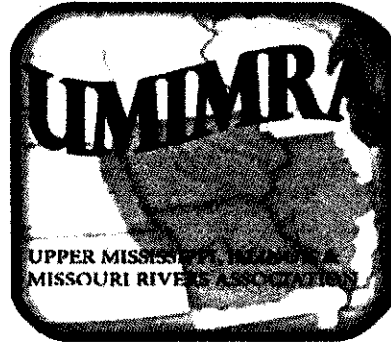


Tim Maiers  
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*Vice Chairman, Illinois*  
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Al Muhlenbruck  
*Director, Iowa*  
Brent Hoerr  
*Director, Missouri*  
Danny Kuenzel  
*Director, Missouri*  
Kirby Wagner  
*Director, Illinois*

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April 24, 2020

To Whom it May Concern:

I am writing on behalf of the Upper Mississippi, Illinois & Missouri Rivers Association (UMIMRA) in support of the application of the Great River Road National Scenic Byway, which is seeking an All-American Road designation from the Federal Highway Administration.

UMIMRA is a grassroots organization dedicated to improving flood protection in the Upper Mississippi River Valley through a comprehensive plan that considers economic, navigational, environmental, and recreational opportunities. UMIMRA has 66 years of experience in speaking as one voice for those living, working, and investing in the Upper Mississippi River Basin.

The Great River Road National Scenic Byway is an essential artery for the heartland of America. This road is critical for both rural and urban communities in the ten states along the river. The River Road not only provides necessary transportation to the people living and working along the great Mississippi River, but it is also an iconic destination for travelers from all over the country.

The Great River Road meets the All-American Road designation criteria, possessing archeological, cultural, historic, natural, recreational and scenic qualities. The road has many varied intrinsic resources that are of national significance.

This designation will help increase tourism to these communities and help make more Americans aware of this picturesque landscape and the stories along the route.

Flood protection is critical for the future of the Mississippi River and for the Great River Road National Scenic Byway.

Our organization urges your approval of this application in designating the Great River Road National Scenic Byway an All-American Road. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads 'Tim Maiers'.

Tim Maiers, Executive Director  
Upper Mississippi, Illinois & Missouri Rivers Association