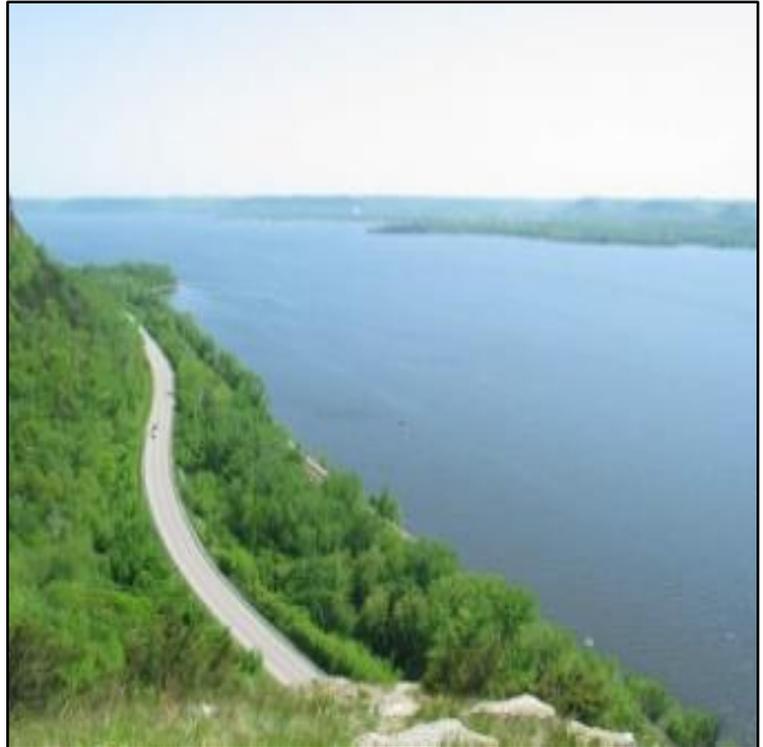


**Wisconsin  
Mississippi River  
Parkway  
Commission**

**Wisconsin  
Great River Road  
Strategic  
Management Plan  
2019**



**Prepared by the  
Mississippi River Regional Planning Commission**  
Plan Survey Data, Public Input Facilitation, Drafting Assistance provided by Corridor Solutions

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### **Attachments**

Attachment #1 Annual Work Plan

Attachment #2 Survey Summary Report

Attachment #3 County Maps of Public Facilities Along the Wisconsin GRR

Attachment #4 Inventory/Assessment of Public Facilities Along the Wisconsin GRR

# Wisconsin Great River Road Strategic Management Plan

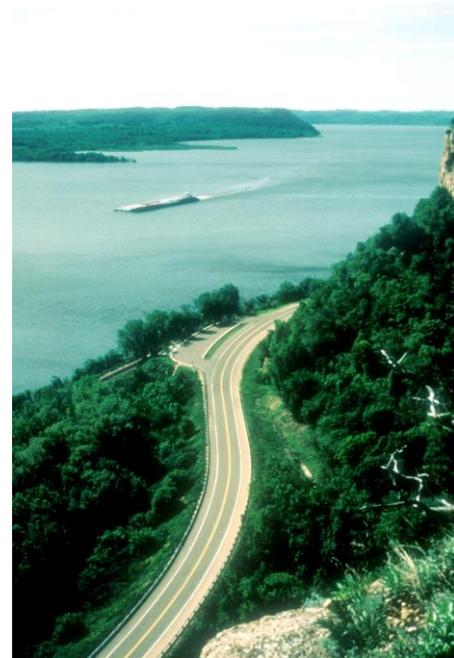
## 1. INTRODUCTION AND PURPOSE

The Wisconsin Great River Road is a stunning 250-mile drive on Wisconsin State Highway 35. The route parallels the Mississippi River and winds through 33 unique river towns. From Prescott in Pierce County to Potosi in Grant County, the Great River Road is home to breathtaking bluff views, countless recreational activities and communities waiting to deliver authentic experiences to travelers.

Designated as a National Scenic Byway in 2000, the Wisconsin Great River Road is part of a collection of 150 roads that showcase our nation's most memorable natural, historic and scenic resources. What sets these roads apart as destinations are the people and stories to be discovered.

To aide in preserving and enhancing the Wisconsin Great River Road the Wisconsin Mississippi River Parkway Commission (WIMRPC) was established by state statute. The WIMRPC provides general oversight of the Wisconsin Great River Road Corridor. The WIMRPC also works collaboratively with the Wisconsin Department of Transportation (WISDOT) to provide oversight of the GRR in Wisconsin. The WISDOT maintains a Byway Coordinator position and has technical staff that attend WIMRPC meetings. WISDOT partners with the WIMRPC on various GRR projects and planning efforts. In 2017 the WIMRPC developed a Commissioner's Handbook and the following paragraph from the handbook illustrates the specific purpose of the Commission:

"The WIMRPC: (1) Assists in coordinating the development and preservation of the Great River Road in Wisconsin and its embellishment, such as scenic easements: roadside parks, and scenic overlooks. (2) Assists other state agencies in all efforts to create a unified development of the Great River Road in Wisconsin and any of its collateral features. (3) Cooperates with similar committees or Commissions in other states in the furtherance of the ultimate development of the Great River Road from its start in Minnesota to the Gulf of Mexico. (4) Consults with the appropriate Regional Planning Commissions regarding the Mississippi River Parkway. (5) Assists in promoting the Great River Road in Wisconsin as a travel destination with the unique historical, cultural, aesthetic, and recreational features along the route of the Great River Road, such as local communities, off-road parks and forests, and water-oriented facilities."



The Wisconsin Great River Road – State Hwy. 35

The existing WIMRPC Corridor Management Plan (CMP) was created in 1999 and is more a compilation of numerous planning documents than a CMP. To achieve proper oversight and management of the Great River Road Corridor the WIMRPC strived to maintain a corridor management plan as CMP's are required under state and federal scenic byway programs to be maintained. However, since the WIMRPC is a volunteer Commission with no paid staff and with limited financial support/commitments from State/Federal agencies for WIMRPC planning activities, the WIMRPC was left with difficult challenges in trying to maintain a comprehensive corridor management plan. In 2017, the WIMRPC worked with the WISDOT

Byway Coordinator and developed a plan of action to utilize approximately \$13,000 in National Scenic Byway grant dollars to prepare a Wisconsin Great River Road Strategic Management Plan knowing that financial resources were not available for a complete updated corridor management plan. The primary goal of the strategic management plan was to create a more narrowly focused document (due to financial/staffing limitations) with realistic aspirations with achievable outcomes for the WIMRPC. Under these financial constraints in 2017-2018, the WIMRPC contracted with the Mississippi River Regional Planning Commission (MRRPC) for \$8,000 to assist the WIMRPC in preparing the Commission's strategic management plan. The WIMRPC also contracted with Corridor Solutions (WISDOT Recommendation) for approximately \$5,000 to assist with gathering stakeholder/public input and plan drafting assistance. It is important to provide context to the financial resources that were available for this undertaking. Recently, the Minnesota MRPC completed a revised Great River Road Corridor Management Plan. The Minnesota MRPC which receives much stronger financial support from state and federal agencies and has a fulltime paid Executive Director received \$500,000 through a Scenic Byway grant and was able to utilize the funding to complete their Great River Road Corridor Management Plan. Other states have been benefactors of similar financial support and have been able to complete comprehensive corridor management plan updates.

The Great River Road Strategic Management Plan is intended to be a ten-year planning document with a review of the document recommended in year five. The plan has a short-term work plan (Attachment 1) recommended to be annually updated to assist with meeting immediate needs. The planning document also includes longer-term strategies/recommendations to accomplish more encompassing activities/programs.

## 2. HISTORY AND DESCRIPTION OF THE GREAT RIVER ROAD

### *History*

The planning and development of the Great River Road began in the 1930's with the idea for a ten-state scenic roadway. In 1938 the Mississippi River Parkway Commission (ten state Commission) was formed to oversee the Great River Road. Each state created a counterpart organization for the purpose of planning and advising state agencies on matters involving the Great River Road. In Wisconsin, the Wisconsin Mississippi River Parkway Commission was established by state statutes and is comprised of commissioners from each of the eight counties the GRR travels through.

The GRR in Wisconsin has always been viewed as a unique asset, and in 2000 in response to the state's request the Federal Highway Administration designated the entire 250 mile length of Great River Road (in Wisconsin) as a National Scenic Byway. The designation was a great honor as it was one of only 81 such roads at the time (presently approximately 128 National Scenic Byways) to receive the designation. The designation remains a prestigious and unique honor which recognizes the Great River Road as one of the nation's highways that demonstrate outstanding scenic beauty along with historical, archaeological, cultural and recreational opportunity.



Significance of the Great River Road  
recognized in the 1930's

### *Description*

The Wisconsin GRR encompasses a 250-mile corridor traveling through eight counties and over thirty river communities. The north end of the GRR corridor starts in Prescott, Wisconsin and the south end of the corridor begins at the Illinois/Wisconsin border near Kieler, Wisconsin. 230 miles of the GRR are on State Highway 35 and the remaining 20 miles are routed over Grant County roads. Approximately 165 miles of the Wisconsin GRR in rural areas are protected by scenic easements that generally extend 350 feet from the roadway centerline. The majority of the scenic easements were purchased by WISDOT and are administered by the Wisconsin Department of Transportation to protect the views from the GRR by addressing building types, building spacing, deforestation, excavations, signage, and junk/debris.

### 3. WHY SCENIC BYWAYS ARE IMPORTANT

Scenic byways are not just roads that travel through places, they are places. Places that provide residents and visitors alike the opportunity to discover and rediscover the real places, real stories, and real people that truly define America. The travel experience that scenic byways offer aligns perfectly with the leading trend in tourism today – experiential travel.



National Scenic Byway Logo

Experiential travel involves immersion into local culture and includes learning experiences. The desire of travelers to explore lesser-known destinations, especially those that are relatively untouched or unique, continues to grow with 84% of avid travelers desiring to learn something new when they travel (Skift Research: U.S. Experiential Traveler Trends, January 2018). This means getting off the beaten path and experiencing the places they visit as if they were a local - eating in local restaurants and learning the stories of the people who call the place home. This is the travel experience that scenic byways provide, and why scenic byways are important in today's tourism economy.

The most direct economic benefit of scenic byways is increased tourism. In 2017, tourism had a \$20.6 billion impact on Wisconsin's economy. In the eight Wisconsin Great River Road counties, tourism accounted for \$461 million in direct visitor spending, an increase of 1.05% from 2016 (Wisconsin Department of Tourism).

#### 4. MANAGEMENT OF THE WISCONSIN GREAT RIVER ROAD

The National Mississippi River Parkway Commission is the umbrella organization that coordinates the multi-state programs on behalf of the ten-member states of the Great River Road (Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, and Wisconsin). As previously discussed, each state has its own commission established by state statute or executive order.

The Wisconsin Mississippi River Parkway Commission (WIMRPC) was created by Wisconsin State Statute 14.85, and its mission is to *be the leader in preserving, protecting and enhancing the Wisconsin Great River Road National Scenic Byway along the Mississippi River, benefitting communities and travelers*. WIMRPC membership consists of one representative appointed by the Governor from each of the eight counties bordering the Mississippi River along with two State Senators and two State Representatives. The statute also provides ex-officio membership to the State Departments of Transportation, Natural Resources, Tourism, Commerce and State Historical Society, Wisconsin Economic Development Corporation, and the Wisconsin Department of Agriculture, Trade, and Consumer Protection.

As previously discussed, the WIMRPC partners with WISDOT and works collaboratively with the Wisconsin Department of Transportation to provide oversight of the GRR in Wisconsin. The WISDOT maintains a Byway Coordinator position and has technical staff that attend WIMRPC meetings and assists the WIMRPC with providing technical assistance and planning guidance.

The WIMRPC meets quarterly and derives its funding primarily from contributions from the eight represented counties, Wisconsin State Departments of Transportation and Tourism, and regional tourism councils. Revenue from advertising sales for the Wisconsin Great River Road Visitor Guide is also a major source of income. The Commission also pursues and has received significant amounts of grant funding.

## 5. WIMRPC ACCOMPLISHMENTS

In the 20 years since the Wisconsin Great River Road was designated a National Scenic Byway, the WIMRPC has taken the lead on numerous enhancement projects along the route, and successfully marketed the corridor as a destination. The WIMRPC's ultimate goal is to provide Wisconsin Great River Road visitors a meaningful experience of the history, recreation, natural beauty, and river town charm along the corridor of one of the world's truly great rivers. The quality of the Wisconsin Great River Road visitor experience has been greatly enhanced by projects lead by the WIMRPC. The projects described below impact all three stages of the byway visitor experience: Trip Planning, Driving and Experiencing and Remembering and Sharing.

- *Wisconsin Great River Road Visitor Guide*

This 44-page, full-color publication is an excellent trip-planning tool as well as in-trip guide. The WIMRPC distributes 50,000 - 60,000 copies annually and the advertising is a major source of income.

- *Wisconsin Great River Road Website*

Located at [www.WIGRR.com](http://www.WIGRR.com) and updated in 2017, the official Wisconsin Great River Road website contains downloadable maps (birding, boating, biking), a photo gallery, video, downloadable audio tour, links to National Wildlife Refuges and state parks along the route, and a calendar of events.

- *Visitor/Interpretive Centers*

A network of 70 museums and historic sites in all 10 river states have been selected to showcase and connect the historic stories of the Mississippi River. Wisconsin offers seven Interpretive Centers welcoming visitors traveling along Wisconsin's corridor of the Great River Road. Here stories of the Mississippi River come alive and guests can learn more about river history as well as find travel information.

- *Wayshowing*

Wayshowing is the communication of information that helps travelers find their way to and along byways. While driving, visitors must be able to navigate the route safely and have consistent reassurance that they are still on the byway. Getting lost creates strong negative emotions that can become the lasting memories of a trip. The 250 miles of the Wisconsin Great River Road are marked by the national Great River Road green and white pilot's wheel logo and the America's Byways logo.



Pilot's Wheel Sign

- *Social Media*

The WIMRPC maintains a Facebook page with nearly seven thousand followers as well as Twitter and Instagram. Research shows that people who are planning trips are more engaged with social media.

In addition, the WIMRPC has recently enhanced efforts to ensure organizational sustainability as the WIMRPC moves forward. In 2016 and 2017 the WIMRPC updated its bylaws, created a handbook for commissioners, and formed a Friend's Group.

## 6. STRATEGIC MANAGEMENT PLAN MISSION AND GOALS

As discussed previously, the WIMRPC contracted with the Mississippi River Regional Planning Commission (MRRPC) to assist the WIMRPC in preparing a strategic management plan for the Great River Road Corridor in the Wisconsin. The strategic management plan process included soliciting public input to aid refining the WIMRPC's mission statement and corridor management goals.

### Public Input

A vital component to the strategic management plan is public input. The WIMRPC contracted with Corridor Solutions to assist with soliciting stakeholder and public input on the Strategic Management Plan. With assistance of Corridor Solutions, the WIMRPC began gathering public input for the planning process in the fall of 2017. The process included a survey of major stakeholders, a strategic planning retreat, and follow-up sessions as part of regular Commission meetings.

The stakeholder survey was distributed in September 2017 to approximately 350 Wisconsin Great River Road stakeholders including elected officials, business owners, residents, and nonprofit and government agency representatives and staff. A total of 72 surveys were completed for a response rate of 20 percent. The purpose of the survey was to collect feedback from stakeholders to better understand the priorities of Wisconsin Great River Road byway communities which will help ensure widespread community support for WIMRPC projects. The data also provided insight as to what stakeholders perceive as the benefits of working with the WIMRPC. A summary report of the survey is included as Attachment 2.

In October 2017, WIMRPC Commissioners and key stakeholders held a full-day retreat to begin drafting a new strategic action plan for the Wisconsin Great River Road. During the retreat, a mission statement and draft goals were established along with strategies and recommendations. The first draft of an 18-month work plan was also developed. The following WIMRPC mission statement and goals were developed based on public, stakeholder and Commissioner input.

<i><b>WIMRPC Mission Statement</b></i>
“The WIMRPC is to be the leader in preserving, protecting and enhancing the Wisconsin Great River Road National Scenic Byway along the Mississippi River, benefitting communities and travelers.”
<i><b>WIMRPC Strategic Management Plan Goals</b></i>
<b>Goal 1:</b> Develop sustainable policies, programs, and practices in areas critical to the long-term success of the Wisconsin Great River Road National Scenic Byway.
<b>Goal 2:</b> Develop and implement education programs that increase knowledge of the Wisconsin Great River Road among visitors, students, residents, business owners, and elected officials.
<b>Goal 3:</b> Cultivate regional collaboration and promotion that maximizes the economic and preservation benefits of the Wisconsin Great River Road for byway communities.
<b>Goal 4:</b> Preserve and expand the resources that define the visitor experience of the Wisconsin Great River Road and for which it was designated a National Scenic Byway.

## 7. GREAT RIVER ROAD CORRIDOR - MANAGEMENT STRATEGIES AND RECOMMENDATIONS

To aid in achieving the goals the following section provides strategies and recommendations that address each goal. In some cases, more background information is provided to better define the strategies/recommendations.

It is important to note that plan strategies/recommendations for the GRR are not meant to be all encompassing or a comprehensive list of all that needs to be accomplished to enhance the GRR. The documents recommendations/strategies have been developed with sensitivity to the WIMRPC existing staff (volunteer) capabilities and funding constraints (some level of fund raising will be necessary to achieve all the strategies/recommendations). A goal of the document is to identify key tangible strategies/recommendations that can be initiated or achieved within 5 years.

### Goal 1 Strategies/Recommendations

Goal 1: Develop sustainable policies, programs, and practices in areas critical to the long-term success of the Wisconsin Great River Road National Scenic Byway.

Organizational sustainability is critical component for the WIMRPC to address moving forward. The WIMRPC is continually challenged to gain sufficient funding for annual operations and having time/funding allocated to complete tasks identified by the Commission as necessary to maintain, promote, preserve, protect and enhance the GRR.

As earlier discussed, the WIMRPC is a volunteer organization composed of twelve voting members. The Commission maintains two active committee's (a Technical Committee and a Promotion and Marketing Committee) which are comprised of Commissioner's and non-commission representatives from various agencies, backgrounds and interests.

A challenge for the WIMRPC to date is that the organization has no compensated staff to assist in promoting the WIMRPC or carrying out daily duties of the commission. The organization has survived on volunteer activities of commissioners, committee members, and interested parties. To ensure the effectiveness of the WIMRPC in the future, it is recognized that funding and staffing challenges must be addressed. The following are strategies/recommendations that will assist in providing organizational stability moving forward.

#### Strategies/Recommendations to Address Goal 1

- 1.1 Explore the creation of an Executive Director position for the WIMRPC.
  - a. Research options and funding for either a part time/full time Executive Director.
  - b. Consider and evaluate a shared Executive Director with another organization.
  - c. Draft a position description.
  - d. Draft a budget for the position.
  
- 1.2 Secure accounting services to assist with and ensuring timely and accurate financial management of the WIMRPC.
  - a. Research options (contract, etc.).
  - b. Draft a budget for position or scope of services.
  - c. Draft a position description or scope of work.

- 1.3 Continue the development and promotion of the “Friends of the Wisconsin Great River Road” created under State of WI “Articles of Incorporation”.
- 1.4 Identify opportunities and develop materials for advocacy.
  - a. Develop talking points/fact sheet.
  - b. Work in collaboration with the Department of Tourism in the next 2-4 years to conduct a WIGRR visitor survey and economic impact analysis.

## **Goal 2 Strategies/Recommendations**

Goal 2: Develop and implement education programs that increase knowledge of the Wisconsin Great River Road among students, residents, business owners, and elected officials.

Intrinsic qualities help make the Wisconsin Great River Road unique to travelers. To be designated a National Scenic Byway, a road must possess characteristics of regional significance within at least one of the intrinsic qualities. Wisconsin is unique as it can be demonstrated that the Wisconsin Great River Road possesses characteristics in all six intrinsic qualities that make National Scenic Byways unique. It will be important moving forward to continue to highlight, promote, preserve and enhance the intrinsic qualities of the Great River Road.

### A Description of Intrinsic Qualities from “America’s Byways”

#### **Scenic**

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.

#### **Archaeological**

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 archeological 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.

#### **Cultural**

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.

#### **Historic**

Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, 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.

#### **Natural**

Natural Quality applies 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, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

## Recreational

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.

### *Wisconsin Great River Road Intrinsic Qualities*

**Recreational Qualities:** Every season offers spectacular recreational opportunities on the Upper Mississippi River along the Wisconsin Great River Road, such as excellent boating and sailing, more than 50 local parks, beaches, recreational areas, and water access sites. Fishing is a favorite activity because of the variety of fish species, ranging from catfish to walleye. The sandbars in the backwaters of the Mississippi River provide places for public camping and picnics. Winter in Wisconsin provides ice fishing, bald eagle viewing, cross-country or downhill skiing, snowshoeing and snowmobiling through deep valleys and scenic bluffs. Spring, summer, and fall are excellent for dinner cruises on the river, along with hiking and biking trails, picnic areas, and camping opportunities in the numerous parks and campgrounds along the byway.

**Cultural Qualities:** The past and present cultures of the Great River Road corridor are recorded and revealed in the 33 river towns and villages. Residents in these communities take pride in preserving their heritage, as evidenced by many festivals. Nineteenth-century architecture is scattered throughout the towns and cities of the byway; many of them reflect the varied architectural trends of the early days of settlement. Unique buildings and art forms continue to surface along the Wisconsin Great River Road.

**Archaeological Qualities:** 12,000 years ago, the first settlers inhabited Wisconsin. Cultures of the Great River left many artifacts and monuments to the past. Thousands of great mounds and effigy monuments, pictographs and petroglyphs, and ancient villages have been found and documented along the entire route. Today these ancient cultures are researched, and their artifacts are preserved and protected.



Woodland Indians  
– mound builders

**Historical Qualities:** In 1673, French missionary Jacques Marquette and explorer Louis Jolliet were the first Europeans to explore the area sighting the confluence of the Wisconsin and Mississippi Rivers where Wyalusing State Park welcomes visitors today. Changing hands from the native peoples, to the French, to the British, and finally to the Americans, but not without a struggle. In 1848, Wisconsin became a state. Lumber, steamboats, wheat, lead mining...remnants of this historic Mississippi culture can be seen along the Wisconsin Great River Road. Sites of old forts and building ruins along with thriving communities from the day will take visitors back to the 19<sup>th</sup> century.

**Scenic Qualities:** Visual experiences while traveling the Wisconsin Great River Road are why the entire 250-mile route was voted *Prettiest Drive: Ultimate Summer Road Trip in the United States*. The Mississippi River and its backwaters flanked by sandstone bluffs standing over 500 feet tall with the Great River Road winding between both make for scenic opportunities around every curve.

**Natural Qualities:** Many natural wonders are found along Wisconsin's Great River Road. Foremost is the Mississippi River, the fourth longest river in the world. The Mississippi Flyway hosts many of North America's ducks, geese, swans and other waterfowl during their annual spring and fall migrations.

### *Wisconsin Great River Road Interpretive Centers.*

There are seven interpretive centers along the 250 miles of the Great River Road in Wisconsin. Interpretive centers comprise a network of museums and historic sites that showcase stories of the Mississippi River. The interpretive centers provide education and information relating to the intrinsic qualities of the Great River Road. The following is a listing and brief description the seven Great River Road interpretive centers in Wisconsin.

#### *Great River Road Visitor & Learning Center – Prescott*

Perched high above the river valley, this center gives visitors a snapshot of an entire region. Through hands-on, multimedia exhibits, visitors learn about the generations of people who have made their living from the river. A life-size eagle nest and bald eagle exhibits gives the visitor a sense of the majesty of this mighty bird. Visitors can also gaze down and see the place where the blue waters of the St. Croix River meet the brown waters of the Mississippi River.



Freedom Park, Prescott

#### *Riverside Museum – La Crosse*

The Riverside Museum, located in Riverside Park on the Mississippi River provides the history of the La Crosse area. Through artifacts and exhibits, visitors learn about the impact the Mississippi and Black rivers have had on the development of the area. In addition to local history exhibits, the museum houses artifacts from the wreck of the steamboat War Eagle, which sunk in La Crosse on May 14, 1870.

#### *Villa Louis – Prairie du Chien*

The Villa Louis provides a tour of the 1800s estate of one of Wisconsin's wealthiest families. Villa Louis was the home of the Dousman family, who made their first fortune in the fur trade and later became one of the most prominent families in the state. Costumed guides conduct tours of the property, which includes gardens, several historic buildings and a mansion, exquisitely restored to its original Victorian splendor.

#### *Fort Crawford Museum – Prairie du Chien*

The Fort Crawford Museum stands at the site of Fort Crawford, a military fort that guarded the America's western frontier from 1816 to 1856. The museum presents a complete picture of the region's history. Exhibits tell the story of the Zachary Taylor, Jefferson Davis and the tragedy of the Black Hawk War. A special section of the museum is dedicated to the story of frontier doctor William Beaumont, whose pioneering experiments helped advance the science of medicine.



Fort Crawford Museum in Prairie du Chien

Stonefield State Historic Site – Cassville

Stonefield state historic site helps to understand the history of American agriculture and rural life. Visitor's learn about the rise of dairy farming in Wisconsin and see the development of farm implements through the decades. Tractors, reapers and threshers are all on display. The site also includes the home of farmer and Wisconsin's first governor, Nelson Dewey.

The Potosi Brewing Company – Potosi

The Potosi Brewing Company is home to two outstanding museums about beer brewing in America. The National Brewery Museum tells the story of brewing through brewery memorabilia and advertising. The Potosi Brewing Company Transportation Museum reveals how the Potosi Brewery used the highway, railway and the river to bring its product to market. There is an active micro-brewery and restaurant on the premises.



Educational displays at the Potosi Brewing company

Great River Road Interpretive Center Genoa Fish Hatchery - Genoa

The \$3.75 million project features exhibits about the history of the Mississippi River Valley, including the famous Battle of Bad Axe that ended the Black Hawk War in 1832. The interpretive center also offers aquariums with real fish and wildlife from the Mississippi River Valley.

The following are strategies/recommendations that will assist in informing and educating residents and travelers about the intrinsic qualities of the Wisconsin Great River Road.

Strategies/ Recommendations to Address Goal 2

- 2.1 Continue to promote and distribute "Our Mississippi" educational materials to area schools.
  - a. Compile a list of schools that have received the "Our Mississippi" educational materials.
  - b. Collect feedback from users.
  - c. Consider developing a case study to advocate for use.
- 2.2 Inventory existing interpretive resources and determine needs for additional storytelling.
  - a. Consider collecting visitor feedback on quality and accessibility of interpretive materials.
- 2.3 Develop educational materials for residents, business owners and elected officials.
  - a. Explore feasibility of byway learning day.
  - b. Maximize use of the blog on the WIGRR website (keep updated, facilitate interaction, more subscribers).
- 2.4 Find a local group or organization (Grant County) to be a champion for locating and developing an interpretive center for the southern entrance of the Great River Road corridor.
  - a. Initiate meeting(s) with Grant County officials to facilitate planning discussions.
  - b. Assist in determining an educational/informational theme.

### **Goal 3 Strategies/Recommendations**

Goal 3: Cultivate regional collaboration and promotion that maximizes the economic and preservation benefits of the Wisconsin Great River Road for byway communities.

The Promotion and Marketing Committee also referred to as the Great River Road Promotion and Marketing Committee develops and implements marketing initiatives and activities to increase awareness and provides promotion/marketing materials for distribution to businesses and the public. WGRRPC is responsible for creating and maintaining a website and to be ambassadors whenever and wherever possible to promote WIMRPC. The committee prepares an annual budget and prepares an annual report that is made available for the state, counties, villages, towns, cities and organizations. A member of the WIMRPC serves on the WGRRPC to provide a liaison and communication link between the groups. The WIMRPC and the WGRRPC also collaborate and work together to fundraise.

The following are strategies/recommendations that will assist in promoting the Wisconsin Great River Road.

#### Strategies/Recommendations to Address Goal 3

Strategies/Recommendations 3.1 - 3.6 are the responsibility of the WGRRPC.

- 3.1 Continue to maintain and update the [www.wigrr.com](http://www.wigrr.com) website and stay apprised of new or expanded social media.
- 3.2 Maintain existing marketing and promotion partnerships and foster new partnerships.
- 3.3 Maintain communications, update and continue attending meetings of the Wisconsin Mississippi River Parkway Commission.
- 3.4 Continue to attend events to promote the WIGRR.
  - a. Maintain a list of possible events to promote the Wisconsin GRR.
  - b. Provide a yearly report to the WI Dept. of Tourism on promotion and marketing activities.
- 3.5 Continue to complete a yearly Visitor Guide for the Wisconsin GRR.
- 3.6 Identify opportunities for new partnerships and explore expanding the roles of existing partners.
  - a. Document existing partners and current roles.
  - b. Use Fall 2017 survey data to help identify new partners and existing partners willing to expand their roles.
  - c. Identify critical needs to be filled by new or expanded partners.

### **Goal 4 Strategies/Recommendations**

Goal 4: Preserve and expand the resources that define the visitor experience of the Wisconsin Great River Road and for which it was designated a National Scenic Byway.

A key component of the strategic management plan is an inventory of existing public facilities within the Great River Road Corridor. To adequately plan for the future, it is important to know what exists today.

The WIMRPC realizes that there are many components other than public facilities within the GRR corridor that help define the visitor experience. However, based on existing partnerships the WIMRPC has more ability to influence the development, maintenance, and enhancement of public facilities versus private businesses/facilities. Therefore, the Wisconsin Mississippi River Parkway Commission with the assistance of the Mississippi River Regional Planning Commission conducted an inventory/assessment of Wisconsin public facilities along the Great River Road (GRR) in the Summer/ Fall of 2017. The financial constraints (budget limitations for corridor planning) dictated the manner and level of detail included in the inventory/assessment.

To address the budget limitations imposed on the project the WIMRPC enlisted its commissioners and sub-committee members to inventory and assess public facilities in the eight counties along the GRR corridor. Public facilities were inventoried and rated by WIMRPC Commissioners or committee members. Each facility was viewed and rated by at least two commissioner's and/or committee members. A standardized rating sheet was developed that consisted of six questions that were utilized to rate the facilities. The rating sheet also provided the opportunity for the person(s) rating the facilities to provide recommendations. The facility rating questions are illustrated in Table 1. This unique method proved invaluable as Commissioners and committee members took to the field and visited public facilities to get a firsthand look at what travelers see when they are visiting the GRR corridor. The process of inventorying/assessing the public facilities proved to be as beneficial to Commissioners as the final inventory.

**Table 1. Facility Rating Questions**

1.	Is the facility easily recognized by a traveler on the Great River Road?				
	Easily Recognized			Difficult to Recognize	
	1	2	3	4	5
2.	How would you rate the appearance of the facility from the Great River Road?				
	Excellent			Poor	
	1	2	3	4	5
3.	Is the facility adequately maintained?				
	Maintained Well			Poorly Maintained	
	1	2	3	4	5
4.	Does the facility adequately meet its purpose? <i>(In other words, if the purpose of the facility is to provide a view of the Mississippi River does it achieve this purpose?)</i>				
	Excellent			Poor	
	1	2	3	4	5
5.	Overall how would you rate the facility on a scale of 1 to 5 (1 being excellent 5 being poor)?				
	Excellent			Poor	
	1	2	3	4	5
6.	Rate the importance of the facility for a traveler to see/visit while traveling the Great River Road?				
	Very Important			Less Important	
	1	2	3	4	5

A review of the assessment data included in Table 1 (Attachment 4) indicates that seventy-seven of the public facilities received a rating of 1 or 2 with regard to the importance of the facility for a traveler to see. Another forty-two public facilities received a rating of greater than 2 but less than 4 to the same question, while eleven public facilities received a rating of 4 or greater. Comparing the results of Question 6 regarding the importance of the facility for a traveler to see to whether a public facility is easily recognized from the GRR provides important insight. Obviously, if a public facility is important to see for a traveler it is critical that it is easily recognized from the GRR. Of the seventy-seven facilities scoring a 1 or 2 with regard to the importance of the facility for a traveler to see only seven public facilities received a rating of greater than 3 signifying they are not easily recognized from the GRR. This indicates that 90% of public facilities deemed important to see are easily recognized from the GRR.

An additional question that it is important to compare the results of Question 6 regarding the importance of the facility for a traveler to see is whether the public facility is well maintained. Once again, if a public facility is recommended to be seen by a GRR traveler it is important that the public facilities are well maintained. Of the seventy-seven public facilities scoring a 1 or 2 with regard to the importance of the facility for a traveler to see, only three public facilities received a rating of greater than 3 indicating they were not well maintained. In general, the data indicates that regardless of importance of the public facility to be seen by a traveler the vast majority of all public facilities are well maintained as only thirteen public facilities (10%) received responses of greater than 3.

The results of two other rating questions provide valuable information pertaining to the overall condition of the GRR from an “existing” public facilities perspective. With regard to the rating question of whether a public facility meets its purpose, 95% of facilities scored a rating of 3 or less meaning the public facilities meet their purpose. The same can be said for the results of Question 5 referencing the public facilities overall rating, as 90% of the public facilities received a rating of 3 or less meaning overall the public facilities along the GRR are rated very high.

The only public facility rating question that received slightly lower scores pertained to the appearance of the public facilities from the GRR. Of the one hundred thirty-three public facilities, thirty-three of the facilities scored lower than 3 (25%) when rated, indicating they are difficult to see or not appealing when viewed from the GRR.

Overall based on the data collected, the majority of existing public facilities along the GRR in Wisconsin are in adequate condition. It is apparent based on recommendations received from commissioners and committee members that even though some public facilities rated high there are still improvements that can be made. It is also apparent that some specific public facilities need greater attention in order to improve their appearance and functionality for the travelers of the GRR.



Potosi Point viewing platform

This summary of the public facilities data is meant to be a starting point and the public facilities inventory should be update on a regular basis. It is important that the commission review the data included in Table 1 (Attachment 3) and utilize the information in making determinations and recommendations in the future.

### *Public Facility Spacing, Analysis, Recommendations from Previous Studies*

A key component of a strategic management plan is the location and spacing of visitor facilities. In order to enhance visitors traveling experience on the GRR adequate public and private facilities are necessary to provide information, scenic views, restrooms, etc. to the traveler. It is recognized that private businesses and facilities will assist in meeting the demands of travelers, however, private facilities come and go and it is critical to maintain an adequate level of public facilities throughout the GRR corridor to meet the needs of travelers. In addition, the WIMRPC and partnering agencies (WIDOT, WDNR etc.) have more oversight and the ability to manage/enhance public facilities versus private facilities. It is for these reasons that public facilities are prioritized in this plan.

In 1997 a planning framework guide was developed for the GRR in Wisconsin that provided recommendations for visitor facilities along the Great River Road Corridor. The information and recommendations have helped to shape the GRR corridor to what it is today. In addition, the spacing standards and numerous recommendations remain pertinent today. A summary of the “visitor service spacing analysis” from the study has been prepared and applicable recommendations have been included and are recommended for future implementation.

### Spacing Models

The 1997 study evaluated visitor facility spacing needs and recommended automobile facilities be spaced based on a one hour driving time or approximately 45 driving miles (one-hour drive time standard remains applicable - Illinois Bureau of Design and Environmental Manual Chapter 16 Restrooms/Weigh Stations, February 2016 recommend one-hour drive time facility spacing). Facilities were categorized into three levels detailed in the following chart.

Facility Levels		
Level I	Level II	Level III
Facilities provide overall GRR Corridor information and interpretive opportunities in addition to traveler amenities such as restrooms, parking and provide regional resources offering information on history, culture, and environment.	Facilities that are less encompassing than Level I but still serve visitor needs. These facilities are recommended to be dispersed between Level I facilities.	Facilities provide visitors with periodic stopping points along the GRR and allow the traveler to rest and enjoy the scenic views.

### Location and Spacing Analysis

#### Level I Facilities

The study recommended three locations for Level I facilities offering information/interpretive services to visitors. The locations are at places where there are converging highways, trails and river crossings. These locations are meant to be “gateways” to the Great River Road. The northern-most gateway is in the City of Prescott which serves as a major entrance to the GRR from Minnesota. The Great River Road Visitor and Learning Center which through hands-on, multi-media exhibits provides a overview of the entire region and information about how people have made their living from the Mississippi River.

At the mid-point of the GRR in Wisconsin is La Crosse where the Interstate-90 Corridor intersects with the GRR and it offers another major entrance point to Wisconsin from Minnesota. The area features the newly upgraded Interstate-90 Rest Area that serves as the La Crosse Area Travel and Wisconsin Welcome

Center. The facility has parking, bathrooms, picnic tables/shelters, trails and travel information. Also located in La Crosse is the Interpretive Center (Riverside Museum) located in Riverside Park on the Mississippi River. The museum houses artifacts and exhibits pertaining to the Mississippi River and Black River impacts of the development of the area.

The southern most gateway is located where the GRR begins in Wisconsin in the area of the Wisconsin/Illinois border. At this location, US Highway 151 crosses the Mississippi River from Iowa and converges with several highways including the GRR. Since this area is less developed than the two other gateways no significant welcome center currently exists. The closest interpretive centers are located several miles north in Potosi (The Potosi Brewing Company) and Cassville (Stonefield State Historic Site). This southern gateway has the potential for a GRR visitor center with significant visitor facilities.

### Level II Facilities

Level II facilities are meant to provide a secondary level of visitor services (restrooms, parking, etc.) and are intended to be dispersed between Level I facilities creating a 45-mile spacing standard (one-hour drive time) throughout the GRR Corridor. Areas for Level II facilities also correspond to four Mississippi River crossings along the GRR Corridor.

The southern-most Level II facility/area is located in the City of Prairie du Chien. The U.S. Highway 18 Mississippi River crossing between Wisconsin and Iowa is located in Prairie du Chien. Two GRR interpretive centers are located in Prairie du Chien at the Villa Louis and the Fort Crawford Museum. As travelers enter the City of Prairie du Chien via U.S. Highway 18 a wayside facility (a former welcome center) is located on the Wisconsin side of the river crossing. It is recommended that the wayside facility be maintained as a Level 1 facility as it represents a key entrance point to the GRR Corridor. In addition, additional wayshowing signage welcoming visitors to the GRR at the intersection of U.S. Highway 18 and the GRR would help to introduce travelers to the GRR.

A second Level II facility is recommended for the area by Desoto and Ferryville in proximity to where the State Highway 82 Mississippi River crossing is located. State Highway 82 intersects with the GRR approximately 3 miles north of Ferryville and 2 miles south of Desoto on a rural segment of the GRR. In recent years, Ferryville upgraded the Governor Lucy memorial and created an excellent viewshed of the Mississippi River and the U.S. Fish and Wildlife Service upgraded the Genoa Fish Hatchery creating a visitor/interpretive center which is located approximately 10 miles north of the river crossing. These facilities assist in meeting the needs of visitors along this segment of the GRR. Additional wayshowing signage welcoming visitors to the GRR at the intersection of State Highway 82 and the GRR would help to introduce travelers to the GRR.

A third Level II facility is recommended to be located in southern Buffalo County at the State Highway 54 Mississippi River crossing (Winona, Minnesota). Currently, State Highway 54 intersects with the GRR on a rural segment of the GRR. Additional wayshowing signage welcoming visitors to the GRR at the intersection of State Highway 54 and the GRR would help to introduce travelers to the GRR.

A fourth Level II facility is recommended to be located in Nelson, Wisconsin at the State Highway 25 Mississippi River crossing (Wabasha, Minnesota). Currently, State Highway 25 intersects with the GRR on in Nelson. Additional wayshowing signage welcoming visitors to the GRR at the intersection of State Highway 25 and the GRR would help to introduce travelers to the GRR.



Nelson WI, on the Great River Road recommended for a Level II public facility

Overall Level II facilities need to be identified and or developed. In some cases, existing public facilities such as waysides could serve as such facilities but most likely would need to be upgraded. With transportation funding issues at the state level, it is unlikely such improvements would be a priority along the corridor. It may be more beneficial to work with local communities and determine if local parks and/or community facilities could assist in meeting Level II facilities with some minor improvements, signage, etc. An additional option is to work with local businesses to assist private facilities in meeting the needs of travelers along the GRR.

The following are strategies/recommendations that will assist in preserving and enhancing the resources of the Wisconsin Great River Road.

#### Strategies/Recommendations to Address Goal 4

4.1 As the strategic management plan was prepared, it became apparent that one thing that is missing for travelers when visiting the Wisconsin Great River Road is clear recognition that they have entered the “Great River Road Corridor”. The Great River Road and WIMRPC have a digital/website presence with numerous digital and paper maps/brochures describing the GRR corridor location. What is missing is adequate validation “on the ground” that informs travelers that they have entered or are approaching a National Scenic Byway – The Great River Road Corridor. To address this, it is recommended that entrance (wayshowing) signage be developed for the GRR corridor. The signage would help define the Great River Road Corridor as a destination and provide clear recognition for visitors that they have “arrived”. The wayshowing signage recommendations would also help brand the GRR corridor not only for visitors but local residents and businesses, some of which do not realize they live and work near or within a National Scenic Byway.

To aid in achieving this, it is recommended the WIMRPC discuss with the Wisconsin Department of Transportation and Wisconsin Department of Tourism locating wayshowing signs along the GRR corridor informing/directing travelers to the Great River Road. Such signs could possibly read “Wisconsin’s Great River Road – National Scenic Byway”. Approximately 160,000 vehicles a day (daily vehicle traffic counts based on MRRPC review of the Wisconsin Department of Transportation interactive traffic count map located at <https://trust.dot.state.wi.us/roadrunner/>) traveling on State or Federal roadways intersect the Great River Road Corridor. Signs may improve highway safety, as signs will assist in providing clear direction for travelers that are looking for the National Scenic Byway (eliminating vehicles slowing down, pulling over, exiting and re-exiting, turning around, or travelers looking at maps or phones, etc.). The wayshowing signs would also be beneficial to tourism and economic development as the signs would bring awareness to the Great River Road as the State of Wisconsin’s only National Scenic Byway.

The following sign examples are meant to be viewed as concepts to stimulate further ideas and discussions pertaining to wayshowing signs on the Great River Road Corridor. The WIMRPC is not proposing that the sign examples be erected "as is" on the GRR Corridor. The WIMRPC understands that existing state/federal signing regulations/standards may restrict various sign types, but the WIMRPC would like to work cooperatively with the WISDOT, FHWA, and state lawmakers to explore modifying sign regulations/standards (if necessary) to improve the wayshowing signage of the Wisconsin Great River Road Corridor.

- a. First priority - GRR corridor entrance signs (Figure 1) recommended to be located at the north and south entrances to the GRR corridor and Interstate-90 signs (Figure 2) directing travelers to State Highway 35 exits.

**Figure 1.** Example of Scenic Byway Entrance Sign in Utah.



**Figure 2.** Example of GRR Interstate Exit Sign.



- b. Second priority – recommend locating wayshowing directional/entrance signs (Figure 3) at or near Mississippi River crossings as travelers enter the State of Wisconsin and the state or federal highways intersect State Highway 35 (Great River Road).
- c. Third priority – recommend locating wayshowing directional signs/entrance signs at locations where all remaining state and federal highways intersect State Highway 35 (Great River Road).

**Figure 3.** Example of GRR Directional/Entrance Sign.



- 4.2 Work to implement recommendations for Level I and Level II facilities identified in the “Location and Spacing Analysis” section of this plan.
  - a. Work with local communities and determine if local parks and/or community facilities could assist in meeting Level II facilities with some minor improvements, signage, etc.
  - b. Work with local businesses to determine if private facilities could serve the needs of travelers along the GRR.
  - c. Support and enhance access to bicycles at public facilities along the GRR.
- 4.3 Conduct a bike facility spacing analysis to determine the adequacy and spacing of existing public facilities for biking.
  - a. This could be accomplished “in house” utilizing the WIMRPC public facilities inventory and the WIMRPC’s “Wisconsin’s Great River Road Bicycle Suitability Report”, May 2001 as a starting point.
- 4.4 Support local/regional efforts to increase/improve bike facilities along the GRR corridor.
  - a. Review and consider resolutions regarding public bike facilities when requested.
  - b. Assist and support communities/counties when conducting biking suitability plans.
- 4.5 Work closely with WIDOT and County Highway Commissioner’s/Departments on facility maintenance needs (brush trimming, etc.) identified in the WIMRPC public facilities inventory.
  - a. Schedule meetings with all County Highway Commissioner’s to provide them with information on the WIMRPC, the GRR, and discuss maintenance needs as well as funding opportunities/limitations.
  - b. Meet with WIDOT staff responsible for supervision/maintenance of roads and facilities along the GRR corridor.
- 4.6 Reach out to the Burlington Northern- Santa Fe railroad to establish a railroad contact and provide them with information on the WIMRPC, the GRR, and discuss public facility maintenance needs along the corridor.
  - a. Brush/tree clearing at selected GRR viewsheds of the Mississippi River.
- 4.7 Update the WIMRPC public facilities inventory in odd number years.
  - a. As in 2017, enlist commissioners and committee members in reviewing GRR public facilities.
- 4.8 Encourage better directional signage for public facilities as identified in the WIMRPC public facilities inventory.
- 4.9 Develop interpretive kiosks/signs for Level I and Level II facilities providing information about the current location (“You are here”), Wisconsin Great River Road National Scenic Byway, and other destinations throughout the corridor.
  - a. Continue efforts underway in Grant County to establish Wisconsin Great River Road National Scenic Byway Interpretive Signage and replicate interpretive signage throughout the GRR corridor.

## **8. CONCLUSION**

The WIMRPC strategic management plan will assist Commissioner's in preserving, protecting, enhancing and promoting the Wisconsin Great River Road for years to come. The WIMRPC's purpose was to create a planning document that established realistic goals and practical strategies/recommendations within the financial and staffing constraints of the WIMRPC. To that end, it is believed this document serves that purpose, with the understanding that in time as the WIMRPC continues to mature as an organization more will be accomplished. As with any plan, implementation will be the key to its success. The WIMRPC is comprised of dedicated individuals that are committed to preserving, enhancing and promoting the Wisconsin Great River Road which will ensure successful implementation of this plan.

The WIMRPC has approved this document and strongly supports the recommendations included in the plan. The WIMRPC is pleased with how they were able to complete the Strategic Management Plan with limited financial support. If significant financial support is made available from the Wisconsin Department of Transportation, Department of Tourism, or any other agency for the purposes of conducting a comprehensive revision to the WIMRPC's GRR Corridor Management Plan, the WIMRPC would gladly accept the funding and meet all the technical planning parameters of a Corridor Management Plan update.

## ATTACHMENT 1

### Annual Work Plan

#### 2019 WIMRPC Work Plan

	Program/Projects	Expense Amount	Lead	Estimated Date of Completion	Funding Source
1	Complete CMP/Strategic Action Plan		Sherry Quamme	March 2019	NSB Grant
2	Lauch Friend of WIGRR		Sherry Quamme	Ongoing	Operating Funds - Separ. Acct.
3	Visitor Guide/Marketing Plan		Dave Smith	Nov. 2019 - Mar. 2020	Visitor Guide Profits
4	Interpetive Center Updates -signs and information		Dennis Donath	July 2019	N/A
5	Genoa Fish Hatchery Interpretive Center		Dennis Donath	Fall 2019	Operating Funds
6	Education	\$1,000	Dave Smith	Fall 2019	Pursue Grant Funding
7	Accounting (new volunteer or hire)		Sherry Quamme	Fall 2019	
8	Monarch Butterfly Program	\$200	Dennis Donath	Ongoing	Operating Funds
9	Signs Grant County	\$3,400	Al Lorenz, Tom Vondrum	Fall 2019	
10	Legislative Support WIGRR Signs -traveler wayshowing, bike routes		Sherry Quamme, Al Lorenz	Fall 2019	Operating Funds
11	Consider Executive Director - Options		Exec. Comm., Peter Fletcher	December 2019	Pursue Grant Funding
	<b>Total Expenses</b>	<b>\$4,600</b>			



**Summary Report:**  
Wisconsin Great River Road National Scenic Byway  
Stakeholder Survey

The purpose of the survey was to collect feedback from stakeholders in advance of the Wisconsin Mississippi River Parkway Commission's (WIMRPC) upcoming strategic planning retreat. Understanding the priorities of byway communities can help ensure the WIMRPC commits to projects that have widespread community support. The data also provides insight as to what stakeholders perceive as the benefits of working with the WIMRPC.

A link to the online survey was distributed to approximately 350 email addresses of Wisconsin Great River Road stakeholders including elected officials, business owners, residents, and nonprofit and government agency representatives and staff. A total of 72 surveys were completed for a response rate of 20 percent, which is a typical for an external survey.

The survey contained a total of nine questions and an optional request for contact information as question ten. A copy of the survey is included as Appendix A. The following report summarizes the responses to each question. For the open-ended questions (Q1, Q3, Q4, Q6, and Q8), the responses were manually grouped and tallied.



**Summary Report:**  
Wisconsin Great River Road National Scenic Byway  
Stakeholder Survey

**Q1: Please use three words to describe what you value most  
about the Wisconsin Great River Road National Scenic  
Byway:**

Answered: 70 Skipped: 2

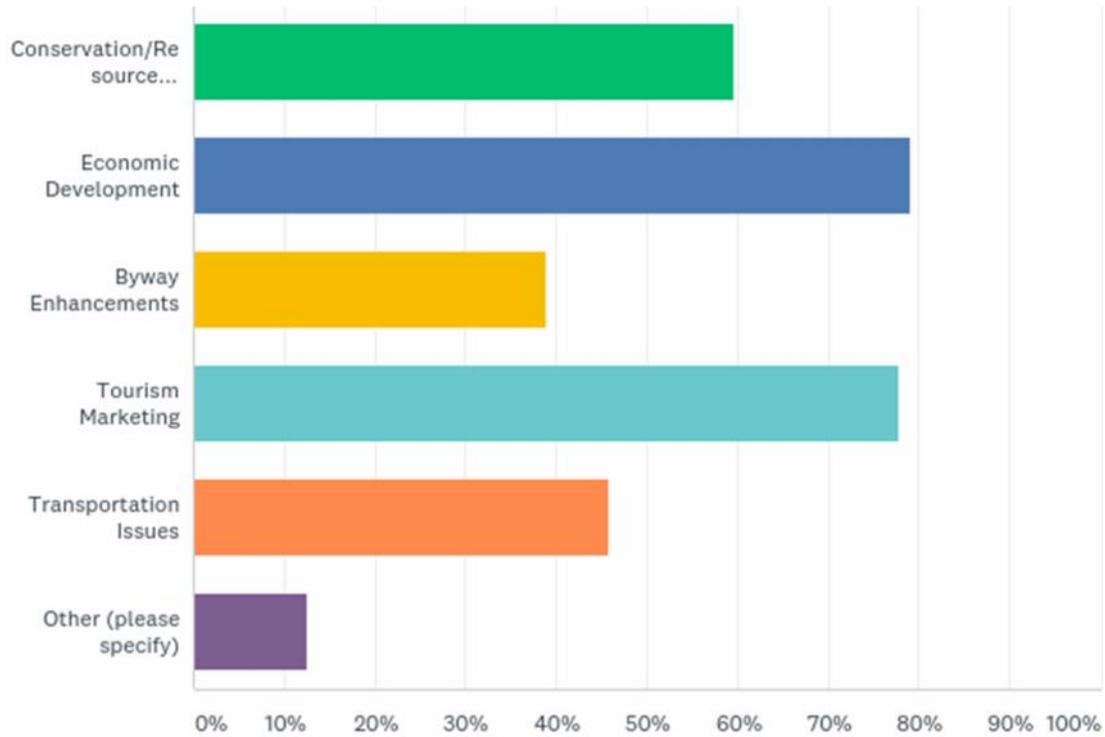
Word or Phrase	Number of Responses
Scenic/Scenery/Views/Beauty/Scenic Beauty/Vistas	67
Calm/Peaceful	14
History/Historic	13
Tourism	12
Quaint/River Towns & Villages	11
River	10
Unique/Charming/Interesting	10
Natural/Nature	7
Bluffs	6
Wildlife	6
Culture/Heritage/Tradition	5
Drive/Road Trip	5
Recreation/Trails/Fishing	5
Rural/Rustic	4
<b>Each of the following received two mentions:</b> Access, Adventures, Protect/Save, Wonderful	
<b>Each of the following received one mention:</b> Asset, Clean, Development, Education, Enhance, Freedom, Friendly, Fun, Inspirational, Local, Memorable Experiences, Museums, Nearby, Not of value, Opportunity, Our, Placemaking, Recognition, Shipping, Shopping, Sights, Sustainability, Taverns, Timeless, Transportation, Travel, Treeless, Valuable, Variety, Water	



**Summary Report:**  
 Wisconsin Great River Road National Scenic Byway  
 Stakeholder Survey

**Q2: What issues are currently most important to your community and/or organization (select all that apply):**

Answered: 72 Skipped: 0



ANSWER CHOICES	RESPONSES	
Conservation/Resource Protection	59.72%	43
Economic Development	79.17%	57
Byway Enhancements	38.89%	28
Tourism Marketing	77.78%	56
Transportation Issues	45.83%	33
Other (please specify)	12.50%	9
Total Respondents: 72		

Other:

1. Housing
2. Bicycle safety
3. Private economic development
4. Advertising the resource to everyone as a destination
5. Housing development



**Summary Report:**  
Wisconsin Great River Road National Scenic Byway  
Stakeholder Survey

6. Population decline
7. Keeping frac sand out of our community
8. Global warming
9. Museums and byway history

**Q3: In the past, what has made partnering with the WIMRPC  
valuable to your organization?**

Answered: 61 Skipped: 11

Word or Phrase	Number of Responses
Marketing/Advertising/Economic Development/Tourism	27
Don't know	5
Partnerships/Shared Values/Trust	5
Networking/Information	4
Protecting/Sustaining Resources	4
Nothing	3
<b>Each of the following received one or two responses:</b> Traveler support, Community Support, Technical Assistance	4

**Q4: Looking forward, how do you think your organization  
could benefit from partnering with the WIMRPC?**

Answered: 60 Skipped: 12

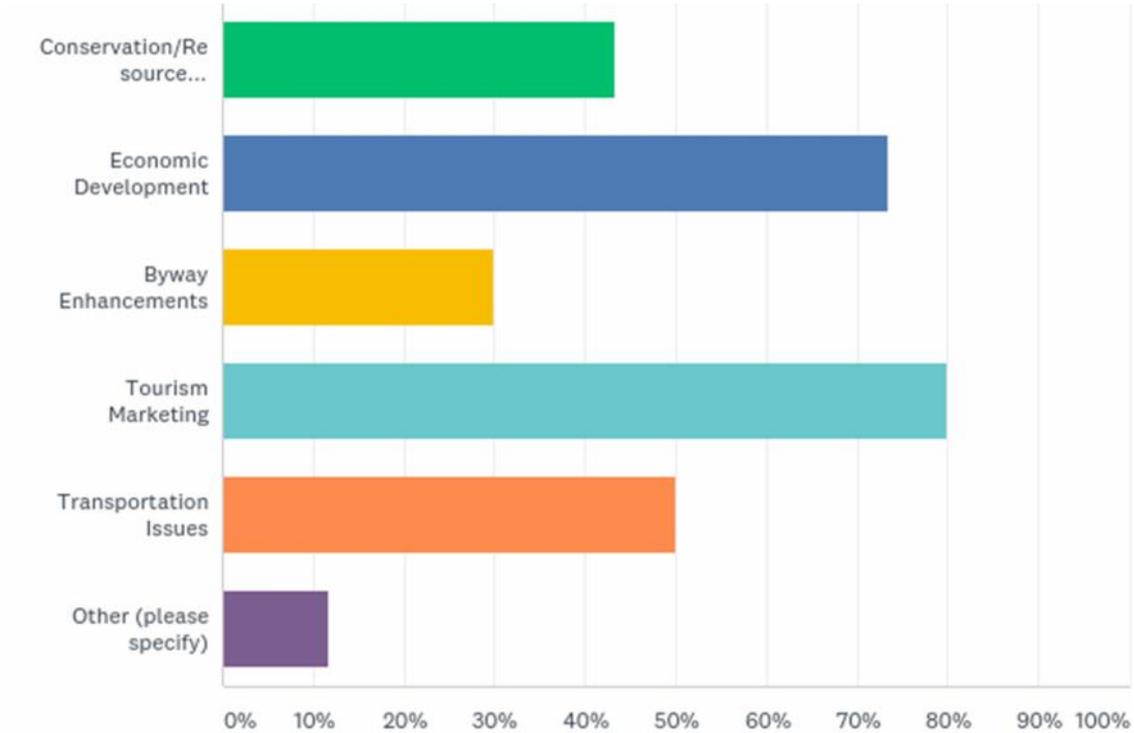
Word or Phrase	Number of Responses
Tourism/Promoting Region/Jobs/Economic Development	33
Assistance with improving visitor experience	6
Information Sharing/Use as a resource	5
Don't know	5
Protection of wildlife/nature/environment	4
<b>Each of the following received one or two responses:</b> Continuation of good work, Grants, Lobbying, Park and ride, Safety/Maintenance	6



**Summary Report:**  
 Wisconsin Great River Road National Scenic Byway  
 Stakeholder Survey

**Q5: For which type(s) of projects would your organization consider partnering with the WIMRPC? (select all that apply)**

Answered: 60 Skipped: 12



ANSWER CHOICES	RESPONSES	
Conservation/Resource Protection	43.33%	26
Economic Development	73.33%	44
Byway Enhancements	30.00%	18
Tourism Marketing	80.00%	48
Transportation Issues	50.00%	30
Other (please specify)	11.67%	7
Total Respondents: 60		



**Summary Report:**  
Wisconsin Great River Road National Scenic Byway  
Stakeholder Survey

**Q6: What types of resources (expertise, volunteers, contacts, funding, etc.) do you think you or your organization could contribute to a partnership with the Wisconsin Mississippi River Parkway Commission?**

Answered: 54 Skipped: 18

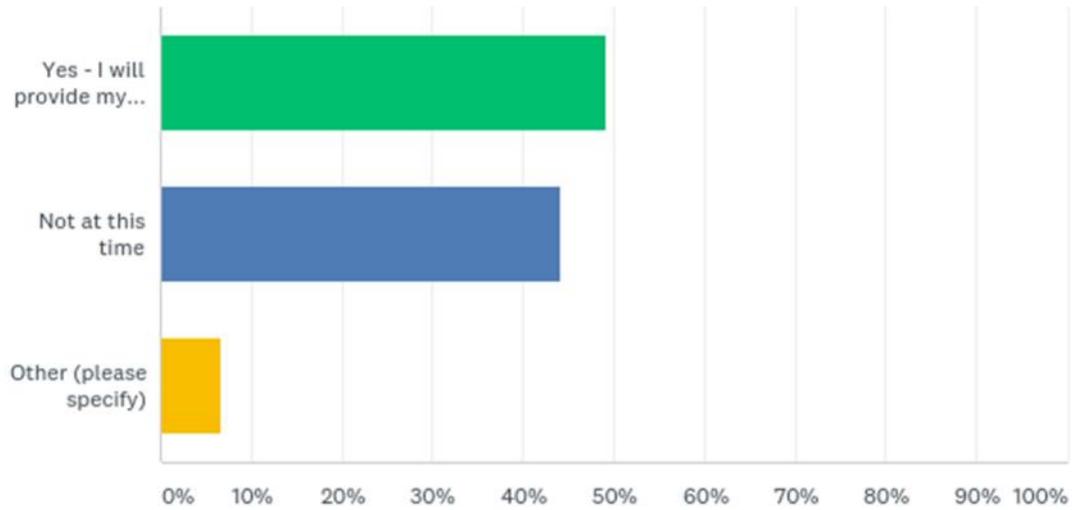
Word or Phrase	Number of Responses
Volunteers	17
Contacts	14
Funding/Fundraising	12
Expertise	10
Don't Know	8
Marketing/Advertising Help	6
Information Sharing	4
<b>Each of the following received one or two responses:</b> Host fam tours, Staff, Venue/Attraction, Nothing	4



**Summary Report:**  
 Wisconsin Great River Road National Scenic Byway  
 Stakeholder Survey

**Q7: Would you like to receive information about volunteer and other engagement opportunities with the Friends of the Wisconsin Great River Road National Scenic Byway?**

Answered: 59 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes - I will provide my contact information at the end of the survey	49.15%	29
Not at this time	44.07%	26
Other (please specify)	6.78%	4
<b>TOTAL</b>		<b>59</b>



**Summary Report:**  
 Wisconsin Great River Road National Scenic Byway  
 Stakeholder Survey

**Q8: Is there any information not already captured in this survey that you believe should be considered during the Wisconsin Mississippi River Parkway Commission's strategic planning process?**

Answered: 24 Skipped: 48

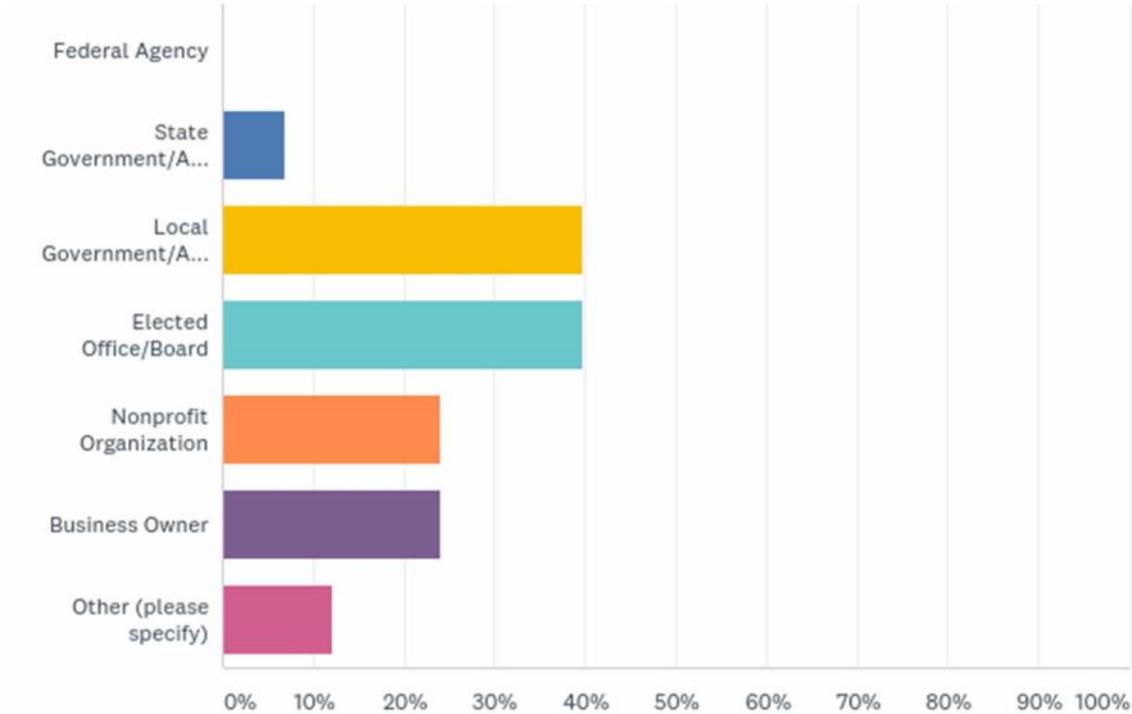
1. Need to engage more people, businesses & organizations to raise the quality & awareness of the WIGRR corridor
2. The need to restrict heavy industrial use from competing with tourism
3. There is no honoring of the First Nations people and their healing wisdom. Arrogant.
4. Thanks for all that you are doing to promote the Great River Road!
5. no
6. n/a
7. protect Pepin County
8. Threats to Wisconsin highway system funding that favor project in the central and east side of the state.
9. Better Roads getting to the scenic route
10. The WIMRPC has Gov. appointed legislators, need representatives to attend all meetings. We have the WI Dept of Transportation and WI Dept of Tourism that attend mtgs and we partner with. It would be wonderful to have USFW, WI DNR, WI Historical Society, WI Dept of Agriculture attend mtgs as well.
11. Talk to landowners in the area and explain what the byway means to them.
12. Ask about their weaknesses
13. road conditions
14. wildlife
15. no
16. no
17. no
18. re opening designated site lines along the great river road is of utmost importance.
19. Please don't forget to ask the DOT to add a multi use trail when construction starts.
20. Organizations need a reason to engage. What do I get out of partnering?
21. no
22. In this type of servay you need to not hit on the volenterism. That comes later in peoples interest in helping.
23. how to establish bicyle lanes
24. no



**Summary Report:**  
 Wisconsin Great River Road National Scenic Byway  
 Stakeholder Survey

**Q9: What type of organization do you represent (select all that apply)?**

Answered: 58 Skipped: 14

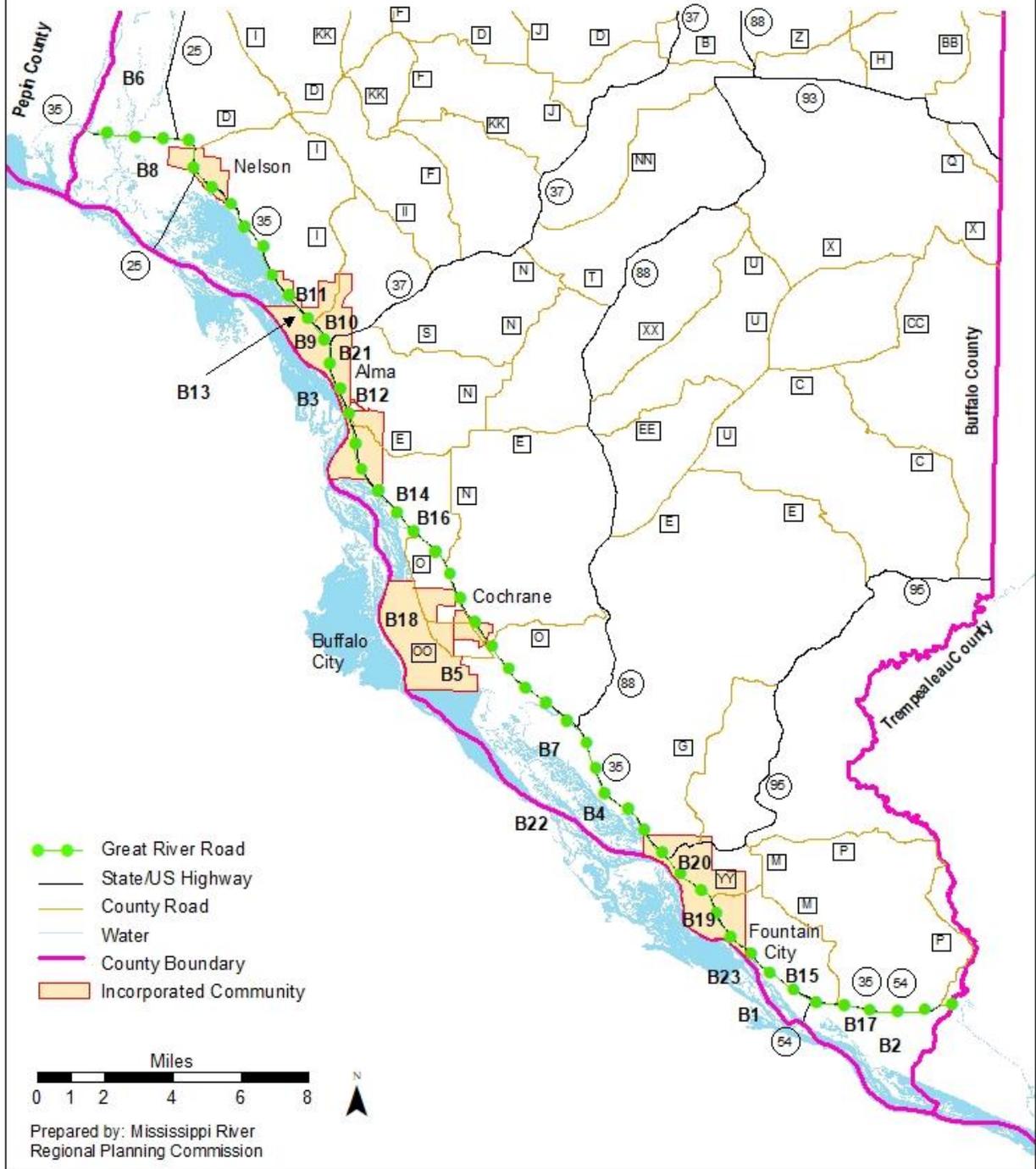


ANSWER CHOICES	RESPONSES	
Federal Agency	0.00%	0
State Government/Agency	6.90%	4
Local Government/Agency	39.66%	23
Elected Office/Board	39.66%	23
Nonprofit Organization	24.14%	14
Business Owner	24.14%	14
Other (please specify)	12.07%	7
<b>Total Respondents: 58</b>		

**ATTACHMENT 3**

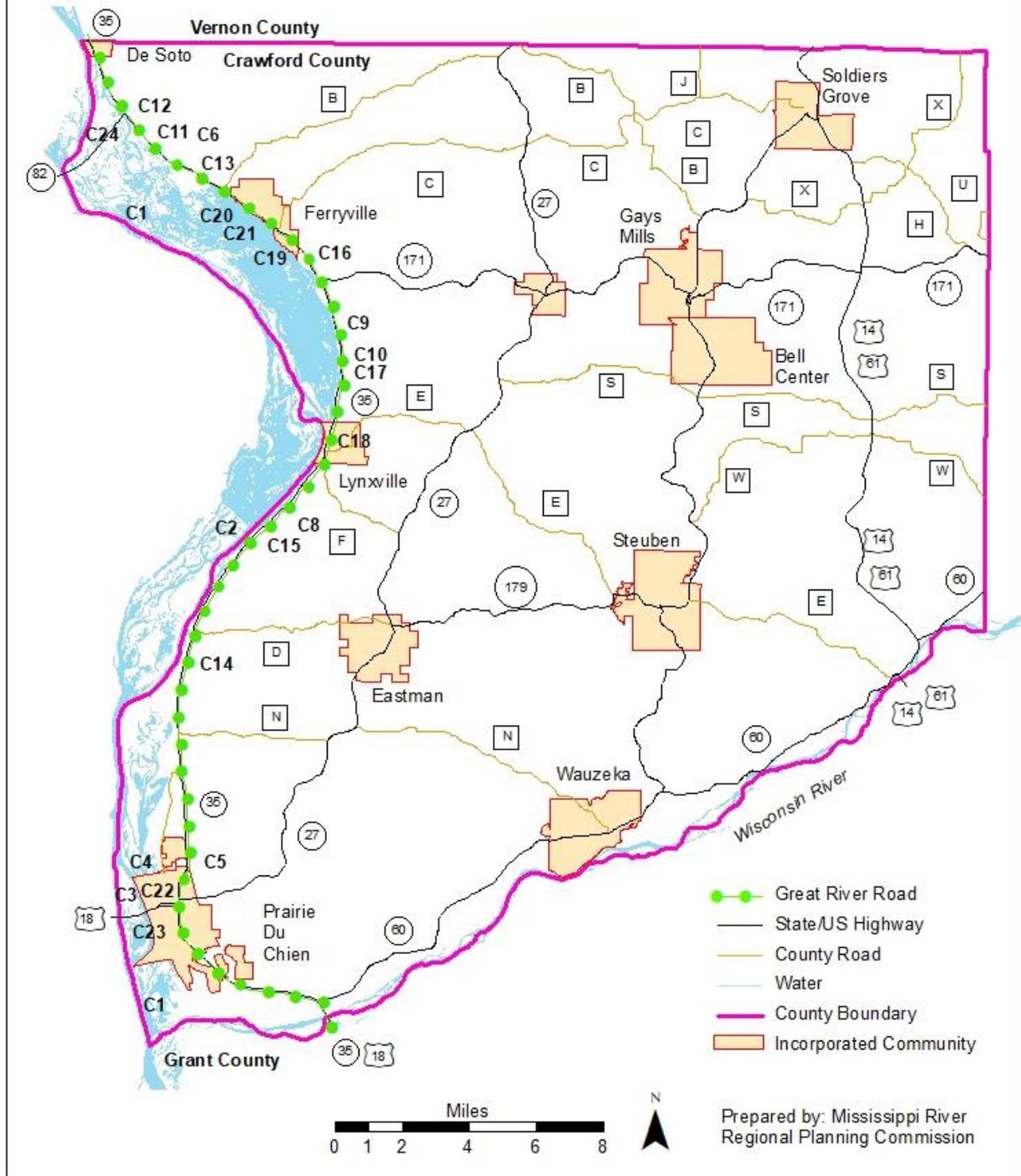
**County Maps of Public Facilities Along the Wisconsin GRR**

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Buffalo County Public Facilities



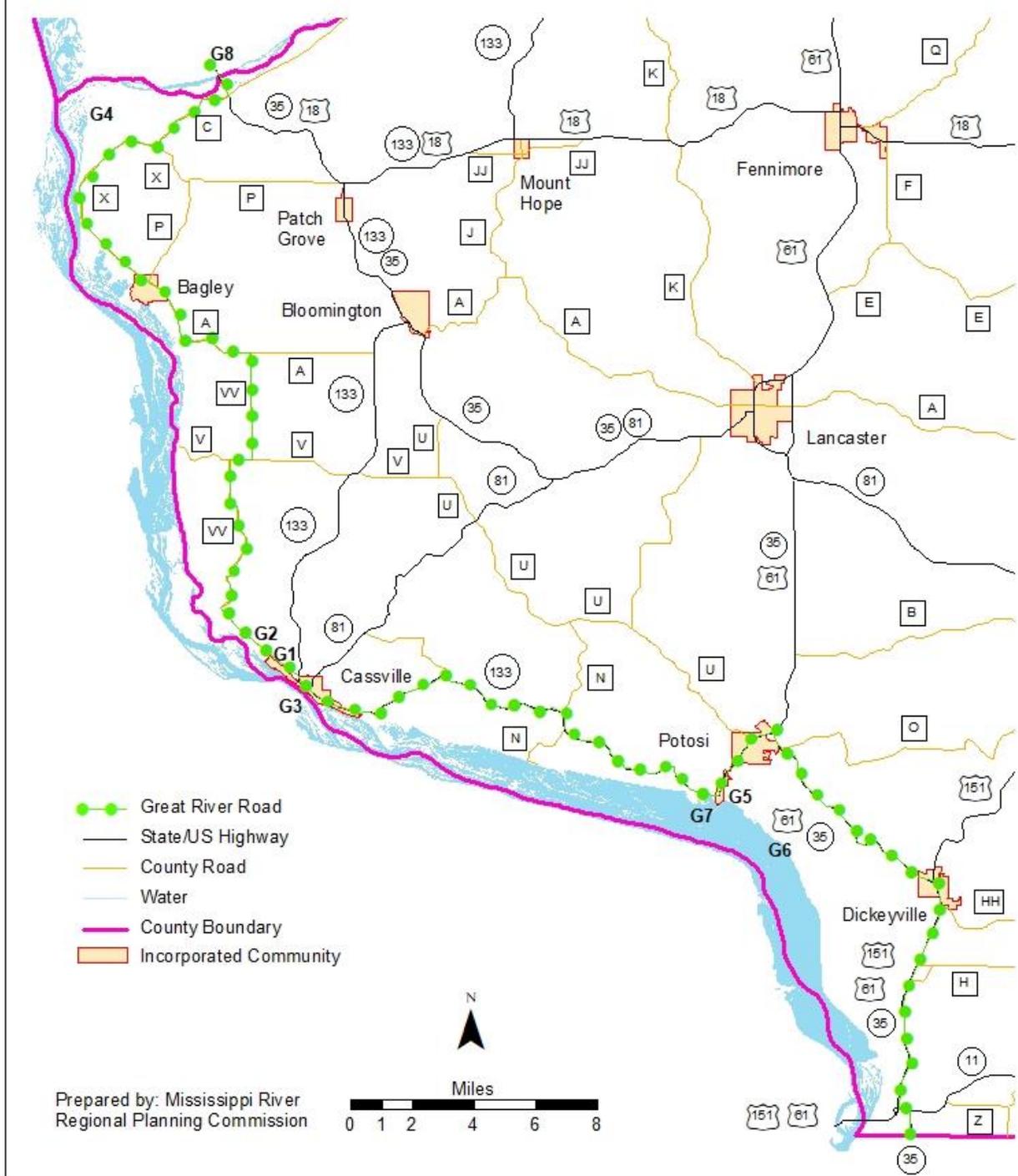
<b>Map Key</b>	
<b>Facilities ID</b>	<b>Buffalo County Public Facilities</b>
<b>B1</b>	<b>Upper Mississippi River Nat'l Wildlife &amp; Fish Refuge</b>
<b>B2</b>	<b>Trempealeau Nat'l Wildlife Refuge</b>
<b>B3</b>	<b>Corps of Engineers Lock &amp; Dam #4</b>
<b>B4</b>	<b>Merrick State Park</b>
<b>B5</b>	<b>Foelsch Riverside Park</b>
<b>B6</b>	<b>Tiffany Wildlife Area</b>
<b>B7</b>	<b>Whitman Dam State Wildlife Area</b>
<b>B8</b>	<b>Nelson-Trevino Bottoms State Natural Area</b>
<b>B9</b>	<b>Alma Beach and Recreational Area</b>
<b>B10</b>	<b>City of Alma – National Historic District</b>
<b>B11</b>	<b>Rieck's Lake Park</b>
<b>B12</b>	<b>Buena Vista Park</b>
<b>B13</b>	<b>WisDOT Roadside Site – Hwy 35, North Alma – CTH "I"</b>
<b>B14</b>	<b>WisDOT Roadside Site – Hwy 35, 2.9 mi. N of CTH "N" / 1 mi. S of Dairyland Power Plant</b>
<b>B15</b>	<b>WisDOT Roadside Site – Hwy 35, 1.5 mi. S of CTH "YY" / 0.6 mi. N of Lock &amp; Dam</b>
<b>B16</b>	<b>WisDOT Roadside Site – Hwy 35, 0.6 mi. N of CTH "N"</b>
<b>B17</b>	<b>WisDOT Roadside Site – Hwy 35, 1.3 mi. W of Marshland</b>
<b>B18</b>	<b>Goose Lake Memorial Park – Cochrane</b>
<b>B19</b>	<b>Fountain City Community Park</b>
<b>B20</b>	<b>Holme's Landing Historical Marker</b>
<b>B21</b>	<b>Wings Over Alma Nature and Art Center</b>
<b>B22</b>	<b>Corps of Engineers Lock &amp; Dam #5</b>
<b>B23</b>	<b>Corps of Engineers Lock &amp; Dam #5a</b>

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Plan Crawford County Public Facilities



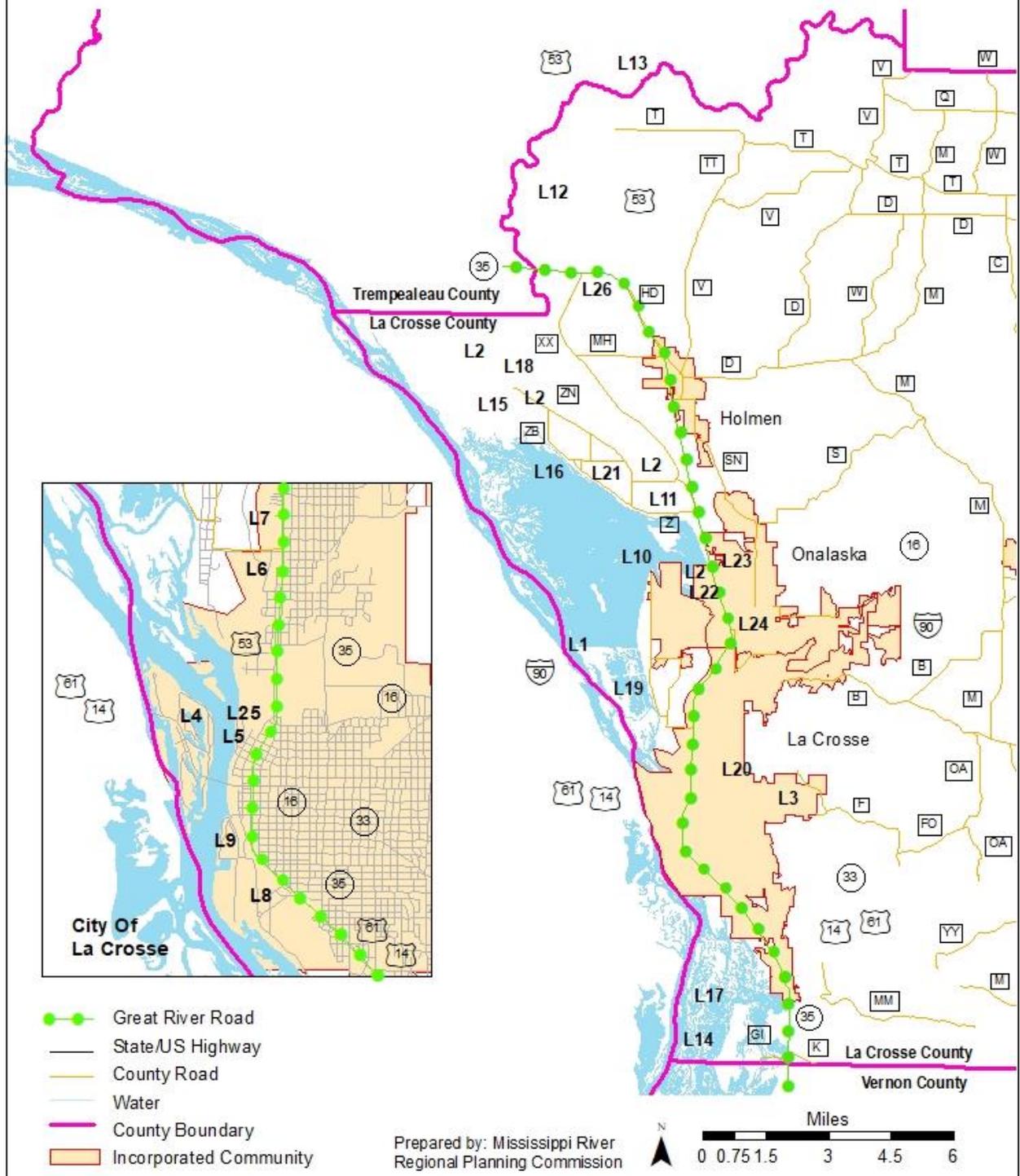
<b>Map Key</b>	
<b>Facilities ID</b>	<b>Crawford County Public Facilities</b>
<b>C1</b>	<b>Upper Mississippi River Nat'l Wildlife &amp; Fish Refuge</b>
<b>C2</b>	<b>Corps of Engineers Lock &amp; Dam #9</b>
<b>C3</b>	<b>St. Feriole Island Park</b>
<b>C4</b>	<b>Lawler Park</b>
<b>C5</b>	<b>Limery Ridge SNA</b>
<b>C6</b>	<b>Rush Creek SNA</b>
<b>C7</b>	<b>Larson's Bluff</b>
<b>C8</b>	<b>WisDOT Roadside Site – Hwy 35, 1.2 mi. S of Lynxville</b>
<b>C9</b>	<b>WisDOT Roadside Site – Hwy 35, 2.2 mi. S of STH 171</b>
<b>C10</b>	<b>WisDOT Roadside Site – Hwy 35, 3.2 mi.S of STH 171</b>
<b>C11</b>	<b>WisDOT Roadside Site – Hwy 35, 3500 ft. S of STH 82</b>
<b>C12</b>	<b>WisDOT Roadside Site – Hwy 35, at Jct. of STH 35 and STH 82</b>
<b>C13</b>	<b>WisDOT Roadside Site – Hwy 35, 2.9 mi. N of Ferryville</b>
<b>C14</b>	<b>WisDOT Roadside Site – Hwy 35, A and Jct. CTH "D"</b>
<b>C15</b>	<b>WisDOT Roadside Site – Hwy 35, 2.27 mi. S of CTH "F"</b>
<b>C16</b>	<b>WisDOT Roadside Site – Hwy 35, just N of STH 171</b>
<b>C17</b>	<b>WisDOT Roadside Site – Hwy 35, 2.7 mi. S of STH 171 at Cold Springs</b>
<b>C18</b>	<b>Gordon's Bay Landing – Boat Landing</b>
<b>C19</b>	<b>Ferryville – Sugar Creek Park &amp; Campground</b>
<b>C20</b>	<b>Ferryville Boat Launch</b>
<b>C21</b>	<b>Ferryville – River View Park</b>
<b>C22</b>	<b>Fort Crawford Museum – GRR Interpretive Center</b>
<b>C23</b>	<b>Villa Louis – GRR Interpretive Center</b>
<b>C24</b>	<b>De Soto South of STH 82 &amp; STH 35 – De Soto Boat Launch</b>

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Plan Grant County Public Facilities



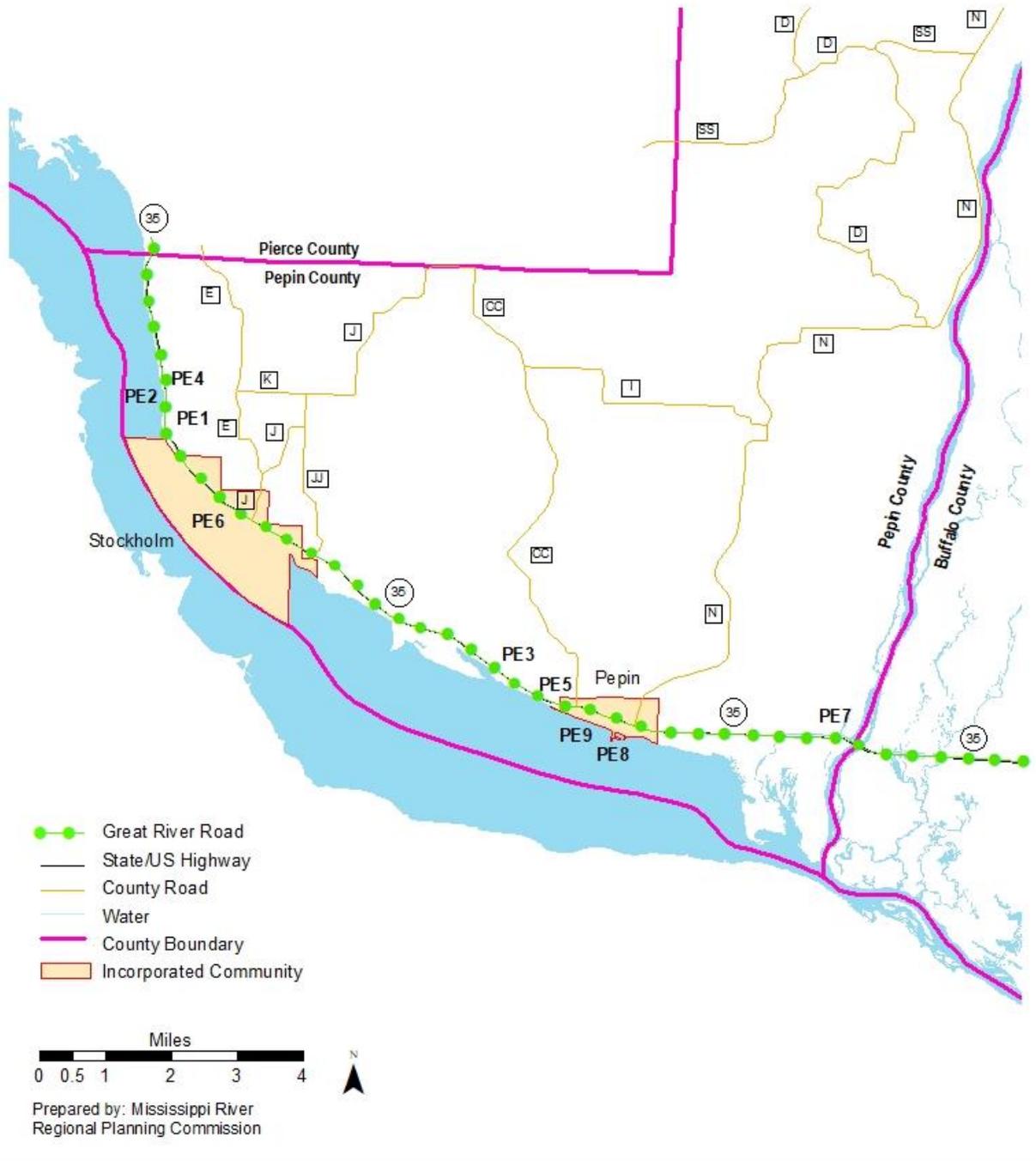
<b>Map Key</b>	
<b>Facilities ID</b>	<b>Grant County Public Facilities</b>
<b>G1</b>	<b>Stonefield</b>
<b>G2</b>	<b>Nelson Dewey State Park</b>
<b>G3</b>	<b>Riverside Park</b>
<b>G4</b>	<b>Wyalusing State Park</b>
<b>G5</b>	<b>Potosi Brewery GRR Interp. Center</b>
<b>G6</b>	<b>Great River Recreational Area</b>
<b>G7</b>	<b>Potosi Point</b>
<b>G8</b>	<b>Bridgeport Landing (Lower Wisconsin Riverway DNR)</b>

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Plan La Crosse County Public Facilities



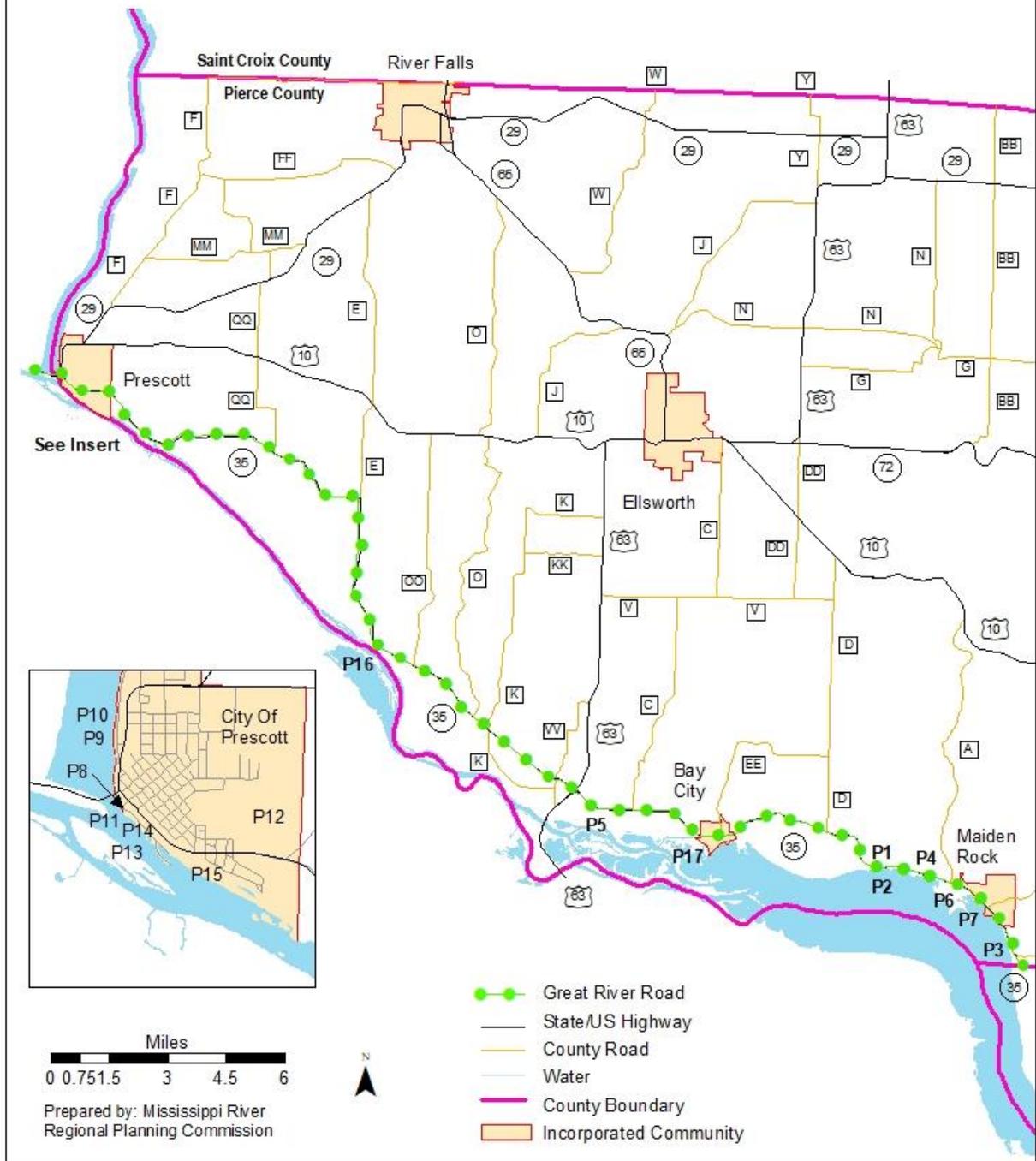
<b>Map Key</b>	
<b>Facilities ID</b>	<b>La Crosse County Public Facilities</b>
L1	Lock & Dam 7
L2	Great River State Trail
L3	Granddad Park
L4	Pettibone Park
L5	Riverside Park
L6	Copeland Park
L7	Black River Beach
L8	Green Island Park
L9	Houska Park
L10	Louis Nelson County Park
L11	Midway Railroad Prairie SNA
L12	Van Loon Wildlife Area
L13	WIDOT 5 <sup>TH</sup> 35 on Black River
L14	Goose Island
L15	Browns Marsh
L16	Canoe Trail Lake Onalaska
L17	Canoe Trail Goose Island
L18	GR Trail Prairie
L19	Explore La Crosse Welcome Ctr I-90
L20	Myrick Marsh
L21	US Fish & Wildlife Visitor Center
L22	Great River & Trailhead
L23	Sunny Overlook & Trail Access
L24	Rowe Park
L25	La Crosse Visitor Center
L26	Holland Sand Prairie

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Pepin County Public Facilities



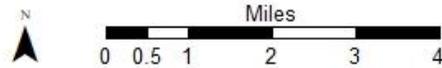
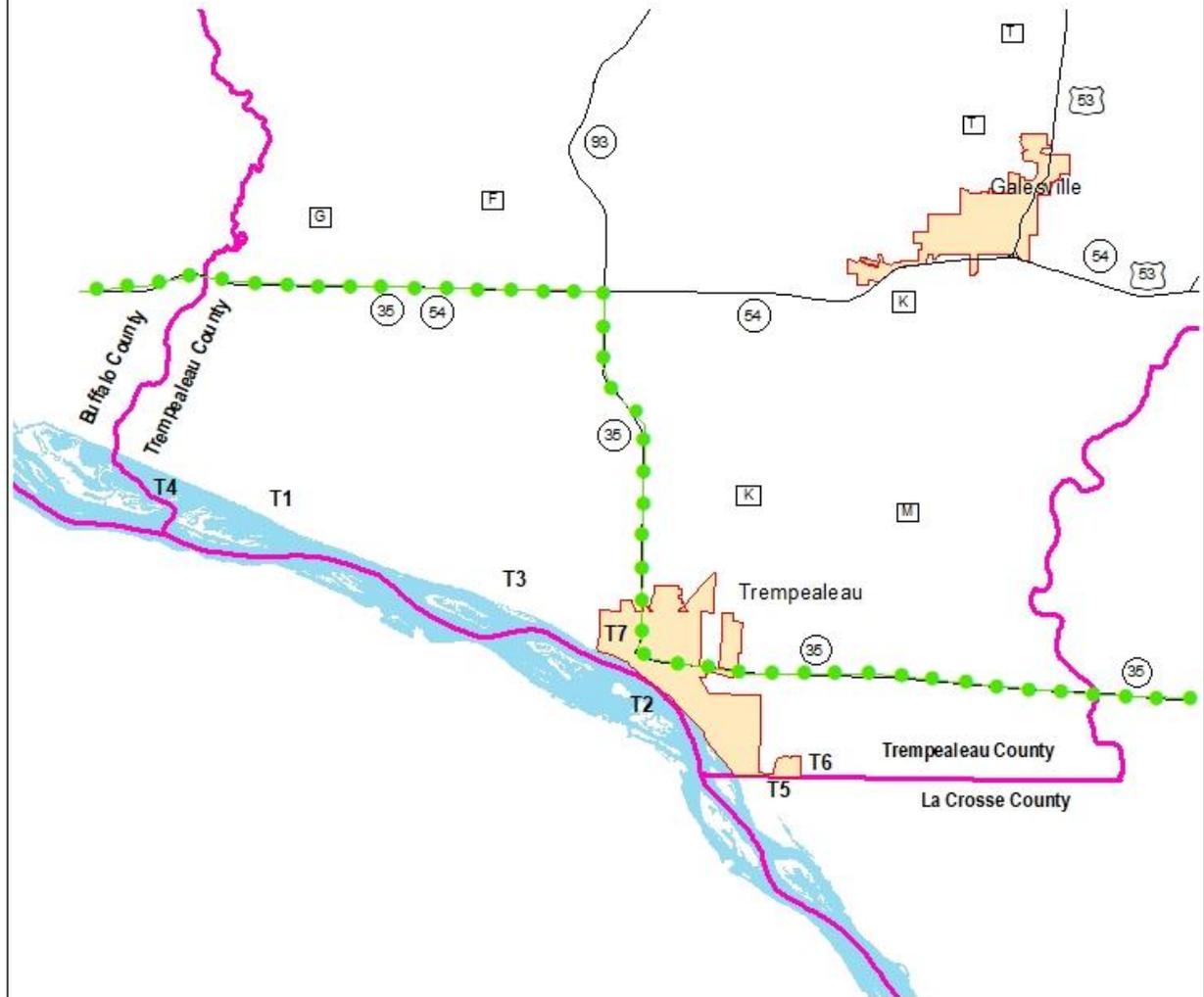
<b>Map Key</b>	
<b>Facilities ID</b>	<b>Pepin County Public Facilities</b>
<b>PE1</b>	<b>Maiden Rock Bluff SNA</b>
<b>PE2</b>	<b>WisDOT Roadside Site – Hwy 35, 2.7 mi. N of CTH “J” on Lake Pepin</b>
<b>PE3</b>	<b>WisDOT Roadside Site – Hwy 35, 2.8 mi. N of Pepin</b>
<b>PE4</b>	<b>WisDOT Roadside Site – Hwy 35, 1.8 mi. N of CTH “J”</b>
<b>PE5</b>	<b>WisDOT Roadside Site – Hwy 35, 0.6 mi W of CTH “CC” at Pepin</b>
<b>PE6</b>	<b>Stockholm Village Park</b>
<b>PE7</b>	<b>Canoe Trail – Chippewa River Water Trail – Pool 4</b>
<b>PE8</b>	<b>Pepin Public Boat Landing</b>
<b>PE9</b>	<b>Pepin Public Beach</b>

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Pierce County Public Facilities



<b>Map Key</b>	
<b>Facilities ID</b>	<b>Pierce County Public Facilities</b>
P1	WisDOT Roadside Site – Hwy 35, 3 mi. W of Maiden Rock
P2	WisDOT Roadside Site – Hwy 35, 3 mi. W of Maiden Rock
P3	WisDOT Roadside Site – Hwy 35, Maiden Rock – Bay City Road, Pine Creek Fishermen’s Lot
P4	WisDOT Roadside Site – Hwy 35, Maiden Rock – Bay City Road, Rush River, Fishermen’s Lot
P5	WisDOT Roadside Site – Hwy 35, 1.0 mi. E of USH 63
P6	Rush River Delta SNA
P7	Maiden Rock Village Park
P8	Bell Park – Prescott
P9	City Beach – Prescott
P10	Lake St. Canoe/Kayak Launch – Prescott
P11	Mercord Mill Park – Prescott
P12	Magee Wilderness Park – Prescott
P13	Boat Launch – Prescott
P14	River Walk Park – Prescott
P15	Freedom Park – Prescott Great River Road Visitor and Learning Center
P16	Sea Wing Memorial Park
P17	Village of Bay City Park

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Trempealeau County Public Facilities

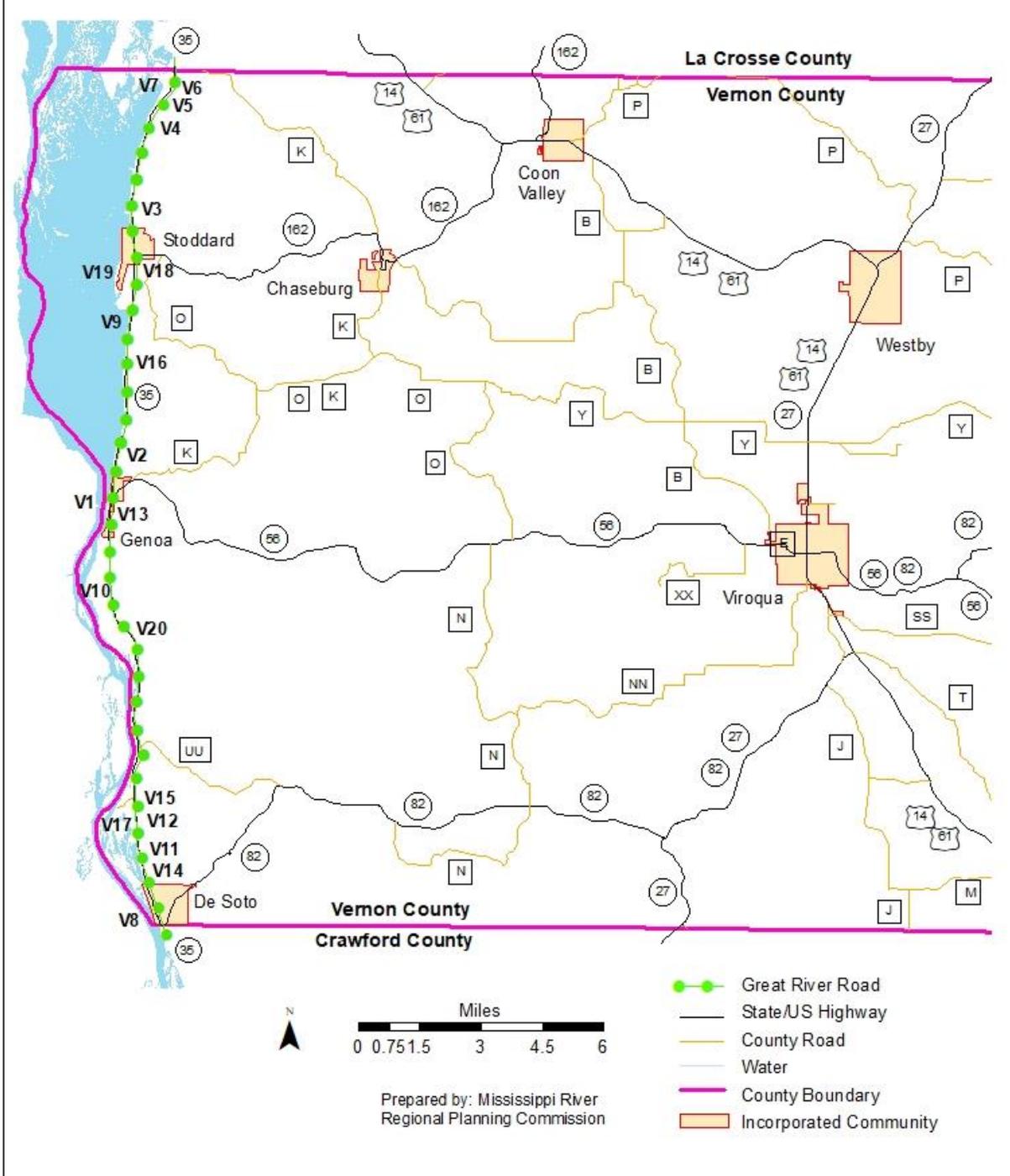


Prepared by: Mississippi River  
Regional Planning Commission

- Great River Road
- State/US Highway
- County Road
- Water
- County Boundary
- Incorporated Community

<b>Map Key</b>	
<b>Facilities ID</b>	<b>Trempealeau County Public Facilities</b>
<b>T1</b>	<b>Trempealeau Nat'l Wildlife Refuge</b>
<b>T2</b>	<b>Corps of Engineers Lock &amp; Dam #6</b>
<b>T3</b>	<b>Perrot State Park</b>
<b>T4</b>	<b>Canoe Trail – Aghaming Trail – Pool 6</b>
<b>T5</b>	<b>Canoe Trail – Long Lake Trail – Pool 7</b>
<b>T6</b>	<b>First Project Great State Bike Trail</b>
<b>T7</b>	<b>New 2017 (Spring) - Friends of Winnebago</b>

# Wisconsin Mississippi River Parkway Commission Great River Road Corridor Management Plan Vernon County Public Facilities



<b>Map Key</b>	
<b>Facilities ID</b>	<b>Vernon County Public Facilities</b>
V1	Lock & Dam 8
V2	WIDOT Scenic Overlook 2.5 Miles N. of Genoa "Old Sellers Overlook"
V3	WIDOT STH 35 1.0 Mile No. of Stoddard
V4	WIDOT STH 35 2.8 Miles S. of North Co. Line
V5	WIDOT STH 35 2.1 Miles S. of North Co. Line
V6	WIDOT STH 35 1.8 Miles S. of North Co. Line
V7	WIDOT STH 35 1.1 Miles S. of North Co. Line "Shady Maple"
V8	WIDOT STH 35 0.5 Miles North of STH 82
V9	WIDOT STH 35 2.0 Miles South of Stoddard
V10	WIDOT STH 35 3.0 Miles South of STH 56
V11	WIDOT STH 35 1.6 Miles North of SCL
V12	WIDOT STH 35 0.5 Miles South of Bad Axe Bridge
V13	WIDOT STH 35 0.3 Miles South of STH 56
V14	WIDOT STH 35 2.5 Miles North of STH 82
V15	Battle Bluff Prairie 348 acres
V16	Bergen Bluffs SNA
V17	Black Hawk County Park
V18	Stoddard Village Park
V19	Stoddard River Park
V20	Genoa Fish Hatchery

## ATTACHMENT 4

### Inventory/Assessment of Public Facilities Along the Wisconsin GRR

Each public facility along the Wisconsin GRR was rated on a scale of 1 to 5 in response to six questions listed in Table 1. For all questions, an answer of 1 signified the most positive response while a response of 5 signified the most negative response. In general, an answer of 3 would be considered an average rating of the facility. In all one hundred thirty-two public facilities were inventoried and rated. The types of facilities inventoried and rated included boat landings, canoe trails, waysides, turnouts, bike trails, parks, lock & dams, historic markers, state wildlife areas, interpretive centers, etc. Each facility rated was provided with an identification number. The facility I.D.'s include a letter which signifies the county where the facility is located. The following chart illustrates the letters that correspond to each county.

Letter	County
B	Buffalo
C	Crawford
G	Grant
L	La Crosse
P	Pierce
PE	Pepin
T	Trempealeau
V	Vernon

One of the most significant questions on the rating sheet asked, "Rate the importance of the facility for a traveler to see/visit while traveling the Great River Road?". The question is significant because it assists in prioritizing the importance of each facility. Based on the rating each facility received in response to this question, the entire data set was sorted and the complete inventory results are included in Table 1. If a facility was rated by more than one person the average response is included in the table.

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
B1	Upper Mississippi River Nat'l Wildlife & Fish Refuge	3	3	3	3	3	1	
B2	Trempealeau Nat'l Wildlife Refuge	2	2	2	2	1	1	
B3	Corps of Engineers Lock & Dam #4	1	1	1	1	1	1	Needs a little weed pulling, signage about observation deck.

Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
B4	Merrick State Park	1	1	3	1	2	1	Down side road. The State of WI needs to invest in its state parks. We are falling behind MN & MI in maintenance and quality.
B6	Tiffany Wildlife Area	4	3	3	3	3	1	22 miles off GRR
B10	City of Alma – National Historic District	1	1.5	1	1.5	1.5	1	More interpretive signage would be helpful. Partnership businesses, county & Alma. Most shops aren't open during the week. (during peak times & season)
B11	Rieck's Lake Park	1	2.50	1	2	1	1	
B12	Buena Vista Park	1	1.5	1	1	1.5	1	
B17	WisDOT Roadside Site – Hwy 35, 1.3 mi. W of Marshland	1	3	3	1	3	1	New map (clean out holder); Trash on ground; Use drought tolerant plants, mulch; Weeds
B23	Corps of Engineers Lock & Dam #5a	2	4	3			1	No observation area; kiosk
C1	Upper Mississippi River Nat'l Wildlife & Fish Refuge	1.5	2	2	1.5	1	1	Some pull offs need attention & grooming. Areas from Lynxville to Prairie du Chien where trees & brush too high for viewing.
C2	Corps of Engineers Lock & Dam #9	1	1	1	1	1	1	
C3	St. Feriole Island Park	1	1	1	1	1	1	Signage should be improved to identify the park.
C4	Lawler Park	3	2	1	1	1	1	Can't tell if you are in Lawler Park or St. Feriole Island very easily.
C21	Ferryville – River View Park	1	1	1	1	1	1	

Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
C22	Fort Crawford Museum – GRR Interpretive Center	2	1	1.5	1	1	1	More directional signage needed on Hwy 35 to Ft. Crawford.
C23	Villa Louis – GRR Interpretive Center	1.5	1	1	1	1	1	
G1	Stonefield	1	1.5	2.5	1	1.5	1	
G5	Potosi Brewery GRR Interp. Center	1	1	1	1	1	1	
L3	Granddad Park	2.7	3	1.3	1	1	1	Can see the bluff but visitors wouldn't know/recognize it; Could use better signage on the road; Bathrooms could be cleaner.
L5	Riverside Park	2	2.25	1.3	1.25	1.25	1	
L19	Explore La Crosse Welcom Ctr I- 90	1	1	1	1	1	1	
L21	US Fish & Wildlife Visitor Center	1.33	2	1	1	1	1	
L22	Great River & Trailhead	1	1	1	1	1	1	
L23	Sunny Overlook & Trail Access	1	1	1	1	1	1	
L25	La Crosse Visitor Center	1.5	1.67	1	1	1	1	
PE3	WisDOT Roadside Site – Hwy 35, 2.8 mi. N of Pepin	1	1	1.5	1	1	1	
PE6	Stockholm Village Park	2	2.5	1	1	1	1	
P2	WisDOT Roadside Site – Hwy 35, 3 mi. W of Maiden Rock	1	1	1.5	1	1	1	Could use brush trimming.
P15	Freedom Park – Prescott Great River Road Visitor and Learning Center	1	2	1.5	1	1	1	
T1	Trempealeau Nat'l Wildlife Refuge	1.5	1	1	1	1	1	Must go down side road to get there.

Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
T2	Corps of Engineers Lock & Dam #6	1.5	2.25	1	1	1	1	Promote more, conduct tours, partnership & more (Trem.)
T3	Perrot State Park	2	3.5	2.5	1	2	1	Must go down side roads to get there. Access road to park uneven, cracked, pot-holes. The State of WI does not fund/maintain parks adequately. We are behind MN & MI.
T6	First Project Great State Bike Trail	5	4	4	2	3	1	No signage.
T7	New 2017 (Spring) Friends of Winnebago	4	3	3	1	3	1	Tremptnp.com; From CAPX 2020; Non-profit hiking; Maintain & promote; Hike Blue Mound Trail & support archaeological research; support education
V20	Genoa Fish Hatchery	1	1.5	1	1	1	1	
C19	Ferryville – Sugar Creek Park & Campground	1	1.5	1.5	1.5	1.5	1.5	
C20	Ferryville Boat Launch	1.5	1.5	1.5	1	1.5	1.5	
G2	Nelson Dewey State Park	1	2	2	1	1	1.5	
G4	Wyalusing State Park	1.5	2	2	1	1	1.5	
G7	Potosi Point	3.5	3.5	1	1	1	1.5	No signage.
L24	Rowe Park	3	2	1	1	1	1.5	
PE2	WisDOT Roadside Site – Hwy 35, 2.7 mi. N of CTH “J” on Lake Pepin	1	1	1	1	1.5	1.5	
PE4	WisDOT Roadside Site – Hwy 35, 1.8 mi. N of CTH “J”	1	1.5	2	2	1.5	1.5	Not a great view because of trees.

Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
PE5	WisDOT Roadside Site – Hwy 35, 0.6 mi W of CTH “CC” at Pepin	1	1	1	1	1.5	1.5	
P1	WisDOT Roadside Site – Hwy 35, 3 mi. W of Maiden Rock	1	1.5	1	2.5	1.5	1.5	
P5	WisDOT Roadside Site – Hwy 35, 1.0 mi. E of USH 63	1	1.5	1.5	2	3	1.5	A place to view the "Bow & Arrow" on a distant hillside; Right now, barely visible because of foliage; Better view in winter.
P16	Sea Wing Memorial Park	3.5	3.5	2	1	2	1.5	No sign on GRR. Needs a big sign.
V1	Lock & Dam 8	1	1.5	1	1	1.5	1.5	
V6	WIDOT STH 35 1.8 Miles S. of North Co. Line	1.5	3	2	3	1.5	1.5	No access to Mississippi River RR trespass.
V13	WIDOT STH 35 0.3 Miles South of STH 56	1.5	1.5	1.5	1.5	1.5	1.5	
V17	Black Hawk County Park	1	1.5	1.5	1.5	2	1.5	
L1	Lock & Dam 7	2.5	2.5	1.5	1.5	1.75	1.75	Outdated looking but great stop; MN GRR facility primarily.
L2	Great River State Trail	2	2	1.75	1.75	1.25	1.75	Didn't see a sign; Trail can be weedy and sandy.
B14	WisDOT Roadside Site – Hwy 35, 2.9 mi. N of CTH “N” / 1 mi. S of Dairyland Power Plant	5	4	4	5	4	2	Complete blockage, backwater; No signage; Needs cleaning.
B16	WisDOT Roadside Site – Hwy 35, 0.6 mi. N of CTH “N”	3	3	3	3	3	2	Place to stop; No signage
B19	Fountain City Community Park	1	2	1	2	1	2	

**Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”**

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
B21	Wings Over Alma Nature and Art Center	1	1	1	1	1	2	
C9	WisDOT Roadside Site – Hwy 35, 2.2 mi. S of STH 171	1.5	2	2	2	1.5	2	Should be open until November annually. Closed too soon for Fall travelers.
C10	WisDOT Roadside Site – Hwy 35, 3.2 mi.S of STH 171	1.5	2	2	2	2	2	
C12	WisDOT Roadside Site – Hwy 35, at Jct. of STH 35 and STH 82	1	2	2	1.5	1.5	2	
C13	WisDOT Roadside Site – Hwy 35, 2.9 mi. N of Ferryville	1.5	1.5	2	2	2	2	
C18	Gordon's Bay Landing – Boat Landing	1.5	2	2	1.5	1.5	2	
G3	Riverside Park	4	3.5	1	1	2	2	Very small sign (Ferry & Park on 2 signs). Cannot see from GRR. Needs more signage.
L4	Pettibone Park	4	3.75	1.8	1.25	1.5	2	Little to no signage; Not visible from the Great River Road - could use more signs.
L12	Van Loon Wildlife Area	4.25	3.25	2.75	2	2.5	2	Increase signage on Hwy 35 and on Amsterdam Prairie Rd; Grass near picnic tables/stairs is high and down towards trail.
L14	Goose Island	2	4	2	2	2	2	
L16	Canoe Trail Lake Onalaska	3.75	3.75	1.75	1.75	1.75	2	
L20	Myrick Marsh	2	2.5	1	1	1.5	2	
PE1	Maiden Rock Bluff SNA	1	1		1	4	2	Not marked as public land.
P7	Maiden Rock Village Park	2	2	1	2	2	2	

Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
P11	Mercord Mill Park – Prescott	2.5	2.5	1.5	1	1.5	2	
P14	River Walk Park – Prescott	3	4	3	1	2	2	
T5	Canoe Trail – Long Lake Trail – Pool 7	4.5	4	3.5	1	1	2	No signage from River Road; No maps.
V2	WIDOT Scenic Overlook 2.5 Miles N. of Genoa "Old Sellers Overlook"	2	3	2	2	2	2	Steep access.
V9	WIDOT STH 35 2.0 Miles South of Stoddard	1.5	1.5	1.5	1.5	1.5	2	
V14	WIDOT STH 35 2.5 Miles North of STH 82	1.5	2	2	2	2.5	2	
L6	Copeland Park	2.3	2.25	2	1.75	2.25	2.25	Trash found in playground sand; Not as clean as I would like to see - especially children's play area, splash pad could use some paint; Bathrooms are porto-potties and filthy; Could easily drive by.
T4	Canoe Trail – Aghaming Trail – Pool 6	4.5	4	3.5	3	3	2.25	No signage from River Road.
L7	Black River Beach	3	2.5	1.8	1.5	2	2.35	
B8	Nelson-Trevino Bottoms State Natural Area	4	3	2	2	1	2.5	No signage on GRR - off side road (Hwy 25 to Wabasha)
B9	Alma Beach and Recreational Area	3	3	2	2	2.5	2.5	Can't see it.
C14	WisDOT Roadside Site – Hwy 35, A and Jct. CTH “D”	1.5	2	2	2	2	2.5	Road surface & island of turnaround starting to age.
C15	WisDOT Roadside Site – Hwy 35, 2.27 mi. S of CTH “F”	2	2	2	2	2	2.5	Surface is aging.

**Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”**

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
G6	Great River Recreational Area	2	2	1	1	1.5	2.5	
P8	Bell Park – Prescott	1.5	1.5	1.5	1.5	1	2.5	
P9	City Beach – Prescott	5	5	2	2.5	2	2.5	No view of the Miss. River; Hard to find.
V3	WIDOT STH 35 1.0 Mile No. of Stoddard	1.5	1.5	2	2	2	2.5	Trees to the south should be trimmed.
V7	WIDOT STH 35 1.1 Miles S. of North Co. Line "Shady Maple"	1.5	3.5	2.5	2.5	3	2.5	No access to Mississippi River - RR trespass.
V8	WIDOT STH 35 0.5 Miles North of STH 82	1.5	2	1.5	1.5	2.5	2.5	No access to Mississippi River - RR trespass.
V18	Stoddard Village Park	1	1	1	1.5	1.5	2.5	
L26	Holland Sand Prairie	3.67	3.33	2	3	2	2.67	
L15	Browns Marsh	4.25	4	2.35	2	2.25	2.75	Needs signage; Can't see from road.
B13	WisDOT Roadside Site – Hwy 35, North Alma – CTH "J"	1	3	3	3	3	3	Needs tree trimming; Needs signage fixing
B15	WisDOT Roadside Site – Hwy 35, 1.5 mi. S of CTH "YY" / 0.6 mi. N of Lock & Dam	5	3.50	3	3	3.50	3	Place to stop; No signage; Back water
B18	Goose Lake Memorial Park – Cochrane		5	2	5	2	3	Can't see it
B20	Holme's Landing Historical Marker	5		2	1	2	3	No signage either way.
C8	WisDOT Roadside Site – Hwy 35, 1.2 mi. S of Lynxville	1	2	2	2	2	3	
C11	WisDOT Roadside Site – Hwy 35, 3500 ft. S of STH 82	1.5	2.5	2.5	2.5	2	3	

**Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”**

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
C24	De Soto South of STH 82 & STH 35 – De Soto Boat Launch	1	1	1	1	1	3	
L17	Canoe Trail Goose Island	3	4	3	2	2	3	
PE9	Pepin Public Beach	4	4.5	2	2.5	3	3	
P4	WisDOT Roadside Site – Hwy 35, Maiden Rock – Bay City Road, Rush River, Fishermen's Lot	2	2	2	1	2	3	No view of Mississippi River
P6	Rush River Delta SNA	3.5	2	2	3.5	3	3	
P13	Boat Launch – Prescott	2.5	2.5	1.5	1	3	3	Not easily recognized from GRR.
P17	Village of Bay City Park	1.5	4.5	2	1.5	2.5	3	
V4	WIDOT STH 35 2.8 Miles S. of North Co. Line	2.5	3	3	3	3	3	No access to Mississippi River RR trespass.
V5	WIDOT STH 35 2.1 Miles S. of North Co. Line	2.5	3	2.5	3	3	3	
V12	WIDOT STH 35 0.5 Miles South of Bad Axe Bridge	1.5	2.5	2.5	2.5	3.5	3	
V15	Battle Bluff Prairie 348 acres	3	2	3	2	2	3	
V16	Bergen Bluffs SNA	2	3	2	2	2.5	3	
V19	Stoddard River Park	4.5	2.5	1.5	1.5	2.5	3	
L18	GR Trail Prairie	4	4	3	3	3	3.33	No sign; Can't see.
C17	WisDOT Roadside Site – Hwy 35, 2.7 mi. S of STH 171 at Cold Springs	1	2	3	2	2	3.5	This is a natural area, fishing spot and boat launch. Conditions vary due to water levels changing - high/low.
PE8	Pepin Public Boat Landing	4	4.5	3.5	1.5	3.5	3.5	Boat launch used hardly ever by travelers; Off road - No good signs.

**Table 1: Inventory of Public Facilities – Sorted based on “Importance for traveler to see/visit?”**

ID	Name/Location	QUESTION 1 Easily Recognized from GRR?	QUESTION 2 Appearance from GRR?	QUESTION 3 Is Facility well Maintained?	QUESTION 4 Meets Facility's Purpose?	QUESTION 5 Overall Rating?	QUESTION 6 Importance for Traveler to see/visit?	Facility Recommendations
P12	Magee Wilderness Park – Prescott	4	4.5	2	2.5	3.5	3.5	No toilet facilities. No sign on the GRR. Nothing for travelers to see. No view of the river.
V10	WIDOT STH 35 3.0 Miles South of STH 56	1.5	3	3	3	3	3.5	
V11	WIDOT STH 35 1.6 Miles North of SCL	2.5	3	3	3	3	3.5	
L10	Louis Nelson County Park	4.75	3.75	2.75	2.75	3.25	3.75	Difficult to access; Underwater at time of survey; No signage; Difficult to find if you didn't know where it was; Bathroom is a porto potty.
C6	Rush Creek SNA	3.5	5	4.5	4.5	4	4	One sign on Hwy 35. Rustic area. Floods of 2016 damaged the SNA.
C16	WisDOT Roadside Site – Hwy 35, just N of STH 171	2.5	4	4.5	3.5	4	4	This is a parking lot. Weeds are high.
L8	Green Island Park	4.67	4.67	1.67	2.33	2.33	4	Not too important; Hard to find, not much here to do for a visitor except see a hockey game.
L13	WIDOT 5 <sup>TH</sup> 35 on Black River	1.5	3	3.25	2.75	3	4	Some garbage.
PE7	Canoe Trail – Chippewa River Water Trail – Pool 4	4.5	3	4.5	2.5	3	4	
P3	WisDOT Roadside Site – Hwy 35, Maiden Rock – Bay City Road, Pine Creek Fishermen's Lot	1	2	1.5	1.5	2.5	4	
P10	Lake St. Canoe/Kayak Launch – Prescott	5	4.5	5	3.5	3.5	4	Local homeowner claims it may not be public property and is involved in litigation with the city; No signage.



**ATTACHMENT 1  
ANNUAL WORK PLAN**

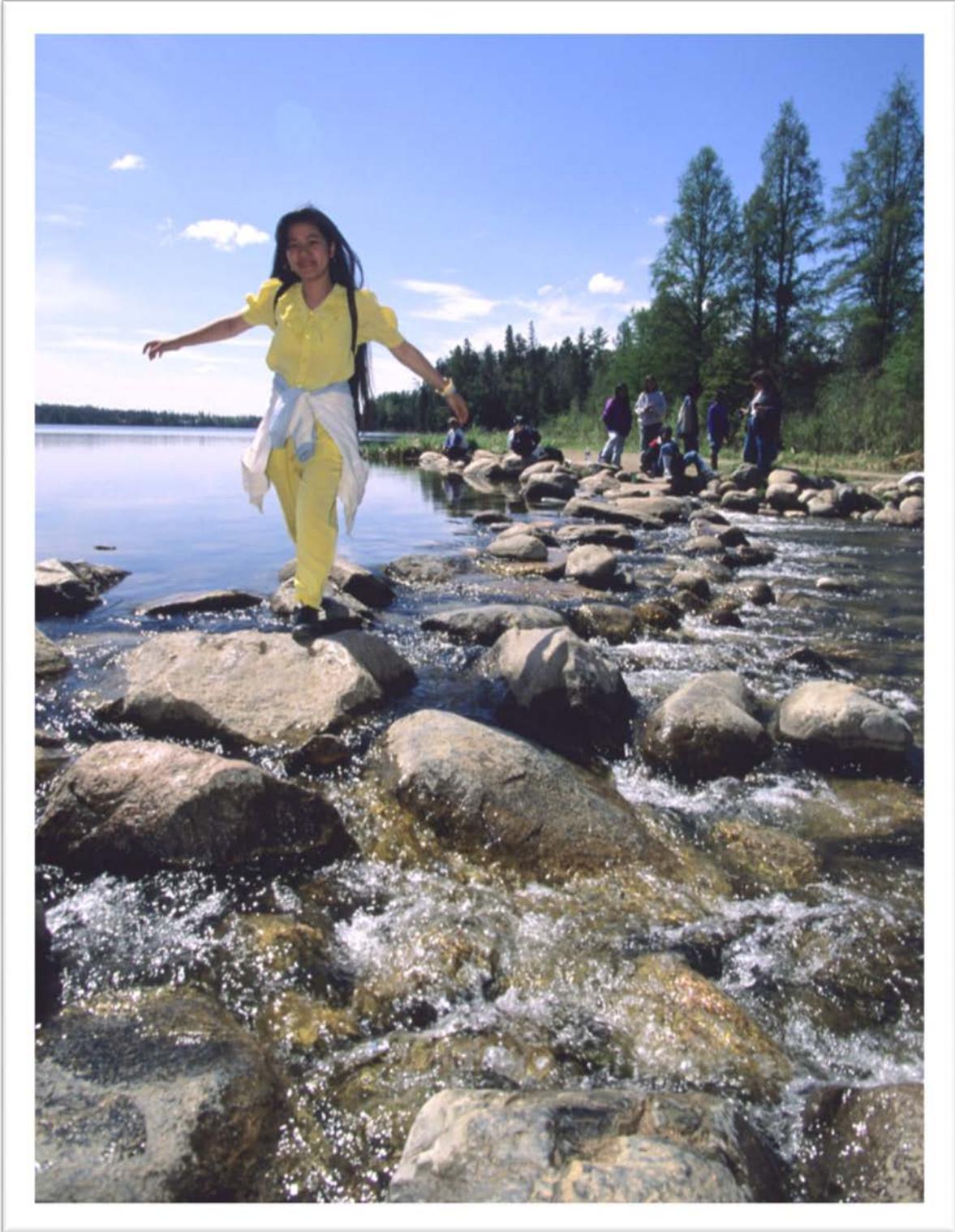
**2020-2021 WIMRPC Work Plan**

	<b>Program/Projects</b>	<b>Expense Amount</b>	<b>Lead</b>	<b>Estimated Date of Completion</b>	<b>Funding Source</b>
1	All American Road Nomination	\$1,000	Sherry Quamme, Technical Comm.	June 2020	WIMRPC
2	Friends of WIGRR		Sherry Quamme	Ongoing	Operating Funds - Separate Acct.
3	Visitor Guide/Marketing Plan		Jean Galasinski	Jan. 2020	Visitor Guide Profits, Grants
4	Interpretive Center Updates - signs and information		Dennis Donath	Nov. 2020	Operating Funds
5	Interpretive Center Connections		Dennis Donath	Fall 2020	Operating Funds
6	Drive the Great River Road Month - Sept. Promotion of All American Road	\$3,500	Jean Galasinski/Sherry Quamme	Oct. 2020/2021	Direct Public Support-Grants
7	Education	\$250	Anne Muirhead	Fall 2020	Pursue Grant Funding
8	All American Road Campaign	\$2,000	Jean Galasinski/Sherry Quamme	Ongoing	Operating Funds
9	Monarch Butterfly Habitat Program	\$200	Dennis Donath	Ongoing	Operating Funds
10	Signs Crawford County	\$500	Sherry Quamme, Robert Moses	Summer 2020	Crawford Co. Direct Public Support
11	Legislative Support WIGRR Signs - traveler wayshowing, bike routes		Francis Schelfhout, Mike Rewey	Summer 2021	Operating Funds
12	Covid-19 Recovery - Marketing Campaign		Jean Galasinski, Promo & Mkg Comm., WIMRPC, RTM	Dec. 2020	Operating Funds, JEM Grant, Direct Public Support
	<b>Total Expenses</b>	<b>\$7,450</b>			



# 2018 TEN-STATE GREAT RIVER ROAD CORRIDOR MANAGEMENT PLAN

Mississippi River Parkway Commission 701 E. Washington Ave., Suite 202 Madison, WI 53703



# 1963 Mississippi River Parkway Commission "Story of Progress"



## The Story of Progress

THE MISSISSIPPI RIVER VALLEY IS RICH IN HISTORIC, SCENIC, CULTURAL, ECONOMIC AND RECREATIONAL VALUES which if interwoven into a definite Master Plan which will utilize these natural gifts and assets, using coordinated effort of all the states and provinces involved, something will be developed that will be of lasting benefit not only to the valley but to the whole nation.

SO OUR MISSISSIPPI RIVER PARKWAY PLANNING COMMISSION IS WORKING HARMONIOUSLY AND PERSISTENTLY to develop the Great River Road on both sides of the river as the backbone to which will be attached many existing and proposed parks, historic places, magnificent and breath-taking lookouts and vistas, roadside parks and rest areas, public launching ramps for boats, wild life preserves, fine fishing and hunting, floral adornments, recreational areas, thousands of lakes, peaceful vistas of rural scenery, palms and pines, corn and cotton fields, beautiful cities and towns and many places where our people can lose themselves among nature's gifts and away from the tension and problems of life.

ENCOURAGING PROGRESS REVEALS THAT CONGRESS created a Federal Aid Parkway or Great River Road by appropriating \$250,000 for a complete study of factual information which when completed was presented to Congress and a second \$250,000 was appropriated by Congress for detailed plans for each state and for supervision by the Bureau of Public Roads and the National Park Service. These plans show a recommended route through each section of land and provide for scenic easements and embellishments that will make our Parkway not just another road but something different and unique.

THE TOTAL NECESSARY AREA, 300 feet wide on each side of roadway right-of-way from Canada to the Gulf of Mexico, is equal to only 10% of the area of Yellowstone National Park.

THE CHANNEL OF PROCEDURE IS THROUGH THE FEDERAL AGENCIES, the state legislatures and Highway Commissions of each state who utilize primary, secondary and urban money as it accumulates each year to work on an adopted plan. Other agencies, federal, state, county, city, Chamber of Commerce, Service Clubs and many other organizations are contributing their energy and finances to do their part.

MANY OF THE STATES HAVE SELECTED THE PERMANENT ROUTES through their states and have marked it with Parkway Markers. Other states are either in progress or planning to fix permanent and temporary alignment and mark the Parkway.

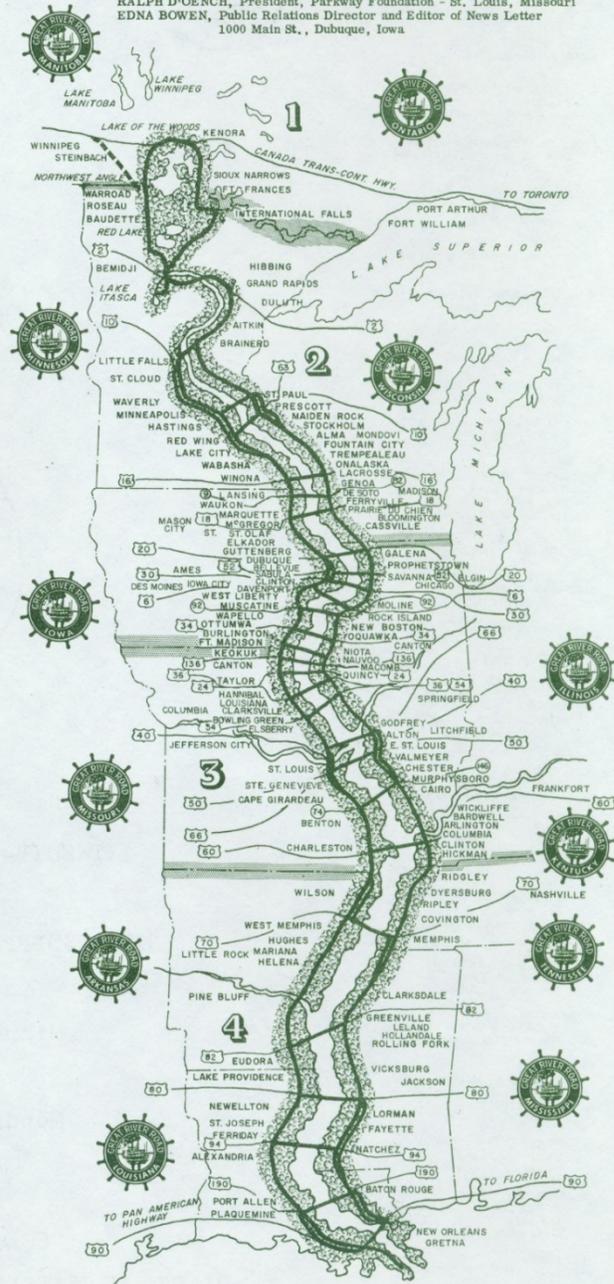
A TABULATION OF FEDERAL REPORTS REVEAL 3,287 miles total in United States of which 736.4 miles will be new roads, 410.3 miles are local, 1,715.5 miles trunk highways, 336.5 miles interstate and 41 miles Natchez Trace Highway. The total population in the 10 states bordering the Parkway, in the 1950 census is 32,006,393 in the United States. About 60% of the existing highways in the United States are to Parkway Standards except embellishments. Ontario and Manitoba in Canada have 360 miles of trunk highways suitable for Parkway Standards and are energetically developing and marking them.

THE MAP SHOWS THE LIMITS OF EACH DISTRICT, the officers of which are shown on the reverse side of this sheet.

THE MAP ALSO SHOWS THE HIGHWAYS ON EACH SIDE OF THE MISSISSIPPI RIVER, of which many sections and feeder roads have blossomed into completed stretches and many other sections are contemplated or in progress.

THE MAP SHOWS AN OUTLINE OF OUR OBJECTIVES WHICH WILL DEVELOP AND PRESERVE HISTORICAL AND SCENIC VALUES - A PARKWAY FOR EACH SIDE OF THE MISSISSIPPI RIVER, FOR THE PLEASURE AND GENERAL WELFARE OF OUR PEOPLE.

COL. J. LESTER WHITE, Pilot - Baton Rouge, Louisiana  
 J. W. CLARK, Pilot Pro-Tem - St. Paul 1, Minnesota  
 CHARLES H. YOUNG, Pilot Emeritus - Muscatine, Iowa  
 HAROLD E. OLSON, Secretary - St. Paul 4, Minnesota  
 J. C. GILLESPIE, Treasurer - De Soto, Wisconsin  
 J. A. SHERRETT, Co-Pilot Dist. No. 1 - Kenora, Ontario, Canada  
 RAY ECKSTEIN, Co-Pilot Dist. No. 2 - Cassville, Wisconsin  
 SEN. LILLIAN SCHLAGENHAUF, Co-Pilot Dist. No. 3 - Quincy, Illinois  
 ROBERT W. BELL, Co-Pilot Dist. No. 4 - Jackson, Mississippi  
 RAY ECKSTEIN, Finance - Cassville, Wisconsin  
 RALPH D'OECH, President, Parkway Foundation - St. Louis, Missouri  
 EDNA BOWEN, Public Relations Director and Editor of News Letter  
 1000 Main St., Dubuque, Iowa



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Front Cover - Mississippi River Headwaters at Itasca State Park, Minnesota

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## Prepared by



Engineering Services Division  
 Office of Environmental Stewardship  
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 St. Paul, MN 55155-1800

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# TEN-STATE GREAT RIVER ROAD CORRIDOR MANAGEMENT PLAN

## America's Byway of the Mississippi River

### Corridor Management Plan Purpose

The Great River Road was established in 1938 by Secretary of Interior Harold Ickes and the ten Mississippi River state Governors. The Great River Road's purpose is to 1) serve as a byway providing access to intrinsic resources along the river's length, 2) honor the river with planned context sensitive and complete streets transportation design, and 3) celebrate the Mississippi River as a national icon applying meaningful interpretation and compelling storytelling. The Great River Road gets people out, actively engaging with the river's landscapes and cultures, fostering economic opportunity for river communities large and small.



Since then the Mississippi River Parkway Commission (MRPC) in each state, and collectively as a ten-state organization, have served as the Great River Road's byway organization, with support described in [statute](#).

This ten-state corridor management plan (CMP) describes fundamental responsibilities and actions to assure that the Great River Road continues to be a consistently signed and mapped byway that intentionally provides access to the Mississippi River's scenic, natural, historic, archaeological, cultural and recreational intrinsic resources. The CMP will guide the MRPC and its partners on how to manage the byway's roads so they tell the river's stories, encourage active living, enrich quality of life for today's residents and tourists alike, foster sustainable economic development, and steward river resources for future generations to come.



By implementing the CMP the ten states comprising the MRPC and their partners will continue to provide and promote a superior Mississippi River travel experience within a legible byway setting. The CMP provides a unifying framework that allows the ten states to work in an independent, yet coordinated, manner to fulfill the MRPC mission and state statutes.

Because the Great River Road and Mississippi River corridor are so complex and enormous this CMP is more general than site specific, acknowledging the byway, river landscape and supporting agencies and partners are unique and evolving in each state. This CMP updates the MRPC's tradition of an ambitious shared vision to carry forward the national Great River Road within the context of each state.

### Corridor Management Plan Process

This CMP was developed by the MRPC based upon past national and state design and corridor management plans, MRPC Board of Directors and four standing committees work, and general session reviews during MRPC meetings. Initial implementation priority and responsibility will be determined during the 2018 Strategic Planning meeting and MRPC Annual meeting, then incorporated into the final Plan.

The CMP development process resulted in the following:

- A 10 to 15 year 10-state byway corridor management plan,
- National, ten-state and partner synergy required for plan implementation, and
- Federal Highway Administration's National Scenic Byway corridor management plan components met.



The Great River Road is designated by the United States Department of Transportation, Federal Highway Administration as a national scenic byway in all 10 states, with some exceptions in Illinois and Missouri.

## Ten-State Great River Road Corridor Management Plan Components

Ten areas define Great River Road corridor management to guide 10 to 15 years of coordinated effort across ten states. Some areas include more detailed management strategies, but each is vitally important. Implementation of some of the specific strategies (e.g. mapping) will support implementation of other strategies, thus may have priority, although much of the implementation will be done concurrently and become ongoing.



Implementation priority and responsibility will be determined by MRPC Standing Committees and Board of Directors.

1. Designated Route Mapping
2. Wayshowing Guide Signs
3. Byway Design
4. Intrinsic Resources
5. Interpretation and Storytelling
6. Marketing
7. Organization – Mississippi River Parkway Commission
8. Partner Education and Engagement
9. Byway Traveler
10. Funding and Resources



### 1. Designated Route Mapping



Knowing which state and local roads are designated as the Great River Road is critical to managing the byway infrastructure, partner communication, traveler information, and to providing a safe and pleasant byway experience.

A. The MRPC will work with the ten state Transportation agencies to provide *the official*, correct and maintained Geographic Information System (GIS) inventory of the Great River Road for the purpose of:

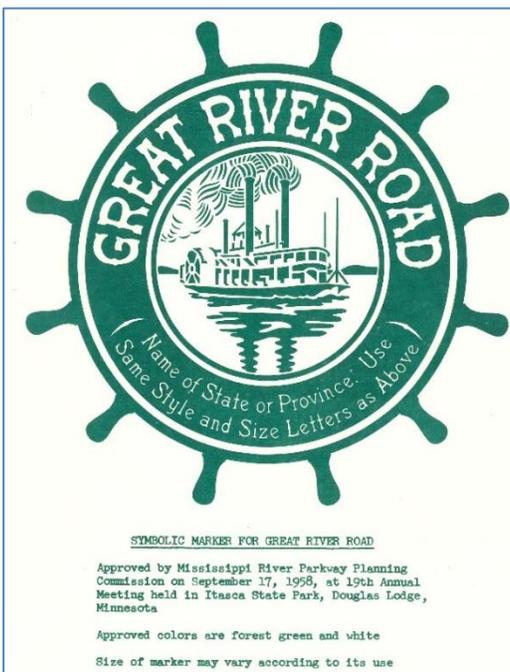
- Informing Transportation agency planning, scoping, design, construction and maintenance of roads designated as the Great River Road.
- Assisting travelers with trip planning and while traveling by providing accurate and drivable print, website, mobile app, interpretive panel, and other maps,
- Marketing by MRPC, state Commissions, state Tourism departments, destination marketing organizations, Great River Road Interpretive Centers and other river attractions
- Working with in-car navigation and online mapping companies to encourage indicating the GRR as a selectable route by providing them with the GRR alignment files;



## 2. Wayshowing Guide Signs

Wayshowing guide signs are critical to successful byway exploration, and are a proven branding and marketing tool. The Great River Road is a complicated route, using hundreds of state and local roads as it follows the meandering Mississippi River through ten states from its headwaters in Minnesota to the Gulf of Mexico in Louisiana. While online maps, apps and paper maps supplement wayfinding, byway travelers need real time on-site signage, too.

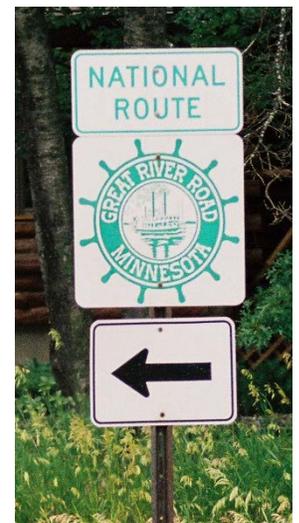
- A. Work with the ten state Transportation agencies to use existing GIS data and/or to conduct GIS collector app field surveys of Great River Road wayshowing guide signage to determine system integrity on both the state and local road systems designated as the Great River Road.
- B. Incorporate the data/survey findings into state Transportation asset management systems to serve as *the official*, correct and maintained GIS inventory of Great River Road wayshowing and review the status of each state's wayshowing annually.



C. Use the Manual On Uniform Traffic Control Devices (MUTCD) to measure consistency with requirements for location, size, colors, graphic format, assembly and condition and address any wayshowing deficiencies.

D. Educate state and local Transportation agency staff responsible for planning, scoping, design, construction and maintenance of roads designated as the Great River Road about the correct wayshowing signage locations and assemblies so the wayshowing is maintained as part of statewide transportation system management in all ten states.

E. Promote the Pilot's Wheel sign as branding, describe its meaning and instruct travelers to look for the signs to know where to turn.



- F. Work with FHWA and the ten state DOTs to allow adding signage on non-byway river crossings and nearby National Highway System routes providing direction *to* the Great River Road.
- G. Co-locate Great River Road signs with Mississippi River Trails signs, when possible, to increase maintenance efficiencies, improve wayshowing effectiveness and leverage reciprocal branding.



### 3. Byway Design



Since its inception in 1938 the Great River Road is intended to be developed and maintained as a parkway-like byway celebrating and providing access to the Mississippi River. From forest road to Interstate river crossing, each segment of Great River Road *is* a river place and a river experience. Each of the hundreds of segments frames moments in time that cumulatively *are* the byway experience.

The MRPC needs to work with each transportation agency that owns a section(s) of the Great River Road to implement CMP byway strategies. Working together, the roads will collectively reinforce an intended sense of place, uniting the individual roads with a byway context applied to planning, design and maintenance so that *each* segment evokes a river experience, even when you can't see the river. This byway aims for an experience that is safe, predictable, comfortable and rewarding to the mind, body and spirit of each traveler.

Applying the byway concept to each road segment is necessary to achieve the vision, and the investment of time and funding is worth it. People from around the world, and our fellow neighbors, follow the Great River Road to experience the many activities the Mississippi River offers: from history buff to hiker, bicyclist to motorcyclist, antique car club member to excursion boat passenger, to bird and wildlife watcher, to fisher and hunter, to art hound, to foodie, to shopper, to photographer and more.



Travel, tourism, and the intrinsic resource management that supports tourism are important industries to our local and national economies. According to the U.S. Travel Association in 2017 domestic and international inbound travel and tourism:

- Generated \$2.4 trillion for the U.S. economy,
- Supported 15.6 million American jobs.
- Tax revenues generated reduced each U.S. household's taxes by \$1,310.
- Direct spending by resident and international travelers in the U.S. averaged \$2.8 billion a day, \$118.2 million an hour, \$2.0 million a minute and \$32,840 a second.
- Directly and indirectly supported one in every nine U.S. non-farm jobs.
- Was the 7th largest employer of all industries in the U.S.

(Source: <https://www.ustravel.org/economic-impact>)

Applying the byway concept to designated roads will help assure the Great River Road serves these industries' transportation needs now and into the future across ten states. While marketing can get people to visit once, the byway setting along the length of the Mississippi will have Great River Road travelers planning return visits.



Much has been built since 1938 and a strong built legacy remains in place. However institutional knowledge about these byway features has waned as MRPC Transportation staff have retired and new staff are not replaced or have difficulty participating in out of state meetings.

The good news is today's increased use of geographic information systems (GIS) by transportation and intrinsic resources management is timely as byway assets and intrinsic resources management require digital inventories and analysis to successfully compete for transportation and other funds.

Digital trip planning and travel aids are also needed to attract and retain byway explorers, so the work to understand what is in place will yield additional traveler service benefits as this data is incorporated into travel aids and marketing.

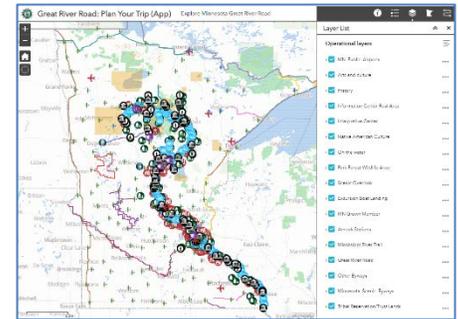


## Byway Design (continued)

Below are specific byway attributes and strategies to develop and maintain the Great River Road.

- A. Byway Asset Mapping: Improve MRPC and Transportation agency understanding of the Great River Road and transportation assets within the right of way of state and local segments by mapping the location, condition and improvement needs of:

- alignment of the designated Great River Road route,
- alignment of the designated Mississippi River Trail (MRT),
- wayshowing guide signage locations for Great River Road/ MRT,
- scenic easements and scenic areas
- rest areas, overlooks, interpretive waysides, travel information centers,
- interpretive panels within the byway right of way.



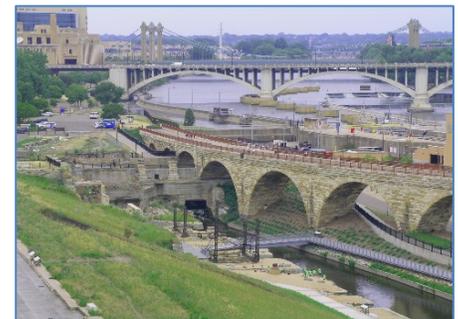
- B. Byway Management Training: Develop training for state and local transportation agencies so they understand where the mapped assets are, how each asset improves the byway experience, and how ongoing transportation projects can help contribute to the intended outcomes.

- C. Accessibility: Incorporate ADA-compliant accessibility in scoping, design, construction and maintenance of transportation infrastructure.

- D. Multi-modal traffic management: While byways are roads and thus focused on motorized travel, byways encourage walking, hiking, bicycling, and boating along the river, and trains, planes and transit to travel its length. A byway integrates traveler movement between travel modes.



- Work with state DOTs and local agencies to assess travel rates, safety, and efficiency issues, including accident types and hotspots, to determine potential improvements. Ongoing, measure increases in tourism travel/expenditure and its effects on safety, efficiency and economic impact.
- Provide traffic calming, pedestrian access, and crossing of the Great River Road near overlooks and waysides, local attractions, Great River Road Interpretive Centers, and multimodal facilities.
- Provide bicycle accommodation (shoulder, shared lane or separate path) along the entire length of the Great River Road, but, particularly in areas that share the MRT designation.
- Verify MRT signage and shoulder/trail conditions in each state to assess if they are in accordance with bicycle design guidance and work with DOTs and County/local road managers to program needed improvements. Use MRT route data to help market facility conditions to appropriate bicyclists.



- Map multi-modal travel options and encourage transportation agencies to expand and connect these options along the length of the byway.

## Byway Design (continued)

- f. Map and promote multimodal options and connection points by partnering with different entities that operate Amtrak, local transit, excursion ports, marinas and airports.
- g. Address car/ride/bike/scooter/paddle, etc. share programs as local regulations become more established.

- h. Pave an unpaved Great River Road segment in Aitkin County, MN to allow greater use by bicyclists, motorcyclists, RVs, coach buses, collector cars, etc. Confirm no other unpaved segments exist to pave too.



- i. Adjust the route as needed to best showcase Mississippi River by getting people closer to the river, intrinsic resources and multimodal travel options.

- j. Identify new places within the right of way to tell the river's stories and to offer visual and physical access to the Mississippi River where there are none.

- k. Protect the byway experience by encouraging State Patrol and local jurisdictions to enforce weight limits.

- l. Encourage byway community festivals and events to provide advance communication about site access and egress to reduce byway traffic issues.

- E. Billboard Controls: Demonstrate compliance with existing local, State, and Federal laws on the control of outdoor advertising by working with state DOTs to enforce the Highway Beautification Act Outdoor Off-Premise Advertising Control regulations.

- F. Structural Materials: Reflect and honor the scenic and natural intrinsic qualities of the Mississippi River by specifying regionally sourced stone, wood, metal and other materials in transportation infrastructure construction designs and maintenance. This may or may not cost more to procure and/or install, so scope projects to account for designs incorporating intrinsic materials.



- a. The Great River Road markets intrinsic Mississippi River resources including highly valued natural bluffs, granite outcrops, sand plains, and other geological features. Use no artificial stone (rusticated concrete, form liner) on Great River Road, river bridge, rest areas, walls and other transportation infrastructure as it degrades the byway setting by imitating the natural attributes that Mississippi River tourists and residents are coming to see. Instead use form liners to add classic architectural lines, images or symbols that reflect, not mimic, byway intrinsic qualities.



- b. Develop a transportation infrastructure materials palette of best and not best practices to help Transportation agencies understand this principle.



## Byway Design (continued)

G. Vegetation: Incorporate the vegetation management byway outcomes below into state and local transportation roadside vegetation management plans and road designs in order to:

- a. protect water quality,
- b. stabilize slopes
- c. provide unobstructed wayshowing and other signage
- d. use native plants in construction and maintenance operations,
- e. increase native habitat for pollinator/native/migratory species
- f. disperse precipitation impacts,
- g. act as living snow fences,
- h. calm traffic,
- i. preserve or enhance views to and from the river/GRR/MRT,
- j. enhance byway curb appeal, and
- k. manage removal of trees affected by Emerald Ash Borer and reestablish native vegetation.



H. Scenic Easements/Areas: Protect scenic easements/scenic areas by incorporating them in Great River Road mapping so they are known to transportation project managers and local authorities.

I. More and better river crossings: Work with adjacent states to enhance opportunities to cross the river safely by vehicle, bicycle and foot. Include opportunities to interpret the river, provide wayshowing and pedestrian resting.

J. Historic Roadside Properties: Map/restore/maintain historic roadside properties (e.g. New Deal) along the Great River Road according to the Secretary of Interior Standards for the Treatment of Historic Properties.



K. Provide and maintain safe pull-offs and rest areas for motorists to experience the Mississippi River from the roadside. Tell the river's stories and encourage longer stays at these locations by incorporating and maintaining Great River Road interpretation seen and accessed from the byway as an intended part of the byway experience. Map sites for marketing, travel and maintenance uses.

L. Anticipated Intrusions: Minimize intrusions on the Mississippi River Valley visitor's experience by:

- a. Analyzing potential impacts in a state or states utilizing the Great River Road asset mapping and other geospatial data related to the proposed intrusion.
- b. Recommending impact avoidance, minimization, and mitigation.
- c. Recommending screening views from the byway and river of adjacent developments and existing conditions that are not aesthetically compatible with the character of a byway.
- d. Using a minimum 50' native vegetative buffer to screen utility corridors seen from the byway. Work with Utility Commissions to require this by the utility companies.
- e. Applying dark sky principles to transportation design to safeguard the night views.

#### 4. Great River Road Intrinsic Resources



The following strategies will enable the MRPC to protect, enhance and promote byway intrinsic resources:

- A. Map Great River Road intrinsic resources by working with the ten state Natural Resource and Historical Society agencies, Network of Great River Road Interpretive Centers (IC), Mississippi River Connections Collaborative and local intrinsic resource managers to provide the official, correct and maintained GIS inventory of Great River Road intrinsic resources for the purpose of:
- Informing MRPC, Natural Resource and Historical Society agency and partner planning, management and promotion of Great River Road intrinsic resources,
  - Assisting travelers in trip planning and while traveling with drivable print, website, mobile app, interpretive panel, and other maps including this information,
  - Informing marketing by MRPC, state Commissions, state Natural Resource, Historical Society, and Tourism agencies, destination marketing organizations, ICs and other intrinsic attractions.
  - Informing Transportation planning, scoping, design, construction and maintenance to improve wayshowing and byway access to the sites;

Great River Road Intrinsic Resources to Map:

- a. Scenic, recreation, natural, historic, archeological and cultural
- b. Great River Road Interpretive Center Network,
- c. Wayshowing from the byway to intrinsic resources,
- d. Interpretive panels not within the right of way, and
- e. Other travel amenities within the right of way,



- B. Assess mapped intrinsic resources to determine their significance and applicability to CMP strategies.
- C. Confirm which Great River Road Interpretive Plan theme(s) Interpretive Centers feature, their relationship to the byway, visitor accessibility, and comfort features.
- D. Compile examples of ordinances and laws that protect, enhance and promote intrinsic resources.
- E. Enhance and promote facilities for recreating on and along the river, e.g. boating, fishing, hiking, sitting.
- F. Identify agricultural tourism sites that interpret how food is produced, transported, and ends up on dinner tables.
- G. Map Great River Road designated scenic easements and scenic areas, then work with local communities to protect them as part of local decision-making and permitting.
- H. Expand use of MN-MRPC's Visual Resource Protection Process, adapted from National Park Service's Great River Road process, to all ten states to preserve, enhance and promote views to and from the river. Include public nominations of views, then assess scenic views with CVBs, engineers, and elected officials so they can better consider scenic resource management when permitting and marketing.
- I. Encourage scenic conservation throughout the byway corridor. Partner with organizations (Departments of Natural Resources, Trust for Public Land, Sierra Club, Izaak Walton League, etc.) to protect scenic resources through conservation or scenic easements, transfers of development rights, or guidelines for development.



## 5. Great River Road Interpretation and Storytelling

The following strategies will enable the MRPC to protect, enhance and promote the Great River Road:

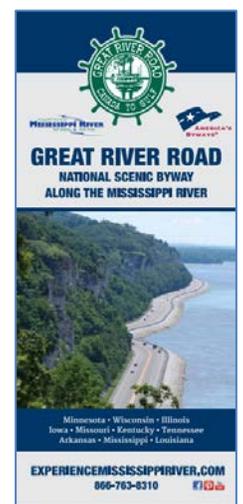
- A. Continue implementing the Great River Road Interpretive Plan and Toolkit.
- B. Map and assess existing Great River Road interpretive panels in all ten states. Develop a palette of existing interpretation, guidance for new designs aiming for some consistency, add to maps, and encourage needed maintenance.
- C. Use the Interpretive Center themes to develop stories of the river. Examples:
  - “Flash Cards” feature interpretive themes and associated ICs
  - Passports to move people from IC to IC along the Great River Road.
  - Interpretive Center trails developed by theme.
- D. Make at least one visit annually to every Interpretive Center.
- E. Train and inform Destination Marketing Organizations, local businesses and ICs about the GRR and IC network through a front-line training session/kit.
- F. Maintain Interpretive Center GRR network signage.
- G. Add new Interpretive Centers to print and online maps, apps etc.



## 6. Great River Road Marketing

The following strategies will enable the MRPC to promote the Great River Road and intrinsic resources:

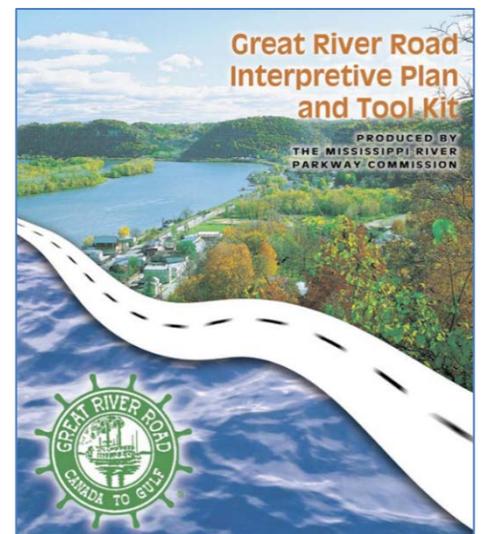
- A. Incorporate ADA-compliant accessibility in website, app, and print materials.
- B. Develop GRR/MRPC marketing sponsorship package(s).
- C. Consider updating the app and online map with the MRT alignment as a GRR recreation resource once it has been assessed for bicycle facility design guide compliance and rider safety guidance is developed.
- D. Map and promote multimodal options and connection points by partnering with Amtrak, local transit, excursion ports, marinas and airports.
- E. Work with Mississippi River Country to develop downloadable themed itineraries and hospitality training for Interpretive Center staff.
- F. Work with Mississippi River Country to integrate multiple languages, where applicable and feasible, in online/app/print material.
- G. Research Chinese and other foreign market interests in agritourism and hands on experiences, then develop interpretation options in those languages.
- H. Utilize the logo usage policy when providing GRR alignment and Pilot’s wheel files to city/DMOs/IC/county/city/state/Federal for use on their maps.



## 7. Great River Road Organization – Mississippi River Parkway Commission

The following strategies will enable the MRPC to develop the Great River Road and protect, enhance and promote its intrinsic resources:

- A. Reinforce the MRPC Mission by including it on all MRPC documents: *To lead in preserving, promoting, and enhancing the Great River Road National Scenic Byway along the Mississippi River benefiting communities and travelers.*
- B. Include MRPC and Great River Road state statutes in new member orientation and MRPC state PowerPoints, and ensure each Board of Director and standing committee member read them as a guide for their MRPC activities and requests for state agency support.
- C. Use the benefits of MRPC membership document to express gratitude for support and accomplishment to dues paying states, then to engage state transportation, natural resources, agriculture, historical society, commerce and tourism in CMP implementation of specific strategies.
- D. Use the benefits of MRPC membership document to express gratitude for specific support and accomplishment provided by non-dues paying states, then encourage dues payment and increased participation by state transportation, natural resources, agriculture, historical society, commerce and tourism in CMP implementation of specific strategies.
- E. MRPC Board of Directors and Technical Committees to identify member agency and legislative priorities that align with and could leverage value from Great River Road corridor management plan implementation to encourage participation of Technical members.
- F. Invite Federal agencies from the Mississippi River Connections Collaborative, plus FHWA, Commerce and US Forest Service to MRPC meetings as partners in CMP implementation who can provide technical and fiscal project support for specific strategies that facilitate their agencies' work.
- G. Ask Congress (Non-Technical members only) to reinstate the National Scenic Byway grants for eligible activities described in Transportation Alternatives Program as well as interpretation, planning, and marketing described in Transportation Equity Act for The 21st Century.
- H. Develop corporate partnerships offering byway travelers discounts or coupons, Great River Road brochures at corporate locations, and sponsor active living strategies. Examples:
  - a. Sporting goods
  - b. Healthcare providers
  - c. Bicycle companies
- I. Develop an Interpretive Center recognition program to encourage MRPC CMP implementation and meeting participation.



## 8. Great River Road Partner Education and Engagement

The following strategies will enable the MRPC to develop the Great River Road and protect, enhance and promote its intrinsic resources:



- A. Increase MRPC/byway awareness using the Pilot's wheel and MRPC mission on correspondence and collateral materials.
- B. Tailor messages to the subject matter expertise of the audience so they can assist or benefit from specific MRPC efforts without being overwhelmed by the breadth of Commission work.
- C. Invite governors, legislators, tribal members, mayors/Mississippi River Cities and Towns Initiative, Transportation, Natural Resource, Historical Society, Agriculture, and Tourism state agency leaders, host state businesses, tourism professionals, IC staff and Geotourism sites to attend MRPC meetings.
- D. Meet with governors, legislatures and mayors/Mississippi River Cities and Towns Initiative to align efforts, support programs and projects, leverage resources, and seek Federal support.
- E. Work Federal and state agencies to identify the economic benefit of the Great River Road, the apply byway benefits as part of the benefit/cost analysis on Federal or state projects in the river corridor.
- F. Create an annual MRPC Great River Road report for online posting, partner education, and funding requests/thank yous, meetings, press releases, and e-newsletters including:
  - a. Ten state commerce data illustrating byway tourism, transportation and intrinsic resource sectors.
  - b. ICs visitation rates, including MRPC promotion effects.
  - c. Great River Road economic impact and traveler interest/satisfaction/spending report.
  - d. Compiled and summarized state commission, MRPC and MRC accomplishments.
  - e. Corridor Management Plan implementation accomplishments and next steps.
- G. Send a letter of gratitude and annual report to those who provided state dues or other resources each year.
- H. Train MRPC members to participate in DOT project and planning public engagement meetings for project and modal plan development along the GRR and MRT.
- I. Build corridor management synergy and competence with a periodic CMP implementation newsletter that may include:
  - a. "Did You Know..." section about Great River Road trivia
  - b. "How To" section with resources, projects, best practices, etc.
  - c. MRPC member agency corridor management success stories
  - d. Frequently asked corridor management question/answer
  - e. A suggestion box to collect (and respond to) feedback
- J. Encourage cities and businesses to promote the Great River Road as an amenity to attract young professionals.
- K. Conduct geotourism-themed photo events featuring Great River Road eco-friendly places or activities.
- L. Encourage on-site meetings. While use of technology can reach many with less, CMP implementation is most effective for MRPC and local partners when on-site meetings provide context and personal interaction.
- M. Work with tourism councils, convention and visitors bureaus, chambers of commerce and visitor centers to:
  - a. Identify local restaurants, groceries, and locally grown food to promote healthy food options or specialties
  - b. Leverage local river-related events
  - c. Train them to promote the Great River Road as a local national treasure



## 9. Great River Road Byway Traveler

The following strategies will enable the MRPC to develop the Great River Road so it serves byway traveler needs today and in the future:

- A. Measure effectiveness of byway traveler benefits including: 1) Great River Road route/wayshowing, 2) access to intrinsic resources, 3) interpretation, 4) marketing, and 5) trained IC and CVB front desk staff.
- B. Assess how byway intrinsic resources attract travelers to the Great River Road and vice versa. Determine if marketing and wayshowing to the intrinsic resources encourage travelers to stop, spend more time in the corridor, repeat visitation. Determine if byway travelers help sustain local intrinsic resources and how the byway affects local economies.
- C. Developing a feedback tool to determine traveler recommendations for route improvements and to know what is working well.
- D. Continue to use the National Advisory Committee on Travel and Tourism Infrastructure 2018 survey of American Association of State Highway and Transportation Officials Committee on Planning to develop measures that demonstrate if byway traveler needs are being met and to encourage that transportation infrastructure is maintained and developed according to the ten-state CMP and each of the ten-state's Great River Road CMPs.



## 10. Great River Road Funding and Resources

The following strategies will assure resources the MRPC needs to develop the Great River Road and to protect, enhance and promote its intrinsic resources:

- A. Develop talking points and presentation materials for MRPC Board of Directors, state Commission non-technical members, local champions and partners to use to ask Congressional members to reestablish the National Scenic Byway (NSB) grant program with the eligible activities as described in the Transportation Equity Act for The 21st Century. Use strategies from the ten-state and ten state's CMPs as examples of need and opportunity, and past projects funded by NSB grants as examples of Great River Road success.
- B. Visit local state and Federal agency/legislature/Congressional offices to encourage reestablishing the NSB grant program. As needed, the MRPC should go to Washington, D.C. to continue the discussions.
- C. Meet with each non-dues paying state to identify how to secure a commitment to pay the National MRPC dues, as well as fund agency staff time and travel to participate as MRPC members.
- D. Continue to research and pursue Federal, state and non-profit grant and private sector funding opportunities for byway activities no longer eligible for transportation funds, including marketing, interpretation, visitor centers and planning. Earmark MRPC reserves for specific CMP implementation that can be used as local match, if required.
- E. Use the MRPC Endowment Fund to solicit donations for specific CMP strategy implementation, then report back on accomplishments to donors.
- F. Establish Great River Road vehicle license plates in each of the ten states with funds going to the Endowment to facilitate CMP implementation.



America's Byways® is the umbrella term used for marketing the collection of 150 distinct and diverse roads designated by the U.S. Secretary of Transportation. The definition of "scenic" reaches beyond breathtaking vistas. All of America's Byways® are "scenic", representing the depth and breadth of scenery in America--natural and man-made panoramas; electrifying neon landscapes; ancient and modern history coming alive; native arts and culture; and scenes of friends, families and strangers sharing their stories. America's Byways® are gateways to adventures where no two experiences are the same.

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