

## National Scenic Byways Program

### Byway Nomination Form



#### Background

[Download](#)

**Byway Name:** Great River Road

**Identify Your State  
(choose one):** Wisconsin

**Byway Location:** Does your byway traverse **more than one state**? If yes, select all states the byway traverses, **including your state**.

Arkansas

Illinois

Iowa

Kentucky

Louisiana

Minnesota

Mississippi

Missouri

Tennessee

Wisconsin

Does your byway traverse **Tribal lands**? If yes, identify the land or lands in the text box.

No

Does your byway traverse **federal lands**? If yes, identify the land or lands in the text box.

No

**If you answered yes to any of the questions above, then your byway traverses more than one jurisdiction (i.e., state, Indian tribe, or federal land). This constitutes a multi-jurisdiction nomination. For a multi-jurisdiction nomination, applicants in each jurisdiction are required to submit individual nomination applications.**

**Submission Agency  
(or individual):** Wisconsin Mississippi River Parkway Commission, Sherry Quamme

**Desired Designation:** all-american road

**Change in  
Designation:** Are you seeking to nominate an existing National Scenic Byway as an All-American Road? Yes

If yes, you are required to identify two (2) intrinsic qualities that are nationally significant. One of these may be the same intrinsic quality used to justify previous designation as a National Scenic Byway. However, in Section 1 your application will need to describe the national significance of that intrinsic quality.

**Extension:** Is this an extension to an existing National Scenic Byway or All-American Road? No

If yes, you are required to submit the nomination application for the proposed extension in context of the existing National Scenic Byway or All-American Road and identify the same primary intrinsic quality(s) that can be found along the previously designated portion of the byway. Applicants are required to identify the same primary intrinsic quality(s) that can be found along the designated portion of the byway, and how the proposed extension relates to and enhances the designated byway.

#### Section 1

**Location:** **1-1:** Provide a description of the location of the byway within the State. Use cardinal directions (e.g., north) and reference major cities, regions, and/or landmarks. (Limit 150 words.)

Established in 1938, the entire trail moves through 10 states. Wisconsin's Great River Road flanks the majestic and magnificent Mississippi River as it leisurely winds its way along the 250 miles of paved roadway on Wisconsin's western border - State Highway 35 from Prescott WI (North) to Kieler WI (South). From Prescott, the northern most community on Highway 35, travel south through 33 historic and unique towns to enjoy spectacular views, landscapes and the internationally acclaimed Upper Mississippi River Wildlife Refuge. The majority of State Highway 35 traverses the landscape parallel to the Mississippi River offering breathtaking views of the river, bluffs and attractions that enrich the travel experience. La Crosse, WI is a hub and center point. Prairie du Chien is the second oldest city in Wisconsin, and both are directly on the Mississippi River. All other communities are pop. 800 or less, offering local culture, charm and hospitality.

Historic sites include Potosi Brewery/National Brewery Museum, Governor Nelson Dewey Site, Stonefield Village Agricultural Museum/Site, Ft. Crawford Medical Museum and Villa Louis Sites between Kieler and Prairie du Chien.

Wyalusing State Park is a National Archeological site including Effigy Mounds of early peoples. The region is known nationally and internationally as "The Driftless" - a unique landscape not duplicated anywhere else in the world, formed as unglaciated land from early times.

**Date of Local Designation:** 1-2: Any road submitted for designation under the National Scenic Byways Program must first be designated, through legislation or some other official declaration, a State, Indian tribe or Federal land management agency scenic byway. List the designating agency(s) and date(s) of designation.

Designating Agency(s): State of Wisconsin

Date(s) of Local Designation: 06/24/1999

**Intrinsic Qualities:** 1-3: For the All-American Road designation, select the **two (2)** Intrinsic Qualities that are most evident along the road and that you will demonstrate are nationally significant, and contribute to the byway being considered a "destination unto itself." (Hold the Ctrl button and click on two Intrinsic Qualities.)

For multi-jurisdiction nomination applicants seeking designation as an All-American Road, at least one of the two primary intrinsic qualities cited must match the qualities submitted by the other jurisdictions seeking designation. The applicant may cite the second intrinsic quality as specific to their segment of the byway: Archaeological, Cultural, Historic, Natural, Recreational, or Scenic.

Cultural

Historic

**Primary Photo:** 1-4: Provide a single image that you feel best represents the experience along your byway. Please select this image carefully as it will introduce the reviewers to your byway. Also, if designated, your byway will be included in the marketing efforts of the National Scenic Byways Program and this image will be used on the traveler website.

Please provide an alternative text description of the image that describes what the image depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the image. For guidelines on submitting images and composing alternative text descriptions, please see our [Image Style Guide](#). (Limit 50 words.)

Alternative text for image: Breathtaking panoramic view from the towering bluff top overlooking the Wisconsin Great River Road to see the mighty Mississippi River and valley for miles looking North, South and West.

Image name: WI Great River Road Bluff to Road To River

Image owner: Jay Olson-Goude

Photo release? Yes

Upload Image: 1-4 WI Great River Road Bluff to Road to River.jpg

Before uploading, rename the file to begin with 1-4. For example, rename your file RiverBend.png to 1-4RiverBend.png.

## Section 2

2-1: This section will introduce the reviewers to your byway. Provide a description of your byway from the "big picture" point of view, and within the context of your description, include information on the items below. For more information on developing a strong statement of qualification, please reference the [Nominations Guide](#). (Limit 750 words.)

- Theme that reflects the central focus of the byway's nomination story and promotes the Byway.
- An overview of the Traveler Experience navigating the byway. Provide a sense of how the experience unfolds as visible features, byway stories, or important resources form the core quality of your corridor.
- Regional Significance (National Scenic Byway) – explain and justify what is special, significant or unique about your byway in relation to the primary Intrinsic Quality
- National Significance (All-American Road) – explain and justify what is special, significant or unique about your byway in relation to the two (2) primary Intrinsic Qualities, and why the road is considered a destination unto itself.

### Statement of Qualification:

The Wisconsin Great River Road (GRR) is parallel to the Mississippi River, "The Father of Waters", with all of its grandeur as a national and international landmark. It identifies East and West in this United States of America. The vistas are magnificent, even spiritual. The voices of settlers and native peoples from past times stimulate the senses to open the heart and eyes for present day experiences that lead to understanding and engagement. This GRR is an adventure into the world of history and culture that connects the traveler to a rustic and welcoming lifestyle. Small town charm is in abundance. The 250 mile Wisconsin GRR is indeed a destination in itself! It flanks one of the world's truly great rivers which rambles along Wisconsin's western border carving frontier history and picturesque River Towns from the bluffs of the Mississippi limestone. This is the Upper Mississippi and Wisconsin's Bluff Country - distinctly relaxing and beautiful! This is the internationally recognized Upper Mississippi River Wildlife Refuge and home to many State and local parks, full of adventure just waiting.

Visit the 33 River Towns, many of which are snuggled between the bluffs and the river - meet the friendly people, learn of their varying cultures and visit their quaint shops. French, Swiss, Scandinavian, German, Irish, British and Italian heritage is evident in the many villages that dot this Great River Road. Old ways are showcased with the vibrant festivals and distinct architecture and style of each village. The traveler is afforded numerous vistas of the mighty Mississippi and its adjoining backwaters and coulees (valleys). In Wisconsin, the GRR is the state's only National Scenic Byway: Voted Huffington Posts "Prettiest Drive: Ultimate Summer Road Trip". There are some 20 waysides, scenic overlooks and pullout areas to afford leisure travel. The corridor is proud to reveal its history via some 30 state Historical Markers. Markers tell of Native American folklore and heroism, early French explorers, prominent immigrants and early occupations plus prominent people and touchstone events that shaped the history and culture for today's world. Native Americans were the first in the region as evidenced by artifacts from archeological sites and the presence of burial sites known as Effigy Mounds - many of which survive today such as found at Wyalusing State Park, a National Archeological site. European explorers and missionaries arrived in 1673. First claimed by the French, then British. The U.S. gained control of the "Northwest Territory" in 1794, but many British traders maintained their lucrative posts until after the War of 1812. Stop and ponder still more of those 30 some historical markers such as Fort Antoine, the Battle of Bad Axe, the War of 1812 and many others. Learn more at the Fur Trade Museum and Villa Louis in Prairie du Chien. Inform yourself about the Battle of Bad Axe and plight of the Native Americans, and the importance of logging, clam shelling and button production, commercial fishing and the fur trade at the Great River Road Interpretive Center - in Genoa

By the 1800's, steamboats brought European immigrants and settlers up the Mississippi. Place names along the GRR provide evidence about early residents. Italians founded Genoa; Swedes founded Stockholm. Welsh miners lived in British Hollow and the southern section near Cassville and Potosi.

French settled in Prairie du Chien, Wisconsin and German's in Fountain City. Still today music, food, folkways and old world traditions of these ancestors are celebrated at events and festivals that are of national and international significance. The music of the WI Great River Road is Country & Blues and the food/beverage of choice is cheese curds, bratwurst and beer.

There are numerous opportunities along the Wisconsin GRR to view 19th and 20th century architecture i.e. Greek revival homesteads, Italianate business blocks, Queen Anne mansions and more. Festivals celebrate the culture of Oktoberfest each Fall in La Crosse, Irish fest showcases the music and dance of Irish tradition. Swiss Fest in Alma each summer is a time to see local folk in the style of their ancestors and take you back in time. The Carriage Classic horse and buggy exposition each September at the Villa Louis Mansion and grounds at Prairie du Chien celebrates the lifestyle of the Dousman family and heritage of the time in the 1800's.

Recreational opportunities are plentiful whether it be biking the Great River Road, fishing, boating, bird watching, hiking or enjoying the over 50 local parks, beaches, recreation areas and the 12 State and 4 National recreation features of the Wisconsin GRR. The Wisconsin GRR offers the visitor the opportunity to learn of and visit one of America's unique Lock and Dam systems that supports the commercial waterway transportation system for barge traffic and boaters alike. In any season, whether the new green of spring, the white mantle of winter, the summer sunlight or the amber hues of autumn, the Wisconsin Great River Road is a delight and truly a destination unto itself.

### Section 3

**Byway Length:** 3-1: Enter the total byway length (in miles) from end to end (including road gaps that aren't included in the nomination but must be traveled).  
250 Miles

**Route Description:** 3-2: Please provide a complete, sequential route description that documents all road segments including any gaps and/or intrusions. Include all of the road segments which, when linked together, match the legal description used by your State/Indian tribe/Federal land management agency to officially designate the road. Please work with your State/Indian tribe/Federal land management agency Scenic Byway Coordinator to develop this section so that you accurately reflect State/Indian tribe/Federal land management agency records for the designated route. Please also specify road names and route numbers for all road segments. (Limit 750 words.)  
Commencing at the Wisconsin-Illinois border and proceeding northerly on STH 35 to its junction with STH 133; then proceeding westerly on STH 133 to its junction with CTH "VV" near Cassville; then proceeding northerly on CTH "VV" to its junction with CTH "A"; then proceeding westerly on CTH "A" to its junction with CTH "X" in Bagley; then proceeding northerly on CTH "X" to its junction with CTH "C"; then proceeding easterly on CTH "C" to its junction with STH 35, with all of the preceding highways in Grant County; then proceeding northerly on STH 35 to its junction with USH 14/61 in La Crosse County; then proceeding northerly on USH 14/61 to its junction with USH 53; then proceeding northerly on USH 53 to its junction with STH 35; then proceeding northerly on STH 35 to its junction with Business 35/CTH "HD" near Holmen; then proceeding northerly on Business 35/CTH "HD" to its junction with STH 35; then proceeding northerly on STH 35 to its junction with USH 10 in Pierce County; and then proceeding westerly on USH 10 to the Wisconsin-Minnesota border.

**Route Address:** 3-3: To assist review of your nomination, please provide the addresses/intersections and the GPS coordinates for the beginning and end points of the byway. You will provide the GPS coordinates for other key points/features in Section 5: Traveler Experience.

**Beginning** addresses/intersections and the GPS coordinates of the byway.  
Latitude: 42.508056  
Longitude: -90.609734

**Ending** addresses/intersections and the GPS coordinates of the byway.  
Latitude: 44.749592  
Longitude: -92.803002

If available, please submit a GIS shapefile of the route.

Uploaded GIS file: 3-3GreatRiverRoad.zip

Before uploading, rename the file to begin with 3-3. For example, rename your file RiverBend.png to 3-3RiverBend.png."

**Federal Lands:** 3-4: Check the boxes for agencies whose lands occur along the byway or select Not Applicable.

Not Applicable

**Route Map:** 3-5: Please provide the following information on a single PDF map which will be used as a central reference point with the other materials you include in your nomination application. The scale and size of the map will be relative to the location and length of your nominated byway. In some cases, this may require two or more pages. The map and supporting legend should clearly show:

- Location of the byway within the State, Indian lands, or Federal lands
- The location of the byway in relation to other State, Indian tribe, and Federal land management agency byways; and America's Byways in your region
- Each end point of the byway
- Location of gaps and/or intrusions
- The location of each community along the route
- Boundaries and/or management areas of major entities (e.g., parks, forests, reserves)
- Locations of critical directional signage, if any
- Locations of existing interpretive panels/information
- Locations of public visitor centers and/or other visitor amenities (e.g., public restroom facilities)
- Locations of the features detailed in the Visitor/Traveler Experience section of this nomination form (Section 5).

Uploaded Map: 3-5\_WiGreatRiverRoad\_Map.pdf

Before uploading, rename the file to begin with 3-5. For example, rename your file RiverBend.png to 3-5RiverBend.png.

**Continuity of the Route:** 3-6: The continuity of your byway route is an essential requirement for designation as it directly impacts the travel experience and can reflect community support. If you have included a list of gaps and/or intrusions in your official route description, please use this section to provide explanations for any gaps and/or intrusions in your route that interrupt the continuity of the traveler experience (e.g., local zoning decisions, lack of community support, etc.) (Limit 250 words.)  
This is a continuous, paved, two lane State Highway and route from the northernmost point at the WI/Minnesota border

**Nomination by Indian Tribes:**

3-7: If this nomination is being submitted for consideration by an Indian tribe, please answer the following questions:

1. Title 23, United States Code (USC), Section 162(a)(3)(B) allows nomination by Indian tribes only if a Federal land management agency (other than the Bureau of Indian Affairs), a State, or a political subdivision of a State does not have jurisdiction over the road or responsibility for managing the road. Briefly discuss who has jurisdiction over the road and who manages the road. (Limit 200 words.)
2. Section 162(a)(3)(C) requires that Indian tribes maintain the safety and quality of roads nominated. Discuss how the tribe will maintain the safety and quality of the road. (Limit 200 words.)

**Section 4**

**Vehicle Accommodation:**

4-1: Confirm that two-wheel-drive passenger vehicles are accommodated along the entire route, and describe how this is facilitated if segments of the road are not paved. (Limit 150 words.)

The entire byway is paved and carries two full travel lanes of traffic. Although most of the byway has pavement width of 24 feet or more, there are some sections that are narrower. The narrowest has 20-feet of pavement but is less than one mile in length. Many small bridges span the many creeks and streams that feed into the Mississippi River. Most of these structures have a clear roadway width of 36-feet or more, but there are several that have a clear roadway width between 24 and 28-feet. Even these short, narrow sections allow for two full travel lanes without restrictions. As such, the WIGRR allows a range of vehicle sizes, including two-wheel-drive passenger vehicles.

4-2: Describe the accommodation of bicycle and pedestrian travel, including crossings, along the byway. If non-applicable, indicate N/A. (Limit 150 words.)

The byway is substantially rural in nature. To accommodate bicycles and pedestrians in these rural areas, shoulders (paved and unpaved) are provided where feasible. Due to the steep bluffs, railroad lines and river valleys that create narrow corridors in some areas, the shoulders are nearly non-existent, but most range between five and ten feet wide.

The Mississippi River Trail (MRT) is a designated bicycle route that mostly follows the byway. The MRT creates a consistent connection between these rural areas and the urban areas that are scattered along the byway.

In the urban, sub-urban and urban transitional areas there are segments of separated multi-use paths, designated bicycle lanes, sidewalks and adjacent/parallel low volume streets that provide bicycle and pedestrian accommodations.

There are crossings provided in all urban areas. Some crossings are normal marked crosswalks, but many others are enhanced by high visibility pavement marking, signing, lighting and signals.

4-3: For the All-American Roads designation, discuss the accommodation of conventional tour buses along the route. (Limit 150 words.)

The Wisconsin Great River Road is much more than a paved, two-lane roadway that a conventional tour bus can drive.

Many, frequently spaced locations provide tour bus occupants opportunities to experience the historical, cultural and scenic views of the Mississippi River Valley. These sizeable roadside facilities include dozens of scenic overlooks, historical markers and interpretive centers with accompanying parking lots or pull-outs that can easily accommodate multiple buses at most sites. Between these roadside facilities and the regularly located cities, villages and towns, you are never much more than a half hour from the next potential stop.

Two commercial tour bus companies, Circle Wisconsin and Leisure Group Travel, currently highlight the Wisconsin Great River Road on their "Mississippi River Valley and Beyond" and "Wisconsin's Great River Road" tours.

**Travel Restrictions**

4-4: Describe any restrictions to the types of vehicles that are allowed along the route. If non-applicable, indicate N/A. (Limit 150 words.)

There are no weight, width or vehicle type restrictions on any segment of the byway, but for about two weeks of the year. During that two week span, generally in March, the harsh winters retreat and with that the frost comes out of the roadways. A portion of the Great River Road is on the Grant County Highway system and to protect this infrastructure Grant County post their highways at 25-tons during this time. This weight posting would only impact commercial trucking and shipping movements for these 29-miles of the 250-mile byway and not the general byway traveler.

4-5: Describe any seasonal closures or other restrictions along the route. If non-applicable, indicate N/A. (Limit 150 words.)

The Wisconsin Great River Road is accessible year around. There are seasonal closures of some facilities along the byway. These seasonal closures include some of the scenic overlooks, pull-outs, parking lots, and restroom facilities. These closures are generally between October and March.

**Seasons:**

4-6: Describe the best time during the year to drive the byway and experience the Intrinsic Qualities identified in this application (Limit 150 words.)

Winter, Spring, Summer, Fall - find a time to visit them all. Fall is a rich and wonderful time for folk festivals that celebrate the culture of German Heritage – Oktoberfest La Crosse and Potosi Brewfest. Swiss Fest in Alma is a treat and Carriage Classic in Prairie du Chien celebrates the French and English Culture of the 1800's. September - enjoy the lush Fall Colors and take in the Fall Bird Migration. The Upper Mississippi River Flyway is alive and congested with birds flocking, ready to depart south. Revel in spring & summertime with wines and cheese. Spend moments on a dock or sit at an open air patio along the riverfront of historic Prescott and confluence of the St. Croix & Mississippi Rivers. Summer brings the wood-fired pizza ranch to life in Trempealeau. Get a dinner box and sit in La Crosse- Riverside Park for Moon Tunes with friends. Drive the Great River Road for Laura Ingalls Wilder, remembered in Pepin with Laura Days. Everyone is welcome – like family - everywhere on the GRR.

4-7: Describe any travel concentrations or high seasons when byway visitors might be more likely to encounter crowds or extra traffic (Limit 150 words.)

The GRR is a pleasure to drive at all seasons. January/February travel requires you to be alert to changing road conditions from snow. Winter is a treat to see the best views of the region without foliage on the trees and shrubs. "High Season" is Summer/Fall yet there are never "traffic jams" no matter what time of year you visit. Summer and Fall are favorite travel times but with no big city style congestion. Spring brings an explosion of scents and views that herald the awakening for forests, roadside bluffs and vistas. The Spring Bird Migration is underway with birds coming to this National Mississippi River Flyway - their "interstate highway" reaching summer habitat and raising their young. Eagles are active

and in abundance. Locals and visitors spend summertime enjoying the internationally known Mississippi River fishing, boating, camping and enjoying the islands and beaches, hiking, biking and taking in the festivals and events. . Fall Color bursts on the majestic bluffs bordering the River. This is hunting season and festival time for many communities. This is Harvest for farmlands and orchards. All seasons welcome travelers with the warm hospitality that gives comfort and makes memories.

**Safety:**

4-8: Describe the key factors of your roadway that contribute to its safety for travelers (e.g. rumble strips, low speeds, lighting, guard rails, high friction surface treatments). (Limit 150 words.)  
 Most of the Great River Road is bordered by the Mississippi River on one side and the Mississippi River bluffs on the other. This requires the extensive use of guardrail and concrete barrier wall along most of the corridor. Five-foot paved shoulders have been standard for years. Since 2014, shoulder rumbles and centerline rumbles have been installed with every resurface project.

**Section 5**

**Getting to the Byway:**

5-1: Using the table below, provide distance and driving time to the byway from at least two nearby large cities, gateway communities, airports, major roadways, or other locations that would be pertinent to the traveler (limit 5).

Location	Distance (miles)	Avg Driving Time (hours)
Minneapolis, MN	26 miles (to Prescott, WI)	0:28 (28 minutes)
Madison, WI	137 miles (to La Crosse, WI)	2:07 (2 hours, 7 minutes)
Rochester, MN	75 miles (to La Crosse, WI)	1:09 (1 hour, 9 minutes)
Chicago, IL	161 miles (to Kieler, WI)	2:45 (2 hours, 45 minutes)
Dubuque, IA	11 miles (to Kieler, WI)	0:14 (14 minutes)

**Traveler Services:**

5-2: Provide a short description of services and hours of operation at each public visitor/welcome center. (Limit 150 words.)  
 There are two official Travel Wisconsin Welcome Centers including the Center on Interstate I-90/94 at the La Crosse/Minnesota border open year-round, 24/7, and staffed daily 8 am – 4:30 pm. The Travel Wisconsin Prairie du Chien/Iowa Welcome Center is open daily April 15 – Dec. 1 from 9 am – 4:30 pm and closes Dec. – April 14 annually. In addition, the Prescott Freedom Park Learning Center and Visitor Center is open year around from 9 am – 4:30 pm. The Kieler Welcome Center/Rest Area at the Wisconsin/Illinois/Iowa border is open year-round, 24/7, with full restroom facilities, hiking/walking trails and print information however it is not staffed. Most communities operate information services offices and staffed with volunteers with regular hours from Spring through October with varying hours of operation during winter months.

5-3: Describe any universal access accommodations to assist travelers of varying abilities. (Limit 150 words.)  
 Roadway improvement projects strictly enforce American with Disabilities Act (ADA) standards and Public Right of Way Accessibility Guidelines (addition/upgrade of curb ramps for running slope, cross-slope, level landings, detectable warning fields). Some crosswalks include Rapid Rectangular Flashing Beacons and audible signals. Food/ fuel/lodging/roadside facilities provide handicapped parking, wheel chair access, elevators (including tactile and audio prompts), automated doors and other elements.  
 Facility renovation/new construction is regulated by ADA state/local building codes.  
 The WiGRR offers many ways to experience the WiGRR and the Mississippi River, with varying heights of displays, observation stations, and interactive opportunities, along with tactile, written and audio options. Many tours are guided and accommodate international language needs.  
 The 10-State Great River Road CMP includes as a Strategy: "Incorporate ADA-compliant accessibility in scoping, design, construction and maintenance of transportation infrastructure." CMP strategies also encourage the MRPC to improve promotion of the GRR and its intrinsic resources with ADA-compliant accessibility in the website/app/print materials.

5-4: Describe any gaps on the byway of 50 miles or more where no traveler services (food, fuel or restrooms) are available. (Limit 150 words.)  
 There are no gaps in the route for the entire 250 miles of State Hwy 35 – Wisconsin Great River Road National Scenic Byway. In fact, all traveler services are available at least every 30 miles, but most are available at a frequency less than 15 miles apart.

5-5: Does your byway include alternative fuel corridors, as defined under [FHWA's Alternative Fuels Corridor Program](#)?  
 no If yes, please list the corridor(s) and date(s) of designation, and discuss the fuel(s) accommodated.  
 (Limit 150 words.)  
 There are no official Alternative Fuel Corridors on the WI Great River Road however there are alternative fuel stations available on or within 50 miles of various communities on the GRR. The GRR Corridor Map shows those sites.

**Wayfinding:**

5-6: Describe how travelers will know they are on the byway and list tools such as maps, signs and brochures. (Limit 150 words.)  
 The universal logo for the GRR is the Pilot's Wheel emblem with the text "Wisconsin Great River Road" and as a National Scenic Byway, the emblem of America's Byways is also utilized wherever the Pilot's Wheel appears. The signage is located on wooden posts/poles at every intersection where a state highway or county road intersects with the GRR. A billboard sign is located westbound on Interstate I-90/94 that informs you are approaching the Wisconsin Great River Road. Logo signage of the Pilot Wheel and America's Byways alert you as you approach WIS 35 with directional arrows to direct you to the correct exit, depending on your route. Reassurance signage of the Pilot Wheel and sign appear on the GRR once you have turned onto the route. All maps of the GRR, website information and other materials use the Pilot Wheel logo and America's Byways logo to educate the traveler.

5-7: Please describe directional signage that currently exists that would help travelers access and navigate the byway as well as find their way back to major routes. If non-applicable, indicate N/A (Limit 150 words.)  
 Directional signage using the Pilot Wheel Logo and Wisconsin Great River Road text plus America's Byways logo signage is located at every intersection of the WI GRR and state and county highways. There are approach signs and turn arrows. Once on the GRR, there are reassurance signs with the Pilot Wheel and signs with America's Byways logo.

**Evidence of Intrinsic Qualities:**

5-8: Identify up to 8 features (i.e., points of interest, sites or events) in sequential order along your byway that support the Intrinsic Qualities you have identified for nomination. Please keep in mind that the quality of your points of interest, sites or events and their connection to the byway's Intrinsic Quality(s) are more important than citing a large quantity of sites that aren't connected. If using events to support your byway's Intrinsic Quality(s), they must be particularly related to the byway travel experience or connect the byway traveler to the Intrinsic Quality(s) for which the byway is being nominated. For each feature, please include the following (Limit 500 words per feature):

- Name of the feature
- A description of what is found at the feature, and how the feature supports the Intrinsic Quality(s)
- Dates and/or times on which the feature is available for traveler visits
- Driving distance to the feature, and existing signage if the feature is not immediately adjacent to the road. Please ensure the feature is included in the Route Description and on the Route Map in Section 3: Route Information.
- If hiking, cycling, or walking is involved, the distance and degree of difficulty
- A photo highlighting how the feature supports the Intrinsic Quality. **Before uploading photos, rename the file to begin with the Feature Number. For example, for Feature 1, rename your file RiverBend.png to Feature1RiverBend.png.** For guidelines on submitting images and composing alternative text descriptions, please see our [Image Style Guide](#).

**Feature 1**

Feature name:

F1 Upper Mississippi River National Wildlife Refuge

GPS coordinates:

43.927216 -91.282986

Describe the feature:

The 240,000 acres and over 261 Mississippi River miles comprise the Upper Mississippi River National Wildlife Refuge - home to 33 Wisconsin communities, diverse populations of people with wildlife and heritage sites. Headquartered at N5727 County Z, Onalaska, WI 54650 -Brice Prairie Learning Center, the Refuge spans four states: Wisconsin, Minnesota, Iowa and Illinois. The confluence of the St. Croix River and Mississippi River marks the start of the Refuge for Wisconsin. Established in 1924 as a refuge for fish, wildlife and plants and a breeding ground for migratory birds, this is the land of our forefathers and explorers as well as our Native American tribes. It is a place where the culture embraces the adventurer, explorer, nature lover, and people of all kinds. It encompasses one of the largest blocks of floodplain habitat in the lower 48 states. Bordered by steep wooded bluffs that rise 100 to 600 feet above the river valley, the Mississippi River corridor and Refuge offer unmatched scenic beauty and productive fish and wildlife habitat in the heart of America.

The Refuge is open year-round with easy hiking trails at Brice Prairie Visitor Center and the GRR Interpretive Center-Genoa. The Refuge created an intensive visitor survey that showed 475,000 visitors a year enjoy the La Crosse District of the Refuge alone. The entire refuge sees over 1.6 million visitors annually (La Crosse District, Upper Mississippi River National Wildlife and Fish Refuge-NWR visitor survey 2012). State Parks within the Refuge such as Perrot, Merrick, and Wyalusing have hiking/biking trails and degree of difficulty is marked by signage. Driving distance will vary based on destination selected. The best time to visit depends on the activities of choice however Spring to late Fall are ideal.

The history and culture at the Refuge is deep and rich. The influence of French explorers such as Nicholas Perrot, a trader and diplomat among the Native Americans is evident. Perrot established Ft. St. Antoine near Maiden Rock and moved to what is now Perrot State Park. Marquette and Joliet established Wisconsin's second oldest settlement as a fur trading center in the 1670's where Hercules Dousman built the Villa Louis Victorian Mansion now owned and operated by the Wisconsin State Historical Society. La Crosse became prominent for steamboats and a major port for transportation, logging, fur trading, fishing and clamming for buttons - fashion of the times.

Today, seven Great River Road Interpretive centers inform the public about the life in past times at GRR Visitor & Learning Center - Prescott, Riverside Museum - La Crosse, GRR Interpretive Center - Genoa, Villa Louis and Ft. Crawford - Prairie du Chien, Stonefield Historic Site - Cassville and Potosi Brewery and Museum - Potosi.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2020 End date: 12/31/2020

Describe the driving distance and signage related to the feature.

There is 250 miles of WI Great River Road from Prescott to Kieler that takes you directly through the Upper Mississippi River Wildlife Refuge. Each attraction is signed and marked with directions from the Great River Road.

If hiking, walking, or cycling are involved, describe the difficulty.

The degree of difficulty will depend on where the traveler stops to view or experience the Refuge and engage in a specific activity. Generally, the access is easy walking, hiking, boating. Some hills can be a 7% grade for bicycling and the maps note that.

File Name	Image owner	Alternative text	Image name	Photo release
F1a Lax District Visitor Center Entrance Sign.jpg	US Fish Wildlife Service	Welcome to the Upper Mississippi River Wildlife Refuge and the 240,000 acres of river and bluff lands to explore. The adventures are endless and places to explore are abundant in all seasons of the year. This is The Driftless.	Upper Mississippi River Wildlife Refuge	Yes
F1b Upper Miss. Visitor Center.jpg	US Fish Wildlife Service	Brice Prairie Visitor Center is the Upper Mississippi River Wildlife Center Headquarters. It is the place to see exhibits of wildlife, trek over trails located on this restored prairie and along the shores of Lake Onalaska.	Brice Prairie FWL Visitor Center	Yes
F1c Upper Miss. Refuge Pool 8 USFWS.jpg	US Fish Wildlife Service	Get out and cruise on the churning Mississippi River, especially in the Fall Season, to enjoy fishing and seeing the soaring bluffs as these boaters are doing. Take in the birds using the Mississippi River Flyway as their highway south and to warm winter habitats.	Upper Mississippi River Wildlife Refuge	Yes

**Feature 2**

Feature name:

F2 Great River Road Visitor and Learning Center - Prescott

GPS coordinates:

44.751847 -92.78912

Describe the feature:

This jewel of Prescott is a hub for culture, learning and exploring in addition to providing the welcome travelers receive when they walk through the door. It is open year-round with activities to delight in any season. Enjoy the butterfly garden at GRR Visitor and Learning Center. Walk the easy trails on this bluff overlooking the Mississippi River Valley and St. Croix or snowshoe in winter. This is where you engage with the Art Bench Project in Spring, Summer, Fall - a trail through 12 communities that is an adventure in outdoor art and a connection with nature. Each bench is created by youth and citizens. Take in the St. Croix Valley. Attend art exhibits and meet the artists to understand the way nature and outdoor life stimulates the senses and inspires creativity. Tour the art galleries of Prescott. Take in the music and picnic times of summer on the lawn at Freedom Park. Listen to the Classics and favorites like John Denver's "Country Roads". Cycles of all kinds ride the "road less traveled" – the GRR. This is where no one is a stranger and friends are everywhere.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2020 End date: 12/31/2020

Describe the driving distance and signage related to the feature.  
Located at 200 Monroe Street, Prescott, WI 54021. One block from WI Hwy 35 GRR

If hiking, walking, or cycling are involved, describe the difficulty.  
All areas are level, easy walking and handicap accessible.

File Name	Image owner	Alternative text	Image name	Photo release
F2a Freedom Park 7.jpg	GRR Visitor & Learning Center	Visitors enjoy standing on the patio to see the vista at the Freedom Park Visitor and Learning Center	Freedom Park-Gateway to GRR	Yes
F2bFreedompark (1).jpg	GRR Visitor & Learning Center	The GRR Interpretive Center signage tells you about the Visitor Center as you look ahead to the picnic area and building entrance	Visitor Center Interpretive Sign and Entrance	Yes
F2c FreedomPark 10.jpg	GRR Visitor & Learning Center	Butterflies flit over the coneflowers of the gardens at the entrance to the GRR Visitor and Learning Center - Freedom Park	Butterfly Garden and Entrance	Yes

### Feature 3

Feature name:  
F3 Stockholm Art Festival, Flyway Film Festival & Community

GPS coordinates:  
44.486933 -92.262195

Describe the feature:  
The Flyway Film Festival (held at Maiden Rock, Stockholm, Alma & Pepin) and events like it attract people from Minneapolis/St. Paul to view productions created by film artists from all over the world. Wide Spot Performing Arts Center is home to live performances that entertain and enlighten.  
The Stockholm Art Fair takes place the third weekend of each July, is in its 47th year and locates at Stockholm Village Park on the shores of Lake Pepin, hosting over 6000 visitors each year. The Fresh Art Tour happens each Spring and Fall with an organized trail of Artist Studios featured for visitors to discover, tour, shop and enjoy.  
The Merchant community is vibrant and strong with Stockholm Pie & General Store a hub for the best pie ever. Swedish recipes are a foundation and fresh ingredients sparkle with each authentic food you sample. Shops like Hugga Bugga and Cultural Cloth stimulate and please the shopper with items locally made. Enjoy the tastes of local wines such as found at Maiden Rock Winery & Cidery or Villa Bellezza. This is a community "Artfully Authentic" – A small town with a big heart. This is the most charming village of 66 people you will find anywhere! Founded in 1851 by Swedish adventurer Erik Peterson when he climbed the bluff behind Stockholm and saw Lake Pepin before him, he declared this was an ideal place for a settlement. Two years later, he and his brother Jacob brought over a party of immigrants. In 1856, Stockholm was born. The village grew to a bustling 280 with 2 hardware stores, 3 general stores, and 2 blacksmith shops. The railroad came. The rural population dwindled during WW I and people headed for the big cities. After WWII, the population loss worsened. Starting in the 1970's, artists and urban outsiders started to trickle in. A new breed of entrepreneurs arrived, each attuned to the potential of this unique merchant community responsive to the melding of Swedish heritage, natural beauty, culture and the hum of artistic activity.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2020 End date: 12/20/2020

Describe the driving distance and signage related to the feature.  
Located directly on the Great River Road which is the Main Street of this community.

If hiking, walking, or cycling are involved, describe the difficulty.  
N/A All on the level and accessible.

File Name	Image owner	Alternative text	Image name	Photo release
F3a Stockholm Pie & General Store.jpg	Alan Nugent	Stockholm Pie and General Store is a must stop in a historic building with huge windows and home made Swedish pies, great coffee, gifts and surprises. You feel like family.	Stockholm Pie & General Store	Yes
F3b Flyway Film Festival .jpg	Andrew Nussbaum	The Flyway Film Festival theater made of red brick and white clapboard construction with a gabled entrance is the cornerstone of this event that that attracts people from Minneapolis/St. Paul and the region. Film artists from all over the world compete for awards and honors while their work is showcased to a broad audience.	Flyway Film Festival	Yes
F3c Abode Art Gallery - Stockholm tw.jpg	Andrew Nussbaum	Abode Art Gallery on Stockholm's Main Street is located in a warm historic building with big windows, much sunlight and wonderful, stimulating art. It is a step back in time to enter this shop and enjoy the collections of work from local artists.	Abode Art Gallery	Yes

### Feature 4

Feature name:  
F4 Historic Downtown Alma, Swiss Fest – Buena Vista Bluff

GPS coordinates:  
44.343698 -91.928196

Describe the feature:

Swiss Heritage Days/Swiss Fest is a July tradition bringing over 5000 visitors annually to enjoy the customs of the Swiss Culture. Visitors and locals alike enjoy Swiss Alphorn music, art, food, events, and shop owners and community people dressed in Swiss attire, setting the stage for fun. Wings Over Alma is the Welcome/Visitor Center where Mississippi River Flyway with events like "Bird is the Word" are celebrated each May and mini-train trips are offered to Tiffany Bottoms State Natural Area. Attend "Fire in the Shrine", a June a Renaissance Festival event and reenactment of Medieval times. Art Exhibits happen all year and live performances at Big River Theater are enjoyed. Flyway Film Festival in September involves Alma, Stockholm, Pepin and Maiden Rock. Take in sidewalk sales. Have coffee and pastry from the bakery. Sample Seven Hawks Wines or stay at one of their cottages, lodges or suites located on the bluffs of the Chippewa River twelve miles to the north. In 1848 Victor Probst and John Waecker arrived to cut firewood as fuel for the steamboats that passed their way. These first Swiss immigrant settlers in Alma, were soon followed by German, Norwegian and other Europeans. Alma was renamed in the mid-1850 for a Russian river, and is built on an Indian trail along the river that is 2 blocks wide, 7 miles long and squeezed between the Mississippi River and the bluffs.

In 1982, 346 acres and over 200 buildings were included in the designation of the City of Alma as a National Historic District (#82000631) when placed on the National Register of Historic Places (NRHP). Originally known as Twelve Mile Bluff, Alma was initially named by riverboat pilots for a prominent rock formation located on the bluff. This is now Buena Vista Bluff Overlook & Park with an iconic panoramic view – a must stop. It was visible from the mouth of the Chippewa River twelve miles to the north. In 1848 Victor Probst and John Waecker arrived to cut firewood as fuel for the steamboats that passed their way. These first Swiss immigrant settlers in Alma, were soon followed by German, Norwegian and other Europeans. Alma was renamed in the mid-1850 for a Russian river, and is built on an Indian trail along the river that is 2 blocks wide, 7 miles long and squeezed between the Mississippi River and the bluffs.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2020 End date: 12/13/2020

Describe the driving distance and signage related to the feature.

N/A Located directly on the WI GRR which is the Main Street of the community. Signage provides directions and is easy to see.

If hiking, walking, or cycling are involved, describe the difficulty.

Easy walking. Cycling and bicycle routes vary and can be steep when off the GRR.

File Name	Image owner	Alternative text	Image name	Photo release
F4a Buena Vista Overlook-River, Alma.JPG	Sherry Quamme	Buena Vista Overlook in Alma is a city park with a stunning overlook of the Mississippi River, hiking, and a picnic area. Largest natural balcony overlooking the Mississippi River. Visitors can enjoy watching barges traveling up the river and locking through Lock & Dam #4, along with views of the sand islands and backwater areas	Buena Vista Overlook and Park	Yes
F4b-Alma- Swiss Days .png	Travel Wisconsin	The Swiss Alphorn is music to the ears played by these two ladies costumed in traditional Swiss garments from the historic downtown.	Swiss Alphorns-music to the ears	Yes
F4c Historic Downtown Alma 2.JPG	Sherry Quamme	Sitting on a bench outside of great shops and eating ice cream locally made is a great way to enjoy the sunshine and reset your energy meter. Art & Soul and the local ice cream shop of Alma are part of the historic district for all to enjoy.	Alma Historic District Shops	Yes

#### Feature 5

Feature name:

F5 Perrot State Park/Trempealeau Mt., Lock & Dam # 6 - Trempealeau

GPS coordinates:  
44.007640 -91.438443

Describe the feature:

Access to Perrot State Park, Trempealeau Mountain and the Great River Bike and Pedestrian Trail is yours in Trempealeau. Trempealeau Mountain is an island bluff where the Mississippi River narrows. There are easy canoeing and kayaking trails. Camp/hike/bike Perrot State Park and sense the Native American spirits from past Tribal Councils and sacred gatherings. Some earthwork mounds made by ancient Native American cultures can be found in the park. Interpretive signage introduces you to the culture and history, explaining what you are seeing and experiencing. Watch the barges and Big Ships "lock through" at Lock & Dam #6. Fish from shore or from the Fishing Barge. Have a Walnut burger at historic Trempealeau Hotel. Take in Reggae Fest on Main Street – Downtown in June. Elmaro Winery is like being in Tuscany. Wines of the season paired with Wisconsin cheese, Ecker's Orchard apples, great music and sunny days will warm your heart. Catfish Days over July 4 weekend is family and couples time. French fur traders were the first Europeans to enter this land, traveling by river. At the mouth of the Trempealeau River & confluence of the Mississippi, they found the bluff surrounded by water and called it La Montagne qui trempe a l'eau ("mountain steeped in water"). Trempealeau Mountain as a village became Trempealeau in 1854. Norwegians came here for cheap land and a better life. Part of the heritage is the 1953 historical marker commemorating the first 5 miles of the Great River Road project. This is also known as the Driftless Region. The Historic downtown is rich in the local customs and remember, this is "River Rat" country.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2020 End date: 12/13/2020

Describe the driving distance and signage related to the feature.

Directly on Wisconsin GRR. Signage shows short route to Perrot State Park and Lock & Dam #6 which is visible from GRR.

If hiking, walking, or cycling are involved, describe the difficulty.

Trails vary in level of difficulty for hiking, biking, walking. Signage informs about level of challenge.

File Name	Image owner	Alternative text	Image name	Photo release
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File Name	Image owner	Alternative text	Image name	Photo release
F5a Landscape Bluffs and Lake at Perrot State Park 2 (1) tw.jpg	Andrew Nussbaum	Perrot State Park is a place for the visitor to hike, bike, kayak and explore this vast area and connect with nature in new ways. Travel to Trempealeau Mountain and walk the trails of the forefathers and Native Americans just as they did when visiting this sacred place.	Perrot State Park	Yes
F5b Mississippi River Lock & Dam #6 Downtown Trempealeau tw.jpg	Andrew Nussbaum	Lock and Dam #6 is operated by the US Army Corps of Engineers and is located on the Mississippi River and GRR in Trempealeau. It is a great place to fish plus you can tour the facility to see how it works in controlling the water level of the Mighty Mississippi River. It is vital to barge traffic and commerce on this national waterway.	Lock & Dam Number 6	Yes
F5c Downtown Trempealeau 2 tw.jpg	Andrew Nussbaum	Downtown Trempealeau is the gateway to Perrot State Park, Lock & Dam Number 6, fishing access to the Mississippi River. It is the heart of the music scene of the region and where you find walnutburgers at the Trempealeau Hotel.	Downtown Trempealeau	Yes

## Feature 6

Feature name:

F6 Grandad Bluff, Riverfest, Oktoberfest, Paddleboats & Historic La Crosse

GPS coordinates:

43.8009435 -91.251945

Describe the feature:

La Crosse – the largest city on the Great River Road, home to Grandad Bluff Park, offers iconic panoramic views of the Mississippi River Valley. See the bluffs of Wisconsin, Minnesota and Iowa from this vantage point. Look to the shoreline and view a paddleboat docked by Riverside Park and barges bringing grain and commodities to St. Paul or downstream to ports at St. Louis and New Orleans. See the pleasure boats navigating the river and docked on nearby islands. Eagles soar. This is “The Driftless”. Outdoor recreation is abundant with bike and hiking trails, hunting and fishing and canoe and kayak trails.

Downtown La Crosse is on the National Register of Historic Places (#94001064). Summer brings Riverfest at Riverside Park on July 4 weekend, so get ready for awesome entertainment, food and beverages! Deep fried cheese curds are a must. Freedom Fest, Midwest Banjo Fest, Irish Fest and Winter Rec Fest show La Crosse as a happening place. Oktoberfest is a tradition of Fall with over 150,000 revelers, tripling the city’s population. The German Polka lives, steins are raised, and the Golden Keg is tapped every Oktoberfest for the multi-day celebration, drawing international guests and attention. This 4-day event turns 47 years old in 2020. The region will be rocking starting with the Maple Leaf parade, ceremonies at the Oktoberfest Grounds, crowning of the Fest Master and Mrs. Oktoberfest, Lederhosen Games, and bratwurst that never runs out.

This is a college town with University of Wisconsin-La Crosse, Viterbo University and Western Technical College. Education, research and strong support services for students is a foundation. The arts are celebrated with performing arts theaters at both Viterbo and UW-La Crosse. Sports are big and Veterans Memorial Stadium on the UW-La Crosse Campus is home to the Eagles football team plus serves as a venue for many other events. Take in The Loggers Minor League Baseball team at Copeland Park. La Crosse is also a Medical Center Community with the Mayo Clinic Health System and Gunderson Healthcare both located here as major health services providers.

La Crosse is brimming with fine dining, boutique hotels such as The Charmant or The Chateau, B & B’s, craft breweries – like Pearl Street Brewery, distilleries, culture and arts. La Crosse has over 30 active arts organizations. The La Crosse Center is a major theater, convention, arena and event center under expansion. The Pump House Regional Arts Center hosts visual arts exhibits throughout the year plus its own series of jazz, folk and blues performers. The La Crosse Symphony is the city’s regional orchestra and the La Crosse Community Theater has won both regional and national acclaim. Another art venue is The Weber Center for the Performing Arts, located on the GRR, bringing live performances to the region. Moon Tunes in Riverside Park on the outdoor stage is for enjoying summertime concerts and picnics for free featuring local musicians and great vibes. Tour the historic Victorian mansions of Cass Street and the downtown shopping district within walking distance of Riverside Park. Steamboats dock here in summer bringing guests who disembark and enjoy shopping and dining at this ideal port and neighborhood. This is the Coulee Region (a French term) – so named because of rugged high ridges and narrow valleys.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2020 End date: 12/31/2020

Describe the driving distance and signage related to the feature.

Signage from WI GRR to Grandad Bluff provides direction from the GRR to the Overlook above La Crosse which is a 3 mile drive. Riverfest and Oktoberfest are held in the Historic Downtown on the waterfront and 3 blocks from the WI GRR with directional signage to mark the route.

If hiking, walking, or cycling are involved, describe the difficulty.

Hiking trails at Grandad Bluff are marked and steep as are other hiking trails. Biking, walking routes are clearly marked and easy to navigate with signage for direction.

File Name	Image owner	Alternative text	Image name	Photo release
F6a Grandad Bluff Park - La Crosse.jpg	Travel Wisconsin	Grandad Bluff Park and overlook is a unique bluff and point to view the massive Mississippi River Valley in all directions. Gaze out in all directions to see Iowa, Minnesota and Wisconsin. Hike, bike or drive to this amazing destination where the views reward you at every season.	Grandad Bluff	Yes
F6b La Crosse - Oktoberfest.jpg	Travel Wisconsin	People of all ages celebrate Oktoberfest in La Crosse with dancing in the streets wearing their German lederhosen and frocks to show their German Heritage. The Polka is the dance enjoyed by most and cheers roar when the Golden keg of beer is tapped.	Oktoberfest - La Crosse	Yes

File Name	Image owner	Alternative text	Image name	Photo release
F6c Riverfest in La Crosse tw.jpg	Andrew Nussbaum	Paddle boats have returned to the docks of La Crosse and Riverside Park. Riverfest is a celebration that brings visitors to the historic downtown and port for the music, arts and culture.	Riverfest & Historic Downtown	Yes

### Feature 7

Feature name:

F7 US National Fish Hatchery and Great River Road Interpretive Center – Genoa

GPS coordinates:

43.526018 -91.219224

Describe the feature:

Located at S5631 State Hwy 35 (GRR), Genoa, 54632, the National Fish Hatchery and Great River Road Interpretive Center focuses on the recovery of endangered aquatic species, education and providing fish for area waters. The hatchery is open for tours during business hours 8 am – 3:30 pm and the Interpretive Center is open from 9 am – 4 pm daily. A boardwalk path takes visitors on a self-guided tour through a marsh with native plants, dragonflies, frogs and wildlife, easily seen.

The site is home to 20 ponds of varying size, specialized buildings for rearing fish and the GRR Interpretive Center, which is the core of the education mission. Tour the fish rearing buildings to see sturgeon eggs and hatched fingerlings as they grow to various sizes, getting ready for release into the rivers of the USA and Canada. Tag baby sturgeon so they can be tracked after release to follow them in their development and help with ongoing research. Propagation of the clam population is a specialty of the Genoa Fish Hatchery. Clam cages are built, baby clams are located with host fish and then moved to clam cages that get placed by divers in specific locations of the Mississippi, St. Croix and other specific rivers as a way to reintroduce and build the clam population. These are worker clams which filter the waters of every river in which they reside.

The GRR Interpretive Center opened to the public on June 1, 2018. It was built as a collaborative effort with the National Scenic Byways Program and the US Fish and Wildlife Service with the mission to educate and inform GRR travelers on the unique geography, natural history and local history of the region, while instilling a conservation message to the public. It has a “living roof” with native plantings to help insulate the structure. There are 3 levels in the building and a small theater. A bluff wall exhibit with bird mountings such as the American Bald Eagle and Peregrine Falcon show the natural habitat and local landscape. An interactive exhibit with changing content allows the user to search for information about the Great River Road, history and early culture of the region. Exhibits go beyond the story of the Hatchery, featuring significant histories of the area, including the pearl button industry and the Battle of Bad Axe - the final battle of the Black Hawk War. In April 2020 a new exhibit opened in the Center, documenting the history of the construction of Lock & Dam #8 – Genoa, a Works Progress Administration Program (WPA of the Depression Era).

What is the best time to visit, please provide the start and end dates.

Start date: 4/1/2020 End date: 12/13/2020

Describe the driving distance and signage related to the feature.

Directly located on Wisconsin Great River Road

If hiking, walking, or cycling are involved, describe the difficulty.

Easy walking, hiking on the property.

File Name	Image owner	Alternative text	Image name	Photo release
F7a Genoa GRR Interpretive Center.jpg	Jerry Weigel	The Genoa Fish Hatchery Great River Road Interpretive Center sits beautifully on the GRR and showcases exhibits both inside and outside to inform about the wildlife, landscape, Mississippi River, fishing resource and history of the region.	Genoa Great River Road Interpretive Center	Yes
F7b Genoa GRR Interpretive Center - Exhibits 2.JPG	Sherry Quamme	The Welcome Exhibit at the GRR Interpretive Center shows a full map of the WI GRR, Pilot Wheel emblem and information that explains what the GRR is and why it is important to our nation shown here with Congressman Ron Kind who helped open the Center.	Genoa Great River Road Interpretive Center	Yes
F7c Genoa GRR Interpretive Center - Explore.jpg	Sherry Quamme	Outside exhibits at the Genoa GRR Interpretive Center and Genoa Fish Hatchery offer grandparents and grandchildren alike opportunities to use the boardwalk out into the marsh, hear frogs, see waterbugs and other wildlife for real, just as this grandpa and twin granddaughters are doing.	Genoa Great River Road Interpretive Center	Yes

### Feature 8

Feature name:

F8 Lock & Dam #8 – Genoa Lock & Dam System

GPS coordinates:

43.570600 -91.229519

Describe the feature:

The Upper Mississippi River is controlled by a series of lock and dams that manage water levels for navigation of the river. The Upper Mississippi River of Wisconsin freezes over by mid -December and thaws in mid -March, allowing towboat/barge traffic to operate once again. There are 8 Lock & Dam structures from the Minneapolis/St. Paul border to WI/Illinois border, all controlled and managed by the US Army Corps of Engineers. These dams pool the water behind them, making the river deep enough for large towboats (connected to the barges, pushing them up/down the river) to navigate. Towboats need a consistent nine-foot deep channel of water in order to navigate up and down the river. The locks thus form a “stairway for boats”, raising or lowering them from one pool to the next as they go up or down the river. A towboat can push a maximum of 15 barges on the Upper Mississippi River. That is the equivalent of a convoy of 870 semi-trucks or a train pulling 225 jumbo hopper-cars, a highly fuel efficient and environmentally friendly transport mode. The commercial towboats that navigate our nation’s waterways transport bulk goods such as grain, coal, oil, chemicals, salt, cement, scrap metals and building materials.

Lock & Dam #8 located at 4405 Hwy 35 Genoa, WI 54632 is of special interest to national and international visitors wishing to get up close to a Lock & Dam that is heavily utilized, providing a robust visitor experience. There is a fenced and secure viewing area parallel to the chute where barge traffic and pleasure boats headed either north or south on the

Mississippi must travel to "lock through". There are five public transfer facilities, picnic tables and benches. It is thrilling to talk with the crew members as they walk by and chat with guests on the balcony of excursion boats like the Mississippi Queen Paddle Boat moving through.

The U.S. Army Corps of Engineers (USACE) originally completed the facility in April 1937. This was a Depression Era project of the Works Progress Administration (WPA), initiated by the Roosevelt Administration. A navigation channel of 9-foot depth is maintained, allowing barges to transport their goods on the River. A lock accommodates barges with lengths of up to 500 feet, and typically moves over 16 million tons of cargo down the River annually. Today excursion paddle boats like The Delta Queen and Celebration Belle bring tourists to experience life on the river as in Mark Twain times. They lock through each of the locks to reach destinations like Prairie du Chien, La Crosse and Minneapolis/St. Paul, MN and south as far as the Port of New Orleans.

A popular recreational use of the waterway is fishing. People enjoy fishing from shore or boating over to the Clements Fishing Barge which is anchored to the side of an island south of Lock & Dam #8. Just raise a flag on the shore of Lock Dam #8 and a boat comes over to you, transporting you across the water to the barge.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2020 End date: 12/1/2020

Describe the driving distance and signage related to the feature.  
Directly located on Wisconsin's Great River Road

If hiking, walking, or cycling are involved, describe the difficulty.  
All level and accessible.

File Name	Image owner	Alternative text	Image name	Photo release
F8a Lock #8 Genoa.JPG	Sherry Quamme	Lock & Dam #8 is seen along the GRR at Genoa. The Lock spans the Mississippi River to control the water depth and flow between Pools 8 & 9, making it possible for large tow boats with 15 barges to transport cargo.	Lock & Dam #8	Yes
F8b Barge-Lock _8.JPG	Sherry Quamme	A towboat with 15 barges waits south of Lock #8 along the shore of the Mississippi River to enter the chute and lock through on the journey north to the Port of Minneapolis/St. Paul.	Lock & Dam #8	Yes
F8c Clements Fishing Barge-Lock _8.jpg	Sherry Quamme	The privately owned and operated Clements Fishing Barge is located adjacent to Lock & Dam #8 and on the opposite side from the GRR. It is a popular place for people of all ages who love to fish and where one is likely to take home walleye, sunfish, sturgeon, catfish and many more species with a catch big enough to brag about.	Clements Fishing Barge	Yes

#### Feature 9

Feature name:  
F9 Prairie du Chien, Historic community

GPS coordinates:  
43.044116 -91.140534

Describe the feature:

The Prairie du Chien Travel Wisconsin Welcome Center is the gateway to the community at 211 S. Main Street, open daily 9 a.m. – 5 pm from May 1 – Oct. 31 yearly and closed on weekends Nov. 1 – April 30. It is a hub for information about attractions, dining, lodging, riverboat cruises, events, festivals, State Parks, wineries, casinos and historic tours. Prairie du Chien is surrounded by rich farmland, numerous family farms and towering Mississippi River bluffs. The agricultural industry plays a key role in the thriving economy of this southwest region of Wisconsin. Organic Farming is strong. Outdoor recreation is a way of life.

Today, Prairie du Chien is a thriving community that loves their own Oktoberfest, St. Patrick's Day, July 4 Fireworks, Blues Fest, Summer Concert Series in Lawler Park and Pete's Hamburger Stand (open June to September on Blackhawk Ave). A new Performing Arts Theater has recently opened at the Prairie du Chien High School. Art galleries and restaurants featuring locally sourced food and beverages dot the downtown. The business community is vibrant with bakeries, coffee shops, the iconic Valley Fish Market and Cabela's/Bass Pro Shop to name a few. This is a place to remember just minutes from Wyalusing State Park, a National Archeological site.

Life on the River means good times biking or walking the routes that take you through St. Feriole Island and neighborhoods founded by the forefathers. The Sculpture Park in St. Feriole Island is located along the shore of the Mississippi River with life-sized bronze sculptures created by artist Florence Bird. Today, there are five sculptures: Chief Black Hawk, Dr. William Beaumont and son, Israel, a Victorian Lady, a voyager and Emma Big Bear (Native American and former resident – well known as a basket weaver). The park is open all year, free of charge.

Prairie du Chien has many properties on the National Register of Historic places. St. Feriole Island is home to the Historic Dousman House Hotel, restored and in use as an event venue, the Villa Louis, home of the Hercules Dousman family, built in the 1840's, The Brisbois Store and Fur Museum, Brisbois House – today operated as part of the Villa Louis, several other historic properties, and Lawler Park. A complete list of Prairie du Chien Historic Places is available on the <https://www.prairieduchien.org/history/> website.

The story of Prairie du Chien, second oldest city/settlement in Wisconsin, reaches back to 1673 when Marquette and Jolliet came down the Wisconsin River and were the first Europeans entering the Upper Mississippi River. The name Prairie du Chien came from the French for Prairie of the Dog, an early Fox Native American Chief who lived on the prairie. French Canadians, engaged in the fur trade, settled on the island by the river. Each spring, fur traders and Native Americans met on the prairie to exchange furs for guns and other goods. Prairie du Chien was neutral territory: conflicting tribes had to set down their arms before attending the rendezvous. Gradually, the British took over much of the fur trade centered in Prairie du Chien. In the early 1800's, the Americans asserted their presence with the building of Fort Shelby. During the War of 1812, the British and Americans skirmished for control of the fort and the prairie. In July of 1814, the only battle of the war fought in Wisconsin, happened here and is known as The Battle of Prairie du Chien. The Fort was burned.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2020 End date: 12/31/2020

Describe the driving distance and signage related to the feature.  
Directly located on Wisconsin's Great River Road. Signage provides direction to the Historic Downtown and venues.

If hiking, walking, or cycling are involved, describe the difficulty.  
All hiking walking and biking is on the level and easy to navigate.

File Name	Image owner	Alternative text	Image name	Photo release
F9a Prairie du Chien Welcome Center.JPG	Sherry Quamme	The Travel Wisconsin Welcome Center - Prairie du Chien is located on the GRR just at the Wisconsin border of the Mississippi River and is a crossroads for East & West bound travelers. The landscaping is worth the visit alone with flowering plants from Spring to Fall and the butterfly garden is a real treat.	Prairie du Chien Welcome & Visitor Center	Yes
F9bPrairie du Chien Pete&#39;s.jpg	Prairie du Chien Chamber of Commerce	Prairie du Chien is known for its history and one of those gems is Pete's Hamburger Stand. It operates on Blackhawk Ave. in the heart of the Mainstreet District from May to Oct. When it is open, the lines are long, folks never cranky and food is fabulous	Pete's Hamburger Stand	Yes
F9c Historic Downtown Prairie du Chien.jiff	Prairie du Chien Chamber of Commerce	The downtown of Prairie du Chien has a wonderful feel with bench seating on every block, historic buildings that have been preserved and street lighting designed true to the early period of the community. It is a warm, friendly and fun place.	Downtown Prairie du Chien	Yes

#### Feature 10

Feature name:

F10 Villa Louis Historical Site, Museum and GRR Interpretive Center

GPS coordinates:

43.058769 -91.158254

Describe the feature:

The Villa Louis is an Interpretive Center of the GRR located at 900 W Bolvin Street. It is open as a museum every day from May to October and is reserved for special tours in the other months. The site retains its original furnishings and since 1995 it has been extensively restored to its 1890's elegance as a National Historic Landmark on the National Register of Historic Places (#66000123).

The Villa Louis was a Victorian estate that was home to three generations of Dousman's. The estate was developed in the 1840's by fur trader and entrepreneur Hercules Dousman. Dousman acquired a large fortune through his many enterprises including land speculation and being a lumberman. The prominent mound was first built by Indians and later modified by several military installations. The estate offered both an elegant and a flood-proof setting. The present mansion was built in 1870 by Dousman's son, H. Louis Dousman. Its vibrant hues and rich textures reflected the family's rise to wealth and leisure living. Throughout its evolution, the property was always considered an elegant and stylish Victorian Country home and much attention was paid to the mansion, the summer kitchen, external office and library and other buildings. Madam Jane Dousman died in 1882. After living in St. Louis for more than a decade, son Louis and his wife Nina Sturgis Dousman came back in the mid 1880's. Louis established the Artesian Stock Farm to breed and race trotting horses. Nina directed a major remodeling of the residence. Louis died in 1886 after a brief illness. The estate was dubbed Villa Louis as a memorial to the young Dousman. The family closed the estate in 1913. 20 years later they returned to establish the home as one of the first historic house museums in the Midwest. The property became Wisconsin's first State Historic Site in 1952.

Today, tours hosted by guides in period attire, take visitors through every room of the exquisite mansion and other estate buildings. Visitors come from all over the USA and many foreign countries to experience this magnificent landmark. Cooking classes are scheduled for "Breakfast in a Victorian Kitchen" using the wood stove and food from the garden and meat from the local market for a family style meal. Kids in the Kitchen introduces youth to ways of life in Victorian times. "Behind the Scenes" tours are scheduled in September along with the Annual Carriage Classic. Come see the Midwest's most elegant and lavishly-appointed equine sport driving event. Some of the region's finest horses and over 100 new and restored carriages compete in a variety of arena and cross-country events. There is the annual War of 1912 Re-enactment in July. Hear the cannons roar. See the historic encampment on the War of 1812 battlefield now on the lawn of the Villa Louis estate. Watch the British assault the US Fort Shelby in a battle scene on Saturday and Sunday of the scheduled weekend. Tour the camps and learn about military life in 1814. Clearly, the Villa Louis has a profound impact on the culture and appreciation of history in today's world.

What is the best time to visit, please provide the start and end dates.

Start date: 5/1/2020 End date: 12/12/2020

Describe the driving distance and signage related to the feature.

Depart WI GRR Hwy 35 to 900 W. Bolvin Street, 6 blocks west and arrive at Villa Louis. Signage gives clear directions.

If hiking, walking, or cycling are involved, describe the difficulty.

Easy walking on the Villa Louis Grounds. There are 2 sets of stairs in the Mansion.

File Name	Image owner	Alternative text	Image name	Photo release
F10a Villa Louis Exterior 01 tw.jpg	Andrew Nussbaum	The Hercules Dousman Mansion, known as the Villa Louis has expansive grounds and opulent furnishings inside that take visitors back to the mid 19th Century when the Dousman family made this their home.	Villa Louis	Yes
F10b Villa Louis Carriage Classic, Prairie du Chien 3 Lori Schoenhard.tif	Lori Schoengard	Each September the Carriage Classic is held on the grounds of the Villa Louis mansion. It brings the regions finest horses and carriages to this competition that celebrates the culture and lifestyle of the 19th century Victorian lifestyle.	Carriage Classic	Yes
F10c Villa Louis - cooking in the kitchen.JPG	Sherry Quamme	The Villa Louis Historic Site is a place of living history conducting a class each May titled "Cooking Breakfast - Like the Servants did for the Dousmans". A "cooking class" of 12 uses the wood stove, cast iron skillet and food from the garden and chicken coop to do the preparations	Breakfast at the Villa Louis	Yes

#### Feature 11

Feature name:

F11 Fort Crawford Military/Medical Museum and GRR Interpretive Center

GPS coordinates:  
43.057726 -91.159691

**Describe the feature:**

Fort Crawford Museum is a one of a kind medical and military hospital and museum located at 717 South Beaumont Road and is open May 1 – Oct. 9 am – 4 pm. It is open by special arrangements at other times of the year. It is owned and operated by the dedicated non-profit Prairie du Chien Historical Society. Ft. Crawford is on the National Registry of Historic Places (#66000121). The remains of historic Ft. Crawford Cemetery are nearby. There are special events and celebrations each season that add to the many fascinating ways to learn about Ft. Crawford.

In June of 1816, American troops arrived at Prairie du Chien to begin building Fort Crawford. They built the Main Village exactly where Fort Shelby stood during the war of 1812. Troops prepared oak timbers to build Fort Crawford, which formed the square enclosure with 340 feet on each side. The Northwest and Southeast corners included tall blockhouses to defend against attacks, while barracks and palisades completed the square. After the Fort was complete, troops spent their time enforcing fur trade regulations and trying to keep the peace between incoming settlers and the American Indians who had long made their homes here. The Treaty of Prairie du Chien of 1825 was negotiated outside the Fort to fix boundaries between Indian Nations of the region. Thousands of people attended from the Dakota, Ho-Chunk, Sac, Meskwaki, Ojibwa, Ottawa, Pottawatomie, Menominee, and Iowa Nations, making this one of the largest treaty councils ever held in the United States. Treaties were signed again in 1829 and 1830 – but were never lasting.

During the winters of 1829 and 1830, Army surgeon Dr. William Beaumont conducted experiments that are still the basis for understanding the digestive process today - at the Ft. Crawford Military Hospital at the site. A series of bad floods rendered the Fort uninhabitable and a second Fort Crawford was built of stone on high ground where Wyalusing Academy stands – now an apartment complex. In 1832, Sauk warrior Chief Black Hawk surrendered to Colonel Zachary Taylor at the Fort ending the four month Black Hawk War. The Fort was abandoned and troops were removed in 1856, but the Fort was used again during the Civil War for recruiting and as an overflow hospital. Some immigrant families lived there until they could find or build other housing as they moved west.

Because of Dr. Beaumont and his influence, the Wisconsin State Medical Society established the Museum for exhibiting his research, early equipment and records. The Museum transferred to the ownership of the Prairie du Chien Historical Society and now has both medical and general history exhibits of Prairie du Chien and the region for visitors to see. Over 10,000 guests including school children tour each year.

What is the best time to visit, please provide the start and end dates.

Start date: 5/1/2020 End date: 10/31/2020

**Describe the driving distance and signage related to the feature.**

Located 1 block off WI GRR Highway 35 at 717 South Beaumont Road. Signage provides direction and Ft. Crawford can be seen from the GRR.

**If hiking, walking, or cycling are involved, describe the difficulty.**

Easy walking and fully accessible.

File Name	Image owner	Alternative text	Image name	Photo release
F11a Fort Crawford Museum Exterior with Actors tw.jpg	Travel Wisconsin	Fort Crawford is both a Medical Museum and Military Museum. Two tour guides in period dress prepare for a group arriving to see the exhibits and hear the stories.	Fort Crawford Museum	Yes
F11b Ft. Crawford Museum.JPG	Sherry Quamme	The Fort Crawford Museum is located on the GRR and the signage welcomes visitors as a GRR Interpretive Center	Fort Crawford Museum	Yes
F11c-Ft. Crawford Museum Tour.JPG	Sherry Quamme	The Ft. Crawford Medical Museum was the hospital where soldiers were treated for Civil War injuries by Dr. William Beaumont, a ground-breaking researcher of digestive health whose instruments and reports are on exhibit in the museum. A school group is about to tour with the guide.	Ft. Crawford Hospital/Museum	Yes

**Feature 12**

Feature name:

F12 Wyalusing State Park, National Archeological site

GPS coordinates:  
42.978636 -91.117706

**Describe the feature:**

Located on the GRR at 13081 State Park Lane, Bagley, WI 53801, Wyalusing State Park stands out with its elevation of 500 ft. above the confluence of the Wisconsin and Mississippi Rivers, offering a panoramic view of the Mississippi and Wisconsin River Valleys. There is nothing like this place. It is open year-round from 6 am – 11 pm. There is an Interpretive Center and four historical markers within the park. Wyalusing spans 2628 acres and includes Native American burial mounds, hardwood forests, pine plantations, bluffs, springs, waterfalls, wetlands and backwaters. The park is home to deer, beaver, fox and many other animals. More than 90 bird species live here during the summer and 100 more can be observed during Spring and Fall migration, including wild turkeys, bald eagles, turkey vultures, hawks, owls, waterfowl, woodpeckers and a colorful variety of songbirds. Wyalusing is a prime spot for bird watching. The Bluff Top Concession Stand is open daily from Memorial Day weekend through Labor Day Weekend. It is open on weekends only in mid-May, September and October.

Wyalusing is one of Wisconsin's oldest parks, located on the bluff of the Mississippi River where the view is breathtaking. Wyalusing means "home of the warrior" in the Lenape language spoken by Munsee-Delaware tribes who settled in the area in the 19th century after being displaced from farther east. 500-foot-high bluffs dotted with prehistoric Native American mounds look out over the river valleys. This is Point Lookout and is a destination for young and old. Walk the paved path to this point. It is an easy walk and accommodates people with wheelchairs and other devices.

Two park resources have been recognized nationally: Wyalusing Hardwood Forest is a National Natural Landmark and the Wyalusing State Park Mounds Archaeological District is on the National Register of Historic Places (#99001175). The park is in the Driftless Area of Wisconsin, a portion of territory that remained ice free during the last ice age while land to the east and west was crushed by glaciers. The high Bluffs along the Mississippi River and the deep canyon of the Wisconsin River are evidence of glacial meltwaters reshaping this region.

Wyalusing has 23.7 miles of trails including 22.2 miles of hiking trails, 7.7 miles of mountain bike trails, 6.9 miles of cross-country ski trails, 2.4 miles of interpretive nature trails and 0.8 miles of trail accessible to people with disabilities. Two campgrounds accommodate 109 regular campsites and there is also a modern lodge/dormitory complex with a capacity of 108 people and a group tent campground that accommodates 130 people. There are shower facilities for all campers at Homestead Campground complex and firewood can be purchased at the park concession stand. Enjoy boating and beaches in good weather seasons. Canoes can be rented at the concession stand. Rental boats are available at

businesses in nearby Bagley and Prairie du Chien. Fishing is excellent and an accessible fishing pier is located at the boat landing to accommodate people of all abilities. There are also many winter activities on the event calendar.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2020 End date: 12/31/2020

Describe the driving distance and signage related to the feature.

From WI GRR go 5 miles west on County C, following road signage to 13081 State Park Lane, Bagley, WI 53801. Road signage provides directions.

If hiking, walking, or cycling are involved, describe the difficulty.

Hiking, walking and cycling difficulty will vary with the terrain of the trails. Boating is easy to moderate difficulty from the launch on the Mississippi River.

File Name	Image owner	Alternative text	Image name	Photo release
F12a Overlook on Wyalusing GARY KNOWLES.tif	Gary Knowles	Wyalusing State Park is not only expansive by size but also by its views. A group looks out to the southwest at the confluence of the Wisconsin and Mississippi Rivers to take in this breathtaking view at over 500 feet above the rivers below.	Wyalusing State Park Point Look Out	Yes
F12b Hikers check out Wyalusing 2 an.JPG	Andrew Nussbaum	Hikers at Wyalusing State Park come from other countries as well as the USA and appreciate the spiritual nature of this National Archaeological treasure and read the interpretive displays to understand what they will see and where to hike.	Wyalusing State Park	Yes
F12c Wyalusing State Park scenic overlook 01 tw.jpg	Travel Wisconsin	Wyalusing State Park offers several overlooks for those who explore the trails as this couple is doing. Hikers can appreciate the vast area of the park and the beauty of the expansive views in front of them.	Wyalusing State Park Overlook	Yes

### Feature 13

Feature name:

F13 Stonefield/Governor Nelson Dewey Interpretive Center

GPS coordinates:

42.730944 -91.07618

Describe the feature:

Stonefield Historic Site, located at 12195 County Road VV, Cassville 53806 is open May – October to visitors and from November to May 1 for special tours and events. It is an Interpretive Center of the GRR and the only one emphasizing the importance of agriculture in the early 1900's. Stonefield was also known as the Nelson Dewey Plantation, the 2000 acre estate of Wisconsin's first governor, Nelson Dewey. Much of the estate has been separated into the Governor Nelson Dewey State Park and the Stonefield Historic Site. It is on the National Register of Historic Places (#70000034). This historic site takes advantage of the large property by offering several different areas for visitors including an early Wisconsin farmhouse, a re-created agricultural village built to resemble those common around 1900, and a reconstruction of Nelson Dewey's home. Stonefield is also home to the Wisconsin State Agricultural Museum which features a large collection of antique farm equipment not seen anywhere else. The site attracts over 10,000 visitors annually from the Midwest and beyond. It has a robust calendar of events including Agriculture Appreciation Day each June, Autumn Harvest Fest and Safe and Spooky Halloween.

Nelson Dewey first moved to Cassville from New York State in 1836. He became involved in Wisconsin's territorial politics and after Wisconsin became a state in 1848, he was elected as its first governor. He served two terms and afterwards he returned to Cassville. Hoping to spur development in the village, he invested in land and businesses in the area. He went to work building an agricultural estate which he called "Stonefield". Dewey constructed a three-story brick house in the Gothic Revival style. The home was completed in 1868, but he was unable to enjoy the estate for long. In 1873 a fire destroyed the house and shortly afterward the Panic of 1878 caused Dewey to lose nearly all of his property. He was forced to leave the estate and return to the village of Cassville where he lived in poverty until his death in 1889. In 1879, General Walter Cass Newberry purchased a 40-acre plot of land on the former estate, including the site of Governor Dewey's former home. Newberry rebuilt the house following the original floor plan. General Newberry sold the home in 1896 and it was eventually purchased by the State of Wisconsin for the Nelson Dewey State Park.

In 1953, the reconstructed Dewey household was set aside from the state park as a museum by the Wisconsin Historical Society. In 1969, the State Agricultural Museum was added and today it showcases the story of agriculture in Wisconsin featuring major equipment manufacturers such as Case Corporation and Allis-Chalmers. There are many rare and valuable pieces of antique farm equipment to be seen. Also shown is the formation of the farming culture of the 1800's and early 1900's and evolution to what it is today.

What is the best time to visit, please provide the start and end dates.

Start date: 5/1/2020 End date: 10/31/2020

Describe the driving distance and signage related to the feature.

Stonefield Historic Site is 1 mile from the GRR on County Road VV. Signage gives clear directions.

If hiking, walking, or cycling are involved, describe the difficulty.

Hiking, walking or cycling difficulty will vary with the terrain of the trails. it is easy to moderate levels of difficulty.

File Name	Image owner	Alternative text	Image name	Photo release
F13a Stonefield Entrance .JPG	Andrew Nussbaum	Stonefield Historic Site welcomes the visitor by immediately utilizing a hay rake from the early to mid 1900's as a signpost. You know you have arrived by seeing this unique Welcome to Stonefield.	Stonefield Historic Site - Entrance	Yes
F13b Stonefield Exhibit.jpg	Andrew Nussbaum	The grounds and buildings of Stonefield Agricultural Historical site show the way farm families lived and conducted their business in the late 1800's and early 1900's to the advent of tractors and modernization. This site has a home, machine sheds, repair shop, barn and barn equipment and many exhibits to experience.	Stonefield Historic Site	Yes

File Name	Image owner	Alternative text	Image name	Photo release
F13c Nelson Dewey.JPG	Andrew Nussbaum	Nelson Dewey State Park is directly across the road from Stonefield Historic Site and is open to camping, hiking, exploring and enjoying nature. The vistas are exceptional and it is also on the Mississippi River Flyway for bird migration both in the Spring and Fall.	Nelson Dewey State Park	Yes

#### Feature 14

Feature name:

F14 Cassville/Cassville Ferry

GPS coordinates:

42.713887, -90.992420

Describe the feature:

There is only ONE car ferry on the Wisconsin Great River Road and that is the Cassville Car Ferry located at Cassville's Riverside Park on the banks of the Mississippi River. Fees are modest and the Ferry transports you across the mighty Mississippi River to the river banks of Iowa on the other side. The Cassville Ferry is directly on the GRR and not to be missed. In Iowa, you do have to travel a short distance on a patch of gravel road to get to the Iowa GRR highway, however the adventure is well worth it. Local people use it as a short cut to travel for work and pleasure while tourists find it to be a novel travel experience, carrying a maximum of 9 cars at a time. If the Ferry isn't at the dock when you arrive, you just flip a switch to notify the Ferryboat captain he needs to return as soon as possible to get you and soon your ride arrives. The Village of Cassville's Harbor Commission operates the Ferry and Alliant Energy is a Corporate Sponsor. The Ferry doesn't travel straight across the Mississippi River, rather it continues along the river for mile or so, providing great views as it cruises along. The small fare is a bargain and the Ferry serves not only cars/trucks but motorcycles and bicycles as well.

The Cassville Ferry has a long and proud history and an interpretive sign is posted at the Riverside Park Dock. Cassville's first Ferry was a 40-foot rowboat and crossed the Mississippi River on 1833. In 1836 the Ferry carried 23-year-old New Yorker Nelson Dewey across the river. Dewey was lured to Cassville by its promise as a potential capitol of the Wisconsin Territory. Twelve years later, in 1848, the Territory became the new state of Wisconsin and Dewey became its first governor. By 1858, ex-governor Dewey moved back to Cassville and purchased the new Ferry, which was powered by two horses walking on tread mills.

In the 1890's, the horse-powered Ferry carried sweet corn, peas and cabbage from Iowa's fertile farmlands to the Klindt Geiger Canning Company in Cassville. The Ferry was modernized with a gasoline engine in 1913. In 1918 the original wooden Ferry was replaced by a 25 ton steel-hulled vessel that carried six automobiles. The Ferry that operates today replaced the 1918 Ferry, making travel convenient and comfortable as you go from shore to shore. Ferry service was suspended from 1940 – 1988 when a restored Ferry boat was launched to provide the current day experience in water transportation. This charming community also offers fun shopping and places to grab an ice cream cone, burger and brew. Take in the eagles, water birds and other wildlife you will see from the river's edge or dip your toe in the water and have a great day.

What is the best time to visit, please provide the start and end dates.

Start date: 4/15/2020 End date: 12/1/2020

Describe the driving distance and signage related to the feature.

Located directly on the WI GRR

If hiking, walking, or cycling are involved, describe the difficulty.

N/A Launch is at Cassville City Park and easy walking

File Name	Image owner	Alternative text	Image name	Photo release
F14a Caassville Car Ferry.JPG	Andrew Nussbaum	The Cassville Car Ferry launches from Cassville's Riverside Park and travels from the Wisconsin shore to the Iowa shore with the distinction of being the only car ferry on the WI GRR. It is well maintained and bicycles, pedestrians and motorcycles utilize this convenient Ferry as well.	Cassville Car Ferry	Yes
F14b Cassville Park & Car Ferry.JPG	Andrew Nussbaum	Riverside Park is a gathering place for the community and rest stop for visitors in addition to being the home of the very popular Cassville Car Ferry - the only Ferry on Wisconsin's GRR.	Cassville's Riverside Park & Car Ferry	Yes
F14-C Cassville Community Pool - Community Matters (2).png	Village of Cassville	AS a vibrant small river town, Cassville also showcases a lively downtown and a great swimming & waterpark play area for the community. These 3 boys are ready to chill and have a great time on a warm summer day.	Cassville Pool	Yes

#### Feature 15

Feature name:

F15 Potosi Brewery/National Brewery Museum

GPS coordinates:

42.676630, -90.725610

Describe the feature:

Potosi Brewery was founded in 1852 and later became the 5th largest brewery in Wisconsin, distributing from coast to coast. The Brewery survived Prohibition but closed in 1972. With the ravages of time, this was a building in shambles. Community leaders had a vision in 2001. They formed the Potosi Foundation, formed a non-profit 501 (c) (3) and became the sole owner of the Potosi Brewing Company. The building was renovated to re-establish the Brewing Company and in 2008 reopened to become the National Brewery Museum/GRR Interpretive Center following a \$7.5 million restoration. This village of 400 people had life again and new businesses, art galleries, and a Holiday Gardens Event Center were opened and the community continues to grow. New events have been launched and the Welsh heritage from the mining traditions of the past is stronger than ever.

The culture of the early 1900's, including Prohibition, is exhibited in the Museum which was the first Potosi Brewery. Original delivery trucks, clothing of the era, brewing equipment and signage, bottles and promotional items are in the museum, from all over the USA and carefully chosen to showcase and connect the historic stories of the Mississippi River

for the visitor. Here the stories of the Mississippi River come alive and guests can learn more about river history as well as find brochures and other travel information about places and events in the Tri-State area. For more information, visit <https://www.potosibrewery.com/museums/>

There are two main brewfests every year. The Potosi Brewfest is on the 4th Saturday of August and is held at the Holiday Gardens Event Center in Potosi, WI. The annual Dubuque on Ice Brewfest is hosted on the 3rd Saturday every February. The Potosi Tour De Pints ride is a weekend bike ride through the beautiful Driftless region.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2020 End date: 12/31/2020

Describe the driving distance and signage related to the feature.  
Located directly on the WI GRR

If hiking, walking, or cycling are involved, describe the difficulty.  
N/A. This is a museum and brewery, dining area and gift shop

File Name	Image owner	Alternative text	Image name	Photo release
F15a Potosi Brewery & Museum.jpg	Potosi Brewery Foundation	The Potosi Brewery and National Brewery Museum is located in the heart of the Village and the sense of history is evident as you drive up to the front door. You know you will be seeing exhibits from all over the USA that show the story of brewing beer through lots of interesting times.	Potosi Brewery and Museum	Yes
F15b Potosi-restaurant (.jpg)	Potosi Brewery Foundation	The Potosi Brewery Pub and Restaurant is famous for chef meals and classic Potosi brews. Seasonal brews and foods are on the menu as well. The dining room is antique bar decor with craftsmanship to amaze. It is worth a special trip and the food and drink is a true reward.	Potosi Brewery Restaurant	Yes
F15c Potosi Brewer-Tour.JPG	Sherry Quamme	Frank Fiorenza, the former Mayor of Potosi, provides tours of the Museum and Brewery as a volunteer. He handles the "sampling" for the brewery tours and can explain all of the recipes for making a great Potosi brew.	Potosi Brewery Tour	Yes

#### Feature 16

Feature name:

GPS coordinates:

Describe the feature:

What is the best time to visit, please provide the start and end dates.

Start date: 3/18/2020 End date: 3/18/2020

Describe the driving distance and signage related to the feature.

If hiking, walking, or cycling are involved, describe the difficulty.

#### Telling Your Story:

An important part of supporting the America's Byways brand is providing travelers with information about the Intrinsic Qualities that form the essence of your byway.

5-9: Describe the materials you use to tell your byway story and interpret its Intrinsic Qualities, (e.g., maps, brochures, DVDs, etc.) (Limit 150 words.)

Wisconsin's Great River Road story is told through the 10 State print map, online Plan Your Trip interactive map, Wisconsin website, Blogs, Facebook, and social media. Wisconsin has 6 specific Intrinsic Qualities cards available at each Interpretive Center, Welcome Center and on the website. WIGRR participates in ten-state contests and the annual Drive the Great River Road month each September. Hospitality training created by MRPC is distributed to each Interpretive Center to help staff utilize these resources and tell their byway stories. Narration of the intrinsic qualities is available on DVD's and the website so travelers learn as they enjoy the drive.

5-10: Provide the website(s) and/or social media sites where travelers and media can find information specific to your byway (other than byways.org). Separate URLs with a semi-colon.

<http://www.wigrr.com>; <http://www.experiencemississippiriver.com/japanese>; [www.travelwisconsin.com](http://www.travelwisconsin.com); [www.dnr.wi.gov/wrnmag](http://www.dnr.wi.gov/wrnmag); [www.mvn.usace.army.mil](http://www.mvn.usace.army.mil); <https://wisconsin.gov/scenicbyways>

## Section 6

#### Community Support:

Community support and the openness of the planning process are considered important components in both the designation and determination of the sustainability of a byway.

6-1: Provide a list of key participants/organizations in the planning and development of the Corridor Management Plan (CMP), and describe critical coordination efforts with these organizations. (Limit 150 words.)

To develop a more narrowly focused document with achievable outcomes for Wisconsin, the following stakeholders took part in creating the WIMRPC Strategic Management Plan. Mississippi River Parkway Commission, Wisconsin Mississippi River Parkway Commission, Mississippi River Regional Plan Commission, WI State Legislators including Senators Howard Marklein, Kathleen Vinehout and Jennifer Shilling, Assemblyman Lee Nerison and Loren Oldenburg, Assemblywoman Jill Bllings, US Sen. Tammy Baldwin, La Crosse Mayor Tim Kabat, WisDOT, WI DNR, WI Dept. of Tourism, Culture and Outdoor Recreation and citizens representing all sectors of the WI GRRNSB participated in a series of meetings, surveys and conferences from 2017 - 2019 to obtain input and ideas for strengthening the WI GRRNSB and fulfill its Mission. There was a focus on the Intrinsic Qualities, condition of the road and the traveler experience. Motorized

as well as bicycle and pedestrian use. Survey results were published with partner organizations so that the CMP update would function as a Strategic Plan Document and Guide and not just be an academic exercise.

6-2: Identify any significant objections to the CMP and describe actions taken to resolve them. (Limit 150 words.) There were no objections to the Corridor Management Plan. To the contrary, there was tremendous encouragement to develop this as a Strategic Action Plan and modernize from a traditional CMP.

6-3: Describe how you have addressed the control of outdoor advertising with your stakeholders. (Limit 150 words.) Outdoor advertising along state scenic byways is tightly controlled by WisDOT. There is a Wisconsin State law prohibiting the erection of offsite outdoor advertising signage on the Wisconsin Great River Road National Scenic Byway after 2005. This is reviewed on an ongoing basis by a WisDOT staffed position and violations are addressed quickly. Each community of the WI GRR has identified that they are a WI GRR community and therefore compliant with the Byway Signage regulations. Also per state law, each community's commitment is reviewed and updated every 10 years by the respective municipality.

6-4: Describe how this byway nomination was developed and who was involved, including critical coordination efforts with key industries and organizations along the corridor and any significant objections to the nomination of the road. (Limit 200 words.)

The WI GRRNSB is a 250 mile, well maintained roadway through 8 counties from Pierce to Grant counties and serves commercial traffic, visitors and local citizens alike. The Nomination for All American Road process began as part of the 2017-18 WI Great River Road Strategic Management Plan work done in partnership with the Wisconsin Scenic Byways Coordinator and WisDOT. Businesses such as Kwik Trip Corporation with convenience stores and fuel stations in all 8 counties were involved along with outdoor recreation companies, lodging businesses, eateries and County Boards gave input through meetings and surveys. WI Dept. of Tourism, Culture and Outdoor Recreation and WisDOT were key partners and advisers. Representatives from Tourism agencies like Explore La Crosse, Onalaska, Prairie du Chien Chamber of Commerce, County Board Tourism representatives and the Wisconsin Economic Development Corporation participated along with the Mississippi River Regional Plan Commission also through meetings and surveys. There was universal encouragement to pursue All American Road designation for the benefit of the WI GRRNSB, the business community, the tourism economy and citizens who depend on visitors returning frequently to this iconic place. Critical coordination with the National Mississippi River Parkway Commission, the National Scenic Byway Foundation, Scenic America and the Mississippi River Cities and Towns Initiative was essential and done through Board conference calls, National Conferences and collaboration with great support.

6-5: Document that you have received support from road management authorities responsible for each segment of the road and Federal land management agency(s) through whose lands the byway runs. (Limit 150 words.)

The Wisconsin Great River Road (WIGRR) is legally under the road management authority of the Wisconsin Department of Transportation (WisDOT). WisDOT's Secretary augmented that authority by designating the Wisconsin Great River Road as a State Scenic Byway in 1999. In a letter of support, the WisDOT Secretary recognizes the historic and cultural value as well as the scenic beauty of the WIGRR. The Secretary adds that WisDOT has had a long, productive relationship with the Mississippi River Parkway Commission (MRPC). WisDOT provides support in the form of monetary improvements to the byway (over \$60 million over the past five years with many more scheduled projects). WisDOT also supports the WIGRR in the form of resources and facilities. They dedicate two staff-persons as members on the Wisconsin Mississippi River Parkway Commission's Technical Committee to provide ongoing detailed guidance regarding byways and related elements, assistance in byway facilities review and audit, and have agreed to chair the National MRPC Transportation Committee. WisDOT also provides conference rooms, teleconference lines and other logistics for monthly meetings of the Wisconsin MRPC Board and its other committees.

The Upper Mississippi River National Wildlife and Fish Refuge (Refuge), located along the southern portion of the WIGRR, also supports the WIGRR, describing that without the WIGRR byway, many of their visitors would not be aware of their existence. The Refuge also commends the nearby Great River Road Visitor Center's-Genoa National Fish Hatchery location as it provides education to their visitors about the Mississippi River.

6-6: List actions the byway leader or organization will take to assure ongoing community involvement and citizen participation. (Limit 150 words.)

The Wisconsin MRPC, established through state statute, is required to be inclusive and transparent to the public and is subject to public record and meeting laws. Commission and committee members include political leaders and representatives of varying communities, agencies, and economic and personal interests.

To achieve proper oversight and management of the WIGRR, the WIMRPC maintains a corridor management plan. In 2017, the WIMRPC and WISDOT developed the Wisconsin Great River Road Strategic Management Plan (Plan). The primary goal was to create a more narrowly-focused document with realistic aspirations and achievable outcomes.

The Plan is a ten-year planning document. A short-term work plan is amended annually. A vital component to the Plan is public input. The WIMRPC provided opportunities for stakeholder/public input during the Plan development, including a survey of major stakeholders, a strategic planning retreat, and follow-up sessions. The Plan was completed in 2019 with goals developed based on this vital input.

Monthly meetings provide opportunities for participants to bring the local perspective and insights for ways to preserve, protect, enhance, market and promote the WiGRR per the Strategic Action Plan/CMP.

**Supporting Documentation:** You must include an electronic PDF copy of the Corridor Management Plan and a single PDF document combining any letters documenting support. Applicants are limited to providing these two forms of supporting documentation along with the Route Map (and optional GIS file) and the photos referenced within the body of the nomination application. Additional documentation/attachments will not be considered.

6-7: **Corridor Management Plan** – Your application must be supported by a Corridor Management Plan that addresses the required points of corridor management planning detailed in [the Interim Policy](#).

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6-7\_WiGreatRiverRoad\_CMP.pdf

Before uploading, rename the file to begin with 6-7. For example, rename your file RiverBend.pdf to 6-7RiverBend.pdf.

6-8: **Letters Documenting Support** – Reviewers find supporting letters that document local support useful as they corroborate statements you make in your application. The most effective documentation is personalized support statements that describe the writer's relationship to the byway and expected benefits from national designation. It is also useful to see indications of how the writer will continue their support in the future.

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6-8\_WiGreatRiverRoad\_LettersDocumentingSupport.pdf

Before uploading, rename the file to begin with 6-8. For example, rename your file RiverBend.pdf to 6-8RiverBend.pdf.

**CMP Information:**

6-9: Date CMP was adopted: 4/26/2019

6-11: Does your State/Indian tribe/Federal land management agency require that CMPs be regularly updated to reflect current policies?

Yes

If yes, how often? Every 10 years

If no, in a few concise bullet points, describe your byway priorities for the next five (5) years. (Limit 150 words.)

6-12: Your byway's CMP must address each of the following points. Using the table below, identify the principal pages in your document that discuss each point.

Item that the CMP Addresses	Discussed on Page Number(s)
1. A map identifying the corridor boundaries, location, intrinsic qualities, and land uses in the corridor.	35-50
2. An assessment of the intrinsic qualities and their "context" (the areas surrounding them).	10-23
3. A strategy for maintaining and enhancing each of those intrinsic qualities.	4, 11-14, 73-74
4. The agencies, groups, and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.	4, 18-23, 73, 75
5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.	12-15, 18-23
6. A plan for on-going public participation.	9-14
7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.	51-61, 69
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.	69-72
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.	67, 72-73
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.	71
11. A plan to make sure that the number and placement of highway signs will not get in the way of the scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently.	20, 66
12. Plans of how the byway will be marketed and publicized.	20, 74
13. Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.	67-69
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors.	14, 74
15. A narrative on how the All-American Road would be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.	14, 62, 74-75
16. A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway's designation as an All-American Road.	76-78
17. A plan for addressing multi-lingual information needs.	69, 74
18. A demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the corridor management plan.	70-75

**Byway Organization**

6-13: Describe the structure of any byway organization that currently exists. (Limit 100 words.)

The Wisconsin Mississippi River Parkway Commission is the managing organization for the Wisconsin Great River Road National Scenic Byway (WIGRRNSB), which is under Wisconsin's Scenic Byways Program. The Commission was established by WI State Statute 14.85 and is comprised of members from the WI Dept. of Tourism, WI Department of Natural Resources, WI Department of Transportation, WI Historical Society, WI Department of Agriculture and Consumer Protection, Wisconsin Economic Development Corporation, representatives from all WIGRRNSB counties, as well as two senators and two representatives to the Assembly.

The WisDOT Scenic Byways Program works closely with the Federal Highway Administration in managing byway issues and challenges. The Byways Coordinator and WisDOT Southwest Region Deputy Director meet at least bi-annually with the WIMRPC on issues of program development, intrinsic qualities, easement issues, traveler experiences and road conditions. Section 14.85 acknowledges that WIMRPC has responsibilities as a member of the 10-state Mississippi River Parkway Commission, on which the WIMRPC is the voting member, representing Wisconsin.

6-14: Describe plans to strengthen the organization over the next five years. (Limit 100 words.)

The Wisconsin Great River Road management is strong via the WI Mississippi River Parkway Commission, its partner organizations and community relationships including the ten state MRPC. The focus is on implementation of the CMP/Strategic Management Plan. WIGRRNSB Plans include strengthening community connections via Friends of the WI Great River Road, (501-c-3 organization partner with WIMRPC) by community meetings, implementation of interpretive signage at key locations and Adopt-A Highway clean-up work twice per year. Plans for "Telling the story of the WI Great River Road" Intrinsic Qualities and preservation of the intrinsic qualities in the Strategic Plan Annual Work Plan include promotion/marketing of the All-American Road to benefit economic development. Transportation officials, community

officials, citizens and businesses are partners and are included. Outreach to visitors, including international travelers, will provide input as to what they need as they experience the WI GRR All American Road. To best inform these efforts, the WI Department of Tourism continues to be a strong partner by continually supplying to the WIMRPC traveler trends, preferences and habits.

6-15: Provide a description of the stewardship actions and practices your byway organization intends to follow so that your Intrinsic Quality(s) remains evident or available to travelers along the byway. (Limit 100 words.) Wisconsin's Great River Road Intrinsic Qualities (IQ), as defined by the FHWA, are an integral part of the travel experience in the 8 counties and 250 miles of this NSB. To guide the traveler in exploring the IQs, the website is interactive in providing itineraries to show travelers destinations, experiences, intrinsic sites and interpretive centers plus narrates interpretation through blogs and photos. Each IQ has a specific interpretive component, visually displayed and updated showing the value of the sites and encourages exploration by travelers (available on mobile devices, tablets and PC's). There are links to all Interpretive Centers. The Visual Preservation Plan is ongoing and is scheduled for an update involving WisDOT, Counties and municipalities.

## Contacts

FHWA will use these contacts to obtain additional information during the nomination process and after designation, if it occurs. It is important for you to assure the individuals you list in your nomination are available for such contacts and will maintain up-to-date knowledge about byway activities.

### Role

#### 7-1: Signatory for State, Indian Tribe, or Federal Land Management Agency

Name: Liat Bonneville Agency: WI Department of Transportation Title: Rustic Roads and Scenic Byways Coordinator  
Work Email: Liat.Bonneville@dot.wi.gov Work Phone: 6082673614

#### 7-2: Principal Point of Contact for Byway

Name: Sherry L Quamme Agency: WI Mississippi River Parkway Commission Title: Chairperson  
Work Email: squamme@centurytel.net Work Phone: 6087349077

#### 7-3: Nomination Form Preparer

Name: Sherry L Quamme Agency: WI Mississippi River Parkway Commission Title: Chairperson  
Work Email: squamme@centurytel.net Work Phone: 6087349077

## Signatory Review

Status: revise  
Comments: Waiting for final revision per last look.



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Federal Highway Administration

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