stakeholders have also been made to explore the possibility of including lodging establishments on the publications next reprint.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, Businesses

Funding Sources: Community Foundations (ACCF), Byways of Iowa Foundation, Iowa Tourism, Private Fundraising and Events

Quantity: 15,000

Cost: \$1,620

9. DASB Window Clings: The DASB Board fabricated window clings that portrayed the DASB logo in the fall of 2013. The 3"x5" window clings were developed and distributed to "friends of the byway" businesses, attractions, establishments and organizations along the route to reinforce the DASB brand and let the Byway Tourist know that the resource and/or place of interest is a partner of the DASB.

What we Learned: The window clings were a highly coveted DASB item when they were first introduced, but Board members learned quickly that they failed to deliver from a product quality standpoint. After surveys were distributed to a variety of DASB attractions and businesses in an effort to gain input about what each byway establishment and/or resource viewed as most beneficial and coveted DASB material from a marketing standpoint, the board members discovered that many of the custom clear static window clings became diluted, or their adhesive backing would no longer stick to the glass surface after a short period of time. This was a challenge that ultimately resulted in many of the window clings that were given to DASB businesses, attractions and organizations being removed and/or taken down. The DASB Board learned that a different material must be used if they plan to incorporate the small DASB identification signs at businesses and attractions in the foreseeable future.

Funding Sources: NEIA RC&D, Businesses/Organizations

Partners: NEIA RC&D, Private Fundraising and Events

Quantity: 1,000

Cost: \$447



Media Relations: Edible Iowa Magazine

10. DASB Trade Show Banner: In an effort to market and promote the DASB at conferences, welcome centers, events and other public and private venues, the DASB Board secured funding from the Allamakee County Community Foundation to fabricate one 34" wide by 83" tall trade show banner stand for the DASB. The banner stand features a retractable graphic banner, hardware, aluminum casing & a canvas carrying bag. The banner has been and continues to be used at a variety of events, conferences, trade shows, meetings and presentations today.

What we Learned: The DASB trade show banner has been a great marketing tool for situations where there has been a need to promote the DASB at events, conferences, trade shows, meetings and presentations. The trade show banner has been durable and was found to be easy to set up and tear down. One lesson learned from only having one trade show banner is that when the DASB Board is looking to promote the Iowa Scenic Byways Program collectively with all of the other byway banners, it serves its purpose and compliments Iowa's other 11 scenic byway banners perfectly. However, for events, conferences, trade shows, meetings and presentations where the DASB Board is only looking to promote the DASB by itself, the one banner does not fill the entire 10x10 exhibit space that is commonly given to exhibitors and vendors at these public gathering spaces.

Partners: NEIA RC&D, Stakeholders, Chambers, Visitors Bureaus

Funding Sources: Community Foundations (ACCF)

Quantity: 1 banner

Cost: \$600

11. Promoted the DASB at Events, Conferences & Meetings:

On behalf of the DASB Board, NEIA RC&D staff presented information and attended gatherings pertaining to byway issues at over 50 events, conferences, trade shows, presentations and outside organizational meetings.

What we Learned: The DASB Board learned that having a 30-second elevator pitch is extremely beneficial for when a representative of the DASB is promoting the byway at public events. It was also found to be important for there to be a variety of DASB print publications available for distribution. Another lesson learned was that food, candy and/or drink served as a great incentive for people to stop by and visit about the byway.

12. Media Relations: Working in unison with NEIA RC&D, the DASB Board experimented with the strategy of writing articles about the DASB to have them submitted to local newspapers, radio stations and magazines. During the development of this CMP, articles related to the DASB appeared in a range of local media sources and articles, most notably Our Iowa Magazine's December/January 2013 issue and Edible Iowa Magazine's Summer 2015 issue.

What we Learned: Working exclusively with the two publications mentioned above, the DASB Board learned that if they sent high-quality photos with the article or story that had been submitted improved its chance of being published. They also learned that planning for DASB articles must be coordinated well in advance to be included in many publications (over a year for some).

Cost: \$0

15.7 Proposed Marketing Projects: After developing, testing and analyzing the marketing strategies that have been implemented over the past five years, the DASB Board has gained invaluable knowledge about what strategies have worked and which have not been as effective. Yet, in order to develop a truly successful marketing plan, these “lessons learned” must be incorporated into their future goals and approaches in order to successfully market the byway in its entirety. To classify recommendations made by DASB Board members, they have categorized each suggestion through the use of a concept known as the “marketing mix.” The marketing mix can be defined as a concept used to identify a set of actions or tactics that an organization can implement to promote its brand or product to the market. The 4Ps that make up a typical marketing mix are Price, Product, Promotion and Place. Though nowadays, the marketing mix has increasingly begun to include several other P’s, such as “Positioning” and “People.” The recommendations made by DASB Board members for each of the 6 P’s that make up the marketing mix are as follows:

Marketing Mix: Position

1. Identify and Incorporate the DASB’s Unique Selling Proposition:

The DASB Board understands and recognizes that they have a brand. A DASB logo has been developed and incorporated into all of the existing marketing material to date. However, the DASB Board knows that a unique selling proposition must be identified and broadcast to the visitor through the use of a tagline or slogan to reinforce its message. To gain an understanding of how other organizations and communities in Iowa and along the DASB have positioned themselves in the tourism industry, the DASB Board researched their slogans or taglines. The DASB Board’s research of state, regional and local slogans and/or taglines are provided below:

- **State:** This is Iowa
- **Regional:** 1) You’ll Love the View from Here, 2) This is Bluff Country, 3) Relax. Enjoy. Experience. 4) Where Hills & Prairies Meet.
- **Local:** 1) Hometown to the World, 2) On the River’s Edge and 3) Where Eagles Soar.

After this research was completed, DASB Board members analyzed the byway and identified that in addition to the byway being rated as “Iowa’s most scenic state byway,” archaeological sites and natural resource-based recreation comprised the largest and most consistent segment of tourism activities along the entire byway. Therefore, the DASB Board recommends that a slogan or tagline that eludes to roadway’s scenic attributes while paying tribute to the region’s archaeological past and present outdoor recreation activities be used. The DASB Board recommends that a slogan and/or tagline for the byway be developed using the previously listed criteria.

Marketing Mix: People

2. Continue to Collaborate and Partner with other Like-Minded Organizations:

The DASB Board has partnered with a variety of local, regional and statewide entities that have included conservation boards, tourism associations, county engineers, city council members, community visioning groups, county supervisors,

city chambers, city and county historical societies, the Regional Transportation Enhancement Committee, the Regional Technical Committee, community betterment organizations, the Byways of Iowa Coalition, the Iowa DOT, Iowa Byways Coordinators, stakeholders, CMP committees, small group partners, survey groups as well as private and public businesses. The DASB Board understands that each partnership is vital to improving the efficiency and sustainability of the byway, as allies provide opportunities to 1) save costs by sharing expenses, 2) strengthen programs, 3) provide more effective outreach and 4) tap into and maximize complimentary skills and abilities. This has been the byway’s greatest asset, and it is the DASB Board’s hope that it will continue to be beneficial well into the future.

Marketing Mix: Price

3. Promote the DASB as a Relatively-Low-Cost Tourism Destination:

One of the key components for promoting the DASB is the range of low-cost trip activities that one can expect to find along the route. Through research and input collected about Scenic Byway Tourists and what they are most interested in doing while traveling the Byway, the most popular activities included historical sites, general sightseeing and outdoor recreation, all of which can be done for little or no cost. Promoting the byway as an affordable/low-cost tourism destination should be pursued.

Marketing Mix: Product

4. Create a DASB Experience that Exceeds the Tourist’s Expectations:

Effective visitor management within the byway corridor must be present and consistent throughout the duration of the DASB experience. This includes not only meeting but exceeding the visitors’ expectations when it comes to the customer service, restrooms, facilities, parking, infrastructure, roadway improvements, wayfinding, signage and interpretation offered and provided along the DASB by local businesses, sites and attractions. It also means that places of interest marketed through DASB promotional strategies (digital marketing, printed material, advertising, public relations, outreach and events) are easily accessible, convenient and well-maintained. The DASB Board recommends these components of the byway be monitored and evaluated on a regular basis to ensure that the most sought-after and visitor friendly sites and locations are the ones that are being heavily promoted to DASB travelers.

5. Create a Distinctive Visual Identity for the DASB:

The DASB Board has developed, printed and distributed a wide variety of byway-related promotional material. This has resulted in a family of media for visitors traveling along the DASB. However, many of the promotional publications and media sources that have been created to date were designed prior to the completion of this Corridor Management Plan (CMP) and/or the byway’s Interpretive Master Plan. Even those publications that were completed while both plans were being developed, were accomplished using recommended concepts and ideas. An assessment of promotional publications reveals that a wide variety of design standards have been used for DASB material. Varying colors, fonts, maps and graphic elements have been erratic and inconsistent. To increase

the design cohesion for the DASB's family of media, Northeast Iowa RC&D is proposing to expand upon the Iowa DOT's "Iowa Byways Brand Guidelines" and immediately implement and incorporate the additional design guidelines below into all of the byway's new promotional publications.

- **Expand upon the DASB's color palette:** A color palette is a range or set of colors that should be used in a visual medium. As byway-related promotional material often requires the use of an assortment of varying colors, the DASB board recommends the use of a color palette that both compliments and incorporates colors from the DASB logo and Iowa Byways brand. DASB Board members recommend the following colors be used for their enhanced byway color palette.

- Dark Gray (CMYK is 64, 57, 59, 37)
- Medium Gray (CMYK is 56, 48, 49, 15)
- Light Gray (CMYK is 27, 21, 22, 0)
- Brown (CMYK 28, 38, 48, 1)
- Red (CMYK is 0, 90, 89, 0)
- Yellow (CMYK is 0, 16, 79, 0)
- Light Blue (CMYK is 27, 2, 0, 0)
- Blue (CMYK is 71, 9, 3, 0)
- Dark Blue (CMYK is 90, 69, 33, 17)

- **Set standards for typography:** The design and selection of letterforms and fonts can create personality and enhance readability while varying styles can add hierarchy to media. The DASB Board recommends the fonts listed below be used on byway related promotional and interpretive material moving forward.
 - Futura Light BT
 - Futura Medium
 - Gill Sans
 - Gill Sans UltraBold
 - Showcard Gothic
- **Repeating Graphic Elements:** A unified design style is the use of repeating graphic elements. The DASB Board recommends the use of repeating graphic elements on new material related to the byway. Recommended graphic elements that DASB Board members wish to incorporate, but are not limited to, include the following:
 - DASB Logo
 - Curved header bars comprised of colors from the DASB color palette
 - Byway website & contact information
 - Large, dynamic and engaging photos

Marketing Mix: Place

6. Promote the DASB and its Resources on a Local, State, National & International Level: DASB Board members have identified multiple geographic segments where they recommend promotional strategies and marketing efforts be directed. A breakdown of each geographic segment listed in order of priority is listed below. Plans for which geographic segment is recommended for each promotional marketing strategy is defined within the 5-year Marketing Action Plan that begins on page 264.

- **Local (14,169 people):** The byway corridor that is comprised of Allamakee County.
- **Regional (115,000):** Seven County area of Northeast Iowa comprised of Clayton, Fayette, Winneshiek, Allamakee, Buchanan, Chickasaw and Howard County.
- **State (3.1 million):** Throughout the state of Iowa.
- **National (350 million):** Throughout North America.
- **International:** Canada, United Kingdom, Japan and China.

Marketing Mix: Promotional Strategies

7. Implement the most Successful Promotional Strategies:

DASB Board members recommend that an evaluation of efforts related to the existing online communication, standard collateral material, alliance building, outreach and events, as well as advertising and media relations be conducted on an annual basis. The DASB Board's recommendations for which promotional strategies they wish to incorporate into this strategic marketing plan can be referenced by viewing the 5-year Marketing Action Plan that begins on page 264.

8. Make the Internet a Top Priority: Quoting an excerpt from Roger Brook's keynote presentation "The New Age of Tourism," Brooks states that "74% of all households in America now have internet and 94% of all trip planning is done online. Often times the experience is searched prior to the location. The internet is, far and away, the most effective way to market your activities." Knowing the importance of digital marketing nowadays, the DASB Board recommends that additional resources be invested in 1) frequent updates, 2) improved content seasonally, 3) e-newsletters, 4) video, 5) social media, 6) Google AdWords pay-per-click (only pay when someone clicks your ad to visit your website) and 7) search engine optimization (in order to make sure the DASB experiences are on the first page of search results related to their primary and secondary audiences). The DASB Board is open to partnerships (Iowa Tourism) when exploring these digital marketing strategies, but would be particularly interested in pursuing an Iowa Byway's statewide project when it comes to the implementation of video creation, Google AdWords pay-per-click and search engine optimization for the Iowa Byways Sustainability Program.

9. Transition the Byway Website from iowabyways.org to traveliowa.com:

Though DASB Board members and many of their partners have spent a considerable amount of time developing the www.iowabyways.org website, the DASB Board, with support from the Iowa DOT, recommend that all activity related to the continuation of this website stop immediately. Having limited abilities to manage website content and features, the challenges of maintaining and keeping the website relevant and up-to-date have outweighed the benefits. With support from the Iowa DOT, it is the DASB Board's recommendation that all communications with places of interest along the DASB that wish to add information about their business and/or attraction to the Iowa Byway website should do so utilizing Iowa Tourism's www.traveliowa.com website. All promotional material, photos and narrative related to the DASB should be incorporated into the Travel Iowa website immediately.

Partners: Iowa DOT, Travel Iowa, Iowa Byway Coordinators

Estimated Cost: N/A



Contract for Seasonal Photography

10. Contract for Seasonal Photography: The right photos make a huge difference in the overall impression and effectiveness of what it is that you are promoting to the visitor. This is especially true for any digital marketing platform. The DASB website is often where Byway Tourists experience their first impression of the byway and its brand. Snap decisions are made, credibility is gauged and a level of trust is often established within just a few clicks. The DASB Board believes it to be imperative that the byway retains a variety of high-quality professional photos from all four seasons to properly and effectively portray the DASB. Ideally, the DASB Board recommends securing at least 100 high-quality signature photographs for the byway over the next 3 to 5 years.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Businesses/Organizations, Iowa DOT, Photographers

Funding Sources: Iowa Tourism, Byways of Iowa Foundation, Chambers, Visitors Bureaus, NEITA, Community Foundations (ACCF)

Quantity: 4 annually for 5 years

Estimated Cost: \$15,000 (\$750 per session)

11. Contract or Create Professionally Produced Videos for the DASB: DASB Board members recommend that an arrangement of professional videos be added to the new DASB webpage on the Travel Iowa website to help with visual communications. Each video should be fun, festive and engaging, all while fitting within the frame of the visual identity and brand of the DASB. The focus portrayed in each video should be on people having a great time while traveling the byway. DASB Board members recommend that a number of 20-second to two-minute videos featuring “great experiences”

found in every season of the year ought to be highlighted. The videos must be formatted for the use on YouTube, the Travel Iowa website and other online media sources.

Partners: NEIA RC&D, Iowa Scenic Byway Coordinators, Iowa DOT, Luther College, Chambers, Visitors Bureaus, NEITA

Funding Sources: Iowa Tourism, Byways of Iowa Foundation, Community Foundations (ACCF), NEITA, Byway Businesses

Quantity: 2 annually for 5 years

Estimated Cost: \$20,000 (\$2,000 per video shoot)

12. Develop Detailed Digital DASB Itineraries: Over the years and through the addition of new and more efficient technologies and mediums, the expectations of the average tourist have changed. Today, the average tourist is looking for specifics, not generalities. Therefore, the DASB Board recommends that detailed itineraries must be incorporated into their promotional strategies. Each itinerary would be highly-specific and feature half day, full-day, two-day and/or even three-day recommended agendas. The itineraries could focus on a wide variety of “things to do” within each tourism sector, or they could be tailored to attract each of the DASB’s primary and secondary target audiences. They could be seasonal based, activity based or focused on any one of the DASB’s intrinsic resources.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa Scenic Byway Coordinators, Businesses/Organizations

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Byway Businesses

Quantity: 4 annually for 5 years

Estimated Cost: N/A

13. Narrow the Arsenal of Go-To DASB Material Down to 3-5 Per Year:

Knowing the difficulty of reprinting promotional material and publications on an annual basis, the DASB Board recommends that a total of three printed promotional pieces be identified as the DASB's "Go-To" material annually. These pieces may vary from year to year, but the idea is that there are always at least three to five different printed publications specifically promoting the DASB available to visitors each year. The DASB Board has identified their top three to five DASB publications for each year moving forward, which can be viewed by referring to the 5-year Marketing Action Plan that beings on page 264.

14. Distribute DASB Marketing Material on a Quarterly Basis:

After years of distributing byway-related promotional and marketing material to the businesses and/or attractions along the DASB, a pattern began to emerge. Many of these establishments were very appreciative when someone was to swing by and drop off promotional material. However, the majority of sites inventoried through byway-related activities were found to be understaffed or lacked the time and/or resources to make sure that their promotional rack was continuously kept up-to-date. The local attitude while assessing the market seemed to be that "if we have it, we'll promote it." Unfortunately, this means that many opportunities to get byway-related information into the hands of potential DASB travelers are lost. Because of this, the DASB Board recommends that the Byway Coordinator, along with the DASB ambassadors and/or volunteers must travel the byway on a quarterly basis to distribute byway-related material requested and/or preferred by each business and/or attraction along the route.

15. Develop a "Hidden Gems" DASB Brochure: The DASB Board recommends developing a print publication for the roadway that features complementary DASB activities, or those "things to do" that are not the primary draw to the community. These "things to do" will be gems that come from local knowledge, in which otherwise would be hidden or bypassed by the tourist. Concepts or gems that the DASB Board wishes to consider including within this publication include, but are not limited to, information about 1) Native American folklore sites, 2) surface hunts for arrowheads, 3) one room school and heritage houses, 4) significant tombstones, 5) churches and stained glass and/or 6) stone structures.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa DOT, Businesses/Organizations

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Businesses/Organizations

Quantity: 10,000

Estimated Cost: \$2,700

16. Develop a Series of DASB Activity Guides for each Target Market:

The DASB Board recognizes that there are a growing number of tourists today who are focused on activities, or things to see and do in addition to receiving print material that exclusively feature an inventory or list of local businesses and attractions. They also understand that providing content or activity-

specific information to their target audiences will help them achieve their goal in attracting, prolonging and retaining all types of visitors to the byway. Therefore, DASB Board members recommend that a series (or at least one print publication) be developed for each secondary target audience. This includes the Adventure Tourist, Cultural Heritage Tourist, Culinary Tourist, Motorcycle Tourist, Bird Watcher Tourist and the families touring the DASB with children. Ideas for potential DASB activity guides include the following: 1) Outdoor Adventure, 2) Northeast Iowa Motorcycle Routes (completed in Summer of 2016), 3) Native American and Archaeological Discoveries, 4) Winter Activities, 5) Trout Fishing, 6) Hunting, 7) Wildflower Hikes, 8) Painters, Potters & Pubs Tour, 9) Birding Activity Book and/or 10) Geocaching. The DASB Board recommends an 11"x17" half-fold then tri-fold printed publication be designed, printed and distributed for each.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa DOT, Businesses/Organizations

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Byways of Iowa Foundation, Businesses/Organizations

Quantity: 10,000 per activity guide for 5 target markets

Estimated Cost: \$6,500 (\$1,300 per activity guide)

17. Create a "Best of" the DASB Brochure: Even though a wide variety of print promotional material for the roadway exists, the DASB does not have an exclusive publication that highlights the "best" places and sites to experience each of the byway's intrinsic resources. DASB Board members recommend that a brochure be developed to accomplish this by identifying the top five anchor attractions for each of the seven intrinsic resources located within the byway's corridor. The DASB Board recommends a 11"x17" half-fold then tri-fold printed publication be designed, printed and distributed for each.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa DOT, Businesses/Organizations

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Byways of Iowa Foundation, Businesses/Organizations

Quantity: 15,000

Estimated Cost: \$1,800

18. Develop DASB Poster Maps: Businesses in the tourism sectors of lodging or food & beverage often get asked "What's there to do?" and "Where is that?" on a regular basis. Restaurant and hotel owners located within the byway's corridor have specifically requested that a large, detailed poster map of the DASB be created. The DASB poster map would include 1) a listing of businesses within each tourism sector, 2) attractions related to each intrinsic resource and 3) a list of activities to do within the DASB's corridor. Each listing would include a brief description. The 24"x36" poster would be distributed to visitor-friendly sites, businesses and information centers along the byway.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Byway Businesses and Organizations, Iowa DOT

Funding Sources: ACCF, Iowa Tourism, Byways of Iowa Foundation, Businesses/Organizations, Hotel/Motel funding, Banks

Quantity: 100

Estimated Cost: \$750

19. Develop a Byway Business Information Sheet: To educate and distribute the most sought-after print promotional publications to sites and establishments along the byway, DASB Board members recommend the design, in-house printing and distribution of a Byway Business Information Sheet. The Information Sheet would include information about 1) what a byway is, 2) how the byway benefits their business, 3) current byway-related projects, 4) economic development facts related to the DASB, 5) a map of the byway route and 6) a listing of all free DASB online and off-line promotional opportunities that they can take advantage of. DASB Board members recommend that the DASB Coordinator or Volunteer Byway Ambassadors make in-person visits to each site and/or establishment to distribute the Information Sheet personally. If time permits the manager to review and request DASB promotional material at the time of the visit, printed promotional items should be distributed. Input and feedback should be asked and inventoried whenever possible. Location visits ought to be conducted annually, with spring being the preferred time of year so that promotional efforts can cater to the upcoming summer travel season when tourists entering the corridor is at its peak.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa DOT, Businesses/Organizations

Funding Sources: N/A

Estimated Cost: N/A

20. Develop an Identity System for the DASB: The DASB Board recommends the development of an identity system for the byway. An identity system is comprised of stationary items that include business cards, letterhead, envelopes, mailing labels, presentation folders and email signatures. Color palettes, typography and repeating graphic elements of the DASB's visual brand identity should be used. The DASB Board recommends the following be ordered: 1,000 labels (\$30), 250 business cards (\$25), 250 pieces of letterhead (\$35), 250 envelopes (\$45) and 100 custom folders (\$200). Collectively, these items reinforce the DASB brand and are great tools to use when communication with internal and external audiences, stakeholders and partners are needed.

Partners: NEIA RC&D

Funding Sources: Fundraising, Byways of Iowa Foundation, Community Foundations (ACCF)

Estimated Cost: \$335

21. Develop DASB Restaurant Placemats: The development of a DASB disposable paper restaurant placemat would be a cost effective way to promote the byway and it's activities. This idea was specifically recommended by a hand full of restaurant owners and managers located along the byway. The 11"x17" two-color placemats would feature a map of the DASB on the front and activities/games related to the byway on the back.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Byway Businesses and Organizations, Iowa DOT

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Iowa Byways Foundation, Fundraising, Byway-Friendly Food & Drink Establishments

Quantity: 20,000

Estimated Cost: \$2,000 (10 cents per placemat)

22. Implement a Geocaching Program along the DASB:

Geocaching is an emerging recreational activity that takes the fun of a scavenger hunt to the next level by incorporating secret clues, ciphers, and Global Positioning System (GPS) technology on a GPS unit or smartphone to find a hidden "cache." Geocaching is popular among all demographics from families to young persons and retired seniors. The sport is popular because it is a fun challenge that takes geocachers to unique spots in their own backyard and/or communities and provides out-of-town visitors with ample opportunity to experience local places that hold significant value. Collecting many caches is the goal, and there is a very engaged online community where one can find caches, clues, get hints and network with fellow geocachers. There are over 250 documented geocaches within 30 miles of the DASB. When the 19 caches available to visitors within the DASB's corridor (Allamakee County) is compared to those within the bordering counties of Winneshiek County (134), Fayette County (90) and Clayton County (39), one can see that implementing a DASB GeoTour would attract a niche audience that has not been targeted to date. The DASB would like to promote the byway as a geocaching destination by creating an official GeoTour to market the byway. There are no official geocaching website-sanctioned GeoTours nearby in the Midwest, so this would be a unique and new recreational resource that would draw a different demographic to the area and get individuals to explore new sites and stops along the byway. This could be marketed as the Driftless Area Scenic Byway GeoTour. All caches can be included, or a certain collection of caches could be grouped together. The DASB Board could also develop and feature "themed" or "seasonal" caches. Since caches are managed by their creators and the online Geocaching community, there would be no oversight needed for the caches once the GeoTour was created. Specific marketing materials such as a map noting the locations of caches (but not their hiding places) could be created and periodically updated as old caches disappear and new caches are created.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, NEITA, Iowa DOT, Businesses/Organizations, Allamakee County Conservation Board, Educational Facilities

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Businesses/Organizations

Estimated Cost: \$22,500 (\$10,000 setup plus \$2,500 per year to maintain it)

23. Create a Self-Guided Audio Tour of the DASB: There has been a lot of interest in adding interactive forms of interpretation to the byway experience, sites and communities. One way to engage different learning styles, create interpretive diversity and share stories with the visitor is through the use of a self-guided audio tour of the DASB. There are several options available for self-guided audio tours. This project will implement several techniques to maximize the number of opportunities to engage with the byway visitor. DASB Board members understand that each traveler who visits the byway experiences the sites and resources based on their personal preferences and likings. They also choose to use a variety of communication mediums to gather information about what they want to see and do along the byway. Therefore, the DASB Board

believes that many modes of communication must be implemented to tailor to the diverse needs of each visitor. To implement the self-guided audio tour project, the first phase will be to develop a compact disk (CD) that will be distributed to travelers who wish to play the CD in their car as they drive the byway. The second phase of this project will be to make the audio tour available for visitors to download and be used on their smartphone. The third phase of this project will be to use the services of OnCell Audio Tour (www.oncell.com). Using this provider, each selected site along the DASB will have a small sign with a call in phone number and site code. Byway visitors will use their phone to dial in and hear a combination of interpretive messages that may be a story, oral history reenactment, folktale, music or any combination of each. This information will be accessible to visitors with the use of a phone as long as they dial the phone number and site codes listed on each location's sign. The fourth phase of this project will be to develop a DASB audio guide publication that will be used to help promote and provide information about the self-guided audio tour. Information about all four project phases will be included. Integrated into the publication will also be information about each location that has interactive audio interpretation. This will allow visitors to find each site and re-listen to the audio as many times as they want. DASB Board members will utilize OnCell analytics to track the use of each location's on-site signage code, mobile app download and calls made from information provided in the publication to identify how best to communicate with the visitor. The DASB Board will use each project phase, including the interpretive audio stories and/or messages, as an opportunity to share meaningful interpretive information with the visitor.

Partners: NEIA RC&D, Chambers, Visitors Bureaus, Iowa DOT, NEITA, Allamakee County Historic Preservation Commission, Allamakee County Historical Society, Allamakee County Conservation Board, Businesses/Organizations

Funding Sources: Banks, Iowa Tourism, Community Foundations (ACCF), Byways of Iowa Foundation, Silos & Smokestacks Natural Heritage Foundation, Businesses/Organizations

Estimated Cost: \$32,000

Marketing Mix: Public Relations

24. Promote the DASB through Media Relations: Newspaper and magazine staff, editors and writers are often overloaded with information from promoters. However, if you give them something new that fits publicist deadlines and meets their needs and/or desires, this can be a great and inexpensive way to promote the DASB. Recommendations for how to do this well include making sure that the story is: 1) logical, allowing journalists to assess its newsworthiness, 2) factual, with interesting figures and anecdotes which bring it alive, 3) timely, meeting media deadlines and 4) newsworthy, selecting a story or image that can capture the reader's attention. The DASB Board recommends increased effort be put forth to implement this strategy more frequently, especially since publicity gained through this media source often comes at little or no cost and feature a core audience and subscriber base.

Partners: NEIA RC&D, Radio, Print, & Online Media Sources

Funding Sources: N/A

Estimated Cost: \$0

GEOCACHING LOG BOOK & GUIDE

SEEK & FIND

www.illinoisriverroad.org

Implement a Geocaching Program

Marketing Mix: Outreach & Events

25. Implement a Byway Ambassador Program: The DASB Board recommends that a Byway Ambassador Program be initiated to have project staff work with the DASB Board to recruit and educate Volunteer Ambassadors from each community. The program will look to educate Volunteer Ambassadors about the economic and tourism potential of the byway, while also instructing businesses owners about how they can help foster a culture of collaboration within their community and along the DASB. Each Volunteer Ambassador will serve as the “go-to” person from their community and will be given the task of educating each anchor business owner and community member about the economic benefits they may experience by embracing, supporting and participating in byway-related activities. This project will provide initial support, education, development and outreach materials that are needed to equip each Byway Ambassador. Project staff will implement the following strategies as part of this program:

- Facilitate two Byway Ambassador meetings annually.
- Develop and provide a packet of materials for the Byway Ambassadors to use while they educate business owners and residents. Materials will simplify and explain the byway traveler demographics, convey the economic benefits associated with the DASB, foster collaborative marketing efforts and public-private partnerships.
- Facilitate discussion between Byway Ambassadors and the DASB Board to ensure that everyone involved stays “in the know” about what is happening with businesses, business districts, and byway initiatives within each community.
- Bring Ambassadors from each byway together to develop and implement at least one multi-community outreach activity or event annually to raise public awareness about how community collaboration can foster economic vitality.
- Conduct Ambassador recruitment meetings to secure at least one Ambassador from each anchor community along the DASB (Postville, Harpers Ferry, Waukon, Lansing and New Albin).
- Have businesses adopt attractions along the DASB and vice versa. Though front-line employees and staff can’t market every activity, they can become familiar with one. A strategy of asking each business to partner with an attraction and become highly familiar with one another can be beneficial for both. Employees from the business can recommend the attraction and vice versa. Implementing partnerships like this along the entire length of the DASB has the potential to lengthen the visitors stay and provide them with a better traveling experience.
- Encourage employees working within differing tourism sectors to take a familiarization tour of the DASB. The familiarization tour would provide an opportunity for employees in the hospitality sector to drive the length of the byway so that they may learn about, stop at and experience the attractions and intrinsic resources themselves. By experiencing first-hand what there is to see and do along the byway, they are more inclined to share personal recommendations and stories with the visitor.

Partners: NEIA RC&D, Businesses/Organizations, Iowa DOT

Funding Sources: USDA, Byways of Iowa Foundation, Community Foundations (ACCF), Banks

Estimated Cost: \$40,000



Byway Merchandise: Postcard

26. Implement a Hospitality Training Program for the

DASB: Quoting an excerpt from renowned tourism expert Roger Brooks, “Brands must be more than skin deep. To really “own” your brand, EVERYONE, from the saloon bartenders to front desk employees at hotels to the retail workers, must be hospitable and friendly. But if you hope to have front-line employees come to a host-training workshop on their own time, guess again.” To educate those who are employed and working in the tourism sector along the byway, the DASB Board advocates a recommendation from Roger Brooks and proposes the purchase of a 14-minute video titled “The Guest,” produced by Media Partners in Seattle. The 14-minute video is humorous, easy to watch, and is a great way to “teach” hospitality without it being time-consuming or degrading. When front-line workers realize that every customer is paying something that directly goes into their paychecks, they often realize how important that person is to their paycheck. The Hospitality Training program would include visiting with the general managers, front desk managers or other staff to schedule a 30-minute meeting. Once scheduled, the DASB Coordinator would show the 14-minute video to the business employees and then talk to the staff for an additional 10 minutes. That’s it. As a byway business, this will help the front-line people be friendly, courteous, happy and outgoing to all visitors of and to the corridor.

Partners: Chambers, Visitors Bureaus, Businesses/Organizations

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Businesses/Organizations

Video Estimated Cost: \$900 for purchase of video with exercises

Program Estimated Cost: \$10,000



Byway Merchandise: Junior Explorer Patch



Byway Merchandise: Keychain

27. Develop Logo Gear & Collectibles: To increase awareness of the byway and its brand, the DASB Board recommends memorabilia be developed. Logo gear, collectibles, mementos, keepsakes and/or souvenirs should be made available for purchase at hotels/motels, visitor information centers, museums and/or local retail outlets. Using the byway logo and tagline, examples of “swag” that the DASB Board would like to test market includes the following: 1) key rings, 2) mugs, 3) bumper stickers, 4) charms, 5) postcards, 6) posters and/or 7) t-shirts. The DASB Board recognizes that each byway’s logo must be approved by the Iowa DOT for licensing. Though licensing the DASB logo for its use on memorabilia has yet to be resolved, the development of merchandise is a project that the DASB Board wishes to pursue and implement when the ability to do so presents itself.

Partners: NEIA RC&D, Iowa Scenic Byway Coordinators, Iowa DOT

Funding Sources: Byways of Iowa Foundation, Fundraising

Estimated Cost: N/A

28. Fabricate a Set of Four DASB Trade Show Banners:

The DASB Board has purchased, used and displayed one 34” wide x 83” tall retractable DASB trade show banner at a variety of conferences, welcome centers, trade shows, attractions, events and public/private venues to market and promote the byway. However, after market research has been conducted, the DASB Board has assessed the banner and have concluded that when the DASB banner is displayed as part of a statewide collection, it is highly effective and cohesive with the other 9 Iowa byway banners in the series. However, when the DASB trade show banner is displayed on its own or by itself, the size is not always indicative to the area and/

or public exhibit space that is provided to each vendor. Often times, a larger banner, or series of banners would be helpful in setting up a display that is appropriate to the space being provided. In addition, the design of the existing DASB banner does not completely follow the design guidelines identified within the updated distinctive visual identity preferences for the DASB. The proposed trade show banners would be 34” wide x 83” tall and come with a stand, hardware, aluminum casing and a canvas carrying bag.

Partners: Chambers, Visitors Bureaus, Byways of Iowa Foundation

Funding Sources: Community Foundations (ACCF), Iowa Tourism, Byways of Iowa Foundation

Quantity: 4

Estimated Cost: \$2,400

29. Recruit Outside Events & Activities to the DASB: Planning for events is a great way to increase tourism revenues and overnight stays. However, rather than investing a lot of time, effort and resources that go into event planning, the DASB Board recommends reaching out to others and inviting them to hold their events within byway communities and/or along the route itself. Action should be taken to recruit 1) car clubs, 2) tractorcades, 3) motorcycle clubs, 4) horse clubs, 5) paddling clubs, 6) elite bus tours, 7) Iowa fishing clubs, etc. DASB Board members recommend that a list of market segments to target within a 100-mile radius be identified, inventoried and invited to host their event within the DASB Corridor.

Potential Partners: Chambers, Visitors Bureaus, NEITA

Potential Funding Sources: N/A

Estimated Cost: N/A

15.8 Metrics: The term “metrics” is all about tracking and measuring the results of the implemented marketing activity. This process will allow the DASB Board to take an existing static, or one-time plan and turn it into a breathing blueprint that will grow and develop in unison with the byway. Ways for which the DASB Board plans to track and measure their promotional marketing activity are as follows:

Digital Marketing

Unique Visitors: Unique visitors are defined as the number of individuals who visit your website during a given period of time, where each visitor is only counted once. This information will be used to identify how many web viewers are visiting the Travel Iowa’s DASB webpage and what months during the year receive the highest traffic volume of page views.

Page Views: Page views can be defined as the cumulative number of individual pages that your visitors click on during a given period of time while on your website. This information will be used to measure how engaged and interested the web viewer is in Iowa byway’s content by the number of times they click to multiple pages. This strategy will be incorporated when analyzing Travel Iowa’s scenic byways website.

Search Engine Traffic: Search engine traffic can be defined as the amount of traffic reaching your site through search engines, such as Google, Yahoo and/or Mozilla Firefox. This information will be used to indicate how effective the DASB Board and Iowa Byways Sustainability Program is doing at optimizing our content for search. This strategy will be incorporated when analyzing Travel Iowa’s scenic byway websites.

Bounce Rate: Bounce rate can be defined as the percentage of visitors who come to your site and then immediately “bounce” or leave before clicking on any other pages. This information will be used to gauge if the web viewer likes what they find on the webpage. A bounce rate of 40% is average. Anything higher may suggest the web viewer does not find the content appealing. This strategy will be incorporated when analyzing Travel Iowa’s Scenic byway websites.

Inbound Links: Inbound links can be defined as the number of external links to your site. This information will be used to see if other people and partnering organizations have found the DASB and other content about Iowa byways important enough to link to it. This strategy will be incorporated when analyzing Travel Iowa’s scenic byway websites.

Conversion Rate: Conversion rate is defined as the percentage of visitors to your site who take a specific action that the content encourages them to do. An example of this includes someone who visits the webpage and signs up for a newsletter or downloads an online publication and/or travel itinerary. These usually remain around 2 and 3 percent, but the DASB Board would like to aim for a conversion rate of 5 percent. This strategy will be incorporated when analyzing Travel Iowa’s scenic byway websites.

Social Media: The number of “likes” will be used to measure the DASB Facebook site’s effectiveness. Other tracking tools available using Facebook and social media sites will be explored.

Emails: The number of emails opened will be used to measure the metrics of any marketing strategy such as e-newsletters, news releases or articles that are sent to byway stakeholders.

Public Relations

Articles: The number of articles, stories and news releases sent to media will be tracked and the conversion rate will be documented. Over time, the DASB Board hopes to identify patterns for which stories and or news related articles are most desired and published to help promote and direct efforts with a high success rate into the future.

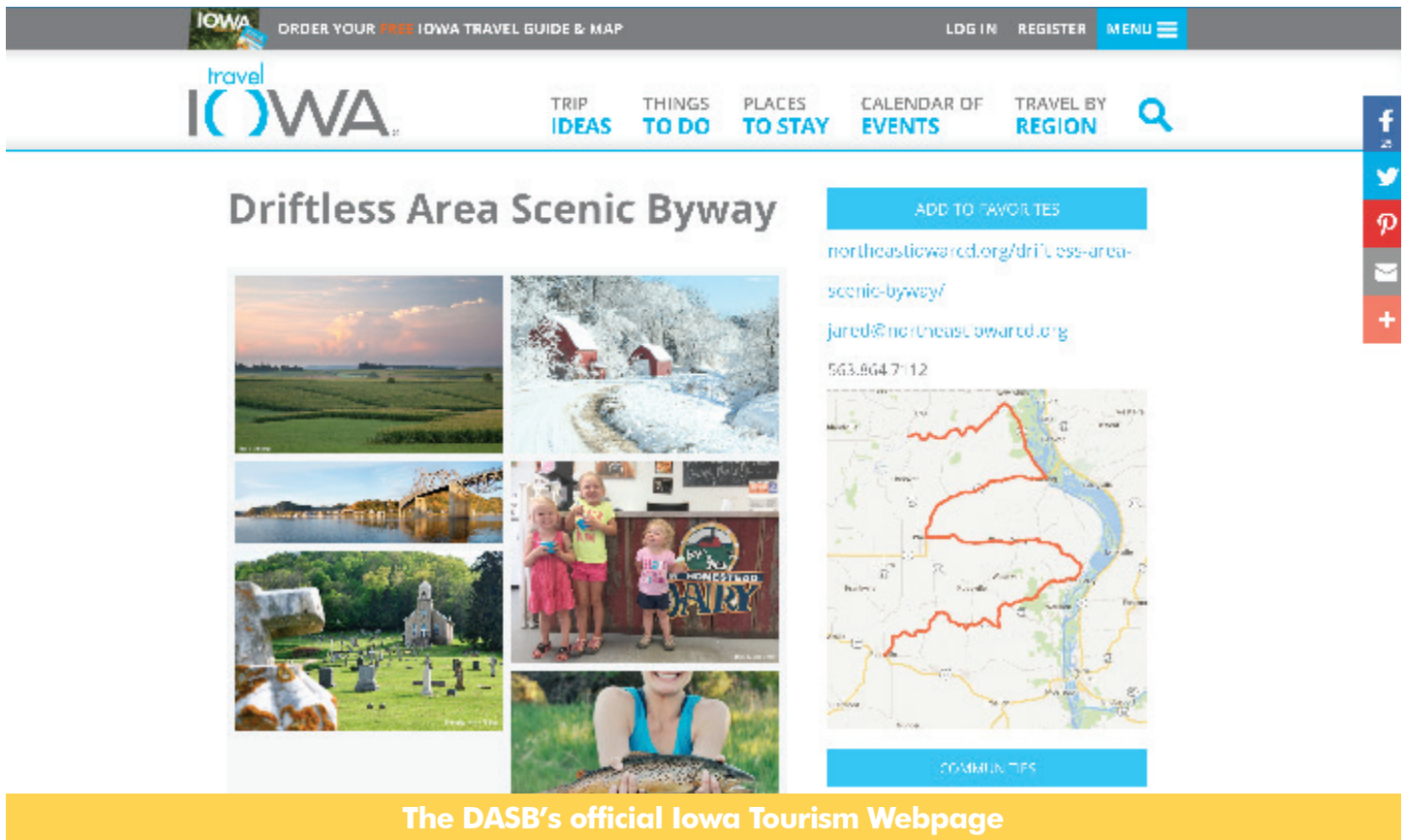
Advertising

Measure Inquiries: DASB Board members plan to measure the number of inquiries, or “people interested in receiving information about the byway” that are generated from each ad placed in a paid-for print publication, travel guide, TV spot or magazine.

Measure Ads Effectiveness: The DASB Board can compare pre and post advertising traffic on the Travel Iowa website concerning Iowa Byways ads to measure their effectiveness.

Printed Material

Customer Surveys: A customer survey can be described as identifying the level of visitor satisfaction, or the process needed to discover hidden needs and expectations for new and proposed products. The DASB Board plans to continue to use customer surveys to assess which printed publications and marketing strategies are most beneficial, desired and helpful to the DASB’s establishments, resources and visitors. In the Spring of 2015, the DASB Board developed a postcard customer survey that encouraged businesses in the hospitality sector to check the DASB publications they would like to receive at no cost.” The postcard was mailed to every hotel, motel, bed & breakfast, lodge, cabin, guest house and campground along the byway. A total of 43 postcards were mailed, all self-addressed with paid for postage. The postcards that were completed and mailed back to NEIA RC&D showed that establishments along the DASB in the hospitality sector preferred the following publications, represented by the percentage of those who wished to receive each type of publication: DASB tear-sheet map (75%), Iowa Byways travel guide (75%) and DASB window cling (58%). Using this information, the DASB Board discovered that the tear-sheet map, Iowa byways travel guide and window clings were most desired for those establishments who were considered within the hospitality sector. The DASB Board plans to conduct similar surveys for businesses and organizations that fall under “other tourism” sectors to identify what material each entity prefers to have on hand to distribute. This will include mailing similar postcard customer surveys to establishments within the tourism sectors of 1) entertainment & recreation, 2) retail, 3) auto transportation and 4) food service.



The DASB's official Iowa Tourism Webpage

Demand: Demand can be defined as a desire or need for a specific product. This metric can be assessed when the DASB Coordinator or Volunteer Ambassador distributes printed material to establishments on a quarterly basis. The total number of printed publications and quantities for each different publication should be documented.

Frequency: The word “frequency” can be defined as the rate at which something occurs. The DASB Board plans to be conscious as to how many byway-related publications are in the possession of businesses and/or establishments each time a DASB Board member or the DASB Coordinator stops in at each location quarterly. If the business and/or attraction has printed material on hand that was provided 6-months ago, the establishment may not be an ideal location for receiving future byway promotional material. On the contrary, if the business and/or attraction is consistently out of, or calling to request additional DASB print publications, they should be given an increased amount of DASB material per quarter.

Outreach & Events

The DASB Board can measure the success of any given event, conference, trade show or public/private gathering by documenting quantitative data. Examples of how to assess whether or not an event was successful include the following: how many engaging conversations were had with attendees, how many print publications were distributed, what print publication was distributed the most, how many people were in attendance, etc.

15.9 Five-Year Marketing Action Plan: The DASB Board recommends a 5-year marketing action plan to implement their top-priority marketing strategies. It has been suggested that a period of time be taken to properly strategize ways for which projects can be prearranged and potential funding sources can be prioritized and pursued. Although a wide variety of strategies and promotional activities are included within the 5-year plan, all promotional efforts are subject to change based on opportunity, funding sources, availability or the time that is needed for each line item. The budgeted items only refer to direct costs associated with each project and do not take into account staff time and wages. Referring to the DASB's 5-year marketing action plan that begins on page 264, each project is segmented under 1) digital marketing, 2) public relations, 3) advertising, 4) printed material and/or 5) outreach & events. As shown by each year's proposed budget, DASB Board members opted to spend the majority of their available and propositioned funding on projects that are categorized under digital marketing and printed material. While referencing projects listed under printed material, DASB Board members specifically identified byway-related publications that they would like to create, print and distribute, while taking into consideration when they anticipate needing to reprint each piece of promotional item. Recommendations for projects listed under each segment include the DASB's suggestions for distribution frequency (weekly, monthly, quarterly, annual, as needed), their target market by geographic segmentation (local, regional, state, national, international) and estimated costs (partner contributions and DASB Board contributions) associated with each marketing strategy projects.

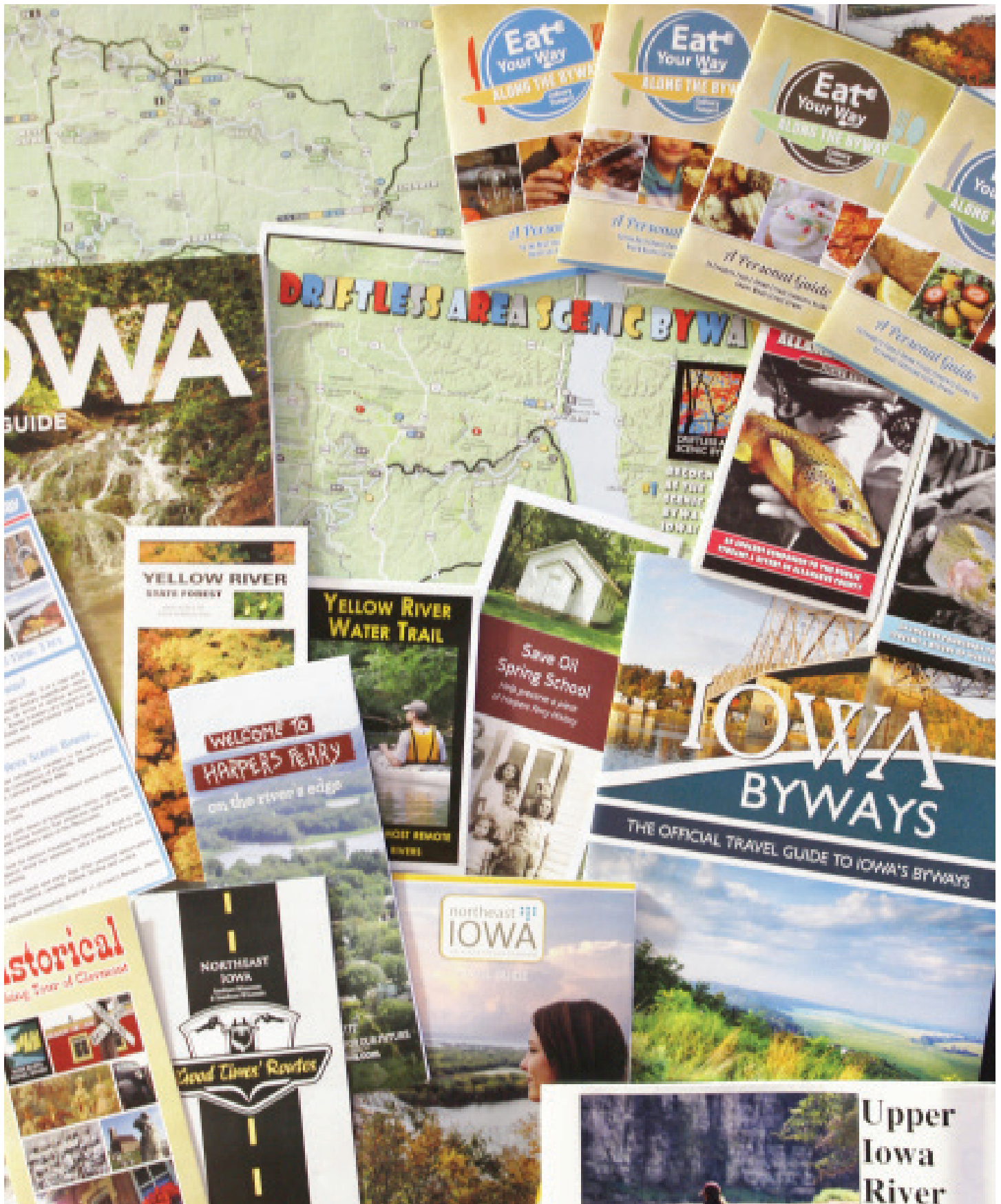
Year 1 Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost	
		Partners	DASB			Local	Region	State	Nat'l	Int'l	Partner	DASB		
1	Digital Marketing (45%)	16%	54%	Social Media Marketing	Weekly	X	X	X						
				Website Content	Monthly	X	X	X	X	X				
				E-Newsletters (4)	Quarterly	X	X							
				Content Generation - Itineraries (4)	Quarterly	X	X							
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000	
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000	
				Pay-Per-Click or AdWords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100	
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,000	
				Online Trip Planning (TripAdvisor, YouTube, etc.)	Annual	X	X	X	X		\$1,000	\$100	\$1,100	
2	Public Relations (20%)	0%	0%									\$3,000	\$7,300	\$10,300
				Articles (4)	Quarterly	X	X	X						
				News Release	As Needed	X	X	X						
3	Advertising (20%)	0%	10%									\$0	\$0	\$0
				SE MN, NE IA & SW WI Visitors Guide (1/2 page ad)	Annual		X	X				\$452	\$452	
				American Road Magazine (1/2 page ad)	Annual				X			\$500	\$500	
				AAA Magazine (1/2 page)	Annual			X				\$500	\$500	
4	Printed Material (10%)	77%	35%									\$0	\$1,452	\$1,452
				C, P & D Byway Business Information Sheet	Annual	X								
				C, P & D an Identity System for the DASB	Annual	X						\$335	\$335	
				C, P & D "Best of" the DASB Brochure (15,000)*	Quarterly	X	X					\$1,800	\$1,800	
				P & D DASB Tear-Sheet Map (7,500)*	Quarterly	X						\$900	\$900	
				P & D DASB Trout Fishing Guide (7,500)	Quarterly	X	X					\$1,700	\$1,700	
				D Iowa Byways Travel Guide*	Quarterly	X	X	X			\$14,000		\$14,000	
5	Outreach & Events (5%)	7%	1%									\$14,00	\$4,735	\$18,735
				Iowa Motorcycle Safety Forum	Annual			X			\$30		\$30	
				Iowa State Fair	Annual			X			\$1,000	\$100	\$1,100	
				Iowa Legislative Showcase	Annual			X			\$250		\$250	
												\$1,280	\$100	\$1,380
				* Identified as DASB GO-TO Printed Material										
				Printed Material/Outreach: Create, Print, Distribute										
				Year 1 Promotional Strategy Percentages Based on Roger Brooks Recommendations										
Year 1 Total: \$18,280 \$13,587 \$31,867														

Year 2 Promotional Strategy		% of Budget Partners DASB		Recommendations	Distribution Frequency	Geographic Segment Local Region State Nat'l Int'l					Contribution Partner DASB		Total Cost		
1	Digital Marketing (45%)	16%	31%	Social Media Marketing	Weekly	X	X	X							
				Website Content	Monthly	X	X	X	X	X					
				E-Newsletters (4)	Quarterly	X	X								
				Content Generation - Itineraries (4)	Quarterly	X	X								
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000		
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000		
				Pay-Per-Click or AdWords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100		
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,000		
				Online Trip Planning (TripAdvisor, YouTube, etc.)	Annual	X	X	X	X		\$1,000	\$100	\$1,100		
2	Public Relations (20%)	0%	0%	\$3,000 \$7,300 \$10,200											
				Articles (4)	Quarterly	X	X	X							
				News Release	As Needed	X	X	X							
3	Advertising (20%)	0%	6%	\$0 \$0 \$0											
				SE MN, NE IA & SW WI Visitors Guide (1/2 page ad)	Annual		X	X				\$452	\$452		
				American Road Magazine (1/2 page ad)	Annual				X			\$500	\$500		
				AAA Magazine (1/2 page)	Annual			X				\$500	\$500		
4	Printed Material (10%)	77%	53%	\$0 \$1,452 \$1,452											
				C, P & D Byway Business Information Sheet	Annual	X									
				C, P & D an Identity System for the DASB	Annual	X						\$335	\$335		
				C, P & D DASB Poster Maps (100)	Quarterly	X	X					\$750	\$750		
				C, P & D Birding along the DASB (7,500)	Quarterly	X						\$5,300	\$5,300		
				C, P & D Updated DASB Culinary Passports (5,000)	Quarterly	X	X					\$3,350	\$3,350		
				C, P & D DASB Restaurant Placemats (20,000)	Quarterly	X	X					\$2,000	\$2,000		
				P & D DASB Tear-Sheet Map (7,500)*	Quarterly	X								\$900	\$900
				D DASB Trout Fishing Guide	Quarterly	X									
				D "Best of" the DASB Brochure*	Quarterly	X									
D Iowa Byways Travel Guide*	Quarterly	X	X	X			\$14,000		\$14,000						
5	Outreach & Events (5%)	7%	10%	\$14,000 \$12,635 \$26,636											
				Create & Fabricate Trade Show Banners (4)	As Needed	X	X	X				\$2,400	\$2,400		
				Iowa Motorcycle Safety Forum	Annual			X			\$30		\$30		
				Iowa State Fair	Annual			X			\$1,000	\$100	\$1,100		
				Iowa Legislative Showcase	Annual			X			\$250		\$250		
				\$1,280 \$2,500 \$3,780											
				Printed Material/Outreach: Create, Print, Distribute											
Year 2 Total: \$18,280 \$23,887 \$42,167															

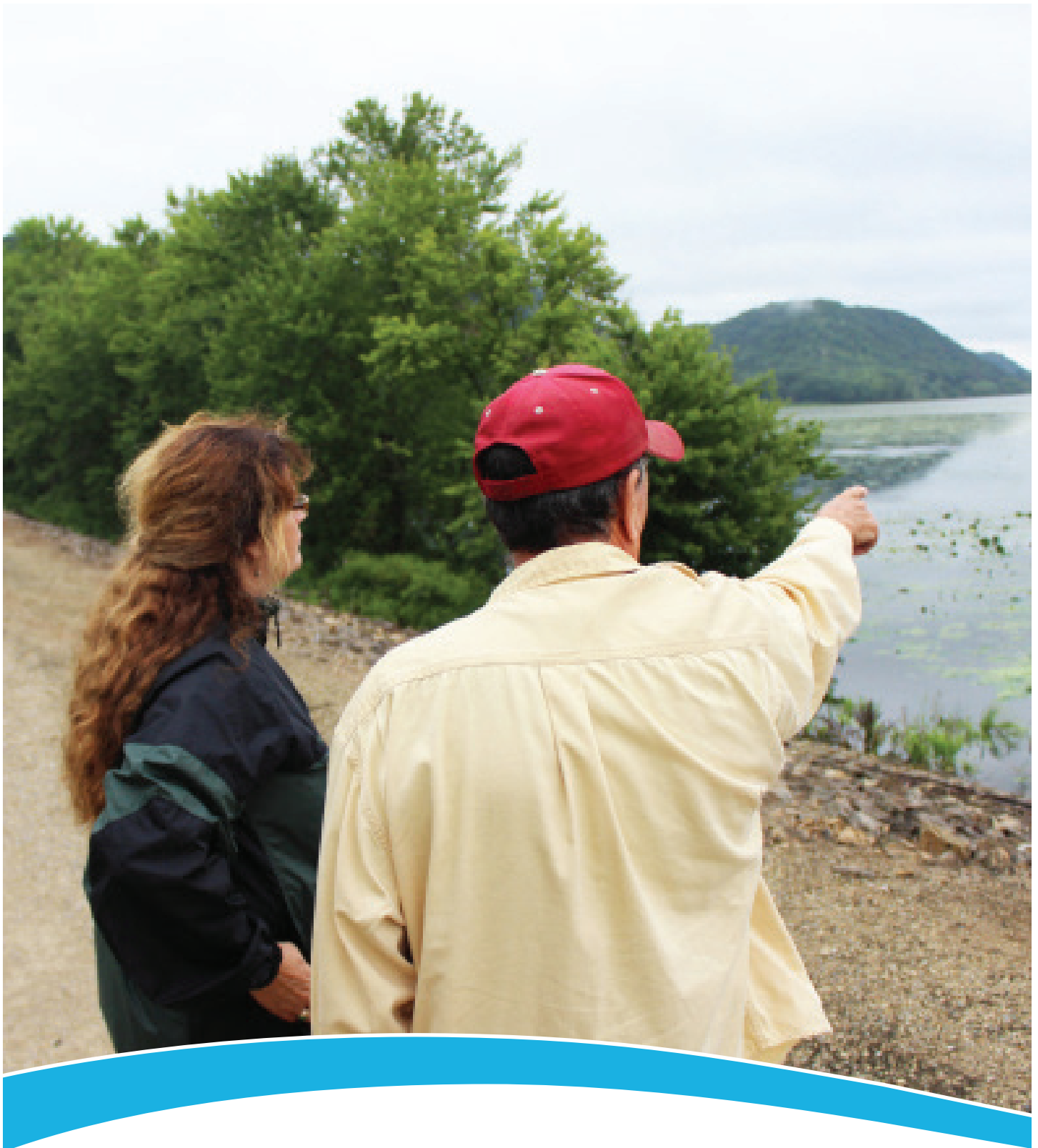
Year 3 Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost		
		Partners	DASB			Local	Region	State	Nat'l	Int'l	Partner	DASB			
1	Digital Marketing (45%)	16%	37%	Social Media Marketing	Weekly	X	X	X							
				Website Content	Monthly	X	X	X	X	X					
				E-Newsletters (4)	Quarterly	X	X								
				Content Generation - Itineraries (4)	Quarterly	X	X								
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000		
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000		
				Pay-Per-Click or AdWords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100		
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,000		
				Online Trip Planning (TripAdvisor, YouTube, etc.)	Annual	X	X	X	X		\$1,000	\$100	\$1,100		
2	Public Relations (20%)	0%	0%								\$3,000	\$7,300	\$10,200		
				Articles (4)	Quarterly	X	X	X							
				News Release	As Needed	X	X	X							
3	Advertising (20%)	0%	7%								\$0	\$0	\$0		
				SE MN, NE IA & SW WI Visitors Guide (1/2 page ad)	Annual		X	X				\$452	\$452		
				American Road Magazine (1/2 page ad)	Annual				X			\$500	\$500		
				AAA Magazine (1/2 page)	Annual			X				\$500	\$500		
4	Printed Material (10%)	77%	47%								\$0	\$1,452	\$1,452		
				C, P & D Byway Business Information Sheet	Annual	X									
				C, P & D an Identity System for the DASB	Annual	X						\$335	\$335		
				C, P & D DASB Activity Guides for (5) Target Markets	Quarterly	X	X					\$6,500	\$6,500		
				P & D DASB Tear-Sheet Map (7,500)*	Quarterly	X	X					\$900	\$900		
				P & D DASB Trout Fishing Guide (7,500)	Quarterly	X	X					\$1,700	\$1,700		
				D Birding along the DASB	Quarterly	X	X								
				D Updated DASB Culinary Passports	Quarterly	X									
				D DASB Restaurant Placemat	Quarterly	X									
				D "Best of" the DASB Brochure*	Quarterly	X									
D Iowa Byways Travel Guide*	Quarterly	X	X	X			\$14,000		\$14,000						
5	Outreach & Events (5%)	7%	9%								\$14,000	\$9,435	\$23,435		
				C, P & D "Friends of the Byway" Replica Alum Signs	As Needed	X						\$1,600	\$1,600		
				Iowa Motorcycle Safety Forum	Annual			X			\$30		\$30		
				Iowa State Fair	Annual			X			\$1,000	\$100	\$1,100		
				Iowa Legislative Showcase	Annual			X			\$250		\$250		
											\$1,280	\$1,700	\$3,780		
				Printed Material/Outreach: Create, Print, Distribute											
Year 3 Total: \$18,280 \$19,887 \$38,167															

Year 4 Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost
		Partners	DASB			Local	Region	State	Nat'l	Int'l	Partner	DASB	
1	Digital Marketing (45%)	16%	31%	Social Media Marketing	Weekly	X	X	X					
				Website Content	Monthly	X	X	X	X	X			
				E-Newsletters (4)	Quarterly	X	X						
				Content Generation - Itineraries (4)	Quarterly	X	X						
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000
				Pay-Per-Click or AdWords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,000
				Online Trip Planning (TripAdvisor, YouTube, etc.)	Annual	X	X	X	X		\$1,000	\$100	\$1,100
2	Public Relations (20%)	0%	0%								\$3,000	\$7,300	\$10,200
				Articles (4)	Quarterly	X	X	X					
				News Release	As Needed	X	X	X					
3	Advertising (20%)	0%	6%								\$0	\$0	\$0
				SE MN, NE IA & SW WI Visitors Guide (1/2 page ad)	Annual		X	X				\$452	\$452
				American Road Magazine (1/2 page ad)	Annual				X			\$500	\$500
				AAA Magazine (1/2 page)	Annual			X				\$500	\$500
4	Printed Material (10%)	77%	62%								\$0	\$1,452	\$1,452
				C, P & D Byway Business Information Sheet	Annual	X							
				C, P & D an Identity System for the DASB	Annual	X						\$335	\$335
				C, P & D "Hidden Gems" DASB Brochure (10,000)	Quarterly	X	X					\$2,700	\$2,700
				C, P & D Updated DASB Culinary Passports (5,000)	Quarterly	X						\$3,350	\$3,350
				C, P & D DASB Restaurant Placemats (20,000)	Quarterly	X						\$2,000	\$2,000
				P & D DASB Tear-Sheet Map (7,500)*	Quarterly	X	X					\$900	\$900
				D Trout Fishing Guide (7,500)	Quarterly	X	X					\$5,300	\$5,300
				D Birding along the DASB	Quarterly	X	X						
				D DASB Activity Guides for (5) Target Markets	Quarterly	X	X						
				D "Best of" the DASB Brochure*	Quarterly	X							
				D Iowa Byways Travel Guide*	Quarterly	X	X	X			\$14,000		\$14,000
5	Outreach & Events (5%)	7%	1%								\$14,000	\$14,585	\$28,585
				Iowa Motorcycle Safety Forum	Annual			X			\$30		\$30
				Iowa State Fair	Annual			X			\$1,000	\$100	\$1,100
				Iowa Legislative Showcase	Annual			X			\$250		\$250
											\$1,280	\$100	\$1,380
				Printed Material/Outreach: Create, Print, Distribute									
Year 4 Total: \$18,280 \$23,437 \$41,717													

Year 5 Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost	
		Partners	DASB			Local	Region	State	Nat'l	Int'l	Partner	DASB		
1	Digital Marketing (45%)	16%	54%	Social Media Marketing	Weekly	X	X	X						
				Website Content	Monthly	X	X	X	X	X				
				E-Newsletters (4)	Quarterly	X	X							
				Content Generation - Itineraries (4)	Quarterly	X	X							
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000	
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000	
				Pay-Per-Click or AdWords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100	
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,000	
				Online Trip Planning (TripAdvisor, YouTube, etc.)	Annual	X	X	X	X		\$1,000	\$100	\$1,100	
2	Public Relations (20%)	0%	0%									\$3,000	\$7,300	\$10,200
				Articles (4)	Quarterly	X	X	X						
				News Release	As Needed	X	X	X						
3	Advertising (20%)	0%	11%									\$0	\$0	\$0
				SE MN, NE IA & SW WI Visitors Guide (1/2 page ad)	Annual		X	X				\$452	\$452	
				American Road Magazine (1/2 page ad)	Annual				X			\$500	\$500	
				AAA Magazine (1/2 page)	Annual			X				\$500	\$500	
4	Printed Material (10%)	77%	34%									\$0	\$1,452	\$1,452
				C, P & D Byway Business Information Sheet	Annual	X								
				C, P & D an Identity System for the DASB	Annual	X						\$335	\$335	
				P & D "Best of" the DASB Brochure (15,000)*	Quarterly	X						\$1,800	\$1,800	
				P & D DASB Tear-Sheet Map (7,500)*	Quarterly	X	X					\$900	\$900	
				P & D DASB Trout Fishing Guide (7,500)	Quarterly	X	X					\$1,700	\$1,700	
				D Updated DASB Culinary Passport	Quarterly	X								
				D DASB Restaurant Placemats	Quarterly	X								
				D "Hidden Gems" DASB Brochure	Quarterly	X	X							
				D Birding along the DASB	Quarterly	X	X							
				D DASB Activity Guides for (5) Target Markets	Quarterly	X	X							
				D Iowa Byways Travel Guide*	Quarterly	X	X	X			\$14,000		\$14,000	
5	Outreach & Events (5%)	7%	1%									\$14,000	\$4,735	\$18,735
				Iowa Motorcycle Safety Forum	Annual			X			\$30		\$30	
				Iowa State Fair	Annual			X			\$1,000	\$100	\$1,100	
				Iowa Legislative Showcase	Annual			X			\$250		\$250	
												\$1,280	\$100	\$1,380
				Printed Material/Outreach: Create, Print, Distribute										
Year 4 Total: \$18,280 \$13,587 \$31,867														



Promotional Material Found Along the DASH



SECTION **SIXTEEN**

Economic Development Plan

16.1 Introduction: The DASB is an economic engine that has unlimited potential to help Allamakee County and the DASB communities generate income, diversify their tax base, create business opportunities, revitalize their historic downtowns and restore their community vitality. This DASB Economic Development Plan is intended to help the DASB Board and their partners maximizing that potential. It considers the existing economic conditions, the workforce, the state of the community infrastructure and the business climate. It sets the course for economic growth and identifies policies, strategies, programs and projects that will help improve the economy in the DASB Corridor over the next decade. It will be used by DASB Board to encourage DASB communities, counties and stakeholders to work together to use the DASB as a tourism venue and as an asset that will help them develop an economy that creates and supports desirable jobs that provide a good standard of living for individuals and a high level of services for DASB residents and visitors. It will also help the DASB Board maximize the opportunities presented by the local, regional, state and national partnerships. The resulting stronger economy will improve the quality of life and create a more vibrant DASB Corridor.

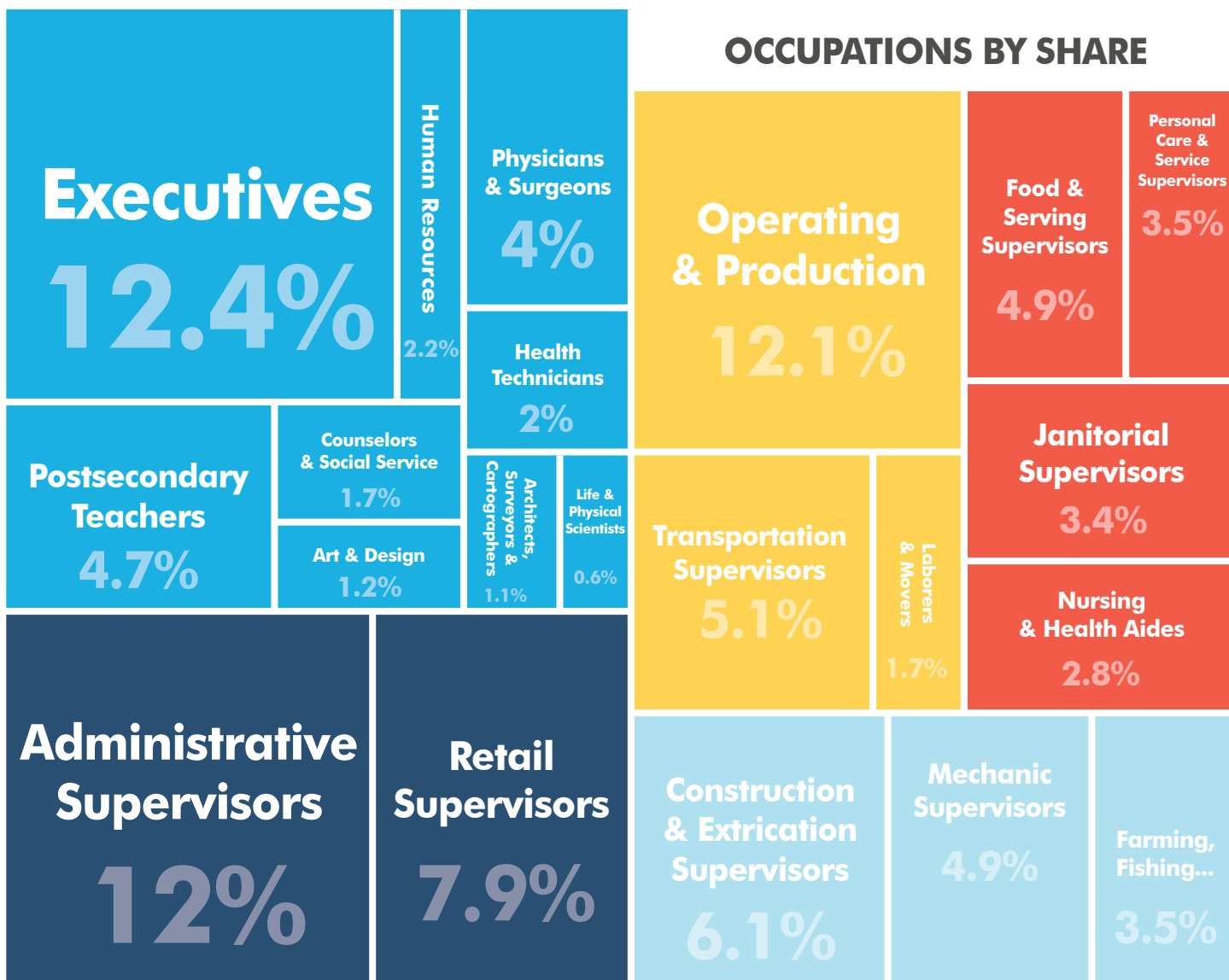
The DASB Corridor is extremely rural, with very few public and private resources compared to large cities, but the DASB Board has opportunities to partners with others to maximize the economic benefits of DASB. The DASB is one of several Iowa byways located in Northeast Iowa in close proximity to each other and in 2016 the Iowa DOT approved the expansion of the DASB into Winneshiek County. Therefore, this DASB Economic Development Plan is influenced by Regionalism. The policies and strategies recommended support and encourage collaboration among all the DASB public and private stakeholders so they will collectively be better able to address major economic, social, and environmental challenges in the DASB Corridor for years to come.

The stakeholders in the DASB Corridor and across the state that have already committed to working with and for the DASB to improve their economy through the implementation of this Economic Development Plan include, but are not limited to, the following:

- **DASB Board of Directors:** Provided leadership, over-site, planning, coordination and project implementation
- **Community Representatives** (including city council, mayors, city staff, Chambers of Commerce representatives, community economic development boards, and directors, and a Main Street director and board): Voluntarily participated on the DASB Board and committees, developed and assisted with individual and collaborative DASB projects, events, and initiatives, provided local expertise and expanded community engagement
- **Byways of Iowa Coalition (BIC):** Created a venue for statewide project collaboration, and the opportunities for DASB Board participation (DASB volunteer BIC members including the Allamakee County Engineer and a member of the Main Street Lansing Board of Directors)

- **Allamakee County Representatives** (including department heads, employees and Board of Supervisors): Provided leadership, participated on the DASB Board, stakeholders and committees, provided technical assistance with projects and initiatives and professional recommendations related to but not limited to conservation, economic development, tourism, policy, transportation, overlook design and engineering, roadside management
- **DASB Public and Private Stakeholders** (including businesses, historical societies, art and cultural organizations, community foundations and others): Voluntarily participated on the DASB Board and committees, provided input, planning, and funding for projects and initiatives, and helped implement projects, events and initiatives
- **Northeast Iowa RC&D Inc.:** Provided coordination, technical and financial assistance to the DASB Board and private and public stakeholders
- **Iowa DOT through the Iowa Byway Sustainability Program:** Provided funding for coordination, branding, and technical assistance to the DASB Board as well as financial assistance for statewide initiatives including publications, social media, marketing and outreach, provided training, cross promotion and facilitated statewide partnerships and communication
- **National Scenic Byway Program:** Provided project funding, education and information
- **Byways of Iowa Foundation (BIF):** Provided project funding, outreach and education to potential stakeholders and funders, and incentivized statewide collaboration
- **Iowa Tourism Association:** Provided marketing, promotion, and financial assistance through statewide initiatives, project grants and technical expertise
- **Iowa byways:** Participated in multi-byway initiatives and projects such as coordinated tear-sheet/maps, a culinary passport, coordinated byway banner, as well as cross promotion and marketing opportunities

16.2 Existing Conditions: The DASB Corridor is defined by the Allamakee County borders. The vast majority of the residents of the Corridor are dispersed across the landscape on small farms. According to the 2015 Iowa Agricultural Statistics, compiled by USDA, National Agricultural Statistics Service Upper Midwest Regional Office, as of 2012, there were 1,011 farms in Allamakee County/DASB Corridor with the average size of those farms only 286 acres. There are only five small communities and five smaller unincorporated villages in the Corridor and the overall population in the DASB Corridor is declining. The US Census reports that the number of residents in Allamakee County has decreased from 14,330 in 2010, to 13,886 in 2015, a 3% decline that follows a 10-year trend for declining population in the county. However, this overall decline is consistent with similarly-sized counties in Iowa. The percent of people living in poverty in the DASB Corridor is lower at 10.8% than Iowa at 12.2%. Although the Median Household Income (MHI) for the DASB Corridor is lower than the state, \$45,890 compared to Iowa at \$52,716, the MHI within DASB communities is notably lower than the MHI for Allamakee County.

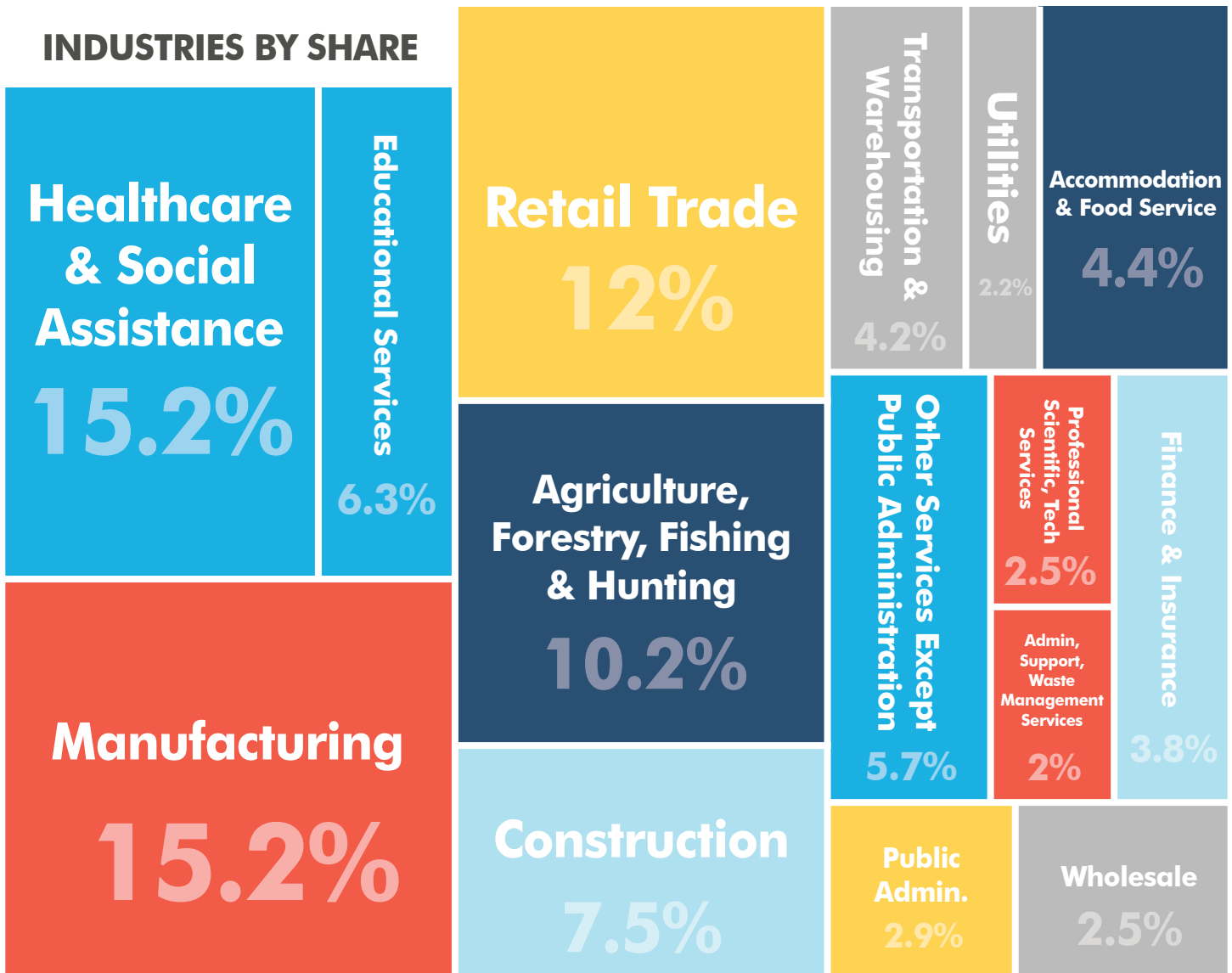


The Iowa State Retail Trade Analysis Report finds that Real Nonfarm Income Per Capita for Allamakee County is significantly lower than Iowa's Real Nonfarm Income Per Capita. In the Report, Iowa State University notes that the local demand for retail goods and services depends on the income level of residents and Real Nonfarm Personal Income statistics provide a useful gauge of the average income in the region. It includes wage and salary earnings of residents, self-employment income, investment income, and government transfer payments. Although Iowa State University found that Allamakee County's Retail Trade Patterns for 2015 are also low and concludes Allamakee County does not currently serve as a "regional magnet" for retail trade activity, it is important to note that other research indicates that although Real Nonfarm Personal Income is low, tourism and travel are a significant component of Allamakee County's economy. Most notably, The Economic Impact of Travel on Iowa Counties 2015, prepared by the Research Department of the U.S. Travel Association for the Iowa Economic Development Authority, reported \$40.21 million

dollars in travel expenditures in Allamakee County in 2015, an increasing trend in expenditures over a several year period. The 2015 figures included \$3.91 million in payroll related to 200 jobs. In 2015, travel in Allamakee County also generated \$2.42 million in Iowa tax receipts and \$980,000 in local tax receipts. Allamakee County ranked 28th in Iowa in expenditure levels for 2015, a strong standing for such a rural county and much higher than some other nearby counties, including Winneshiek County, which was deemed a "regional magnet" by the Iowa State University study.

In 2014, there were 394 businesses employing 4,206 people in Allamakee County/DASB Corridor, which is much lower than other nearby Iowa counties. According to Iowa State University, 54% of Allamakee County residents commute to other counties for work, including to Decorah, LaCrosse, Wisconsin, Preston and Rochester, Minnesota, and other communities. According to Allamakee County Economic Development and Tourism, 41%

INDUSTRIES BY SHARE



of the Corridor's residents have worked at the present place of employment for at least 10 years and 78% are willing to drive 10 to 30-miles round trip to work. More specific characteristics about the employment in each of the incorporated communities, which include Postville, Waukon, Lansing, Harpers Ferry and New Albin, are detailed in Section 4.

Compared to other Iowa counties, Allamakee County, and therefore the DASB Corridor, has an unusually high number of people working in Agriculture, Forestry, Fishing, Hunting. The highest paying industries in the DASB Corridor are related to Utilities, Transportation and Warehousing, Professional, Scientific and Tech Services and Educational Services. The most common industries in Allamakee County/DASB Corridor by number of employees are Manufacturing, Healthcare, Social Assistance and Retail Trade. There are more Service Establishments, 214, than any other type of Retail Trade. Specialty Retail Stores come in second at 81, Miscellaneous Retail Firms at 74 and Eating and

Drinking Establishments at 41 businesses. Although, it is important to note that Hotels and Lodging, Arts and Entertainment, and some other tourism-dependent businesses are included in the category "Service Establishments". According to the Iowa State Retail Trade Analysis Report, Allamakee County's Real Total Taxable Sales were \$101,388,482 for fiscal year 2015, which, although a decline from 2014, is higher than 7 of the past 10 years. The same is true of Taxable Retail Sales per Capita. Given the quality of the tourism venues in the Allamakee County, there is room for expansion of the tourism economy and the related retail sales in the DASB Corridor, where total retail sales per capita are \$7,256, compared to Iowa's average retail sales per capita at \$12,040.

A) Labor Considerations: The labor force in the Allamakee County/DASB Corridor is slightly different than Iowa on average. They are younger, with 65% of the population in the DASB Corridor is over age 16 years of age, compared to Iowa at approximately 68%. Although approximately 88% of the residents in Allamakee

County 25 and older have graduated from high school, only 16% of persons 25 and older have a bachelor's degree or higher. This is compared to Iowa's percent with bachelor's degree or higher for residents age 25+ at 27%. Northeast Iowa Community College, Luther College, and Upper Iowa University all provide local opportunities for residents to expand their education and skills. However, the DASB Board feels they must also develop and provide strategies other than formal education that help the existing labor force. Approximately 20% of the workforce Allamakee County are self-employed. Therefore, efforts to create and expand tourism, retail, and service industry businesses and jobs by providing technical assistance and training to small and emerging businesses can immediately benefit the existing DASB labor force. It will also maximize the potential for the DASB Board to foster community development sooner rather than later.

There are challenges related to seasonal tourism cycles in the DASB Corridor. Sixty percent of tourism in Iowa happens during three months of the year. DASB communities typically extend their tourism season into the fall months because of the spectacular fall leaf watching opportunities, but winter and spring are currently a tourism sink. Although there are exceptional opportunities for winter recreation, see Section 7, which describes the DASB's Recreational Intrinsic Qualities, heavy snowfall, freezing rain, flooding, and other weather considerations, still impact tourism in the DASB and across the Midwest. Traditional school and vacation cycles are also a major factor. Although it would be difficult to impossible to impact many of these factors, some strategies can have a positive impact including customer service training, technical assistance to small business owners, management training, and start-up capital.

B) Infrastructure Considerations: When considering the DASB as an attraction, the communities along the route are well spaced to intermittently provide services to the traveler. They each have their own unique character and opportunities. They offer different experiences and activities for the traveler and provide different types of infrastructure and community spaces for the travelers that are willing to take a break from driving. Much of the public and private physical infrastructure in DASB communities is historic. Almost all of the DASB communities have historic downtowns with structures in need of restoration or renovation. Some have vacant or abandoned businesses, empty storefronts, or vacant second stories of key downtown properties. Most of the downtown businesses districts in the DASB Corridor could benefit from organized storefront/façade restoration and a business incubator that would help small businesses get established.

Some DASB communities need funding and technical assistance or are working to raise funding to restore basic community infrastructure. Community tourism infrastructure such as sidewalks, street lighting, parking, trails and river access is inconsistent, being well developed in some DASB communities and absent in others. However, with assistance from the DASB Board and many private and public partners, the Allamakee County Conservation Board recently developed a new Driftless Area Interpretive Center

south of the DASB community of Lansing. The DASB community of Postville secured funding to implement several infrastructure projects, including to extend their walking trail and restore the headwaters of a coldwater trout stream along the DASB, and to install several new stormwater runoff practices such as permeable paver parking lots, bioswales and raingardens. They will also be working with the NE IA RC&D to develop a Community Brownfield Plan that will help them understand how to improve their downtown and their railroad corridor. These and other highly visible primary and supporting community infrastructure projects play a key role in the DASB visitor's experience. They influence the overall perception of the DASB, the traveler's satisfaction with their trip, whether or not they repeat their visits and/or referrals they make to friends and family. Therefore, they are an important consideration for the DASB Board when considering economic development and expansion of the tourism industry in the DASB Corridor. There are several private and public groups in the DASB Corridor actively working to improve both primary and secondary community infrastructure. The DASB Board is supportive of their efforts and many of the entities and collaborative groups within the DASB Corridor assisted with the development of this CMP in some way. The DASB Board has included some of their proposed projects in Section 17 of this CMP.

Travel to and from the DASB Corridor is challenging but not insurmountable for national and international visitors. Although there are no Interstate roadways within the DASB Corridor, Interstate 90, which runs east-west, is located within 25 miles of the DASB Community of New Albin. The DASB intersects with the Great River Road, which is a National Scenic Byway and a well-known north-south travel route in the United States. Although the closest international airport, Minneapolis-Saint Paul International Airport in Minnesota, is approximately 155 miles from the DASB community of Dorchester, DASB visitors can fly into LaCrosse Wisconsin, which is only 30 miles to the northeast of the DASB Corridor or Rochester, Minnesota, which is just over 75 miles to the northwest. A smaller airport is available in Decorah. Although the services and capacity of the Decorah Municipal Airport is limited, the community and private investors have recently expanded the facility.

C) Product and Services: **1. Product:** The Product associated with the DASB as a public-private venture is "the unique sense of place and experiences associated with the DASB and its corridor."

2. Brand: The DASB Brand is the set of marketing and communication methods that help convey that 'product' or sense of place and distinguish the DASB from other byways or travel destinations in Iowa and throughout the United States. The DASB Brand creates a lasting impression in the minds of the customer. Because they were independently ranked as the most scenic state byway in Iowa, their natural resources are world renowned, and they have exceptional natural resource based recreation for visitors, the DASB Board has selected the scenic beauty of the DASB Corridor as their primary brand. They feel the natural resources of the DASB Corridor are integral to the scenic beauty



Brand: Creates a Lasting Impression in the Minds of the Visitor

and natural resource based recreation is an opportunity for byway travelers to engage in what they see. They have also expressed interest in finding ways to develop the DASB brand's association with the archaeological and cultural resources as components of the scenic viewshed.

3. Sense of Place: In addition to the brand associated with the DASB and its corridor, each of the communities along the DASB has its own sense of place that has evolved over time. It has been influenced by the archaeological, historic, cultural, economic, recreational and natural resources and amenities surrounding it and the people that founded and expanded each of the communities. The character, look, and heritage of the DASB communities are not found in other towns and the DASB Board does not want them to change or alter their sense of place to try to become more like other communities. The individuality of each DASB community is a strength, an asset and an opportunity for the DASB to strengthen its own brand. The DASB public-private stakeholders will benefit from each community developing its own sense of place within the DASB Brand and then working with the DASB Board to market their communities as a unique experience along the DASB.

The DASB is fortunate that many of its communities do understand their 'sense of place' and are working to enhance it. Most still have historic downtowns. Lansing Main Street, Waukon Chamber of Commerce, Harpers Ferry Booster Club, DASB city councils and city staff, and other community leaders continue to encourage small

business owners and new entrepreneurs so that the DASB downtowns are dominated by unique, locally owned, small businesses located in historic storefronts, rather than chain stores or business franchises in modern buildings. This has allowed the DASB communities to keep their sense of place distinctive and provides a stark contrast to large cities or suburban architecture.

Some of the DASB communities have begun to build on their historic, economic, natural, and cultural amenities. Public and private partners are in the process of implementing historic projects, such as the one-room school project in Harpers Ferry and the historic walking tour in Lansing. Place-based, community art projects are scheduled in three DASB towns. More than one community is proposing, or already installing, innovative stormwater runoff projects that improve community functionality and beauty. DASB communities are also restoring or constructing community infrastructure like new waste water treatment facilities, street and sidewalks improvements, new period lighting, and land and water trails. DASB communities have implemented or proposed projects that take advantage of their proximity to rivers or streams, including river and fishing access, stream restoration, riverfront trails, overlooks and natural resource and wildlife interpretation. These are projects that will strengthen, integrate and promote the unique characteristics that embody the DASB sense of place and many of them reinforce the DASB Brand. Because the DASB Board is supportive of these efforts, they have included proposed projects that will help restore and enhance each community's sense of place, in Section 17 of this CMP.



Market: Those Attracted to the DASB

4. Services: The services provided to the consumer by the public-private partners in the DASB are multi-faceted. They include everything from a hot air balloon rides to guided tours of the Mississippi River. They collectively influence what and how existing and created experiences along the DASB are perceived, delivered, consumed and remembered. Therefore, the success of the DASB as a public-private business venture that positively impacts the economy of DASB communities and counties depends on the unified development, branding and marketing of services in the DASB for, and to, the traveling public. The nature, diversity, standards and consistent delivery of these services will influence the public's access to and enjoyment of the designated route and its amenities and the perceived quality of the byway travelers experience. These factors will also drive the nature of the encounters with and between travelers, impact the success of businesses and ultimately drive or influence future decisions made by public-private stakeholders in the DASB Corridor.

Although the quality of the scenic view is a high priority to the DASB traveler, several studies document that scenic byway travelers prefer specific types of services and experiences, including historic sites, recreational venues, festivals and events and natural areas. They also enjoy local food and other authentic experiences. While, the DASB byway traveler can experience all these things in the DASB Corridor, and the DASB Board has worked to provide information that helps the traveler find the related services, the Board also recognizes that there are still some gaps and constraints in basic services within specific DASB communities, or as related to types of service, spacing of specific services along the route, hours of operations and other factors that can positively or negatively impact the byway travelers experience.

5. Market: Although the DASB is one of the most scenic state byways in Iowa, it is competing with 74 other byways, including ten from Iowa and over sixty byways from the states that border Iowa, where the majority of Iowa's tourists originate. Other than the River Bluffs Scenic Byway and the Great River Road in Iowa, the closest competing byways in terms of proximity and similarity of topography and sense of place are in southeast Minnesota and southwest Wisconsin. Minnesota has twenty-one scenic byways and Wisconsin has four. Also within fairly close proximity, Illinois has seven byways. Additional relevant byways are located in Kansas, which has eight, Missouri, which has ten, Nebraska with eight, and South Dakota with six scenic byways. The market for the DASB is the traveling public, some of whom are specifically looking for scenic byways and activities along those byways and more specifically, those characteristics that are the basis for the DASB brand, scenic beauty with high-quality natural resources and natural resource recreation.

Byway travelers are particularly interested in many of the amenities and characteristics found along the DASB including diverse views; well-maintained winding roads; high-quality natural resources; natural resource based recreational opportunities; historic and cultural sites. Specific segments of the market are covered in more detail in the DASB Marketing Plan. The DASB Marketing Plan

provides details on several segments of the traveling public that the DASB Board and stakeholders are more interested in attracting based on their travel and spending habits, appreciation for the services and attractions in the DASB Corridor, their interactions with and considerations for private and public stakeholders and other factors.

6. Operations: Because the 'business' of tourism along the DASB is dependent on hundreds of diverse public and private partners, coordination of 'operations' at several levels would benefit byway stakeholders. However, coordination of operations is complex and must be sensitive to the limitations in human and financial resources associated with small businesses and organizations that provide the services and experiences along, or associated with the byway and its resources.

The DASB Board has completed an inventory of public and private tourism venues, attractions and businesses and their locations along the DASB route. A list of potential attractions, businesses and services that could enhance the byway travelers is also being developed by the partners and several have been included in the Project Section of this CMP.

Part of the coordination of operations is related to access to services and products in terms of location, timing and diversity. Although the communities are periodically spaced along the DASB route in a manner that is conducive to strategically providing opportunities for the DASB visitor, not all of the communities have businesses that can meet the needs and/or wants of the traveler. Neither do all the communities have the public services/facilities and/or infrastructure that byway travelers will be expecting.

The majority of the tourism-related businesses along the DASB are small private businesses located in the downtowns of the DASB communities. Hours and methods of operation vary within communities and along the byway and many of the private businesses, historic sites and public facilities are closed in the evenings and on weekends when the traveling public is seeking products, services and experiences. The DASB Board recognizes that coordination of hours of operations will benefit the traveling public, as well as the businesses in the DASB Corridor, but they also understand that successful coordination of hours would not necessarily mean having "the same hours of operation". The important piece is facilitating good communication and understanding for stakeholders and the traveling public about which businesses are open when. Having this information available during all phases of travel is paramount, especially during the planning and trip implementation phases. Unfortunately, the online presence of DASB businesses is inconsistent and limited. Even if they are able to improve their internet presence, many sections of the byway have poor mobile network coverage. However, opportunities to reach the traveling public during trip planning and implementation are abundant. Tools such as Facebook, Twitter, business websites, and other social media as well as cross-marketing to travelers looking for byway destinations are currently underutilized.

16.3 Challenges & Opportunities:

1. Organizational Structure: There are multiple levels of organization related to the DASB. There are the individual communities and different county departments who work independently and cooperatively as needed including a county economic development and tourism organization, who serves the county and multiple communities. The DASB Board of Directors was developed to serve as a structure for those partners who are interested in strengthening their individual byway communities and counties by working with others to develop the DASB as a regional tourism venue and a destination-based regional economic development engine. Implementation of this CMP will be maximized when the partners are supportive of building the assets of the individual communities while at the same time working to maximize and build the potential for the greater DASB Corridor as a singular tourism destination.

2. Natural Resource Based Economics: The rural nature of the DASB Corridor is one of the venture's greatest strengths. The high quality views, diverse landscape, wildlife and access to natural resource based recreation, coupled with supporting community and county infrastructure, visitor amenities, small businesses and clean, inviting downtowns make the DASB a solid, ready-made tourism venue that has all the characteristics for, and the potential to become an international tourism destination. However, private business interests influenced by state and national trends and policies have the potential to greatly impact most of the characteristics that make the DASB appealing, including the scenic views, landscape diversity, and community and county infrastructure. The DASB Board is a diverse group of public and private representatives that not only understand the potential for the DASB but also have a good understanding of the public and private pressures on the Corridor. Their efforts to protect the DASB viewshed through policy and economic and natural resource projects that recognize that DASB viewshed is a major component of Allamakee County's tourism industry and a key economic driver for the region have been successful so far but will be tested over the next decade.

3. Economic Structure: The economic structure of each DASB community, Allamakee County and all of the DASB communities, businesses, organizations and establishments collectively located within the Corridor is important and should be strengthened through implementation of this CMP. Some of the DASB communities have or are using recognized strategies to develop new economic structures for their downtown business districts, but others are unaware or have been unable to develop support for implementation of those strategies. In order to catapult the DASB and make it a premier tourism destination that has wide-reaching economic benefits, all of the communities and Allamakee County will need to implement strategies to maximize the structure of their own economies while also working together to understand how their structure works in tandem with the others as part of the larger, multi-faceted, economic system of the DASB.

4. Sense of Place/Community Pride: Each community in, and the DASB Corridor as a venue in and of itself, will benefit from having a strong sense of place and a pride of community that is reflected in the public and private spaces, particularly in the downtown districts. This includes developing and restoring the historic and cultural venues and structures, updating community services and creating downtown spaces and events that are unique to the community, people, and cultures, found only in the DASB communities and corridor. There is no shortage of community pride in the DASB communities and counties. However, connecting that pride to the development of a sense of place through public and private projects is vital to the branding and marketing associated with the DASB. For that pride and sense of place to be embraced, it must be something that permeates all levels of the economy, the community infrastructure and the social system, including both public and private sectors. Partners must find ways to celebrate and market the rural nature of the DASB Corridor as an opportunity. The DASB partners have used their own funds to implement DASB-wide branding and marketing projects and initiatives but would benefit from expanding their focus to include strategies that foster downtown revitalization, façade or other DASB-wide community improvement projects. Developing a sense of place for the DASB and community pride in the DASB is a long-term initiative that can reap great returns for the DASB communities and counties.

5. Seasonal/Cyclical Tourism: One of the greatest economic challenges DASB Corridor businesses face is the seasonal/cyclical nature of tourism. Over the years, hundreds of small businesses have been established and thrived during the summer months, only to close in the winter due to a dearth of customers. This is particularly hard for river communities that have summer residents occupying community residences that they leave vacant during winter months.

6. Work Force Development: The public-private nature of the DASB is predicated on, and strengthened by, the successful business acumen of the small, privately owned businesses and historic business districts in the DASB Corridor. They not only create unique experiences for the byway traveler, they are ultimately one of the main local benefactors of the DASB's success. Although many of the challenges related to educating the existing and future workforce in and near the DASB are beyond the scope of the DASB Board, there are strategies to increase the capacity of business owners, workers, and entrepreneurs in the DASB Corridor. Many of the strategies developed to strengthen or expand businesses will by necessity need to be developed with support from, and delivered to, the business owners, managers and workers locally in a manner that does not disturb business operation or service. Strategies to develop new businesses and develop clusters of businesses must involve new entrepreneurs and potential business owners but could also include the community college and other trained professionals.

7. Private and Public Service: As the DASB becomes more and more well-known as a tourism venue in its own right, it will become even more important for private and public entities to recognize the gaps and challenges related to services. For example, lodging opportunities within the DASB Corridor are extremely limited. There is only one hotel that is large enough for group travel, the Stoney Creek Inn located in Waukon. There are other small motels, bed and breakfasts as well as cabins, but this limits the size of groups as well as the number of overnight accommodations available to visitors on any given weekend. Also, seventy percent of all consumer spending (both locals and visitors) takes place after 6:00 p.m. (Roger Brooks International) Inconsistent, limited and/or interrupted services encountered by the DASB traveler at any point along the byway can impact the visitor's perception of the entire byway and their overall satisfaction, including those of business and communities that may not have been at fault. Unfortunately, as a general rule, business or visitor hours in the DASB public and private businesses and venues are limited, inconsistent and not tourism oriented. Seasonal weather, including heavy snowfall, flooding and other considerations can further interrupt travel and business hours by prohibiting or discouraging movement during winter and spring months. Many business owners are aging and unlikely to pass their businesses on to family members. As businesses close, the 'gaps' in services and products increases – (i.e. Although there are 19 trout streams, there are few options for purchasing fly fishing equipment. Some communities no longer have a coffee shop, diner, bakery or ice cream shop. Although there are opportunities to engage in winter sports, there are few places on the DASB to purchase or rent winter sports gear.) Other challenges related to private and public service are tied to the workforce. For example, the existing workforce is not as educated as the average Iowa workforce and although some business owners may be willing to sell their business when they retire, other community members may not be willing to work the hours or want to limit their income to the lower wages associated with limited profit margins.

8. Partnership, Collaboration, Cross Marketing and Promotion: Partnership between entities, like those in the DASB Corridor with limited funding, can be an effective and affordable means of creating a more appealing tourism venue, as well as a more effective method of reaching the public. Although some communities and counties are competitive with and between each other, over the past few years, Allamakee County and the DASB cities have been partnering on DASB branding, marketing, projects and initiatives. DASB businesses have partnered with the DASB Board of Directors to develop and test several marketing publications. These and other existing partnerships indicate the climate for partnership, marketing, and promotion is at a high level in the DASB Corridor. Marketing of the DASB has been greatly expanded over the past five years, in part through test promotions and marketing that occurred through the development of this CMP. This has included some cross promotion and marketing within

and between the DASB communities and counties as well as branding, marketing and promotion with other Iowa byways but private and public entities have limited technical aptitude or financial means to develop and sustain high-quality marketing campaigns and mobile network coverage on the byway is limited. However, analysis of how well this branding, marketing and cross promotion between DASB partners and with other Iowa byways has not been complete.

9. Financial and Technical Resources: The private and public technical and financial resources in the DASB Corridor are extremely limited at every level. Not only do the community members have lower incomes, there are also fewer community members to contribute. This impacts the availability of funding for new venture start-up capital, decreases the tax base and therefore the capacity of the communities to complete capital infrastructure projects. It also reduces private donations to charitable foundations that could provide technical and financial assistance to individuals or communities. The DASB Board can advocate for the strategic use of public and private funding through strategies that maximize all the opportunities and leverage outside sources of funding. The number of private and public entities that can provide technical assistance is more limited in the DASB Corridor than it is in larger communities, creating an even greater need for expanded partnerships and direct communications with local entities and those from outside Northeast Iowa. The very rural nature of the DASB Corridor limits the number of volunteers available to serve on boards, committees, and at events, so the use of volunteer time and effort must be well thought out and maximized for greatest impact.

10. Byway Community Infrastructure: Public and private community infrastructure located within the DASB Corridor has been degraded by age and flooding and is inconsistent in quality and content across the byway and across the byway communities. Fortunately, there is strong public support for secondary community infrastructure improvements and upgrades including new bike, equestrian and hiking trails, such as the Mississippi River Trail. Private groups, including historical societies and cultural coalitions are actively pursuing technical and financial assistance to preserve, restore and interpret historical sites and cultural treasures. Some DASB communities have proposed community downtown improvement projects that would make their cities more appealing to the byway traveler. Some of the communities that are in the worst shape may qualify for grants and loans that would help them restore critical infrastructure and Iowa has grant programs that can help with downtown revitalization projects including façade improvements to privately owned businesses. Although funding for private and public infrastructure projects is limited, there are grants available for public infrastructure projects and the DASB Board and their partners have access to local organizations that excel at securing public and private grants for infrastructure and other projects.

16.4 Proposed Policies, Strategies & Programs:

Strategy 1: Maximize DASB Human Resources

1. Engage all existing community groups, societies and organizations: Interaction with stakeholders and local residents at previously scheduled meetings will reduce the number of new meetings that volunteers must attend. The DASB Board will use those opportunities to engage with existing community groups in discussion about maximizing the economic opportunities associated with the DASB, about DASB branding and marketing strategies, to develop new projects and opportunities, and to gather input for DASB Board decision making.

2. Foster creation of new downtown organizations and public-private collaboration: Individual DASB communities will be better able to retain and enhance their sense of place if they have a committed downtown organization working in collaboration and/or concert with local government so that they can effectively manage public and private infrastructure to ensure a unified approach. Existing downtown organizations like the Lansing Main Street Program, Waukon Economic Development Corporation and other community organizations are important partners. New local private and public efforts to develop organized initiatives that foster private-public community partnerships will be encouraged and explored throughout the DASB Corridor.

3. Maximize opportunities for communities and counties to interact with the DASB Board: City Councils and their staff, Chamber of Commerce, Main Street boards and other community organizations and leaders will gain more benefit from the DASB for their communities if they have good communications with the DASB Board and visa versa. Although each community and each county is encouraged to designate active community leaders to participate on the DASB Board and committees and to diligently replace vacancies and encourage attendance at and reporting from DASB Board meetings, representatives from community organizations will be considered for the DASB Board whether or not their community already has a representative.

4. Encourage development of and discussion about how individual community brand/sense of place fits in with the overall DASB brand/sense of place: Kindle community pride and pride in being a member of the DASB by educating and engaging DASB community leaders and businesses about issues regarding sense of place and brand. Conduct stakeholder meetings to include multi-community discussions to encourage community branding and economic restructuring that complements and/or strengthens the overall DASB Brand/Sense of Place.

5. Foster long-term collaboration for project development and implementation: Conduct public project meetings that generate idea sharing in the DASB Corridor, build partnerships, create vision and vibrancy, and serve as a catalyst for action. Develop private and public funding databases and strategies that help DASB partners see their Corridor as a public-private venture that can effectively and efficiently identify potential obstacles and find ways to overcome them.



Strategy 1: Maximize DASB Human Resources

6. Facilitate cross-marketing: In the past, DASB communities have been competitive with one another. The DASB provides an opportunity for communities to work together to market and brand their services and amenities. This can be an effective and affordable means of reaching the public. Although DASB communities are small, rural towns with limited resources, through the DASB Board, they have access to public and private partners that can help them develop high quality, professional publications and social media including brochures, advertisements, press releases, web and Facebook pages and other tools that will help them effectively get the word out to both the traveling public and potential investors and entrepreneurs. Their status as a DASB community also provides opportunities for cross-marketing and promotion with statewide partners that would otherwise be unavailable.

7. Maximize social media opportunities and minimize limited internet and cell access: Since the public is looking for trip planning information online, the use of affordable and free methods to use the internet as a marketing and outreach tool should be encouraged. This includes websites like iowabyways.org, traveliowa.com and byway Facebook pages. Maximize social media marketing efforts by partnering with other businesses and downtowns on the DASB and businesses and communities along other Iowa byways, to cross promote amenities, products and services. Turn poor mobile network coverage into an asset by selling it as an opportunity to 'get away' from work and/or a busy, hectic schedule to a quiet, relaxing place that is 'off the grid'.



Strategy 2: Encourage Economic Restructuring

Strategy 2: Encourage Economic Restructuring

8. Create Opportunities for public-private interaction, discussion and collaboration: Economic revitalization must be gradual, well-planned and comprehensive to ensure that it is sustainable within the byway Corridor. Revitalization must also involve public and private sectors as well as community leaders present within each DASB community. Opportunities to facilitate and assist each town with discussions, program development, implementation of projects, events and initiatives that include collaboration between private and public entities will be fostered and encouraged. The coordination and facilitation of meetings and distribution of information between all sectors along the DASB and within each community will be explored and encouraged.

9. Distribute information about Main Street Program strategies to all communities: Rebuilding the economic vitality of traditional commercial districts is the main goal of the Main Street Program, which is a model that will enhance the DASB sense of place and the economic vitality of the DASB Corridor. The DASB community of Lansing is already a Main Street community, but the other DASB marquee communities and unincorporated towns and villages are not. Sharing information and techniques and providing technical and financial assistance to help with economic restructuring in all of the DASB communities will not only help revitalize all the DASB communities but will also ultimately enhance the DASB 'product', 'brand' and 'sense of place' as a destination byway.

10. Conduct research that informs and fosters economic vitality: Monitor economic performance within each byway community that is located along the DASB over time. Research should be conducted for each of the communities and for the DASB as a system, as recommended by Main Street America. This includes downtown building and business inventories. Demographic profiling of the Market Area, the compilation of local and downtown retail sales information, consumer and visitor surveys, identification of existing and potential financial incentives and business assistance programs, and identification of business clusters. Collection of this data should occur every two years so partners can track economic change.

11. Develop, coordinate and implement projects that maximize downtown real estate: Encourage downtown organizations, businesses, city officials and staff to identify new economic uses for DASB main street buildings, including both main floor and upper floor spaces as well as finding new ways to utilize unoccupied and/or underused space. Spur and manage investment in DASB main street businesses and buildings, especially historic structures. Revitalize vacant second story spaces to include apartments, bed and breakfasts or short term vacation rentals and lodging opportunities. In critical areas where vacant buildings are a detriment to the downtown, work with partners to provide incentives, reduced rental/lease rates etc. Begin revitalization in a smaller area so there is a bigger impact. Invest in retail beautification.



Strategy 3: Make the DASB an “Outstanding Destination”

12. Leverage funding and implement projects at the highest return on investment, while maintaining the cultural and historic integrity of the DASB communities:

Identify and educate stakeholders about low-interest loans, incentive programs, grants and technical assistance for building and business owners. Identify and invest in small-scale, high-impact improvements. Identify and maximize opportunities to take advantage of waterfronts. Create and enhance open spaces in DASB communities and in the DASB Corridor and implement projects that foster community heritage within communities and the DASB Corridor.

13. Create positive messages about DASB public and private downtown venues:

Market DASB downtowns and the downtown businesses to consumers as well as potential investors and entrepreneurs. Work with DASB business and property owners to improve storefronts, public amenities, maximize operations, and educate their workforce through workforce training.

14. Encourage “Economic Restructuring” within each DASB community:

Although it will include relatively short-term initiatives such as façade development, that are considered “low hanging fruit”, economic restructuring must strive to attract long-term investment to the commercial or downtown districts in the DASB Corridor. This includes focused research, strategic action and deliberate partnership between public and private entities that result in effective incentives, business assistance and expansion programs and recognition of compatible opportunities.

15. Foster & implement business development projects:

Work with stakeholders, business owners, community residents and downtown organizations to develop and/or identify projects that strengthen the existing DASB businesses and foster new business development within DASB downtowns, with an emphasis on smart business development that recognizes economic opportunities and strategic business placement within the DASB Corridor and individual communities. Orchestrate recruitment of ‘critical mass’ or

‘clustering’ in DASB downtowns. Help DASB communities work with one another to recruit and/or develop ‘Anchor Tenants.’ Assistance should be given to help implement projects that assist DASB businesses who desire or want to relocate to a more advantageous downtown location.

Strategy 3: Make DASB an “Outstanding Destination”

16. Strengthen the DASB brand and retail focus: Partners must work together to engage all the private and public allies in the ‘branding’ and marketing of the DASB as well as the retail focus of the byway, which relies heavily on the private businesses in the DASB Corridor.

17. Encourage public and private strategies that increase community tourism appeal: Help DASB downtowns work with property owners, businesses and organizations to develop lease agreements that include defined operating hours and days to encourage evening and weekend hours. Make sure parking is available, affordable and well posted. Provide public restrooms in the heart of the downtown district. Develop private and public gathering places in the downtown districts including outdoor eating, benches, parks, etc. Encourage communities to name their downtowns and create gateway signage that draws, directs and encourages visitors to visit downtown districts. Implement the wayfinding recommended in this CMP, which include a signage plan, information centers and other wayfinding components. Encourage and/or provide customer service training for business owners and front-line employee. Provide training for community leaders and small business owners so they understand strategies and policies that will draw visitors and increase traveler spending including things such as the use of perpendicular signage that is well-planned and consistently implemented. Work with local stakeholders to develop activities and live entertainment in the downtown district.

18. Work with DASB stakeholders to develop messaging that promotes the remote aspects of the DASB as a positive thing: Develop messaging that recognizes the value of the natural resources and outdoor recreational opportunities along the DASB and promotes the natural and recreational assets of the byway as an opportunity to ‘get back to nature’, so that visitors expect that it will take time to reach their destination but once they get there, there will be abundant opportunities for outdoor recreation and other rural adventures. Work with partners to market complementary activities and routes that encourage travelers to enjoy the time they spend getting to the DASB just as much as the time they spend on the DASB, including partnership with the Mississippi River Parkway Commission/Great River Road etc., adjoining counties and state partners from Iowa, Wisconsin, Minnesota and Illinois.

19. Implement projects, review accomplishments and update the CMP regularly: Work with the DASB Board, stakeholders and partners to refer to, implement and update the Corridor Management Plan, keeping it a “Working” document rather than letting it sit on a shelf.

Strategy 4: Work with private and public partners to expand and/or improve public and private services in the DASB Corridor

20. Encourage and educate community leaders to know and implement proven downtown business program and initiatives: Educate community leaders about different types of downtown business programs and initiatives that have been successfully implemented in other communities and could be demonstrated/utilized in DASB downtowns to maximize the tourism market for DASB businesses. Provide information regarding visitor consumer spending habits and other trends that influence business decision making.

21. Encourage community leaders and business owners, especially those within a DASB downtown or cluster of businesses to increase evening and weekend hours: Educate downtown organizations and businesses about how and why to increase evening and weekend hours and strategies that will help them make the transition in hours economically feasible such as starting with one extended day for two additional hours one evening, and then adding more hours and days each year with long-term goals.

22. Work with communities and local businesses to implement strategies that support private business efforts to increase services: Work with communities located along the byway to support nighttime events that include music, entertainment and festivals to the downtown corresponding with extended businesses hours. Organize cash mobs that help the public realize the businesses are open and help the local businesses recoup staff costs. Work to develop partnerships between DASB lodging, restaurant and specialty shops to cross-market each other.

23. Encourage community leaders, organizations and businesses to work together to implement initiatives and campaigns that benefit multiple entities: DASB businesses and communities can work together to develop, implement and promote/market winter events and traveler incentives that will draw travelers to the DASB Corridor during the offseason. Facilitate good communication and understanding with stakeholders and the traveling public about what businesses, attractions and amenities in the DASB Corridor are open and when.

Strategy 5: Foster Entrepreneurship

24. Develop business apprentice opportunities: Encourage dialog with and between community leaders and retiring business owners that are open to hosting apprentices to help them transfer their knowledge, skills and assets to the next generation.

25. Foster business leadership and employee excellence: Encourage development, implementation and participation in formal and informal classes on business leadership training and customer service training that increases the capacity of existing and potential business owners and the capacity of front line and other employees that serve byway travelers.

16.5 Proposed Economic Development Projects:

This section provides information about infrastructure and non-infrastructure projects that are supported by the DASB Board of Directors and are related to economic development and tourism. The projects were selected during the CMP planning process because of their benefit to the byway traveler or the byway experience and their importance to the DASB Board, DASB Corridor communities and/or the DASB Corridor citizens. They are not theoretical projects developed by the DASB Board in a vacuum, but rather actual projects that the DASB Board, communities and/or citizens want to implement and plan to implement if technical and financial resources can be secured. They are priority projects for the DASB Board and were influenced by state and national byway traveler trends, existing community infrastructure, byway capacity and stakeholder input. Throughout the planning process, in the interest of time and momentum, the DASB Board worked, and continue to work, closely with community leaders to develop, plan, fund and implement projects. Additional projects were considered but not included for recommendation within the next few years. The DASB Board will continue to revise this project list as projects are completed, funded or proposed.

Recommendation One:

Community Beautification and Betterment

1. Attracting Young Families Project: The number of students in the DASB Corridor schools has continued to decline as has the number of young professionals. Northeast Iowa RC&D staff worked with DASB Corridor Board members, legislators and individual communities to conduct focus group sessions with new and potential residents between the ages of 20 and 40. The sessions provided an opportunity for DASB communities to better understand how to draw young professionals and families to the DASB Corridor. Although information was collected from over 30 participants, the University of Iowa's Initiative for Sustainable Communities and NE IA RC&D are now partnering with public and private entities to expand the study throughout Eastern Iowa. The study will occur over a two-year period in 2017 and 2018. Several counties will be involved in the study and Allamakee County partners will be invited to inform the work and utilize the findings. This project is the overall effort, for which funding has already been secured. It will also help the counties and Iowa state and federal legislators understand and implement policies and strategies identified by the study, including Allamakee County.

Partners: University of Iowa Office for Sustainable Communities (U of I CSC), NE IA RC&D, Iowa Valley RC&D, state and federal legislators, ACED, DASB community Chambers of Commerce and Economic Development Directors, other Eastern Iowa partners.

Funding Sources: U of I CSC, NE IA RC&D, Iowa Valley RC&D

Estimated Cost: \$50,000

2. Downtown Business Recruitment Project: The DASB Corridor Communities would like to have technical assistance with recruitment of businesses that can fill the gaps in service that may exist either within communities or within the corridor.

As the person hired through this project works to recruit and provide direct assistance to new businesses and entrepreneurs they would also work with downtown property owners to identify and help prepare downtown business spaces for use by the new businesses. They would also help the communities understand and establish affordable new business incentives. This project would pay for a person/s to provide the technical assistance for a five-year period. Some of the DASB communities have already identified specific small businesses they would like to recruit or develop including, but are not limited to the following: kayak and canoe rental, RV park, mercantile shop or outfitter store, hotel, bakery, grocery store, car wash, coffee shop, golf course, fitness center, wine bar, high end restaurants, ethnic restaurants, antique stores, international marketplace, a community kitchen, any other retail businesses, business that would renovate and utilize empty storefronts.

Partners: DASB Communities, ACED, NE IA RC&D

Funding Sources: Alliant Energy, Hometown Pride Program, Rural Business Development Grant, EPA Brownfield Program, RCIDI Grant

Estimated Cost: \$250,000

3. DASB Downtown Streetscape Project: This project will occur between the business entrances and the main thoroughfare through each DASB community historic downtown district. The old sidewalks and curbs will be removed and replaced. New utilities will be installed beneath the infrastructure to meet new standards. New period lighting will be installed. The sidewalks will be made universally accessible and new trash receptacles will be placed throughout the downtown. The communities will need to partner with the Iowa DOT who owns the street and could potentially coordinate the project with the Iowa DOT.

Partners: DASB Communities, Local Businesses, Iowa DOT, NE IA RC&D, University of Iowa (U of I) Office for Sustainable Communities and U of I College of Engineering

Funding Sources: Hometown Pride Program, Rural Business Development Grant, Alliant Energy, Iowa Great Places Program, State Revolving Loan Fund, Sponsored Projects Program

Estimated Cost: \$5,000,000

4. Lansing Alternative Health Initiative: This project will help the DASB community of Lansing recruit and help establish small businesses that are related to alternative treatments and alternative preventative care such as acupuncture, massage, yoga, reflexology and other treatments. A Clinic for Integrated Health Professionals will also be established near the downtown district to provide space for entrepreneurs as they start up their businesses, to provide classroom space and other support facilities. The partners are interested in developing the Clinic in one of the historic buildings in the downtown area.

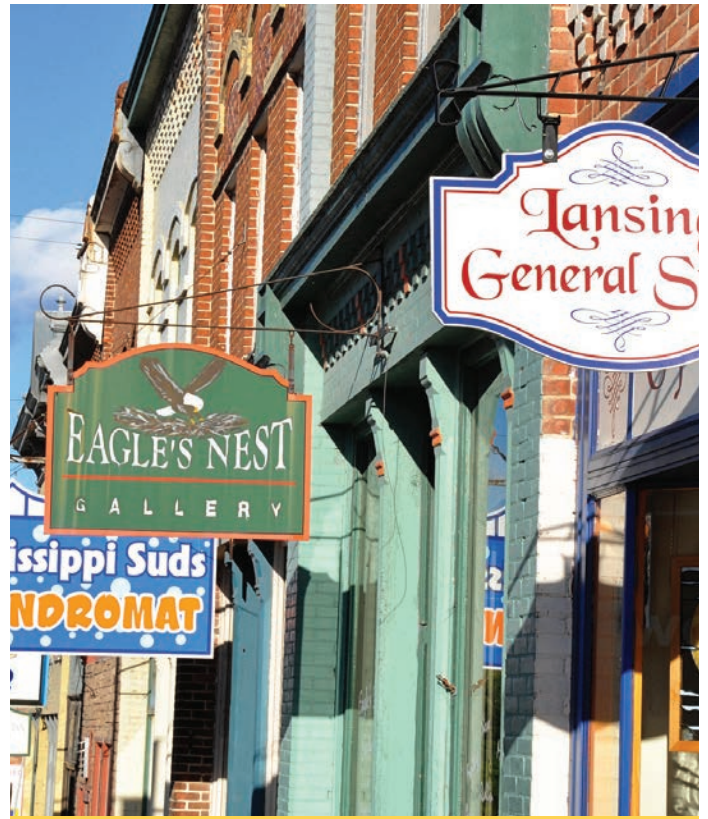
Partners: Lansing Main Street, local entrepreneurs

Funding Sources: Rural Business Development Grant, HRDP, other private and/or public partners depending on compatible use, state and federal tax credit programs, ACCF, private donations, Hometown Pride Program

Estimated Cost: \$75,000



Waukon Plaza Project



Downtown Business Recruitment Project



Attracting Young Families Project

5. Waukon Plaza Project: The Waukon Plaza is located in the center of the community. It currently boasts a marquee sign, built in planters with flowers and a tree. This project will redesign the space, which unfortunately has multiple elevations that make it difficult to maximize the site. The project includes design and implementation of a plan to make the site more usable through elevation changes, vegetation updates, public seating and other improvements.

Partners: City of Waukon, NE IA RC&D, Waukon Economic Development Corporation, Waukon Chamber of Commerce

Funding Sources: ACCF, Alliant Energy, Rural Business Development Grant, Kwik Star, City REAP, private donations, Keep Iowa Beautiful

Estimated Cost: \$75,000

6. Postville Brownfields Project: This project area encompasses major industrial and business sectors of the city, including 107 acres of property along the railroad corridor and Postville's downtown district. Within those sectors, several buildings are dilapidated or deteriorating. Several private business owners have agreed to work with the city to evaluate brownfield and potential brownfield sites. Some of the private entities are considering major renovations of properties, others are considering donating vacant lots, or brownfield sites to the city. This project will provide personnel to complete a Brownfield Area-Wide Plan and then assist with implementation of that plan, including clean-up, assessment and reuse of vacant buildings and brownfield sites. Planning dollars have already been secured by NE IA RC&D and several partners have offered their technical services.

Partners: City of Postville, NE IA RC&D, ACED, Allamakee County Board of Supervisors, Agri Star, Turkey River WMA, University of Iowa Office for Sustainable Communities, University of Iowa College of Engineering

Funding Sources: EPA Brownfield Planning Grant, ACCF, U of I College of Engineering, IDALS, Iowa Revolving Loan Fund & Sponsored Projects, National Fish and Wildlife Foundation, Iowa REAP, Iowa DNR, Turkey River WMA

Estimated Cost: \$3,000,000

7. Postville Community Kitchen and Brew Hub: This project will bring together private and public partners to utilize a vacant building in Postville. The building, an old lumber yard, will be reinvented to house a community kitchen, storage and sales areas for various local foods and beverages. The rest of the building would be developed for individual storage and sale of the products made in the kitchen including craft beer, canned foods, baked goods, dried foods, etc. This project builds on the popularity of local foods, wineries and brewery in the region as well as the increased interest in home brewing. It provides the space for multiple small startup enterprises that don't yet have the capacity to have their own approved kitchen or established markets. By bringing several entrepreneurs together, it also creates a hub for customers who may be interested in purchasing and trying various local products from the region.

Partners: NE IA RC&D, City of Postville, local food growers, bakers, brewers and others that will utilize the facility

Funding Sources: USDA grants and programs

Estimated Cost: \$2,250,000

8. New Albin Gazebo Restoration and Information Hub:

This project is focused on the gazebo located in the center of town. The gazebo will be renovated and a new information hub will be developed in the park, near or adjacent to the gazebo. The intent of the project is to draw attention to the community and engage the visitor. The information on the hub will include historic information about the community, information about businesses in New Albin, opportunities for recreation and activities in and near the community.

Partners: City of New Albin, New Albin Improvement League

Funding Sources: City of New Albin, ACCF, Keep Iowa Beautiful, BIF, Hometown Pride Program, Land and Water Conservation Fund, City REAP

Estimated Cost: \$15,000

Recommendation Two:

Historic Infrastructure Preservation and Restoration

9. DASB Historic Resource Analysis, Restoration & Reuse:

The DASB Corridor has over 20 historic structures that have never been evaluated by a TAN advisor. Over time these structures have and will continue to deteriorate unless a deliberate effort is made to save them. This project will pay for a Historic Resource Specialists (HRS) to provide technical assistance to partners for five years. The HRS will work one-on-one with private and public entities that own structures in the DASB Corridor that are on the National Register of Historic Places. The owners of these structures will be educated about the benefits of having a TAN visit and have assistance with identifying and securing a TAN advisor. The HRS will coordinate interactions with local and state entities and property owners and help organize and fund TAN visits as needed. As TAN visits are completed and understood, the HRS will provide assistance to local property owners to help them secure funding and move forward with implementation of suggestions from the TAN advisors. As historic structures are restored, the HRS will work with private and public owners to identify and implement compatible reuse of the structures. The goal of the project will ultimately be to implement projects that analyze, preserve, protect and restore historic structures so that they can be reused by small businesses, nonprofits and entrepreneurs, revitalizing historic districts and areas of DASB communities.

Partners: Allamakee County Historical and Genealogical Society, Harpers Ferry Area Heritage Society, Main Street Lansing, NE IA RC&D, Iowa Department of Cultural Affairs

Funding Sources: Iowa Department of Cultural Affairs, Hometown Pride Program, ACCF, RBDG

Estimated Costs: \$250,000

10. The Lansing Stone School Restoration & Re-purposing Project:

The two-story, Greek Revival, historic Lansing School is one of five sites in Lansing that is currently listed on the National Register of Historic Places. It is located on the corner of Center and 5th streets and is currently owned by the City of Lansing. The school is constructed of local limestone, which was readily available along the Mississippi River at the time it was constructed. Although it is currently vacant, it has a new roof and community members have shown interest in saving the structure, restoring it

and re-purposing it for either public or private use. The State of Iowa completed a TAN visit for the structure in 2013. They found that “the building’s current condition does not exclude it from a potentially successful rehabilitation project following the guidance found in the Secretary of the Interior’s Standards for Rehabilitation (STANDARDS). Adhering to the STANDARDS provides potential for access to grants and other financial incentives not available to projects involving non - historic buildings. Many character-defining historic features remain, providing a solid foundation for a sensitive rehabilitation project. Surviving materials combined with historic documentation that you possess provide opportunities to restore historic elements that were lost or obscured over time as a logical part o f a well-planned rehabilitation project.” This project would implement the State’s recommendations including development of a Master Plan that outlines and illustrates the types of repair and alteration work the partners hope to accomplish, including probable construction costs that may be a useful tool for garnering support, seeking grants and other funding as well as providing a road map for you to follow over time. Once a Master Plan is developed, the State recommends “Rehabilitation” of the property according to standards established by the Department of the Interior, and then that the partners find a “Compatible Use” of the property. This project will pay for the planning and restoration.

Partners: City of Lansing, Main Street Lansing, Iowa Department of Cultural Affairs (IDCA), NE IA RC&D

Funding Sources: Iowa Historic Resource Development Program Grant (HRDP), ACCF, Iowa Great Places Program, Allamakee County Historical Society, private fundraising, other private and/or public partners depending on compatible use, state and federal tax credit programs, Iowa Historical Society, Iowa Preservation of County Schools Association, Hometown Pride Program

Estimated Cost: \$1,800,000

11. Lansing Historic Podiums Project: The DASB community of Lansing is a very historic community and the residents are proud of that history. The Lansing Historic District encompasses a portion of the community in and around the downtown, including several properties on the National Register of Historic Places and several sites that qualify for designation. Lansing boasts one of the most historic bridges on the Mississippi River. Several historic events also occurred in or near Lansing. Through this project, the Lansing Main Street Director is working with the help of the Lansing Main Street Historic Committee to develop 6 to 15 interpretive podiums that will provide information about several different sites, events and topics, including the Blackhawk Bridge and Chief Black Hawk, the Lansing School, Mount Hosmer, logging and clamming in the region and other topics. The group has secured historic photographs and completed extensive research on various topics and properties. They have already installed the first podium, which includes information about the Blackhawk Bridge and Chief Black Hawk. This project will help them continue with creation, design, fabrication and placement of additional podiums.

Partners: City of Lansing, Main Street Lansing

Funding Sources: ACCF, Iowa Great Places Program, private fundraising, private donors, Hometown Pride Program

Estimated Cost: \$15,000



Postville Brownfields Project



Lansing Historic Podiums Project



Paint Creek Improvement Project

12. Lansing Historic District Building Rehabilitation Project:

In the fall of 2014, Lansing's downtown/Main Street was designated as a national Historic District. In addition to the Main Street there are several publicly and privately owned properties and structures in and near Lansing that have historical significance, including some on the National Register of Historic Places. They include the Old Stone School, Old Allamakee County Court House, Lansing Fish Hatchery, Kerndt G. & Brothers office block, Kerndt G. & Brothers Elevator and Granary and several other sites within a 25-minute drive. This project will help both private and public landowners restore the structures in Lansing to historical accuracy. When those structures are on Main Street, it will work with landowners that desire to keep the first floor of the structures as commercial properties and also to renovate second-floor properties for apartments and/or other residential use. It will also help Main Street Lansing purchase historic properties for rehabilitation and to be sold for appropriate reuse if that is what is needed to protect them.

Partners: City of Lansing, Main Street Lansing, Iowa Department of Cultural Affairs, NE IA RC&D, Upper Explorerland Regional Planning Commission (UERPC), ACED, Allamakee County Historical Society

Funding Sources: HRDP, ACCF, Iowa Great Places Program, EPA Brownfield Program, private fundraising, other private and/or public partners depending on compatible use, state and federal tax credit programs, Hometown Pride Program

Estimated Cost: \$550,000

13. Harpers Ferry Oil Springs School House and Heritage Campus Project:

This historic schoolhouse was gifted to the Harpers Ferry Area Heritage Society for relocation and use on the Martelle Family property adjacent to Tillinghast Park. The schoolhouse will be restored to its original look so that the public can experience and learn about education history. The property that the school will be moved to will also be used as a Heritage Campus, which will include an additional building to house museum artifacts, a meeting and educational area, a glass enclosed space and an outside space for "Babe's ice cutting equipment." The project will occur in three phases. The first phase is to move and place it on a cement and limestone foundation (completed). The second phase is to preserve, restore and furnish the school so that it can display artifacts and be available for public programming, education and interpretation. Phase three is to design and build a facility that can house the greater historical collection of Harpers Ferry and support the education and information activities to increase public awareness of Harpers Ferry area history. The building will be placed adjacent to the school.

Partners: Harpers Ferry Area Heritage Society, Allamakee County Historical and Genealogical Society, City of Harpers Ferry, Harpers Ferry Boosters Inc.

Funding Sources: ACCF, Iowa Department of Cultural Affairs, RJ McElroy Trust, Foundation of Greater Dubuque, USDA, Arlin Falk Foundation, Iowa Economic Development Authority, private donors, Iowa Historical Society, Iowa Preservation of County Schools Association, Hometown Pride Program

Estimated Costs: \$250,000

Recommendation Three:

Natural Resource Recreation Expansion & Enhancement

14. Watchable Wildlife Along the DASB: One of the most compelling attractions located within the DASB Corridor is the wildlife, and wildlife watching is a multi-billion dollar business that could draw more visitors to the byway and make their visit more enjoyable. This project will help the visitor understand what to look for, or where to look for it. It will work with professional naturalists, ornithologists, wildlife biologists and wildlife photographers to develop high quality self-guided watchable wildlife tours of the DASB, providing an opportunity for visitors to enjoy some of Iowa's most elusive wildlife species in diverse natural areas including the Upper Mississippi Fish and Wildlife Refuge, Yellow River Forest, Effigy Mounds National Monument and a nationally significant Important Bird Area. The tours will be developed in print and audio to encourage byway travelers to spend time exploring the parks, trails and waterways along the DASB. A series of watchable wildlife sets will be developed that may include guides such as 1) "Birds Along the DASB Byway – identifying them by sight and by sound" 2) "Animal Tracks Along the DASB – Finding them, identifying them and reading the story they tell" 3) Otters, Beavers, Bobcats and Bears – Spying on the elusive mammals of the DASB Corridor 4) Herps and Reptiles – Where they live and how to capture the best photos of these small but colorful creatures 5) Butterflies, Moths and Dragonflies – What's all the buzz? 6) Raptors – Beautiful, majestic, endangered predators.

Partners: NE IA RC&D, U of I Office for Sustainable Communities, Iowa DNR, ACCB, Yellow River Forest staff, Raptor Resource Project

Funding Sources: City and County REAP Grants, ACCF, National Fish and Wildlife Foundation, NRCS, Iowa DNR, EPA EE Grant, Arlin Falk Foundation, Audubon Society – Upper Iowa and Upper Mississippi chapters, Iowa Great Places, Iowa Tourism Grants, BIF, Pheasants Forever, Ducks Unlimited, Xerces Society, National Park Service, Upper Mississippi Fish and Wildlife Refuge, Friends of Pool 9, UIR Alliance

Estimated Cost: \$2,500,000

15. Big Slough Debris Reduction Project: Flooding on Upper Iowa River has carried thousands of tons of debris into the backwaters of the Mississippi River, creating a one-mile by 200-foot barrier in one of the most popular backwater sloughs on the river, Big Slough from New Albin to Lansing. The removal of the debris is particularly important to the DASB communities of New Albin and Lansing, who rely heavily on the sport hunting and fishing that occurs on the river. It is also important to the Allamakee County Board of Supervisors, the County Emergency Manager, Friends of Pool 9 and other local partners believe the debris could be a hazard to public health, degrades natural resources and is a detriment to economic development. Several local, county, state and federal public and private partners have been meeting to determine if and how the debris could be removed, but the removal of the debris is complicated by several factors. The debris is within the jurisdiction of the Upper Mississippi Fish and Wildlife Refuge (Refuge), but the Refuge does not have the financial capacity to pay for removal of the

debris. Hazardous debris like propane tanks and refrigerators are blocking natural debris like dead trees and hay bales, making removal more complicated than it would be otherwise. Some of the natural debris may have to be removed to the shore, but then left on shore rather than burned or moved beyond the floodplain. The cost of the project is difficult to estimate. The Refuge Manager is currently working through channels to secure federal funding to help with the debris reduction. This project will provide funding to help the partners work together with private contractors to remove the debris in whatever manner will be allowed by the Refuge. In the event that the Refuge is able to secure part of the funding, this project will provide matching funds. It will also encourage the partners to work with the Upper Iowa River WMA to reduce future flooding.

Partners: National Fish and Wildlife Refuge, Friends of Pool 9, Iowa DNR, Army Corp of Engineers, US EPA, US Coast Guard, US FEMA, US Fish and Wildlife Service, Allamakee County Board of Supervisors and Emergency Manager, Upper Iowa River WMA, NE IA RC&D

Funding Sources: To be determined

Estimated Costs: \$200,000 to \$1,500,000

16. Paint Creek Improvement Project: Paint Creek is a direct tributary of the Upper Mississippi River, rising in central Allamakee County, and flowing east from Waukon all the way through the Yellow River State Forest. This has the largest infestation of Knotweed in the State of Iowa. Documented at over 30 acres, the infestation encompasses both private and public lands, surrounding the creek and obliterating native vegetation and habitat. Over the past three years, the Iowa DNR Forestry, Yellow River State Forest personnel, NE IA RC&D, the Iowa Natural Heritage Foundation and other partners, through a grant from the Northeast Area State and Private Forest Service, have been testing various methods of Knotweed control, providing education and assistance to private landowners, and working to reduce the spread of the invasive plant. DNR employees have also been working to control the plant along the creek in Yellow River State Forest. The partners have had limited success. However, although the project has concluded, they can see that without continued effort, the invasive plant will spread further, compromising Paint Creek, Yellow River State Forest and the Upper Mississippi Fish and Wildlife Refuge. This project will provide funding to pay for a quarter-time employee to continue the control efforts for five years, as well as document the work so that others may learn from the project. It will also provide funding for control efforts including testing the use of goats to control the plants.

Partners: Iowa DNR Forestry, National Forest Service, Yellow River State Forest, Private Land Owners along Paint Creek, Iowa Natural Heritage Foundation, Hawkeye Fly Fishermen, Trout Unlimited (TU) Bear Creek Chapter, Driftless TU, National TU, National Fish and Wildlife Refuge, Friends of Pool 9, US Fish and Wildlife Service, NE IA RC&D, Allamakee County SWCD, Allamakee County

Funding Sources: National Fish and Wildlife Foundation, Iowa NRCS CIG, ACCF, IDALS, Iowa Farm Bureau

Estimated Costs: \$150,000

17. The Upper Iowa River Sustainable Natural Resource

Promotion: The Upper Iowa River (UIR) is one of the most popular recreational water trails in Iowa. Although visitors can kayak, canoe, tube, fish, and boat in the river, the majority of the land adjacent to the Upper Iowa River is privately owned. The private landowners along the river find themselves dealing with river users that are overwhelmed and/or unprepared for the distance between public access points, many of them alcohol and drug impaired. Emergency responders report their rescue calls on the river are related to the same circumstances. Since the 1960s, when the river was nominated to be included in the Nation Wildlife and Scenic River Program, landowners along this river have been working to protect their rights, their property and the natural and agricultural lands adjacent to the river. Although promotion of the river as a recreational venue along the DASB would increase its profile, expand visitor engagement and lengthen visitor stays and higher expenditures, it could also increase negative interaction between landowners and the public. Economic Development and Tourism Directors recognize the challenges, but also the opportunities associated with natural resource based recreation. Four of the top five types of recreation that visitors travel to enjoy in Northeast Iowa are water related, including canoeing, kayaking, fishing and tubing. Natural resource professionals are also concerned about the damage to resource that could occur with overuse and degradation. The Upper Iowa River Alliance, which formed in 2016, has brought all the private and public partners together to find ways to promote the river as a high-quality tourism attraction for economic benefit while protecting and improving the integrity of the natural resources in the corridor. It will also protect the rights of the private landowners and help the partners ensure the safety of the users. This project will help the UIR Alliance develop and implement a professional branding and marketing plan, pay for marketing materials and also help them provide equipment and signage that will help county conservation boards and emergency responders increase safety along the river. It will provide incentives for UIR landowners to restore natural ecosystem and help public access managers improve existing public accesses.

Partners: UIR Alliance (The UIR Alliance includes private landowners, county conservation boards, emergency responders, park and recreation directors, economic development, tourism, nonprofit leaders and community representatives.)

Funding Sources: National Fish and Wildlife Foundation, Iowa NRCS CIG, ACCF, WCCF, Arlin Falk Foundation, Iowa Tourism grants, IDALS, Iowa Department of Cultural Affairs, IDALS, Iowa Farm Bureau, county SWCDs, Iowa Natural Heritage Foundation, NE IA RC&D, the Depot, Winneshiek County Hotel/Motel Tax, private funders

Estimated Costs: \$550,000

18. Partnership for Public Trout Fishing: Trout fishing in the DASB Corridor is one of the top visitor activities and the DASB Corridor boasts some of the most popular trout streams in the entire state of Iowa. Visitors travel from throughout the nation to fish for native brook trout, brown trout and rainbow trout. However, the majority of the land surrounding the trout streams are privately owned and public fishing agreements can change, or be withdrawn when landowners change. This project will help purchase

permanent easements along trout streams to ensure the resource can be enjoyed by future generations.

Partners: Iowa DNR Fisheries, Private Land Owners along trout streams, Iowa Natural Heritage Foundation, ACCB, NE IA RC&D

Funding Sources: National Fish and Wildlife Foundation, Iowa DNR, IWILL, Iowa NRCS, ACCF, County REAP, Hawkeye Fly Fishermen, Trout Unlimited (TU) Bear Creek Chapter, Driftless TU, National TU, US Fish and Wildlife Service

Estimated Costs: \$1,500,000

19. Postville Williams Creek Restoration Project: This project begins within the city limits of the DASB community of Postville and extends, as far as private and public partners will allow, along Williams Creek, which runs parallel to and near the beginning of the DASB. Williams Creek is a cold-water trout stream and tributary of the Yellow River. The project will increase the City's access to, and control of, Williams Creek so the City can help improve water quality and restore and protect native aquatic and terrestrial ecosystems associated with two of Iowa's important coldwater trout streams, Williams Creek and Yellow River. Once property is acquired or easements are secured, the City will restore the associated aquatic and terrestrial systems and manage the property as a natural area. Specific project activities include land and/or easement purchase, removal of concrete, debris and brush from Williams Creek and its corridor, streambank stabilization, instream and near-stream habitat creation, native vegetation plantings and interpretation of the project.

Partners: City of Postville, Iowa DNR Fisheries, Northeast Iowa RC&D, Allamakee County Conservation Board (ACCB), National Fish and Wildlife Foundation, Iowa Department of Ag and Land Stewardship (IDALS) Urban Planning

Funding Sources: City and County REAP Grants, Iowa DNR Fisheries, Revolving Loan Sponsored Project Funding, IDALS, National Fish and Wildlife Foundation

Estimated Cost: \$46,500

20. Postville Trail Development Project: The project will extend the existing multi-use City trail, which connects Postville's picnic areas, campground, parks, the fairgrounds, ballroom, and athletic fields to the downtown district and residential areas on the north side of town. It will expand that trail out to allow residents and visitors to walk or bike to schools, along streams and to other venues. It will include trail development, surfacing, native plantings adjacent to the trail and the creation of amenities along the trail such as, but not limited to kiosks, benches, butterfly gardens, interpretation, etc. The project will proceed beyond the city limits where private landowners are receptive to providing easements with priority along trout streams or connecting to existing trails, including the TRRC and Prairie Farmer Recreational Trail.

Partners: City of Postville, ACED, NE IA RC&D, U of I Office for Sustainable Communities

Funding Sources: City and County REAP Grants, ACCF, National Fish and Wildlife Foundation, Regional Transportation Enhancement Grant, State Recreational Trails Grant, Federal Recreational Trails Grant, City of Postville

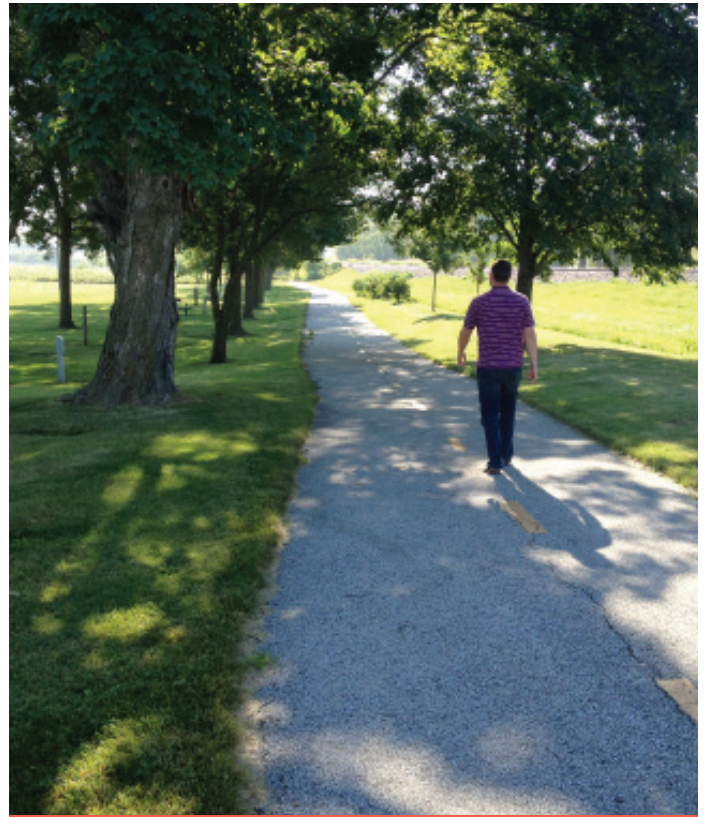
Estimated Cost: \$2,500,000



Postville Williams Creek Restoration Project

21. Postville Innovative Storm Water Runoff and Town Beautification Project: The DASB community of Postville has several innovative storm water runoff projects that they would like to implement within and around the town to increase storm water infiltration, beautify the community, eliminate intrusions along the DASB as well as create new and inviting community spaces for both residents and byway visitors. These projects will also reduce sedimentation; nutrient loading and moderate stream flow in DASB Corridor trout streams during storm events. They include projects on public and private properties and sites, which have all been reviewed by City Council members, discussed and toured by city officials with Iowa Department of Land Stewardship personnel and reviewed by the Allamakee County SWCD. The Turkey River Watershed Management Authority (TRWMA) Board has reviewed and supported each of the projects being proposed through this CMP application and has included them in the TRWMA Flood Reduction Plan. NE IA RC&D assisted with project planning. They are currently working with the City to secure funding. Several private and public funders have already committed to the projects, which include permeable pavers in public and private parking areas, bioswales, raingardens, streambank restoration, grass pavers, native plantings, soil amendments, curb cuts, and cost share programs for businesses that will implement additional practices.

Partners: City of Postville, NE IA RC&D, IDALS, Iowa DNR, U of I Office for Sustainable Communities and U of I College of Engineering, private businesses



Postville Trail Development Project

Funding Sources: City REAP, National Fish and Wildlife Foundation, Iowa Revolving Loan Sponsored Projects Program, IDALS, Iowa DNR, EPA Brownfield Program

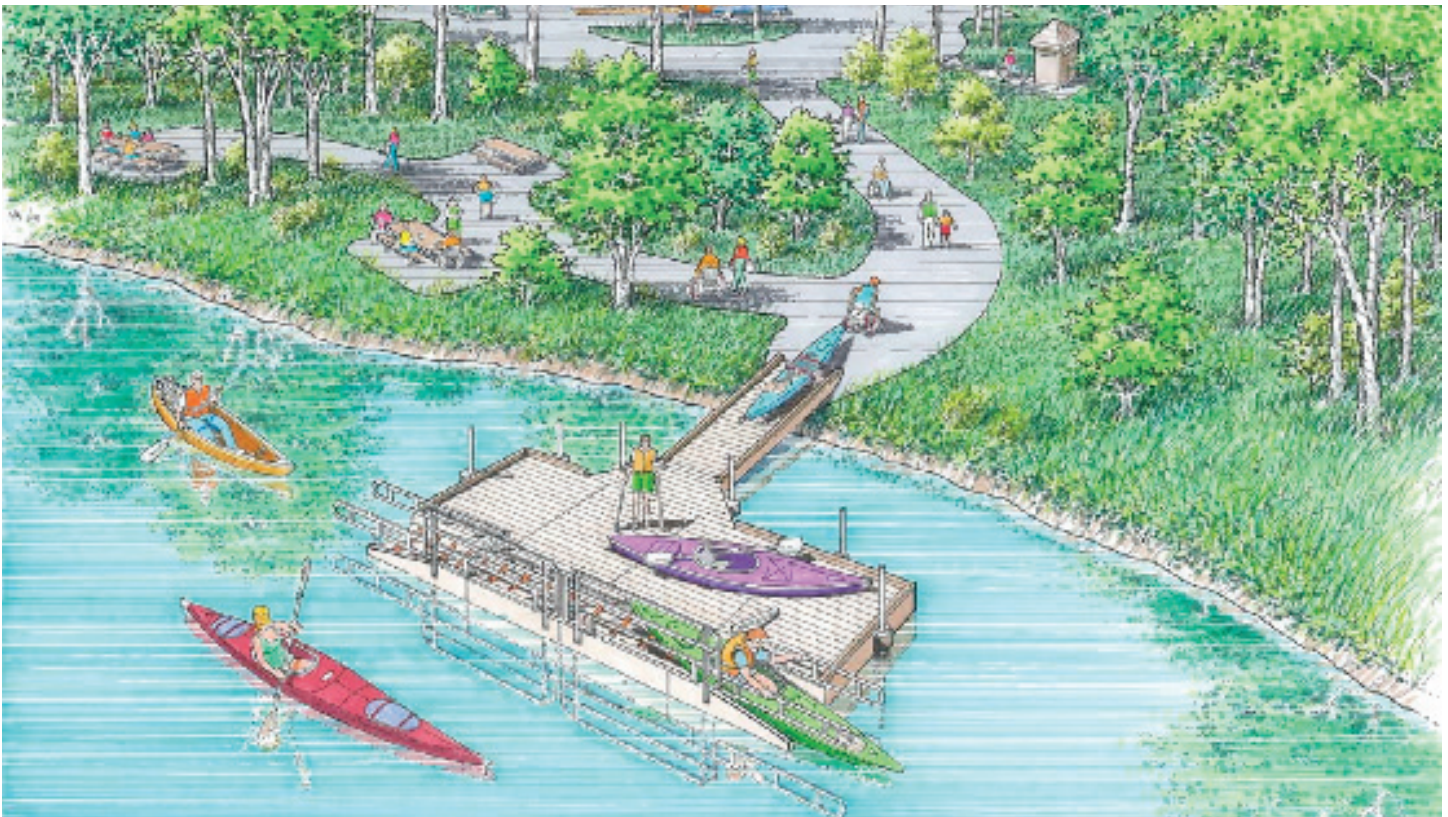
Estimated Cost: \$900,000

22. Waukon Trails Project: The community of Waukon has considered construction of walking and biking trails for several years. A trail committee was formed to explore several options. One of their route possibilities included the development of a loop trail around the community. However, they ran into difficulty getting alignment. Knowing that development of a trail has support as long as private landowners along the route agree, the DASB Board would like to move forward with the progress that has been done to date and expand upon trail development that connects public parks and natural areas with businesses, schools and other community venues. This project will include planning efforts, and public input meetings, route selection and alignment, layout, design and engineering as well as construction of the first five miles.

Partners: City of Waukon, Waukon Economic Development Corporation, NE IA RC&D, Waukon Chamber of Commerce, Waukon Trails Committee, University of Iowa Office for Sustainable Communities

Funding Sources: ACCF, Iowa City and County REAP, Iowa State Recreational Trails Program, Federal Recreational Trails Program, private donors, City of Waukon

Estimated Costs: \$1,500,000



Harpers Ferry Universally Accessible Canoe & Kayak Launch Concept Illustration

23.Lansing Riverfront Park Enhancement: Through this project, the DASB community of Lansing will enhance a roadside park. They will complete improvements to the rest area, including construction of a timber frame picnic shelter, native prairie plantings, trail development and interpretive media.

Partners: City of Lansing, Main Street Lansing, ACCB

Funding Sources: ACCF, Iowa REAP, Iowa DNR Wildlife Habitat Grant, Hometown Pride Program

Estimated Cost: \$250,000

24.Waukon City Park Project: The Waukon City Park provides exceptional opportunities for families to enjoy outdoor activities. Local partners would like to continue to expand the park's amenities while utilizing the property to improve the functionality of Waukon's storm water runoff system. Partners and DASB stakeholders are interested in exploring the design and installation of innovative storm water runoff practices including a sediment retention basin that would extend the life of the pond and other practices that would beautify the park and enhance public use for both residents and byway visitors.

Partners: Waukon Economic Development Corporation, NE IA RC&D, Waukon Chamber of Commerce, University of Iowa Office for Sustainable Communities and University of Iowa College of Engineering, Allamakee County SWCD, City of Waukon

Funding Sources: Iowa City REAP, IDALS, Iowa Sponsored Projects Program, ACCF, private donors

Estimated Costs: \$1,500,000

25.New Albin Splash Pad: The DASB community of New Albin would like to develop a splash pad on public property, possibly near the Gazebo in the center of town, to draw attention to the community, encourage visitors to slow down and spend time in New Albin, and to provide opportunities for residents and visitors and their families to recreate along the DASB.

Partners: City of New Albin, New Albin Improvement League

Funding Sources: ACCF, ACED, City of New Albin, RJ McElroy Trust, Land and Water Conservation Fund, City REAP, Hometown Pride Program

Estimated Cost: \$250,000

26.Harpers Ferry Mississippi Beach Park: The DASB Mississippi River community of Harpers Ferry is rooted in its connection to the Mississippi River and the natural resources associated with it and all of the nearby public natural areas and attractions. The community of Harpers Ferry boasts six private and public boat landings and marinas and has winter ice fishing for adults and youth, handicapped shoreline fishing, nearby biking, hiking and horseback riding trails. What the community don't have, is an opportunity for residents and visitors to swim in the Mississippi River, or even to sit on a beach at the river. This project will remedy that by developing a public beach park in Harpers Ferry.

Partners: City of Harpers Ferry, Harpers Ferry Boosters Club Inc.

Funding Sources: Iowa DNR City REAP, ACCF, Hometown Pride Program, City of Harpers Ferry

Estimated Costs: \$15,000



Splash Pad Concept Illustration

27. Harpers Ferry Universally Accessible Canoe & Kayak Launch:

This project will develop a universally accessible canoe and kayak launch at Nobles Island Public Boat Landing. The launch will expand water recreational opportunities to those who are currently limited by the existing facilities. Launch amenities include an ADA accessible walkway ramp, transfer bar, fold down transfer board, railing, floating dock sections and a port max launch with rollers attached end to end. The design will provide water recreationists the ability to exist and enter the Mississippi River with ease.

Partners: City of Harpers Ferry, Harpers Ferry Boosters Club Inc., ACCB, Iowa DNR, Army Corp of Engineers, Upper Mississippi Fish and Wildlife Refuge

Funding Sources: ACCF, Iowa DNR Water Recreation Access Cost-Share Program (WRACP), Iowa DNR REAP, Hometown Pride Program, City of Harpers Ferry

Estimated Costs: \$75,000

28. Harpers Ferry Land and Water Trails: Although Harpers Ferry is strategically situated near several county, state and federal properties that boast land and water trails, visitors who wish to recreate on trails must leave town to do so. This project will help the community of Harpers Ferry develop land and water trails that will start in the community and make Harpers Ferry a hub for visitors looking to utilize land and water trails, making it more likely that those visitors spend more time and money in Harpers Ferry.

Partners: City of Harpers Ferry, NE IA RC&D, U of I Office for Sustainable Communities and U of I College of Engineering, Harpers Ferry Boosters Club Inc.

Funding Sources: City and County REAP Grants, ACCF, National Fish and Wildlife Foundation, Regional Transportation Enhancement Grant, State Recreational Trails Grant, Federal Recreational Trails Grant, private businesses, Hometown Pride Program

Estimated Costs: \$15,000

29. Harpers Ferry Pool 9 Reno Bottoms Canoe Trail Extension:

This project will expand the 14-mile Reno Bottoms Canoe Trail that traverses through Pool 9 from Reno, MN to its ending point in the byway community of New Albin. The proposed extension would lengthen the canoe trail by allowing paddlers to put in at Lansing and work their way 17-miles downstream, or access the river at Heytman's Landing and go nine miles downstream to Harpers Ferry. To promote the extended canoe trail to recreational boaters, kayakers and canoeists, a canoe trail guide and/or brochure will be developed, printed and distributed. Efforts will also be made to work with the U.S. Fish and Wildlife Service to install wayfinding signage needed to mark the trail. DASB Board member acknowledge that efforts to complete this project were explored and ultimately unsuccessful in 2014. However, they still plan to pursue this project throughout the implementation of this CMP.

Partners: City of Harpers Ferry, Harpers Ferry Boosters Club Inc., ACCB, Iowa DNR, Army Corp of Engineers, Upper Mississippi Fish and Wildlife Refuge

Funding Sources: ACCF, Iowa DNR WRACP, Iowa DNR REAP, Regional Transportation Enhancement Grant, State Recreational Trails Grant, Federal Recreational Trails Grant, Iowa Water Trails Program, National Fish and Wildlife Foundation, Upper Mississippi River Audubon, Hometown Pride Program

Estimated Costs: \$40,000

30. Harpers Ferry Family Splash Pad Zone:

This project includes the construction of an outdoor play area with sprinklers, fountains, nozzles and other devices or structures that spray water. To complete this project, a splash pad committee has already been formed and is sponsored by the Harpers Ferry Boosters Inc. as a continuation of the USDA grant work and case statement that was completed in 2015. The fundraising has commenced for the Family Splash Zone and plans are to have it located in either the park area near the community center, city office, library or Tillinghast Park that are all in close proximity to the heart of town or Chestnut Street. The splash pad will be located on city property and the city will assume the ongoing maintenance once the splash pad is built. The biggest hurdle for the project is the lack of a city water supply. This issue continues to be discussed at public gatherings and meetings and will be part of the planning process associated with this project.

Partners: City of Harpers Ferry, Harpers Ferry Boosters Club Inc.

Funding Sources: ACCF, ACED, RJ McElroy Trust, Land and Water Conservation Fund, City REAP, Arlin Falk Foundation, RJ McElroy Trust, Hometown Pride Program, City of Harpers Ferry

Estimated Costs: \$100,000

Recommendation Four: **Overlook Acquisition and Development**

31. Old East Paint Creek Overlook: This project will construct a rest area on the side of a section of road along Elon Drive/A-52 where vehicles may park and experience an extensive 9.5-mile view of the Village Creek Watershed. Components of this project include costs associated with embankment, topsoil, granular surfacing on the road, a culvert/corrugated metal entrance pipe, traffic control, mobilization, mulching, native grass seeding, seeding and fertilization, turf reinforcement, silt fence, design and construction engineering and land acquisition. Interpretive media and wayfinding signage will also be incorporated on-site.

Partners: Old East Paint Creek Lutheran Church, Allamakee County Engineer, NE IA RC&D, ACED

Funding Sources: ACCF, Regional Transportation Enhancement Grant, BIF, Allamakee County

Estimated Costs: \$123,477

32. Capoli Trail and Overlook: This project will develop a remote hiking trail south of Lansing along the DASB. Minimal work is needed on the abandoned road to bring it to a standard that will allow visitors to safely hike the old road, which is in the hills adjacent to the Mississippi River. The County would also like to develop a simple overlook/viewing station and direct public use signage.

Partners: ACCB, National Fish and Wildlife Foundation, Harpers Ferry, NE IA RC&D, University of Iowa Office for Sustainable Communities

Funding Sources: Iowa REAP, Iowa State Recreational Trails Program, Federal Recreational Trails Program, ACCF, private donors

Estimated Cost: \$550,000

33. Yellow River State Forest Historic Fire Tower Overlook:

This potential overlook is located within the Yellow River State Forest at the last remaining Firetower in Iowa. The views from the top of the Firetower, as would be expected, are expansive and provide an 11-mile viewshed of some of the most remote areas in Iowa, including the Yellow River Forest, Paint Creek and Yellow River watersheds, Effigy Mounds and portions of the Upper Mississippi River Valley. Today, this site is in public ownership, as it is owned by the Iowa DNR. However, the Firetower itself is in poor condition and is currently closed to the public with fencing around the structure. This project seeks to restore this historic fire lookout tower by repairing the existing structure and adding fencing and/or supports to the stairway and metal cabin atop the 100-foot Aermotor LS40 model fire tower. Other notable work that must be completed includes replacing the glass window sashes, missing shingles and siding on the cabin, as well as the rotten wood stair steps. Interpretation and a viewing scope are also desired on-site. The Yellow River Forest Manager is open to considering the development of the site if the Firetower can be made safe and funding can be secured for improvements.

Partners: Yellow River State Forest, ACED, Iowa DNR, NE IA RC&D, Northeast Iowa Forest Advisory Network, Luster Heights Prison

Funding Sources: ACCF, Iowa DNR, BIF, National Forest Service - Northeast Area State and Private Forest Service, Upper Mississippi River Audubon, BIF

Estimated Costs: \$250,000

34. Harpers Ferry Lock and Dam No. 9 Overlook: This 2-mile gravel trail known by locals as the “spillway trail” stretches all the way to Lock and Dam Number 9. It is located just north of Harpers Ferry and is a high priority site for bird watchers, anglers and visitors who want to experience the Mississippi River and its backwaters. Though a parking area already exists at this recreational attraction, the road’s gravel surface only accommodates 1-3 vehicles. Viewable wildlife is also abundant, yet no interpretation and/or infrastructure is available on-site to assist visitors who are looking to experience and/or learn about the flora and fauna that can be seen from the river trail. To enhance and increase the presence of this “hidden gem” to trail users, this proposed project will 1) expand and pave the trails parking area, 2) install proper wayfinding signage, 3) fabricate and mount interpretation, 4) construct a viewing station and/or viewing scopes and 5) improve fishing access and river access for small crafts such as canoes and kayaks.

Partners: City of Harpers Ferry, Harpers Ferry Boosters Club Inc., ACCB, Iowa DNR, Army Corp of Engineers, Upper Mississippi Fish and Wildlife Refuge, NE IA RC&D

Funding Sources: ACCF, Iowa DNR, Upper Mississippi Fish and Wildlife Refuge, Iowa REAP, Iowa DNR WRACP, Upper Mississippi River Audubon Society, Regional Transportation Enhancement Grant, Statewide Recreational Trails Grant, National Fish and Wildlife Foundation, BIF

Estimated Costs: \$220,000

35. Red Oaks Trail and Overlook: This potential overlook and/or viewing station is located 2.5-miles north of Harpers Ferry. The site is accessible by traveling along X-52/Great River Road, followed by turning right, as X-52 curves left onto Red Oak Road. Visitors will travel approximately 1.5-miles along a segment of rugged and often times muddy terrain prior to reaching a cove that overlooks the backwaters of the Mississippi River. The roadway’s width is so narrow and close to the Mississippi River that drivers must be alert at all times to avoid oncoming traffic. This intimate, yet rural environment is what has made this potential site a favorite hot-spot for local birdwatching enthusiasts and trail users. Visitors travel from miles away to view the goose, teal and waterfowl migration, with the biggest draw taking place each October-November when thousands of tundra swans can be seen feeding and loafing in the shallow backwaters of the river. From this location, visitors are privileged to experience a 2.2-mile viewshed of the river that extends across the water and into the Wisconsin community of Lynxville. This project will look to pave 2 miles of roadway as well as construct a viewing station for visitors to experience the backwater’s wildlife.

Partners: City of Harpers Ferry, Harpers Ferry Boosters Club Inc., ACCB, Allamakee County, NE IA RC&D

Funding Sources: ACCF, Iowa DNR, Upper Mississippi Fish and Wildlife Refuge, Iowa REAP, Upper Mississippi River Audubon Society, Regional Transportation Enhancement Grant, Statewide Recreational Trails Grant, National Fish and Wildlife Foundation, BIF

Estimated Costs: \$500,000



Capoli Trail and Overlook



Red Oaks Trail and Overlook



Yellow River State Forest

Recommendation Five: **Art and Culture**

36. Where Main Street Meets the Mississippi River: The DASB community of Lansing has a rich tradition of welcoming home and appreciating veterans. To welcome home World War I veterans, the community contracted an artist to design and construct a unique, large scale, wooden “welcome home” arch that was placed at the end of Main Street near the Mississippi River. The structure, which had an intricate design, was dismantled and reconstructed for many years for events until it was no longer usable. This project will contract an artist to recreate the original structure as a permanent, all veterans dedication. The new structure will be steel with a bronze overlay. It will incorporate flags, lighting and other details that would make it unique. The project includes land acquisition, engineering and a boardwalk to the river.

Partners: Main Street Lansing, City of Lansing, VFW

Funding Sources: Hometown Pride Program, VFW Foundation, National Endowment for the Arts, Iowa Department of Cultural Affairs (IA DCA), Iowa Farm Bureau, Kwik Star, Iowa Great Places, BIF

Estimated Cost: \$600,000

37. DASB Art Along the Byways: Recognizing the ability of place-based art to build community and bring economic benefits to small towns, the DASB Board would like to help communities and partners in the DASB Corridor develop place-based, public art along the DASB. An Art Along the Byways project is already being implemented in partnership with the Byways of Iowa Foundation (BIF), NE IA RC&D, Iowa Department of Cultural Affairs, and the National Endowment for the Arts (NEA), in two DASB communities, Postville and Waukon. This project proposes to assist with those projects, to continue to develop art in every DASB community, and to incorporate art into DASB interpretive structures. Specific community public art projects that have already been imagined include a large sculpture in the Waukon City Plaza, a large-scale Kaleidoscope in Postville and a Riverwalk with creative public art in Harpers Ferry. Incorporation of art into DASB Territory Orientation Panels and Information Hubs is also proposed. That particular component of this project is discussed in further detail in Section 14 of this CMP. Once developed, these art pieces should be interpreted and also be marketed to the byway traveler.

Partners: DASB communities, NE IA RC&D, National Endowment for the Arts, Iowa Department of Cultural Affairs (IDCA), BIF

Funding Sources: BIF, IDCA, ACCF, RJ McElroy Trust, John Deere Foundation, Casey’s, Kwik Star, Shopko, private donors, Hometown Pride Program

Estimated Cost: \$125,000

38. Harpers Ferry Community Culture Project: This project would help develop a monthly community activity in Harpers Ferry, to include but not be limited to, street dances, music in the park, outdoor movie night, and other activities that bring community members together and provide entertainment for visitors.

Partners: Harpers Ferry Community Club, Northeast Iowa Regional Farmers Market Collaborative, Harpers Ferry Boosters inc.

Funding Sources: ACCF, Iowa Department of Cultural Affairs, the Iowa Arts Council, Hometown Pride Program

Recommendation Six: **Place-Based Interpretation and Focused Learning**

39. Maximizing Interpretation at the Driftless Area Interpretive Center: The DASB Board selected development of the Driftless Area Interpretive Center as their number one project priority several years ago. At the request of the ACCB and the DASB Board, NE IA RC&D staff wrote a successful National Scenic Byway grant for the project. The Allamakee County Conservation Board then worked diligently to leverage the federal funds by raising millions of dollars in private contributions and grants. As part of the project, the ACCB also acquired extensive, high-quality, collections for use in their new Interpretive Center. These collections include everything from antique glass photographic plates of natural resources in the region to a boat that was once used by Mississippi River clammers. The Center has some funding to create displays from the collections but has more opportunities to use the collections than financial resources. The Center is also located in an area of the DASB Corridor that is known for its high-quality natural areas and the plethora of cultural, historic and archaeological resources. Those resources could be interpreted from the Center’s decks or property if funding was available. This project will help the ACCB maximize the inside and exterior spaces of the new facility by helping them develop additional displays, interactive learning and engaging interpretation that ensure the byway travelers experience is exceptional. Interpretation and display development for numerous topics may be completed including, but not limited to: Things to see and do along the three byways – Driftless Area, Great River Road and River Bluffs; geologic and natural history of the Driftless Area; wildlife and fish; past and present barges, river commerce and the lock and dam system; the history of clamming; aquatic systems including cold water trout streams, the Mississippi River etc.

Partners: Upper Mississippi Fish and Wildlife Refuge, ACCB, ACCF, ACED, Mississippi River Parkway Commission (MRPC)

Funding Sources: RJ McElroy Trust, Iowa County REAP, Upper Mississippi Fish and Wildlife Refuge, NE IA RC&D, Iowa Great Places, BIF, National Fish and Wildlife Foundation, Friends of Pool 9, Iowa DNR Wildlife Diversity Program Grant, REAP CEP

Estimated Cost: \$250,000

40. Interaction with Intrinsic Resources near the Driftless Area Interpretive Center: The ACCB has acquired extensive, high-quality, collections for use in their new Interpretive Center and the facility has been constructed on a site that is adjacent to several high quality natural, cultural, historical and recreational resources. This project will develop outdoor infrastructure that will help the visitor interact with intrinsic resources and treasures such as land and water trails. It will include, but not be limited to development of pedestrian trails from the facility to city, state and federal properties and resources as allowed by NEPA and other standards.

Partners: ACCB, Iowa DNR, Upper Mississippi Fish and Wildlife Refuge, MRPC, City of Lansing

Funding Sources: Upper Mississippi Fish and Wildlife Refuge, National Fish and Wildlife Foundation, RJ McElroy, Iowa REAP, Iowa Great Places, Iowa DNR Wildlife Habitat Grant, Snowmobile Trail Grant Program

Estimated Cost: \$1,200,000

41. Increased Natural Resource Preservation and Public Access in the DASB Corridor: This project includes land purchase and easement purchase in the DASB Corridor as identified by the ACCB and supported by the Allamakee County citizens. It includes high priority natural resource areas and properties that the private landowners are eager to protect through easements and through transfer to the county for use by the public. This initiative recognizes that public and private partnerships will be necessary for implementation but that if the CCB Board and the public are supportive then the advantages for the public and for the natural resources themselves are high.

Partners: ACCB, Iowa DNR, NE IA RC&D, Trout Unlimited

Funding Sources: National Fish and Wildlife Foundation, RJ McElroy, Iowa REAP, Iowa Great Places, Iowa DNR Fish Habitat Promotion Grant, Land and Water Conservation Fund (LWCF), Young Foundation, Iowa DNR Wildlife Habitat Grant

Estimated Cost: \$1,500,000

42. Native American Museum Project: The DASB Corridor encompasses several significant historical and cultural sites that are important to Native Americans. Although many of these sites are owned by county, state or federal agencies, few of them are well interpreted or protected and very few have information about the Native American tribes and cultures that once inhabited the DASB Corridor. Native American artifacts, history, photographs and cultural interpretation is currently limited to the Allamakee County Historical Society Museum & Genealogy Research center and Effigy Mounds National Monument, making displays and information available at each site limited. This project would bring together Native American tribes and representatives to collaborate with a DASB community to develop a large Native American Museum that honors the Native American community, individual tribes, leaders, customs and culture. The project is intended to be on the same scale as the Norwegian-American Museum in Decorah. There are existing, large-scale, vacant buildings within DASB Corridor communities that could be renovated and utilized for this project. The project site would be completed out to the communities and selected based on various criteria set forth by the partners. It must be large enough to accommodate large-scale displays such as a full-scale wikiup and other original and recreated Native American collections of significance. The site must also be conducive to renovation and updating that would result in the highest quality museum, including development of proper ventilation, installation of an HVAC system, appropriate lighting and other considerations. The partners would work diligently with a professional planning/interpreter entity to develop displays that are respectful, informative, engaging and of the highest quality. A museum curator would be hired to manage the collection, identify sponsors, and oversee all aspects of the facility once it is completed.

Partners: Native American Tribes, DASB Communities, Iowa Department of Cultural Affairs, NE IA RC&D, ACCB, Allamakee County Historical Society Museum & Genealogy Research Board, Effigy Mounds National Monument

Funding Sources: Iowa Department of Cultural Affairs, BIF, ACCF, Iowa DNR REAP Conservation Education Grant, City REAP, private fundraising

Estimated Cost: \$5,500,000

43. Installation of Lansing “Wall Drug Signs” to Increase Visitor Engagement: The community of Lansing has a historical downtown district with several businesses, including restaurants, bars, specialty shops and services. This project will maximize the visitor’s experience by developing a series of custom wayfinding and directional signs that can be placed at each downtown corner. The signs will not be a permanent installation, but will instead be fabricated onto poles that will be weighted down with concrete so that they can be moved into place and removed on an as-needed basis. The twelve wayfinding/directional signs will be placed on the corner of each block, with six on each side of Main street that runs through the center of Lansing’s busy business core and historic district.

Partners: Lansing businesses, Main Street Lansing, City of Lansing

Funding Sources: ACCF, Iowa Great Places, Kwik Star, Alliant Energy, Hometown Pride Program, City of Lansing

Estimated Cost: \$4,800



Potential Native American Museum (Exterior)



Potential Native American Museum (Interior)



SECTION SEVENTEEN

List of All Proposed DASB Projects

#	Sub-Category	Page #	Comprehensive Wayshowing Plan Proposed Project	Estimated Cost
1	Signage & Wayshowing	210	Develop a DASB Turn-By-Turn Direction Flyer	Time
2	Signage & Wayshowing	210	Establish & Implement DASB Cartographic Standards	Time
3	Signage & Wayshowing	210	Provide Downloadable DASB Maps/Printed Material	Time
4	Signage & Wayshowing	211	Promote Iowa DOT's 511 Service, Website & App	Time
5	Signage & Wayshowing	211	Integrate DASB Information into the AAA Mobile App	Time
6	Signage & Wayshowing	211	Increase Educational Efforts Pertaining to Hospitality	Time
7	Signage & Wayshowing	211	Conduct an Inventory of Byway Guide Signs Annually	Time
8	Signage & Wayshowing	211	Install Byway Welcome Signs at Select Info Hubs (2)	\$4,000
9	Signage & Wayshowing	212	Install Community Welcome Signs (3)	\$24,000
10	Signage & Wayshowing	212	Install Downtown District Loop Signs (3)	\$1,050
11	Signage & Wayshowing	212	Install Byway Cross Marketing Approach Signs (1)	\$350
12	Signage & Wayshowing	212	Install Destination Approach Signs (5)	\$1,750
13	Signage & Wayshowing	212	Distribute "Friends of the Byway" Replica Alum Signs (50)	\$1,750
14	Signage & Wayshowing	212	Install On-Site Identification Signs (4)	\$1,000
15	Signage & Wayshowing	212	Install Iowa 511 Service Signs (2)	\$700
16	Signage & Wayshowing	212	Install Public Land Wayfinding Signs	\$26,000
Section 13			Comprehensive Wayshowing Plan Total Cost	\$60,600
#	Sub-Category	Page #	Interpretive Plan Proposed Project	Estimated Cost
1	Inventory of Photos & Stories	226	Collect Stories for DASB IMP (40 interviews)	\$10,000
2	Inventory of Photos & Stories	226	Inventory Photos for DASB IMP (20 photo shoots)	\$20,000
3	Site Specific Interpretive Planning	226	Yellow River State Forest Site Specific Interpretive Plan	\$20,000
4	Exterior Interpretive Media	228	Install DASB Information Hubs (6)	\$82,000
5	Exterior Interpretive Media	230	Install DASB Wayside Exhibits (21)	\$42,000
6	Exterior Interpretive Media	231	Install DASB Territory Orientation Panels (56)	\$123,000
7	Resource Focused Interpretive Planning	232	Trout Streams of Allamakee County Resource Focused Interpretive Plan	\$50,000
8	Resource Focused Interpretive Planning	233	Allamakee County Park's Resource Focused Interpretive Plan	\$5,000
9	Resource Focused Interpretive Planning	234	Upper Iowa River Interpretive Plan	\$50,000

10	Resource Focused Interpretive Planning	235	Yellow River Resource Interpretive Plan	\$30,000
11	Resource Focused Interpretive Planning	236	Mississippi River Interpretive Plan	\$50,000
12	Resource Focused Interpretive Planning	237	Native American Heritage Sites Resource Interpretive Plan	\$75,000
Section 14		Interpretive Plan Total Cost		\$557,000
#	Sub-Category	Page #	Strategic Marketing Plan Proposed Project	Estimated Cost
1	Marketing Mix: Position	254	Identify and Incorporate the DASB's Unique Selling Proposition	Time
2	Marketing Mix: People	254	Continue to Collaborate and Partner with Like-Minded Organizations	Time
3	Marketing Mix: Price	254	Promote the DASB as a Relatively-Low-Cost Tourism Destination	Time
4	Marketing Mix: Product	254	Create an DASB Experience that Exceeds the Tourist's Expectations	Time
5	Marketing Mix: Product	254	Create a Distinctive Visual Identity for the DASB	Time
6	Marketing Mix: Place	255	Promote the DASB on a Local, State National & International Level	Time
7	Marketing Mix: Promotional Strategies	255	Implement the most Successful Promotional Strategies	Time
8	Marketing Mix: Promotional Strategies	255	Make Internet a Top Priority	Time
9	Marketing Mix: Promotional Strategies	255	Transition the Byway Website from iowabyways.org to traveliowa.com	Time
10	Marketing Mix: Promotional Strategies	256	Contract for Seasonal Photography (20 photo shoots)	\$15,000
11	Marketing Mix: Promotional Strategies	256	Contract or Create Professionally Produced Videos for the DASB (10)	\$20,000
12	Marketing Mix: Promotional Strategies	256	Develop Detailed Digital DASB Itineraries (20)	Time
13	Marketing Mix: Promotional Strategies	257	Narrow the Arsenal of Go-To DASB Material Down to 3-5 Per Year	Time
14	Marketing Mix: Promotional Strategies	257	Distribute DASB Marketing Material on a Quarterly Basis	Time
15	Marketing Mix: Promotional Strategies	257	Develop a "Hidden Gems" DASB Brochure (10,000)	\$2,700
16	Marketing Mix: Promotional Strategies	257	Develop DASB Activity Guides for 5 Target Market (50,000)	\$6,500
17	Marketing Mix: Promotional Strategies	257	Create a "Best of" the DASB Brochure (15,000)	\$1,800
18	Marketing Mix: Promotional Strategies	257	Develop DASB Poster Maps (100)	\$750
19	Marketing Mix: Promotional Strategies	258	Develop a Byway Business Information Sheet	Time
20	Marketing Mix: Promotional Strategies	258	Develop an Identity System for the DASB	\$335
21	Marketing Mix: Promotional Strategies	258	Develop DASB Restaurant Placemats (20,000)	\$2,000
22	Marketing Mix: Promotional Strategies	258	Implement a Geocaching Program along the DASB	\$22,500
23	Marketing Mix: Promotional Strategies	258	Create a Self-Guided Audio Tour of the DASB	\$32,000

24	Marketing Mix: Public Relations	259	Promote the DASB through Media Relations	Time
25	Marketing Mix: Outreach & Events	260	Implement a Byway Ambassador Program	\$40,000
26	Marketing Mix: Outreach & Events	260	Implement a Hospitality Training Program for the DASB	\$10,900
27	Marketing Mix: Outreach & Events	261	Develop Logo Gear & Collectibles	Time
28	Marketing Mix: Outreach & Events	261	Fabricate a Set of Four DASB Trade Show Banners (4)	\$2,400
29	Marketing Mix: Outreach & Events	261	Recruit Outside Events & Activities to the DASB	Time

Section 15**Strategic Marketing Plan Total Cost****\$156,885**

#	Sub-Category	Page #	Economic Development Plan Proposed Project	Estimated Cost
1	Community Beautification & Betterment	284	Attracting Young Families Project	\$50,000
2	Community Beautification & Betterment	284	Downtown Business Recruitment Project	\$250,000
3	Community Beautification & Betterment	284	DASB Downtown Streetscape Project	\$5,000,000
4	Community Beautification & Betterment	284	Lansing Alternative Health Initiative	\$75,000
5	Community Beautification & Betterment	286	Waukon Plaza Project	\$75,000
6	Community Beautification & Betterment	286	Postville Brownfields Project	\$3,000,000
7	Community Beautification & Betterment	286	Postville Community Kitchen and Brew Hub	\$2,250,000
8	Community Beautification & Betterment	286	New Albin Gazebo Restoration and Information Hub	\$15,000
9	Historic Infrastructure Restoration	286	DASB Historic Resource Analysis, Restoration and Reuse	\$250,000
10	Historic Infrastructure Restoration	286	The Lansing Stone School Restoration & Re-purposing Project	\$1,800,000
11	Historic Infrastructure Restoration	287	Lansing Historic Podiums Project	\$15,000
12	Historic Infrastructure Restoration	288	Lansing Historic District Building Rehabilitation Project	\$550,000
13	Historic Infrastructure Restoration	288	Harpers Ferry Oil Springs School House and Heritage Campus Project	\$250,000
14	Natural Resource Recreation Expansion	289	Watchable Wildlife Along the DASB	\$2,500,000
15	Natural Resource Recreation Expansion	289	Big Slough Debris Reduction Project	\$1,500,000
16	Natural Resource Recreation Expansion	289	Paint Creek Improvement Project	\$150,000
17	Natural Resource Recreation Expansion	290	Upper Iowa River Sustainable Natural Resource Promotion	\$550,000
18	Natural Resource Recreation Expansion	290	Partnership for Public Trout Fishing	\$1,500,000
19	Natural Resource Recreation Expansion	290	Postville Williams Creek Restoration Project	\$46,500
20	Natural Resource Recreation Expansion	290	Postville Trail Development Project	\$2,500,000

21	Natural Resource Recreation Expansion	291	Postville Innovative Storm Water Runoff and Beautification Project	\$900,000
22	Natural Resource Recreation Expansion	291	Waukon Trails Project	\$1,500,000
23	Natural Resource Recreation Expansion	292	Lansing Riverfront Park Enhancement	\$250,000
24	Natural Resource Recreation Expansion	292	Waukon City Park Project	\$1,500,000
25	Natural Resource Recreation Expansion	292	New Albin Splash Pad	\$250,000
26	Natural Resource Recreation Expansion	292	Harpers Ferry Mississippi Beach Park	\$15,000
27	Natural Resource Recreation Expansion	293	Harpers Ferry Universally Accessible Canoe and Kayak Launch	\$22,000
28	Natural Resource Recreation Expansion	293	Harpers Ferry Land and Water Trails	\$15,000
29	Natural Resource Recreation Expansion	293	Harpers Ferry Pool 9 Reno Bottoms Canoe Trail Extension	\$40,000
30	Natural Resource Recreation Expansion	293	Harpers Ferry Family Splash Pad Zone	\$100,000
31	Overlook Acquisition and Development	294	Old East Paint Creek Overlook	\$123,477
32	Overlook Acquisition and Development	294	Capoli Trail and Overlook	\$550,000
33	Overlook Acquisition and Development	294	Yellow River State Forest Fire Tower Overlook	\$250,000
34	Overlook Acquisition and Development	294	Harpers Ferry Lock and Dam No. 9 Overlook (Spillway Trail)	\$220,000
35	Overlook Acquisition and Development	294	Red Oaks Trail and Overlook	\$500,000
36	Art and Culture	296	Where Main Street Meets the Mississippi River	\$600,000
37	Art and Culture	296	DASB Art Along the Byways	\$125,000
38	Art and Culture	296	Harpers Ferry Community Culture Project	N/A
39	Interpretation and Focused Learning	296	Maximizing Interpretation at the Driftless Area Interpretive Center	\$250,000
40	Interpretation and Focused Learning	296	Intrinsic Resources near the Driftless Area Interpretative Center	\$1,200,000
41	Interpretation and Focused Learning	297	Natural Resource Preservation and Public Access in the DASB Corridor	\$1,500,000
42	Interpretation and Focused Learning	297	Native American Museum Project	\$5,500,000
43	Interpretation and Focused Learning	297	Lansing "Wall Drug Signs"	\$4,800
Section 16			Economic Development Plan Total Cost	\$37,741,777

TOTAL PROJECT COST
\$38,516,262

