



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



All-American Road designation – talking points

National Scenic Byways

- National Scenic Byways program – voluntary, community-based program administered by Federal Highway Administration
- Goal is “to recognize, protect and promote America’s most outstanding roads”
- All MRPC states have National Scenic Byway designation for some portions of the Great River Road
- National Scenic Byways must meet criteria for regional significance within one of six “intrinsic qualities”: scenic, natural, historic, recreational, archaeological or cultural
- Byway must also demonstrate strong community support and develop a corridor management plan that describes in detail the preservation, marketing and improvement strategies for the byway
- As of 2006, there are 126 roads from 44 states that are designated as National Scenic Byways or All-American Roads

All-American Road designation

- Higher level of distinction than National Scenic Byway designation – fewer All-American Roads that have received this designation
- Must meet the same criteria as a National Scenic Byway but possess multiple intrinsic qualities that are of national significance
- Byway also must be considered a destination and reason for travel unto itself
- 8 of 10 Great River Road states have applied for All-American Road designation – each state applied separately under a multi-jurisdiction nomination
- The Great River Road is a key economic driver of the region, bringing in millions in tourism dollars to Mississippi River states every year
- All-American Road status brings new attention to the Great River Road and will attract more visitors to cities and towns along the route

About the Great River Road

- National Scenic Byway that follows the Mississippi River for 3,000 miles through 10 states, from northern Minnesota to the Gulf of Mexico
- The Great River Road allows visitors to experience the rich history, culture and natural beauty of the Mississippi River region in each of these states
- Network of more than 80 Interpretive Centers (museums, historical sites and more) along the river that tell the stories of the river’s ecology, people and notable places
- Visitors can also discover historic sites, locks & dams and scenic overlooks along the way

Mission Statement: Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers

Phone: 866-763-8310 • Fax: 608-242-8896

Web Site: ExperienceMississippiRiver.com • E-mail: info@experiencemississippiriver.com