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CLINTON, IOWA
CONVENTION & VISITORS BUREAU

Clinton * Camanche * Fulton

April 14, 2020

Iowa Department of Transportation
800 Lincoln Way
Ames IA 50010

Re: Great River Road All-American Road Designation

Col. Martin Graver, Chair and Commission Members,

The Clinton Area Chamber of Commerce is pleased to provide this letter of support for designation of the Iowa Great River Road as an All-American Road by the Federal Highway Administration. The Great River Road is truly worthy of such designation.

The Great River Road meets All-American Road designation criteria, possessing many and varied intrinsic resources that are of national significance. As *the* official access to the Mississippi River through ten states since the time pleasure driving began, the Great River Road is an iconic destination and reason for travel unto itself for many, whether for a few hours or a few months. In the city of Clinton, the Great River Road intersects with another iconic highway - the Lincoln Highway, which traverses our country from coast to coast.

Since 1938 the ten-state national Mississippi River Parkway Commission has worked to preserve, promote and enhance the Great River Road National Scenic Byway benefiting communities and travelers along the Mississippi River. We applaud that all ten Great River Road states are seeking All-American Road designation from the Federal Highway Administration and we support Iowa and its nine partner states in this endeavor.

The Great River Road has importance for all communities along the river – from small and rural, to large and metropolitan - as an artery of stewardship, storytelling, tourism and commerce along the Mississippi River benefitting visitors and residents alike. In Iowa, the Great River Road spans 341 miles, 10 counties, and many communities, guided by a Corridor Management Plan that meets FHWA requirements for All-American Road designation. The byway brings travelers to unique and exceptional landscapes and experiences starting at the iconic headwaters of the Mississippi River.

Clinton's own Edith Pfeffer was an early advocate who guided the 2015 Iowa Great River Road Corridor Management Plan. Our Convention and Visitors Bureau supports the development of tourism along the Great River Road and appreciates the opportunities available to us as a Great River Road community.

The Clinton Area Chamber of Commerce and Clinton Convention and Visitors Bureau heartily endorse Iowa's efforts, along with its partner states, to have the Great River Road designated as an All-American Road by the Federal Highway Administration.

Sincerely,

Maureen Miller

Maureen Miller, President/CEO
Clinton Area Chamber of Commerce

Mary Seely

Mary Seely, Executive Director
Clinton Convention and Visitors Bureau