

National Scenic Byways Program

Byway Nomination Form

Background



[Download](#)

Byway Name: Great River Road National Scenic Byway

Identify Your State (choose one): Arkansas

Byway Location: Does your byway traverse **more than one state**? If yes, select all states the byway traverses, **including your state**.

Arkansas

Illinois

Iowa

Kentucky

Louisiana

Minnesota

Mississippi

Missouri

Tennessee

Wisconsin

Does your byway traverse **Tribal lands**? If yes, identify the land or lands in the text box.

No

Does your byway traverse **federal lands**? If yes, identify the land or lands in the text box.

Yes U.S. Forest Service U.S. Fish and Wildlife

If you answered yes to any of the questions above, then your byway traverses more than one jurisdiction (i.e., state, Indian tribe, or federal land). This constitutes a multi-jurisdiction nomination. For a multi-jurisdiction nomination, applicants in each jurisdiction are required to submit individual nomination applications.

Submission Agency (or individual): Arkansas Tourism

Desired Designation: all-american road

Change in Designation: Are you seeking to nominate an existing National Scenic Byway as an All-American Road? Yes

If yes, you are required to identify two (2) intrinsic qualities that are nationally significant. One of these may be the same intrinsic quality used to justify previous designation as a National Scenic Byway. However, in Section 1 your application will need to describe the national significance of that intrinsic quality.

Extension: Is this an extension to an existing National Scenic Byway or All-American Road? No

If yes, you are required to submit the nomination application for the proposed extension in context of the existing National Scenic Byway or All-American Road and identify the same primary intrinsic quality(s) that can be found along the previously designated portion of the byway. Applicants are required to identify the same primary intrinsic quality(s) that can be found along the designated portion of the byway, and how the proposed extension relates to and enhances the designated byway.

Section 1

Location: **1-1:** Provide a description of the location of the byway within the State. Use cardinal directions (e.g., north) and reference major cities, regions, and/or landmarks. (Limit 150 words.)
Arkansas's Great River Road begins at the boothill of Missouri near Blytheville and heads south along the eastern border of the state. Major cities include Osceola, Wilson, Marion, West Memphis, Marianna, Helena-West Helena, Marvell, St. Charles, Dewitt, Gillett, Dumas, McGehee, Arkansas City, Lake Village and Eudora. The Great River Road in Arkansas runs throughout the Arkansas Delta region of the state. The 393-mile route in Arkansas consists of segments of 13 highways, several Forest Service and county roads and city streets.

Date of Local Designation: **1-2:** Any road submitted for designation under the National Scenic Byways Program must first be designated, through legislation or some other official declaration, a State, Indian tribe or Federal land management agency scenic byway. List the designating agency(s) and date(s) of designation.

Designating Agency(s): Arkansas Department of Transportation and Arkansas General Assembly

Intrinsic Qualities:

1-3: For the All-American Road designation, select the **two (2)** Intrinsic Qualities that are most evident along the road and that you will demonstrate are nationally significant, and contribute to the byway being considered a “destination unto itself.” (Hold the Ctrl button and click on two Intrinsic Qualities.)

For multi-jurisdiction nomination applicants seeking designation as an All-American Road, at least one of the two primary intrinsic qualities cited must match the qualities submitted by the other jurisdictions seeking designation. The applicant may cite the second intrinsic quality as specific to their segment of the byway: Archaeological, Cultural, Historic, Natural, Recreational, or Scenic.

Cultural

Historic

Primary Photo:

1-4: Provide a single image that you feel best represents the experience along your byway. Please select this image carefully as it will introduce the reviewers to your byway. Also, if designated, your byway will be included in the marketing efforts of the National Scenic Byways Program and this image will be used on the traveler website.

Please provide an alternative text description of the image that describes what the image depicts. This text will be used by those who cannot see the photo, and should thoroughly describe what is depicted in the image. For guidelines on submitting images and composing alternative text descriptions, please see our [Image Style Guide](#). (Limit 50 words.)

Alternative text for image: Arkansas's Great River Road gives travelers the opportunity to experience the history and culture of the Arkansas Delta. At Lakeport Plantation, visitors can experience the past at Arkansas's only remaining plantation on the river. In the background is the Greenville Bridge, one of the longest cable-stayed bridges in North America.

Image name: Lakeport Plantation

Image owner: Arkansas Tourism

Photo release? No

Upload Image: 1-4LakeportCottonBridge.JPG

Before uploading, rename the file to begin with 1-4. For example, rename your file RiverBend.png to 1-4RiverBend.png.

Section 2

2-1: This section will introduce the reviewers to your byway. Provide a description of your byway from the "big picture" point of view, and within the context of your description, include information on the items below. For more information on developing a strong statement of qualification, please reference the [Nominations Guide](#). (Limit 750 words.)

- Theme that reflects the central focus of the byway's nomination story and promotes the Byway.
- An overview of the Traveler Experience navigating the byway. Provide a sense of how the experience unfolds as visible features, byway stories, or important resources form the core quality of your corridor.
- Regional Significance (National Scenic Byway) – explain and justify what is special, significant or unique about your byway in relation to the primary Intrinsic Quality
- National Significance (All-American Road) – explain and justify what is special, significant or unique about your byway in relation to the two (2) primary Intrinsic Qualities, and why the road is considered a destination unto itself.

Statement of Qualification:

Travelers to Arkansas's Great River Road follow Delta lands shaped by the power of the Mississippi River, and inhabited by diverse cultures who made this legendary region a unique place. Great River Road-Arkansas is a wonderful way to explore the rich cultural heritage of Arkansas's eastern border. The region has some of the most productive agricultural lands in the world, thanks to the Mississippi River's alluvial flood plain, commonly known as the Delta. To assist in keeping the Mississippi from reclaiming the land, complex levee systems--the tallest in the world--have been built along the entire lower River, hiding it from view through most of the drive along the Arkansas Great River Road. From spring through fall, fields along the Great River Road are a changing canvas. Cotton, the "white gold" which has been the mainstay of the Delta dots the entire route beginning at the Arkansas-Missouri state line. The Arkansas Delta is known for its catfish and unbeatable barbecue. Jones Bar-B-Q Diner in Marianna is the oldest, continuously operated African American restaurant in the South, according to the Southern Foodways Alliance. Historic Helena is located on the Great River Road and is the only downtown for 300 miles between Memphis and Vicksburg. Helena has a diverse array of historic and cultural attractions. Stuttgart began as a colony of German immigrants in the late 19th century, becoming one of the rice farming centers after rice was introduced in 1902. The agrarian landscape changes from spring planting to fall harvesting, affording opportunities to see modern methods used to obtain maximum crop yields. For those unfamiliar with sophisticated, large-scale agriculture, this is a desirable drive and offers a journey of discovery. The historic and cultural qualities of the Arkansas Great River Road are often intertwined. Historic Dyess Colony: Boyhood Home of Johnny Cash exhibits tell the story of the resettlement colony for impoverished farmers during the Great Depression. Wilson, with Tudor-styled storefronts, is home to Hampson Archeological Museum State Park, which interprets lifestyles of a farming-based civilization that lived in the area from A.D. 1400 to 1650. At Marion, the Sultana Disaster Museum is dedicated to America's deadliest maritime disaster, which took place on the Mississippi River in April 1865. The diverse genres of festivals and music, especially the blues, draw visitors year around. The King Biscuit Blues Festival is an iconic symbol of Arkansas's music history and culture. It is one of the most well-known blues festivals in the world, held each October in Helena. The World's Championship Duck Calling Contest has been held annually since 1936 as part of Wings Over the Prairie Festival in Stuttgart. Marianna is home to the St. Francis National Forest where two National Scenic Byways (Great River Road and Crowley's Ridge Parkway) run through it. The Forest is the only place in the National Forest System where visitors can experience the awesome grandeur of the mighty Mississippi from the shoreline. Helena is also home to award-winning Delta Cultural Center, dedicated to preserving, interpreting and presenting the cultural heritage of the 27-county Arkansas Delta. From its history, music and culinary heritage, to the mighty River that runs through it, the Arkansas Delta's story unfolds every day at the Center. Louisiana Purchase Historic State Park conserves a granite monument marking the "initial point" established during an original survey of lands added to the U.S. as a result of the Louisiana Purchase. It is a National Historic Landmark and an important location in America's history. Arkansas Post was established in 1686 by French explorer Henri de Tonti. The site was the first European colony in the Mississippi River Valley. Now a National Memorial, the Post flew under French, Spanish and U.S. flags. Rohwer and Jerome were established in 1942 and served as the War Relocation Authority's easternmost camp sites. They housed nearly 18,000 Japanese Americans and did not close until 1944-45. The site is a National Historic Landmark with several markers and a cemetery. Lake Village's Lake Chicot, formed when the Mississippi River cut a shorter route to the Gulf, is Arkansas's largest natural lake and the largest oxbow in North America. Nearby, Lakeport Plantation is the only remaining Arkansas plantation on the Mississippi River. Native Americans, European settlers, African Americans, the Civil War, the Great Depression and World War II provide a rich history in the Arkansas Delta. The Great River Road route leads visitors to these historic sites within the state that have national significance.

Section 3

- Byway Length:** 3-1: Enter the total byway length (in miles) from end to end (including road gaps that aren't included in the nomination but must be traveled).
The total length of the Arkansas portion of the Great River Road is 393.75 miles with no gaps.
- Route Description:** 3-2: Please provide a complete, sequential route description that documents all road segments including any gaps and/or intrusions. Include all of the road segments which, when linked together, match the legal description used by your State/Indian tribe/Federal land management agency to officially designate the road. Please work with your State/Indian tribe/Federal land management agency Scenic Byway Coordinator to develop this section so that you accurately reflect State/Indian tribe/Federal land management agency records for the designated route. Please also specify road names and route numbers for all road segments. (Limit 750 words.)
Beginning at the Missouri/Arkansas state line and proceeding south, the Great River Road route can be described as follows: • US Highway 61 to the intersection of State Highway 77. • State Highway 77 to the intersection of US Highway 70. • US Highway 70 (east) to I-55 and continuing to the Tennessee state line; (west) to the intersection of State Highway 147. • State Highway 147 to the intersection of State Highway 38. • State Highway 38 to the intersection of US Highway 79. • US Highway 79 to the intersection of State Highway 1B. • State Highway 1B to Chestnut Street in Marianna, • Chestnut Street to Poplar Street. • Poplar Street to State Highway 44. • State Highway 44 to Lee County Road 221. • Lee County Road 221 to Lee County Road 217. • Lee County Road 217 to Phillips County Road 215. • Phillips County Road 215 to Phillips County Road 239. • Phillips County Road 239 to Perry Street in Helena. • Perry Street to US Highway 49B. • US Highway 49B to the intersection of US Highway 49. • US Highway 49 to the intersection of State Highway 44. • State Highway 44 to the intersection of State Highway 20. • State Highway 20 to the intersection of State Highway 318. • State Highway 318 to the intersection of State Highway 316. • State Highway 316 to the intersection of State Highway 1. • State Highway 1 to the intersection of US Highway 165. • State Highway 165 to the intersection of US Highway 65, also south on State Highway 1 to the intersection of State Highway 4, continuing to US Highway 65. • US Highway 65 to the intersection of US Highway 82. • US Highway 65 (south) to the Louisiana state line, US Highway 82 (east) to the Mississippi state line.
- Route Address:** 3-3: To assist review of your nomination, please provide the addresses/intersections and the GPS coordinates for the beginning and end points of the byway. You will provide the GPS coordinates for other key points/features in Section 5: Traveler Experience.
- | | |
|---|---|
| Beginning addresses/intersections and the GPS coordinates of the byway.
northern end (Missouri state line) 35.9991666,
-89.9002777 | Ending addresses/intersections and the GPS coordinates of the byway.
southern end (Louisiana state line) 33.0044444,
-91.2225000 |
|---|---|
- If available, please submit a GIS shapefile of the route.
- Uploaded GIS file: 3.3 GRR_Shapefile.shp
- Before uploading, rename the file to begin with 3-3. For example, rename your file RiverBend.png to 3-3RiverBend.png."
- Federal Lands:** 3-4: Check the boxes for agencies whose lands occur along the byway or select Not Applicable.
FishandWildLifeService ForestService Other (please specify):
- Route Map:** 3-5: Please provide the following information on a single PDF map which will be used as a central reference point with the other materials you include in your nomination application. The scale and size of the map will be relative to the location and length of your nominated byway. In some cases, this may require two or more pages. The map and supporting legend should clearly show:
- Location of the byway within the State, Indian lands, or Federal lands
 - The location of the byway in relation to other State, Indian tribe, and Federal land management agency byways; and America's Byways in your region
 - Each end point of the byway
 - Location of gaps and/or intrusions
 - The location of each community along the route
 - Boundaries and/or management areas of major entities (e.g., parks, forests, reserves)
 - Locations of critical directional signage, if any
 - Locations of existing interpretive panels/information
 - Locations of public visitor centers and/or other visitor amenities (e.g., public restroom facilities)
 - Locations of the features detailed in the Visitor/Traveler Experience section of this nomination form (Section 5).
- Uploaded Map:
- Before uploading, rename the file to begin with 3-5. For example, rename your file RiverBend.png to 3-5RiverBend.png.
- Continuity of the Route:** 3-6: The continuity of your byway route is an essential requirement for designation as it directly impacts the travel experience and can reflect community support. If you have included a list of gaps and/or intrusions in your official route description, please use this section to provide explanations for any gaps and/or intrusions in your route that interrupt the continuity of the traveler experience (e.g., local zoning decisions, lack of community support, etc.) (Limit 250 words.)
The Great River Road through Arkansas is continuous, with no gaps or intrusions.
- Nomination by Indian Tribes:** 3-7: If this nomination is being submitted for consideration by an Indian tribe, please answer the following questions:
1. Title 23, United States Code (USC), Section 162(a)(3)(B) allows nomination by Indian tribes only if a Federal land management agency (other than the Bureau of Indian Affairs), a State, or a political subdivision of a State does not have jurisdiction over the road or responsibility for managing the road. Briefly discuss who has jurisdiction over the road and who manages the road. (Limit 200 words.)
 2. Section 162(a)(3)(C) requires that Indian tribes maintain the safety and quality of roads nominated. Discuss how the tribe will maintain the safety and quality of the road. (Limit 200 words.)

Section 4

- Vehicle Accommodation:**
- 4-1: Confirm that two-wheel-drive passenger vehicles are accommodated along the entire route, and describe how this is facilitated if segments of the road are not paved. (Limit 150 words.)
 The Great River Road route is predominantly a paved, rural two lane highway. However, there are some sections of Interstate highway, four lane, undivided urban highway; four lane, divided highway; and all-weather gravel road. All of these paved sections will accommodate automobiles, motorcycles and tour buses. The gravel segment from Bear Creek Lake to Storm Creek Lake is of greater concern. Automobiles and motorcycles can easily traverse this route. The segment of gravel road is also narrow and will not accommodate tour buses. Buses can access the lakes from a paved road, and there is adequate space for them to turn around and use an alternate route instead of the gravel segment. Tour buses can bypass this gravel segment by using State Highways 1 and 242, which are paved and can accommodate all types of traffic.
- 4-2: Describe the accommodation of bicycle and pedestrian travel, including crossings, along the byway. If non-applicable, indicate N/A. (Limit 150 words.)
 Since most of the route is rural, sidewalks and bicycle lanes are not available. However, bicycling and hiking opportunities exist along portions of the route in the form of the Delta Heritage Trail, an abandoned railroad line converted into a bicycle/hiking trail that parallels portions of the Great River Road in Desha and Phillips Counties. The gravel portion of the byway is located within a US National Forest in Lee and Phillips Counties. The low speeds of automobiles on this segment allows automobiles, bicycles, and pedestrians to safely share the road. The single segment of fully controlled highway is Interstate 55 between West Memphis and Memphis, TN. While bicycles and pedestrians are prohibited on the Mississippi River bridge, there is an alternative. The Big River Crossing provides a bicycle/pedestrian bridge. Since this bridge parallels I-55, bicyclists and pedestrians can cross the Mississippi River into Tennessee without entering the I-55 roadway.
- 4-3: For the All-American Roads designation, discuss the accommodation of conventional tour buses along the route. (Limit 150 words.)
 The majority of the route is easily negotiated by tour buses. Overall, the terrain is level, with no steep inclines or sharp curves to negotiate. Bridge ratings will support tour bus weights. The one segment that is not recommended for tour buses is the US National Forest gravel road mentioned in Section 4(1). Because of the narrow road and gravel surface, it is recommended that tour buses avoid this section by travelling State Highway 1 and State Highway 242 to the west of the National Forest and rejoining the route in either Marianna (northbound traffic) or Helena-West Helena (southbound traffic).
- Travel Restrictions**
- 4-4: Describe any restrictions to the types of vehicles that are allowed along the route. If non-applicable, indicate N/A. (Limit 150 words.)
 n/a
- 4-5: Describe any seasonal closures or other restrictions along the route. If non-applicable, indicate N/A. (Limit 150 words.)
 Depending on the flooding of the Mississippi River, parts of the route, especially within the St. Francis National Forest, may be closed seasonally
- Seasons:**
- 4-6: Describe the best time during the year to drive the byway and experience the Intrinsic Qualities identified in this application (Limit 150 words.)
 The route can be travelled all months of the year, but fall is the best time. The historical and cultural attractions are open 12 months out of the year, but the fall months will allow travelers to also experience the King Biscuit Blues Festival and other small town outdoor festivals.
- 4-7: Describe any travel concentrations or high seasons when byway visitors might be more likely to encounter crowds or extra traffic (Limit 150 words.)
 Travelers should expect more slow moving agricultural equipment in September and October, as this is the harvest season for most of the crops grown along the route. The first week of October is the annual King Biscuit Blues Festival in Helena, which attracts thousands of people to the Phillips County area. This event will greatly increase the amount of vehicular traffic along the route.
- Safety:**
- 4-8: Describe the key factors of your roadway that contribute to its safety for travelers (e.g. rumble strips, low speeds, lighting, guard rails, high friction surface treatments). (Limit 150 words.)
 Overall, the majority of the Great River Road consists of two lane, rural highways with speed limits of 60 mph or less. The grade is fairly level and most of the route has paved shoulders and rumble strips. Inside the city limits of several towns, where vehicle speeds are reduced and volume is greater, a four lane with center turn lane or a two lane with center turn lane configuration is used. Nighttime lighting is provided only in the larger urban areas. Exceptions are Interstate 55, city streets in Helena and Marianna with a mph limit of 30 or less, gravel sections through the St. Francis National Forest, and a segment between Dumas and Lake Village with a 65 mph limit.

Section 5

- Getting to the Byway:** 5-1: Using the table below, provide distance and driving time to the byway from at least two nearby large cities, gateway communities, airports, major roadways, or other locations that would be pertinent to the traveler (limit 5).

Location	Distance (miles)	Avg Driving Time (hours)
Memphis, TN	2 miles	.25 hour
Little Rock, AR	127	2.25 hours
Jonesboro, AR	53	1 hour

- Traveler Services:** 5-2: Provide a short description of services and hours of operation at each public visitor/welcome center. (Limit 150 words.)
 Each Arkansas Welcome Center along the Great River Road provides restrooms, travel information and tourist information for attractions located along the byway and elsewhere within the state. Under normal circumstances, restrooms are always open. The Centers are only staffed from 8 a.m. until 5 p.m. daily.

5-3: Describe any gaps on the byway of 50 miles or more where no traveler services (food, fuel or restrooms) are available. (Limit 150 words.)
All Arkansas Welcome Centers offer handicapped parking, wheelchair ramps, and handicapped accessible restroom facilities.

5-4: Describe any gaps on the byway of 50 miles or more where no traveler services (food, fuel or restrooms) are available. (Limit 150 words.)
there are none

5-5: Does your byway include alternative fuel corridors, as defined under [FHWA's Alternative Fuels Corridor Program](#)?
no If yes, please list the corridor(s) and date(s) of designation, and discuss the fuel(s) accommodated.
(Limit 150 words.)

Wayfinding:

5-6: Describe how travelers will know they are on the byway and list tools such as maps, signs and brochures. (Limit 150 words.)
The byway route is marked its entire length using signs with artwork featuring a steamboat pilot's wheel and the Great River Road logo. In addition, the route is marked on the state tourist map, which is distributed at no cost to the traveler. Byway maps are also available electronically at the Arkansas Department of Transportation website, www.arkansashighways.com. Visitors can access Arkansas.com for downloadable brochures and information or pick them up at the nearest Arkansas Welcome Center.

5-7: Please describe directional signage that currently exists that would help travelers access and navigate the byway as well as find their way back to major routes. If non-applicable, indicate N/A (Limit 150 words.)
The byway route is currently signed in accordance with the Federal Manual of Uniform Traffic Devices (MUTCD). The signs used are 24 inches high and 24 inches wide, and feature a green steamboat pilot's wheel and the Great River Road logo on a white background. They are fully reflective. Since this is currently a National Scenic Byway, a second sign, featuring the "America's Byways" logo, is installed below it. The byway signs are attached to highway route markers in advance of intersections, and confirmation markers are used after intersections. ARDOT also provides these signs to the two counties and cities for sections that fall under their maintenance responsibility.

Evidence of Intrinsic Qualities:

5-8: Identify up to 8 features (i.e., points of interest, sites or events) in sequential order along your byway that support the Intrinsic Qualities you have identified for nomination. Please keep in mind that the quality of your points of interest, sites or events and their connection to the byway's Intrinsic Quality(s) are more important than citing a large quantity of sites that aren't connected. If using events to support your byway's Intrinsic Quality(s), they must be particularly related to the byway travel experience or connect the byway traveler to the Intrinsic Quality(s) for which the byway is being nominated. For each feature, please include the following (Limit 500 words per feature):

- Name of the feature
- A description of what is found at the feature, and how the feature supports the Intrinsic Quality(s)
- Dates and/or times on which the feature is available for traveler visits
- Driving distance to the feature, and existing signage if the feature is not immediately adjacent to the road. Please ensure the feature is included in the Route Description and on the Route Map in Section 3: Route Information.
- If hiking, cycling, or walking is involved, the distance and degree of difficulty
- A photo highlighting how the feature supports the Intrinsic Quality. **Before uploading photos, rename the file to begin with the Feature Number. For example, for Feature 1, rename your file RiverBend.png to Feature1RiverBend.png.** For guidelines on submitting images and composing alternative text descriptions, please see our [Image Style Guide](#).

Feature 1

Feature name:
Historic Dyess Colony: Johnny Cash Boyhood Home

GPS coordinates:
35.59, -90.214

Describe the feature:
Historic Dyess Colony: Johnny Cash Boyhood Home combines both history and culture along Arkansas's section of the Great River Road National Scenic Byway. In May 1934, "Colonization Project No. 1" was established in southwestern Mississippi County and named for W. R. Dyess, Arkansas's first Works Progress Administration head, who suggested the idea of giving tenant farmers the opportunity to own their own land to one of FDR's advisors. The colony was laid out in a wagon-wheel design, with a community center at the hub and farms stretching out from the middle. There were 500 small farmhouses, each with five rooms and an adjacent barn, privy and chicken coop. The houses were white-washed clapboard, each having two bedrooms, a living room, a kitchen and a dining room, plus a front and back porch. J.R. Cash was three years old when his family moved to Dyess. He grew up there. He would later say that many of his early songs, like "Five Feet High and Rising," were inspired by his time in Dyess. He left the community in 1950 to join the Air Force. He would eventually become one of the most influential musicians in the world. Historic Dyess Colony: Johnny Cash Boyhood Home is open Monday through Saturday, 9 a.m. until 3 p.m. The attraction is located 14 miles from U.S. Highway 61, with brown directional highway signs located on the highway itself as well as on Interstate 55. Historic Dyess Colony: Johnny Cash Boyhood Home includes the Cash home as well as the Dyess Colony Administration Building, centerpiece for one of the nation's agricultural resettlement colonies under the New Deal. The Cash home is furnished as it appeared when the Cash family lived there, while the Administration Building includes exhibits about the colony and the impact of Dyess on Cash and his music. The Visitors Center opened in the re-created Dyess Theatre and Pop Shop that once stood adjacent to the restored Dyess Colony Administration Building. The front façade was restored and the remainder of the structure rebuilt. The Visitors Center includes a gift shop, additional exhibits and a multi-purpose space for orientation films, classes, meetings and special events. In October, Dyess hosts the Johnny Cash Heritage Festival. The three-day festival honors Johnny Cash and the New Deal programs that shaped his childhood in Dyess, the nation's largest agricultural resettlement colony. The event features regional music, an academic symposium, special panels and presentations with renowned speakers, food and craft vendors, demonstrations, and tours. The festival concludes Saturday afternoon with a world-class music concert in the cotton fields surrounding the Cash home.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2021 End date: 10/31/2021

Describe the driving distance and signage related to the feature.
The attraction is located 14 miles from U.S. Highway 61, with brown directional highway signs located on the highway itself as well as on Interstate 55. Directional signage is easily visible.

If hiking, walking, or cycling are involved, describe the difficulty.
easy walking within the museum and the Cash house (off-site). Visitors are driven in buses to the Cash house. Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F1acashhome.jpg	Arkansas Tourism	The original Cash home in Dyess has been fully restored as it was when the family arrived in 1935. The home is surrounded by agricultural crops. The 5-room house was home to Johnny Cash from the ages of 3 to 18.	F1aCashHome	No

File Name	Image owner	Alternative text	Image name	Photo release
F1bcashexhibits.jpg	Arkansas Tourism	Historic Dyess Colony: Johnny Cash Boyhood Home features exhibits of the Arkansas native's early life and career	F1BCashExhibits	No
F1ccashheritagefestival.jpg	Arkansas Tourism	The Johnny Cash Heritage Festival is held every October in Dyess, featuring a concert held in the cotton field beside The Man in Black's childhood home.	F1cCashHeritageFestival	No

Feature 2

Feature name:
Town of Wilson

GPS coordinates:
35.568, -90.042

Describe the feature:

Robert E. Lee Wilson established a sawmill in 1886 and a community soon built up around it. Unlike most timber men, Wilson held on to his cleared land and began farming operations. The town of Wilson, located directly on U.S. Highway 61/Arkansas's Great River Road, became the center of his operations. Constructed as a model town, its residents enjoyed a standard of living that was higher than the average for most Delta residents. In the 1930s, all households paid \$1.25 to cover basic medical care and had access to healthcare from company doctors at a time when most people had none at all. Homes were rented for low monthly rates with lawn maintenance and water included in the rental price. After Wilson's son, R. E. Lee Wilson Jr., and his new bride returned from their wedding trip to England, they set out to build a large home in the Tudor style. From the time it was finished in 1925, all buildings in Wilson were built in the same manner. Existing buildings were retrofitted with brick façades to obtain the Tudor styling as well. The cottonwood trees that shade the community were one of the first beautification projects. They were chosen because they had no commercial value, and no one would be tempted to cut them down. He was able to fashion his 65,000-acre plantation and lumbering operation by purchasing cut-over land considered worthless by less imaginative men and then draining and developing the swamps. His substantial holdings and creative financing allowed him to weather the economic catastrophe of the 1920s relatively unscathed. By the time the New Deal was implemented in 1933, Lee Wilson & Company was characterized as operating the largest cotton plantation in the South. In 2010, Galen Lawrence purchased the Wilson land and the town. Since then, Lawrence has moved forward with making the quaint community a vibrant tourist destination. So far, the Wilson Café has been renovated and reopened, complete with a young chef from nearby Memphis. The Tudor buildings surrounding the town square have been repainted. Lawrence wants the town square to become a gathering place. Future plans include restoring a 1950s theater and building rental cabins. In 2018, the Hampson Archeological Museum State Park was relocated to the historic square. Hampson Archeological Museum State Park exhibits a nationally renowned collection from the Nodena site, a 15-acre palisaded village that once thrived on the Mississippi River. Hampson Archeological Museum interprets the lifestyles of this farming-based civilization that lived there from A.D. 1400 to 1650. The park's collection includes a one-of-a-kind, priceless head pot from the Nodena civilization. The park is open Tuesday through Saturday from 8 a.m. until 5 p.m. and from 1 p.m. until 5 p.m. on Sunday. The town of Wilson and Hampson Archeological Museum State Park are examples of the history and culture of the Arkansas Delta. Both are located directly on U.S. 61 (Great River Road).

What is the best time to visit, please provide the start and end dates.

Start date: 5/1/2021 End date: 12/31/2021

Describe the driving distance and signage related to the feature.

Wilson is located directly on Arkansas's Great River Road (U.S. 61) Directional signage is easily visible.

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking to explore the historic square and the museum Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F2aWilsondowntown.jpg	Arkansas Tourism	Wilson's beautiful downtown square features Tudor architecture	F2aWilsonDowntown	No
F2bWilsonHampsonStatePark.jpg	Arkansas Tourism	Hampson Archeological Museum State Park maintains an amazing collection of artifacts from the Nodena Site, a former Native American village on the Mississippi River between 1400 and 1650	F2bHampsonStatePark	Yes
F2cWilsonCafe.jpg	Arkansas Tourism	Wilson Cafe features a variety of Southern specialties daily as well as mouth-watering homemade desserts.	F2bWilsonCafe	No

Feature 3

Feature name:
Sultana Disaster Museum

GPS coordinates:
35.215, -90.196

Describe the feature:

Located in Marion, it's the only museum dedicated to America's deadliest maritime disaster. The Sultana Disaster Museum tells a story that most people do not know, the explosion of the Sultana, which took place on the Mississippi River in April 1865. On the early morning of April 27, 1865, the SS Sultana exploded on the Mississippi River near Memphis, killing nearly 1,800 of the nearly 2,400 passengers onboard. Many of those were former Union soldiers, on their way home following the end of the Civil War. The boat sank near Marion, where the Sultana Disaster Museum is located. Descendants of passengers on the Sultana have donated items to the museum, which is currently in the process of constructing a new, state-of-the-art facility. The museum is located one block east of U.S. Highway 61 (Arkansas's Great River Road) and is open Thursday through Saturday from 10 a.m. until 4 p.m. and Sunday from 2-4 p.m. The museum is a great example of Arkansas's history.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2021 End date: 12/31/2021

Describe the driving distance and signage related to the feature.

The museum is located one block east of U.S. Highway 61 (Arkansas's Great River Road). Directional signage is easily visible.

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking to and inside the museum Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F3aSultanascalemodel.jpg	Arkansas Tourism	The Sultana Disaster Museum's centerpiece is a scale model of the historic ship	F3aSultanaScaleModel	No
F3bSultanaDisasterMuseumexhibits.jpg	Arkansas Tourism	The Sultana Disaster Museum's exhibits include photos of the over 1700 passengers who were onboard the ill-fated ship.	F3bSultanaDisasterMuseumexhibits	No
F3cSultanaGuidedTour.jpg		Visitors to the Sultana Disaster Museum learn about America's worst maritime disaster from knowledgeable docents	F3cSultanaGuidedTour	No

Feature 4

Feature name:
Big River Crossing

GPS coordinates:
35.131, -90.078

Describe the feature:

The Big River Crossing connects West Memphis, Ark., to downtown Memphis. A major focus of the Big River Crossing is the "big river" itself, which visitors view from the nearly one-mile walkway built alongside the historic Harahan Bridge, one of the river's former roadways. Opened in 1916, the Harahan Bridge connected West Memphis and Memphis and was used for over 30 years. The structure features two railways and two roadways built along the side of the main bridge structure. The bridge was used for vehicle traffic until 1949, when the nearby Memphis-Arkansas Memorial Bridge (or now known by locals as "The Old Bridge") was opened. The Big River Crossing has the distinction of not only being the longest public pedestrian bridge across the "Father of Waters," it is also the country's longest active rail/bicycle/pedestrian bridge. The views of the mighty Mississippi from the walkway are unparalleled. When fully completed, the Arkansas side of the Big River Crossing will also boast the Delta Regional River Park, complete with biking and walking paths, wayside exhibits and a focus on the ecology and natural beauty of the area. In conjunction with the opening of the Big River Crossing, for the first time in history, the St. Francis Levee board approved unanimously to open the Mississippi River levee from West Memphis to near Marianna to bicyclists and pedestrians, allowing creation of the Big River Trail. Future plans include connecting the Big River Trail to the Delta Heritage Trail State Park near Helena-West Helena. The Mississippi River itself is one of the most iconic cultural aspects of the Arkansas Delta. The river brought immigrants, food, music and cultures of other countries to Arkansas. It formed a new culture along the entire Mississippi River Delta. The Big River Crossing is open daily from sunrise to sunset. The crossing is an example of the importance the Mississippi River played in the culture and history of the Arkansas Delta and every state that lies along its boundaries.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2021 End date: 11/1/2021

Describe the driving distance and signage related to the feature.

The Big River Crossing is located at Exit 1 on Interstate 55, directly off the Great River Road. Directional signage is easily visible.

If hiking, walking, or cycling are involved, describe the difficulty.

moderate walking to access the pedestrian bridge to cross the Mississippi. In all, less than a 2 1/2 mile walk from leaving and returning to the vehicle. Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
f4A Big River Crossing .jpg	Arkansas Tourism	The Big River Crossing is the country's longest active rail/bicycle/pedestrian bridge spanning the Mighty Mississippi River, connecting West Memphis to downtown Memphis.	F4aBig River Crossing	No
F4bBigRiverCrossing.jpg	Arkansas Tourism	Walk, jog or bike across the Mississippi River on the Big River Crossing, taking in views of the mighty stream most have never seen before.	F4bBigRiverCrossing	No
F4cBig River Trail .jpg	Arkansas Tourism	For bicyclists, ride the Mississippi River Levee from West Memphis to Marianna on the Big River Trail.	F4cBig River Trail	No

Feature 5

Feature name:
Town of Marianna

GPS coordinates:
34.773, -90.758

Describe the feature:

Marianna, the county seat of Lee County, is situated along the L'Anguille River in eastern Arkansas. Arkansas's Great River Road runs through the community. Marianna was founded as the village of Walnut Ridge in 1848. Its name was changed to Marianna four years later, and, by 1858, the city was relocated three miles downstream on higher ground where the L'Anguille River was navigable throughout the year. Steamboats connected the young city to important Mississippi River ports, transporting cotton out and manufactured goods in. Robert McFerrin Sr., born in Marianna in 1921, became the first African American man to appear in an opera at the Metropolitan Opera house in New York City. The historic event took place on January 27, 1955, a mere 19 days after Marian Anderson became the first African American woman to perform there. Marianna is home to Jones Bar-B-Q Diner. The James Beard award-winning barbecue joint has the distinction of being the oldest, continuously operated African American restaurant in the South, according to the Southern Foodways Alliance. The iconic restaurant is located one block off the Great River Road. The town is also home to one of the smallest National Forests in the nation, the St. Francis National Forest. The forest derives its name from the St. Francis River. Most of the forest is situated on Crowley's Ridge, but some is in the low, flat lands along the Mississippi and St. Francis rivers. The St. Francis National Forest is the only place in the National Forest System where the public can experience the awesome grandeur of the mighty Mississippi River from the shoreline. The forest covers over 22,000 acres and has a variety of the finest bottomland hardwoods in the country. The St. Francis provides ideal habitat for a large variety of wildlife including whitetail deer, wild turkey, squirrel, raccoon, rabbit and waterfowl. Two of Arkansas's National Scenic Byways (the Great River Road and Crowley's Ridge Parkway) run through the forest. Located within the St. Francis National Forest, the Mississippi River State Park features campgrounds, day-use areas, swim beaches, group use areas, boat ramps, hiking trails and scenic views of Crowley's Ridge and the Mississippi River. Adventure and nature come together at Mississippi River State Park to create a unique family-friendly experience. Seven bodies of

water give visitors ample opportunities for fishing, kayaking, and boating. Hikers can explore the many trails and watch for wildlife in the forest.

What is the best time to visit, please provide the start and end dates.

Start date: 2/1/2021 End date: 12/31/2021

Describe the driving distance and signage related to the feature.

Marianna is located directly on Arkansas's Great River Road. Brown directional signs lead travelers to the St. Francis National Forest/Mississippi River State Park. Signage is easily visible.

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking to explore the downtown. Easy walking within the park's visitors center. Moderate walking/hiking on the park's trail.

Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F5aMariannadowntown.jpg	Arkansas Tourism	Marianna's downtown in on the National Register of Historic Places and includes part of the town's original brick streets and the beautiful county courthouse. The courthouse, built in 1890 and expanded in 1936, features Colonial Revival and Art Deco stylings.	F5aMariannadowntown	No
F5bJonesBBQ.jpg	Arkansas Tourism	Jones Bar-B-Q diner in Marianna is Arkansas's first James Beard award-winning restaurant and the oldest continuously operated African American restaurant in the South. Their barbecue sandwiches feature smoked pork on fresh white bread with tangy vinegar sauce and their "secret recipe" coleslaw.	F5bJonesBBQ	No
F5cMariannaBearCreekLake.jpg	Arkansas Tourism	Picturesque Bear Creek Lake is located within the Mississippi River State Park and the St. Francis National Forest. The 625-acre lake draws anglers from across the region.	F5cMariannaBearCreekLake	No

Feature 6

Feature name:

W. G. Huxtable Pumping Plant

GPS coordinates:

34.735, -90.648

Describe the feature:

Outside Marianna is the W. G. Huxtable Pumping Plant, operated by the U.S. Army Corps of Engineers. Situated on the St. Francis River just 13 miles from where it joins the Mississippi River, the plant opened in 1977 after five years of construction costing \$30 million. The station performs a two-fold mission. First, it prevents backwater from the Mississippi River from entering the lower St. Francis Basin when the Mississippi River is a bank full stage. This is accomplished by four 27' x 28' gravity flow gates, thereby becoming a dam. Second, its 10 enormous pumps remove excess surface water impounded by the Mississippi River and St. Francis Basin levees in the most efficient manner possible. The watershed served by the plant is more than 2,000 square miles, equal to the size of the state of Delaware. The facility is located along the Mississippi River levee, approximately 12 miles from U.S. Highway 79 (Arkansas's Great River Road). The plant changed the culture of farming in the Arkansas Delta over 50 years ago upon opening, making thousands of acres of agricultural land useable for farming without flooding.

What is the best time to visit, please provide the start and end dates.

Start date: 2/1/2021 End date: 11/15/2021

Describe the driving distance and signage related to the feature.

The facility is located along the Mississippi River levee, approximately 12 miles from U.S. Highway 79 (Arkansas's Great River Road). Visible signage leads visitors to the site.

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking to walk down to fishing areas at the plant Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F6HuxtablePumpingPlant.JPG	Corps of Engineers	The Corps of Engineer's W.G. Huxtable Pumping Plant outside Marianna is is one of the largest stormwater pumping plants in the world. The plant changed the culture of Arkansas Delta agriculture upon opening.	F6HuxtablePumpingPlant	No

Feature 7

Feature name:

Louisiana Purchase State Park

GPS coordinates:

34.646, -91.054

Describe the feature:

The Louisiana Purchase Historic State Park near Brinkley conserves a rare headwater swamp and a granite monument standing in the swamp's interior. The monument marks the "initial point" established during an original survey of lands added to the United States as a result of the Louisiana Purchase. The monument was listed on the National Register of Historic Places on February 23, 1972, and on April 19, 1993, the National Park Service designated the point a National Historic Landmark. The Louisiana Purchase of 1803 more than doubled the size of the United States and brought all the territory that would become Arkansas under U.S. ownership. In 1815, President James Madison ordered a survey to establish a system for distributing land to veterans of the War of 1812. On November 10, 1815, a party led by Prospect K. Robbins surveying a north-south line to be known as the fifth principal meridian crossed an east-west baseline that had been surveyed by a party led by Joseph C. Brown. The crossing of those lines became the "initial point" from which subsequent surveys of Louisiana Purchase lands originated. Robbins's party marked two trees about eighteen inches in diameter as witness trees to delineate the crossing. While re-surveying the boundary between Lee and Phillips counties in 1921, surveyors Tom Jacks and Eldridge P. Douglas of Helena (Phillips County) discovered the witness trees. The L'Anguille Chapter of the National Society of the Daughters of the American Revolution in Marianna (Lee County) placed a monument on the site, dedicating it in ceremonies held on October 27, 1926.

The Arkansas legislature authorized a state park on the site by Act 174 of 1961. Initial park development was accomplished with the aid of local citizens groups through the Green Thumb Program. In April 1977, the Arkansas Natural Heritage Commission added the swamp to the state Registry of Natural Areas and supplied funds for purchasing the park site. The Arkansas Department of Parks and Tourism granted the commission a conservation easement on the site, thus providing additional legal protection for its natural and historical features. A 950-foot boardwalk was constructed from the swamp's edge to the monument; in June 1981, it was designated a National Recreation Trail by the U.S. Interior Department. Informational panels about the Louisiana Purchase, the survey and the swamp were placed along its path. In anticipation of the Louisiana Purchase bicentennial in 2003, renovations were made to the boardwalk, signage, and entrance landscaping. The park's botany includes species normally associated with swamps, such as swamp tupelo, bald cypress, black willow, and buttonbush, in proximity with upland species such as sweet gum, mulberry, Nuttall oak, and sassafras. Many bird species can be observed in the surrounding swamp area.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2021 End date: 11/30/2021

Describe the driving distance and signage related to the feature.

The historic site is located 16 miles north of Turner (located directly on the Great River Road). Visitors turn off State Highway 1 on to State Highway 39. Then west on U.S. Highway 49 to State Highway 62. Follow highway signs that lead directly to the park. It is open daily from 6 a.m. until 9 p.m.

If hiking, walking, or cycling are involved, describe the difficulty.

The actual marker is located on an elevated boardwalk. The barrier-free boardwalk is 3/8-mile and is considered an easy trek Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F7aLouisianaPurchasemarker.jpg	Arkansas Tourism	The Louisiana Purchase State Park features a marker signifying the "initial point" established during an original survey of lands added to the United States as a result of the historic Louisiana Purchase.	F7aLouisianaPurchaseMarker	No
F7bLouisianaPurchasemarkercloseup.jpg	Arkansas Tourism	At Louisiana Purchase State Park, an elevated, wooden boardwalk above a headwater swamp leads to the granite monument marking the historic Louisiana Purchase survey's starting point.	F7bLouisianaPurchaseMarkercloseup	No
F7cLouisianaPurchasereenactment.jpg	Arkansas Tourism	Re-enactors portray the original surveyors of the survey of the historic Louisiana Purchase, which nearly doubled the size of the young United States.	F7cLouisianaPurchasereenactment	No

Feature 8

Feature name:
Warfield Concerts

GPS coordinates:
34.529, -90.591

Describe the feature:

Samuel Drake Warfield was a lifelong resident of Phillips County who never married and had no close family. Music and culture were two of his main passions. He wanted the people of his home county (and beyond) to experience the music, arts and culture of the world. Upon his death in 1967, his will (written in 1939) stated that nearly his entire estate was left to the community "to provide an annual musical concert or concerts to be known as the Warfield Foundation Concerts; said concerts to be held in Helena, Arkansas, and free to the inhabitants of that city regardless of race, creed or color." Although Arkansas is generally better known for its blues, gospel, folk, country, and rock and roll performers, classical and opera music have deep roots in Arkansas history and culture, often appearing in interesting ways in unusual places, like the free Warfield Concerts. Performances have included Van Cliburn, Robert Goulet and the Broadway cast of Camelot, the New York Ballet, the Moscow Boys Choir and the Acrobats of Tianjin. Each season features at least four free performances, with the main venue as the Lily Peter Auditorium on the campus of Phillips Community College/University of Arkansas in Helena.

What is the best time to visit, please provide the start and end dates.

Start date: 4/1/2021 End date: 10/31/2021

Describe the driving distance and signage related to the feature.

The Lily Peter Auditorium is 2.7 miles from the junction of US 49/US49B. Directional signs lead drivers to Phillips Community College, where the auditorium is located

If hiking, walking, or cycling are involved, describe the difficulty.

easy, accessible walk to get inside the auditorium Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F8thenutcracker.JPG	Arkansas Tourism	Warfield Concerts offers free concerts and performances each year, like the New York City Ballet's The Nutcracker	F8thenutcracker	No

Feature 9

Feature name:
Historic Helena

GPS coordinates:
34.528, -90.588

Describe the feature:

Helena is one of the oldest towns in Arkansas. Helena was incorporated in 1833, three years before Arkansas became a state. Because of its proximity to the Mississippi, Helena became a busy river town in the early 1800s. In Life on the Mississippi, Mark Twain described

Helena as occupying "one of the prettiest situations on the Mississippi." During the Civil War, Helena held a prime strategic location – between Memphis and Vicksburg, along the banks of the Mississippi River. On July 4, 1863, Union and Confederate troops clashed over the coveted waterway. By days end, nearly 2,000 Union and Confederate soldiers were killed, wounded, or missing. The Battle of Helena secured the Union stronghold on the river and proved to be the last major Confederate offensive in Arkansas. In January 1920, William Caesar Warfield was born in West Helena. He would go on to become an acclaimed concert singer (bass-baritone) and producer. He is best known for his performance of "Ol Man River" in the first color Technicolor version of Show Boat. Warfield is the only African American member of the "Ritchie Boys," thousands of soldiers who were trained at Fort Ritchie, Maryland, an intelligence center where hundreds of Jewish recruits who fled Nazi Germany for the United States were trained to interrogate their one-time countrymen. Warfield was brought to the camp because of his strong German skills which he perfected while studying music (Warfield also spoke French and Italian). Because of segregation, his skills were never used. In the 1940s and 1950s, the city grew into a vibrant blues community. Helena became a stop for traveling musicians. Today, Helena is home to the longest running blues radio show in the world, King Biscuit Time, which helped spark the careers of many musicians, including B.B. King, who listened while he picked cotton in Mississippi. In a nod to the historic radio show, the King Biscuit Blues Festival started in 1986 and has become one of the most well-known blues festivals in the world, bringing thousands of blues fans worldwide to the Arkansas Delta town. Helena is the only downtown on the Mississippi River for the 300 miles between Memphis and Vicksburg. The Helena River Park features a 60-foot boat ramp, one of the largest public access ramps on the lower Mississippi. A boardwalk takes visitors right to the edge of the river, with interpretive panels that explain some of the local ecosystem and Civil War history. Also in Helena is Freedom Park, an interpretive area of Helena's Civil War story. Once the location of a Contraband camp, this park is dedicated to interpreting the African American experience during the war. The five exhibits feature life-sized figures and sculptures, and structures representing a plantation house and a refugee dwelling. Freedom Park is the first location in Arkansas designated as a National Underground Railroad Network to Freedom site. Open daily from 8 a.m. to 5 p.m., the park is located directly on the Great River Road National Scenic Byway (U.S. Highway 49).

What is the best time to visit, please provide the start and end dates.

Start date: 10/1/2020 End date: 12/31/2021

Describe the driving distance and signage related to the feature.

Historic Helena is located directly on Arkansas's section of the Great River Road

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking down the historic district and all attractions Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F9afreedompark.JPG	Arkansas Tourism	Freedom Park in Historic Helena focuses on the African American experience from slavery to freedom and beyond	F9aFreedomPark	No
F9bkingbiscuittime.JPG	Arkansas Tourism	Enjoy a live broadcast of "King Biscuit Time" weekdays in Historic Helena. The radio show is the longest running daily blues show in the United States and was hosted for over 50 years by the late "Sunshine" Sonny Payne, a member of the Blues Hall of Fame.	F9bkingbiscuittime	No
F9ckingbiscuitbluesfestival.jpg	Arkansas Tourism	Helena is home to the award-winning King Biscuit Blues Festival. Tens of thousands of music fans flock to the historic district's Mississippi River levee to listen to four days of great music every October.	F9cKingBiscuitBluesFestival	No

Feature 10

Feature name:

Delta Cultural Center

GPS coordinates:

34.523, -90.587

Describe the feature:

Helena is home to the Delta Cultural Center, an award-winning state museum dedicated to preserving, interpreting and presenting the cultural heritage of a twenty-seven-county region. The museum and educational complex tells the story of a land and its people, capturing what makes the Arkansas Delta region unique. The facility is an official interpretive center of the Great River Road National Scenic Byway, and is situated four blocks south of the historic road. The Delta Cultural Center opened in 1990 with a single building – The Depot. It has grown over the past twenty-five years to include multiple properties and an impressive collection. Just one block from The Depot museum, the Delta Cultural Center Visitors Center is home to King Biscuit Time, the longest running Blues radio broadcast in the world. Visitors can experience a one-of-a-kind live radio broadcast weekdays from 12:15 to 12:45 p.m. The museum is open Tuesday through Saturday, 9 a.m. to 5 p.m., and admission is free. The Delta Cultural Center shares the vision of all eight agencies of Arkansas Heritage—to preserve and promote Arkansas Heritage as a source of pride and satisfaction. Arkansas Heritage is a division of the Arkansas Department of Parks, Heritage and Tourism.

What is the best time to visit, please provide the start and end dates.

Start date: 2/1/2021 End date: 12/31/2021

Describe the driving distance and signage related to the feature.

Brown directional signs lead visitors from the US 49 bypass

If hiking, walking, or cycling are involved, describe the difficulty.

one block stroll from the museum's two buildings Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F10adcc exhibits.jpg	Arkansas Tourism	The Delta Cultural Center interprets the history and culture of 27 counties in the Arkansas Delta. The award-winning museum is free to visitors.	F10adcc	No
F10bdcc depot.jpg	Arkansas Tourism	The restored 1912 Union Pacific railroad station opened in 1990 as the initial building to house the Delta Cultural Center. The Depot, listed on the National Register of Historic Places, serves as a museum and features exhibits and hosts numerous events.	F10bdcc	No
F10cdcc exhibits2.jpg	Arkansas Tourism	The Delta Cultural Center visitor center houses the museum's temporary exhibits and museum store.	F10cdcc	No

Feature 11

Feature name:

Stuttgart

GPS coordinates:
34.500, -91.553

Describe the feature:

Stuttgart, one of the seats of Arkansas County, is a predominantly agricultural community situated on the Grand Prairie. The community began as a colony of German immigrants in the late nineteenth century. The town would also bring a crop to Arkansas that would become an important part of the culture of the state and the nation. It became one of the centers of rice farming in Arkansas after rice was first introduced to in the state in 1902. A group of Arkansas rice farmers banded together to market their crops and in 1921 created a farmers' cooperative business group, which is now known as Riceland Foods, Inc., and is headquartered at Stuttgart. Riceland has grown to become the world's largest rice miller and rice marketer; it provides marketing services for rice products, soybeans, and wheat, and has become a major soybean processor, rice exporter, and oil producer. Over half of the rice grown in the United States is grown in Arkansas. Because of the community's proximity to the Mississippi River Flyway and the rice grown in the area, Stuttgart is a "mecca" for ducks in the winter and has become a cultural hub for hunters. During duck hunting season in Stuttgart, statistics show that over \$1 million is brought into the community per day. The World's Championship Duck Calling Contest has been held annually since 1936 as part of the Wings Over the Prairie Festival. The festival brings thousands of visitors from around the country every Thanksgiving weekend, with one of the most popular events being the World's Championship Duck Gumbo Cooking Contest. The Museum of the Arkansas Grand Prairie is dedicated to prairie pioneers and features over 10,000 artifacts and focuses on the culture of the region. The winner of various awards for leadership in the field of conservation, the unique museum depicts the history of agriculture and the pioneers who farmed the Grand Prairie of eastern Arkansas from the 1800s to 1921. Displays of home living, settlers' entertainment and education, and early farm life are available. One of the most popular displays is the Waterfowl Wing, which features all species of waterfowl that frequent the Mississippi Flyway, mounted and displayed as if they were coming to the small pond to rest. The exhibit includes audio of each bird's call, as well as a duck blind, a river bottom guide boat, a duck call shop, a presentation of a rice field with geese and ducks feeding, and a distinct display of Indian duck effigy pottery from AD 1100. The museum is open Tuesday through Friday from 8 a.m. until 4 p.m. and Saturday from 10 a.m. until 4 p.m.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2021 End date: 12/31/2021

Describe the driving distance and signage related to the feature.

Stuttgart is located 26 miles north of Dumas on U.S. Highway 165 (U.S. Highway 165 is the Great River Road from Dumas south). Green directional signs are located along the highway.

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking to explore the town and the museum Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F11aStuttgartriceharvest.jpg	Arkansas Tourism	In the fall, visitors along Arkansas's Great River Road will see state-of-the-art equipment in fields harvesting rice. More than half the rice grown in the U.S. comes from Arkansas.	F11aStuttgartriceharvest	No
F11bStuttgarducks.jpg	Arkansas Tourism	Since Stuttgart lies within the Mississippi River Flyway and grows so much rice, ducks "flock" to the area. You'll see beautiful waterfowl like these mallards filling the skies. The drakes are easily spotted by their stunning emerald green heads.	F11bStuttgartriceharvest	No
F11cStuttgarduckhunting.jpg	Arkansas Tourism	Hunters from around the world head to Stuttgart for duck hunting, heading out to duck blinds in the early morning.	F11cStuttgarduckhunting	No

Feature 12

Feature name:
Historic St. Charles

GPS coordinates:
34.373, -91.137

Describe the feature:

St. Charles is located on a bluff over the White River. Incorporated as a town in 1880, St. Charles is known as the site of the "single deadliest shot fired during the Civil War." On June 17, 1862, Confederate sharpshooters fired upon four Federal ships traveling up the White River at St. Charles. One of the shots hit the steam drum of the USS Mound City, killing over 100 of the soldiers onboard. In the center of the town, visitors come upon a distinctive monument in the middle of the street. The St. Charles Battle Monument is a large, square granite monolith topped with an inverted cannon barrel. Listed on the National Register of Historic Places, it is believed to be the only monument that is dedicated to both Union and Confederate soldiers. St. Charles is home to the Dale Bumpers White River National Wildlife Refuge. The refuge was established in 1935 for the protection of migratory birds. It is one of the most important areas for wintering waterfowl in North America. The refuge is also home to the only population of native black bear in the State of Arkansas and is designated as a Wetland of International Importance. Dale Bumpers White River National Wildlife Refuge annually attracts about 455,000 visits from hunters, anglers, bird watchers and others. The refuge lies mostly in the floodplain of the White River, near where it meets the mighty Mississippi River. Long and narrow and varying from a quarter mile to ten miles wide and approximately sixty miles long, the refuge is one of the largest remaining bottomland hardwood forests in the Mississippi River Valley. Its fertile forests and some 300 lakes are interlaced with streams, sloughs, and bayous. The result is a haven for a myriad of native wildlife and migratory birds. St. Charles is located directly on U.S. Highway 1 (Great River Road). The museum is open Monday – Friday, 8 a.m. until 3 p.m. and by appointment. The Dale Bumpers White River National Wildlife Refuge is open weekdays from 8 a.m. until 4 p.m.

What is the best time to visit, please provide the start and end dates.

Start date: 3/1/2021 End date: 11/30/2021

Describe the driving distance and signage related to the feature.

St. Charles is located directly on U.S. Highway 1 (Great River Road).

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking to explore the town and the wildlife refuge Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
-----------	-------------	------------------	------------	---------------

File Name	Image owner	Alternative text	Image name	Photo release
F12aStCharlesBattleMarker.jpg	Arkansas Tourism	St. Charles is known as the site where the "single deadliest shot" was fired during the Civil War in June 1862.	F12aStCharlesBattleMarker	No
F12bStCharlesCivilWarMonument.jpg	Arkansas Tourism	The marker in St. Charles honors both Union and Confederate dead, the only one of its kind known in the United States.	F12bStCharlesBattleMarker	No
F12cStCharlesWhiteRiverNationalWildlifeRefuge.jpg	Arkansas Tourism	The White River National Wildlife Refuge is a Wetland of International Importance.	F12cStCharlesWhiteRiverNationalWildlifeRefuge	No

Feature 13

Feature name:
Arkansas Post National Memorial

GPS coordinates:
34.017, -91.345

Describe the feature:

Arkansas Post has played an important part in the history of what is now Arkansas since the late 17th century. By 1821, Arkansas Post had served as the local governmental, military, and trade headquarters for the French, the Spanish, and the United States. Arkansas Post was established in 1686 by French explorer Henri de Tonti. The site was the first European colony in the Mississippi River Valley. Arkansas Post is also the location of the only Revolutionary War skirmish to take place in what is now Arkansas. Due to the settlement's proximity to the Arkansas River, Arkansas Post was a thriving river town by the early 1800s and was selected as the capital of the Arkansas Territory. In January 1863, in an effort to prevent Confederates from disrupting Union shipping on the Mississippi River, the Union Army moved on Arkansas Post. After Maj. Gen. William T. Sherman's troops overran the Confederate trenches, Arkansas Post was bombarded by Union ironclads. Arkansas Post National Memorial is located south of Gillett, and the park traces the history of Arkansas Post from its establishment in 1686. Inside the park, visitors take a self-guided tour of the area, including a layout of the town and an 1863 Civil War battlefield with remnants of Confederate trenches. Located off U.S. Highway 165 (Arkansas's Great River Road) on State Highway 169 (less than a 5-minute drive). The park's grounds are open 8:00 a.m. to dark. The visitor center is open daily from 8:30 a.m. to 5:00 p.m.

What is the best time to visit, please provide the start and end dates.

Start date: 1/1/2021 End date: 12/31/2021

Describe the driving distance and signage related to the feature.

Located off U.S. Highway 165 (Arkansas's Great River Road) on State Highway 169 (less than a 5-minute drive). Brown directional signs lead visitors directly off the historic byway

If hiking, walking, or cycling are involved, describe the difficulty.

easy to moderate walking to explore the park's visitors center, with option to explore the townsite and nearby Civil War trenches

Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F13aArkansas Post National Memorial_KSJ_20160325_4829ps.jpg	Arkansas Tourism	Arkansas Post, located alongside the scenic Arkansas River, was Arkansas Territory's first capitol.	F13aArkansas Post National Memorial	No
F13bArkansas Post National Memorial_KSJ_20160325_4949ps.jpg	Arkansas Tourism	Guests can explore Civil War trenches at Arkansas Post National Memorial	F13bArkansas Post National Memorial	No
F13cArkansas_Post_National_Memorial.jpg	Arkansas Tourism	Arkansas Post was the beginning of Arkansas's history.	F13cArkansasPostNationalMemorial	No

Feature 14

Feature name:
WWII Japanese American Internment Museum

GPS coordinates:
33.628, -91.395

Describe the feature:

After the United States entered World War II, President Franklin Roosevelt created the War Relocation Authority, creating 10 sites throughout the country to incarcerate Japanese Americans. Rohwer and Jerome were established in March 1942 and served as the War Relocation Authority's easternmost camp sites. The two camps would eventually house nearly 18,000 people. Jerome, located in Drew County, operated the shortest amount of time of any of the 10 camps, from Oct. 6, 1942, to June 30, 1944. All that remains of the camp is a smokestack from the camp's laundry. A granite marker commemorates the camp's location. Rohwer is located in Desha County. The camp was opened Sept. 18, 1942, and did not close until Nov. 30, 1945, making it one of the last camps to cease operation. The location has several commemorative markers and a small cemetery. The site is listed on the National Register of Historic Places and has been designated a National Historic Landmark. Actor and writer George Takei, best known for his role as Lieutenant Hikaru Sulu on the original Star Trek television series, was interned as a young boy with his family at Rohwer. In April 2013, Takei returned to the Arkansas Delta and dedicated the opening of the World War II Japanese American Internment Museum in McGehee, as well as outdoor interpretive exhibits at the Rohwer site. The exhibits include a series of kiosks and wayside panels, with audio components narrated by Takei, and provide a glimpse into the lives of Japanese Americans once interned there. The Rohwer site is located directly off State Highway 1 (Great River Road). The World War II Japanese American Internment Museum is located in McGehee's historic train depot at 100 South Railroad St. (one mile off U.S. Highway 65/Great River Road). The museum serves as the Jerome-Rohwer Interpretive and Visitor Center and houses the featured exhibit, "Against Their Will: The Japanese American Experience in World War II Arkansas." The museum is open Tuesday through Friday, 9 a.m. to 4 p.m.

What is the best time to visit, please provide the start and end dates.

Start date: 1/2/2021 End date: 12/15/2021

Describe the driving distance and signage related to the feature.

The World War II Japanese American Internment Museum is located in McGehee's historic train depot at 100 South Railroad St. (one mile off U.S. Highway 65/Great River Road). Brown directional signs lead visitors directly to the museum off the Great River Road.

If hiking, walking, or cycling are involved, describe the difficulty.

easy walking to tour the small museum Selected photo file name

File Name	Image owner	Alternative Image text	Image name	Photo release
F14aWWIIJapaneseAmericanInternmentMuseumaerial.jpg	Arkansas Tourism	The World War II Japanese American Internment Museum tells the story of Rohwer and Jerome, two internment camps in the Arkansas Delta.	F14aWWIIJapanesAmericanInternmentMuseumaerial	No
F14bWWIIJapaneseAmericanInternmentMuseumexhibits.jpg	Arkansas Tourism	The World War II Japanese American Internment Museum tells the stories of over 18,000 people who lived against their will in the two Arkansas camps.	F14bWWIIJapaneseAmericanInternmentMuseumexhibits	No
F14cRohwerCemetery.jpg	Arkansas Tourism	Over 10,000 evacuees passed through Rohwer Relocation Center during its existence and over two thirds of these were American citizens.	F14cRohwerCemetery	No

Feature 15

Feature name:

Town of Lake Village

GPS coordinates:

33.331, -91.284

Describe the feature:

Approximately 125 miles southeast of Little Rock, Lake Village is located along the Great River Road National Scenic Byway and lies on

the curving shore of picturesque Lake Chicot, a 20-mile long abandoned channel of the Mississippi River. The history of the community and county can be found throughout the town. Geologists estimate that Lake Chicot likely separated from the Mississippi River several centuries ago when the river cut a shorter pathway to the east. The expedition of Hernando de Soto likely touched upon the site of the lake; after his death and burial near Lake Village, his body was exhumed and thrown into the Mississippi River. Many historians today believe that part of the river became Lake Chicot. Near Lake Chicot a marker designates the site where Charles Lindbergh landed in April 1923 after completing history's first night flight. There is a mural at the U. S. Post Office that was financed through the U.S. Treasury Department's Section of Painting and Sculpture (later renamed the Section of Fine Arts), a Depression-era stimulus project that promoted public art. It was listed on the National Register of Historic Places on August 14, 1998. Lake Village is also home to the longest cable-stayed bridge on the Mississippi River, linking Lake Village to Greenville, Mississippi. It opened to traffic in 2010, replacing a bridge built in 1940. While Lake Village was not incorporated as a town until 1898, the history of the area begins much earlier, with the arrival of the Spanish in 1541. Legend has it that Hernando de Soto and his men came upon a friendly Native American tribe, ruled by Chief Chicot, whose village was near the present-day site of Lake Village. Sunnyside Plantation of Lake Village/Chicot County is synonymous with the immigration of Italian Catholics into the cotton fields of the Arkansas Delta. In the latter half of the nineteenth century, Austin Corbin of New York bought more than 10,000 acres of Chicot County land on the Mississippi River and established Sunnyside Plantation. During the 1890s, Sunnyside Plantation was the largest Catholic colony of new immigrants in the state and the primary factor in attracting Italians to Arkansas.

What is the best time to visit, please provide the start and end dates.

Start date: 1/2/2021 End date: 12/15/2021

Describe the driving distance and signage related to the feature.
Lake Village is located directly on Arkansas's Great River Road

If hiking, walking, or cycling are involved, describe the difficulty.
easy to moderate walking to explore the downtown Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F15aLakeChicotfishing.jpg	Arkansas Tourism	Lake Chicot, an ancient channel of the Mississippi River, offers beautiful sunrises and sunsets, as well as some of the best fishing in the region	F15aLakeChicotFishing	No
F15bLakeChicotStatePark.jpg	Arkansas Tourism	Lake Chicot State Park is a great getaway for families for fishing, bird watching or just enjoying the beauty of nature	F15bLakeChicotStatePark	No
F15cLindberghmarker.jpg	Arkansas Tourism	Famed aviator Charles Lindbergh made his first night flight over Lake Chicot in Lake Village	F15cLindberghmarker	No

Feature 16

Feature name:
Lakeport Plantation

GPS coordinates:
33.257, -91.155

Describe the feature:
Lakeport Plantation in Lake Village is the only remaining Arkansas plantation home on the Mississippi River. The historic site researches and interprets the people and cultures that shaped plantation life in the Mississippi River Delta, focusing on the Antebellum, Civil War, and Reconstruction periods. The Plantation has remained in continuous cotton production since the 1830s when slaves carved it from the heavily forested Arkansas frontier. Thus, it provides complete documentation of agricultural development in the region and the accompanying changes in the African American experience. These include the transition from frontier and plantation slavery, to sharecropper and tenant farmer systems, to agricultural mechanization and the resultant mass exodus of African Americans to factories in the North, to large-scale corporate farming.

What is the best time to visit, please provide the start and end dates.

Start date: 4/1/2021 End date: 11/15/2021

Describe the driving distance and signage related to the feature.
Lakeport is located two miles off U.S. Highway 82 (Great River Road) on State Highway 142. Brown directional signs lead visitors to the historic site, from the Arkansas and Mississippi sides

If hiking, walking, or cycling are involved, describe the difficulty.
easy walking to tour the plantation and grounds Selected photo file name

File Name	Image owner	Alternative text	Image name	Photo release
F16aLakeportrestoration.jpg	Arkansas Tourism	Lakeport Plantation was restored to its original beauty and is now open for visitors to explore	F16aLakeportrestoration	No
F16bLakeportcoachtour.jpg	Arkansas Tourism	Lakeport Plantation gives visitors an insight into the people and culture of the Mississippi River Delta	F16bLakeportcoachtour	No
F16cLakeportexhibits.jpg	Arkansas Tourism	Lakeport Plantation's exhibit interpret plantation life during the antebellum, Civil War and Reconstruction periods	F16cLakeportexhibits	No

Telling Your Story:

An important part of supporting the America's Byways brand is providing travelers with information about the Intrinsic Qualities that form the essence of your byway.

5-9: Describe the materials you use to tell your byway story and interpret its Intrinsic Qualities, (e.g., maps, brochures, DVDs, etc.) (Limit 150 words.)

Arkansas Tourism and Arkansas Delta Byways (an official tourist regional association of Arkansas Tourism) use their websites to promote the Great River Road in Arkansas, as well as published travel guides and brochures. The 10-state National Great River Road map also highlights Arkansas's story and intrinsic qualities.

5-10: Provide the website(s) and/or social media sites where travelers and media can find information specific to your byway (other than byways.org).

www.Arkansas.com; www.DeltaByways.com; Arkansas Tourism's Facebook, Twitter, Instagram and Pinterest sites all promote the Arkansas Delta and Arkansas's Great River Road. Arkansas Delta Byway's Facebook page also promotes Arkansas's Great River Road.

Section 6

Community Support:

Community support and the openness of the planning process are considered important components in both the designation and determination of the sustainability of a byway.

6-1: Provide a list of key participants/organizations in the planning and development of the Corridor Management Plan (CMP), and describe critical coordination efforts with these organizations. (Limit 150 words.)

A. The 10-member Mississippi River Parkway Commission of Arkansas was the lead organization in the grassroots effort for the Great River Road Corridor Management Plan process. B. The Board of Directors of Arkansas Delta Byways, the tourism promotion association serving this region, provided assistance. Members solicited volunteers, gathered information and developed materials for the corridor management plan. C. The Great River Road Division Director from the Arkansas Department of Parks and Tourism, the State Scenic Byways Coordinator, representatives from institutions of higher education along the route and the MRPC Commissioner from the county meeting site assisted with major presentations held in each county. The meetings were publicized, letters were sent to local leadership and volunteers were solicited to work their respective counties.

6-2: Identify any significant objections to the CMP and describe actions taken to resolve them. (Limit 150 words.)
There were no objections to the CMP

6-3: Describe how you have addressed the control of outdoor advertising with your stakeholders. (Limit 150 words.)

3. Since its adoption as a state scenic byway, the construction of new outdoor advertising signs has been prohibited along the Arkansas Great River Road. The change from National Scenic Byway to All American Road will not change this prohibition. This information has been shared with all stakeholders.

6-4: Describe how this byway nomination was developed and who was involved, including critical coordination efforts with key industries and organizations along the corridor and any significant objections to the nomination of the road. (Limit 200 words.)

The nomination process for The Great River Road-Arkansas has been a comprehensive grassroots effort beginning with the Mississippi River Parkway Commission of Arkansas as the Steering Committee for the byway. Support has been received from members of Delta Byways, volunteers who worked gathering information for the Corridor Management Plan, Arkansas Department of Transportation, Arkansas Department of Parks, Heritage and Tourism, the Arkansas Hospitality Association, elected officials and others.

6-5: Document that you have received support from road management authorities responsible for each segment of the road and Federal land management agency(s) through whose lands the byway runs. (Limit 150 words.)

Approximately 99 percent of the Arkansas Great River Road is maintained by the Arkansas Department of Transportation. A very small segment of the Great River Road is located on city streets which are maintained by the Cities of Helena-West Helena and Marianna. Another small segment goes through the St. Francis National Forest and traverses through two Arkansas counties: Phillips and Lee. This small portion of the Arkansas Great River Road is maintained by those two county road departments.

6-6: List actions the byway leader or organization will take to assure ongoing community involvement and citizen participation. (Limit 150 words.)

The Mississippi River Parkway Commission of Arkansas recognizes the need for ongoing public participation and will aggressively encourage individuals and organizations along the byway to become active members of Arkansas Delta Byways, our tourism promotion association which includes the Great River Road. Information will be gathered and disseminated through regularly held public meetings of the Commission and Delta Byways tourism association.

Supporting Documentation:

You must include an electronic PDF copy of the Corridor Management Plan and a single PDF document combining any letters documenting support. Applicants are limited to providing these two forms of supporting documentation along with the Route Map (and optional GIS file) and the photos referenced within the body of the nomination application. Additional documentation/attachments will not be considered.

6-7: **Corridor Management Plan** – Your application must be supported by a Corridor Management Plan that addresses the required points of corridor management planning detailed in [the Interim Policy](#).

6-7AR GRR CMP .pdf

Before uploading, rename the file to begin with 6-7. For example, rename your file RiverBend.pdf to 6-7RiverBend.pdf.

6-8: **Letters Documenting Support** – Reviewers find supporting letters that document local support useful as they corroborate statements you make in your application. The most effective documentation is personalized support statements that describe the writer's relationship to the byway and expected benefits from national designation. It is also useful to see indications of how the writer will continue their support in the future.

6-8 AAR support letters.pdf

Before uploading, rename the file to begin with 6-8. For example, rename your file RiverBend.pdf to 6-8RiverBend.pdf.

CMP Information:

6-9: Name of CMP: Great River Road-Arkansas Corridor Management Plan

6-10: Date CMP was adopted: 9/3/2001

6-11: Does your State/Indian tribe/Federal land management agency require that CMPs be regularly updated to reflect current policies?

No

If yes, how often?

If no, in a few concise bullet points, describe your byway priorities for the next five (5) years. (Limit 150 words.)

*the CMP is updated with current numbers whenever necessary *it is the hope of the director of the Arkansas Great River Road that the current CMP will be completely reevaluated in the next two years, especially to focus on All-American Road status

6-12: Your byway's CMP must address each of the following points. Using the table below, identify the principal pages in your document that discuss each point.

Item that the CMP Addresses	Discussed on Page Number(s)
1. A map identifying the corridor boundaries, location, intrinsic qualities, and land uses in the corridor.	3-20 and 156-189
2. An assessment of the intrinsic qualities and their "context" (the areas surrounding them).	146-208
3. A strategy for maintaining and enhancing each of those intrinsic qualities.	214
4. The agencies, groups, and individuals who are part of the team that will carry out the plan, including a list of their specific, individual responsibilities. Also, a schedule of when and how you'll review the degree to which those responsibilities are being met.	209
5. A strategy of how existing development might be enhanced and new development accommodated to preserve the intrinsic qualities of your byway.	210-213
6. A plan for on-going public participation.	209
7. A general review of the road's safety record to locate hazards and poor design, and identify possible corrections.	223
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians.	212
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor's experience of the byway.	65
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising.	225
11. A plan to make sure that the number and placement of highway signs will not get in the way of the scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently.	210-217
12. Plans of how the byway will be marketed and publicized.	221
13. Any proposals for modifying the roadway, including an evaluation about design standards and how proposed changes may affect the byway's intrinsic qualities.	n/a
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors.	221
15. A narrative on how the All-American Road would be promoted, interpreted, and marketed in order to attract travelers, especially those from other countries. The agencies responsible for these activities should be identified.	221
16. A plan to encourage the accommodation of increased tourism, if this is projected. Some demonstration that the roadway, lodging and dining facilities, roadside rest areas, and other tourist necessities will be adequate for the number of visitors induced by the byway's designation as an All-American Road.	221
17. A plan for addressing multi-lingual information needs.	221
18. A demonstration of the extent to which enforcement mechanisms are being implemented in accordance with the corridor management plan.	222

Byway Organization

6-13: Describe the structure of any byway organization that currently exists. (Limit 100 words.)

1. The Mississippi River Parkway Commission of Arkansas consists of ten commissioners, each appointed to a 6-year term, by the Governor of Arkansas. They each represent one of the ten counties along the eastern border of Arkansas. The commission also has a division director who is employed by the Arkansas Department of Parks, Heritage and Tourism, which provides access to all the department services. It also has a budget administered through the department. The commission meets on a regular schedule to conduct business and support Great River Road projects. The Arkansas Commission is also very active in the National Mississippi River Parkway Commission. Arkansas Delta Byways is an official regional tourism association, consisting of 15 counties of which 10 are Great River Road counties. Crowley's Ridge National Scenic Byway is also a part of the association, and 23 miles of the two byways are shared.

6-14: Describe plans to strengthen the organization over the next five years. (Limit 100 words.)

The need for ongoing public participation is recognized and will be aggressively pursued to encourage individuals, businesses and organizations along the byway to become active members of Arkansas Delta Byways, our tourism promotion association which includes The Great River Road-Arkansas.

6-15: Provide a description of the stewardship actions and practices your byway organization intends to follow so that your Intrinsic Quality(s) remains evident or available to travelers along the byway. (Limit 100 words.)

The Mississippi River Parkway Commission of Arkansas, through its Great River Road Division of the Arkansas Department of Parks, Heritage and Tourism, will provide expertise to preserve, protect and promote the intrinsic qualities along the Arkansas Great River Road.

Contacts

FHWA will use these contacts to obtain additional information during the nomination process and after designation, if it occurs. It is important for you to assure the individuals you list in your nomination are available for such contacts and will maintain up-to-date knowledge about byway activities.

Role

7-1: Signatory for State, Indian Tribe, or Federal Land Management Agency

Name: Great River Road Director Agency: Arkansas Tourism Title: Great River Road Director

Work Email: kim.williams@arkansas.gov Work Phone: 870-295-2005

7-2: Principal Point of Contact for Byway

Name: Jeff Ingram Agency: Arkansas Department of Transportation Title: Right of Way Division
Beautification Section Head

Work Email: jeff.ingram@ardot.gov Work Phone: 501-569-2088

7-3: Nomination Form Preparer

Name: Kim Williams Agency: Arkansas Tourism Title: Great River Road Director

Work Email: kim.williams@arkansas.gov Work Phone: 870-295-2005

Signatory Review

Status: draft

Comments:



U.S. Department of Transportation
Federal Highway Administration

[Privacy Policy](#) | [Freedom of Information Act \(FOIA\)](#) | [Accessibility](#) | [Web Policies & Notices](#) | [No Fear Act](#) | [Report Waste, Fraud and Abuse](#)
[U.S. DOT Home](#) | [USA.gov](#) | [WhiteHouse.gov](#)

[Federal Highway Administration](#) | 1200 New Jersey Avenue, SE | Washington, DC 20590 | 202-366-4000