



Section 1 - Qualifications

- 1. What story does your institution tell about the Mississippi River as part of its regular daily visitor experience? How does it relate to the themes for interpretation which are attached? Why do you feel that this significant aspect or relationship to the river is presented at a high level of quality? Describe the quality of the visit your guests receive.**

The main idea that we communicate to visitors in every area of the exhibits is that the Mississippi River runs through the heart of the Driftless Area, forming a link between people, land, and wildlife over time.

The Center relates to the every aspect of the MRPC's overall themes, our exhibits include the following themes:

- The Driftless Area is home to rare and threatened landforms, waterways, and plant and wildlife species
- The Mississippi River and its tributaries have been tremendous providers of food, transportation, wildlife habitat, industry, and recreational opportunities across cultures and history
- Just like the Ebb and flow of water, so too has life changed along the river

We feel that our Center preforms a premier level of quality learning about the great Mississippi River. The Center meets the Principles and Core Management Directions and Action for the Great River Road highlighted in the CMP. We have developed easily accessible, comprehensive exhibits that provide high quality learning experiences and information for local residents and byway visitors. The byway traveler will have a better understanding and appreciation for scenic, historic, recreational, archaeological, natural, and cultural qualities of the byways.

*** Please see attached display pictures and descriptions to showcase how our Center relates to every aspect of the MRPC's overall themes.**

- 2. What is the length of stay for the typical visitor experience at your institution? Please provide what you consider an average time, what you consider a short stay and what you consider a long stay for regular attendance.**

The length of stay for the typical visitor experience at our Center will be:

Short Stay: 30 - 40 minutes (not guided)

Long Stay: 1 hour to 1 ½ hours (guided)

- 3. What educational or interpretive programs beyond exhibits do you conduct that interpret the Mississippi River or some significant aspect or relationship to the river?**

The education and interpretive programs that will be offered beyond the exhibits will be conducted by our Naturalist, Ross Geerdes. Some examples of programs that will have significant aspects and relationship to the river include: Driftless Region-Mysteries of the Driftless, Birding/Bird Houses, Driftless Archaeology, Sustainable Living, Native Americans, Earth Day Tree Planting, Commercial Fishing, Clamming, Astronomy, Lumberjack, Marquette and Joliet, Iowa State Water Works, and many more.

- 4. What are your published and regular hours? Please describe hours for various seasons.**

Our published year round hours are as listed: Monday-Saturday 8:00 to 4:30 and Sunday 11:00 to 4:00

- 5. What is the annual attendance for regular museum hours at your site, exclusive of special events? What is the admission fee?**

It is estimated that 8,000 to 10,000 visitors from the surrounding area will visit the Center annually, with no admission fee. Effigy Mounds National Monument, another MRPC national interpretive center, is located within 28 miles of the Center and receives 80,000 to 85,000 visitors a year.

- 6. What is your proximity to the Great River Road?**

Immediately adjacent to the Great River Road and along the Driftless Byway, an Iowa State Byway.

- 7. Did you enclose a letter of endorsement from your state Mississippi River Parkway Commissioner?**

We are including letters of support for this designation from the Iowa MRPC, Allamakee County Board of Supervisors, City of Lansing, Iowa, Lansing Main Street Matters, Allamakee County Economic Development, and Allamakee County Conservation Board.

Section 2 – Duties and Obligations:

- 1. Members of the network must have the Great River Road map at their site, at a minimum for reference, but preferably for sale or for distribution to visitors. One map will be provided as will an order form for additional maps. Will you agree to stock and/or sell the Great River Road map?**

We agree to stock and/or sell the Great River Road map.

Great River Road Network of Museums & Interpretive Center Nomination Form
Driftless Area Education and Visitor Center

2. **Members of the network must ensure that front line personnel who have contact with the public are knowledgeable of and will promote the Great River Road and the museums and interpretive centers in the region. Describe how you will ensure that your front line personnel will be trained, briefed and monitored.**

We will have training, briefing, and monitoring for all staff and volunteers to excel in the proper promotion of the Great River Road and the museums and interpretive centers in the region.

3. **Are you willing to display signage at your center showing that you are a member of the Great River Road Network? This may be inside or outside signage, but must be prominently displayed. Where will you display the Interpretive Center sign?**

We are willing to display signage at our Center, showing that we are a member of the Great River Road Network. We will have proper signage, location is yet to be determined.

4. **Are you willing to secure the needed funds to have an officially approved Great River Road Interpretive Center sign erected at your site?**

We are willing to secure the needed funds to have an officially approved Great River Road interpretive Center sign erected at our site.

Section 3 – Capacity:

1. **Do you have access to the internet? If your facility has a website, what is the address? Do you have the ability to post the www.experiencemississippiriver.com website on our website?**

We do have access to the internet.

Our facility website is: allamakeecountyconservation.org

We will have ability to post the www.experiencemississippiriver.com on our website

2. **Do you have traveling exhibit space? If so, what size is it in square footage? Would you be willing or interested in hosting a traveling exhibit?**

We do have a centralized traveling exhibit space, the square footage is 11,000 square feet. We would be interested in learning more details on hosting a traveling exhibit.

Notes:

Online Site:

<http://mrpcmembers.com/>