



Mississippi River Parkway Commission

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All-American Road designation – talking points

All-American Road Designation

- All-American Road is the highest level Federal Highway Administration (FHWA) National Scenic Byway designation.
- As of 2012, only 42 of 150 FHWA designated byways nationwide received All-American Road designation.
- In 2020, 8 of 10 Great River Road states applied for All-American Road designation—each state applied separately under a multi-jurisdiction nomination.
- **In February 2021, 8 of 10 Great River Road states received the All-American Road designation!**
- Designation was based upon historic, scenic, and recreational qualities of national significance and that it is considered a destination and reason for travel unto itself.
- All-American Road status brings new attention to the Great River Road and will attract more visitors seeking Mississippi River adventure to cities and towns along the route.

National Scenic Byways Program

- National Scenic Byways program is a community-based program administered by the United States Department of Transportation, Federal Highway Administration.
- The program is a grassroots collaborative effort established to help recognize, preserve, and enhance selected roads throughout the United States.
- All 10 Mississippi River Parkway Commission (MRPC) states have National Scenic Byway designation for all or portions of the Great River Road.
- National Scenic Byways must possess one of six FHWA-specified “intrinsic qualities” that are regionally significant: scenic, natural, historic, recreational, archaeological, or cultural.
- Designated Byways ensure their lasting qualities through community generated Byway Corridor Management Plans that must include preservation, marketing, and improvement strategies.
- Designed for the traveler, Byways offer a sense of place that is promoted through interpretation, maps, directions, photos, signage and visitor information.

About the Great River Road

- Established in 1938, it follows the Mississippi River 3,000 miles through 10 states, from northern Minnesota to the Gulf of Mexico.
- The Great River Road invites visitors to experience the Mississippi River’s rich history, culture, natural beauty and recreation.
- A network of more than 80 Great River Road Interpretive Centers (museums, historical sites, parks and more) along the Byway provide access and tell stories of the nation’s ecology, people, and history.
- Visitors discover the river and find themselves at thousands of historic sites, scenic overlooks and distinctive cities and towns along the way .
- The Great River Road is a key economic driver, bringing millions in tourism dollars to Mississippi River states every year.

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