

DRAFT

Letter to state Transportation leaders, Tourism leaders, partner agency heads and FHWA office heads.

Dear _____,

The Great River Road, the Mississippi River's National Scenic Byway, is already one of ___state's___ iconic travel and transportation arteries. The _State_ Mississippi River Parkway Commission, charged with preserving, promoting and enhancing the byway and the traveler experience, has spent much of 2020 working to improve the road's status by applying to become an All American Road under the newly reinstated National Scenic Byways Program. I write to thank you for your support and that of the ___agency___.

"All American Roads are the very best of the National Scenic Byways. An All American Road must meet the same criteria as a National Scenic Byway, but possess multiple intrinsic qualities that are of national significance and the byway must be considered a destination and reason for travel unto itself," says Scenic America, the collaborative partnership working to reinstate and re-fund byways. In a prior era, when the National Scenic Byways program was funded, _state___ received \$___ in support of multiple projects that made a difference to the economies of the mostly small towns through which the Great River Road runs. We believe this effort – together with that of our partners to reinstate funding for the program – can mean a real boost to the state and to many Mississippi River towns as well.

___Name___ and ___Name___, in particular, worked tirelessly on this application on behalf of ___state's___ Great River Road. As part of the 10-state Mississippi River Parkway Commission Transportation Committee-coordinated effort, their work enabled _state_ to make this application along with seven other Great River Road states. We expect to learn the outcome of this thorough and substantial effort sometime soon. But we wanted you to know how much your support of these individuals and your Mississippi River Parkway Commission has meant regardless of the outcome. Thank you.

We hope to be reporting positively on an outcome in the near future.

Sincerely,

Chair, _state_ Mississippi River Parkway Commission
Location and contact information