[Your Name]
[Your Position]
[Organization’s Name]
[Organization’s Address]
[City, State, ZIP]

[Date]

Office of Acquisition and Grants Management

Federal Highway Administration

U.S. Department of Transportation

1200 New Jersey Avenue, SE

Washington, District of Columbia 20590

RE: Funding Opportunity: **693JJ324DF00029-PKG00287946**

Workspace ID: **WS01444113**

Selection Review Committee:

I am writing to offer my support for a National Scenic Byway Program grant application benefiting the Great River Road National Scenic Byway.

I want to express my strong support for the Mississippi River Parkway Commission grant application submitted through the Tennessee Department of Transportation on behalf of the Great River Road National Scenic Byway All-American Road–a 10-state, 3,000-mile corridor that follows the Mississippi River from its source in Minnesota to the Gulf of Mexico in Louisiana. This significant route not only weaves through some of America’s most scenic landscapes and historic communities but also plays a pivotal role in connecting and supporting the economies of the 10 states along its path, including [Name of Legislator's State].

As a legislator representing [State or District], I am acutely aware of the Great River Road’s impact on our tourism economy, local communities, and historic preservation efforts. Each year, this corridor attracts millions of visitors who seek to experience the cultural heritage, natural beauty, and unique recreational opportunities the Mississippi River has to offer. However, maintaining the infrastructure, resources, and marketing efforts necessary to support and grow this tourism base requires continued investment and support at the federal level.

The National Scenic Byway grant would be a transformative investment, empowering each participating state to enhance marketing for the byway’s app and website, with information on amenities, offerings, and accessibility along the route. The app provides essential navigation that safely directs visitors through the 10 states. The marketing campaign, Drive the Great River Road, includes navigation to visitor services, scenic overlooks, public facilities, and notable communities, all of which are designed to boost tourism, create jobs, and sustain the many communities that rely on this vital economic artery. In addition, the grant would ensure that each section of the Great River Road meets high standards for scenic preservation and visitor safety, reinforcing its reputation as one of America’s premier scenic byways.

I believe the Great River Road represents the best of our shared national heritage, exemplifying a commitment to connecting communities, fostering economic development, and preserving the environment. With this grant, the Great River Road will continue to inspire and educate visitors of all ages, providing a deeply impactful multigenerational experience to help safely navigate and Drive the Great River Road.

Thank you for considering this request for support for the Great River Road National Scenic Byway All-American Road. I am confident that with the assistance of this grant, the Great River Road will continue to be a significant driver of tourism and economic growth for [State] and the other nine states that share in its rich legacy. Please do not hesitate to contact me if I can provide further insights on the vital importance of this project.

Sincerely,

[Legislator’s Name]
[Title]
[State/District]
[Contact Information]

[Date]

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RE: Funding Opportunity: **693JJ324DF00029-PKG00287946**

Workspace ID: **WS01444113**

Selection Review Committee:

I am writing to offer my enthusiastic support for a National Scenic Byway Program grant application submitted through the Tennessee Department of Transportation on behalf of the Great River Road National Scenic Byway All-American Road.

As [Mayor] of [City/Town’s Name], a proud community situated along the iconic Great River Road, I know that this marketing grant represents a tremendous opportunity to provide navigation to visitors through an app and website that will enhance and sustain the Great River Road’s legacy as a national treasure through all 10 Mississippi River states, serving as both an economic engine and a cultural touchstone for communities like ours.

The Great River Road is a lifeline for [City/Town’s Name], drawing visitors who contribute directly to our local economy, support small businesses, and engage with our unique cultural heritage. From exploring our historic downtown to experiencing the beauty of the Mississippi River up close, travelers along the Great River Road help shape our community’s character and identity. This grant will help fund critical resources, ensuring that travelers enjoy a safe, engaging, and unforgettable journey through our town and other communities along the byway.

Investing in the Great River Road will allow us to provide navigation and travel planning information and market the area to highlight the historical and cultural richness of the Great River Road, as well as improving access to recreational opportunities along the Mississippi River. In turn, these efforts will bring more residents, businesses, and visitors to the area, supporting the area’s growth and sustainability.

With the support of this grant, the Great River Road can continue to safely connect visitors with the charm, history, and hospitality of communities like ours, strengthening regional ties and celebrating the unique stories of the Mississippi River. I am confident that this investment will bring lasting benefits to our local economy, create new opportunities for community engagement, and reinforce the Great River Road’s standing as a beloved national byway.

On behalf of [City/Town’s Name] and its residents, I strongly urge you to consider full funding for this important initiative. Thank you for your attention to this request and for your commitment to preserving America’s scenic byways.

Warm regards,

[Mayor’s Name]
Mayor of [City/Town’s Name]
[City/Town Address]
[Contact Information]