(Organization Letterhead)

(Date)

Wisconsin Mississippi River Parkway Commission

PO Box 171

De Soto, WI 53624

Re: Great River Road All-American Road Designation

Chairwoman Sherry Quamme and Commission Members,

The Wisconsin Department of Tourism is pleased to provide this letter of support for designation of the Wisconsin Great River Road as an All-American Road by the Federal Highway Administration. The Great River Road is truly worthy of such designation.

Since 1938 the ten-state national Mississippi River Parkway Commission has worked to preserve, promote and enhance the Great River Road National Scenic Byway benefitting communities and travelers along the Mississippi River. The Great River Road meets All-American Road designation criteria, possessing many and varied intrinsic resources that are of national significance. As *the* official access to the Mississippi River through ten states since the time pleasure driving began, the Great River Road is an iconic destination and reason for travel unto itself for many, whether for a few hours or a few months. We applaud that all ten Great River Road states are seeking All-American Road designation from the Federal Highway Administration and we support Wisconsin and its nine partner states in this endeavor.

The Great River Road has importance for all communities along the river – from small and rural, to large and metropolitan - as an artery of stewardship, storytelling, tourism and commerce along the Mississippi River benefitting visitors and residents alike. In Wisconsin, the Great River Road spans 250 miles along the Mississippi River showcasing unique and exceptional landscapes and experiences in more than 33 historic river towns & villages. Wisconsin’s National Scenic Byway meets FHWA requirements for All-American Road designation.

The Wisconsin Department of Tourism actively promotes and markets the Wisconsin Great River Road Region. We support the efforts of the Wisconsin Mississippi River Parkway Commission with direct marketing efforts, and public and media relations. Our Regional Tourism Specialist serves on the WIMRPC Marketing and Promotions Committee. Our relationship continues to be a strong, valued and important partnership for the benefit of all parties.

The Wisconsin Department of Tourism enthusiastically endorses Wisconsin’s efforts, along with its partner states, to have the Great River Road designated as an All-American Road by the Federal Highway Administration.

Sincerely,

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