



Greater
BURLINGTON
CONVENTION & VISITORS BUREAU

A Division of the Greater Burlington Partnership

May 1, 2020

U.S. Department of Transportation
Federal Highway Administration
1200 New Jersey Ave, SE
Washington, DC 20590

Dear Federal Highway Administration:

On behalf of the Greater Burlington Convention & Visitors Bureau (CVB), I would like to show support for the Mississippi River Parkway Commission's application for the Great River Road's All-American Road designation. The Great River Road is an iconic destination and reason for travel unto itself for many. The CVB applauds the efforts all ten Great River Road states are taking to seek All-American Road designation from the Federal Highway Administration.

The Great River Road has importance for all communities along the river – from small and rural, to large and metropolitan – as an artery of stewardship, storytelling, tourism and commerce along the Mississippi River benefitting visitors. In Iowa, the Great River Road is a trip like no other. In this northeastern corner of the state, the Mississippi journeys a picturesque landscape formed of high rocky bluffs and narrow limestone gorges. In Iowa, the Great River Road spans 326 miles, passes thru ten counties, and numerous towns and urban centers.

The Iowa Mississippi River Parkway Commission continues to be a quality tourism partner for the entire state of Iowa. Tourism in Greater Burlington contributes over \$144.9 M in visitor expenditures, according to *The Economic Impact of Travel on Iowa Counties 2018* by the U.S. Travel Association. We know many of these visitors stop in Burlington for a chance to be up close with the Mississippi River. The All-American Road designation will help the Mississippi River Parkway Commission to continue their mission to preserve, promote and enhance the Great River Road National Scenic Byway while benefitting communities and travelers along the Mississippi River.

The Mississippi River acts as the front door to Burlington. The community is working hard to continue to improve the riverfront amenities and this new designation will help to encourage additional visitors to take a journey here. I hope the Federal Highway Administration will consider the Mississippi River Parkway Commission application for All-American Road designation for approval.



Chelsea Lerud

Executive Director

Greater Burlington Convention & Visitors Bureau