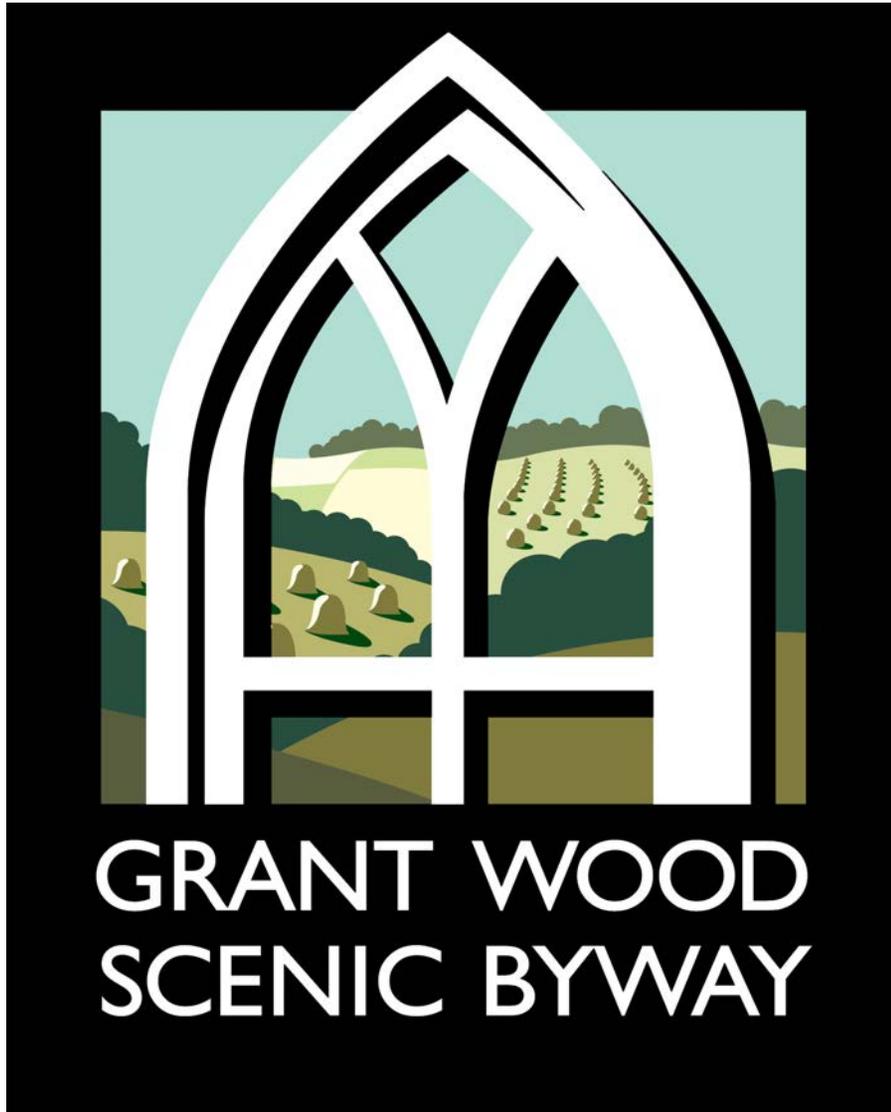


CORRIDOR MANAGEMENT PLAN

JUNE 2017



GRANT WOOD
SCENIC BYWAY



PREPARED FOR:

The Grant Wood Scenic Byway as well as the stakeholders, residents and visitors that frequent the communities and roadways located within the byway Corridor.

PREPARED BY:

Northeast Iowa Resource Conservation & Development (RC&D) is an equal opportunity employer and provider. The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the Iowa Department of Transportation.

PHOTO CREDITS:

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ACKNOWLEDGMENTS GO TO:

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NORTHEAST IOWA RC&D
Resource Conservation & Development

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SECTION ONE

Introduction to the Grant Wood Scenic Byway

1.1 Prelude

Iowa's roads are connectors, providing the infrastructure needed for motorized and non-motorized transportation and joining together people and places. They are as diverse as the travel needs they fill and vary from busy Interstates to quiet city streets lined with homes, from streets sandwiched between tall buildings to winding, isolated, rural gravel roads. Although most people use roads daily, it is easy to forget the impact they have on an area's sense of place. The road surface of the Grant Wood Scenic Byway (GWSB) and what can be seen while traveling along the GWSB influences the traveler's first impression of the communities, counties and intrinsic qualities in the byway corridor. Many GWSB community residents and leaders recognized that the GWSB road is more than a piece of infrastructure. They understand that it is an important resource, providing access to unique experiences, connecting communities, creating a sense of place and opening up new opportunities to enjoy intrinsic qualities.

1.2 Introduction

Travelers along the Grant Wood Scenic Byway experience people, places, and panoramas very similar to those that inspired American painter Grant Wood to create his most iconic art work. When he was asked to describe how the area he grew up in shaped his work, Grant Wood said "... I'd been told that the Midwest was flat and ugly and I believed it. Later, after I realized the material around me was paintable and started painting out of my own experience, my work had an emotional quality that was totally lacking before." Visitors traveling along the GWSB have an opportunity to experience some of the same emotions that inspired Grant Wood.

Made famous by the regionalist American scenes of everyday life that he painted, Grant Wood drew inspiration from what was around him. The natural

and agricultural landscapes including rolling hills, patchwork farms, and colorful forests and prairies in Grant Woods paintings still exist today and are prominent features of the GWSB Viewshed. Three larger cities and six smaller towns also dot the landscape. These are quaint and friendly towns that offer a plethora of opportunities to engage and explore the culture of small town Iowa and intrinsic qualities of the byway. Local artists continue to influence the GWSB Corridor, as evidenced by the three art galleries found in Maquoketa and Bellevue. Other byway highlights include wineries, local food, year-round land and water recreation, interesting landmarks and historical sites, welcoming locals, unique shopping and antiquing, local festivals, and live entertainment.

A historic quarry and the community of Stone City, Iowa are located at the most western point of the GWSB. Stone City was made famous in Grant Wood's paintings of the town by the same name, by the Art Colony Grant Wood started there, and by the limestone quarries that have shaped the city's appearance and economy. Grant Wood was born on a farm to the east near Anamosa. Byway travelers can still visit the one-room schoolhouse he attended for a few years, Antioch School, as well as his final resting place in the Riverside Cemetery. The mid-point of the byway is the city of Maquoketa, where the byway branches to create a loop to the north that provides access to several state, county, and municipal parks, most notably the arching limestone caves of Maquoketa Caves State Park. After seventy-five miles, the byway reaches its eastern most point at the Mississippi River in the city of Bellevue. Bellevue is an all-encompassing east end to the byway, as it offers parks with grandiose views of the Mississippi River valley, the chance to explore historic barns, homes, and buildings, and a downtown bustling with local food, live entertainment, and shopping. In Bellevue, the GWSB intersects with the 3,000-mile Great River Road.

Meandering along the GWSB through nine communities and the surrounding rolling hillsides, byway travelers are invited to enjoy the relaxed pace of rural Iowa life. When the vision of the GWSB Board is realized, GWSB visitors will experience the byway and its corridor as a gallery of living paintings they can step into and experience firsthand. Grant Wood painted his experiences – capturing the culture, everyday life, and emotions of the area. Visitors are able to experience the same experiences as they immerse themselves in quintessential rural Iowa culture. The pride the residents have in inspiring Grant Wood's work, their love of rural Iowa's heartland communities, and the pastoral countryside unifies the Grant Wood Scenic Byway experience.

1.3 Background

The Grant Wood Scenic Byway was part of the initial Iowa Byways pilot program in 1987. During its first ten years as a pilot byway, Iowa byway signs were added in 1993, information about the route appeared on Iowa DOT state maps, and the route's scenic nature was critiqued in 1995. After the Iowa Department of Transportation (IDOT) determined the roadway allowed the touring public to view some of Iowa's most aesthetically appealing natural and scenic attractions, the GWSB was officially designated as a scenic byway in 1998. However, no supportive agency was ever developed. Visitors found information about what there was to see and do along the byway to be limited. There were also few identified or marked sites and virtually no facilities or amenities offered to enhance the byway traveler's experience.

In 2005, the byway was re-evaluated for continued inclusion in the state scenic byway program, but few changes were made. Then, in May of 2008, funding was secured through the Iowa Byways Sustainability Project (IBSP) for Resource Conservation and Development Councils across Iowa to work collaboratively with the Iowa DOT to preserve,

protect, interpret, enhance, and promote all of Iowa's Byways. As part of this statewide initiative, Northeast Iowa RC&D aligned with residents from byway communities, along with agency partners at the local, regional, state, and federal level, to chart a course for the future of the GWSB. In an effort to achieve the goals and realize the vision as set forth by the GWSB Board, Northeast Iowa RC&D secured a grant from the Federal Highway Administration's America's Byways Program to create and implement this Corridor Management Plan.

1.4 What is a Scenic Byway?

By definition, a "byway" is "a road that does not follow a main route, often considered a minor road or back road." Scenic byways, by name and essence, invite the traveler to get off of the beaten path in favor of an experience they can relish. Most commonly, a scenic byway refers to a stretch of road designated at a state or federal level. "Byway" can also mean a little-known detail or fact, and also in that respect "byway" is a fitting label for these routes. By traveling on these designated roadways, one can discover the unique niches and diverse treasures – the byways of the corridor that make it distinct.

The National Scenic Byways Program is an elective community-based program administered through the Federal Highway Administration (FHWA) "to recognize, protect, and promote America's most outstanding roads." (Scenic.org). Historically a state designated scenic byways was eligible through a federally approved process to be approved as a National Scenic Byway. To become designated, a scenic byway must be an outstanding road with unique characteristics of regional and/or national significance. It must offer not only an aesthetic drive, but also exceptional cultural experiences along the way. These distinctive qualities can be summarized by the six "intrinsic qualities" used to evaluate the byway for state and national programs – archaeological, cultural, historic, natural, recreational, and scenic qualities.

1.5 Types of Scenic Byways

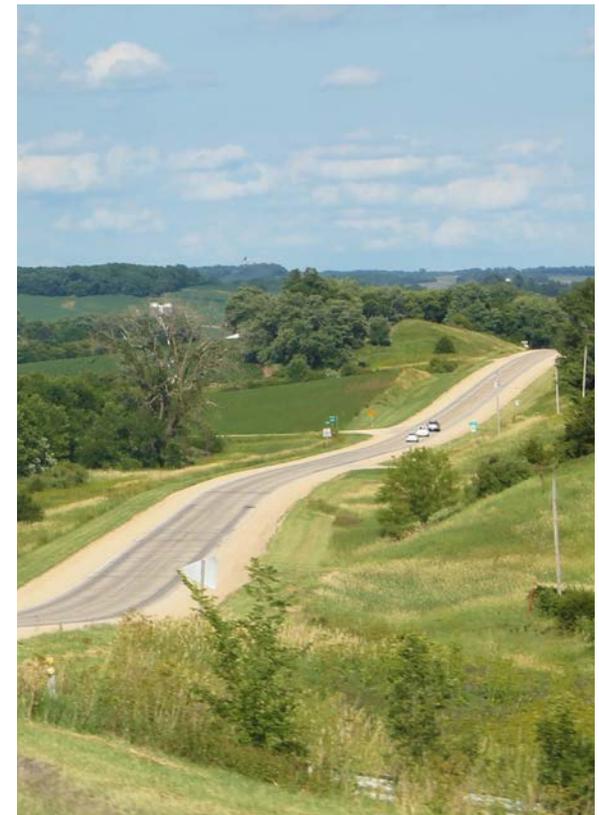
There are several tiers of byway designations that build on each other and convey the level of significance for any given byway.

The first level of designation is given by a state, a "State Byway," which can either be a Scenic Byway or a Heritage Byway. As of May of 2016, Iowa has 8 State Scenic Byways as well as one designated State Heritage Byway.

The second level of designation is as a "National Scenic Byway." Iowa has two National Scenic Byways, the Great River Road and the Loess Hills Scenic Byway. A roadway must first be designated as a State Scenic Byway before it will be considered for designation as a National Scenic Byway.

The third level of designation is an "All-American Road." Iowa has one All American Road, the Loess Hills Scenic Byway. A roadway must first be designated as a National Scenic Byway before it will be considered for designation as an All-American Road.

According to the National Scenic Byway Program (NSBP), "The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. Established in Title 23, Section 162 of the United States Code under the Intermodal Surface Transportation Efficiency Act of 1991 and reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005, the program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. FHWA's May 18, 1995 interim policy provides the criteria for the National Scenic Byways Program. This policy sets forth the procedures for the designation by the U.S. Secretary of Transportation of certain roads as National Scenic Byways or All-American Roads based on their archaeological, cultural, historic,



1 of 13 Iowa Scenic Byways

natural, recreational, and scenic qualities. Up until the NSBP's demise in 2012, the program provided millions of dollars for small communities, counties and other public partners to develop overlooks, wayside parks, directional signage, interpretive centers, rest areas, wayside exhibits and many other infrastructure projects and amenities in the hope that it would encourage visitors to travel on scenic routes, and ultimately increase tourism throughout rural America."

The NSBP was the first federal legislation to provide programs and funds to do more than construct or maintain highways. The legislation not only recognized



Photo Credit: Jay Olson-Goude

Great River Road: One of 120 US National Scenic Byways

specific transportation corridors as significant, but it also enabled communities to seek funding to enhance highway corridors through planning, interpretation and infrastructure projects that looked to improve the byway visitor's experience. "There are 150 such designated byways in 46 states. The Federal Highway Administration (FHWA) promotes the collection as America's Byways®." Although the NSBP no longer receives federal funding, National Scenic Byways and All American Roads are still considered federally designated roadways of national significance. However, Because the National Scenic Byways Program is no longer funded, FHWA is no longer soliciting grant applications. Without funding for the

Program, FHWA will not be moving forward with another round of designations of America's Byways®.

In response to the loss of federal funding for the National Scenic Byway Program, the Byways of Iowa Foundation was formed and officially received 501c3 nonprofit status in 2016. The mission of the Byways of Iowa Foundation, also known as BIF, is to protect, enhance and promote cultural, natural and scenic resources along Iowa's byways, fostering authentic experiences with byway partners and communities to increase visitor-related economic development. In 2016 BIF stated its priorities as follows.

Protect and enhance the resources inherent to each of Iowa's byways:

- Endorse programs and/or projects that preserve scenic, natural, cultural, recreational, historic and archaeological resources
- Expand native roadside vegetation management and beautification efforts

Increase byway-related tourism & economic development revenue in Iowa:

- Support the development of outreach, promotional and marketing materials
- Expand out-of-state advertising strategies
- Conduct or support required research

Provide authentic experiences for byway travelers:

- Promote year-round byway experiences and events across all four seasons
- Provide interpretation that interests all age levels, ability levels and learning styles
- Expand opportunities to experience authentic local art, culture, history, music and food
- Share "untold stories" about the places, people, features and resources that are unique to each byway

Develop and improve traveler infrastructure:

- Develop a unified and cohesive wayfinding system to help byway visitors navigate to and from attractions
- Expand multi-modal transportation options along each scenic byway
- Provide grant funding for scenic overlooks and roadside pullouts for safe viewing of Iowa's scenic resources

Educate partners and research opportunities:

- Implement programs that meet the training and education needs of businesses, communities and partnering organizations
- Complete research that improves service and quality of experience

1.6 Iowa's Scenic Byway Program

Recognizing the unique diversity of Iowa's natural and human landscapes and the benefits of byway designation for residents and visitors, the Iowa legislature and the Iowa Department of Transportation (DOT) to designate state byways and implement a byways pilot program in 1987. According to the DOT *"Project Memorandum Report - Reevaluation of Scenic/Heritage Byways,"* published by Decision Data Inc., January 2002, Iowa initially piloted four routes, including the GWSB route. Iowa designation as a byway acknowledges the unusually scenic and/or historic qualities of a route and protects it from "visual and resource deterioration." The designation creates opportunities for economic development throughout the state. In fact, the first Iowa Scenic Byways were developed "for trial promotion in the state's tourism marketing program." Representatives from the Iowa Department of Economic Development Tourism Division and the DOT worked together to select the four initial pilot byways and continue to work closely along with representatives from the Iowa DNR and other local and state public agencies and nonprofits to maximize the benefits of the byways today. After seeing the positive tourism response and corresponding economic impact, the scenic byways pilot program and marketing promotion were deemed a success. Iowa subsequently moved forward with designation and promotion of byways, with the goal of boosting tourism through promotion of Iowa's most "aesthetically appealing natural and human features." Additionally, state, county, and local leaders collaborated on a statewide, long-range plan for the protection, enhancement, and identification of highways and secondary roads which pass through unusually scenic areas of the state. The Grant Wood Scenic Byway was officially designated as an Iowa Scenic Byway in 1998. Today the State of Iowa has fourteen scenic and/or heritage byways, two of which went on to be designated as National Scenic Byways.

In 2008, the DOT enlisted Iowa's Resource Conservation and Development organizations to lead the efforts to preserve, protect, interpret, and promote Iowa's byways. Today, RC&Ds and other local and regional partnering organizations coordinate and assist byway organizations and stakeholders. They also collaborate with each other on projects, develop Corridor Management Plans (CMPs) and Interpretive Master Plans (IMPs). In 2011, through a grant from the National Scenic Byway Program, new Byway signs were designed and installed to differentiate each byway by name and with a branded image.

Today, the DOT still considers new byway routes for designation. A Byway Advisory Council evaluates and rates a potential byway or byway extension to determine if it should be added to the Iowa byway family of state designated routes. The qualities they are looking for and evaluation criteria are presented in the IDOT Administrative Rule Ch. 132:

- Types of views along the route, including panoramas, scenes, and focal points
- Quality of the various views along the route
- How long one sees a particular view or element
- Relative ease of seeing the various views and elements as the road is driven
- Visual character of the roadway alignment
- Types of scenic overlooks or historic sites along the route
- Variety of views as the route is driven

Utilizing these byway evaluation methods, five routes were designated into the Iowa Scenic Byway system in 1998 when the program was initiated and are listed below:

- River Bluffs Scenic Byway
- Grant Wood Scenic Byway
- Iowa Valley Scenic Byway
- Western Skies Scenic Byway
- Historic Hills Scenic Byway/ Woodland

Three additional state routes and two National routes were designated as Iowa Scenic Byways in 2000 and are listed below:

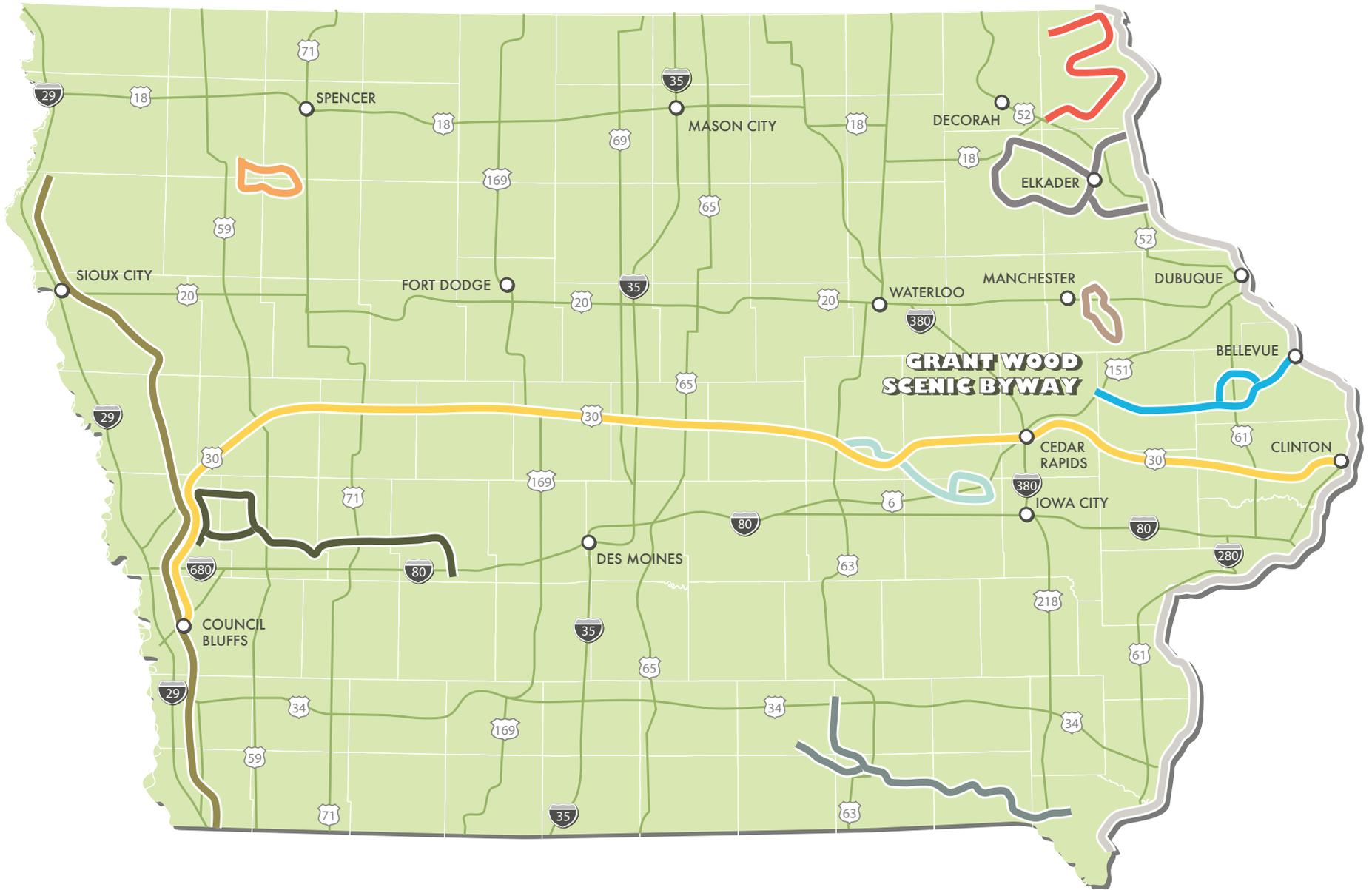
- Driftless Area Scenic Byway
- Delaware Crossing Scenic Byway
- Old O'Brien Glacial Scenic Byway
- Loess Hills Scenic Byway – *National Byway*
- Great River Road – *National Byway*

The Lincoln Highway Heritage Scenic Byway was designated a state byway in 2006:

- Lincoln Highway Heritage Byway

Once a byway route is accepted, it must continue to meet certain requirements in order to maintain Iowa scenic byway status. The Scenic Byway Program and Iowa DOT re-evaluate byway eligibility every four years to assess positive and negative changes to a byway. Eight Midwest states use the same evaluation and inventory methods. Each byway is driven, inventoried, and evaluated from both directions. Re-evaluation ensures that the byway's resources and scenic qualities are continuing to be protected and preserved, offers recommendations for enhancement, and records new features and improvements to the corridor. If the route's qualities have deteriorated or undesired development has occurred, a byway may be removed from the program. Initially, the DOT requires that a byway's archaeological, cultural, historic, natural, recreational, and scenic qualities are consistent throughout the entire byway route. Follow-up occurs to ensure that travelers continue to have a unified and engaging experience along the entirety of the byway. Maps are also reviewed for continued accuracy. (DOT *"Project Memorandum Report - Reevaluation of Scenic/Heritage Byways,"* published by Decision Data Inc., January 2002).

Driving for pleasure continues to be a popular activity. In 2012, an Iowa DNR Survey on outdoor recreation found that 62% of respondents had driven for pleasure. Today, "scenic rides" include





GWSB Natural Resources



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Walkway along the Mississippi River in Bellevue



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Downtown Anamosa

more than just private passenger motorized vehicles; motorcycle, bicycle, bus tours and other transportation methods are also popular methods to explore a byway corridor. Iowa now has fourteen Scenic Byways, including ten state scenic byways, two state heritage byway, and two national scenic byways (Great River, Loess Hills). Iowa's byways range from a small 36-mile loop to a 460-mile stretch across the entire state. They pass through the gentle Loess Hills of western Iowa, central Iowa farmland, the hills, valleys and limestone bluffs along the Mississippi river to the east, and everything in between. Byway travelers can stop along the way at bustling larger metropolitan areas, quiet and quaint rural towns, or serene scenic overlooks. Each Iowa byway provides a unique travel experience.

1.7 Designation of GWSB

The Grant Wood Scenic Byway has been a compelling Iowa byway since it was selected for the initial pilot program in 1987. Signage was developed and installed to direct travelers along the GWSB in 1993. During a byway inventory in 1995, the byway was evaluated to determine its scenic rating. A numerical rating of 4 or higher indicated a visual quality high enough to qualify for the state scenic byway program. Consistency of visual and historic quality is expressed by the percent of the byway route that is rated at or above a 4. During the initial evaluation, the Grant Wood Scenic Byway maintained scenic quality above four with scenic uniformity along 55% of the route. The byway's highest scenic rating was a 16 near Bellevue along the Mississippi River. The inventory report noted that the road's alignment *"through diverse topography creates continually changing scenes of landform and vegetation"* and followed the terrain *"both vertically and horizontally for maximum scenic presentation."* Because of the high scenic quality and scores consistent along the route, the Grant Wood Scenic Byway was officially designated in 1998 and categorized as scenic.

In 2005, the byway was re-evaluated for continued inclusion in the state scenic byway program. It was noted that there were no significant changes to scenic quality along the corridor. The highest ratings were between Andrew and Bellevue as the byway descends through *"curving and undulating"* terrain to the Mississippi River, passing by limestone bluffs, vegetation, farmlands, and distant views. Also ranked as picturesque was the stretch of hilly road between Anamosa and Maquoketa, passing by farmsteads and along the Maquoketa River, with scenic quality peaking between Anamosa and Monmouth. Positive roadway improvements were noted during the 2005 re-evaluation.

The year 2008 brought two important changes to the byway. A four-mile extension west of Anamosa was added to include Stone City, and the Maquoketa loop was changed to exit Maquoketa on Hurstville Road/Old Hwy 61. Together, these changes brought cohesiveness to the visitor experience by including more historic and scenic sites directly tied to Grant Wood, and keeping the byway on less-traveled county and state highways. A significant upgrade to the Grant Wood Scenic Byway occurred in the summer of 2011, when new byway signs featuring the byway's name and an new branded image of rolling farmland behind the famous "American Gothic" window were installed. These signs helped to visually brand the byway while providing route guidance.

Northeast Iowa Resource Conservation and Development (RC&D) is serving as the lead entity to build the capacity of the Grant Wood Scenic Byway. Under the direction of the GWSB Project Coordinator and the GWSB Advisory Board the new brand was developed, new byway wayfinding and signage was installed, GIS mapping was completed and new maps were developed, potential scenic overlook sites were identified, the byway was professionally photographed, promotional materials were developed, an interpretive master plan was informed, public art along the byway was developed,

a bus tour and other events were held, and other accomplishments have been achieved. This GWSB Corridor Management Plan (CMP) outlines additional work that the GWSB Advisory Board and stakeholders would like to achieve.

1.8 Benefits of Byway Designation

Scenic Byway designation and promotion of the road has positive tourism and economic benefits. In a 2015 Travellowa.com survey, 74.8% of travelers planning a trip to Iowa were interested in scenic byways. This was the number one interest area. Jones and Jackson County Tourism Offices report that about one-third of visitors that stop into their offices specifically ask for information about the Grant Wood Scenic Byway. During the tourist season, each of these offices provides assistance to an average of 4.7 byway travel parties per day. However, they also speculate that the actual number of GWSB travelers is greater. The presence of a designated scenic byway implies that there is a high attractive quality throughout the corridor and the road itself is a destination. Tourists know that by traveling the GWSB they will have access to archaeological, cultural, historic, natural, recreational and scenic activities in close proximity. Studies conducted by the Iowa Tourism Office and Iowa Welcome Centers find that byway tourists come specifically to participate in certain activities along the byway, such as visit historic sites. Local restaurants report assisting byway travelers. These studies and accounts prove that the byway traveler contributes to the vitality of local economies. The Travellowa.com study showed that most Iowa Byway tourists were baby boomers or families, and with an average travel party size of 2.7 and an average daily spending of \$318 per travel party. The economic impact of the GWSB will be discussed in detail later in this plan.

When they secure state designation, byway stakeholders are securing the leadership and funding necessary to preserve and enhance their byway corridor. Iowa's byway program unites citizens, communities, stakeholders, partner organizations,

and related experts in a shared vision for designated byway corridors. Together, these stakeholders work to preserve and protect the natural and human features of the corridor, such as scenic views, historical sites, and community character. These individuals and groups also seek funding sources to implement great ideas and corridor enhancement projects, using their roadway's designation as an Iowa byway to strengthen grant applications. Official state designation also provides resources for community and transportation planning along the corridor.

1.9 Route and Corridor Description - map and viewshed analysis (LiDAR)

The Grant Wood Scenic Byway encompasses 75 miles of roadway through Jackson and Jones counties in central Eastern Iowa. It passes through diverse terrain including rolling farmland, limestone bluffs, and meandering river valleys. It has unique features that have been developed over time by the people that inhabit the corridor including historic sites, vibrant downtowns, and popular local eateries. From the eastern most point, the GWSB route begins at the Mississippi River in Bellevue on county road Z15. The byway heads west through the small rural communities of Springbrook, where it becomes county road E17, and Andrew. On this first part of the journey the byway curves and curls around limestone bluffs, through native forests, and overlooks expansive panoramic views. In Andrew, the byway splits, giving the byway traveler the option of continuing on Highway 64 or taking a loop along county road E17. Both routes take the byway traveler past rustic farms and the picturesque Maquoketa river valley before they converge in Maquoketa. Continuing west on Highway 64 from Maquoketa, the byway passes through the rustic small towns of Baldwin, Monmouth, and Wyoming set in the landscape of rolling hills and patchwork farmsteads that inspired the byway's namesake, Grant Wood, and his work. The byway travels near Grant Wood's birthplace around Anamosa and continues for four more miles on county roads E28

and X28 to pass through Stone City and across the Wapsipinicon River before it reaches its western terminus.

1.10 Byway Corridor

The Grant Wood Scenic Byway (GWSB) has a primary corridor and a secondary-corridor. The GWSB primary corridor boundary is defined by the route of the byway and the communities it passes through. It extends one-mile on either side of the byway and one-mile out from each byway community's municipal boundaries. It also completely encompasses the entire inner area of the loop. Recognizing there are many notable natural and human features not encompassed by the primary corridor, the GWSB Board has also defined a secondary corridor. The secondary corridor encompasses the entirety of Jackson and Jones counties. The analysis of the byway corridor conducted for this CMP is limited to the primary corridor.

1.11 What is a CMP?

A Corridor Management Plan (CMP) is a grassroots living document developed at the local level by citizens, communities, stakeholders, partner organizations, and related experts. Unique to the byway, it identifies the byway route and tells its story, inventories its intrinsic qualities, addresses its issues, and describes vision and goals for the byway and the surrounding corridor. When describing the vision, a CMP outlines the action plan that will be implemented to preserve, promote, enhance, and sustain the byway. The CMP is not a law, regulation, ordinance, or mandate. It is a document of ideas and recommendations for the management of the byway. CMP's are fluid and living documents, and are reviewed and revised often with new information.

1.12 What is the Purpose of a CMP?

Once developed, the CMP is not intended to sit on a shelf— its words should become underlined, its

margins filled with notes and ideas, and its pages dog-eared. Its content should be updated and shared liberally. A CMP is a roadmap for success for its byway corridor, guiding citizens, communities, stakeholders, partner organizations, and related experts on their journey to preserve, enhance, and promote the byway corridor. It unites them in a common vision for their corridor and details the vision in detail. Within this common vision, specific ideas to preserve, promote, enhance, and sustain the byway emerge. The CMP organizes the ideas, describes their impact and implementation, and transforms them into achievable projects. Creating and executing the CMP will develop a shared sense of place throughout the entire byway corridor.

The National Scenic Byways Program Interim Policy states that a CMP should enhance, preserve, promote and sustain the byway by incorporating specific components and utilizing the document strategically as noted below.

Enhance

- Be created with input from others for byway development and enhancement from local individuals and groups.
- Reflect, express and support ideas for byway improvement projects.
- Describe the economic consequences of the byway and strategies for how to increase positive economic development benefits along the entire route.
- Include a plan to accommodate commerce.
- Serve as a plan of action to guide byway efforts.
- Explain the goals of the byway.
- Outline the purpose, objectives, schedule, and responsibilities for achieving goals including Who, What, When, Where, Why, and How they will be achieved.
- Help prioritize projects and allocate funding needed to enhance the byway.
- Build the partnerships necessary to turn byway project ideas into reality.

Preserve

- Identify the byway route and corridor.
- Plan for interpretation of the byway.
- Inventory the intrinsic resources of the byway corridor and assess their current conditions.
- Describe strategies to preserve and enhance these resources.
- Document and address local issues within the corridor.
- Review safety conditions and concerns.
- Mitigate the adverse effects and challenges of added visitors.
- Develop partnerships and foster cooperation between byway citizens, businesses, communities, stakeholders, partner organizations, and related experts.

Promote

- Be shared with byway partners.
- Be used to educate citizens, communities, stakeholders, partner organizations, and related experts about the byway.
- Be used to ensure a quality and cohesive visitor experience along the byway corridor through signage and design standards. Be used to help coordinate byway communities in a common strategic marketing plan to promote the byway as a sought-after tourist attraction and create a “byway brand.”
- Be used to generate support for the byway and a plan for public participation.

Sustain

- Be used as a cross-reference in funding applications for the byway.
- Help partners of the byway qualify for more funding opportunities, as many state and national funding sources require a CMP.
- If the national scenic byway national designation application re-opens, be available for use if and when partners seek designation in the national scenic byway program, for which a CMP is required.

1.13 What the CMP will be used for?

The Grant Wood Scenic Byway Corridor Management Plan provides guidance to the GWSB Advisory Board and stakeholders to help them preserve, enhance, and promote its corridor. Specifically, it outlines the direction and continuity of efforts along the corridor and provides common themes and goals. However, the CMP as a document and its contents are not static. The CMP is a descriptive resource that chronicles the byway’s past, present, and future, and in doing so showcases the byway’s character and experience. It is a planning document that provides background and a framework for who, what and the partners can move forward, celebrates the quirky places that make that byway unique, and provides a blueprint for action, but it also leaves room for creative new ideas to emerge. Ideally, anyone can pick up the CMP and understand the byway’s sense of place. It will be used to form partnerships with corridor individuals, groups, and organizations, and portions of the CMP will be shared and made available to the public and certain industries, such as tourism, economic development, and natural resource interpretation and enhancement. The ultimate goal of the Grant Wood Scenic Byway Advisory Board and its CMP is for the GWSB to become a model byway for the state and the nation.

1.14 CMP elements required by the Federal Highway Association

Within the US Department of Transportation, the Federal Highway Association manages the National Scenic Byways Program. Congress established the program in 1991 as part of the Intermodal Surface Transportation Efficiency Act (ISTEA). The program has been enhanced recently with the passage of two bills. First, the Transportation Equity Act for the 21st Century (TEA-21) in 1998, which increased funding for the creation, promotion, preservation, and corridor management planning of byways. And second, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act - A Legacy for Users

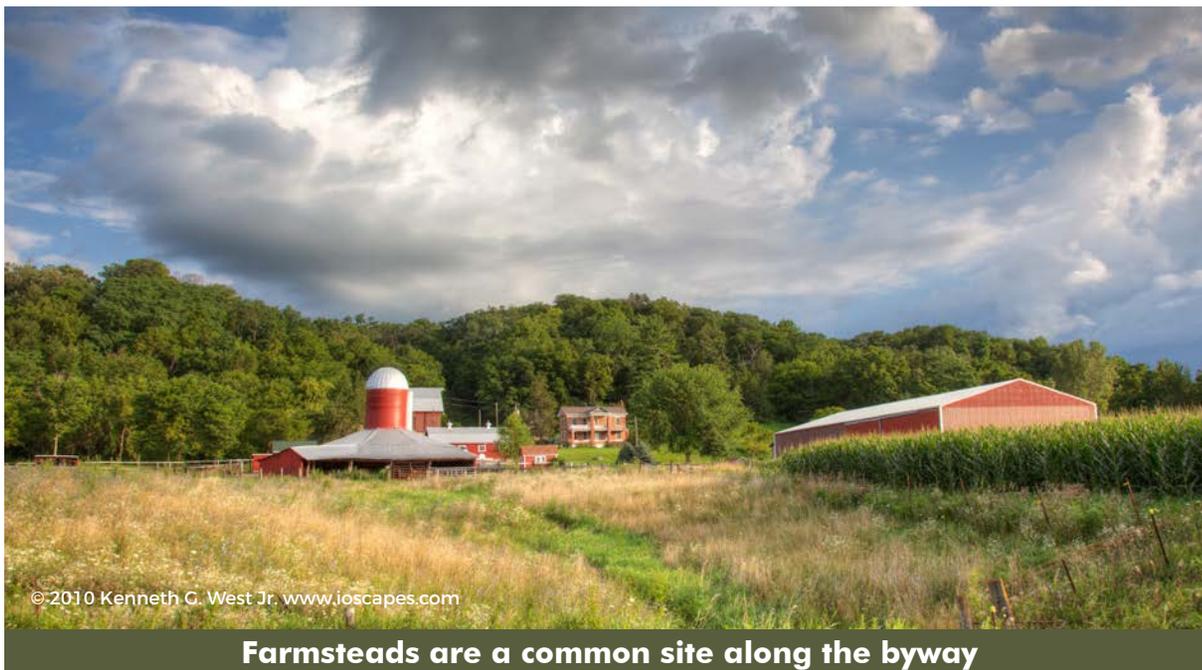
(SAFETEA-LU) was passed in 2005, which added even more funding for byway projects. Funding was provided through merit-based grants requiring local, state, other federal, or in-kind match.

The FHA manages the National Scenic Byways program as “a grass-roots collaborative effort established to help recognize, preserve, and enhance selected roads throughout the United States.” National Scenic Byways are recognized by the same six intrinsic qualities of archaeological, cultural, historic, natural, recreational and scenic qualities. But to be included as a National Scenic Byway, the corridor experience must be truly exceptional:

“Our definition of “scenic” reaches beyond breathtaking vistas. All of America’s Byways® are “scenic,” representing the depth and breadth of scenery in America—natural and man-made panoramas; electrifying neon landscapes; ancient and modern history coming alive; native arts and culture; and scenes of friends, families and strangers sharing their stories. America’s Byways® are gateways to adventures where no two experiences are the same.” Source: www.fhwa.dot.gov/byways/about

Of the countless byways across the United States, only 150 roads are considered distinct and diverse enough to be considered a National Scenic Byway by the FHA, and they are further divided into two groups – National Scenic Byways and All-American roads.

National Scenic Byways: To be considered for designation as a National Scenic Byway, a road must possess characteristics of regional significance within at least one of the intrinsic quality categories. In addition, the byway must demonstrate strong community support and develop a corridor management plan that describes in detail the preservation, marketing, and improvement strategies for the byway.” Source: www.scenic.org/issues/scenic-byways



All-American Roads: All-American Roads are the very best of the National Scenic Byways. An All-American Road must meet the same criteria as a National Scenic Byway, but possess multiple intrinsic qualities that are of national significance and the byway must be considered a destination and reason for travel unto itself.” Source: www.scenic.org/issues/scenic-byways

Iowa is home to only two National Scenic Byways (Great River, Loess Hills).. Although the NSBP no longer receives federal funding, National Scenic Byways and All American Roads are still considered federally designated roadways of national significance. However, Because the National Scenic Byways Program is no longer funded, FHWA is no longer soliciting applications for new America’s Byways® national designations. Should the national designation application ever re-open, it is a goal of the Grant Wood Scenic Byway to seek designation as a National Scenic Byway.





SECTION TWO

Planning Process and Public Participation

2.1 Introduction

The planning process for development of the Grant Wood Scenic Byway (GWSB) Corridor Management Plan (CMP) included a variety of organized planning sessions and facilitated meetings led by Northeast Iowa Resource Conservation and Development (RC&D) with support from the GWSB Advisory Board. City and county officials and employees participated, as did individuals and leaders from local organizations and businesses, and citizens representing every community. Citizens with special knowledge or expertise that could represent the county for specific issues or in overall planning were invited to be active on boards and sub-committees. They were also invited to provide input in one-on-one discussions with RCD CMP planning personnel. The general public was encouraged to participate in the CMP planning process in many ways, through attending larger open meetings and volunteering their time and talents on a variety of committees. Overall, the public assisted with research, writing, market research, networking, and decision-making. They also helped with individual site review and photography.

2.2 Leadership

The GWSB Advisory Board provides leadership for the GWSB. The Advisory Board was formed when potential members from each byway community and county were invited to enter into the partnership and represent their respective agencies, constituents, and interests. As a result, the Advisory Board consists of a group of volunteer leaders that represent the interests of all the GWSB towns, Jackson and Jones counties, private and public organizations and businesses, and local property owners that are located within the GWSB Corridor. These board members' mission is to *"guide the development of the CMP and oversee its implementation through expanded outreach, education, marketing, and enhancement of the GWSB Corridor to, and for, stakeholders and visitors."*

1) Byway Stakeholders: Byway stakeholders are the citizens that live in the communities and rural areas along the byway and in the GWSB corridor.

2) Byway Visitors: Byway visitors are any individuals that do not live on the GWSB but are traveling along the GWSB for some reason, such as visiting family, business trip, and/or to tour the byway. GWSB visitors are further classified into byway tourists, who are the individuals traveling to and along the GWSB specifically to experience the byway's intrinsic qualities and attractions.

3) Policy & Procedures Manual: After establishment, the GWSB Advisory Board developed a "Policy and Procedures Manual" to guide the organization, help them implement their mission and vision, define interactions with members and committees, establish meeting and board purpose and rules.

4) GWSB Advisory Board: The GWSB Advisory Board members work for public and private businesses and organizations within the GWSB Corridor. Many of the GWSB Advisory Board members also serve on other boards and committees that make decisions that impacted the GWSB or that influenced the contents of this CMP. At the time of writing this CMP, the 2017 GWSB Advisory Board members and their primary affiliations are listed below:

Bob Hatcher: Jones County Tourism Director, **Brad Hatcher:** Stone City Foundation Member, **Dusty Embree:** Jones County Economic Development Director, **Brad Mormann:** Jones County Conservation Director, **Julie Bainbridge:** Jackson County Area Tourism Association Director, **Dave Heiar:** Jackson County Economic Alliance Director, **Daryl Parker:** Jackson County Conservation Director, **Deanna Cook:** At-Large Member, Dubuque Area Chamber of Commerce Vice President of Marketing & Membership, **Doug Edel:** At-Large Member, Anamosa Pumpkinfest, **Cecelia Hatcher:** At-Large Member, Manager-

Grant Wood Art Gallery, **Carrie Weaver:** Bellevue Chamber of Commerce Director, **Lowell Carlson:** At-Large Member, **Matt Notz:** Maquoketa Chamber of Commerce Director and **Nicolas Hockenberry:** Jackson County Economic Alliance Assistant Director, Founder of Climb On.

2.3 Administration and Coordination

The GWSB Advisory Board has a Memorandum of Understanding with the RCD that outlines their agreement to work together on the common goal of "promoting, protecting, and enhancing the GWSB corridor and communities." Through this partnership, the RCD provides a GWSB Coordinator. The GWSB Coordinator is paid for through a partnership between the RCD and the Iowa Department of Transportation (IDOT) referred to as the Iowa Byways Sustainability Project (IBSP). The GWSB Advisory Board and the GWSB Coordinator hold four quarterly meetings per year to discuss, plan, and implement initiatives for and along the byway. The GWSB Coordinator assists the GWSB Advisory Board members in completing all tasks and deliverables to preserve, protect, interpret and promote the GWSB. Often, these are outlined in grants secured on behalf of the GWSB by the GWSB Coordinator. In addition to the resources provided through the IBSP, the GWSB Coordinator works to maximize resources associated with the Byways of Iowa Coalition, the Byways of Iowa Foundation, and other local and regional public and private partners, including local and regional businesses, communities, and nonprofits.

The RCD secured grant funding to the GWSB Advisory Board and local leaders for the development of this CMP. GWSB Advisory Board members and other volunteers agreed to provide their time as in-kind match for the grant and the RCD, as a regional planning entity, agreed to provide the technical assistance and planning expertise. This collaboration allowed local leaders to be directly and deeply involved in the development

of a professional CMP and therefore maximize local buy-in to the plan. It also developed private and public opportunities for implementation of projects despite limited professional and financial resources.

1) RC&D Staff: Additional RCD project staff provide additional assistance to the GWSB Advisory Board and stakeholders as needed for project administration and accounting, as well as project grant writing, graphic design, interpretation and other assistance. Specific past and current RCD staff members that have or are providing assistance as needed and as funding allows include, but are not limited to, the following:

Mallory Marlatt: RCD GWSB Coordinator and CMP Development: Duties including tasks and direct assistance to the GWSB Advisory Board to preserve the scenic, natural, and historic resources of the GWSB and to support economic development through travel and tourism along the GWSB. Specific tasks include local corridor facilitation, corridor management plan development, implementation, review and updates, sustaining and supporting byway development and economic development, integration and collaboration and by sustaining key byway resources. Marlatt works on the GWSB Advisory Board's behalf to implement these tasks by collaborating with byway partners across the state and serving on the Byways of Iowa Coalition (BIC). She identifies and secures project funding and has helped the Advisory Board develop, fund and implement several Iowa scenic byway projects including a culinary passport, public art, brochures and tear off publications, development of a GWSB pull-up banner, a bus tour and other projects. She completes IBSP and project reporting to the IDOT, the National Endowment for the Arts, and other local, regional, state, and federal private and public project funders that are contributing to GWSB projects. She assisted with development and implementation of the GWSB CMP by identifying projects and content, conducting outreach to partner groups, completing research for and development of the CMP and other

tasks. She also conducted group facilitation and coordination, managed photography selection and provided editing and other input and assistance for development of the final GWSB CMP document.

Lora Friest: RCD Executive Director: Duties include assisting with CMP project oversight and development including plan development, small and large group facilitation, photography, CMP writing and editing. She provided input into final content and layout for this CMP document and other assistance to RCD CMP staff as needed. Friest provided oversight, writing and technical interpretation for the GWSB viewshed analysis as part of a statewide viewshed analysis project led by the RCD. Friest provides oversight for GWSB projects that are implemented or funded through the RCD. She also serves on the Byways of Iowa Foundation (BIF) where she works to secure funding for GWSB projects that align with BIC/BIF goals.

Eden Ehm: GWSB CMP Planner: Duties include CMP research, data collection, content development, public outreach, small and large group facilitation, chart and table content collection, project development, CMP writing and other duties. She also provided input into final content and layout for the CMP document.

Jared Nielsen: RCD Senior Marketing and Design Specialist: Duties include graphic design and development for specific GWSB CMP content, including CMP maps, charts, and graphs. Development and final implementation of CMP content, layout and design. Nielsen also develops/developed In-Design templates and maps for the GWSB Coordinator to use to create publications for the GWSB Advisory Board, including templates that were used to develop the GWSB Culinary Passport, GWSB tear off publication, and the GWSB banner. Nielsen also provided final layout and design, map making for the GWSB viewshed assessment report.

Amanda Streeper: RCD Program Manager: Duties include administrative management for the IBSP and GWSB projects. GWSB projects include development of the GWSB CMP and other projects as needed, including but not limited to, the Art Along the Byway project, GWSB tear sheet publication, GWSB booklet, the GWSB culinary passport, etc.

Ross Evelsizer: RCD Watershed Planner and GIS Specialist: Duties include utilizing LiDAR and Quick Terrain Modeler to complete a viewshed assessment of the GWSB and GWSB priority overlooks as identified by the GWSB Advisory Board. Evelsizer also assisted with GWSB corridor and viewshed GIS analysis.'

Josh Dansdill: RCD Project Coordinator: Duties include assisting with CMP research and content development and development of CMP maps.

Deneb Woods: GIS Specialist: Duties include utilizing GPS, GIS, LiDAR, Quick Terrain Modeler and other software and information to provide GIS assistance and information to the GWSB Board through projects.

2.4 Public Input and Public Outreach

The GWSB Advisory Board members and RCD staff developed a CMP Public Involvement Plan to ensure the CMP development process resulted in the completion of a comprehensive, multi-faceted, and community-supported CMP. This process included involvement of and collection of input from people, businesses, and organizations that represented a variety of interests and backgrounds along the byway corridor. Several different methods were used to obtain this public input, such as holding public meetings, inviting individuals to board meetings, and speaking one-on-one with individuals from the byway corridor. The GWSB Advisory Board and RCD staff worked directly with federal, state, and local city and township governmental agencies and councils, as well as a

variety of local organizations and businesses. The methods of working with these partners varied from one group to another; some partner organizations have a board presence, others simply work on projects with the GWSB Advisory Board and/or RCD staff. Specific meetings, sub-groups, and committees, research, and small group outreach provide structured input. The variety and complexity of partnerships and the dedication of the partners strengthen the GWSB Advisory Board and their work, creating a web of public and private interests that are stronger because they are interconnected. Specific groups and efforts included but were not limited to the following:

1) GWSB Advisory Board: GWSB Advisory Board members met throughout the CMP planning process as needed to conduct business, share information, and make decisions. A portion of each meeting was dedicated to CMP development, including discussion, revision, and approval of specific written sections and other content. The Advisory Board members were also engaged and involved in the development and implementation of strategic pilot projects that helped inform the CMP. The development, implementation, and results of these pilot projects were discussed and those that they felt were successful were included in the CMP. They brought information and input from their own boards and cross populated other relevant boards and committees that informed the CMP, such as the Parks to People Board, providing invaluable input and content.

2) Business and Consumer Survey Groups: RCD staff distributed surveys to byway businesses to identify consumer awareness of the GWSB and gather input for various sections of the CMP. For example, businesses were asked to review, test, and provide input on various types of marketing material, sharing what they preferred to distribute, changes they would recommend, and the public's response to test market materials.



3) Stakeholders: GWSB Stakeholders participated in CMP planning sessions, which were organized and conducted as open public meetings in GWSB communities. These public meetings were publicized in local newspapers, GWSB and partner newsletters, through e-invitations, and by word-of-mouth. These open meetings provided an opportunity for RCD staff and GWSB Advisory Board members to educate attendees about the GWSB and explain the purpose and importance of the GWSB CMP. Attendees were asked to identify, locate, and describe meaningful intrinsic qualities within the byway corridor, participate in committee discussion, discuss methods to gather information, and to provide input about history, art, recreation, interpretation, marketing, branding, culinary tourism, and other specific topics. They also identified potential projects for inclusion in the CMP.

4) CMP Sub-Committees: CMP sub-committees were formed to gather information related to recreation, art, history, culinary tourism, interpretation, marketing, and other specific topics. Sub-committee members were invited or volunteered based on specific areas of expertise or interest. For example, the heads of Historic Societies and local historians were invited to participate in the GWSB Historic Committee. Each CMP committee consisted of 4-8 members who met monthly for four months, or according to schedules determined by the committee members themselves. Committee members helped inventory resources, develop strategies for promotion and interpretation, prioritize projects, obtain cost estimates, collect photographs, assisted with writing for specific sections, and provide topic specific input needed for development of this CMP.

5) Private & Public Businesses & Partner Groups:

The GWSB Coordinator worked to update the byway stakeholder list, which was previously dominated by USPS mailing information, rather than email addresses. The updated list provided contact information for art studios & galleries, quilt shops, bars & taverns, restaurants, bed & breakfasts, cabins & guest houses, campgrounds, hotels & motels, city council members, committee & club members, economic development & tourism staff, historical society members, Iowa byway coordinators, byway community residents, outfitters, antique and thrift shops, local producers, gift shops, gas stations, and public libraries along the GWSB. This list was used to prepare for CMP planning sessions and to identify and invite businesses and groups to provide plan input.

6) Small Group Partners: These meetings involved RCD staff organizing and/or attending outside organizational meetings to obtain specific information or develop partnerships that would provide assistance with the development of specific CMP sections, or with specific projects that had the potential to be considered CMP projects for the byway. Specific meetings included sessions with conservation boards, tourism associations, county engineers, city council members, community visioning groups, county supervisors, chambers, historical societies, transportation enhancement, technical committees, community betterment organizations, the Byways of Iowa Coalition, the Byways of Iowa Foundation, the Iowa Byways Sustainability Project members, and other meetings where the majority of the attending participants were invited rather than attending in response to public announcements.

7) Friend of the Byway: The GWSB Board relied on direct assistance from several individuals, groups, businesses, and communities that are considered “Friends of the Byway.” These “Friends” served as advocates for the GWSB

and were involved in various capacities. They also participated directly in CMP development by providing the funds needed to test marketing and/or promotional materials, secure meeting spaces, promote byway meetings, contribute photographs, provide GIS layers, distribute information to their networks, and through other means. Byway “Friends” include the following: 1) Byway business owners and managers, 2) GWSB sites and attraction owners and leaders, 3) Event organizers, 4) Formal and informal art, history, culture, and recreation organizations, groups, committees, and clubs, 5) Chamber of Commerce Directors, 6) Jackson and Jones County Economic Development Directors, 7) Jackson and Jones County Tourism Directors, 8) City councils and individual council members, 9) City Clerks, Administrators, Managers, Superintendents, and Mayors, 10) Jackson and Jones County Conservation Boards, 11) County Assessors, Attorneys, Auditors, Administrators, Engineers, Supervisors, Public Health, and Emergency Management Personnel, 12) Elected Iowa legislative congressional representatives and senators and 13) Maquoketa Web Printing.

The combination of input from all of these stakeholders was invaluable to the development of this CMP. Their collaborative effort moving forward will also be essential, as they will be among the entities and individuals most able to implement and provide information for updates of this CMP over time.

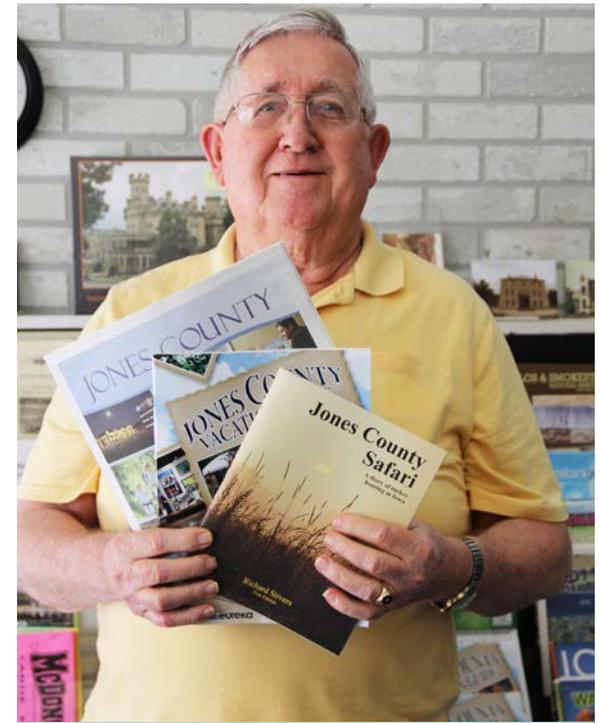
2.5 Ongoing Public Participation

It is paramount that public participation in the GWSB continues beyond development and completion of the CMP. The CMP is a living document and the GWSB Board will continue to collaborate with its partners as it transitions into working to implement the projects it proposes. As funding arises, potential partners and supporters will be contacted to give their input and lend their support to projects.





CMP Native Vegetation Sub-Committee



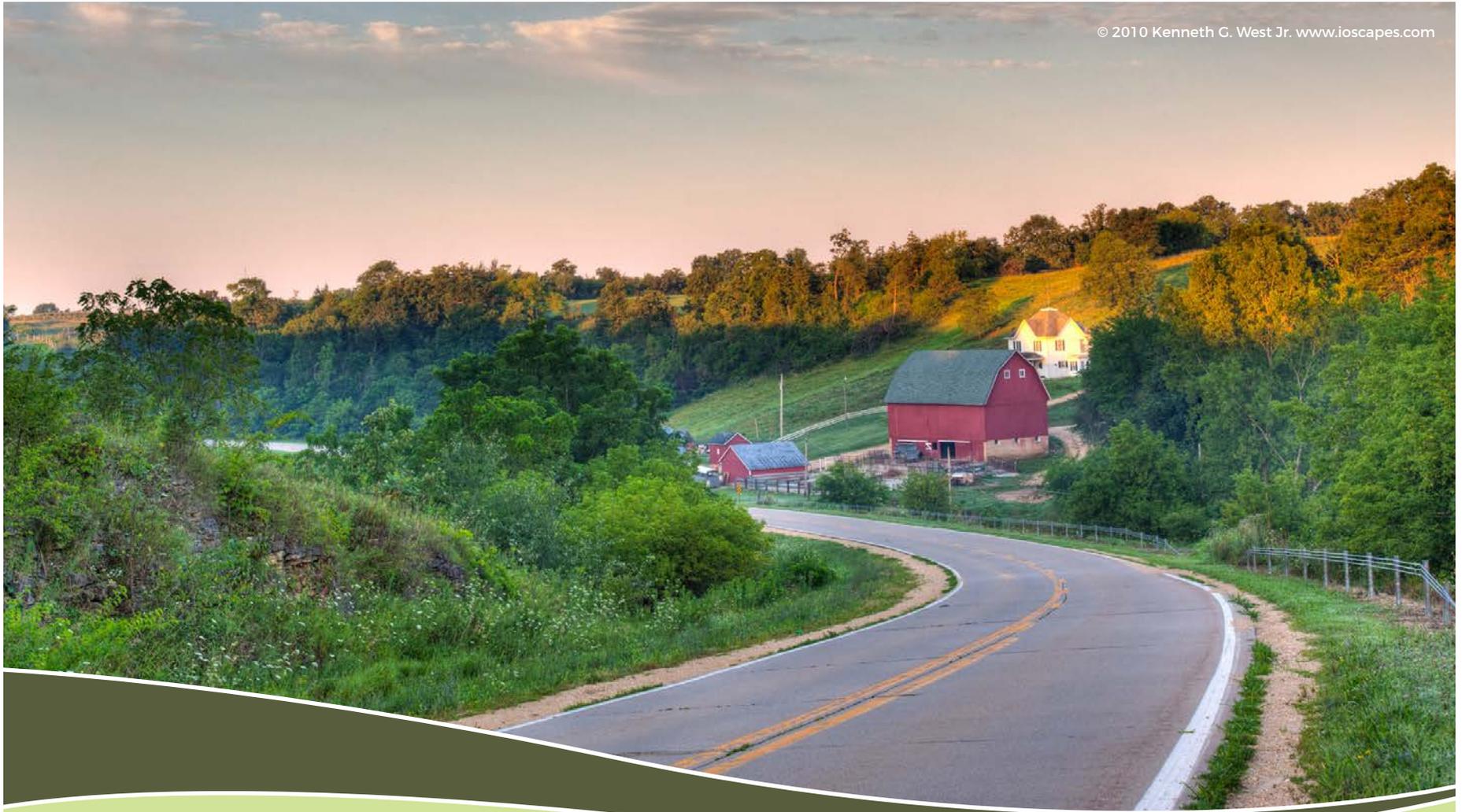
Jones County Tourism Public Partner



Jones County Master Gardeners



GWSB Stakeholders



SECTION THREE

Vision, Mission, and Goals

3.1 Introduction

Travelers exploring the Grant Wood Scenic Byway (GWSB) and its corridor have hundreds of opportunities to participate in recreational activities, taste local food and drink, experience local art, and enjoy expansive scenic views. According to the Iowa Tourism Association, more and more visitors are looking for information about these opportunities along Iowa's byways. Although the intrinsic qualities in the GWSB Corridor are more sought after than ever and attract thousands of visitors annually, visitor traffic impacts the intrinsic qualities, the communities, and human and natural resources of the corridor both positively and negatively. Communities are pleased with the economic benefits associated with attracting visitors to the byway corridor, but they also want to ensure that their intrinsic resources are not abused by these visitors. The questions this Corridor Management Plan (CMP) strives to answer are how the GWSB can be leveraged to attract visitors and spur economic growth and provide a safe and rewarding visitor experience while protecting the inherent liability for residents and protecting the corridor's natural and human resources and intrinsic qualities.

The GWSB Advisory Board developed a vision statement and a mission statement to help answer these questions while guiding the future planning, management, and enhancement efforts along the byway. A strong vision and mission, supported by specific intentions guides the efforts of the GWSB, assisting stakeholders in reaching and sustaining their vision. These efforts are also supported by the values and goals described in this section to ensure success. Together, the following vision, mission, values, and goals paint a picture of what the GWSB stakeholders envision as the future of the GWSB.

3.2 Vision Statement

The vision statement articulates the direction, inspiration and vision of the GWSB Advisory

Board and stakeholders over the next five to ten years. It identifies "what" the byway organization, its partners, communities, and citizens desire for the GWSB community. The GWSB Advisory Board collected input and worked collaboratively with the public and local byway communities to develop their collective vision for the GWSB.

The vision of the Grant Wood Scenic Byway Advisory Board is to enhance the experience of visitors, the quality of life for residents, and the economic vitality of the byway community by preserving and promoting the Corridor's resources and offering extraordinary experiences.

3.3 Mission Statement

The mission statement describes "how" the GWSB Advisory Board, stakeholders, partners, communities, and citizens will work together and through the GWSB Advisory Board to achieve their shared vision. The mission statement guides the actions of the GWSB Board and stakeholders, identifies the overall goal, provides a plan for action, and guides decision-making. The GWSB Advisory Board's mission is as follows:

The mission of the Grant Wood Scenic Byway Advisory Board is to guide the development of the Corridor Management Plan and oversee its implementation through expanded outreach, education, marketing, and enhancement of the Byway Corridor, to and for stakeholders and visitors.

3.4 Values and Goals

The primary values and goals that support the vision and mission of the GWSB are outlined below. It is important to note that these values and goals are broad ambitions and intentions of desired conditions throughout the GWSB Corridor. These values and goals provide a basis for management actions, goals and strategies in Sections 6 through 17 as well as the projects listed in Section 18.

Value 1: Protect & Preserve Byway Resources and the Local Quality of Life

- Endorse programs and projects that preserve and protect: 1) Scenic qualities, views, and vistas, 2) Agricultural lands and resources that typify the rural character of the region, 3) Sensitive, threatened, and/or endangered animal and plant species, 4) Unique vegetation and habitats, 5) Natural resources found within the region's woodlands, prairies, wetlands, refugees, and forest environments, 6) Historic sites, museums, structures, collections, and objects, 7) Archaeological settings, 8) Cultural resources and traditions and 9) Other intrinsic qualities of the byway corridor.
- Ensure byway programs and projects will not detract from, but rather complement and enhance the corridor's intrinsic qualities.
- Limit signage so it does not hamper the viewshed or the byway's natural character but still ensures traveler's safety.
- Broaden awareness of the need for conservation, protection, and stewardship of the byway's sensitive and unique resources and intrinsic qualities.
- Ensure that byway programs and projects respect local resources and interests, while being able to enhance and retain the local quality of life.
- Support sustainable visitation and tourism that does not diminish the byway's intrinsic qualities.
- Promote and manage visitation and tourism that minimizes impacts to public safety infrastructure, residents' daily routines, cultural traditions, favorite locales, and lifestyles.

Value 2: Strengthen the Byway's Identity and Promote its Value as a Tourism Destination

- Become a fundamental part of tourism activities in east central Iowa by working collaboratively with partnering organizations to cross-promote the byway in regional marketing efforts.
- Implement the "brand identity" for the GWSB through the use of universal design standards and logos for signage, publications, kiosks, and all other marketing features along the route.

- Connect the GWSB experience to other experiences visitors would encounter when traveling all of Iowa's scenic byways.
- Connect the GWSB experience to other nearby byway experiences, such as the Great River Road National Scenic Byway.
- Make information about the GWSB readily available and easily accessible to byway visitors.
- Develop byway-specific marketing material such as brochures, rack cards, newsletters, trade show banners, social media sites, website content, videos, apps, audio tours, maps, and other materials.
- Develop complimentary publications that focus on specific activities along the byway such as trout-fishing guide, birding trail guide, culinary passport, historic walking tour, and others.
- Leverage marketing dollars through partnerships and cooperative ventures with other organizations at the local, regional, and statewide levels.
- Plan ways to keep the byway interesting for return visitors, such as seasonal interpretation or artwork that are changed out periodically.
- Promote year-round experiences to byway visitors in order to spread visitation out and expand economic benefits across all seasons.
- Coordinate with and support events, festivals, and celebrations held along the byway corridor.
- Keep the media informed of GWSB activities.
- Identify the byway on various regional, state, and national touring maps in print and digitally on navigation systems.

Value 3: Create an Easy-To-Navigate Scenic Byway Experience

- Welcome visitors and help orient them to attractions, services, and facilities in the area.
- Support minimal byway wayfinding signage that enhances the visitor's experience through accurate wayfinding information but does not detract from the corridor's intrinsic qualities.
- Develop a strategy for how to inventory, maintain, and replace damaged or missing byway main route/auxiliary signs.



Small Farm Along the GWSB

- Develop a unified and cohesive system of wayfinding through byway driving directions, maps, portal signs, main route/auxiliary signs, off-byway direction signs, community entrance signs, site-approach markers, and site identification signs.
- Support the implementation of periodic, detailed visitor use surveys to assess byway traveler's needs and seek feedback to improve the experience.
- Enhance visitors' traveling experiences (convenience, wayfinding, comfort, safety, etc.) by providing additional pull-off areas, scenic overlooks, interpretive waysides, information hubs, restrooms/rest areas, recreation improvements, and other services and amenities suitable to the scale and context of the byway.

Value 4: Share Byway Stories with the Visitor and Create Lasting Memories

- Encourage contemplation, creative thinking, and introspection.
- Encourage exploration of the region beyond the immediate byway corridor into the sub-corridor.
- Support and develop programs, projects, and publications that educate citizens and visitors about the intrinsic resources of the GWSB.
- Provide safe interpretation that interests all age levels, abilities, and learning styles.
- Develop a GWSB mp3 download, CD, or podcast for car travelers with information keyed to each milepost and specific information on various topics of interest such as agriculture or art.



Historical Structure

- Develop interpretive and educational opportunities for residents and visitors through informational signs, audio tours, interpretive panels, wayside exhibits, kiosks, thematic art, information hubs, plaques, and place markers.
- Identify and share “untold stories” with the visitor about the places, people, features, and intrinsic qualities that are unique to the byway corridor.
- Provide a variety of educational and interpretive facilities and services that are dynamic enough to keep visitors returning throughout all seasons.
- Develop specific interpretive objectives for main attractions along the byway.
- Develop a main interpretive theme, sub-themes, and story lines for the byway.

Value 5: Ensure the Safety of Byway Travelers

- Create safe conditions for all travelers and all modes of transportation. This includes convenient, well-designed and maintained roadways and alternative transportation routes.
- Work with state, city, and county road jurisdictions to ensure the GWSB has adequate byway main route/auxiliary signs and traffic signs.
- Review accident history information to identify or recommend actions that will improve high accident areas along the byway. When safety concerns arise, traffic safety funding should be pursued.
- Provide adequate sight distances by controlling unwanted trees, shrubs, and other vegetation to help improve motorist safety.

- Provide opportunities for travelers to safely stop and enjoy the scenery, both distant and near.
- Provide a travel environment where visitors can conveniently access scenic overlooks, attractions, interpretive panels, kiosks, information hubs, restrooms/rest areas, parking, and other services and amenities in a safe and enjoyable manner.
- Encourage inter agency cooperation and legislation that supports byway safety improvements .

Value 6: Develop a Sustainable Byway Organization

- Sustain an active and engaged GWSB Advisory Board that is educated and involved in byway issues over the long-term.
- Continue to hold stakeholder meetings and public forums to discuss GWSB issues.
- Foster public interest and ownership in the welfare of the byway and its community benefits.
- Actively recruit new people to attend GWSB meetings to keep the discussion active and fresh.
- Convene regularly so there is open dialogue among interested groups.
- Create sub-committees as needed to deal with particular issues.
- Assist with group facilitation, partnership building, grant research and grant writing for GWSB-related projects and programs.
- Communicate often about specific plans and partnering opportunities.
- Strengthen community partnerships through collaborative programs and projects.
- Increase the cooperative relationships between communities and residents along the byway.
- Leverage funding and resources through collaborative planning and partnerships.
- Ensure that the CMP is consistent with applicable local, state, and federal regulations as well as local community visions, plans, initiatives, and programs.
- Collaborate with the Iowa DOT and other Iowa byway organizations to share ideas and opportunities, participate in trainings, and assist one another on statewide projects.

- Continue to maintain GWSB social media accounts (Facebook) and add new accounts as social media trends evolve.
- Create a GWSB celebration day in conjunction with the Stone City Festival and peak fall colors.
- Stay informed about future projects and how they can support or undermine the byway's goals.
- Work collaboratively to ensure the vision, goals, and objectives outlined in this plan are being met and the intrinsic qualities maintained and enhanced.
- Lead by example and set a model byway board and CMP for sustainability.

Value 7: Expand Multi-Modal Transportation Options

- Allow for a range of travel choices along the byway. Examples might be pedestrian and bicycle facilities such as paths, trails, sidewalks, bike lanes, etc., paddling routes, pull-offs, crosswalks, and turning lanes for safety.
- Expand multi-modal transportation options in order to reduce environmental impacts, enhance community livability, and improve visitor access.
- Enhance multi-modal transportation safety and mobility along the byway.
- As transportation options expand, maintain and enhance ways for visitors and residents to easily and safely leave their cars behind and explore another way, while also preserving and protecting important resources.
- Educate visitors about the opportunities to canoe, kayak, tube, bike, boat, hike, etc. to experience the byway from alternative means of transportation, and along with this, continue to support local businesses that offer guide services or equipment for rent.

Value 8: Foster Community Participation Along the Byway

- Conduct GWSB planning and management with on-going community involvement.
- Encourage on-going community support of the GWSB through partnerships with residents, local government, organizations, and businesses.

- Reach out to all parties interested in the GWSB, its past, present, and future.
- Ensure that the CMP integrates and supports local community visions, plans, programs, and objectives relevant to the GWSB.
- Promote and manage byway visitation and tourism in ways that minimize impacts to sensitive resources and the local residents' daily routines, cultural traditions, favorite locales, and rural lifestyle.
- Organize community events such as school events to celebrate people and places along the byway.
- Promote the GWSB's recreational opportunities and the health benefits associated with an active lifestyle. Foster a partnership with the Grant Wood Loop to build healthy parks and healthy people along the byway.

Value 9: Identify Strategies to Expand and Strengthen Local Economies

- Promote year-round experiences to byway visitors in order to spread tourism out and increase economic benefits across all seasons.
- Support branding efforts for each community and encourage all branding to tie back to the byway and/or connect with the other communities located in the corridor on some level.
- Create and promote byway-focused events within the corridor to expand the GWSB reach and generate increased tourism traffic.
- Explore funding sources to help with downtown revitalization projects.
- Identify appropriate community & area representatives with whom to engage and partner.
- Use the byway brand as a marketing tool for business recruitment and relocation.
- Formulate a business expansion & recruitment strategy selecting from existing available models tweaked to fit the peculiarities of the situation. If possible, include the perspective of an individual experienced in retention & expansion.
- Devise an appropriate mentoring process to help assure the success of the expanded business or the start-up for a determined period of time.

- Support tourism that increases business opportunities and improves the quality of life for citizens along the byway corridor and sub-corridor.

Value 10: Develop Recreational Opportunities Throughout the Byway Corridor

- Perpetuate and expand the GWSB corridor's range of social and recreational opportunities.
- Engage with and work carefully with the Grant Wood Mississippi River Region (GWMRR) Grant Wood Loop's efforts to enhance, promote, sustain, and connect the GWSB corridor's cultural, natural, park, and other recreation assets.
- Work with local outfitters, guides, and leaders to define other recreation investment opportunities that avoid significant negative impact on the environment, but will provide more recreation opportunities for visitors and residents.
- Work with parks and other agencies to improve access points, organized parking, and facilities in parks and preserves along the GWSB.
- Support interactive experiences in the corridor, brainstorm and implement new interactive experiences, and market these experiences to residents and visitors.
- Work to make the GWSB a destination for recreation, nature, art, history, and food and drink "lovers."
- Support initiatives that build great experiences for GWSB corridor residents and visitors alike.

Value 11: Identify Byway-Related Projects & Find Funding Sources for Each

- Facilitate the discussions needed to identify byway-related projects and programs.
- Provide grant writing assistance to help public agencies secure funding needed for byway-related projects and programs.
- Look for opportunities to piggyback small projects onto larger improvement projects.
- Seek new opportunities for funding and continue to explore additional funding opportunities not listed in this document.



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Waspipinicon State Park



SECTION **FOUR**

Byway Corridor and Communities

4.1 Byway Corridor

The term "corridor" is defined as *a narrow belt of land linking two areas and/or following a well-traveled route or road.*

Primary-Corridor

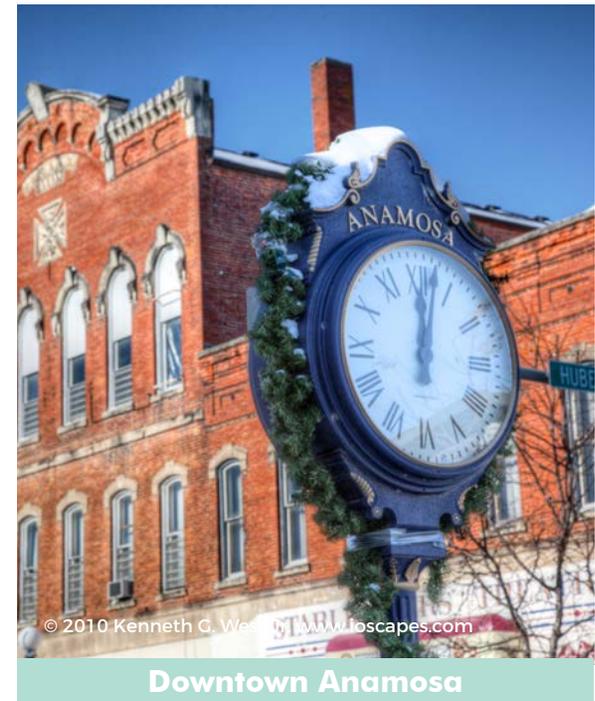
The Grant Wood Scenic Byway Corridor has been defined by the GWSB Advisory Board to include the byway road and the communities the byway passes through. The west end of the byway is a few miles south west of Stone City at Highway 151. From there, the byway passes through the communities listed above. The east end of the byway is just south of Bellevue at Highway 52. The byway does not pass through Bellevue's city limits, but comes within one mile of doing so, and therefore, Bellevue is considered a corridor community. The GWSB Advisory Board has designated the byway corridor to include the area encompassed within one-mile on either side of the byway road and one mile surrounding the municipal boundaries of the byway communities. This primary-corridor as it has been designated by the GWSB Advisory Board is the primary focus of this CMP.

Secondary-Corridor

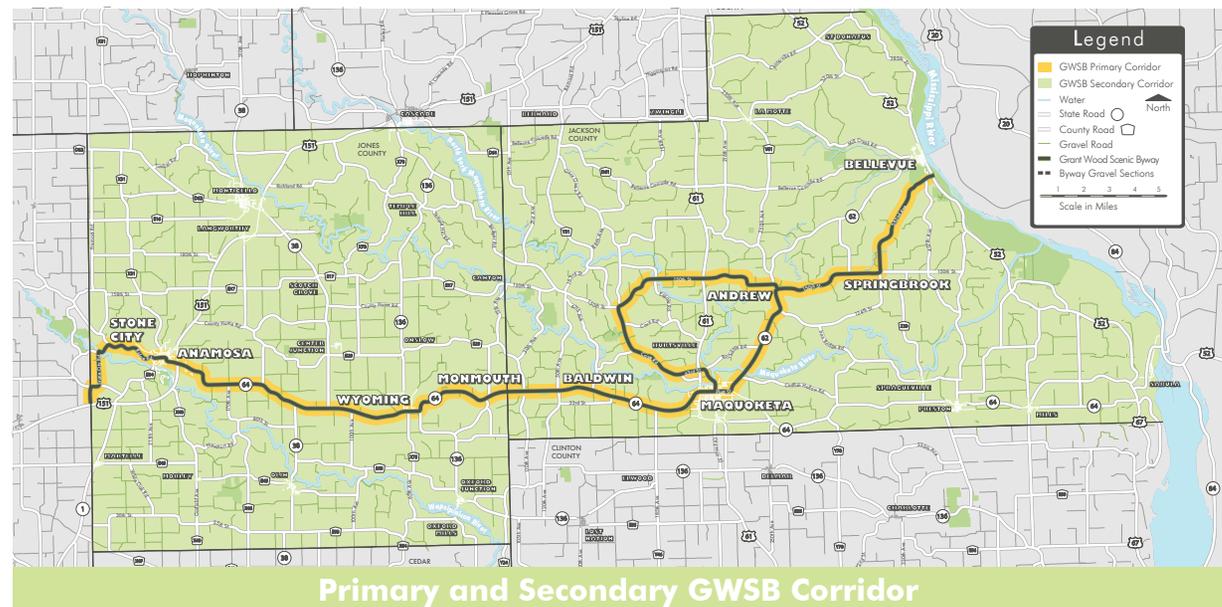
There are many notable natural and human features not located directly on or along the byway within the (primary) corridor that influence the byway traveler's experience, so a byway secondary-corridor was also defined by the GWSB Advisory Board. The secondary-corridor encompasses the entirety of Jackson and Jones counties. The GWSB Advisory Board is very supportive of activities and projects within the secondary-corridor and may participate in them and support them when they align with their mission and goals. However, although the secondary-corridor is important, the size and scope of the (primary) corridor make it a more appropriate focus given the limited resources of the GWSB Advisory Committee. Therefore, this CMP concentrates on the GWSB Advisory Board's recommendations for work within the (primary) corridor, hereafter referred to simply as the corridor.

4.2 Corridor Communities

Traveling west to east, the Grant Wood Scenic Byway passes through nine communities: Stone City, Anamosa, Wyoming, Monmouth, Baldwin, Maquoketa, Andrew, Springbrook, and Bellevue. These corridor communities are the focus of this corridor management plan (CMP). Communities in the byway's secondary-corridor of Jones and Jackson Counties are not excluded from this plan and byway activities, but the majority of this CMP focuses on the corridor. Like the byway, these communities are full of natural beauty, rich history, and thriving culture. Four of the nine communities are considered "anchor" communities because of their significance and/or impact to the visitor's experience. These four communities have a stronger sense of place, more amenities and stronger ties to Grant Wood and the GWSB theme. The four anchor communities including, Stone City, Anamosa, Maquoketa, and Bellevue. Descriptions and demographics for each of the communities follows with information about the anchor communities first.



Downtown Anamosa



Primary and Secondary GWSB Corridor

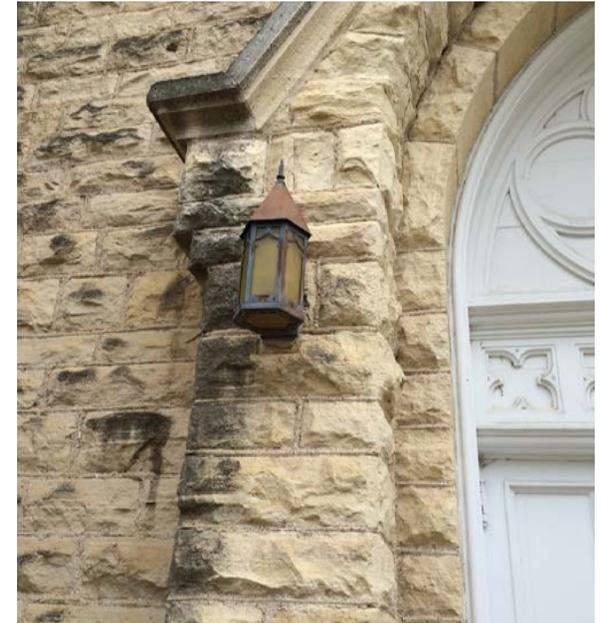


Stone City

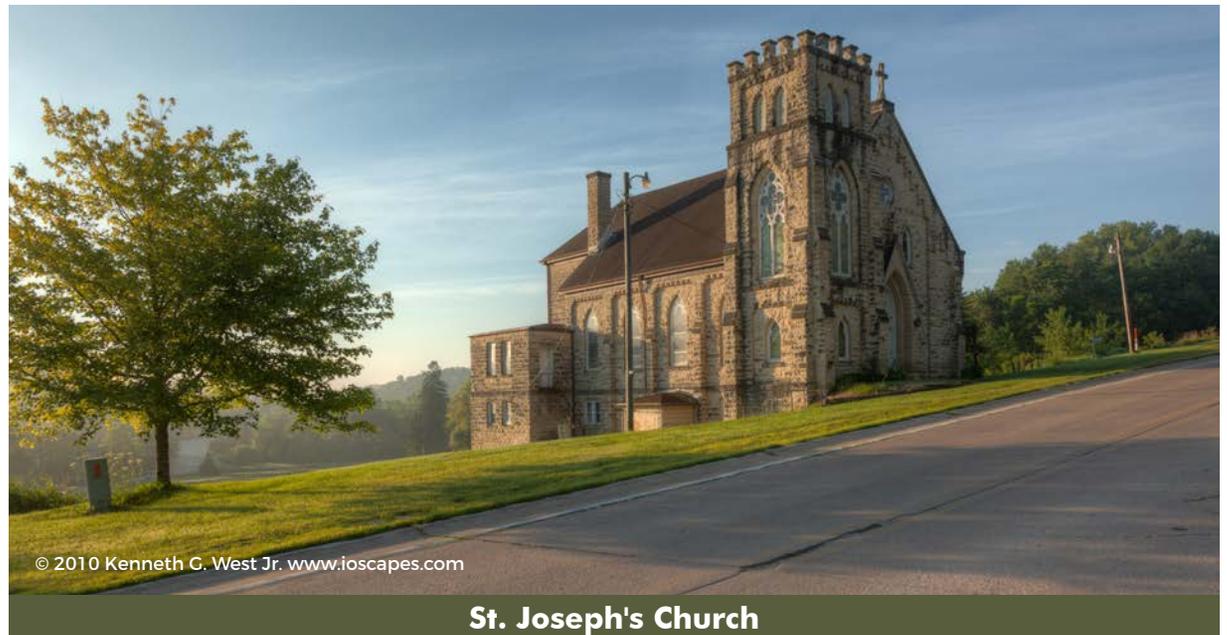
Stone City is the only unincorporated community along the byway. It is located on the west end of the byway 4 miles north of US Highway 151 where County Road X28 crosses the Wapsipinicon River. This small community was added to the byway route in its recent 4-mile extension. Stone City is Home to 192 people, this includes 83 households with an average household size of 2.31. Of these households, 24.1% had children under 18 years of age and 62.7% were married couples living together. The median age is 49.2 years. Stone City is rich with history and ties to Grant Wood. Founded in 1850, the town rose to fame for its three limestone quarries, and this stone is seen throughout the many historic limestone buildings in town and nearby. The Stone City Historic district is on the National Register of Historic Places. The quarries boomed as a source of limestone for construction of abutments for bridges over a century ago. Today, the Weber Stone Company, which runs the quarry, markets and sells the unique limestone found in the hills surrounding this valley to buyers from all over the world. Their presence in Stone City keeps the quarry history alive, creates an industry that provides jobs, and adds energy to the community. The limestone buildings of stone city are immortalized in Grant Wood's famous painting "Stone City" which shows the General Store and St. Joseph's Church and a few homes. Most of these structures stand today. Additionally, Stone City was home to the Grant Wood Art Colony which taught painting, framing, lithography, sculpture, and figure drawing. The Colony's attendance and reputation was very strong, but it was not financially stable and closed after only two years. Stone City capitalizes on its unique limestone look, its rich history, and its ties to Grant Wood. These characteristics were what convinced the IDOT to extend the GWSB to Stone City in 2008. The Stone City General Store is now a Pub that is regionally famous for its delicious food and fun atmosphere.



Stone City General Store



Stone City Stone



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St. Joseph's Church

ANAMOSA

POINTS OF INTEREST

ART & CULTURAL RESOURCES

- 1. Grant Wood Art Gallery

HISTORICAL & ARCHAEOLOGICAL RESOURCES

- 2. Anamosa State Penitentiary
- 3. Antioch School, Church & Cemetery
- 4. Hale Bridge - NRHP
- 5. Jones County Courthouse - NRHP

PARKS & CAMPGROUNDS

- 6. Wapsipinicon State Park

RECREATION & ENTERTAINMENT

- 7. National Motorcycle Museum
- 8. J&P Cycles
- 9. Wapsipinicon Country Club (Golf Course)
- 10. Fawn Creek Country Club (Golf Course)

TRAILS

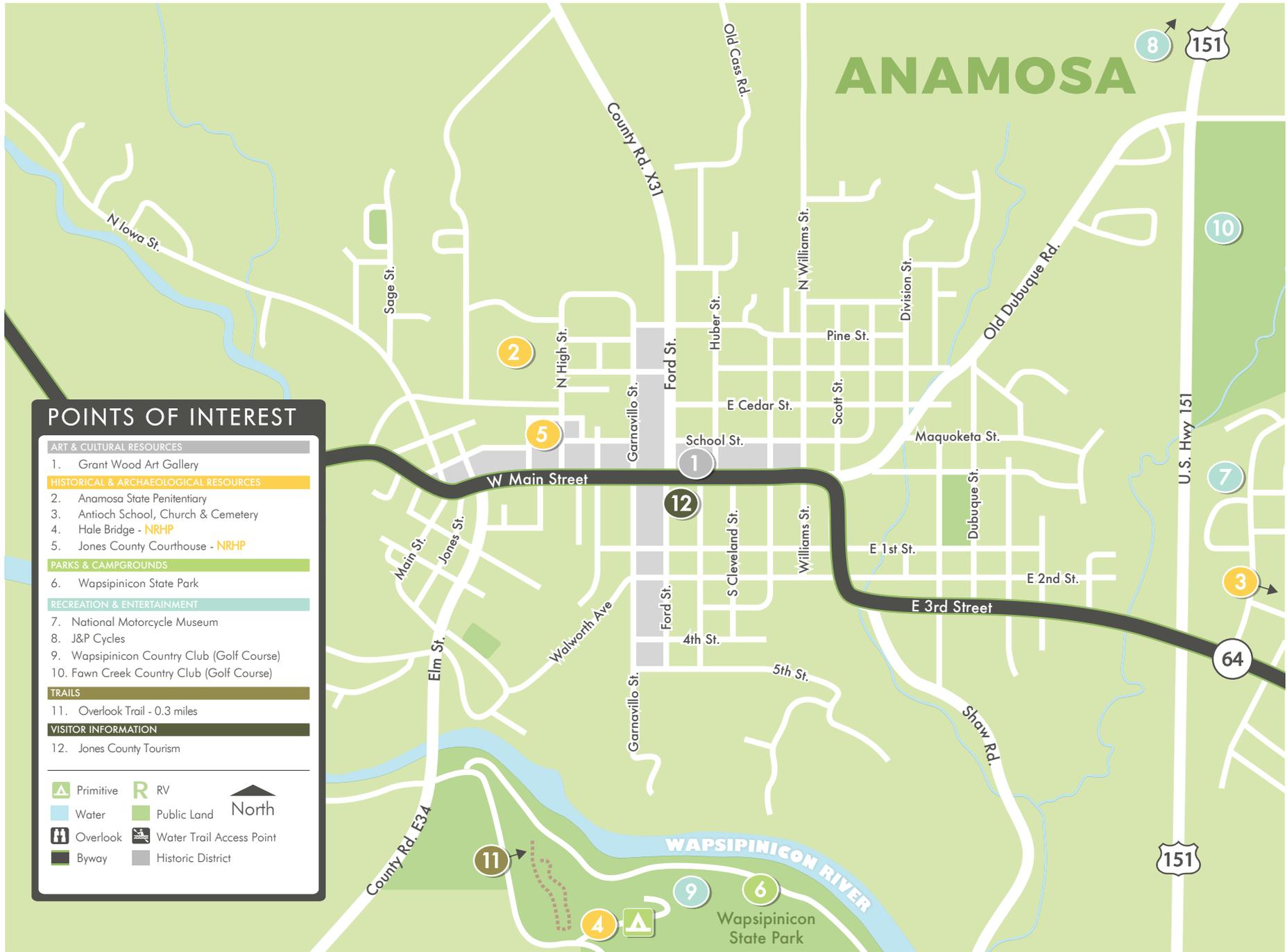
- 11. Overlook Trail - 0.3 miles

VISITOR INFORMATION

- 12. Jones County Tourism

- Primitive
- RV
- Water
- Public Land
- Overlook
- Water Trail Access Point
- Byway
- Historic District

North



Anamosa

Anamosa is located just west of the intersection of US Highway 151 and State Highway 64. It was incorporated in 1856 and called Lexington. However, Lexington was such a prolific town name, the name was changed to Anamosa. There are multiple legends as to how this name was chosen and what it means, but most agree that the name has Native American origins. Anamosa has a population of 5,533 people in 1,941 households. Approximately 30.1% of households have children under the age of 18 and 41.4% are married couples living together. The average household size is 2.25 and the average family size is 2.87. The median household income is \$33,284 and \$39,702 for a family. The median age is 39.6 years. The city is 56.8% male and 43.2% female and predominantly white. A significant portion of Anamosa's population is related to the Anamosa State Penitentiary, formerly known as the Iowa Men's Reformatory.



Tyler & Downing's



Grant Wood Art Gallery

This medium/maximum security prison is the largest of its kind in Iowa, housing over 1,200 inmates and employing approximately 300 people. Anamosa is considered the hometown of Grant Wood and has many ties to the famous painter. He grew up nearby on a farm, attended the Antioch country school, and is buried in the town cemetery.

Anamosa is home to recreational, historic, and cultural events and sites. It is a destination for motorcycle enthusiasts visiting the National Motorcycle Museum and the world's largest after-market motorcycle retailer, J&P Cycles. Visiting and resident motorcyclists even participate in an annual hill climb and swap meet. The Wapsipinicon State Park is located next to Anamosa and is famous for its beauty, river access, trails, and historic bridges.

Additionally, Anamosa hosts a large Pumpkinfest, which has drawn thousands to Anamosa annually since 1989.



Downtown Anamosa



POINTS OF INTEREST

ART & CULTURAL RESOURCES	
1.	Codfish Hollow Barnstormers
2.	Maquoketa Art Experience
3.	Old City Hall Gallery
HISTORICAL & ARCHAEOLOGICAL RESOURCES	
4.	Maquoketa Public Library - NRHP
5.	Decker Hotel - NRHP
6.	Clinton Engines Museum - NRHP
7.	Hurstville Lime Kilns & Historic District - NRHP
8.	Jackson County Historical Museum
9.	Mitchell-Maskrey Mill - NRHP
10.	Squiers Manor Bed & Breakfast - NRHP
11.	West Pleasant Street Historic District - NRHP
PARKS & CAMPGROUNDS	
12.	Blackhawk Wildlife Area
13.	Maquoketa Cave State Park
14.	Prairie Creek Recreation Area
RECREATION & ENTERTAINMENT	
15.	Maquoketa Country Club (Golf Course)
16.	Prairie Creek Golf Course
VISITOR INFORMATION	
17.	Hurstville Interpretive Center
18.	Maquoketa Chamber of Commerce

	Primitive		RV		North
	Water		Public Land		Water Trail Access Point
	Overlook		Historic District		
	Byway				

Maquoketa

Maquoketa was laid out in 1838 and originally called Springfield. However, its name was soon changed to Maquoketa, after the river of the same name, which is a prominent feature of the community. The only “Maquoketa” in the world, the name is a Native American word, which roughly translates to “there are bears.” The community is also nicknamed “Timber City” due to its tree lined streets in the 1900s. However, the streets no longer host more than a few trees and vegetation. Still, some residents hold onto this nickname and utilize the name for events such as the annual Timber City Days.

The community is now known by visitors from around the world for what is arguably its most famous attraction, Maquoketa Caves State Park. The Park is just a few miles northwest of the city and contains more caves than any other state park in Iowa. This park allows visitors to explore caves of all sizes.

There are approximately 6,141 people living in 2,655 households in Maquoketa. Of those, 29.9% have children under 18 years and 42.7% are married couples living together. The average household size is 2.26 and the average family size is 2.88. The median household income is \$34,791. The median age in Maquoketa is 41 years. The city is about half male and predominantly white.

Additionally, Maquoketa has a historic downtown with historic storefronts and restaurants. The Maquoketa Art Experience is also located downtown and now houses the Maquoketa Chamber of Commerce, offering a variety of experiences for residents and visitors alike. Other popular downtown attractions include the Old City Hall Gallery, Decker Hotel and Restaurant, and Clinton Engines Museum.

Additionally, the Hurstville Interpretive Center is nearby, offering a plethora of activities and learning experiences for all ages.



Hurstville Interpretive Center



Maquoketa Art Experience



Maquoketa Cave State Park

BELLEVUE



POINTS OF INTEREST

ART & CULTURAL RESOURCES	
1. Great River Gallery	
HISTORICAL & ARCHAEOLOGICAL RESOURCES	
2. Potter's Mill - NRHP	
3. Jackson County Courthouse - NRHP	
4. Lock and Dam #12 - NRHP	
5. Near Dyas Barn - NRHP	
PARKS & CAMPGROUNDS	
6. Bellevue State Park	
7. Big Mill State Wildlife Area	
8. Pleasant Creek Recreation Area	
9. Spruce Creek Park	
10. Upper Mississippi Fish & Wildlife Refuge	
VISITOR INFORMATION	
11. Bellevue Chamber of Commerce	

Primitive	RV	North
Water	Public Land	
Overlook	Water Trail Access Point	
Byway	Historic District	

Bellevue

Bellevue offers “A True Riverfront Experience” with beautiful Mississippi River views. The community is located on the east end of the byway along and is the intersecting point between the Grant Wood Scenic Byway and the Great River Road National Scenic Byway. Bellevue is the only place along the Grant Wood Scenic Byway where the GWSB Corridor intersects with another scenic byway’s corridor. Founded in 1837, community was originally spelled “Bellevi” or “Bellview.” This was named after John D. Bell, who was an early resident and the community’s first postmaster. Bellevue gained an unsavory reputation after the Bellevue War of 1840 and settlement slowed. It lost its county seat status to Andrew in 1841, with the county seat moving and resting in Maquoketa since 1873.

Today, Bellevue has a population of 2,191 people in 966 households. Almost 25% of its households have children under the age of 18 and 50% were married couples living together. The average household size is 2.20 and the average family size is 2.84. The median household income is \$44,457. The median age in the community is 46.8 years. The city is 47.0% male and 53.0% female and predominantly white. Bellevue is home to the Bellevue State Park which overlooks the town, Mississippi River, Lock and Dam #12 and the Upper Mississippi Fish and Wildlife Refuge. The Bellevue State Park is also known for its good eagle watching and its butterfly garden. The Mississippi River plays a significant role in the community; its historic downtown storefronts and historic homes are situated along the river facing the view. There are several art pieces along the Riverwalk Park along the river, which is a popular recreational spot and place to watch barges pass through the lock and dam. Adjacent to the mouth of Mill Creek, where it empties into the Mississippi River, Potter’s Mill, once a historic grist mill, is now a regional destination as a southern style restaurant, inn, and live music venue.



Riverview Park



Potter's Mill



Bellevue State Park Overlook

ANDREW

POINTS OF INTEREST

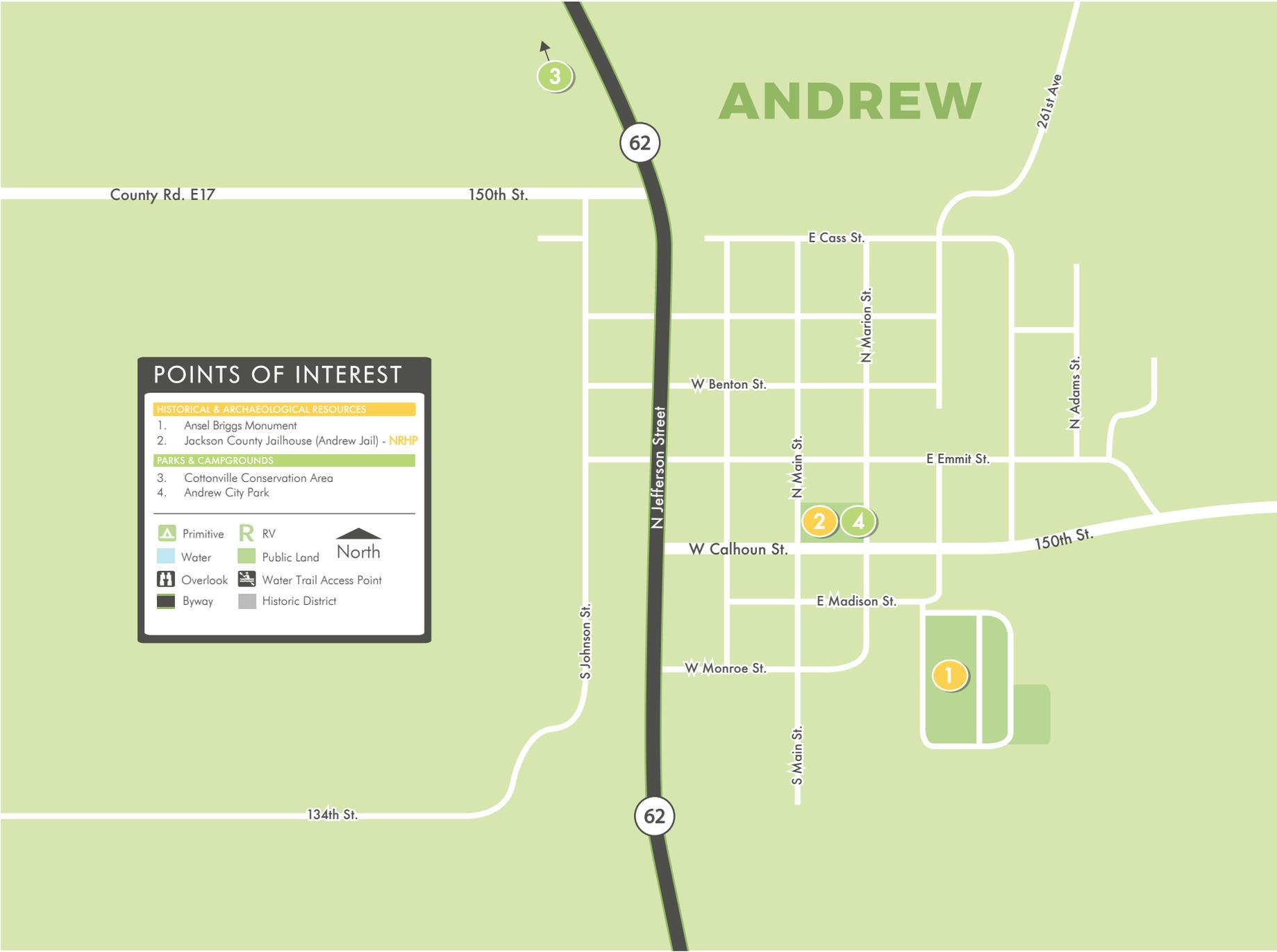
HISTORICAL & ARCHAEOLOGICAL RESOURCES

- 1. Ansel Briggs Monument
- 2. Jackson County Jailhouse (Andrew Jail) - NRHP

PARKS & CAMPGROUNDS

- 3. Cottonville Conservation Area
- 4. Andrew City Park

Primitive	RV	
Water	Public Land	
Overlook	Water Trail Access Point	
Byway	Historic District	



Andrew

The community of Andrew has a population of 434 and was established in 1863. It was named for the seventh president of the United States, Andrew Jackson.

Its most well-known citizen, Ansel Briggs, “the stagecoach driver who became Governor.” Briggs settled near the town in 1841 and entered politics in 1842. He served as a member of the Iowa Territorial House of Representatives, a position he held until 1846. He moved to town and served one term as deputy treasurer and sheriff of Jackson County in 1846 until he became the 1st governor of Iowa and served in that capacity for four years.

During his tenure, Iowa’s state government was formed, a state school system was organized, and the Missouri-Iowa boundary dispute was resolved. A monument honoring him is located near his burial site in the town cemetery.

Andrew is also home to the Andrew Jail, also known as the Jackson County Jail. This historic building was built in the 1870s by local contractors Strasser and Schlect. It is located in the center of town within the City Park and is listed on the National Register of Historic Places.

The segment of the byway between Andrew and Bellevue is considered the most scenic by many. Rolling hills and woodlands surround the Grant Wood Scenic Byway route on both sides along County Road Z15 through Springbrook. This section of the byway differs from the majority of the byway in that it is not an open, expansive view.

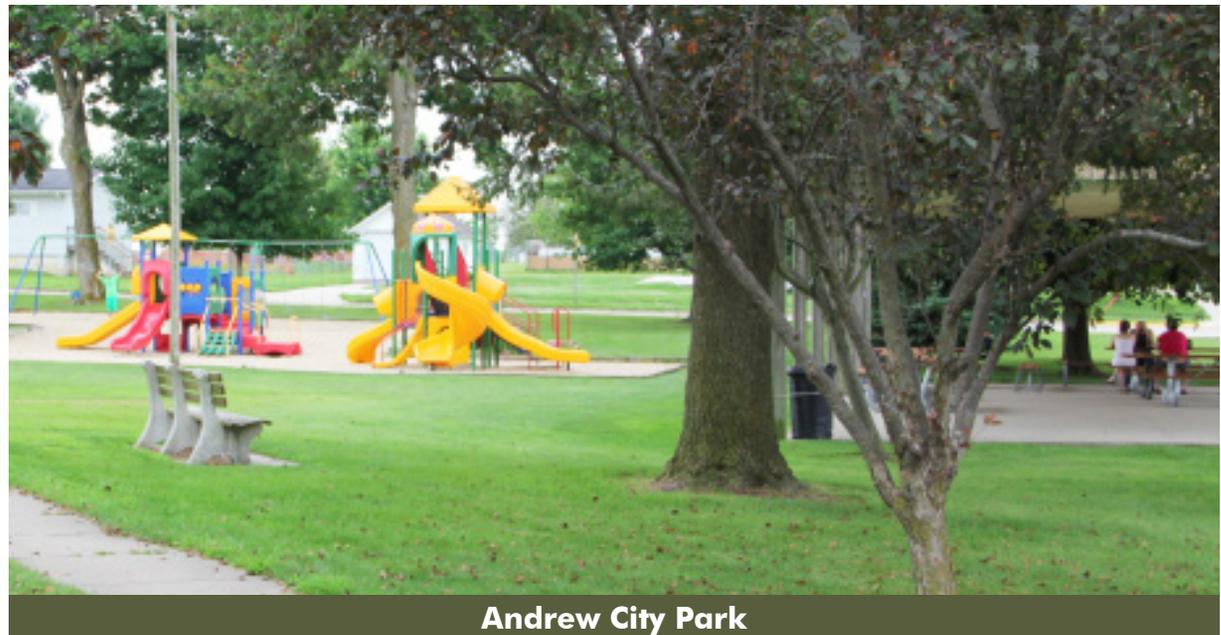
The entire byway is dotted with farmland, however, the section near Andrew is the only portion of the byway surrounded by woodlands, aside from a small portion near Wapsipinicon State Park at the western end of the Grant Wood Scenic Byway in Anamosa.



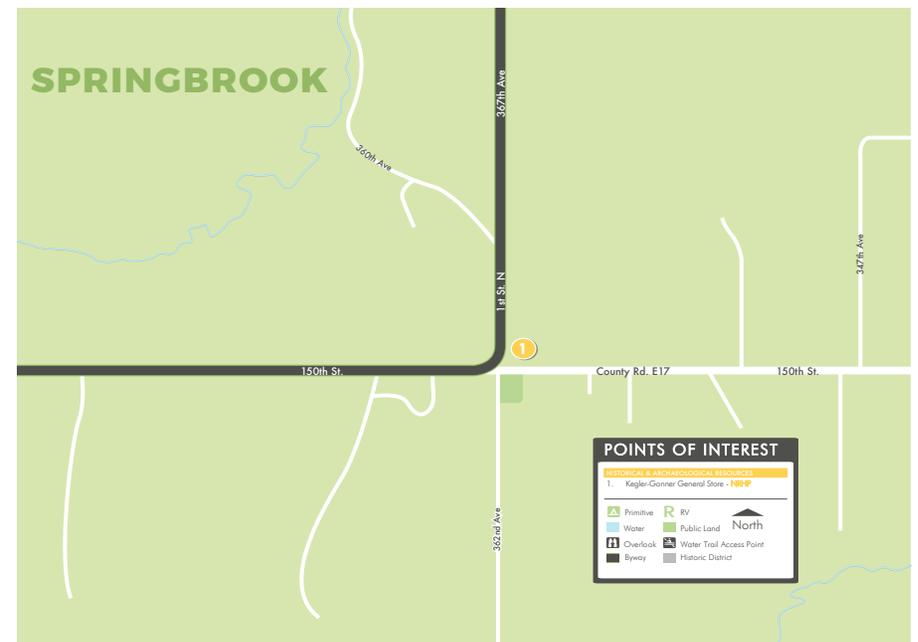
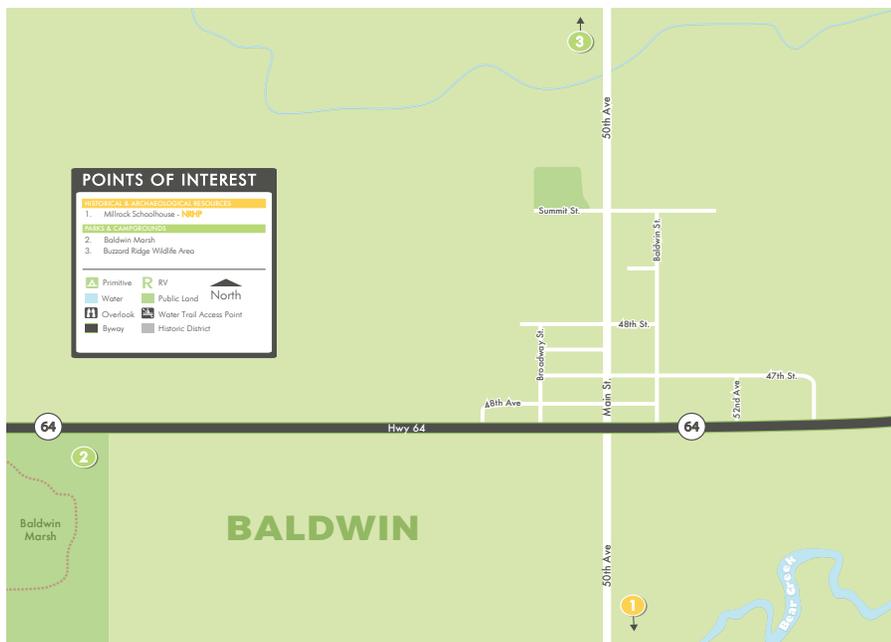
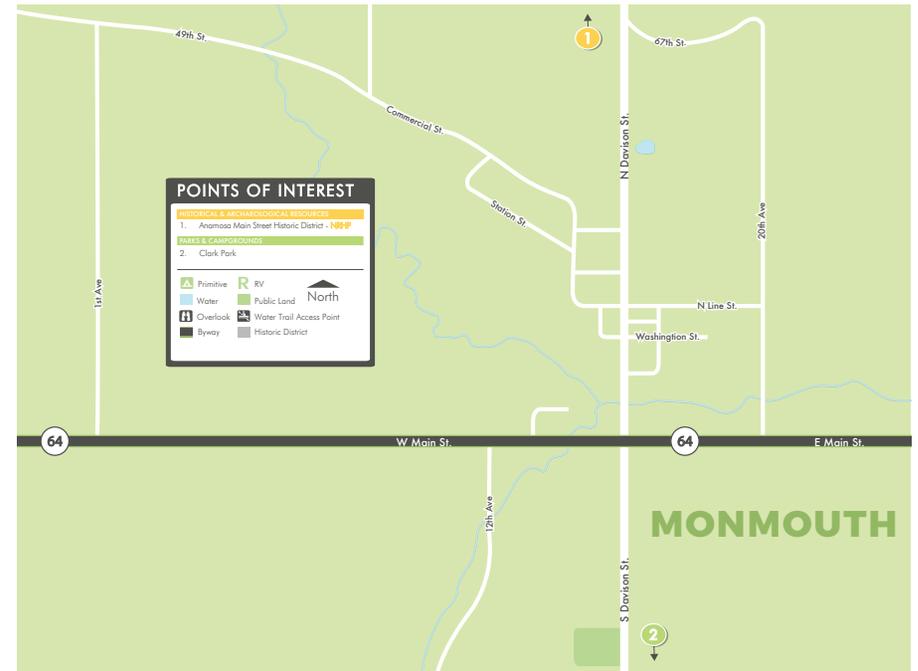
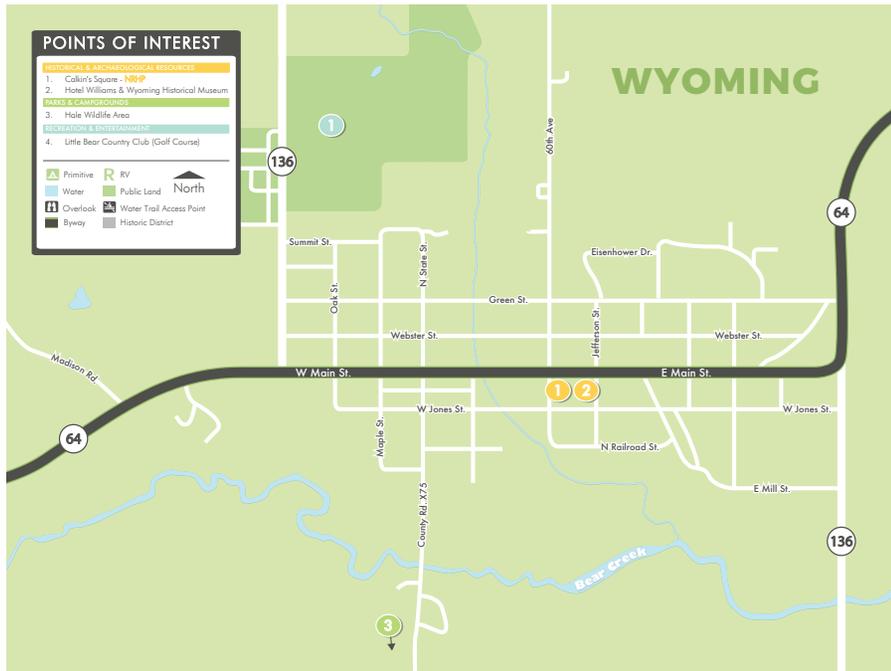
Jackson County or Andrew Jail



Ansel Briggs Monument



Andrew City Park



Wyoming

The City of Wyoming is centrally located between Cedar Rapids, Dubuque and Davenport, Iowa along the banks of the Little Bear Creek. Known as the Christmas City for its dazzling holiday light decoration, Wyoming was established in 1873. It is home to two significant historical sites, the Hotel Williams Historical Museum, which houses many displays in a historic building, and Calkin's Square. This home listed on the National Register of Historic Places, Calkin's Square contains original items used by Dr. Martin Calkin's, the town's first mayor and country doctor. The community continues its Christmas tradition annual with a spectacular light display that shouldn't be missed by byway travelers.

Monmouth

Monmouth was established in 1856 and is home to 153 people. It is one of the smallest communities along the byway and is home to an Elvis themed bar. Nearby is the Eden Valley Refuge natural area, the historic Canton School, and The Hop at Canton 50's diner.

Baldwin

Baldwin was originally named Fremont, but took the name Baldwin after Edward Baldwin, the original owner of the town site. It is the byway's smallest community and is home to 109 people. Its major attraction is Baldwin Marsh, a Jackson County Conservation Board property just outside of town. The byway recently installed an interpretive panel at the marsh as part of a Conservation Innovation Grant project that depicts the benefits of wetlands to soil and water.

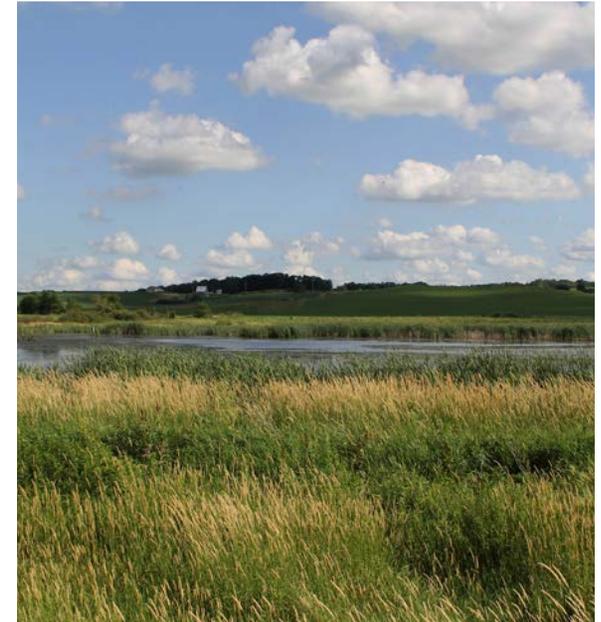
Springbrook

Springbrook has a population of 144 persons. It's most significant town landmark is the Kegler-Gonner General Store, a historic structure built of local limestone that has served many purposes through the years and is on the National Register of Historic Places.



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Calkin's House



Baldwin Marsh



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Christmas lights in downtown Wyoming

4.3 GWSB Extension Ideas

The Iowa Department of Transportation accepts byway route change and extension requests every four years. The byway must make a strong case in its application explaining the significance of the potential change or extension as it relates to the intrinsic qualities and traveler logistics. The proposed new route undergoes an initial review, and if it passes, must undergo a field inventory, where it is driven and evaluated along the same criteria as the initial byway evaluations and re-evaluations. If the new route is recommended to be designated as an Iowa Byway, it will be changed in marketing materials, DOT maps, and signs will be erected. The GWSB has had one byway route change since its designation. Since that time, several additional route change options that would extend the byway's route and corridor have been discussed as follows.

Option 1: Extend to Dubuque

Dubuque is about 25 miles north of the GWSB's east terminus near Bellevue. With a population of approximately 58,000, Dubuque is larger than any other community along the GWSB. Dubuque has one of only a few entry points into Iowa from the east across the Mississippi River. Visitors from Illinois travel Highway 151 and US Highway 61 across the historic Julien Dubuque Bridge. Dubuque has a rich history dating back to Native Americans and the earliest fur traders and miners to visit the area, and is full of historic buildings, sites, and museums. Dubuque also has a budding art scene with its own Dubuque Symphony Orchestra, public sculpture park, and many art shops and galleries. Dubuque is included in the Parks to People "Grant Wood Loop" which recognizes its many additional parks and recreational opportunities. In 1839, President Martin VanBuren designated Iowa 1 to be the state's first highway. A portion of the route follows the early territorial and military road from Dubuque to Iowa City. This road was surveyed and marked with a furrow by a Dubuque merchant named Lyman Dillon and the route became known as Dillon's Furrow. The original route has been lost to time as roads have been straightened and road popularity has

changed with travel patterns, but several sections are still intact creating an opportunity to draw attention to the historic route. The GWSB Advisory Board has identified connecting Dubuque to Anamosa diagonally along the as the potential route for this byway extension. The exact roadways this extension would travel are yet to be determined, but the extension would avoid using US Highway 151. Additionally, this extension could be made to form a loop by connecting Dubuque 25 miles to Bellevue along US Highway 52 and the Great River Road.

Option 2: Include Monticello

Monticello is a city in Jones County that is known for its historic downtown shopping, restaurants, and recreational opportunities. Monticello is only 12-15 miles north of the existing GWSB route and contributes substantially to Jones County Tourism activities, the Grant Wood Loop, and would be a strong and vibrant point of entry for the GWSB. The Byway Board has considered extending the GWSB route to include Monticello, either by routing the Dubuque Extension through Monticello, connecting to the Delaware Crossing Scenic Byway, or connecting Monticello to the byway in a small loop. The small loop would connect Anamosa to Monticello along US Highway 151 and then loop back to the original route on Highway 38 by connecting Monticello via Scotch Grove and Center Junction to Highway 64.

Option 3: Extend to Sabula

Sabula, located in Jackson County, is a unique little town. Known as the "first place the sunrise hits Iowa", it is the easternmost town in Iowa and forms the characteristic "nose" shape of the state's Eastern border. Sabula is "Iowa's only island city" because it is located on an island in the Mississippi River separated from the rest of the state by several lakes. When Lock and Dam #13 was built in 1939 near Clinton, the lowland area just west of Sabula became submerged in the Mississippi River and Sabula became cut off from the rest of the state with two lakes to its west. The town is accessible via three roads from Iowa and one road from Illinois. It

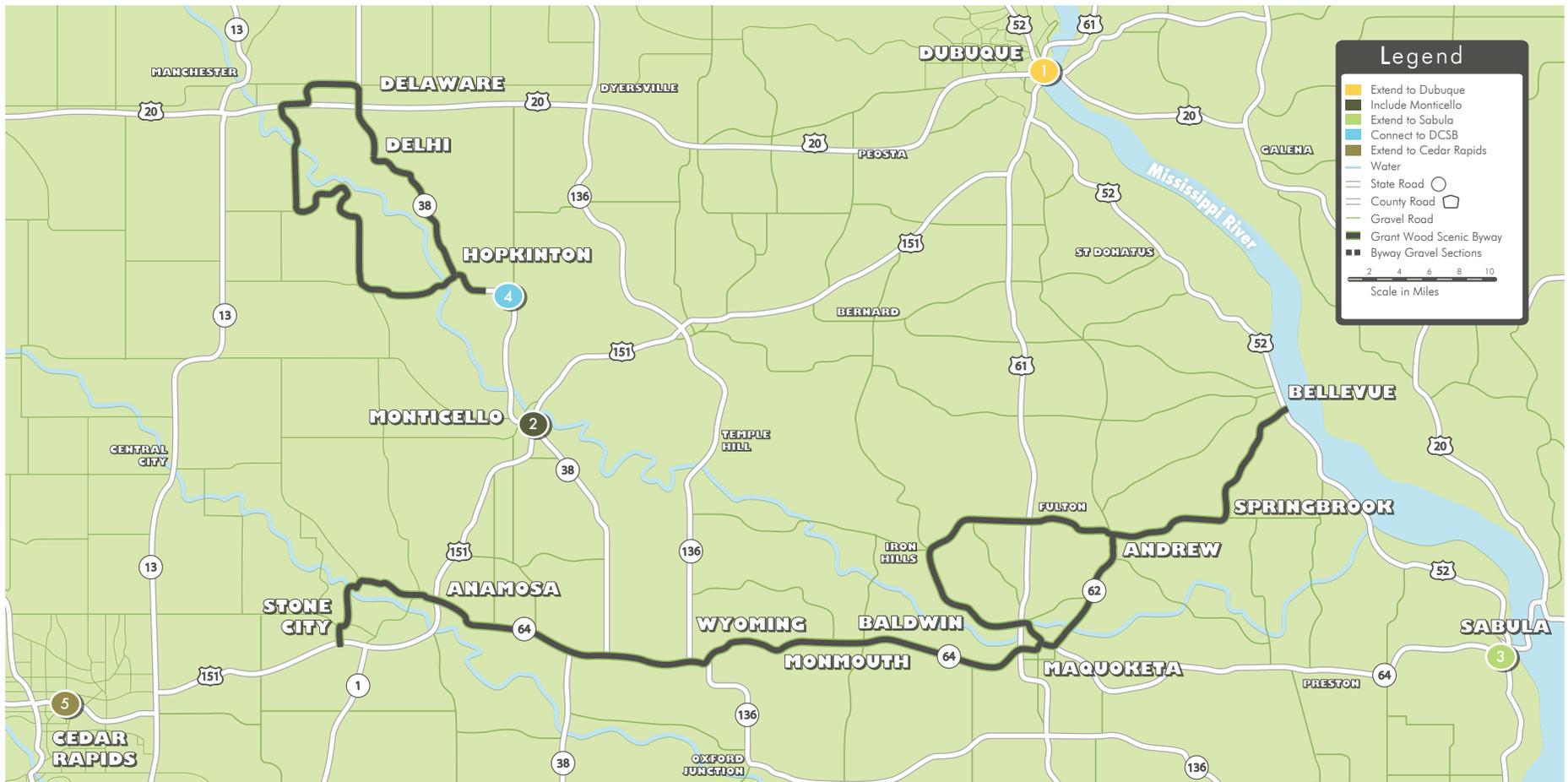
is no surprise that with its quirky geography, Sabula is an interesting community full of rich history, interesting folklore, and recreational opportunities. Additionally, the access point from Illinois is a very popular route as it is the only way to cross the Mississippi River into Eastern Iowa for many miles north or south. Because of this, Sabula is home to an official Iowa Welcome Center, which the GWSB Advisory Board's feels would be a great point of entry for the GWSB. Sabula could be connected into the GWSB via a 26-mile extension south of Bellevue along Highway 52 and the Great River Road, continuing along Highway 64 through Maquoketa, or connecting along Iron Bridge Road from near Andrew to Spragueville and Highway 64.

Option 4: Connect to the Delaware Crossing Scenic Byway

The GWSB connects to the Iowa portion of the Great River Road (GRR) on its east end where it meets Highway 52 just south of Bellevue. The GWSB Advisory Board is considering proposing a connection to the nearby Delaware Crossing Scenic Byway via US Highway 151 from Anamosa to Monticello, and then taking Highway 38 to Hopkinton. Partnering with the DCSB Board to meet halfway in Monticello is a popular idea. This connection would provide opportunities for DCSB and GWSB to cross-promote each other and draw additional byway travelers and tourists, while allowing each to retain its own unique brand: GWSB as art and recreation, and the DCSB as history and recreation.

Option 5: Extend to Cedar Rapids

Cedar Rapids, which is just over 20 miles from the western terminus has strong ties to Grant Wood that bear consideration when determining potential extensions. When Grant Wood was 10 years old, his father passed away and his mother moved the family to Cedar Rapids. According to the Cedar Rapids Museum of Art, when he moved to Cedar Rapids, several neighbors, friends and patrons encouraged him. One of his neighbors gave him the opportunity to use their basement as a workshop to make crafts. Teachers gave him the opportunity to design and



paint stage sets for school plays and to illustrate the school newspaper and yearbook. The local art center gave him the opportunity to learn from other artists' work by letting them guard the art shipped in from across the country. Friends loaned Grant money so he could travel to other Midwestern towns and even Europe so he could learn from the art in major museums and take formal art classes in metalwork, drawing and painting. A Cedar Rapids friend invited Wood to teach art any way he liked at the junior high school. Another offered to let Grant decorate the second floor of his empty carriage

house and to use it rent-free as his home and studio and invited him to show and to sell his art in his place of business. Businesses and institutions asked Grant to design their logos. Prominent families hired him to paint decorative designs or make metal hardware for their houses and to paint their portraits. In 1928, the city of Cedar Rapids asked him to make the largest stained glass window the United States had ever seen. (Veterans Memorial Window). This piece, which was originally designed by Wood, built in Germany and recently restored, is arguably one of Wood's most revered works.

Commissioned for design at \$9,000, it now has an appraised value of \$3 million and is open to public viewing. The Cedar Rapids Museum of Art possesses the world's largest collection of works by Wood. The Grant Wood Studio, Wood's original home and studio and where he worked from 1924 to 1935 and where created his most famous painting, American Gothic in 1930, is a major historical, artistic and cultural treasure. Extension of the GWSB to Cedar Rapids could greatly enhance the intrinsic qualities of the byway and expand the connections to its namesake.



SECTION FIVE

Scenic Resources

5.1 Introduction

Scenic Quality is the heightened visual experience derived from the view of natural and man-made elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape – landform, water, vegetation, and man-made development – contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.
Source: www.scenic.org

Scenic conservation is one of the most important jobs of the GWSB Advisory Board. According to America’s Byways Resource Center, surveys of non-resident byway travelers found that negative impacts to a byway scenic resources resulted in a greater than 1:2 negative impact to tourism. They note that studies show non-resident visitors would reduce their visits by half should development or pollution degrade byway views by as little as 25%. The view within the GWSB Viewshed has been carefully considered by the stakeholders and the Iowa Department of Transportation, and identified as significant, therefore meriting state scenic byway status. The designation of the GWSB was not based on visual quality alone as the quality of the entire GWSB byway experience depends on the combination of views and attributes of the byway. Conserving scenic quality along the GWSB and within its corridor will ensure the future of the GWSB byway and the maintenance of the byway designation. Development, natural disasters, industry, or new property ownership of land can drastically and quickly change the landscape along the GWSB. Understanding the value of the collective components of the GWSB Viewshed and the tenuousness of those components will improve the GWSB Advisory Board and stakeholders' potential to successfully conserve the GWSB Viewshed.

The mark of a truly scenic viewshed is not whether it includes a specific landscape feature, scenic byways

across the nation have very different landscape features, but rather the viewsheds' overall ability to capture and engage the visitor’s interest. Whether it is the fresh shades of green associated with the crop and pasture fields in the spring and summer, the fiery tones of autumn in the thousands of acres of state forests, or the sparkly white winter snow frosting historic limestone buildings and bluffs, the Grant Wood Scenic Byway has captivating views all year round. The GWSB’s Viewshed is more diverse than a typical landscape in Iowa with higher percentages of hardwood forest, pasture and grassland. It encompasses bucolic farmland, picturesque river valleys, and historic communities and landscapes. The scenic, natural, geologic, historic, and cultural resources intertwine to create a series of evolving and engaging vistas along the GWSB route.

5.2 Viewshed Distance Zones

The USDA Forest Service notes that there are four distinct “Distance Zones” that define a byway viewshed and that those distance zones should be used to manage the scenic quality of the byway and be considered when making decisions that will impact the byway corridor. Distance zones are based on scientific research on the amount of detail people can discern from different distances. Independently and collectively the intrinsic qualities within the four distance zones influence the quality of the byway’s viewshed, the visitor’s experience, the ability of the byway to draw visitors, and ultimately the long-term capacity of the byway to sustain related economic development. The four USDA Forest Service Distance Zones include the following designations and descriptions:

Immediate Foreground: This area includes all that is visible within 300 feet of the road. Humans can perceive fine detail at this distance. This area typically includes the road right-of-way, which is managed along the GWSB by city, county and state entities. It also includes the private and public properties that are directly adjacent to the right-of-way.

Foreground: This area includes all that is visible between 300 feet and 1/2 mile of the road. Fine details have less influence on scenic quality and general shape and scale become more important at this distance. Shape, sizes, colors and the relationships of these individual elements to each other and to the byway itself define the scenic quality. A large object or topographic feature in the foreground can greatly impede the viewshed extent and or quality from any given point along the byway.

Middle Ground: This area includes all that is visible within 1/2 mile to 4 miles of the road. Landscape and other patterns and topography define the visible elements and the terrain features define the view at this distance. Larger topographic or man-made features can still greatly impact or influence the viewshed quality.

Background: This area includes all that is visible beyond four miles from the road. Distance, color, large patterns and topography influence the landscape’s appearance at this distance.

5.3 Defining Visual Resource Themes

The GWSB Viewshed has several defining visual resource themes that influence every distance zone. They collectively create context for the visitor and provide opportunities for the GWSB Advisory Board to direct interpretation, and develop opportunities for visitor engagement. Some of these themes include diversified agriculture, prairies and woodlands, rivers and streams, and cultural and historic man-made influences. Each of these is briefly discussed.

Diverse Agriculture: The GWSB’s Viewshed includes the same landscape features and diverse agriculture that inspired the American painter Grant Wood. Certain routes of the GWSB road allow travelers to have an up-close experience of the sights, sounds, and smells of rural Iowa farm life and farm operations; others provide an overview of the greater agricultural system. The rolling hills and small bucolic farms are not only reminiscent of his historic paintings,

they include some of the very same dynamic and cultural agricultural components and practices that were depicted in Grant Wood's art work. Just like his paintings, the hilly terrain allows visitors to see bits and pieces of different fields far into the distance, creating a vista of pastures and fields, intersecting rows of crops, undulating gravel roads, and quintessential rural farmsteads with silos and red barns. Many farms in the GWSB Viewshed still have livestock on the land and around the farm buildings. As a result, more of the farmers within the GWSB Viewshed include hay, pasture, and small grains in their crop rotation than other farmers in Iowa. Pasture and hay cover 23% of the GWSB Viewshed as opposed to the 12.8% they encompass in Iowa. Approximately 51% of the GWSB Viewshed is planted to the parallel rows of corn and soybeans that Grant Wood included in his paintings. This diversity in agricultural practices is what historically created the "patchwork" Grant Wood so beautifully painted. The agricultural heritage of the corridor is a significant resource that has shaped the area's heritage through time, continues to influence the culture, and enhances the visitor's experience.

Prairies and Woodlands: Natural ecosystems and the diverse perennial vegetation within those systems are another defining visual resource theme of the GWSB Viewshed. Hardwood forest and prairie encompass greater percentages of land in the GWSB Viewshed than they encompass in Iowa overall, 17.5% as compared to 6.9%. Prairie, which is documented as grassland and herbaceous land cover, encompasses 7.5% of the GWSB Viewshed as compared to Iowa's 4.7%. These natural ecosystems are incorporated into the landscape and the viewshed in different ways. They are interspersed throughout the farmland as strips of native or restored prairie and patches of woodland. They are also found in larger blocks in the state forests and state wildlife management areas as well as along the rivers and streams. Approximately 1,135 acres of public land are visible from the GWSB, many of these forested.

The prairies and forests in the GWSB Viewshed enhance scenic quality by diversifying the vegetation and creating a seasonally-changing array of textures and colors. The fall colors created by the trees are an especially significant scenic resource. Woodlands and prairies also bolster natural qualities by creating habitat for wildlife, and, when planted in small strips as fence rows in fields, preventing soil erosion from crop fields and thereby protecting water quality. Many of the native tall-grass prairie species also grow along roadways and in ditches as part of the Iowa Department of Transportation's Living Roadway Trust Fund program that strives to increase the aesthetic and operational needs of roadsides while providing natural and wildlife environmental benefits.

Rivers and Streams: The rivers and streams in the GWSB Viewshed meander through the countryside, adding texture to the viewshed and a dynamic element that connects the visitor to the landscape and areas of the GWSB Corridor just outside the viewshed. Rivers and streams define the topographic changes in the landscape and influence the elevation and route of the GWSB. The GWSB roadway crosses or touches three river valleys, the Maquoketa, Wapsipinicon, and Upper Mississippi River valleys. These rivers are well-known for their recreational opportunities and have extensive natural public areas, including access to water trails and river recreation. The Upper Mississippi River, and the US Fish and Wildlife's Upper Mississippi Fish and Wildlife Refuge (Refuge), which encompasses the river and its backwaters, are internationally renowned. The GWSB Corridor and its secondary corridor overlap with additional watersheds, including the Apple-Plum Watershed in eastern Jackson County, which drains directly to the Mississippi River. The GWSB community of Bellevue has stunning views of the Mississippi River Valley and the Refuge, the United States Army Corp of Engineer's Lock

and Dam #12, and limestone bluffs along the Mississippi River. Coldwater trout streams further enhance the viewshed adding another dimension to the landscape and the visitor experience. The rivers, streams and aquatic environments not only enhance the GWSB Viewshed, they also provide diverse habitat for wildlife and create exceptional recreational opportunities.

Cultural and Historic Influences: Cultural and historic influences are an important in all distance zones of the GWSB Viewshed. They include everything from bright red or rustic weathered barns nestled among the rolling hills to historic buildings within communities. The small GWSB communities themselves are units of culture within the rural landscape. Many are nestled among the rolling hills and in the river valleys with historic church spires, houses and boulevards visible from a distance. However, those same communities have excellent cultural and historic resources located within the immediate viewshed. Anamosa, Maquoketa, and Bellevue all have historic downtowns with beautifully preserved buildings, old commercial blocks, and historic homes that add to the community's character and scenic charm. Some buildings are made of locally sourced limestone or brick. Wyoming, Monmouth, Baldwin, Andrew, and Springbrook also have their own unique historic structures. Stone City is distinctly scenic in that the majority of its buildings and homes are made of limestone mined from the local quarry. Tucked among the hills along the Wapsipinicon River, Stone City is the inspiration for a Woods painting by the same name. Although it is a highly stylized painting, the same scenic view can be seen while driving down the hill entering town from the west end of the byway. Stone City is an excellent example of preservation of historic scenic resources because the majority of the town's original limestone homes, barns, buildings, and St. Joseph's Church still stand today and their histories are well documented.



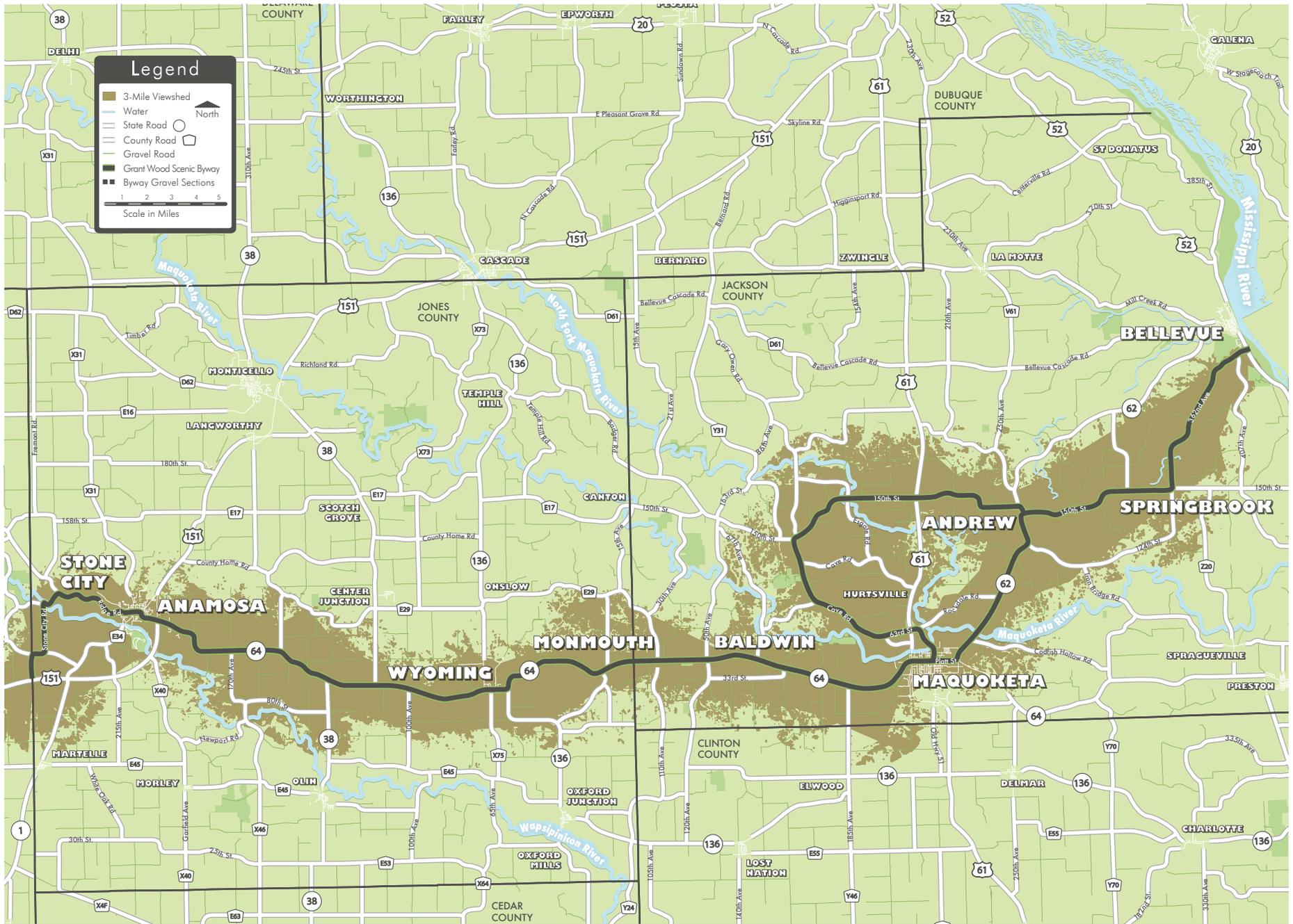
Restored Prairie



Springside NRHP Bellevue



North Fork Maquoketa



3-Mile Viewshed of the GWSB

5.4 Viewshed Analysis

Northeast Iowa Resource Conservation and Development (RCD) completed an analysis of the GWSB Corridor in 2016 through a statewide partnership with the Iowa DOT. The project utilized Quick Terrain Modeler and LiDAR software to analyze the view available to the traveler within a three-mile distance from the center of the GWSB roadway. The three-mile distance was selected in part because of the physical limitations of the human eye as it processes images while traveling along a roadway at a rate of 45 mph or greater, the relevance of the analysis as it relates to commonly defined Distance Zones, and the technical limitations related to analytical hardware and software used during the process. The three-mile distance used for the viewshed analysis encompassed the “Immediate Foreground,” “Foreground” and the majority of the “Middle Ground” of the view as they are defined by the USDA Forest Service.

Overall, the GWSB Corridor Analysis (Analysis) found that the vegetation in the GWSB Viewshed is mature and the buildings are historic, creating a sense of age and maturity. Rivers and streams add texture to the viewshed. These features combine to create an exceptional scenic experience for the traveler. The Analysis also found that the route of the GWSB provides opportunities for visitors to see the landscape of the region and its intrinsic qualities from multiple viewpoints and perspectives including from valley floors, climbing and descending hills, from some of the highest points along the byway on ridge tops, within historic downtown districts, and looking down on cities and towns. The winding, looping, nature of the byway, with its changes in elevation, creates a viewshed that encompasses diverse landscape features, dynamic land use, undulating topography, the presence of a variety of intrinsic qualities, and periodic notable features that create even greater visual interest. The topography along the GWSB greatly influences

the byways viewshed, and rivers, particularly the Maquoketa River, significantly influence the topography. The “map of the viewshed” on page 50 shows the GWSB Viewshed has a “*consistent viewing pattern within the Immediate Foreground and Foreground and a more scattered viewing pattern in the Middle Ground and Background.*” The viewing characteristics were directly attributed to the topography of the landscape rather than the vegetation, “land features such as hills or river bluffs were blocking the viewshed for extended lengths of the byway and/or the GWSB is closer to one side or the other of a valley between bluffs and hills.”

Although the Analysis confirmed that the density of the built environment and the population within the GWSB Viewshed communities are low and dispersed along the byway, overall, the area of the GWSB Viewshed that is considered “developed”, 8.8%, is greater than the area considered developed for the State of Iowa. It found that the “small, historic communities are interspersed along the route in such a way as to add visual interest at regular intervals” and suggested that the GWSB Advisory Board, “may want to consider a more detailed analysis of what the viewshed within their urban areas conveys to the byway traveler. They might also consider working with GWSB communities to help protect or revive historic areas of communities, complete brownfield planning when appropriate, assist with community art projects, and work to build community brands and themes that will engage the byway visitor.”

The Analysis found that although there are significant public lands in the GWSB Corridor and secondary corridor, including Wapsipinicon State Park, Maquoketa Caves State Park, Bellevue State Park, Green Island State Wildlife Refuge, Big Mill State Wildlife Area, Buzzard Ridge Wildlife Area, Hale Wildlife Area, Baldwin Marsh and the Hurstville Wetland and the Hurstville Interpretive

Center, Muskrat Slough Wildlife Management Area and other areas, the total area of public land that is visible from the GWSB is low compared to what is visible from other Iowa byways. Since they are not within view of the byway, it suggested it may be important for the GWSB Advisory Board to “inventory existing wayfinding that directs byway travelers to nearby public land and then develop a plan for how they will maximize the opportunities that those natural areas provide.”

Intrusions to the visual experience along the GWSB and within the GWSB Corridor are minimal; however, some are unfortunately notable. There are several trends, including residential housing development, commercial development along the outskirts of towns, and off-site advertising that have already impacted and continue to threaten the Immediate Foreground of the GWSB.

5.5 Overlooks and Viewing Stations

Recognizing that GWSB nonresident visitors are seeking opportunities to slow down and pull off the roadway and enjoy the view, the GWSB Advisory Board worked to better understand the GWSB viewshed and strategically identify opportunities to make travel along the GWSB safer and more accommodating to the visitor. The GWSB Advisory Board feels that development and/or enhancement of scenic overlooks should occur in such a manner as to strategically create intermittent opportunities for the byway traveler to pull off and enjoy High Value Areas along the entirety of the GWSB. They feel periodic placement of the overlooks along the route will also encourage continued travel along the entire byway route, benefiting the maximum number of businesses and communities. To help them better understand the existing visual resources associated with the GWSB and how they should prioritize overlook/pullout development, the GWSB Advisory Board traveled the length of the GWSB and conducted a manual visual assessment.



Maquoketa Caves

Through the visual assessment, the GWSB Advisory Board identified three existing sites that they felt could be enhanced to improve the byway traveler's experience. They also identified two new sites for potential overlook development. The existing sites are located in already popular state parks. Development and interpretation at existing or new overlook sites would only occur only if the private or public landowner voluntarily agreed to the improvements and determine who would formally accept responsibility for site improvement and long-term maintenance of the site. The three existing sites identified by the GWSB Advisory Board for improvement are detailed below.

Existing Overlook/Viewing Stations

1) Bellevue State Park: Bellevue State Park is located south of Bellevue. The overlook in this park is located in the center of the park facing northeast. It can be accessed by driving the park's road to the loop at the

top of the bluff. There is parking along the loop and the overlook is accessible to the public by a short "overlook trail." It overlooks the City of Bellevue providing views of the historic homes and buildings contained within the grid of streets, a view up the Mississippi River including Lock and Dam #12 and the boats and barges. The Mississippi River bluffs and hills can be seen for miles on each side of the river. This overlook site is a popular birdwatching venue. Birders can catch glimpses of bald eagles, hawks, falcons, neotropical migratory birds and other avian species.

2) Maquoketa Caves: Northwest of Maquoketa, Maquoketa Caves State Park is home to a labyrinth of dirt trails and wooden walkways that allow visitors to access the park's caves and rock formations. There are several platforms along the wooden walkways and staircases that are considered viewing stations. They are strategically situated to allow visitors to stop and study the geologic formations and the park's flora and

fauna. Although these viewing stations are specifically positioned to provide exceptional views of the park's caves and arches, the park has limited interpretive materials to help the byway traveler understand what they are viewing. These viewing stations have the potential to be developed or improved and/or interpreted further to enhance the byway visitor's experience.

3) Wapsipinicon State Park: The Wapsipinicon River curves around the Wapsipinicon State Park, which has diverse land and water recreational opportunities including golfing, hunting, hiking, canoeing and picnicking. Byway visitors can enjoy scenic views of the park's trails, caves, rock formations, diverse flora and fauna, and the Wapsipinicon River as they drive or hike through the park. They can also enjoy unique, historic bridges. Although there are several areas located throughout the park that are conducive to viewing, including grassy areas with picnic tables or roadside pull offs, there are currently no formal viewing platforms



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View from Bellevue State Park

or overlooks. Therefore, this park has the potential to add scenic viewing platforms and/or overlooks with interpretation to enhance the byway visitor's experience.

Proposed Overlooks

The GWSB Advisory Board selected two sites for potential development of overlooks. They are strategically located in high value areas of the GWSB Corridor and provide opportunities for the byway visitors to stop and enjoy the landscape depicted in Grant Wood's paintings, building on the GWSB brand. The viewshed analysis completed on the two sites by Northeast Iowa RC&D included a ten-mile radius, single-point evaluation from each of these two sites. The proposed overlooks in relation to the byway as a whole can be seen in the maps on the following page.

1) Potential Stone City Overlook: Located west of Anamosa, on private land along County Road X28 coming into Stone City, by St. Joseph's Church, this site was selected because it provides a high quality view of Stone City and is as close as possible to where Grant Wood was believed to have painted his famous "Stone City" painting in 1930. The following page contains a map showing the extent of the viewshed from this site. The view is at approximately 830 feet elevation. The Analysis notes that the accuracy of this viewshed is limited by assumptions that were made noting, "...there are currently many trees at the site. Artificial removal of some of the trees and elevation exaggerations were used during the viewshed analysis process to approximate development decisions that might be made to maximize the views. As a result, the areas seen in purple represent the potential extent of the view from the proposed overlook." If the decisions related to vegetation removal and development vary from the assumptions, the actual viewshed would change. Although there are several challenges with this site, the GWSB Advisory Board felt it is a significant cultural site that provides opportunities for interpretation not only of the overlook but also of the artist who was inspired by the site and subsequently immortalized the view. This site,

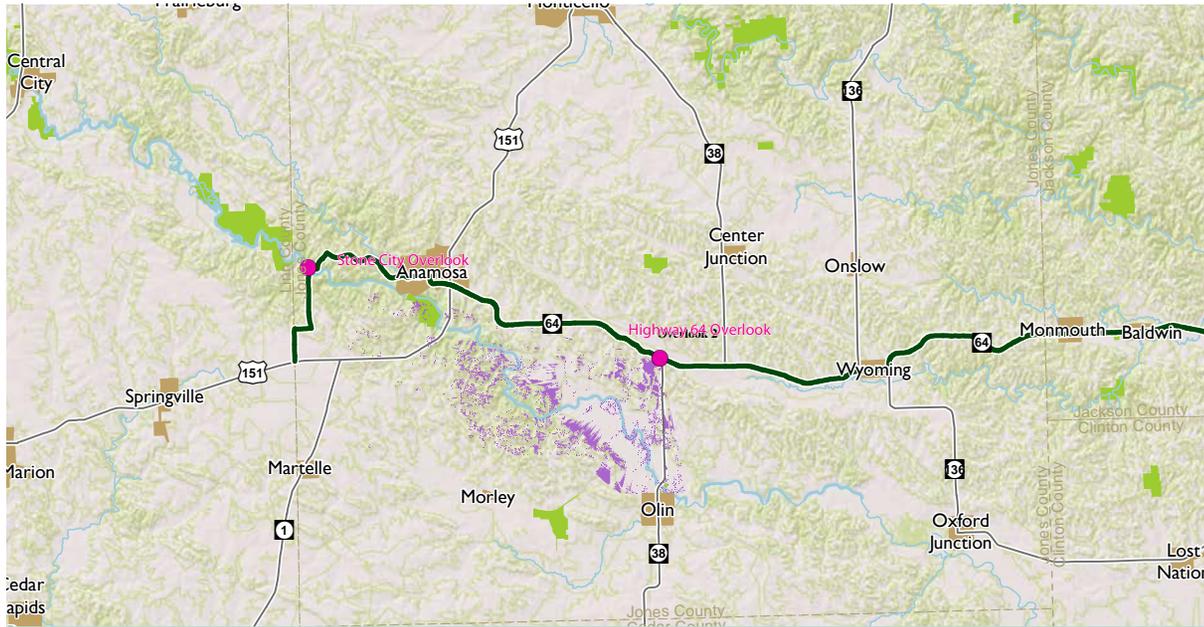
if developed and interpreted, could provide historical, social and artistic insight into Grant Wood's paintings. A 3-D digital elevation model depicting the viewshed of this overlook can be found in a separate document, the "Grant Wood Scenic Byway Visual Assessment." The view from this site is dominated by Stone City, the quarry, and the surrounding landscape. It is interesting to note the Grant Wood Stone City painting depicts structures and landscape features that would not have actually been located within the same places in the landscape they existed. He also left some structures out and enlarged others, demonstrating artist license. Although narrow in focus, this potential overlook site provides unique interpretive opportunities. The GWSB Advisory Board feels that this proposed overlook site would be an excellent way to further brand the Grant Wood Scenic byway as an artistic route, strengthen the GWSB's ties to Grant Wood, and strengthen the overall brand of the GWSB. They also suspect that, because it would provide a very real connection to the artist and his process, this overlook would become a very popular tourist spot, be heavily photographed, and draw byway travelers to the western end of the GWSB. Interpretation at the overlook could include information about what Stone City looked like when it was painted by Grant Wood versus what it looks like today, and discuss how Wood highly stylized his paintings. The overlook could either be developed as a pull-off from the road or as a small parking area with a short path into the field to the overlook location.

2) Potential Highway 64 Overlook: The proposed overlook along Highway 64 is located between Anamosa and Wyoming on the south side of the highway west of the intersection of Highway 64 and Highway 36. The site is currently in public ownership, within the IDOT right-of-way. Private buildings at the site were removed and the site is now vacant with remnants of cement, gravel, and weeds. The landscape that is most visible from the site is situated below the site topographically, which creates a sense of place and space. The Analysis notes that, "Although the 55-degree span of the viewshed is not

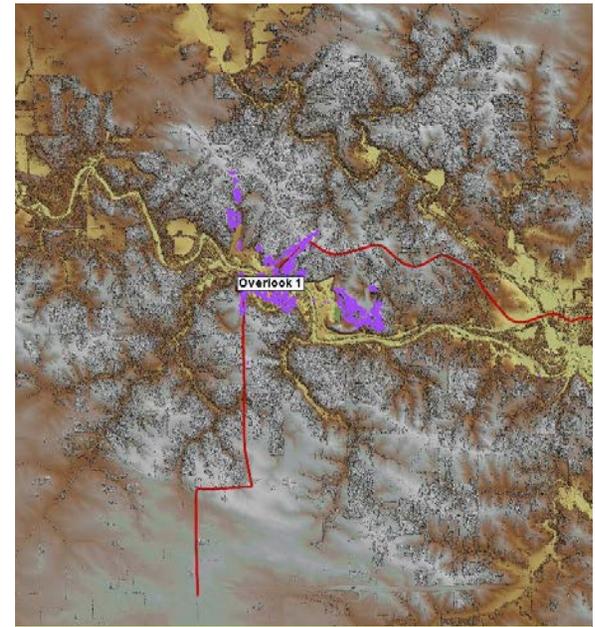
as extensive as some other overlooks offer, the quality of the natural areas and the diverse agricultural landscape that can be seen from this site is very high, as they bring to life Grant Wood's paintings." The proposed overlook would look south over a beautiful view of rolling hills, farmland, row crops, pasture land, and picturesque farmsteads reminiscent of a Grant Woods painting. The site is high at 958 feet elevation on a high narrow ridge. The view extends over 12.5 miles west, over 4 miles south, and over 6 miles southwest. The long view to the southwest highlights the bluffs on both the north and south sides of the Wapsipinicon River Valley. The elevation drop from the center of the byway to the potential overlook is slight but just enough that the byway traveler cannot see the view to the north. However, the byway traveler will actually see a more expansive view of the landscape to the north and east as they approach the overlook. To the west one can just see the ridge tops surrounding Stone City. Brush along the DOT owned land would need to be cleared to maximize the view. Partnership with the adjacent landowners could also improve the view as there is currently a dilapidated, a billboard, and shrub and tree growth just west of the location. The GWSB Advisory Board feels that this proposed overlook site would be an excellent space for interpretive panels and a byway information hub. Located near the middle of the byway, the site is directly along the byway route, visible from the roadway, is safe and accessible, publicly owned, and near several possible points of entry onto the byway from the north and south.

5.6 Challenges and Opportunities

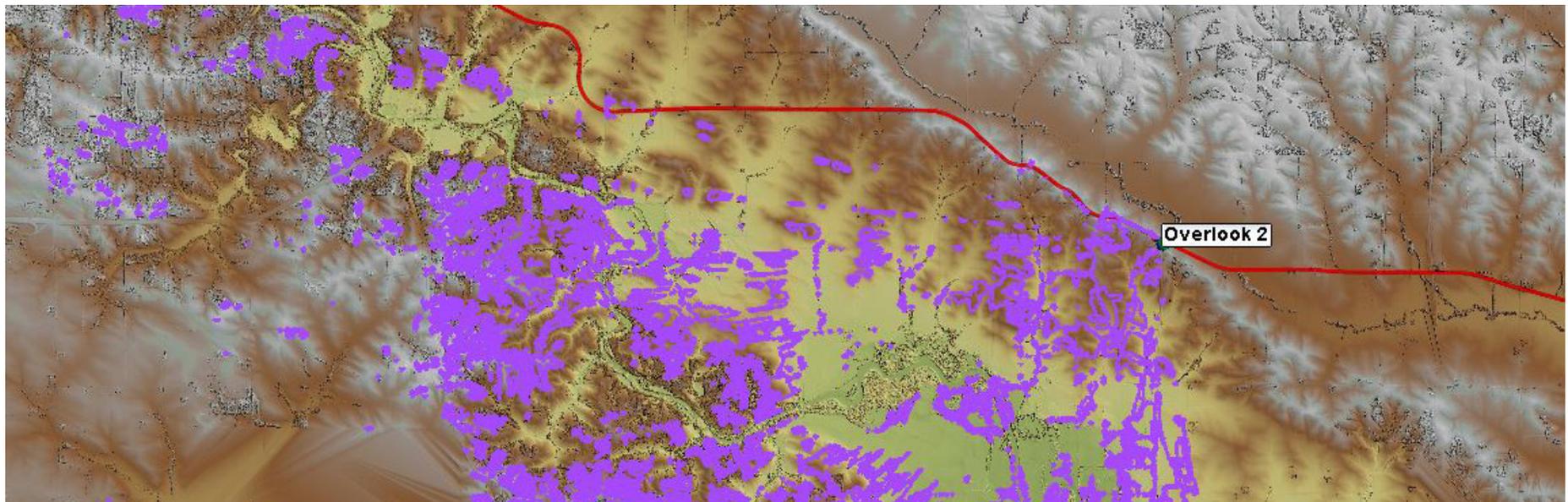
There are several common scenic conservation issues that byway stakeholders and partners are advised by America's Byways Resource Center to address as well as issues that are specific to the GWSB. These issues are many times related to the challenges and intrusions that can and do occur within the byway corridor. In the GWSB Corridor they include, but are not limited to the following viewshed challenges:



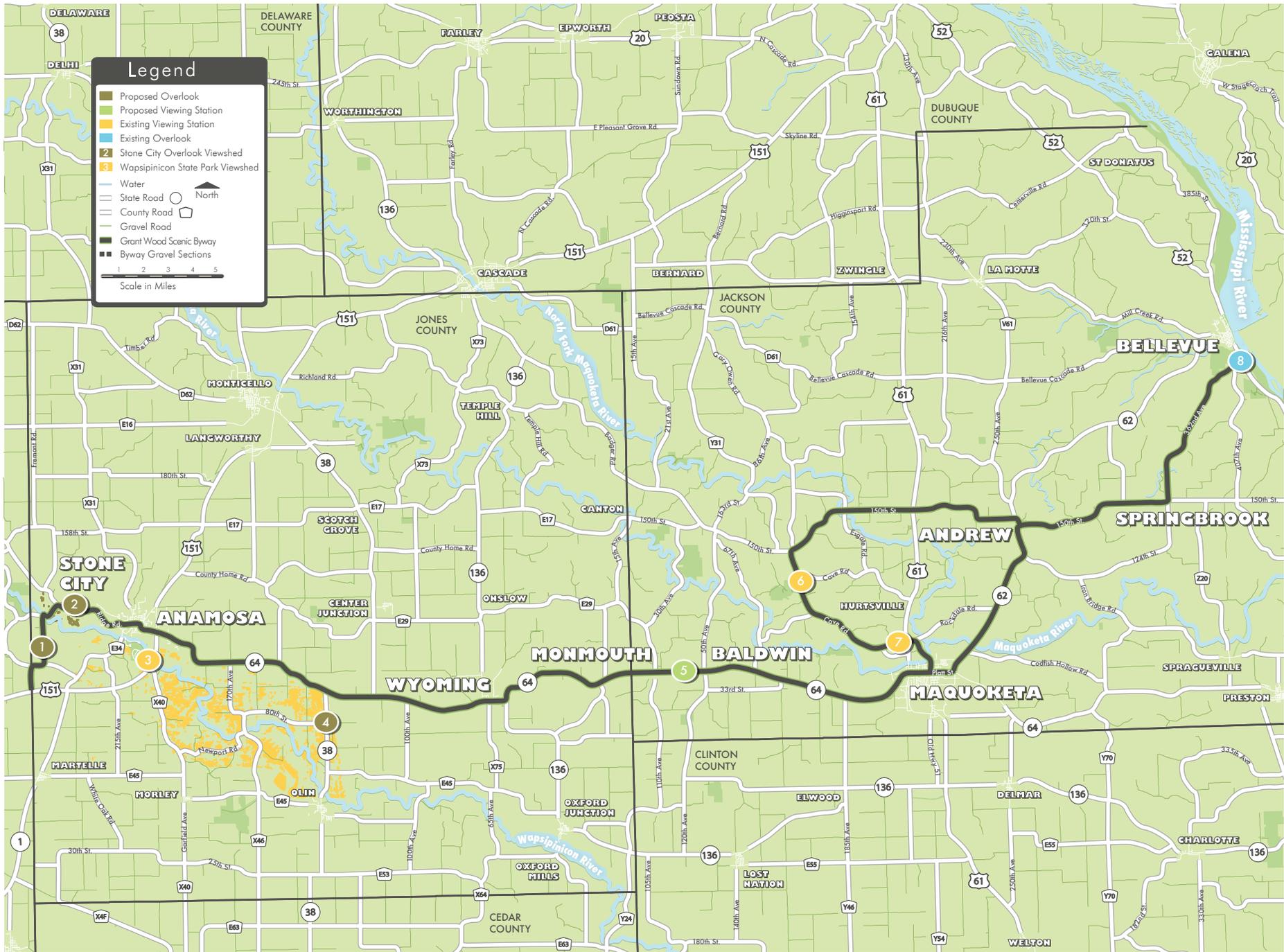
Potential Overlook Locations & Potential Highway 64 Overlook Viewshed



Stone City Overlook Viewshed



Viewshed from Potential Highway 64 Overlook



Map #	Scenic Resource	Private/Public	Community	Location
Proposed Overlook				
1	Stone City Overlook (Option 1)	Private - land owned by St. Joseph's Church, land further S up the hill owned by Holzingers	Stone City	X28 coming into town by St. Joseph's church. Option to create this as a pull-off, or have a pull-off a bit away with a short walking trail to the actual site of the painting scene.
2	Stone City Overlook (Option 2)	Private - land owned by individuals or Weber Stone Company	Stone City	Pull off coming into town from the north by the quarry to see the quarry activities and downtown Stone City.
4	Highway 64 Overlook	Public - DOT rite of way Private - Paul and Roxanne Rundle (starting at edge of concrete out a bit), Dirks, and Moenks own majority of land within the viewshed.	Between Wyoming and Anamosa	South side of Highway 64 looking south, just west of intersection of Highway 36 and 64, empty overgrown lot where a restaurant used to stand, billboard just west of the lot.
Proposed Viewing Station				
5	Baldwin Marsh	Public	Baldwin	IA-64, Baldwin, IA 52207: Build a raised viewing deck at the parking area by the interpretive kiosks to allow visitors to see out over the marsh. Most of the year the grasses block the view.
Existing Viewing Station				
3	Wapsipinicon State Park	Public	Anamosa	21301 Co Rd E34, Anamosa, IA 52205: Various Overlook Points to view the park's resources.
6	Maquoketa Caves State Park	Public	Maquoketa	10970 98th St, Maquoketa, IA 52060: Various Overlook Points in the park and trail system to view the caves
7	Hurstville Interpretive Center	Public	Maquoketa	A pull-off and viewing deck with interpretive panels along Highway 61 overlooking the marsh.
Existing Overlooks				
8	Bellevue State Park	Public	Bellevue	24668 US-52, Bellevue, IA 52031: drive to the top of the road within the park where there is a loop with parking and a sidewalk to walk to the overlook

On/Off Premise & Roadway Signage: Although billboards and advertising are limited along Iowa's byways, signage issues at the site of a business or off-premise can still impact, block or degrade the viewshed in the Immediate Foreground and Foreground.

Brownfield Sites: County economic development partners have inventoried potential Brownfield Sites along and near the GWSB. These sites are land previously used for industrial purposes or some commercial uses that may have been contaminated with hazardous waste or pollution or is feared to be so. They can be privately or publicly owned, but they typically distract from the byway traveler's experience.

Private Land Use & Conservation: Private lands conservation, or lack of it, in agricultural and natural landscapes, like the majority of the GWSB has, can enhance or distract from the byway traveler's experience and make or break the Foreground, Middle Ground and Background viewshed.

Roadside Management: The road right-of-way is the single largest public land unit in the GWSB viewshed. It is also located in the Immediate Foreground making plants, natural resources, wildlife and features in this land area highly visible to the byway traveler. Management or neglect of native vegetation and invasive species in the road right-of-way can greatly impact the byway traveler's experience. Trash in this area can negatively impact the traveler's perceptions of the GWSB.

Design Standards in Byway Communities: The byway reflects the history and culture of the rural landscape, towns, historic districts and/or residential areas in its viewshed and corridor. "Historic" experiences are one of the top attractions along the scenic byway. Restoration, improvements and modifications to historic structures and districts can enhance or detract from the GWSB brand.

Wireless Telecommunication Towers, Wind Turbines, & Overhead Utility Lines: Towers, utilities and turbines are large structures that can impact site lines and horizon lines. Working with the local, regional and state planning and zoning restrictions can reduce the impact of these features.

Flood Damage to Roads, Bridges and Natural Areas: The streams and rivers that enhance the GWSB frequently flood. Floods along these water courses can destroy infrastructure and natural areas that contribute to the functionality and scenic beauty of the GWSB and its intrinsic resources.

Residential & Commercial Structures in the Immediate Foreground and Foreground: The more popular the GWSB becomes, the more pressure there will be on the most easily accessible land/properties, areas, and districts for residential and commercial development. This has the potential to be particularly detrimental to those High Value Areas and overlook viewsheds that define the GWSB.

Public Areas Management: The GWSB viewshed encompasses city, county, and state public land, some of which is located within the GWSB's Immediate Foreground. The management of these properties and public areas can positively or negatively impact the byway traveler, add character & diversity or leave an impression of neglect.

Byway Roadway Context/Sensitive Highway, Street, and Bridge Solutions: The characteristics of the GWSB roadway and adjacent trails within the byway corridor are an important part of the experience for GWSB travelers. The aspect of winding, undulating, smooth paved surfaces and well-maintain roads appeal to motorcyclists and other travelers. A decline in road maintenance and conditions, modifications to historic bridge structures and/or realignment of the byway can impact the appeal of the GWSB for many byway travelers and local residents alike.

5.7 Goals, Actions, and Strategies

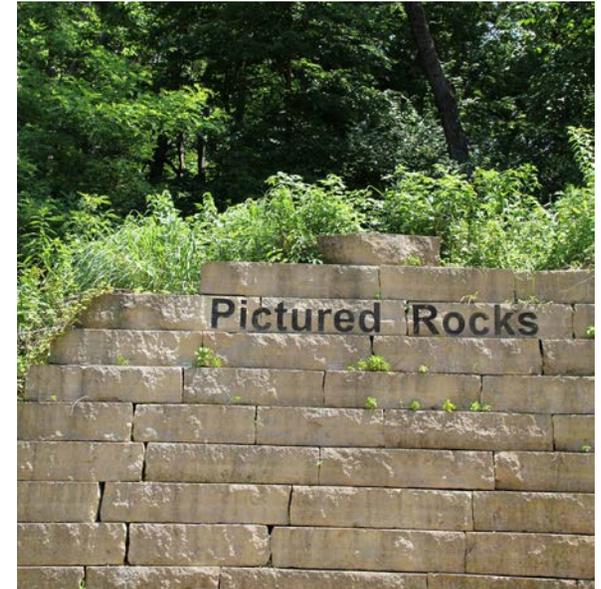
The GWSB Advisory Board developed strategies for conservation, protection and enhancement of the GWSB. These strategies are intended to address issues, maximize visual resource management and minimize scenic losses and intrusions along the GWSB, while recognizing that the majority of the GWSB viewshed is in private ownership and the GWSB Advisory Board has no authority to enforce the strategies. Because the GWSB Advisory Board does not specifically manage or own the resources that contribute to the character of the GWSB, the GWSB Advisory Board's role is to provide support, advocacy, and assistance in securing funding, and to generally assist with the protection of significant resources. Many of the strategies will need to be voluntarily implemented or implemented through informed public policy. Overall strategies include the following:

- Implement education and outreach strategies.
- Develop partnerships with local, state and federal public and private partners.
- Develop and implement technical and financial assistance for voluntary measures.
- Encourage participation in local, state and federal programs and incentives.
- Acquire property or easements that protect the viewshed.
- Inform and encourage regulatory measures that protect the viewshed.
- Inform community and county policy, planning and zoning as well as public land management objectives.

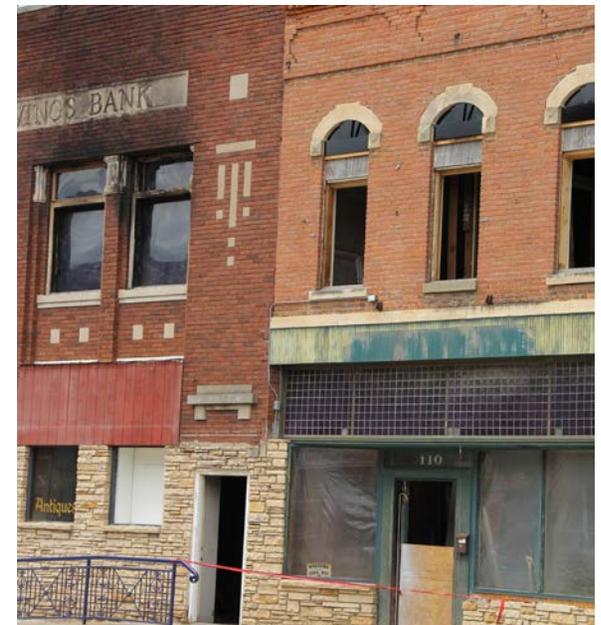
Specific strategies related to particular issues, including brownfield sites, private land use and conservation, design standards, residential and commercial structures, roadside management, public areas management, byway roadway issues, roadway signage, wireless telecommunication towers, utility lines and wind turbines, and flood damage, are further detailed in the following pages.



Potential Brownfield Site in Downtown Monmouth



Poor Site Identification



Fire Damaged Buildings Anamosa



Bellevue State Park Overlook

Brownfield Sites

- Inventory Brownfield Sites within the GWSB Viewshed.
- Hold informational meetings for landowners of Brownfield Sites to inform them about the potential incentives and partnerships that can help them improve or enhance the sites.
- Encourage communities to develop Brownfield Plans, policies and/or ordinances and take other actions that encourages site improvements.
- Provide technical assistance to public and private Brownfield Site owners to help them secure grants, tax incentives and other financial incentives to proceed with planning, clean-up or site improvements.

Private Land Use and Conservation

- Develop GIS layers and a visual catalog that documents land use and land use change in the GWSB viewshed over time.
- Educate private landowners adjacent to the GWSB and in the GWSB Viewshed about local, state and federal conservation programs and incentives.
- Implement a GWSB Viewshed Education and Outreach Program that raises awareness of the value of the viewshed and highlights private landowners that are contributing positively to the GWSB Viewshed.
- Present an annual GWSB award that recognizes private landowners that enhance the GWSB Viewshed through implementation of conservation practices.
- Educate landowners in High Value Areas about conservation easements and estate planning that helps preserve the GWSB Viewshed.
- Work with private partners and agricultural groups to build pride of, and to offer increased technical and financial assistance to, landowners along the GWSB.
- Work with the Iowa Natural Heritage Foundation, Jackson and Jones County Conservation Boards, Sustainable Iowa Land Trust and other organizations to secure funding for GWSB Viewshed easements.
- Educate communities and/or counties about the benefits of the GWSB to encourage the use of complimentary policies, zoning or ordinances that support tree planting, management and/or protection during development.
- Encourage landowners participating in the Forest Reserve Program to manage their woodlands using timber stand improvement, best management practices and strategies.
- Support and encourage communities, the Jones and Jackson Soil and Water Conservation Districts (SWCDs) and other conservation entities to target outreach, technical and financial assistance to High Value Areas of the GWSB Viewshed.
- Consider the GWSB Viewshed in relation to watersheds, with special attention to High Value Areas of the viewshed to help local conservation partners understand which watersheds could be targeted for outreach and technical assistance to have the greatest impact on the GWSB Viewshed and to understand why that outreach and technical assistance is important.

- Encourage private landowners within the GWSB Viewshed to participate in programs and practices promoted by their community, their SWCD and other conservation partners.
- Work with communities and public and private partners to secure funding for and develop technical and financial incentives for residential and business boulevard beautification, including tree and native flower plantings, green space, park improvements and other Immediate Foreground improvements.

Public Area Management

- Educate public land managers about the GWSB, its viewshed and its significance locally, as well as its position within the state and national byway system and the related significance of their lands.
- Invite a state and federal public areas managers to act as a liaison to the GWSB Advisory Board, attend meetings and provide input for initiatives (Jones and Jackson county already participate on the GWSB Advisory Board of Directors).
- Encourage and support public programming that promotes native vegetation and ecosystems, encourages biodiversity, increases invasive species management and fosters a positive conservation ethic.
- Develop a GWSB community public areas management committee that informs and makes recommendations to the GWSB Advisory Board regarding community land issues such as public lands issues and private lands development etc.
- Advocate for protection of high value areas along community outskirts and other highly visible viewshed locations. Work with city planners to maintain the natural areas surrounding the byway's communities, maintain the communities' rural character through careful planning, and preventing excessive urban sprawl.
- Encourage and inform state and federal public land managers to consider the GWSB viewshed in program, policy and project decisions.
- Work with public land managers to secure technical, financial and volunteer assistance for control of invasive species and noxious weeds in the GWSB Viewshed.
- Encourage & empower communities to develop & implement Community Tree Plans. Educate and assist communities with planning for removal of trees impacted, or soon to be impacted, by the Emerald Ash Borer and other invasive pests.
- Assist GWSB communities and counties with development of Iowa REAP and other local, state and federal program grants that help them secure funding and technical assistance for native vegetation plantings, trails and other improvements to public amenities and properties.
- Consider the economic, cultural, and aesthetic value of open spaces when making community decisions about land conservation and development.

Design Standards in Towns, Historic Districts, Commercial Areas, & Neighborhoods

- Beautify the man-made aspects of cities, towns, and communities along the byway.
- Develop plans for community entrance plantings around community entrance signs. Add a city welcome sign at all major entrances to every community along the GWSB. Foster partnerships between public and private partners to improve existing community entrances by managing brush that is covering community signage, and adding and maintaining native plantings.
- Seek ways to add green spaces in business and residential areas, through locally led strategies such as creating “pocket parks,” beautifying corridors with trees and other plantings, and turning dilapidated or empty lots into green spaces.
- Remove excessive and out-of-date signage from byway communities and along the byway route.
- Host Community Design Workshops in GWSB communities.
- Give presentations for merchants at Chamber meetings on design options for commercial areas.
- Convene meetings for local businesses to discuss interests and concerns about community appearance and then encourage individual action and/or collaboration among merchants or residents to take actions such as street plantings, community painting programs, store front restorations, façade improvements etc.
- Provide information about and assistance to help GWSB business owners and residents secure Technical Advisory Network assistance from the State of Iowa and assistance with development and submission of Iowa HRDP grants for historic restoration of properties on the National Register of Historic Places.
- Improve downtown streetscapes by modernizing them while keeping their historic feel. Improvements might include added wayfinding, use of permeable pavers, developing green spaces and/or planting flowers, uniform and attractive signage, and adding accessibility features.
- Develop a plan for uniform and more attractive sign posts in byway communities and throughout the rural byway corridor. Work to ensure that sign posts blend in with the surrounding streetscape and/or unite multiple signs (street signs, stop signs, byway signs, etc.) on one signpost. Examples are using decorative wrought iron signposts instead of steel u-channel posts in downtown areas, and combining highway signs onto one post so as to not obstruct views.
- Work with partners to create a grant program that helps businesses rehabilitate or adapt buildings in older neighborhoods.
- Organize neighborhood projects along the GWSB route to clean, paint, restore or enhance buildings in the Immediate Foreground of the GWSB viewshed.
- Work with local organizations to beautify downtowns and other areas with plantings and organize trash pick-up efforts such as adopt-a-highway along the GWSB.
- Participate in Keep America Beautiful’s “Great American Cleanup” events each year. (Each year the theme and focus of the cleanup changes, drawing volunteers to help beautify their communities. Publicity materials and volunteer information is available for free online and the use of a themed hashtag makes the event fun).
- Engage local groups in litter cleanup in byway communities and along the byway route. Encourage participation in the Adopt-a-Highway program where volunteer individuals or groups commit to cleaning two-mile stretches of highway three times per year in return for signs recognizing their contributions. Seek community sponsors for any sections of corridor highways that lack Adopt-A-Highway sponsorships.
- Create an awards program to recognize citizens that have made an extra effort to contribute to an attractive community through new signage, new facades and other voluntary measures.
- Work with partners to create a matching grant program for property owners to offset the costs of restoration, maintenance, landscaping or facade improvements.
- Encourage pedestrian friendly design and projects.
- Encourage communities and counties to offer zoning and tax incentives for restoration and rehabilitation that respects historic design standards and educates the public about state and federal incentives and benefits.
- Work with partners to develop a design assistance program to provide free or reduced-price design services or materials for property owners who wish to restore, rehabilitate or generally improve their property’s appearance and character.
- Pursue Certified Local Government status for those communities along the GWSB that don’t already have it so they qualify for technical and financial assistance from the State of Iowa.
- Develop and utilize a fund for acquisition of historic easements, facade easements and property purchase with the intent of restoration or easement purchase.
- Encourage creation of local Historic Properties Commissions, designation of Historic Districts and Historic Neighborhoods.
- Develop a system for ash tree replacement in byway communities. Replace the ash trees with a variety of different tree species. Determine how to prioritize byway communities and determine the timeline needed for completion.
- Provide information and draft documents for communities interested in developing ordinances and regulations governing restoration and maintenance of historic properties or updating comprehensive plans to include design standards and aesthetic concerns.
- Balance beautification with preservation of the byway’s rustic and historic character. An example might be leaving an old barn because it is a frequently photographed location.

Wireless Telecommunication Towers, Overhead Utility Lines, and Wind Turbines

- Map the best locations for towers, overhead utilities and turbines to provide guidance for future action.
- Identify priority locations for reducing the visual impact of utility wires along the byway through undergrounding, screening or relocation.
- Encourage utility companies to design and paint transmission and telecommunications towers colors that blend with the landscape.
- Work with industry to encourage placement of telecommunication, wind turbine or utility sites that consider the impacts of placement on the landscape, particularly where there are High Value Areas or important byway views.
- Promote underground utilities and coordinate with the cities and counties to put existing utilities underground wherever the opportunity presents itself.
- Encourage public and private entities to consider the immediate visual impact as well as views from a distance, particularly when those views are within the visual corridor of a High Value Area, during placement of communication and utility infrastructures.
- Support planning and zoning that requires wind energy developers to work with public entities and the GWSB Board to minimize viewshed impacts.
- Utilize tools and techniques, such as photo-montages, computer imaging and Zone of Visual Influence digital mapping to assess the potential visual impact of proposed Wireless Telecommunication Towers, Overhead Utility Lines and Wind Turbines.
- Draft and distribute sample ordinances and planning and zoning policies.
- Evaluate pylons, access roads and other associated structures for visual impact.
- Encourage completion of Environmental Impact Studies for wireless telecommunication towers, overhead utility lines and wind turbine projects.
- Use post-construction vegetation cover on disturbed ground to reduce the visual impact of towers, lines, turbines and associated structures.
- Acquire Conservation Easements to minimize overhead utilities, telecommunications towers and wind mills on properties in High Value Areas.
- Work with public lands partners to help them understand their rights with regard to placement of telecommunications towers and utility wires.
- Work with communities and counties to consider incentives for underground utility lines along or near the byway.

Byway Roadway Context/Sensitive Highway, Street, & Bridge Solutions

- Attend and inform regional Transportation Enhancement, Policy and other meetings that influence the use of state and federal funding within the region and within the byway corridor.
- Work with Jones and Jackson County Engineers and community administrators to plan for and secure funding for well-maintained roads, streets, bridges and shoulder trails along the GWSB route.



Viewing Deck and Hurstville Interpretive Center



Overlook of the Mississippi River Lock & Dam No. 12

Residential and Commercial Structures in the Immediate Foreground

- Educate Planning & Zoning Committees and Administrators about the GWSB viewshed and the impact planning and zoning can have on the different Distance Zones.
- Assist with research for policy development that will help city and county Planning and Zoning Committees and Administrators protect the GWSB viewshed.
- Educate rural landowners in High Value Areas about the USDA NRCS Agricultural Conservation Easement Program and encourage their participation.
- Limit obstructions to viewsheds in the GWSB Viewshed by working with communities to develop ordinances that limit billboards from being built in scenic areas.
- Advocate the protection of the foreground views through land use regulations and incentives.
- Clear overgrown trees and brush at established viewing areas to keep the entirety of the viewshed visible.
- Continue to promote viewshed analysis as a valuable tool for byway communities, Jackson and Jones Counties, state and federal agencies, and private landowners. Encourage its broad distribution and use in land protection and land use planning.
- Work with local and state conservation partners to encourage them to acquire and hold agricultural conservation easements that prohibit development and encourage agricultural use protection in rural High Value Areas.

On-Premise, Off-Premise, and Roadway Signage

- Educate partnering communities and counties, private businesses and the general public about existing signage policies, ordinances, laws and restrictions.
- Encourage communities and downtowns that are developing on premise sign guidelines.
- Assist with research for policy development that will help city and county Planning and Zoning Committees and Administrators protect the GWSB viewshed.

Roadside Management

- Educate GWSB cities and counties about, and encourage participation in, Iowa's Integrated Roadside Vegetation Management Program.
- Provide technical assistance to county engineers and roadside managers to help them secure Living Roadway Trust Fund Grants for land purchase and roadside plantings that have a high percentage of, and high diversity of, native forbs/ flowers in and adjacent to the GWSB road right-of-way.
- Use Integrated Vegetation Management (IRVM) to ensure that rites of way and easements owned by utility companies meet compliance by law and also grow sustainable and native plant species that support wildlife.

- Provide technical assistance to community leaders and citizens groups to plan and implement community entrance enhancements that include native flowers and other low maintenance improvements.
- Plant and manage "pollinator gardens" along the byway, with the purpose of beautifying the route and establishing habitat for pollinators.
- Plant native prairie species in ditches and right of ways for at least several hundred yards entering and exiting each community on the byway, and potentially along the entire byway road. Use strategies to increase the success rate of seeds germinating and develop a system for regular burning and maintenance of these plantings that does not interfere with the safety and efficiency of highway traffic, but maximizes the opportunities for beautification.
- Work with partners including the Iowa DOT, Keep Iowa Beautiful Program, and Byways of Iowa Foundation to encourage local education about and participation in roadside adoption programs that reduce litter in the GWSB road right-of-way.

Flood Damage to Roads, Bridges, and Natural Areas

- Encourage the Jones and Jackson County SWCDs and other private and public conservation partners to implement programs, projects and policies that reduce flooding.
- Consider the GWSB viewshed in relation to watersheds and water flow, with special attention to High Value Areas of the viewshed, to help local conservation partners understand which watersheds could be targeted for outreach and technical assistance to have a positive impact on the GWSB roads, bridges and natural areas and why that outreach and technical assistance is important.
- Develop a GIS overlay of floodplain properties in relation to the GWSB Viewshed and work with partners to encourage enrollment in programs and buyouts that expand the resiliency of the watersheds while increasing the scenic quality of the GWSB Viewshed.
- Support installation, maintenance, repair and use of stream and river gaging stations and other technology that can help cities and counties better understand storm water runoff and stream and river flow so they can minimize the negative impacts of flooding on the GWSB Viewshed.
- Support work by the Iowa Flood Center, IIHR, WMAs and WMA member communities, counties, and SWCDs to implement policies, projects and initiatives that demonstrate or implement urban and rural storm water runoff best management practices that will reduce damage to GWSB roads, bridges and natural areas and thereby minimize damage to the viewshed.
- Work with local and state emergency management personnel to secure funding and technical assistance to implement projects and programs that reduce downstream flooding rather than exacerbate flooding impacts to the GWSB Viewshed.



IRVM in the GWSB Corridor



Baldwin Marsh



Severe Bank Erosion along the Maquoketa River



SECTION **SIX**

Natural Resources & Land Use

Natural Quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.
Source: www.scenic.org

6.1 Background Information

Natural resources in the GWSB Corridor are diverse and complex. They change from one end of the corridor to the other and provide exceptional opportunities for byway travelers that want to explore geologic formations, cold water trout streams, dynamic rivers, hardwood forests, tall grass prairies and wetlands.

The GWSB Corridor is located in the Driftless Area of Iowa and what the Iowa Geologic Survey Bureau considers the East Central Iowa Drift Plain, which is the intersection of two well-known landforms. The GWSB Corridor thus exhibits characteristics of both the Driftless Area or Paleozoic Plateau and the Southern Iowa Drift Plain but is most well-known for those features indicative of the Driftless Area. The Driftless Area was bypassed by the last continental glacier so the streams and rivers in this region have had more time to cut deeply into the landscape, the geologic formations are older and closer to the surface, and the rugged topography of the area, known as karst topography, is distinctive. Like the Driftless Area, the natural resources in the GWSB Corridor are distinctive and include the limestone bluffs and outcroppings along the Mississippi River, the Maquoketa Caves and trout streams. The western and southern borders of the GWSB corridor are more similar to the landscapes of the Iowan Surface and Southern Iowa Drift Plain landform regions, respectively, providing another dynamic and creating additional natural resource diversity. The influence of human activity on the natural resources in the corridor has created additional visual interest and in some cases unique opportunities for visitor engagement and/or

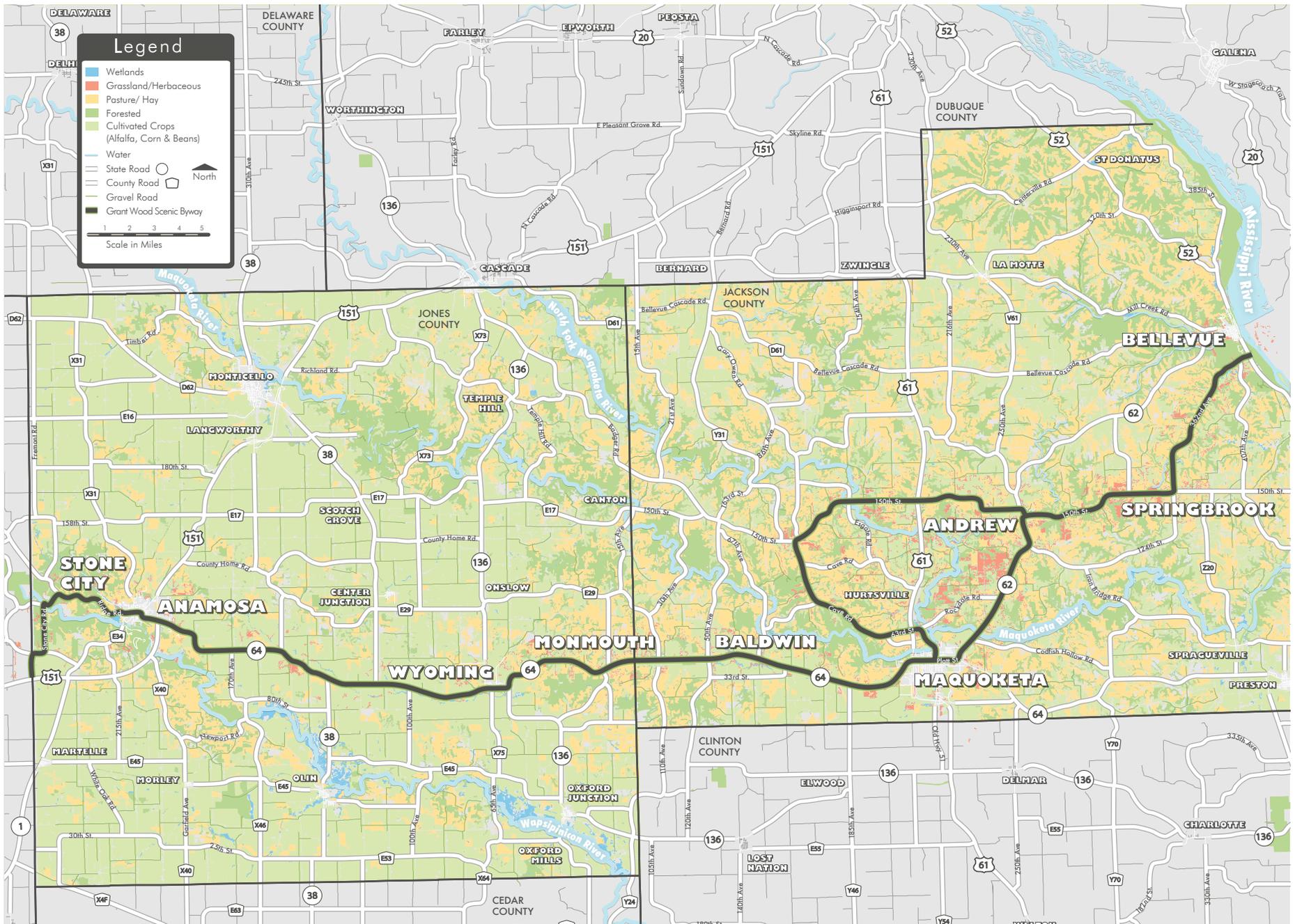


Private Wetland

interpretation of the natural resources. For example, the quarry in Stone City actually provides opportunities for interpretation of the geologic formations that define the region and Baldwin Marsh, a 67-acre county wetland reconstruction, provides exceptional birding opportunities and interpretation. Although the public access to natural areas in the GWSB Corridor may be different than what it is along scenic byways that travel near or through national parks, opportunities to explore natural areas still abound. There are over 12,000 acres of public land within a three-mile radius of the GWSB, including city, county and state parks, wildlife management areas, state forests and a state preserve, and a national wildlife refuge. There are additional public natural resources just a short distance from the byway within GWSB's secondary corridor. Private lands in the GWSB Corridor include tens of thousands of acres of natural areas. Although the vast majority of the private natural areas in the GWSB Corridor are not open to the public, they diversify and enhance the overall visual experience for the visitor, have tremendous ecosystem value as components of a greater natural system, and enhance the overall sense of place in the GWSB Corridor.



Pictured Rocks Jones County



GWSB Land Use Map

6.2 Land Use and Climate

The "GWSB Land Use Map" on page 68 depicts the GWSB in relation to the different types of land use in the surrounding countryside. Although cultivated crops are grown in the GWSB Corridor, especially in the area between Wyoming and Anamosa, they still only encompass approximately 37% of the total GWSB Corridor. Corn, soybeans, and other feed grains are typically grown on the flatter terrain and sold as cash crops. In hillier areas, the land is used for hay, pasture, and to grow grain fed to livestock on the same farm where it is grown. The eastern half of the byway in Jackson County has more permanent pasture for dairy and beef cattle and other livestock with a smaller portion of the land being used for feed grain or cropland. The percentage of pasture/hay in the GWSB Corridor, at approximately 24%, comprises a much greater percentage of the corridor's landscape than is found in the rest of Iowa, which only has 12.8% pasture/hay. Grassland/Herbaceous land use covers 8% compared to Iowa, which has 4.7% in that land use. Forests encompass 18% of the corridor compared to Iowa's 6.9%. The private forested acres are typically located on steeper terrain, in farm woodlots or along streams and rivers. Public lands encompass more extensive blocks of forest.

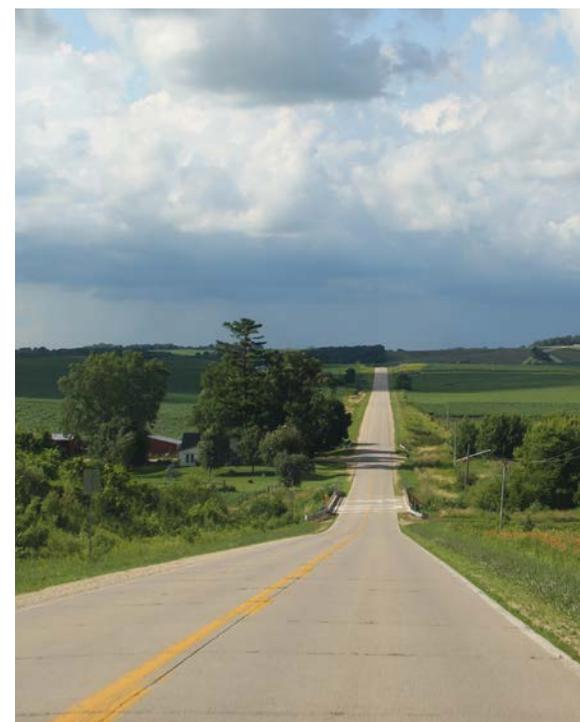
Although the percentage of the GWSB Corridor that is considered developed is approximately 9%, which is slightly more than the State of Iowa, the developed acres are actually comprised of small communities along the byway rather than larger urban areas. The largest city is Maquoketa, located at the midpoint of the byway, with an estimated population of 6,000 residents. The next largest is Anamosa near the byway's western terminus, which has a population of approximately 5,500. At the east end of the byway is Bellevue, a significantly smaller community with just over 2,000 residents. The remaining municipalities are best characterized as small, rural Iowa towns. They

include Wyoming, Monmouth, Baldwin, Andrew, and Springbrook. These communities consist of a mix of residential dwellings, downtown buildings, and historic structures, some of which are well-maintained, others dilapidated and abandoned. There are minimal commercial services offered in these smaller communities. The byway also passes through one unincorporated town on its west-most end, Stone City, which has a population just short of 200 persons. Although Stone City is one of the smallest communities along the GWSB, it is significant because it has important historic and cultural sites and well-known ties to Grant Wood.

A dynamic climate greatly influences the natural resources in the GWSB Corridor, determining which vegetation will flourish, how plants and ecosystems will compete with each other, influencing the seasonal hydrology of streams and rivers, and further developing the active network of karst features. It also influences the byway traveler's experiences. The average annual rainfall of the area along the GWSB is 35 inches. Most of the rainfall occurs as high-intensity thunderstorms during the summer months. These storms can be spectacular displays of meteorological energy but they can also be dangerous. The average July high is 85 degrees Fahrenheit and there is an average of 191 sunny days per year. Snowfall during the winter months averages 30-32 inches total and the average January low is 9 degrees F. These seasonal variations influence the flora and fauna of the natural environment and provide opportunities for the visitor to experience the natural resources in the GWSB Corridor in different situations. They may choose to enjoy the changing flora and color patterns of the fall colors in October, the lush green landscape in the summer, or the stark white of snow against clear blue skies in the winter. The dynamic change in seasons in fall and winter influences the fall and spring bird migration and nesting patterns, creating additional opportunities for the visitor interested in experiencing nature.



Baldwin Marsh



Landuse in the GWSB Corridor

6.3 Significant Natural Resources

Some of the most significant natural resources in the GWSB Corridor are listed below. More in-depth information for each is provided in this section, as are challenges, opportunities and the GWSB Advisory Board's proposed actions, goals and proposed strategies for how they plan to promote, maintain and enhance the natural resources within the GWSB Corridor.

Landforms: The GWSB Corridor is dominated by the Driftless Area or Paleozoic Plateau landform but includes the East Central Iowa Drift Plain, a unique landform located at the intersection of two distinct landforms where characteristics of both the Driftless Area and the Southern Iowa Drift Plain are exhibited.

Bedrock and Karst Features: The bedrock in the GWSB Corridor is the basis for the unique landscape of the GWSB Corridor and creates some of its most defining natural resource characteristics. The active karst features in the GWSB Corridor provide unique opportunities for the byway visitor to explore and better understand the geology, topography, hydrology and natural ecosystems of the GWSB Corridor.

Public Lands: The quality of the natural resources in the GWSB Corridor have provided the justification for local, county and state partners to protect, interpret and create access to significant natural resources. These public lands enhance the interface between the natural resources and the byway visitor.

Major Rivers: Major rivers, including the Maquoketa, the Wapsipinicon and the Mississippi River, are a significant component of the natural environment in the GWSB Corridor. Although the land under them may be publicly or privately owned, the rivers themselves are publicly owned, creating opportunities for natural resource exploration and recreation that doesn't exist in some other states. These rivers are major wildlife and migratory bird corridors.

Cold Water Trout Streams: There are several cold water trout streams within the GWSB Corridor. Public access to these stream has been developed through public-private partnerships that provide unique opportunities for the byway traveler to enrich their understanding of and experiences related to this natural resource.

Forest/Woodland: Public lands in the GWSB Corridor provide exceptional opportunities for the byway traveler to explore native hardwood forests and woodland ecosystems. Northeast Iowa's hardwood forests are world renown for providing some of the highest quality veneer and other wood products, especially walnut, but the beauty of these living ecosystems, although not as widely recognized in other parts of the world, is particularly enchanting.

Grasslands, Prairies, and Wetlands: Native and restored prairies and wetlands in the GWSB Corridor provide opportunities for visitors to explore diverse ecosystems that support an abundance of wildlife, including birds, butterflies, amphibians, reptiles, frogs and mammals.

Threatened & Endangered Species: Although the locations of threatened and endangered plants and ecosystems are mapped and made available to the visitor, they do occur in the GWSB Corridor and can be part of the visitor's experience.

6.4 Landforms

The majority of the GWSB Corridor falls within Major Land Resource Area (MLRA) 105 Northern Mississippi Valley Loess Hills as identified by the United States Department of Agriculture, Natural Resource Conservation Service (USDA NRCS). They note that this area *"is often referred to as the "Driftless Area" because it has undergone only limited landscape formation by glacial ice. The area consists mostly of gently rolling summits with steeper valley walls that join small to very large flood plains. Scenic landscapes are characteristic of the area. They include deep*

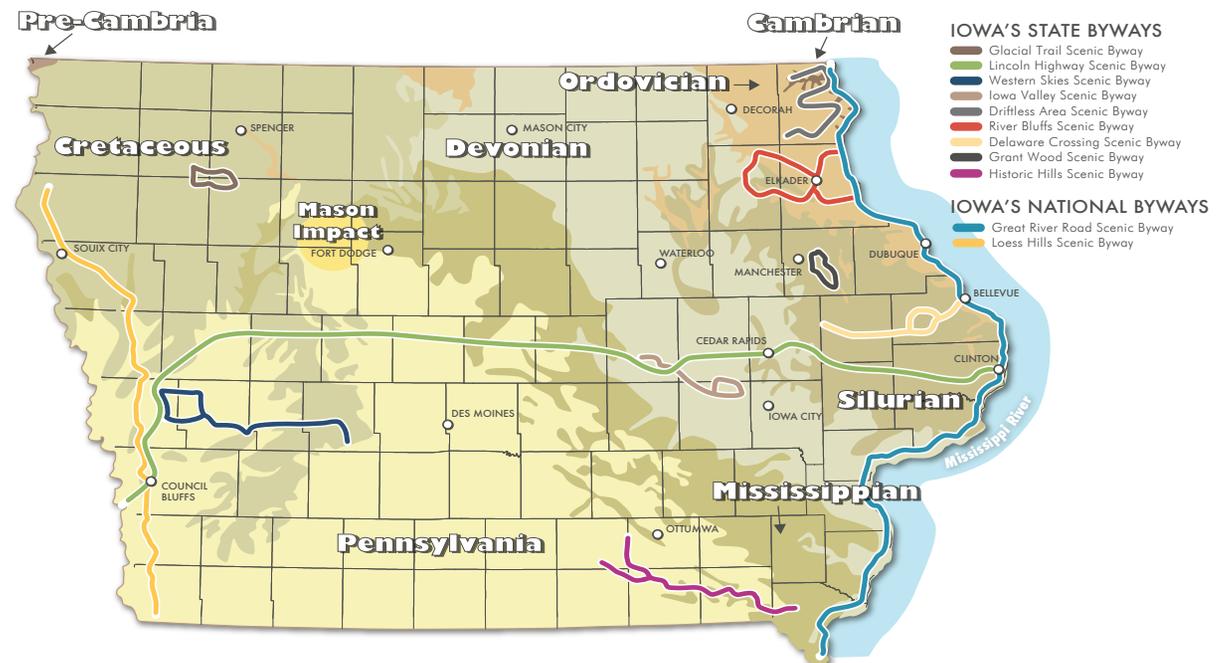
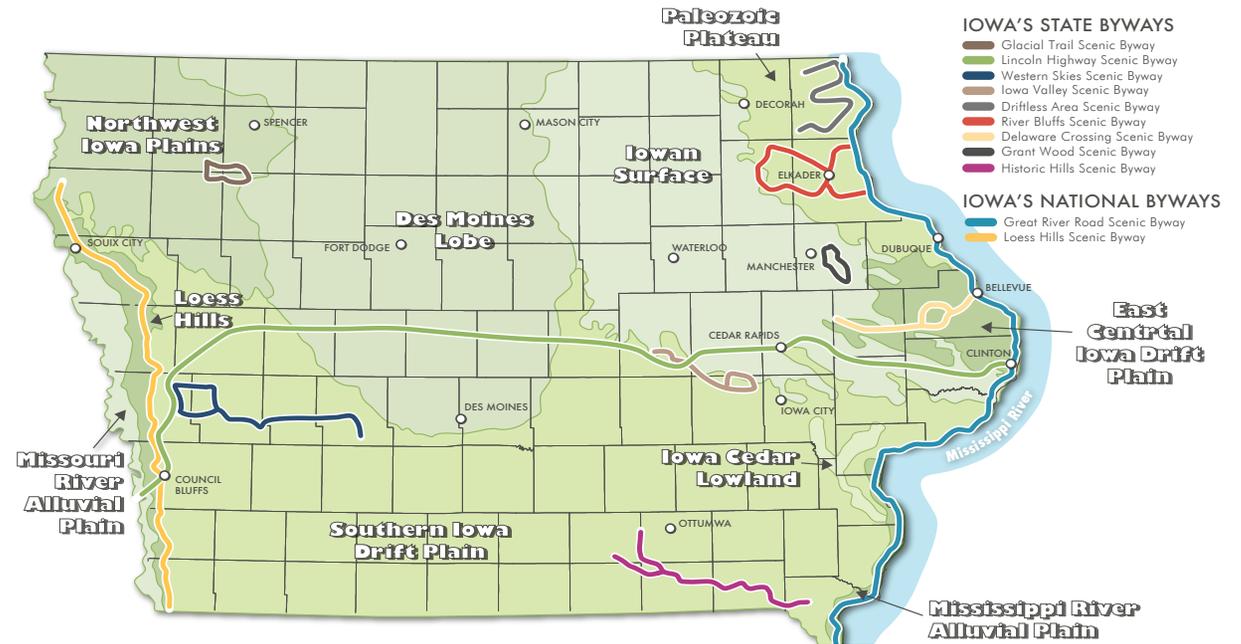
valleys, abundant rock outcroppings, high bluffs, caves, crevices, and sinkholes. Stream valleys are deep, narrow, and V-shaped and have irregular slopes and steep cliffs. The valleys commonly take abrupt, sharp-angled turns, indicating that the local drainage network is controlled by joint patterns in the underlying bedrock. Elevation ranges from 660 feet (200 meters) on the valley floors to 1,310 feet (15 to 30 meters) on the highest ridges." The Iowa Geologic Survey Bureau has identified the southern area of the GWSB Corridor as part of the East Central Iowa Drift Plain. However, they specifically note the area has *"strong influences on its character from the Iowan Surface to the west and south and the Paleozoic Plateau to the north."* The bedrock is closer to the surface in the GWSB Corridor than it is in lands included in Iowa's Southern Iowa Drift Plain but it also has more glacial deposits than land in the Paleozoic Plateau. The dynamic intersection of landforms in the GWSB Corridor created the interesting landscape that Grant Wood immortalized, with steeply rolling hills and valleys in some locations and limestone bluffs in others.

6.5 Bedrock and Karst Features

The bedrock and karst features in the GWSB Corridor are distinct. They have and continue to shape the area's scenic qualities, making them collectively one of the most important characteristics of the GWSB. The rolling hills, steep bluffs, rugged caves, and deep river valleys are a result of the area's geologic history hundreds of millions of years in the making as rock layers were deposited over time. The bedrock foundation of the area is believed to have been formed during the Paleozoic Era, which is defined as 542-251 million years ago, when glaciers advanced and retreated over the area seven times, bringing with them different environments and life, and laying down different layers of sedimentary rock. Bedrock and the fossils of prehistoric life in those bedrock layers are visible to the byway traveler in different places throughout the GWSB Corridor where natural and man-made forces have cut deeply into the bedrock layers. Natural forces include

streams and rivers; man-made forces include road cuts and rock quarry operations. The most visible geologic layers are those deposited 443-416 million years ago during what is defined as the Silurian Period.

The bedrock in the GWSB Corridor is part of the Silurian Escarpment, which is a ridge-like topographical feature from Jones County to Jackson County. Well-known Iowa geologist Jean Prior notes that, "Silurian bedrock produces a dramatic effects on both topography and drainage patterns." It is this geologic feature that had the greatest impact on the topography of the GWSB Corridor and continues to contribute to its scenery. This Silurian bedrock is so strong that it deflected the Mississippi River eastward, forming a large bend around east-central Iowa. In the GWSB corridor, it also influenced other water courses. Many Silurian dolomite formations are visible along the GWSB Corridor. The Silurian dolomite of the Tete des Morts, Mosalem, and Blanding Formations and even some older Ordovician Period shale can be seen in Bellevue State Park. Also visible from the park's lookout are the famous Mississippi River Palisades and Mississippi Rock Strata of the river's valley. The Hopkinton Formation stretches across the corridor and includes the Silurian outcrops of Pictured Rocks Park. The Hopkinton and Scotch Grove Formations share the Maquoketa Caves with their famous arch and the rugged Maquoketa river entrenched in bedrock as examples of their geology. The Hopkinton Formation is home to Whitewater Canyon and Lost Canyon where the creek winds through valleys and by rocky bluffs, cliffs, outcroppings, ledges, and crags common throughout the corridor. Whitewater Canyon is one of only two places in Iowa to be officially designated a "canyon" on topographical maps. Jean Prior notes the rarity of this in her description of the beauty of Whitewater Canyon published by the Iowa Natural Heritage Foundation. She describes the creek and its valley, noting that, "its valley abruptly narrows to a constricted gorge bound by steep bedrock bluffs, a series of sharp turns and tight meander loops deeply entrenched into the surrounding landscape: Whitewater Canyon" and calling it a "geologic gem."



Traveling west along the GWSB, the Gower Formation is famous for the Anamosa limestone it contains. In fact, many of the rocks of the Silurian era, especially dolomite limestone, have economic value for their strength and durability in building. The Anamosa limestone, quarried by Weber Stone in nearby Stone City, is famous because it is only one of three quarries in the world to have limestone without fossils. The only other occurrences of this “fossil-free” limestone are found in Russia and Italy. Maquoketa limestone is quarried near Maquoketa.

As previously noted, northeast Jones County and Jackson County are part of the Driftless Region. The Driftless Region encompasses parts of southwest Wisconsin, southeast Minnesota, Northeast Iowa, and Northwest Illinois all characterized by the same rugged topography of steep river valleys, jagged rock outcroppings, caves, and cold streams. This unique terrain was formed hundreds of thousands of years ago when the area was not impacted by the most recent intercontinental glaciers. Collectively referred to as “drift,” the rocks, boulders, silt, clay, and other residue left behind by retreating glaciers were not left in this area, giving it the name Driftless. As a result, the streams and rivers had more time to cut deeply into the landscape so that outcroppings of limestone, dolomite, and gypsum rocks are more common. These rocks are very soluble in the climate found in the GWSB Corridor. Rainfall has and continues to dissolve the bedrock, creating massive underground drainage systems that mix surface and groundwater.

The karst topography of the GWSB Corridor is distinctive. Karst topography is a landscape that has been formed over many years by the dissolution of soluble rocks. It is characterized by the karst features, which include sinkholes, caves, springs, and underground drainage systems that mix surface and ground water. The karst features in the Driftless Area are very active and include continued sinkhole and cave formation as the bedrock dissolves and/or collapses. The caves, springs and coldwater streams, cliffs, palisades and other

unique features in the GWSB Corridor are dynamic, interesting features. Many of the public parks in the GWSB provide opportunities for the GWSB traveler to explore and/or learn about these features. One unique feature, Algific talus slopes, are found on north facing slopes in the Driftless Area. Algific, which means “cold producing” refers to the cool air that cools the north facing slopes during the summer months. Rainwater flows into sinkholes above the hillsides, pooling and freezing in bedrock cavities during the winter months. As air flows through the bedrock and over the ice in the warmer months, it maintains a consistency colder micro-climate on the northern side of the hill. Soil and air temperatures are lower than the surrounding landscape, creating the perfect conditions for cold loving plants and animals that have not been seen anywhere else in the Midwest since the Pleistocene Era. Therefore, these fragile ecosystem harbor threatened and endangered plants and animals that are not found anywhere else in the Midwest.

6.6 Public Lands

There are 13,510 acres of public land in the GWSB Corridor, which is 10% of the total area in the corridor. According to a visual assessment of the GWSB conducted by Northeast Iowa RC&D, just over 12,000 acres of public land are within three-miles of the GWSB and visible from the byway itself. There are additional public acres within Jones and Jackson counties, which are collectively considered the secondary corridor area and are close enough to the byway for a traveler to easily access. The total area of public lands in the secondary corridor is 31,285 acres or 4% of the total area of the secondary corridor. These figures do not include the public opportunities and access associated with the major rivers and the streams in the corridor or secondary corridor, which collectively comprise thousands of additional acres. GWSB public lands are summarized in the table on page 88. They include but are not limited to the following Individual parks, wildlife areas and other public properties. The most significant are described further in Section 10: Recreational Resources.

Maquoketa Caves State Park: This park is considered by the Iowa DNR to be one of Iowa’s most unique parks and is arguably the most well-known in the GWSB Corridor. As the name suggests, it has a geologic focus that provides opportunities for visitors to explore caves, limestone formations and rugged bluffs. It encompasses more caves than any other state park in Iowa. Some of the caves have walkways and lighting, others can only be explored by crawling. The park’s limestone caves, arches and chimneys include Dance Hall Cave, Hernado’s Hideaway, Shinbone Cave, Wye Cave, and an unmarked cave within the Dance Hall Cavern locally known as Steelgate Cave. Although the stalactites and stalagmites that once graced the caves have been removed by souvenir hunters, the caves are still considered impressive geologic formations. A trail system links the caves, unique formations and overlooks allowing the byway traveler to study and enjoy the unique geology of the area and/or the natural ecosystems surrounding the karst features. 111 acres on the east side of the park were listed as a historic district on the National Register of Historic Places and 161 acres on the west side of the park have been dedicated by the State of Iowa as a Nature Preserve. This park has been recognized as a significance archaeological site. Early European settlers and Native Americans before them all recognized the significance of the caves. This park has been given a Certificate of Excellence from Trip Advisor for consistently receiving great reviews from travelers.

Bellevue State Park: This park, which is divided into two separate tracts of land, the Nelson Unit north of Bellevue and the Dyas Unit south of Bellevue, boasts native hardwood forests, 300-foot limestone bluffs, restored prairies, and spectacular views of the Mississippi River and the US Fish and Wildlife Upper Mississippi National Fish and Wildlife Refuge. The natural ecosystems in this park provide exceptional habitat for neotropical migratory birds traveling north or south along the Upper Mississippi Flyway. This park is also popular with bald eagles, especially in the winter months

when they are fishing around the United States Army Corp of Engineer's Lock and Dam Number 12. The park is also known for its butterfly garden, which provides an opportunity for byway travelers to enjoy native flora and fauna.

Wapsipinicon State Park: This park straddles the Wapsipinicon River and has both natural areas and more developed recreational opportunities. As one of Iowa's first state parks, it has a rich history. Geologic formations are impressive, with towering sandstone and limestone bluffs, caves and narrow crevices, including ice cave and Horse Thief Cave. These features and the park's woodlands are accessible via multi-use trails. Dutch Creek meanders through the park before emptying into the Wapsipinicon River. The access to the river from the park provides an important link to the natural aquatic ecosystems of the river. Byway travelers can enjoy contemplative use of the resource or more active opportunities to engage with the natural riverine system such as fishing, kayaking and canoeing. This park is listed on the National Register of Historic Places.

State Wildlife Management Areas: State Wildlife Management Areas within the GWSB secondary corridor, including Green Island State, Big Mill State, Muskrat Slough, Indian Bluffs and Pictured Rocks, provide opportunities for byway travelers to enjoy timber, wetlands and marsh ecosystems, and the flora and fauna that inhabit those natural areas. They provide opportunities to explore geologic formations, get lost in remote natural ecosystems, and explore a Bird Conservation Area. These properties are typically undeveloped so travelers can experience natural areas without the intrusion of trails, buildings, or other man-made disturbances. They typically have limited vehicular access to entry points. Although these areas are not large tracts of land, some adjoin other county or federal public land, creating a greater sense of isolation and a more remote experience for the visitor.



Swan at Hurtsville Center

County Parks: Most of the county parks in the GWSB Corridor and secondary corridor are a blend of natural areas and soft access. This means they encompass natural areas, timber preserves, historic sites, river access and wildlife areas but they may also have developed trails, campgrounds, picnic shelters, restrooms and other amenities. County owned properties add up to thousands of acres of natural areas that byway travelers can enjoy. They provide access to streams and rivers, dense woodlands and oak savannas, ponds, marshes, wetlands and prairies, panoramic views, geologic formations. They protect ecological and archaeological treasures. They also create opportunities for byway travelers to enjoy natural ecosystems all year round. Hiking, horseback riding, cross country skiing, wildlife watching, picnicking, fishing, bird watching, camping and hunting are encouraged.



Maquoketa Caves



Wapsipinicon River at Stone City

6.7 Major Rivers

The steep and varied terrain of Jones and Jackson Counties drain two larger rivers and many streams to the Mississippi River. In the western two thirds of the GWSB Corridor, the GWSB is flanked by the Wapsipinicon River to the south and the Maquoketa River to the north. However, near the town of Maquoketa, the GWSB crosses and loops near and around the Maquoketa River, creating a dynamic interplay of natural and man-made resources. The eastern areas of the secondary corridor include several creeks and smaller rivers that flow directly into the Mississippi River. Many of these are within the Apple-Plum Watershed, which is a larger three-state watershed that is divided by the Mississippi River. The rivers and streams and the valleys they run through contribute to the magnificent scenic beauty of the GWSB and provide opportunities for the byway traveler to enjoy aquatic and terrestrial ecosystems and natural areas.

Mississippi River: The GWSB approaches the Mississippi River from the west, intersecting with the river in the GWSB community of Bellevue. Although it has been altered by the U.S. Army Corp of Engineers to advance commerce, trade and transportation, the Mississippi River remains one of the greatest natural resource treasures in the United States. It flows along the entire eastern border of Jackson County and is a major natural resource attraction for the GWSB. It is a world renowned water body, known for its exceptional, diverse and complex ecosystems and for the diversity, rarity and abundance of wildlife that grace the main channel of the river, its backwaters, wetlands, sloughs, bottomland and upland forests, and riparian areas. The forested limestone bluffs and deep tributary river valleys that flank both sides of the river and its floodplain serve as a dramatic backdrop to the diverse river system. The proximity and height of the bluffs combine with the rich, landscape diversity of the river corridor, to create spectacular views of natural areas that have only minimally been disturbed by man. The natural ecosystems in this river corridor harbor

diverse aquatic and terrestrial habitats and wildlife. It is one of the most significant bird migration flyways in the world and a fall migration route or nesting area for millions of waterfowl, hawks, neotropical migratory birds, and other birds, including rare and endangered species. According to the National Park Service, 40% of the nation's migratory waterfowl use the river corridor during their spring and fall migration and 60% of all North American birds (326 species) use the Mississippi River Basin as their migratory flyway. They also note that the river is home to at least 260 species of fish that comprise 25% of all fish species in North America, 60 mussels, and over 145 species of amphibians and reptiles, including both turtles and snakes. The surrounding bluffs and limestone cliffs were carved over millions of years by the Mississippi River as it flowed south providing an impressive frame for the river, and its valley. The Mississippi River Valley in this part of Iowa is renowned for its scenic beauty.

Wapsipinicon River: The Wapsipinicon River flows through the west side of Jones County and the southwest corner of the GWSB Corridor. The river can be seen in Stone City and from Wapsipinicon State Park in Anamosa. In addressing qualities for designating the Wapsipinicon River as a State Protected Water Area, the Iowa DNR stated, *"The Wapsipinicon River has the longest continuous stretch of natural and scenic river corridor in (the area), and quite possibly in the entire state."* Several counties have made a concerted effort to purchase land within the Wapsipinicon River corridor, improving the quality of this natural resource. The river corridor as it flows through the GWSB Corridor is heavily wooded so that river users will feel they are in a remote natural area. Fish species in this river include walleye, northern pike, smallmouth and largemouth bass, crappie, bluegill, and channel catfish. Forests and forested wetlands border much of the river corridor with silver maple a dominant tree along the river bottomland. Willows occupy areas around the sandbars and oak are more common on higher hills and bluffs. Watchable wildlife species are abundant and birding along the river is popular with great blue

herons, kingfishers, bald eagles, neotropical migrants, and other bird species common. River users can also spy turtles, reptiles, frogs, toads and mammals such as deer, beaver, muskrat, otter, groundhogs, mink, and other species.

Maquoketa River: The Maquoketa River Watershed is drained by the South Fork of the Maquoketa River, the North Fork of the Maquoketa River, and several warm water and cold water tributaries. This river and its tributaries dominate the landscape in the GWSB Corridor. These rivers meander across the landscape, creating visual interest and influencing the topography of the GWSB Corridor. The large tracts of private and public woodland and other natural ecosystems adjacent to the river diversifies the landscape and creates a linear natural resource that, when accessed from the river, seems isolated from civilization. Thus, the Maquoketa River is a popular recreational river that has been designated by the Iowa DNR as a State of Iowa Water Trail and is open to the public year round. Although the river can be seen and accessed at many points along the byway corridor's loop near Maquoketa, the area from Mon Maq Dam in Monticello to Pictured Rocks Wildlife Management Area is one of the most heavily paddled sections of the river and the river near Canton Canoe Access is well known for its steep bluffs and remote 'wild' feel. The river downstream of the Mon Maq Dam is considered a big river species fishery. Major fish species in this river include smallmouth bass, channel catfish, northern pike, walleye with crappie and white bass also present. There are several natural public natural areas along this river corridor that not only improve public access to the resource. Several miles of this river are flanked by forest habitat that harbors birds and mammals and creates a remote and primitive feel for the river user. This river empties into the Mississippi River near the eastern terminus of the GWSB and so it is also a component of the larger migration flyway associated with the Mississippi River. The beauty, access to riverine ecosystems and remote feel of this river and its tributaries have a significant influence on the GWSB Corridor and its viewshed.

6.8 Cold Water Trout Streams

Cold water streams and rivers with native brook trout were once a major, self-sustaining, ecosystem found throughout the Driftless Area of Northeast Iowa. Unfortunately, cold water fish assemblages were greatly impacted by European Settlement, land use changes and the resulting water quality decline, in-stream and near-stream habitat degradation, and increased water temperatures. After the decline of native brook trout, the Iowa Department of Natural Resources (IDNR) began stocking catchable introduced trout species as early as 1943 when over 59,000 catchable trout were stocked in eleven counties, including Jackson County. By the 1980, only five streams still supported natural reproduction of any trout species. In the 1990 and early 2000's, a concerted public-private effort was made to restore cold water systems through in-stream and near stream restoration, watershed restoration, easement acquisition, and public education. IDNR Fisheries personnel began to better evaluate and understand the genetics of native and introduced trout species. Today over 320,000 catchable rainbow and brook trout are stocked into dozens Northeast Iowa streams and an additional 57,100 into ponds annually. Over 72,000 2" fingerling brown trout are also stocked into 22 streams. IDNR Fisheries Biologists report that today seventy-eight streams have some form of natural reproduction with forty-five of those streams having consistent natural reproduction, with no supplemental stocking required. Trout streams are an important natural resource in the eastern portion of the GWSB Corridor, in Jackson County. The (IDNR) reports 4.6 miles of cold water trout streams on public and private properties that are open to public fishing in the GWSB secondary corridor and another 2.4 miles of cold water trout streams that can be accessed by the public with permission from the private landowners that own those stream corridors, for a total of 7-miles of cold water aquatic ecosystems available to the GWSB visitor. Some of these streams support natural reproduction of cold water fish assemblages such as trout, green sunfish,

and white sucker; others are stocked with either fingerling or catchable size trout. A few also have natural reproduction of small mouth bass. Streams include Big Mill Creek, Brush Creek, Little Mill Creek, Ozark Springs, South Fork Lost Creek, South Fork Mill Creek, Tete des Morts River, and tributaries to Tete des Morts River. Descriptions of these streams as a recreational resource are included in Section 10: Recreational Resources.

6.9 Forests/Woodlands

At the time of European settlement, Jackson County was reportedly mostly woodland and Jones County was a mix of forest and prairie grassland. Although not as dominant on the landscape or as pristine as they would have been before European settlement, forest ecosystems can still be seen and experienced along the byway and throughout the corridor. Forest acres in the GWSB Corridor encompass 18% of the corridor, approximately 17% of the secondary corridor and approximately 17.5% of the GWSB Viewshed within 3-mile radius of the GWSB, consistently diversifying the landscape and providing a significant ecosystem resource. These percentages are much greater than the State of Iowa overall, which has only 6.9% of its land area in forest/woodland.

A high percentage of the larger blocks of forest acres in the GWSB are located within the county and state parks and wildlife management areas, along major river corridors and on the steep hillsides and bluffs that surround the major rivers. The forest acres and smaller woodlots on private acres are typically located near rural acreages or on the hillsides and terrain that are too steep for conventional row crop farming. There are also substantial private and public acres of timber in linear forests along stream and river corridors and in steep gullies and draws where flash storm flows inhibit farming.

Forest tree species on the steep sides of valleys consists mostly of black oak, white oak, bur oak, shagbark hickory, and some walnut. Spring ephemerals and

other woodland flowers, ferns, and grasses are still common in many forest ecosystems. Mushrooms and other ecosystem components are also found in many forests but plants, such as ginseng, Northern Monkshood and others that were never very abundant are typically only found in more interior or privately managed and protected woodlands or sub-ecosystems of woodlands. Flood plains of the Maquoketa and Wapsipinicon Rivers are dominated by silver maple, elm, and ash. The upland soils with good water drainage support natural hardwood forests of oak, hickory, and sugar maple, while native prairie with scattered oak trees grow in remnant savannas on some upland sites. The lowland soils support mixed hardwood forests of elm, cottonwood, river birch, ash, silver maple, and willow. Sedge grass and other native wetland species with scattered trees grow on some lowland sites but introduced grasses have spread from farmsteads and pastures areas into adjacent woodlands. Old growth forests still exist in a few isolated locations.

Native hardwood trees are considered a long-term investment by many private landowners who periodically harvest and sell them to buyers that consider them some of the highest quality hardwoods in the world. However, these and other public and private woodlands are in most cases utilized as recreational lands. There are several public forests in the GWSB Corridor that are open for public hunting and many private acres that have landowners who provide access with permission. Although invasive species have out competed or damaged many individual components of the forest ecosystem in some timbered acres, such as the spring ephemerals and some tree species, there are ongoing local, regional and state private and public efforts to monitor for and manage invasive forest plants and insects including Garlic Mustard, Japanese Knotweed, Emerald Ash Borer, Thousand Cankers Disease of Black Walnut, Oak Tatters, Burr Oak Blight, Oak Wilt, Gypsy Moth and other invasive plants and insects.



Prothonotary Warbler



Giant Swallowtail & Wild Bergamot



Brown Trout

6.10 Grasslands, Prairies, & Wetlands:

The vast majority of the tallgrass prairie in the GWSB Corridor has been converted into the cropland and pasture with patches and strips of remnant or restored prairie interspersed throughout. However, the percentage that is documented and reported as “grassland and herbaceous land use” encompasses 8% compared to what is reported for the entire State of Iowa, at 4.7%. Native grasses and forbs, such as big and little bluestem, Indian grass, sedge grass, flowers, legumes and other prairie vegetation grow on different topography and in different soils in the GWSB Corridor. In some cases, these prairies are scattered with trees, usually oak trees. The byway sub-corridor also features several wetlands, mostly marshes dominated by cattails and hard-stemmed bulrush. Much of the prairie and wetland area is preserved in local, state, and federal parks, preserves, and wildlife management areas or in the roadside ditches.

Most of the tallgrass prairie vegetation seen along the byway today is actually restored prairie with introduced and/or native plants. Some of the more common species of prairie plants found in the GWSB Corridor are detailed in “Table 6.1 Native Plant Species.” Certain species are more common on specific types of prairie landscapes and soils. For example, big bluestem and Indian grass, as well as clovers, phlox, sunflower, goldenrod, bergamot and other forbs are most common on the rolling hills where there are well-drained soils. Little bluestem, porcupine grass, and sand lovegrass are more dominant in rocky and sandy soils. Prairie bush clover, spiderwort, and flowering spurge are more likely to be found on drier soils; switchgrass, prairie cordgrass, prairie dropseed, sedges, and rushes are common on wetter soils. Also tolerant of wet soils are loosestrife, bedstraw, milkweed, and tickleovers. Swampier areas are typically dominated by cattails and sedges but restoration efforts on some lands have added to the diversity of species. Although they were once a common ecosystem in Iowa, today wetlands, many of which are actually restored wetlands, make up only 2% of the GWSB Corridor.

The grassland, prairie, and wetland vegetation found within the GWSB Corridor road right-of-way, the land area directly adjacent to the GWSB road, collectively comprise an extensive public land holding that is very impactful to the visitor experience in the GWSB Corridor. It harbors native and restored prairie, wetland and forest ecosystem species in varying degrees of density, complexity and health in an interlocking linear ecosystem that provides nesting and travel habitat for insects, butterflies, birds, small and large mammals, frogs, reptiles etc. This land area immediately impacts the visitors’ experience as it is highly visible from the roadway. Although the majority of it has been disturbed by man at some point in the past during road construction, it still provides an opportunity for the visitor to see native flora and fauna in the GWSB’s Immediate Foreground as they travel the byway route. The greatest percentage of the road right-of-way is managed by county personnel but overall is publicly owned and/or managed by several different entities including cities, two counties and the Iowa DOT. Jones County has a roadside manager and recently completed one of Iowa’s first digital roadside inventories to maximize the ecosystem value of the county roadside right-of-way in the western portions of the GWSB Corridor. The inventory identified several segments of road right of way in the GWSB Corridor and secondary corridor that have 51 to 100% native vegetation and several additional segments that have 16 to 50% native vegetation. “Table 6.1 Native Plant Species” lists the native species identified during this inventory and their distribution is mapped on page 79. Jackson County does not have a dedicated roadside manager and has never completed a roadside inventory. The GWSB Board is supportive of accelerated native vegetation management and enhancement in the GWSB Corridor road right-of-way as funding and time allows and as the counties can manage successfully. However, they recognize that the limited number of personnel dedicated to ecosystem health in the right-of-way make

planting, restoration, and management of right-of-way vegetation in the GWSB Corridor difficult. They have proposed the digital roadside vegetation inventory be completed for the entire byway to help better articulate the existing conditions of the roadside vegetation and to prioritize future native vegetation planting and management along the GWSB. The Jones County Roadside Vegetation Management Plan was updated in 2015 to include the GWSB with the goal to provide support and endorse special roadway designations. Both GWSB counties have political support for native plantings where road projects are scheduled to disturb existing vegetation and reseeding will be required. Construction projects are currently happening or are planned in several places along the byway route and within the byway corridor.

Native prairie vegetation has been planted/restored in several areas along the byway route and in the byway corridor including along Highway 64 from just East of Anamosa all the way to just West of Wyoming. Unfortunately, this linear stretch was planted in 2003 at a less than ideal time of year, so the planting was not well established. The GWSB Advisory Board is supportive of re-planting and/or management of this strip of native vegetation. Restored prairie exists along Highway 151 within Jones County. In Jackson County, it can be found along Highway 64 on the byway route and along Highways 61 and 62, both of which connect to the byway route. Management of these sites could improve their ecosystem value. The struggles of the existing native vegetation plantings illustrate the importance of successful establishment: seeding at the correct time of year, using methods to increase germination success, and following proper maintenance procedures to ensure that the plantings have their best chance of success.

The issue of invasive species is heightened when dealing with native vegetation restoration in road right-of-way. Monitoring and control of invasive

species is vital to ensure the integrity of existing and new native vegetation areas remains intact but native vegetative plantings can and are being used to help control invasive species. Invasive species can be found along E24 between Stone City and Anamosa, and west of Baldwin near Baldwin Marsh. Native vegetation planting is especially recommended at the Baldwin Marsh location as a strategy to eradicate the invasive species that grow there.

Community plantings, plantings of native species along community entrances and next to community entrance signs, can be found north of Maquoketa at the community entrance where Highway 61 meets County Road E17. Community plantings are recommended at all GWSB community entrances near their community signs, as well as the major highways and county roads entering and leaving each byway community. East of Anamosa, east and west of Wyoming, and east and west of Maquoketa along Highway 64 are priority locations for community plantings.

GWSB Advisory Board members and partners also report personally seeing several prairie plant species along the GWSB Corridor including pasque flowers, prairie violets, big bluestem, little bluestem, indiangrass, porcupinegrass, sand lovegrass, switchgrass, prairie cordgrass, prairie dropseed, sedges, rushes, loosestrife, bedstraw, milkweed, tickleover, birdsfoot violets, early blue violets, *shooting star*, wood betony, blue-eyed grass, yellow star grass, columbine, hoary puccoon, fringed puccoon, cattails, harebell, brome, yarrow, violet and yellow wood sorrels, leadplant, tall cinquefoil, pale purple coneflower, purple and white prairie clover, yellow coneflower, prairie dropseed, side oats gamma, *spiderwort*, prairie sage, Indian grass, switch grass, side oats, gray headed coneflower, wild bergamot, black eyed susan, *pale purple coneflower*, *eastern prairie fringed orchid*, clovers, *phlox*, sunflower, gayfeather, goldenrod, *prairie bush clover*, and flowering spurge. (*Italics indicate species of endangered, threatened, special concern*).



Table 6.1 Native Plant Species	Observed
1. Big Blue Stem	X
2. Black-eyed Susan	X
3. Blue Vervain	X
4. Butterfly Milkweed	
5. Canada Milkvetch	X
6. Canada Wildrye	X
7. Common Milkweed	X
8. Compass Plant	X
9. Culver's Root	X
10. Cup Plant	X
11. Cutleaf Coneflower	X
12. Dogbane	X
13. Eastern Prairie Fringed Orchid	
14. False Boneset	X
15. Flowering Spurge	X
16. Fox Sedge	
17. Giant Lobelia	X
18. Golden Alexanders	X
19. Goldenrod	
20. Green Bulrush	X
21. Grey-headed Coneflower	X
22. Hairy Vetch	X
23. Hoary Vervain	X
24. Indiangrass	X

Native Plant Species	Observed
25. Ironweed	X
26. Jeweled Shooting Star	
27. Large-flowering Beardtongue	X
28. Lead Plant	
29. Mead's Milkweed	
30. Meadow Rue	X
31. Mountain Mint	X
32. New England Aster	X
33. Ohio Spiderwort	X
34. Ox-eye Sunflower	X
35. Pale Purple Coneflower	X
36. Partridge Pea	X
37. Paw Paw Tree	
38. Plains grass-leaved goldenrod	X
39. Prairie Blazing Star	X
40. Prairie Bush Clover	
41. Prairie Sedge	
42. Primrose (Evening Primrose)	X
43. Purple Prairie Clover	X
44. Rattlesnake Master	X
45. Rough Blazing Star	
46. Rough Dropseed	
47. Round-headed Bushclover	X
48. Sawtooth Sunflower	X

Native Plant Species	Observed
49. Scouring Rush	X
50. Showy Tick Trefoil	X
51. Sideoats Grama	X
52. Slough Grass	X
53. Smartweed	X
54. Sneezeweed	X
55. Soapwort	X
56. Spiderwort	
57. Spotted St. John's Wort	X
58. Stiff Goldenrod	X
59. Swamp Milkweed	X
60. Sweet Scented Joe Pye Weed	X
61. Switchgrass	X
62. Tall Blue Lettuce	X
63. Tall Boneset	X
64. Venus's Looking Glass (Bellflower)	X
65. White Sage	X
66. White Vervain	X
67. White Wild Indigo	X
68. Whorled Milkweed	X
69. Wild Bergamot	X
70. Wild Petunia	
71. Wild Monkshood	
72. Yellow Nutsedge	X



Photo Credit: Larry Reis

Monarch on Joe Pye Weed



Native Prairie



Purple Prairie Clover

6.11 Wildlife

The byway corridor and sub-corridor are home to abundant species of wildlife. Visitors can view wildlife while driving, but they are more likely to be able to observe and enjoy wildlife if they stop and explore natural resource areas. Mammals include white tailed deer, coyotes, foxes, raccoons, weasels, opossums, minks, badgers, skunks, and otters. Smaller rodents like rabbits, mice, voles, squirrels, chipmunks, gophers, woodchucks, muskrats, and beaver are also common. The area's rugged caves and woodlands provide ideal places for bats to live. The threatened Northern long-eared bat and endangered Indiana bat are two of the rare bat species that reside in the corridor that have become the topic of various education and conservation efforts made by local and state conservation professionals in the GWSB Corridor because of the public exploration of the caves in the area.

The byway corridor is a hotspot for bird watching enthusiasts. The corridor is situated in the middle of the Mississippi Flyway and as such has a great diversity of birds that call the area home for all seasons, or pass through during their migrations. According to the Iowa Ornithologists' Union, there are over 200 documented bird species in the GWSB's secondary corridor. The Iowa Breeding Bird Atlas II records birding information for sixteen different blocks in Jackson County with as many as 98 species/block. Information is recorded for an additional six blocks in Jones County with as many as 93 different species/block. The species include everything from neotropical migratory birds and other songbirds, woodpeckers, herons and hawks that are popular with ornithologists to upland game birds like wild turkey and ring-necked pheasants, and waterfowl such as duck and geese. The corridor boasts nesting trumpeter swans, sand hill cranes, and several bald eagles' nests. Visitors can get relatively close look at Trumpeter swans at the

Hurstville Interpretive Center. Bald Eagles and Peregrine Falcons are very popular with bird watchers and can regularly be seen soaring in the GWSB Corridor skies, especially near streams and rivers. Although they were once endangered, both species have made a strong comeback and are now considered Federally Protected Species. In total, the Breeding Bird Atlas identifies 78 different bird species in the GWSB secondary corridor This includes 44 Species of Greatest Concern (SGC) as listed in the Iowa Wildlife Action Plan. The SGCs reported in blocks located in the GWSB secondary corridor, all of Jackson and Jones counties, are listed in Table 6.2. An area of the GWSB secondary corridor, including Indian Bluffs and Pictured Rocks State Wildlife Areas and the privately owned Indian Bluffs State Preserve encompasses an Iowa Bird Conservation Area in Jones County, which Iowa DNR Wildlife Diversity Program Biologist Bruce Ehresman notes, "provides important nesting habitat for declining grassland birds, such as Eastern meadowlark and bobolink; for declining savanna birds like red-headed woodpeckers and state endangered barn owls, and for declining forest birds like wood thrush and Eastern whip-poor-will; plus this area provides migration stopover habitat for a large number of other bird species suffering nationwide declines."

Reptiles and amphibians include several species of frogs and toads, snakes, and turtles; even some lizards and salamanders can be spotted in this part of Iowa. Insects include beetles, ants and termites, aphids, hopping insects, flies, bees and wasps, and the popular butterflies, moths, and dragonflies. Bellevue State Park hosts a butterfly garden planted with plant species that attract these insects via nectar and/or habitat. Approximately 60 species of butterflies can be seen each year in the Bellevue butterfly garden as they stop over during migration or completing a stage of their life cycle.



Photo Credit: Larry Reis

Dickcissel

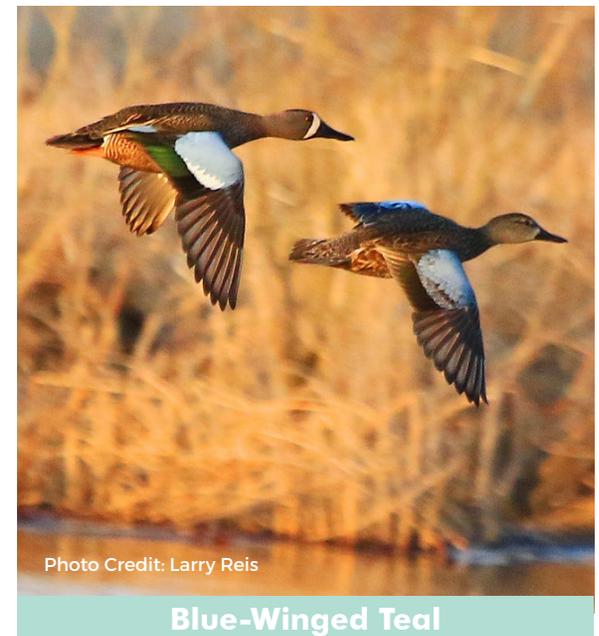


Photo Credit: Larry Reis

Blue-Winged Teal



Photo Credit: Larry Reis

Brown Thrasher

Photo Credit: Larry Reis

American Woodcock**Table 6.2 Bird Species of Greatest Concern along the GWSB**

1. Acadian Flycatcher	12. Blue-winged Teal	23. Eastern Meadowlark	34. Northern Harrier
2. American Bittern	13. Bobolink	24. Eastern Wood-pewee	35. Prothonotary Warbler
3. American Kestrel	14. Broad-winged Hawk	25. Eastern Screech-owl	36. Purple Martin
4. American White Pelican	15. Brown Thrasher	26. Field Sparrow	37. Red-headed Woodpecker
5. American Woodcock	16. Cerulean Warbler	27. Forster's Tern	38. Red-shouldered Hawk
6. Bald Eagle	17. Chimney Swift	28. Grasshopper Sparrow	39. Sedge Wren
7. Baltimore Oriole	18. Common Gallinule	29. Henslow's Sparrow	40. Trumpeter Swan
8. Bank Swallow	19. Common Nighthawk	30. Horned Lark	41. Upland Sandpiper
9. Belted Kingfisher	20. Common Yellowthroat	31. Kentucky Warbler	42. Western Meadowlark
10. Black-billed Cuckoo	21. Dickcissel	32. Northern Bobwhite	43. Wood Thrush
11. Black-crowned Night Heron	22. Eastern Kingbird	33. Northern Flicker	44. Yellow-billed Cuckoo

6.12 Threatened/Endangered Species

The GWSB Corridor harbors many at risk, threatened, or endangered plants and animals. According to the United States Fish and Wildlife Service, the threatened eastern prairie fringed orchid, which is the only orchid pollinated by the hawk moth at night, can be found in the GWSB Corridor in prairie habitats. Algific talus slopes, typically found on north-facing slopes, with springs, cool streams and shaded cliffs, harbor several different threatened plants and animals, including Northern monkshood and the endangered Iowa Pleistocene snail. The threatened Prairie bush clover and Mead's milkweed can both be found on wet floodplain forests and in shrubby swamps. Tallgrass prairies in the GWSB Corridor harbor different varieties of milkweed species and nectar flowers that are important to the monarch butterfly, which has seen catastrophic declines in recent years. The byway corridor is home to several "goat prairies," also known as hill prairies, which are rare dry prairie habitats found mainly along the Upper Mississippi River in the Driftless Area. Whitewater Canyon is home to a goat prairie that is unique because it is one of the northernmost places that the pawpaw tree grows. The pawpaw tree is the largest edible fruit tree native to the United States and it is found commonly in Iowa. It is known also as the "Indianan banana" or "custard apple" named after the fruit that it grows. Although it is not in danger, the pawpaw tree is hard to find in the wild because of its light, moisture, and terrain preferences, and is rare at the byway's latitude. The endangered Higgins eye pearly mussel is a freshwater mussel with a rounded to slightly elongate smooth-textured shell that is usually yellowish brown with green rays. It is up to four inches long and found in large rivers with deep waters and moderate currents, including the Mississippi River and its tributaries. It has historically been recorded in the Wapsipinicon River. Although it is not at risk, jack-in-the-pulpits are found in the corridor and are a rare plant to see. A list of threatened and endangered species is included in "Table 6.3 Endangered Plants & Animals" on the right.



Photo Credit: Larry Reis

Cloured Sulphur on Goldenrod

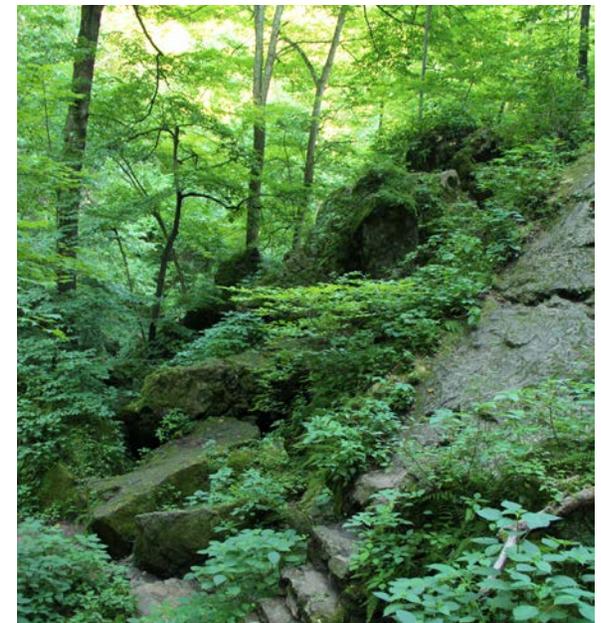


Photo Credit: Larry Reis

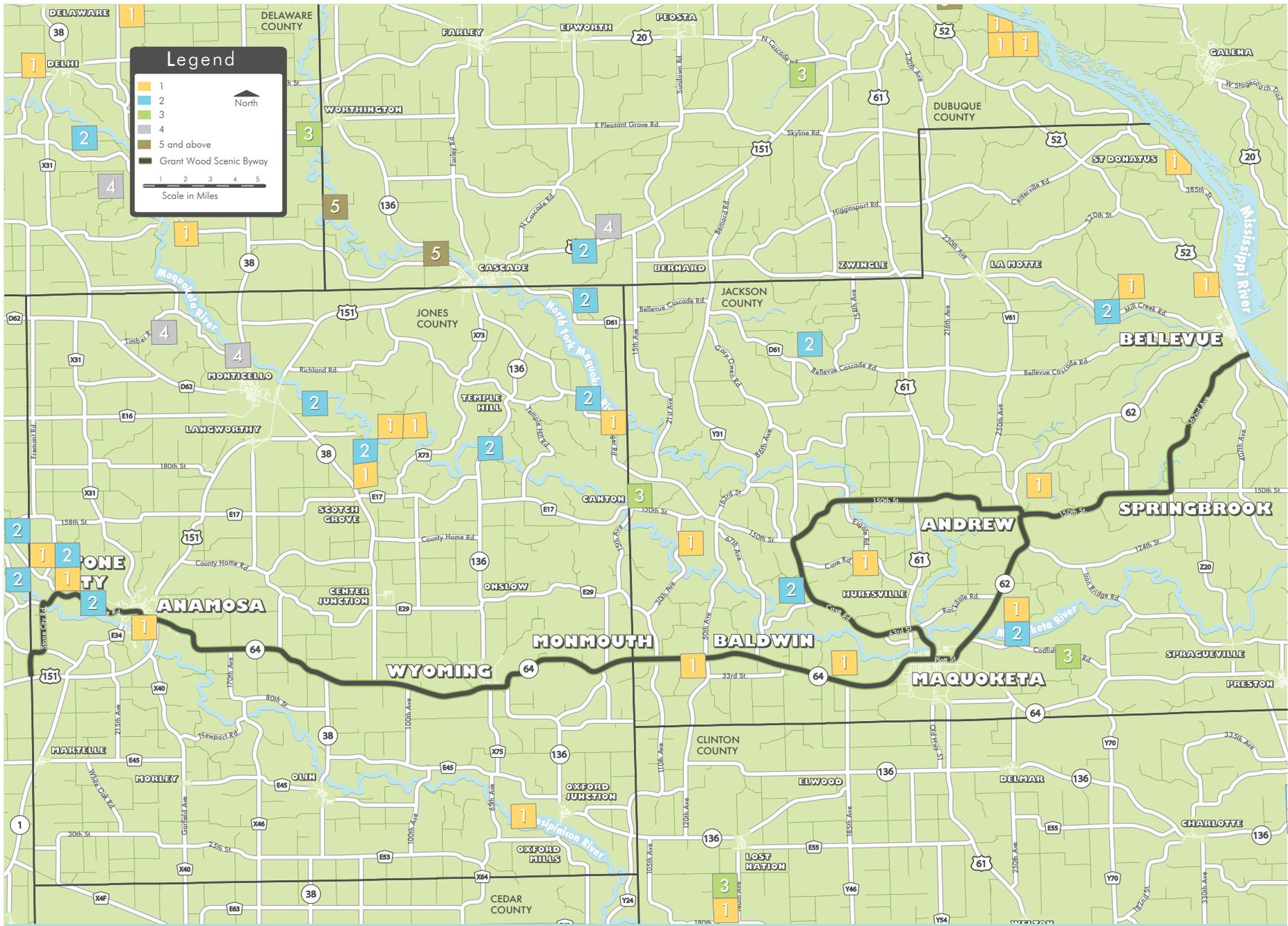
Northern Monkshood

Table 6.3 Endangered Plants & Animals

1. Jeweled Shooting Star
2. Eastern Prairie Fringed Orchid
3. Wild Blue Phlox
4. Goldenrod
5. Spiderwort
6. Flowering Spurge
7. Prairie Bush Clover
8. Mead's Milkweed
9. Northern Blue or Wild Monkshood
10. Paw Paw Tree
11. Bald Eagle
12. Peregrine Falcon
13. Trumpeter Swans
14. Iowa Pleistocene snail
15. Higgins eye pearly mussel



Algific Talus Slope



Threatened and Endangered Species of Concern

6.13 Challenges and Opportunities

One of the greatest potential challenge the GWSB Advisory Board faces in the protection of natural resources is tied to land ownership and management. They do not own the land nor do they have any say in the majority of the land management decisions. The vast majority of the GWSB Corridor is privately owned and managed by many landowners who are fiercely protective of their rights. Fortunately, private land management and land use in the GWSB Corridor is already diverse and respective of a variety of natural ecosystems including wetlands, woodlands, prairies, cold water trout streams, and other ecosystems. Some private landowners allow fishing, hunting, horseback riding and other activities with permission. The GWSB Board has found private landowners along the GWSB to be very receptive to discussion and project development on private lands. Their interest and willingness to engage creates a positive environment for future partnership.

The areas of the GWSB Corridor in state ownership and management present their own challenges. As the Iowa budget for the Department of Natural Resources, including for the management of state owned properties, decreases, fewer personnel are available to monitor and/or manage invasive species, restore native habitats and maintain existing facilitates. Although they only control a small percentage of the land area in the GWSB Corridor, public entities have an opportunity to provide interpretation of the natural areas they control, which are the majority of the places where visitors are invited to interface with the natural resources. Existing state interpretive personnel and media at Iowa DNR properties are extremely limited but the declines in funding may make further interpretation more challenging. Although city, county, state and federal areas are managed in relative isolation from one another and public land managers rarely share information or work across political and/or park boundaries, there may be opportunities for public-private partnerships that can help overcome these challenges. Pursuing public-private partnership will become more important as increased public use and interface with natural areas occurs, bringing with it inherent problems and creating new challenges for natural resource managers. Challenges may include transport of invasive species into and/or between natural environments, overuse of sensitive ecosystems, vandalism to and wear on interpretive and vertical infrastructure, and general overall increased pressure on public areas that have limited staff to monitor or care for them.

6.14 Goals, Actions, and Strategies

Strategies for expanding opportunities for GWSB byway travelers to enjoy, while at the same time protecting, natural resources are listed below. Several of the strategies the GWSB Board would like to implement to protect the viewshed will also help them protect the natural intrinsic qualities of the byway, and several of the strategies to enhance recreational resources will also protect the natural resources. Those overlapping strategies are not repeated in this section but may be found within the Scenic Resources and Recreational Resources Sections of this CMP.

Partner with Public & Private Stakeholders on Natural Resource Projects

- Develop and implement projects and programs that encourage both public and/or private partnership and recognition.

Increase Site Specific, Topical, and Landscape Interpretive Tools

- Secure or develop maps, descriptions and photographs of significant natural landscapes, native flora and fauna from aquatic and terrestrial habitats, invasive species, and good and bad public use that can be utilized in publications regarding specific sites, resources or topics.
- Continue to add interpretation of natural areas, features, and stewardship practices in a manner that is informative and engaging. This interpretation should use common design principles and uniform byway branding.
- Develop a method for maintenance, updates, enhancements, and repair of interpretive materials that recognizes the budgetary constraints of the partners.
- Create identification charts of popular items. Suggested topics include: a birding brochure and checklist as a way to summarize seasonal status of each bird, a geological formation informative brochure with scavenger hunt, or chart with information on local farming practices with preference to sustainable practices.

Increase Access to and Safety in Natural Areas

- Make sure the public has adequate wayfinding and maps while in natural areas. Add “you are here” signs where needed.
- Increase visibility and unify signage of natural resources in the area. Add signs for notable natural resources that do not currently have an identification.
- Seek opportunities and support local DNR efforts to procure more easements for public fishing access along streams and ponds in the byway corridor and sub-corridor. Help landowners understand the benefits of easements for them and the ecosystem. Provide interpretation, shelters, and projects at easement sites.
- Provide adequate signage to direct to natural areas, safe parking areas, facilities such as restrooms, picnic areas, and garbage cans, safe trails and overlooks, signage warning of dangerous areas, and quality water access points.
- Increase handicap accessibility of natural areas. Examples include, but are not limited to, handrails, removing curbs and creating ramps, ADA-compliant trails and facilities, and handicap-usable equipment.

Develop Promotional Materials that Reinforce the Sustainable Brand

- Work with partners to develop GWSB promotional publications, magazine articles, special interest stories and social media content that demonstrate and encourage a respect for natural environments, flora and fauna.
- Engage children through creating a coloring book featuring the unique flora and fauna and iconic scenes along the byway. This can be used to market the byway, engage visiting children and families, and educate children who live in the corridor about the neat things in their hometowns.

Support Preservation and Restoration of Natural Ecosystems

- Partner with private & public land owners to develop projects & programs that result in native ecosystem restoration and preservation and an increased presence of diverse native ecosystems in the GWSB Corridor.
- Continue to support conservation practices that improve the health of the byway's ecosystems. These might include, but are not limited to, invasive species monitoring and control, water quality testing and monitoring, air quality improvement, minimizing noise pollution, preserving dark night skies, and forestry practices.
- In general, management approaches that minimize human impacts will also benefit wildlife, wildlife habitat, and healthy ecosystems. Encourage the public to adhere to Leave No Trace (LNT) principles while in parks and wild areas. Support these principles through education, signage, and having adequate facilities (trash cans, restrooms, etc.) available. The seven LNT principles are: 1) plan ahead and prepare, 2) travel and camp on durable surfaces, 3) dispose of waste properly, 4) leave what you find, 5) minimize campfire impacts, 6) respect wildlife and 7) be considerate of other visitors.
- Recognize the role roads and other infrastructure plays in habitat fragmentation, interior habitat destruction and increased wildlife risk from predation and human influences. Frequent and sudden wildlife crossings also endanger motorists on the road. Modify roadways in areas of high wildlife population density, frequent crossings, or frequent wildlife-car accidents to provide a safe way for animals to cross the road at a designated location.
- Preserve woodland lots and existing groves of trees to soften the environmental impact of development and provide valuable habitat.
- Plant and manage "pollinator gardens" along the byway, with the purpose of beautifying the route and establishing habitat for pollinators.

Facilitate and Coordinate Discussion and Partnership

- Facilitate discussion with and between city, county, state and federal park managers to exchange information about the natural resources they manage, challenges within those natural areas and opportunities to engage the public, expand partnerships and minimize public impact to natural areas.

Empower Local Public Land Managers with Planning Assistance

- Work with public area managers to develop and implement Site Plans for public land units that help them improve the visitor interface through infrastructure improvements, wayfinding, interpretive tools and other amenities while protecting the natural intrinsic qualities of the land unit.

Implement High Quality Interpretation that Reinforces the Byways Sustainable Brand

- Work with partners to develop Information Hubs, on-site web interfaces and other interpretive methods that reinforce the sustainable brand.

Leverage the Corridor's Natural Resources as a Marketing Tool

- Partner with the Grant Wood Loop to market the area's natural resources, specifically how those natural resources contribute to scenic beauty and recreational opportunities.
- Promote winter beauty as well as spring, summer, and fall to increase appreciation and tourism during all four seasons.
- Update local and regional tourism brochures, social media, and websites to feature natural areas along the byway and encourage visitors to check out the area's parks.
- The Wapsipinicon and Maquoketa Rivers possess remarkable scenic, recreation, geologic, fish and wildlife, botany, ecological, historical, and cultural value. Pursue one or both river's eligibility as a Wild and Scenic River in either the Wild, Scenic, or Recreational category. This will provide designation and support for river protection efforts as well as increased visibility of the river's corridor.

Foster Private Lands Partnership

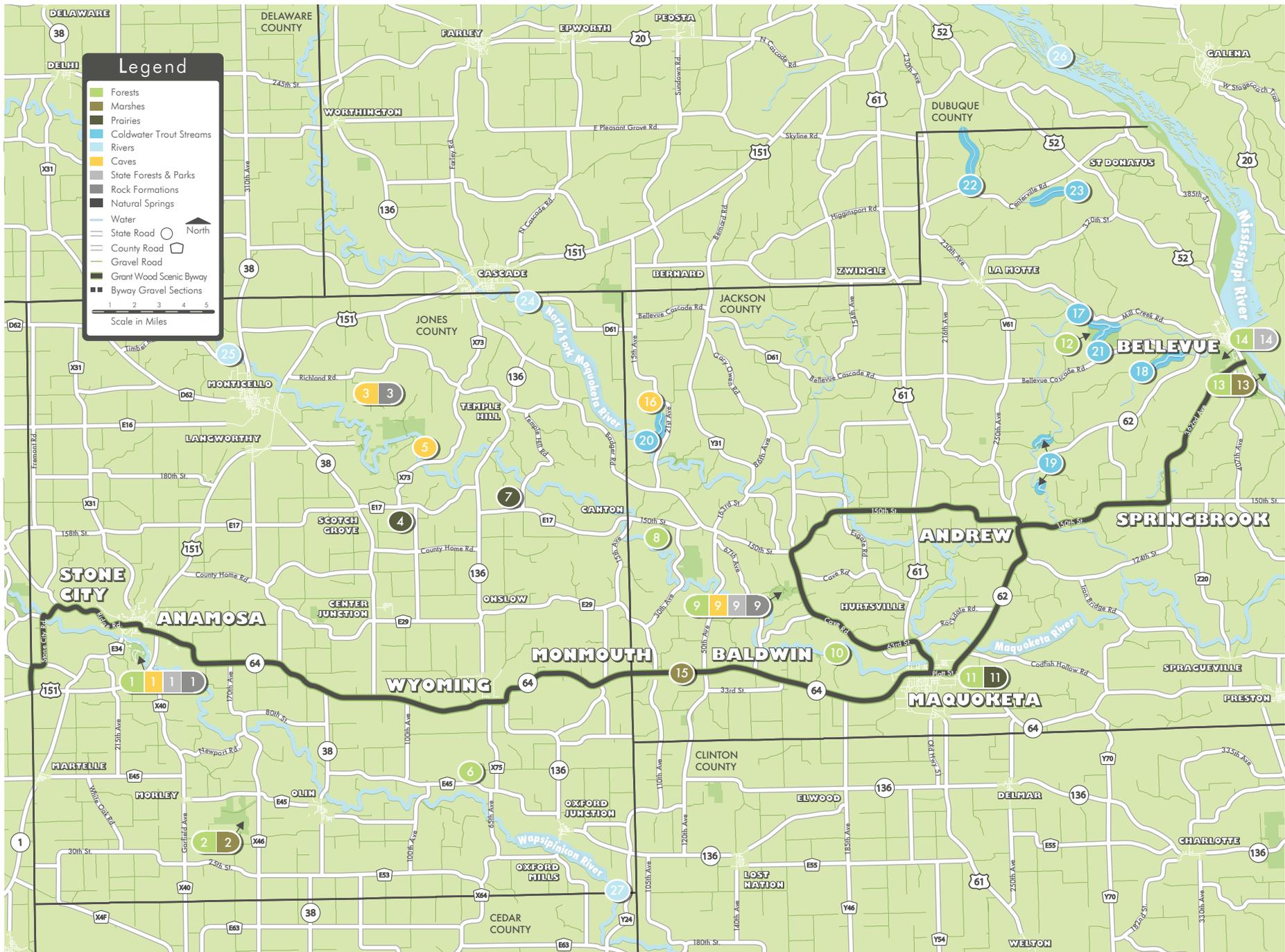
- Research, develop and distribute outreach messaging and materials that help private landowners in the GWSB Corridor understand the connections between how they manage their natural areas and byway vibrancy, visitor appeal, job creation, community development, property tax vs sales tax, and other issues that are important to the private landowners.
- Assist private property owners and efforts of local, state, and national conservation organizations as they identify the most significant lands for their conservation value and pursue appropriate long-term arrangements to ensure their protection.
- Private property owners are looking for tools that will assist them in protecting their lands, while maintaining their property rights and ability to generate income. Spread awareness of and support sustainable farming practices like cover crops, fencerows, grass fed beef, and locally grown products.
- Bear Creek is a significant tributary of the Maquoketa River and parallels the byway for 18 miles from east of Anamosa to east of Baldwin. This creek adds significant scenic quality to the byway because it is currently un-channelized. Work with surrounding landowners to ensure Bear Creek is not channelized and water quality remains high.
- Develop an educational outreach program to educate property owners along the GWSB about invasive plant species and urge them to remove invasive plants from their properties and replace them with native vegetation, especially in places immediately along or off of the GWSB roadway.

Sustainable Branding

- Partner with the Grant Wood Loop to develop a joint GWSB-GWL natural resources brand that draws responsible users and encourages sustainable use of resources.

Map #	Natural Resources	Community
Forests		
1	Wapsipinicon State Park	Anamosa
2	Muskrat Slough	Wyoming
6	Hale Wildlife Area	Wyoming
8	Buzzard Ridge Wildlife Area	Baldwin
9	Maquoketa Cave State Park	Maquoketa
10	Black Hawk Wildlife Area	Maquoketa
11	Prairie Creek Recreation Area	Maquoketa
12	Big Mill State Wildlife Area	Bellevue
13	Green Island State Wildlife Refuge	Bellevue
14	Bellevue State Park	Bellevue
Marshes		
2	Muskrat Slough	Wyoming
13	Green Island State Wildlife Refuge	Bellevue
15	Baldwin Marsh	Bellevue
Prairies		
4	Scotch Grove Prairie	Monticello
7	Hamilton Tapken Prairie Preserve	Onsow
11	Prairie Creek Recreation Area	Maquoketa
Coldwater Trout Streams		
17	Big Mill Creek	Bellevue
18	Little Mill Creek	Bellevue
19	Brush Creek	Bellevue
20	Ozark Springs	Canton

Map #	Natural Resources	Community
21	South Fork Lost Creek	Bellevue
22	Tete de Morts River	St. Donatus
23	Tributaries to Tete de Morts River	St. Donatus
Rivers		
24	Maquoketa River - North Fork	Jones/Jackson County
25	Maquoketa River - South Fork	Jones/Jackson County
26	Mississippi River	Jackson County
27	Wapsipinicon River	Jones/Jackson County
Caves		
1	Wapsipinicon State Park	Anamosa
3	Pictured Rocks County Park	Monticello
5	Indian Bluff Cave	Scotch Grove
9	Maquoketa Cave State Park	Maquoketa
State Forests & Parks (more listed in Recreation Section)		
1	Wapsipinicon State Park	Anamosa
9	Maquoketa Cave State Park	Maquoketa
14	Bellevue State Park	Bellevue
Rock Formations		
1	Wapsipinicon State Park	Anamosa
3	Pictured Rocks County Park	Monticello
9	Maquoketa Cave State Park	Maquoketa
Natural Springs		
16	Ozark Springs	Canton





SECTION SEVEN

Archaeological Resources

Archaeological Quality involves those characteristics of the scenic byway's corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir and appreciation for the past. Source: www.scenic.org

7.1 Introduction

The Archaeological Resources of the GWSB Corridor and secondary corridor are rich and distinct. They provide the basis for compelling, intriguing, dynamic and in many cases, heartbreaking interpretation. Many of the ruins, artifacts and physical evidence that remains of ancient and historic cultures are poignant and humbling. Some are open to the public and others are private, but all tell stories and provide a glimpse into the lives of earlier cultures. The earliest inhabitants of the GWSB Corridor and its secondary corridor are most well defined and studied by their cultural traditions and the larger time periods in which they lived. Their origins and the relationships between tribes is unclear because of the travel and movement that occurred for hunting, trade, and due to seasonal weather variations. There was also mixing between tribes for various reasons. Because time periods and cultural eras are more defined, as marked by major movement or advances, the archaeological history of the GWSB Corridor is viewed as a sequence of cultures or time periods. Cultural traditions, societies, and religions become clearer as more artifacts are found and scientific methods advance. We know what the most recent Native American tribes who met European settlers called themselves, and many of these names and words shaped the place names of the byway corridor. However, the names and languages of older tribes have been lost to time. Archaeological qualities of the GWSB Corridor also relate to the ancient animals that roamed the area including prehistoric

bison, horses, and Pleistocene “megafauna” like the mammoth and mastodon and include information on the area’s earliest European settlers and their daily life. This section of the CMP explores the Native American periods that so define the corridor. It also details the existing archaeological resource inventory that was completed as part of this CMP process and recognizes the challenges associated with protecting the resource while using it to enhance the byway visitors experience and maximize the opportunities for learning and cultural engagement. However, strategies and actions are also proposed to address the opportunities and challenges.

7.2 Native American Periods

The oldest archaeological period documented in the GWSB Corridor is the Early Paleoindian or Lithic Period from 11,500-10,500 BC. During this period, humans made their first entry into the new world across land bridges and the first Clovis points appeared. Clovis artifacts have been found near the Mississippi River in both GWSB Corridor counties, Jackson County and Jones County. The Clovis is the oldest, most well-documented cultural complex in North America and the Clovis people are considered the ancestors to most indigenous people in America. Clovis culture thrived during the Late Paleoindian Period from 10,500-8,500 BC. During this time, they developed the stone tools for hunting and processing of animals that they are known for today. The Early Archaic Period from 8,500-5,500 BC saw mobile family groups with a common culture existing as hunter-gatherers. During the Middle Archaic Period from 5,500-3,000 BC the people that inhabited the corridor began to shift their living style to include more permanent settlements. Axes and projectile points emerged as the major tool advancements. From 3,000-800 BC during the Late Archaic period, distinct regional populations began to form, leading into the distinct cultural complexes of the Post-Archaic Period from 1,000 BC to the present. The Woodland Period occurred from 800-200 BC. This period was a developmental stage with

advances in stone and bone tools, leather crafting, textile manufacturing, cultivation, shelter, pottery, permanent settlements, and burial traditions. Native Americans of the Woodland culture lived along the Mississippi River, especially near Bellevue.

Many sites, such as mounds and rockshelters, in the GWSB Corridor counties have been attributed to the Middle Woodland culture from 200 BC – 300 AD. During this period, the Hopewell culture emerged, with common cultural aspects found throughout the Northeast and Midwest United States. The Hopewell Culture was a widely dispersed set of related populations connected by trade routes known as the Hopewell Exchange System. During these years, settlement shifted to the interior of the United States. The Havanna Hopewell lived in the Mississippi River Valley of Iowa, Illinois and Southern Wisconsin; the Trempeleau Hopewell lived in Northeast Iowa, middle Wisconsin, and Eastern Minnesota. It wasn’t until the Late Woodland period from 300-1250 AD that distinct tribes with subtle cultural differences emerged. With production of the “three sisters” maize, beans, and squash, permanent settlements, major cultural centers, and trade routes became common leading up the Late Prehistoric Period. The Late Prehistoric Period began in 1250 AD and ended in 1673 with the first contact between Native Americans and European settlers.

Archaeological evidence indicates that Native Americans possessed European items before contact occurred, hinting that European items were common trade items and Native Americans adopted European ideas while also retaining their own culture. Two distinct cultures were found in the area of the GWSB Corridor. The Mississippian Culture developed in the Mississippi River Valley. It was an agriculture-based society, growing mostly maize in urban settlements and villages connected by trade. It is divided into the Early Mississippian Period 1000-1200 AD, Middle 1200-2400 AD, and Late 1500-1540 AD. The Oneota Culture is part of the Upper Mississippian

Culture, but it is distinct. It spread through the Midwest from 1250-1700 AD. This period is divided into the Emergent Horizon 900-100 AD, Development Horizon 1000-1300AD, Classic Horizon or Oneota Aspect 1300-1650, and Historic Horizon from 1650 on. This culture consisted of several localities that traded and interacted. Late Prehistoric 1250-1673 AD. It was during the Late Prehistoric Period that Iowa's namesake tribe, the Iowa Tribe, lived. They were of Siouan descent with Ho-Chunk or Winnebago grandfathers and through a series of separations and branching off to other areas came to live in the area. In 1837, Native Americans created the loway Map to outline the rivers, villages, travel and trade routes that the loway people used from 1600-1837. The map was presented in Washington D.C. during a conference about land cessation. The area of Jones and Jackson Counties is part of this map.

7.3 Archaeological Resources

The Archaeological Resources inventoried in the GWSB Corridor include those associated with naming and associated folklore, specific sites that have been documented to have artifacts present, related displays, descriptions of the locations and content of Native American mounds, copper artifacts, the location and descriptions of Native American rock shelters, historic wars in the area, other evidence of ancient cultures, and the archaeological district located within the area. Each is described further in the following pages.

Naming and Folklore

There is a strong Native American influence on the naming of places throughout the GWSB corridor and secondary corridor, indicating a rich cultural history. The names of communities, counties, geographic land forms and other locations record human past, tell a story or have an intrinsic meaning and cultural significance. Place naming typically fall into two categories: geographical or political locations, and natural or topographical features. Names of Native American origin are most often associated with natural features as typically Native Americans had already

named the features when European immigrants arrived. The immigrants made the decision to use and adopted the same name. The Mississippi River is an example a Native American name that was adopted by European settlers. "Mississippi" means "large river" in Fox and the name stuck when European settlers arrived and started making maps. Some names are not of Native American language origins, but are strongly associated with Native American history so they are still part of naming impact. An example of this is GWSB community of Wyoming. Wyoming was named after the Wyoming Massacre in Pennsylvania when Native Americans massacred many settlers. A famous poem titled "Gertrude of Wyoming: A Pennsylvania Tale" spread the tale of the massacre and the name Wyoming memorialize the settlers that were killed. Unfortunately, sometimes a name's translations is lost to time or the stories, or folklore, behind the name have been stretched. However, the essence of the name still exists as an archaeological resource. A few examples from the byway corridor follow.

1) Iowa: The state of Iowa was first named "loway" for the loway tribe. The word "loway" can still be found today in the state song. The first spelling of "Iowa" was made on a map referring to the Iowa River as "Riviere Iowa." It is unclear if this was an error or reflected the variety of pronunciation variations and spellings across tribes. This spelling stuck, because the large area between the Mississippi River and Lake Michigan was later named Iowa County and later the state of Iowa was formed.

2) Anamosa: When the city of Anamosa began in 1845, it was originally called Lexington. However, many soon began looking for another name to avoid duplication and confusion with other cities called Lexington. The legend is that a Native American family was passing through town in 1842 and stayed at the Ford House. The family had a little girl named Anamosa who was the daughter of a Winnebago chief and Native American Princess. She endeared

herself to the townspeople so the citizens decided to change the name of their town to Anamosa. There is discrepancy about what Anamosa translates to, as no documentation exists and it cannot be directly translated into any Native American languages. Most say it means "white fawn," but some say it means "little dog" or "you walk with me."

3) Maquoketa: The name Maquoketa is repeated found in the GWSB Corridor, including as a name for places such as the Maquoketa river, Maquoketa Caves, and the community of Maquoketa. It is derived from the Sauk and Fox words "Makwok-eteg" meaning "there are bears" or "bear river." There is information about the Native American origins of the river's name on an interpretive panel at the Mon-Maq Dam. It is an old name, shown on maps as old as 1718 with Maquoketa as the original spelling on maps before a more phonetic version became official. Regardless, the spelling proved difficult as was noted in 1940 when the Maquoketa Postmaster reported that Maquoketa had been spelled 660 different ways!

4) Wapsipinicon: Wapsipinicon is the name of a major river and a state park along the byway in Jones county. There are two legends about how the name began. One is that a Native American maiden and her star-crossed lover threw themselves off of a bluff overlooking the Wapsipinicon River, one was named Wapsi and the other Pinicon. The other variation is that Wapsi and Pinicon were canoeing the river the night before their wedding when Fleet Foot, a jealous former suitor of Wapsi's, shot Pinicon, causing the canoe to tip and both to drown. However, the literary translation of Wapsipinicon is "swan potato" or "white potato" referring to the edible root of the *Sagittaria latifolia* arrowhead plant, which is a white artichoke. The plant is plentiful within the region and along the Wapsipinicon River so the Native Americans of the area used to eat it as a bread substitute. Many spelling variations existed before today's spelling emerged in 1882.

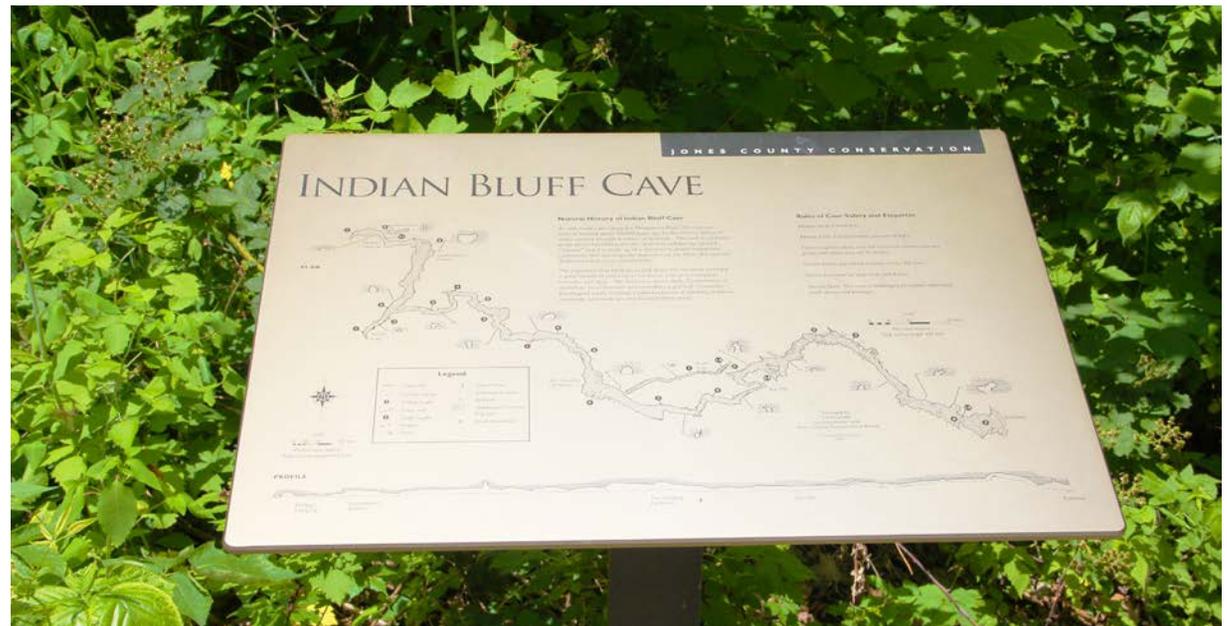


Stone Arrowhead

Specific Sites

There are archaeological sites throughout the GWSB Corridor and secondary corridor as the area was popular throughout time due to the abundance of natural resources in the Wapsipinicon and Maquoketa river valleys and the proximity to other cultures and trade routes. Arrowhead, bone, or other artifacts evidence early peoples and indicate wide use of the area. Larger archaeological sites have evidence of shelters, settlements, burials, and deposits of artifacts. Iowa has strict rules about the disclosure of information on archaeological sites to protect them from looting and vandalism. Even after sites have been properly dug and inventoried, locations are kept secret as the majority of sites are on private land. These sites are recorded by the Iowa Office of the State Archaeologist, but are not available to the public. Many of the public and private sites listed in this document are older sites that were dug or looted before standard professional archaeological practices were developed. A few public areas have sites present or evidence of sites, but even within these public areas specific sites are kept secret to prevent destruction by metal detectors, hobbyists, and looters. Muskrat Slough, Hale Wildlife Area, Hamilton Tapken Prairie Preserve, and the Mon Maq Dam all have evidence of prehistoric and historic archaeological resources. Wapsipinicon State Park, Pictured Rocks, Indian Bluffs, Eby's Mill Wildlife Area, Searry's Cave State Preserve, and Whitewater Canyon and Lost Canyon all have significant archaeological evidence including artifact scatters, mounds, rock shelters, and other resources.

1) Displays: Even though many of the archaeological sites are protected, many of the artifacts from these sites are on display at locations throughout the corridor. The Jones County Historical Society Museum at the Edinburgh Pioneer Village, Wyoming Museum, and Jackson County Historical Museum all have a collection of artifacts on display. There was historically a large collection of Native American artifacts on display at the Maquoketa Caves in what used to be called Sager's Museum. Paul Sager and his brother Fay, lifelong residents of Jackson County, collected



Indian Bluff Cave Diagram

the majority of the artifacts, amassing one of the most extensive archaeological collections in Iowa. The brothers collected the artifacts over decades, including rock, bone, pottery and shell artifacts. They had a working relationship with then director of the Iowa Archaeological Survey Charles R. Keyes, a founding father of Iowa archeology, and kept records of their excavations including journal entries, maps and labels on the artifact themselves. Keyes also visited some of the sites to photograph them and make notes of his own. Eventually, the Sagers' collection, which included nearly 16,000 items, including items from 13 rockshelters, was shared by Paul and his wife Nettie in what was known as Sagers Museum at Maquoketa Caves State Park. After 30 years, the museum was closed, and Nettie Sagers gave the collection as an unrestricted gift to the state. It has since been cataloged and accepted for permanent curation in Iowa City. The former site of Sagers Museum has since been developed into an interpretive center that contains detailed information about the geology of cave formations, the park's

history, information about the Sagers and other topics of interest. The Hurstville Interpretive Center also has artifacts on display and hosts events to share more information about the Native American history of the area. The Jones County Conservation Central Park Center (Center) has artifacts on display, as well as educational displays on prehistoric history. The Center also has occasional rotating displays from the Office of the State Archaeologist.

2) Rockshelters: The area's geology not only shaped the unique topographic features of the corridor, they also shaped the cultural practices of early inhabitants. Inhabitants from the Late Archaic to Late Woodland Eras used the area's rocks, cliffs, and caves to their advantage. Rockshelters were places where the rock formed a cave, concave wall, or ledge that could be used for protection. Most had south facing entrances that acted as a passive solar feature warming the interior and helping to maintain a constant temperature during the winter months. Early inhabitants made



Rock Shelter

repeated visits to rockshelters, stocking them with food and supplies, occupying them from late fall through winter, and abandoning them in summer. There are likely many places that were used as rockshelters throughout Jackson and Jones County, but a few have been named and documented because of the presence of artifacts. Places such as Hadfields Cave, Horse Thief Cave, Mouse Hollow, Pictured Rocks, Indian Bluffs, Carroll, Crabtown, Woodpecker Cave, Henry Schnoor, Eby's Mill, and Levsen in the byway secondary corridor also have rockshelters. The caves in Maquoketa Caves State Park were used by Native Americans as evidenced by the artifacts finds within them and in the surrounding area. Park caves like Dance Hall Cave, Shinbone Cave, Fat Man's Misery and others, which vary in size and how much they have been developed for the public, provide opportunities for GWSB visitors to understand why ancient cultures might have lived in them or have used them as shelter from weather and predators. Some of the rock shelters and caves have colorful names that tell a story; others are known for what was found in them. For

example, the Keystone Rock Shelter, a multi-component rock shelter in Jackson County that had Late Woodland period habitation, is most well-known for the stone tools and large mammal remains found at the site. Dance Hall Cave in Maquoketa Caves State Park is rumored to have gained its name from the Native American dances and rituals that were held in the cave.

3) Mounds: Eastern Iowa along the Mississippi River is known for its Native American mounds. The primary purpose of the mounds in the GWSB Corridor and secondary corridor was burial. In the eastern area of the GWSB Corridor and secondary corridor, along the Mississippi River Terrace, there are two mound groups. The Pleasant Creek Mound Group is accessible via Green Island. Five conical mounds have been preserved. Unfortunately, plowing and digging obliterated or compromised most of the mounds. Past digging in the Pleasant Creek Mound Group revealed blades, trade beads from Europe, copper beads, and skeletons. The Deppe Mound



Artifacts at the Nature Center

Group is one-mile north of Bellevue. It consists of eight conical mounds along the bluff, containing skeletons, buried limestone structures, and a thin copper plate with characters etched in it. Mounds have also been found within the Indian Bluffs WMA.

4) Copper Artifacts: Copper artifacts are common because of Eastern Iowa's Old Copper Complex of the middle and late archaic periods. Numerous finds and excavations in eastern Iowa have documented that the region was within the sphere of the Old Copper complex, which represent the earliest evidence for metalworking in North America. Archaic people made distinctive ornamental and utilitarian copper items from deposits surrounding Lake Superior, including everything from burial items and jewelry to tools and weapons. The most well-known copper artifacts in the GWSB Corridor were a copper pin and an Osceola point dredged from below the surface of the Wapsipinicon River in Jones County. They are believed to have been trade items acquired from the north.

Short descriptions of the more prominent sites along the GWSB are as follows:

5) Mouse Hollow Rockshelter: This site was excavated in the 1920s and 1930 by the Sagers brothers. It is located in the face of a limestone ridge and has a long, shallow overhang. Artifacts found at the site included stone, pottery, bone and shell artifacts but what made it a significant site was the presence of Mississippian ceramics. In fact, Mouse Hollow is one of very few eastern Iowa sites where Mississippian artifacts have ever been found. It is also distinct because it was occupied over a span of 6,000 years from the Archaic to the historic period. The age, use and contents of this site combine to make it renowned with archaeologists. Today, this site is included within the boundaries of Maquoketa Caves State Park.

6) Hadfields Cave: This shallow cave that was excavated by David Benn in 1972. He excavated numerous pits and hearths and through his research of the site greatly influenced perceptions of the Late Woodland culture. The site was used as a shelter and its artifacts provided clues to the lives of its inhabitants, including insights into pottery and ceramic evolution. Located on private land in Jones County, along the north fork of the Maquoketa River, the cave system forms three large contiguous rooms and artifacts found in the cave suggest separate use of the shelter by at least two different groups. Linn Ware and Madison Ware pottery were found at the site, suggesting Late Woodland occupation. A shell gorget with a Mississippian-style design carved into it was also found. Ultimately, the Keyes phase people dominated use of the cave as it became part of their annual subsistence and settlement cycle.

7) Whitewater Canyon Wildlife Management Area and the Lost Canyon: This state owned wildlife management area, specifically located in the southeast corner of Jackson County known as Lost Canyon, was home to many early Native

American populations. These canyons were formed when an ancient cave system collapsed 16,000-21,000 years ago. Whitewater Canyon is one of only two locations in the entire state of Iowa to be designated an official “canyon” on topographical maps. Native Americans probably used the site because the limestone cliffs along the valley and the dolomite boulders scattered on the valley floor formed many good places for rockshelters. On the South side of the stream near the lower end of the Canyon, where it enters the North Fork of the Maquoketa River, is a site where a Native American camp used to be located.

8) Horse Thief Cave and Ice Cave: Horse Thief Cave is located in Wapsipinicon State Park in Anamosa on the south bank of Bear Creek, directly in line with the narrow swinging bridge that spans the stream. The cave passage is approximately 50-feet long and tapers down near the back. When it was plotted in the 1920’s, several Native American burials were found inside. The bowl-shaped Horse Thief Cave, as the name suggests, is associated with another legend, including one about two horse thieves that used the cave for their camp. It was more recently part of Camp Wyoming and used as an interpretive site for youth. Ice Cave maintains cool temperatures in the height of the summer heat. The park also has many other rock formations that were used as rockshelters and many significant archaeological sites. Hiking along the bluffs in this park reveals rocky staircase, crevices and smaller caves.

9) Levensen Rockshelter: This site in Jackson County was also extensively explored by the Sagers brothers for over a decade. It is located high on a talus slope at the base of limestone cliff overlooking the Maquoketa River. It has one 2,000 square foot, large, deep, room, extending 20 feet into the rock with vaulted ‘ceilings’ up to 20 feet high. Like the Mouse Hollow site, the Levensen site was inhabited over multiple periods for an estimated 6,000 years. Studies of artifacts from the Levensen site by

archaeologists in the 1950s greatly increased the understanding of the Woodland cultures in northeast Iowa. Radiocarbon analysis conducted by the University of Wisconsin-Milwaukee of residue removed from pottery that originated at the Levensen site produced a calendar age of A.D. 165-199. Today, this site is included within the boundaries of Maquoketa Caves State Park.

10) Searryl’s Cave: Located within Jones County at Searryl’s Cave State Preserve, is named for the original European homesteader. It is believed to have historically been used as a shelter. It is a crescent-shaped, 50-foot wide by 2-foot high cave with a horseshoe-shaped overhang the entrance. The narrow entrance hides what spelunkers refer to as an impressive interior. The water in this cave indicates that it is still actively forming so exploration is difficult and the cave has delicate geologic formations. It is known for having unusual audio phenomena including whistling, warbling, twittering, and gurgling, that some believe to be generated by the dripping water and others attribute to cave fairies. Searryl’s Cave is believed to have the largest wintering bat population in Iowa and so is closed to visitors from October to April.

11) Blackhawk War: The Blackhawk War took place in the area of the byway including in Jackson and Jones Counties. Four United States Presidents fought in the war, the most of any war. Blackhawk’s Sauk tribe lived on each side of the Mississippi River. Blackhawk was against removal by the US Government across the Mississippi into eastern Iowa to make room for American settlers. In 1831, US troops forced Blackhawk and his followers into Iowa. The Native Americans experienced a bad winter and had difficulty growing their crops. In April of 1832, Blackhawk organized 2,000 followers mostly from the Sauk, Meskwaki, Fox, and Kickapoo tribes and invaded into Illinois. Blackhawk’s band avoided capture for many months but eventually got caught in Jones County. The Black Hawk war ended

in 1833 with only a few hundred survivors. Here is the recount of events as told from the perspective of the early Americans/European settlers:

“As handed down to the present generation, the story goes that the Black Hawk Indians were pursued by the American army, of which Lieutenant Jefferson Davis of the regular army, and Abraham Lincoln, an officer in the service of the Illinois militia, were in command. The Indians were chased to the banks of the Maquoketa river, at a point on the southern border of Richland township, called Dale's Ford. Here the Indians took their stand. The river was high and the current swift. While one half of the Indian warriors took their stand in defense, the other half crossed the raging torrent on improvised canoes, and these in turn, maintained a defense while the others crossed the stream. When all had crossed the river, they turned and fled through the brush and timber. The American army, not caring to plunge their horses into the swift, flowing and turbulent waters, and believing the Indians were too exhausted to continue their depredations, turned back; and the Indians were not heard from again.”

In reality, the Blackhawk War was much more brutal and bloody than is often remembered. After the war, the area that is now Jackson and Jones County was in the heart of The Black Hawk Purchase. A treaty was made on September 21st, 1832, with the Sac and Fox Indians, which ceded to the United States Government a strip of land extending fifty miles westward from the Mississippi River. This territory was vacated by the Indians and opened for settlement on June 1st, 1833 as part of the Michigan territory. The first settlers to the byway area would arrive in 1836.

Other Evidence of Ancient Cultures

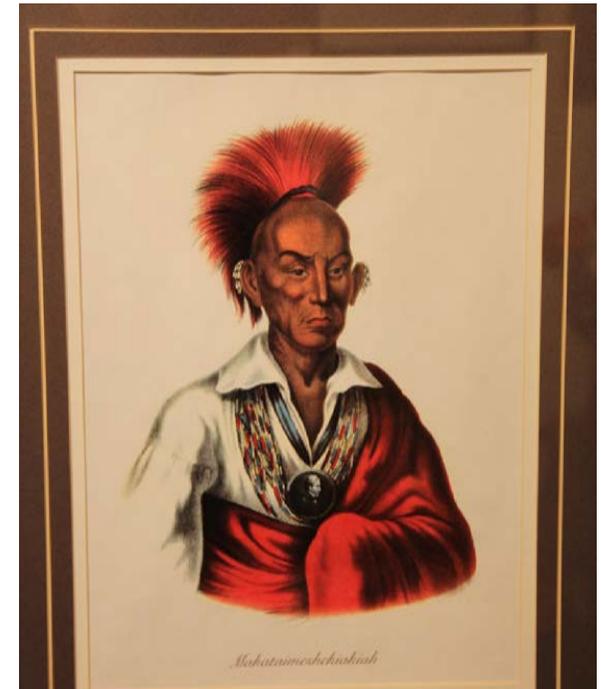
One of the oldest Native American artifacts found in Iowa was from a sand pit in Olin. Artifacts in the pit were found up to 35 feet deep and included bison, beaver, and caribou bones, a copper pin, and several spear points. Downstream of Anamosa and Olin, in the Wapsipinicon River, two Native American fish

weirs, v-shaped traps built of rocks on the floor of rivers to trap and slow fish enough to be caught, have survived many floods perhaps because of the large size of the rocks. The exact locations of the weirs are difficult to identify as the weirs can only be seen during low water. One weir has a primitive and early crib dam built on top of it. Crib dams were early methods of damming rivers where the dam was built of timber and reinforced with rocks above and below the dam. Like the fish weirs, the exact location of the crib dam is nebulous and only visible during low water.

Bowen's Prairie Historic Archaeological District – Historic Settlement Archaeology

Not all the archaeological resources along the GWSB are associated with Native American cultures. Early inhabitants of the GWSB Corridor include the first European settlers to settle west of the Mississippi. The Bowen's Prairie Historic Archaeological District is an example of historic settlement archaeology. Bowen's Prairie is an example of the everyday life of Euro-American settlers from 1830's to 1970's. It represents a much larger area of settlement that historically included portions of Jones, Dubuque, and Delaware Counties, and numerous pioneer farms. In fact, at one time, the area boasted **three pioneer communities, Richland, Prairie Springs, and the Village of Bowen's Prairie**. After the Blackhawk War ended, the area of Eastern Iowa that later became Bowen's Prairie and later Jackson and Jones Counties was opened for settlement. In 1836, Hugh Bowen moved into the area and became one of the area's first settler.

A farmer, Hugh spoke highly of the area's soil, water, land, timber, and stone. Soon other settlers came to make claims and start farms, including Moses Collin. The log cabin Mr. Collin built on his farmstead was the area's first meeting spot, and the location of his cabin and later his house was a source of many artifacts. At its peak, when it was platted, the Village of Bowen's Prairie encompassed 30 blocks. The town was home to two churches, a cemetery (still exists), a parsonage, post office, log cabin and frame with limestone foundation



Chief Blackhawk

homes, a stagecoach shop, blacksmith shop, sawmill, general store, barn or livery stable, cistern, the Oneida/Palmer Cheese Factory, and what today is a mystery structure with rammed earth foundation. The village's growth was spurred by the building of the Military Road from Dubuque to Missouri, which began in 1839 after Congress passed a bill approving and funding the project. However, the growth of the railroad also routed trade to other towns and the Village soon started to deteriorate. In 1902 the post office closed and the landscape started to revert back to farmland through deterioration or dismantling of the buildings. Ironically, it was the same Military Road, now Highway 151, that led to the rediscovery of the Village of Bowen's Prairie and eventually to the reconnaissance survey that uncovered the history of the site. From 1993 to 2001, the area was excavated because of a project to widen Highway 151 that would pave over significant areas. Archaeologists

Iowa's Archaeological Timeline



Archaeological Interpretation

found many artifacts and the results of the dig are chronicled on The University of Iowa's Office of the State Archaeologist website. Foundations, window glass, and brick were parts of buildings that were recovered. Artifacts that helped understand daily life like ceramics, bottles, gun parts, shot, nails, clay smoking pipes, coins as old as 1829, and toys were also recovered. Items indicating trade with Native Americans of the area were also found. Additionally, bones were recovered and used to determine the diet of early settlers.

7.4 Challenges and Opportunities

Although the archaeological resources in the GWSB Corridor and secondary corridor are exceptional, the GWSB Advisory Board and their partners and stakeholders face many challenges with protection, preservation, recovery and interpretation and those same resources. The GWSB Advisory Board recognizes the following challenges.

Lack of Preservation and Interpretation

Although there are many archaeological sites along the GWSB, including rock shelters, mound groups, and other sacred sites that lend themselves well to interpretation, most have received little recognition and have no interpretation. Unfortunately, many of the stakeholders that have the most information are in ill health or elderly, making it important that the GWSB Board interview, record and document as much information as possible in a timely manner. This includes stories about the Native American Tribes, stories about the lives of well-known Native American figures, and related folklore. The Black Hawk War and how the Native Americans were treated in this region is a significant part of America's history along the GWSB, but related information is scarce. Often, accounts are one-sided from the perspective of the earliest white settlers, so it is imperative that interpretation share an equal and balanced account of the history.

Degradation of Archaeological Sites

Some of the historic digging in the caves and rock shelters was methodical, well-documented, well

intentioned and helped inform our knowledge of ancient and historical cultures. Never the less it did disturb and in some cases severely compromise significant archaeological sites. Other historic digging and raiding was thoughtless and in some cases malicious and destructive. Today, the primary threat to archaeological sites is damage done by looters with bad intentions or hobbyists who are simply unaware of the damage they are causing. As Native American culture is better understood and the region becomes more well known for its archaeological significance, it is imperative that sites are protected from further degradation and potential harm. This includes trespassers on private property and deliberate and inadvertent degradation of public lands due to hiking, ATV traffic, and trail use. Although the difficulties associated with protection of archaeological sites can be overcome by enforcement and penalties as well as through interpretive and educational materials, little has occurred. Modern technology and computer software also provide unique opportunities for aerial photography and LiDAR imagery that helps convey the scope and scale of archaeological findings. Responsible use of these methods will require careful consideration and planning to ensure their use doesn't result in additional destruction of limited archaeological resources but could also play a role in their protection.

Few and Poorly Interpreted Artifacts

Books such as The Archaeological Guide to Iowa and experts such as Robert Hall and the archaeologists at Wapsi Valley Archaeology can provide information to help with interpretation of Native Americans and their cultures. Museum collections along the GWSB provide some limited opportunities for byway visitors to see evidence of native cultures. Iowa leaders, archaeologists and Native American tribes were instrumental in encouraging the federal government to protect sacred artifacts. In 1990, the federal government passed the Native American Graves Protection and Repatriation Act, which gave Native

American tribes the legal authority to reclaim artifacts from federally funded museums. Today museums are asked to return objects that are sacred, meaning they are used in present-day ceremonies, as well as artifacts that have "ongoing historical, traditional, or cultural importance central to the Native American group or culture itself." The law requires museums that receive federal funding to keep an up-to-date inventory of all artifacts that are of Native American origin. Tribes can claim ownership of the objects, and if a review determines their claim is justified, ownership of the artifact is given to the tribes. What happens to the artifacts is then up to the tribes so quality interpretation of these resources should be undertaken with the assistance of and respect for the rights of the tribes. Additionally, many Native American artifacts are currently residing in people's homes, attics, and private collections. The artifacts that have made their way to museums are often kept in storage because of lack of accurate information about them needed to form a display. The Native American Graves Protection and Repatriation Act can protect the priceless artifacts but other tools can be used to ensure that they are interpreted, no matter where they reside. However, to date, little effort has been made to develop high quality pictorial, model, or computer generated displays that allow the Native American tribes to tell the story of the GWSB Corridor without degrading or defaming their ancestors.

7.5 Goals, Actions, and Strategies

The GWSB Advisory Board has considered and adopted goals, actions and strategies that they feel will increase opportunities for GWSB byway travelers to enjoy, while at the same time protecting, archaeological intrinsic qualities. Goals include protection of the resource, expansion of their and their partner's knowledge and understanding of the resource, responsible education and interpretation, partnership with others, training for museums and thoughtful marketing. Specific actions and strategies are listed beneath each goal in the following pages.



Gastropod Fossil

Protect the Archaeological Resources of the Corridor

- Educate the public about the archaeological sites as a unique resource that may be considered sacred. Add information about the penalties of looting to interpretive and marketing materials and as independent signs in high risk locations.
- Limit hiking, horseback riding, ATV, and other trail and park traffic to designated areas only.
- Collect archaeological items in people's houses for consideration of the Native American tribes, and for proper preservation, interpretation, and use in displays whenever possible. This could be done as a "no questions asked" opportunity to donate artifacts that might otherwise sit in an attic.
- Develop opportunities for professional archaeologists to meet with armature archaeologists/hobbyists to increase the dialog about documentation, artifact ownership, preservation and partnership.

Expand the Depth and Breadth of Knowledge & Understanding

- Conduct further research to obtain first hand and written accounts of native cultures and archaeological sites to ensure accuracy.
- Conduct interviews with national, state and local experts, including Native Americans, archaeologists and others that have artifacts or biofacts including stories about Native American history and European settlement.
- Enhance and update interpretation at existing displays and sites. Expand collections by adding more items. Make sure that artifacts are properly identified and safely displayed.
- Engage the Sac and Fox tribes, now the Meskwaki, in projects.
- Engage with private landowners to photograph their sites for interpretive materials and record keeping, but keep landowner and site secret.
- Extend the definition of "archaeology" beyond Native Americans. Find information on even older humans, plants, and animals of the region if possible and interpret those as well.

Provide Training and Technical Assistance to the Museums

- Provide training for museum curators, directors and workers to help them better understand how to care for, preserve and display Native American artifacts, when to contact a tribal representatives concerning the artifacts, whom to contact, how to interact with the public if they bring artifacts to the museum.
- Provide technical assistance to the museums to help them secure funding and expertise to improve, expand and update their displays to maximize learning and engagement.

Develop Tours

- Work with GWSB local and state archaeological partners and Native Americans to identify the most significant archaeological sites and stories

for development and publication of a printed self-guided tour of the GWSB Corridor and/or secondary corridor.

- Incorporate stories about the Native American tribes and people that once populated the area into GWSB self-guided audio tours.
- Work with Iowa byway partners to develop and interpret a broader story of Native American and archaeological resources in Iowa's byway corridors.

Develop Interpretive Materials

- Develop interpretive media including, but not limited to, brochures, books, and GWSB social media that include maps and descriptions of culturally significant landscapes and the archaeology of the region. Partner with Native Americans from the region and/or tribes and other experts to develop the materials so the stories can be told from a less biased perspective and the Native American people, artifacts, mounds and viewpoints will be considered and respected.
- Continue to protect resources and sites from looting by ensuring interpretation is generalized, carefully placed, and does not advertise to "come dig here." Add new displays and interpretation in carefully chosen places such as Whitewater Canyon or the proposed overlook by the turn to Olin.
- Make sure interpretation is not a one-sided account and that it tells both the Native American and settler's perspective of events. For example, add interpretation on the Blackhawk War from the Native American's perspective.
- Share interpretation online using the Byway's social media channels.
- Create traveling exhibit to be used at libraries, banks, or in a mobile unit, on Native American history that can travel throughout the corridor to share information and publicize the archaeological significance of the GWSB.
- Work with Native American tribal representatives to document hidden or protected archaeological resources using photographs, computer imagery and other techniques that protect the resource without hurting the resource and also respect the culture, while developing a record and opportunities for Native American interpretation of collections that would otherwise not exist.
- Work with the State Archaeologists office to identify ways to share the archaeological finds and cultural stories that have been removed to museums through professional, large-scale photographic, computer generated and other displays and interpretation within the corridor.

Increase Awareness Through Partner Sites

- Partner with public recreational sites, museums, and cultural groups to develop and distribute interpretive printed and audio materials about GWSB sites where byway travelers can learn about Native American history and archeology along the GWSB.
- Partner with public recreational sites, museums, and cultural groups to develop and distribute displays, demonstrations and events where byway travelers can learn about Native American history and archeology along the GWSB.

- Strategically develop a plan for new, creative, wayside exhibits that engage the public and tell the stories of specific battles, sacred places and Native Americans in a respectful manner, specifically but not limited to the stories such as that of the naming of Anamosa, the Black Hawk War, cultural conflict between Native Americans and European settlers, rock shelters, mound groups, et cetera.
- Develop and install the planned, coordinated, set of wayside exhibits at partner sites such as city, county and state parks and partners sites.

Market the Corridor as an Archaeological Destination

- Create a shared message linking archaeology and geology together to expand the dialog and increase interest in archaeology and protection archaeological sites from inadvertent damage that could otherwise be caused by spelunkers, cavers and other geologic explorers.
- Develop Native American marketing materials to draw visitors with that interest to the area.
- Develop a reputation as a Native American destination that is much different from other Native American cultures throughout the United States.
- Put information on the Iowa Department of Cultural Affairs mobile application so visitors can find museums and sites with information about Native Americans and archeology along the GWSB.
- Develop a strategic protection plan for archaeological resources in the corridor to ensure the protection of the promoted sites.

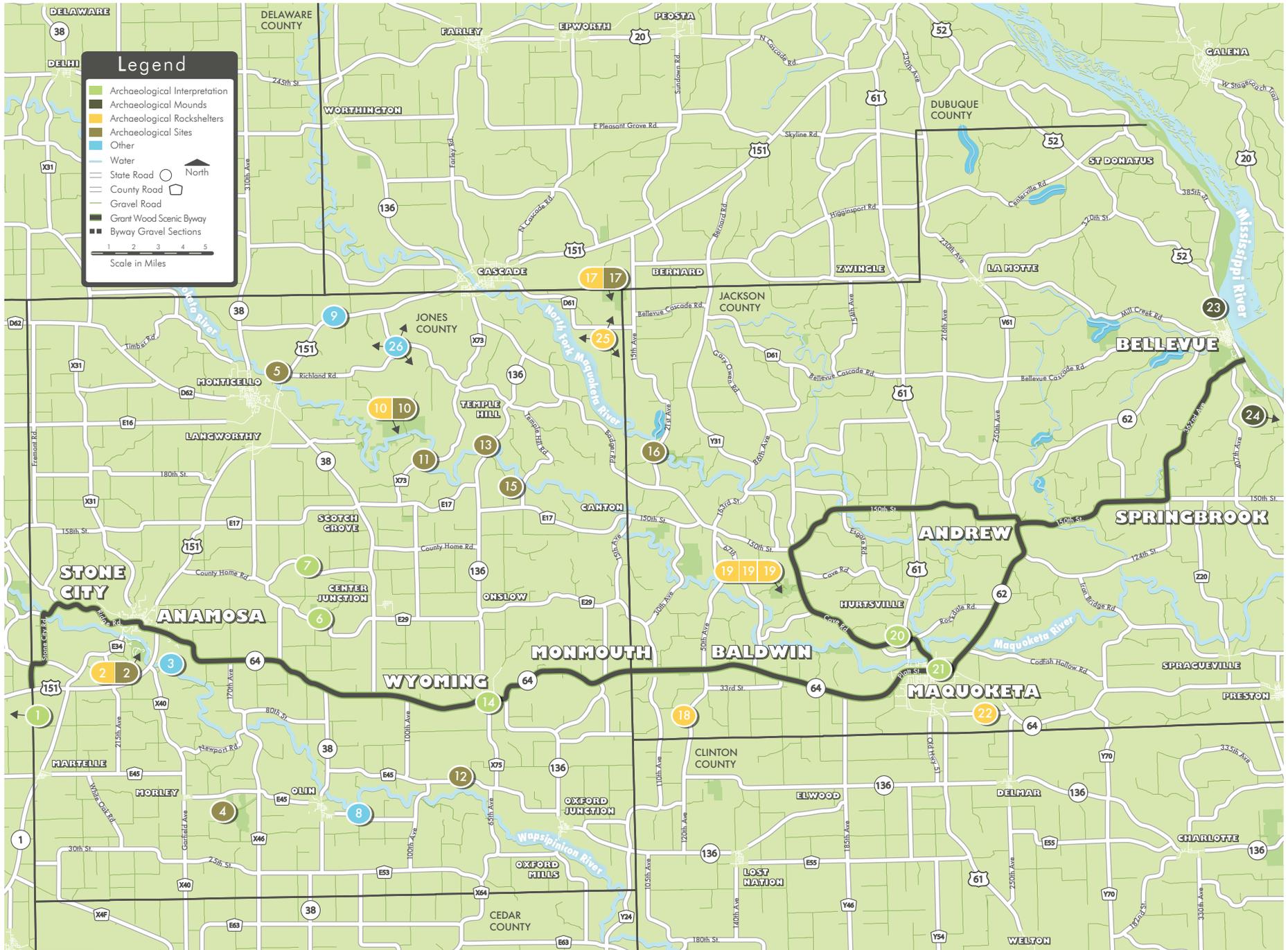


Fossil Hunting

Map #	Archaeological Resources	Community
Archaeological Interpretation		
1	Old Sager's Museum	Iowa City
6	Jones County Conservation Center	Center Junction
7	Jones County Historical Society Museum	Edinburgh Complex in Scotch Grove
14	Wyoming Museum	Wyoming
20	Hurstville Interpretive Center	Maquoketa
21	Jackson County Historical Museum	Maquoketa
Archaeological Mounds		
23	Deppe Mound Group	Bellevue
24	Pleasant Creek Mound Group	Green Island
Archaeological Rockshelters		
2	Wapsipinicon State Park	Anamosa
10	Pictured Rocks	Monticello
17	Whitewater Canyon and Lost Canyon	Cascade
18	Eden Valley Wildlife Refuge	Baldwin
19	Dance Hall Cave and Other Caves	Maquoketa Cave State Park
19	Levsen Rock Shelter	Maquoketa Cave State Park
19	Mouse Hollow	Maquoketa Cave State Park
22	Prairie Creek Recreation Area	Maquoketa

Map #	Archaeological Resources	Community
25	Hadfields Cave *GL	Jones County (Private)
N/A	Keystone Rock Shelter	Jackson County (Private)
Archaeological Sites		
2	Wapsipinicon State Park*SE	Anamosa
4	Muskrat Slough	Olin
5	Mon Maq Dam	Monticello
10	Pictured Rocks *SE	Monticello
11	Indian Bluffs Wildlife Management Area *SE	Scotch Grove
12	Hale Wildlife Area	Wyoming
13	Eby's Mill Wildlife Area *SE	Cascade
15	Hamilton Tapken Prairie Preserve	Onslow
16	Searryl's Cave State Preserve *SE	Canton
17	Whitewater Canyon and Lost Canyon *SE	Cascade
Other		
3	Fish Weirs and Early Crib Dam remains	Anamosa
8	Sand Pit Artifacts	Olin
9	Bowen's Prairie Historic Archaeological District	Monticello
26	Blackhawk War *GL	Richland Township

*SE - Denotes Significant Evidence *GL - General location within County





SECTION EIGHT

Historical Resources

Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or man-made, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association. Source: www.scenic.org

8.1 Introduction

The Grant Wood Scenic Byway is categorized in the scenic category of the Iowa Byways program, but there are also many historic resources in the byway corridor and secondary corridor. Historic resources are the people, places, and themes that have shaped the byway corridor's past, and by doing so, impacted its present and future. Historic resources often blend with Archaeological Resources (Section Seven). For the purpose of this CMP, archaeological resources will be considered more prehistoric and historical resources and include those resources from within the past 150 years, since European settlement. The very name of the byway is also indicative of the history associated with American painter Grant DeVolson Wood's work, life and the culture he portrayed in his iconic paintings depicting the rural American Midwest. That history is explored in the Cultural Resources Section of this CMP (Section Nine). This section provides the results of the historical resources inventory that was completed as part of this CMP development, including information about specific sites, structures, collections and resources. It recognizes the challenges related to the historic resources in the corridor and details how the GWSB Advisory Board will move forward with the goals, strategies and actions that will allow for restoration, interpretation, and marketing while protecting the resource.



Grant Wood Window Art

8.2 Historical Resources Inventory

The Historical Resource Inventory conducted for this CMP covers several different categories or types of historic resources including historic districts, sites on the National Register of Historic Places, significant historic collections, historic school houses, bridges and other historic structures and collections.

Historic Districts

1) Stone City Historic District: Stone City is a historical resource in and upon itself. An unincorporated town, the village's sense of place is defined by its historic limestone structures that were constructed using limestone from local quarries. The Stone City Historic District is listed on the National Register of Historic Places because of its architecture and unique limestone construction. The limestone buildings still standing include a blacksmith shop, quarry office, barn, water tower, school house, the General Store, St. Joseph's Church, Dearborn Mansion, and Rohnen Mansion. Columbia Hall and Green Mansion, which historically graced the site, no longer stand. Many of these buildings were owned by the wealthy quarry owners. Columbia Hall, Green Mansion, and the barn and water tower were all part of the John A. Green Estate. Rohnen Mansion and Dearborn Mansion were owned by John Ronen and Henry Dearborn, respectively. In the late 1860s, Green, Rohnen, and Dearborn each opened quarries to mine the limestone along the banks of the Wapsipinicon River. The quarry business boomed and so did Stone City's population, drawing immigrants from Ireland, France, Germany, and Bohemia to work in the quarries. When cement began to be produced in nearby Waterloo, the quarries struggled. In 1952, the quarries were revived under a new owner and are now known as the Weber Stone Company. The quarry is one of the largest limestone quarries in the Midwest and ships stone across the country. St. Joseph's Church is a classic example of the local stone's appealing color and durability. Its windows also have historical significance because they are colored by painting on large glass panels, known as Munich style, instead of the more common method of smaller pieces of colored

glass held in a lead framework. The historic buildings in Stone City are periodically opened to the public a few times each summer and during special events, such as the Stone City Festival each September.

In addition to its rich history tied to the quarries, Stone City was also home to Grant Wood's Art Colony. Grant Wood partnered with gallery directors Edward Rowan and Adrian Dornbush to start the colony as a place to teach art and be a mecca for artists and art lovers. The Colony taught painting, framing, lithography, sculpture, and figure drawing. As many as 120 students lived in the upstairs of the Green Mansion or in ice wagons that they decorated themselves. The rest of the Green Mansion was used for school offices, a kitchen, and studios. The basement of the ice house was even converted into a bar for the students. The Colony's attendance and reputation was very strong, but many students worked in exchange for tuition so it was not financially stable and closed after only two years. Today, the spirit of the Colony is kept alive via the new Grant Wood Art Colony as led by the University of Iowa Office of Outreach and Engagement.

2) Iowa Men's Reformatory Historic District: With its imposing façade, the Anamosa State Penitentiary is an important historical resource of the GWSB. Known as "Big Annie" to those inside and "The White Palace of the West" to those outside, it has also become a cultural icon over the years, famous for notorious inmates like John Wayne Gacy and its role in movies such as "Penitentiary." It was built from 1875 to 1899 using Anamosa stone (dolomite limestone) carried by convict labor from the nearby penitentiary quarries. It is still in use today as a maximum-security men's prison. Its fortress-like design is popular for its Gothic revival architecture, but you have to visit the Penitentiary Museum to learn via a tour that the walls are 24 feet tall, 8 feet thick, and go 18 feet into the ground. The Museum features a scale model of the prison made by an inmate, a replica of a prison cell, fascinating photos and artifacts that help visitors understand life in the prison, and knowledgeable museum guides such as Don L. Folkerts.

3) Hurstville Historic District: The Hurstville Historic District is a historic site and a Silos and Smokestacks National Heritage partner site including 4 kilns, a water tower, buildings, and the Hurstville Interpretive Center. The Interpretive Center is home to the Jackson County Conservation offices and has informative conservation exhibits and surrounding natural lands.

The town of Hurstville once stood just north of Maquoketa. Alfred Hurst built the four lime kilns in 1870 for his business Hurst Lime Works. Local limestone was heated in the kilns to produce lime, which was used as mortar in the construction of buildings. During peak operations, 1,000 barrels of lime were produced per week and shipped regionally. A small town developed around the kiln operations, including a company office and storage buildings, homes, a school, post office, general store, barrel shop, blacksmith, wagon shop, livestock buildings, and railroad shipping yard. When Portland Cement became more popular, the kilns lost business and stopped operating in the 1920s. The last buildings in Hurstville were removed in 1980.

National Register of Historic Places Sites & Historic Collections

1) Clinton Engines: In 1950, Don Thomas moved his Clinton Machine Company from Clinton, Michigan to Maquoketa, Iowa where it quickly became a world leader in small engine manufacturing. The 12-acre site yielded over 18 million engines, making the company the 10th largest employer in Iowa, and drawing workers from over 33 different communities in three states. It was the first time that area farmers worked in a factory, farming around their shift, and changing the socio-economic status of the entire area. Clinton Engines were used around the world on many different machines. They were extremely innovative and many of their ideas become industry standards. The Administration Building, on the National Register of Historic Places, is the only building still standing and is now the home of the Clinton Engines Museum (Clinton Engines website). The Clinton Engines Museum Site includes the LaMotte Narrow Gauge

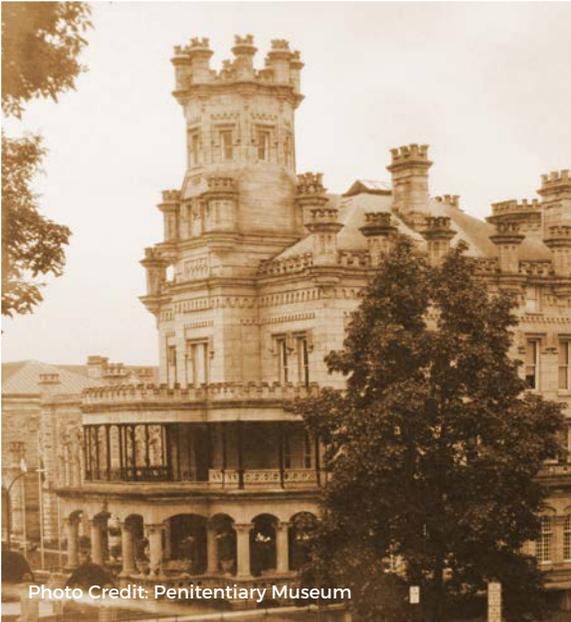


Photo Credit: Penitentiary Museum

Anamosa State Penitentiary



Photo Credit: Penitentiary Museum

Museum Collection



Photo Credit: Penitentiary Museum

Museum Collection



St. Joseph's Catholic Church



Decker Hotel



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Potter's Mill



Clinton Engines Museum



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Iowa Men's Reformatory Farm #1

Depot. Built in 1910 and measuring 20' by 42', it is the last remaining narrow gauge depot in Iowa and is on the National Register of Historic Places. The depot sat idle at its original location in LaMotte for many years until it was refurbished by the hands and dollars of local volunteers and contributors. The land it was on was recently sold and structure was donated to the Jackson County Historical Society who permanently located it at the Clinton Engines Site.

2) National Motorcycle Museum: Founded in 1989, the non-profit National Motorcycle Museum moved to its new large building in 2010. The 36,000 square foot building in which the collection is now housed was formerly a Walmart store. Today, this museum houses over 400 motorcycles from the past 100 years as well as other memorabilia such as parts, motors, photos, movies, postcards, posters, and advertisements. The bikes and memorabilia are from all over the world, including the USA, Japan, and European countries. Displays are often categorized into major themes, such as competitions and racing, famous riders such as Evel Knievel (the museum has his "Captain America" chopper Harley from the movie Easy Rider!), and famous best of the best bikes such as the Curtiss, Henderson, and other classics. The museum has its own Hall of Fame which honors motorcyclists with accomplishments in many areas, such as engineering, writing, racing, and more. It also develops rotating displays and collections with many items on loan.

3) Rural One-Room Schoolhouses: Keeping with the rural heritage of the corridor, there are many one-room schoolhouses still standing along the byway route. One-room schoolhouses have become a symbol of Iowa's rural heritage and strong education. They are popular historic sites among visitors who like to tour the rural countryside looking for them. There are at least 22 known one-room schoolhouses still standing throughout the GWSB secondary corridor of Jones and Jackson Counties and most stand in their original condition and are visible to the public.

Perhaps the most popular is the Antioch School four miles East of the Anamosa city limits on the byway route along Highway 64. This is the school that Grant Wood attended as a child, and it is now preserved and listed on the National Register of Historic Places. It is next door to the Antioch Church and Cemetery. Also along the byway road are the brick Monmouth School in Monmouth and limestone Mill Rock School just south of Baldwin. One of the oldest schools in Iowa, built in 1856-1857, is the Old Sutton School which is now located at the Edinburgh Historical Village. The limestone Canton Church and School is unique in that it was used for both a school and a church. It can be found in Canton, a few miles north of Monmouth.

4) Mills: The flow of the Wapsipinicon River and the north and south branches of the Maquoketa River through the byway corridor shaped its history and influenced the development and use of mills including sawmills, woolen mills, flour and feed mills. There are at least 20 known mills that once existed throughout the byway sub-corridor. Many of these still exist in some capacity. Perhaps most popular is Potter's Mill in Bellevue, which began operation as a flour mill in 1845. After several owners, the mill was restored in 1985. It became a local live music venue, southern-style barbecue restaurant, and inn in 2014. The Mitchell-Maskrey and Company Mill is located in downtown Maquoketa. It has been a local icon since it was built in 1881 and is known simply as "the mill" to locals. The Costello's Mill, which is near Maquoketa, has been known by many different names including Seneca, Williams, and Oakland Mill. It was built in 1867 as a grist mill, has served as a gallery, and recently has been restored and converted into an events center that has been featured on HGTV twice! Eby's Mill, built in 1858 as a gristmill, is also locally famous. Samuel Eby purchased the mill in 1875 and it was owned and operated by his descendants for many years, but has since been dismantled. The remaining mills have been lost to time, either being destroyed by events like fires and floods or being torn down. In some cases, remains of the mills can be seen along the banks of the Maquoketa and Wapsipinicon Rivers.

5) Bridges: The rivers and streams passing through the corridor create a need for many bridges. The bridges serve a practical function, but also in some cases add to the intrinsic historic quality of the corridor through their unique designs, historical significance, and stories. This makes the GWSB sub-corridor popular among bridge enthusiasts who enjoy driving the rural roads looking for them. The GWSB community of Anamosa is known for its historic bridges including the Lower Road Bridge, which is a bowstring through truss bridge and the Freemont Mill Bridge. Three of Anamosa's most famous bridges are in Wapsipinicon Park, including the most famous, the Hale Bridge, which is well-known for its rare design as well as its unusual method of relocation. The Hale Bridge was built from 1877 to 1879 to cross the Wapsipinicon River at Hale Township. It is unique among bowstring truss bridges because it has three spans, making it the longest bowstring bridge in Iowa. In 2006, the Army National Guard relocated it by lifting each span and flying it to the new location in the park using Chinook helicopters. This added to its fame and it became the focus of a feature story on the TV show "Mega Movers." Today, the Hale Bridge is accessible as a pedestrian bridge in the park. Wapsipinicon Park is also famous for the Upside Down Bridge found along its drive. This bridge is untraditional; it is a swath of concrete underneath a coldwater stream. Instead of passing over the water, pedestrians and drivers pass through it on the smooth concrete surface. Still standing at its original location at the edge of the park is the ornate Pratt Truss style Cemetery Road Bridge.

6) Historic Structures: Driving the byway route, one can see and explore historic buildings that are popular for their architecture, history, and stories. There are many different types of historic structures along and within the primary and secondary byway corridor. A few examples of those that are especially unique or notable as historic resources are as follows:

6.1) Historic Downtowns: Anamosa, Maquoketa, and Bellevue have historic downtown main street districts and commercial blocks. Many of the buildings in these communities, and in some occasions entire blocks, are on the National Register of Historic Places because of their historic brick construction, architecture, and/or historical significance and use. Specific examples include the Italianate Hotel Hurst and the Decker Hotel and Restaurant in Maquoketa and the downtown storefronts on Riverview Street in Bellevue. Many of the buildings that are part of the historic downtown districts have a history of illegal activities, such as a connection to runaway slaves on the underground railroad, the passing of contraband, or secret speakeasies.

6.2) Historic Homes: The cities and towns along the byway route have many private historic homes. Highlights in Bellevue are the Baker House/Mont Rest Bed and Breakfast, Springside House, and homes facing the Mississippi River along Riverview Street. In Maquoketa, the Squires Manor Bed and Breakfast and homes on Pleasant and Locust Streets are popular their diverse architecture ranging from local brick and limestone to Victorian mansions. Common throughout the countryside are historic limestone houses which all have a similar rectangular construction and gable roof design. Examples are the Henry Lubben House, smokehouse, and springhouse near Baldwin and the Nathaniel Butterworth Home near Andrew.

6.3) Anamosa Historic Structures:

- **Rick's Brewery:** This three story stone structure was constructed by German immigrants in 1859 from limestone quarried just two miles away. The building was home to Iowa's last remaining brewery and operated under several names including Minnie Creek Brewery, Old Brewery, and Rick's Brewery, until it was shut down during Iowa's first prohibition years. Although it is on the National Register of Historic Places it has been transformed into a private residence.

- **Anamosa Public Library:** This quaint library was built in 1902 using locally-quarried limestone. The Anamosa Library has moved to a new building, but this original library remains and is now the Anamosa police station.

6.4) Wyoming Historic Structures:

- **Hotel Williams/ Wyoming Historical Museum:** The Williams Hotel was built in 1878 using bricks from a local factory. The museum, housed in the historic Williams Hotel, has two floors filled with antiques that are sorted and arranged into rooms representing everyday life, such as an old-fashioned drugstore, kitchen, and post office.
- **Calkin's Square:** Listed on the National Register of Historic Places, this home contains the original items used by Dr. Martin Calkin's, Wyoming's first Mayor. The doctor's office is one of the few remaining authentic country doctor's offices from the 1800s remaining in the Midwest.
- **Edinburgh Historical/Pioneer Village:** This ghost town is a complete 1800s village reflecting early life in Iowa. It includes a blacksmith shop, railroad depot, doctor's office, one-room school, rural church, log cabin, courthouse, and three museum buildings displaying memorabilia.
- **Edinburgh Manor:** Built in 1911, Edinburgh Manor was originally built as a home for the mentally ill, disabled, poor, and elderly. It remained in operation for almost a century until it closed in 2010. It is considered one of the most haunted places in Iowa and has been featured in many paranormal investigations and paranormal TV shows. The Manor is open for day tours and overnight investigative visits.

6.5) Springbrook Historic Structures:

- **Kegler-Gonner Store and Post Office:** This store was owned and operated by Christian Kegler, a successful local farmer and German immigrant. Springbrook was a significant crossroads community, and the store stocked general merchandise and served as the local post office for locals.

6.6) Bellevue Historic Structures:

- **Dyas Hexagonal Barn & George Dyas House:** Built in 1921, this barn is unique because of its hexagonal shape and center silo. It is named after the family that built it and its nearby farmhouse. Both are listed on the National Register of Historic Places and are still used today.
- **Young House Museum:** This century-old residence, built of native limestone and containing 10 rooms, is furnished with turn-of the century antiques. It features an outstanding collection of china, rifles, oriental rugs, an ornate clock made in 1881 which has a twin in the Smithsonian Institute in Washington D.C., personal mementos of the Young family, and pictures and memorabilia of Bellevue.
- **Fritz Chapel:** The Fritz Chapel is a small monument to faith built by the Fritz family in the mid-1800s. It is a small limestone altar positioned among the rolling hills north of Bellevue.
- **Potter's Paradise Farm:** Built from 1842 on, Paradise Farm was E.G. Potter's home. Potter was a popular and influential man; popular for his upstanding morals and influential because of his wealth from business and farming investments. An example of his business acumen was starting Potter's Mill along Mill Creek. His farm consisted of many buildings and was the site of Iowa's first lending library, which is still intact at the farmhouse.
- **Bellevue War:** Bellevue was where the Bellevue War took place on April 1st, 1840. This war was actually just a shootout and riot over political tensions and accusations of counterfeit money and robbery, but it represented many of the struggles and tensions of the earliest settlers to the area.
- **Lock and Dam #12:** Located on the Mississippi River at Bellevue, this lock and dam was built beginning in 1934 as part of the U.S. Army Corps of Engineers Nine-Foot Channel Project to improve the navigability of the Upper Mississippi River. It adds scenic quality to the river views and residents and travelers alike both enjoy watching boats and barges pass through the lock from the adjacent Riverview Park.



Photo Credit: Tyler & Downing's

Historic Photo

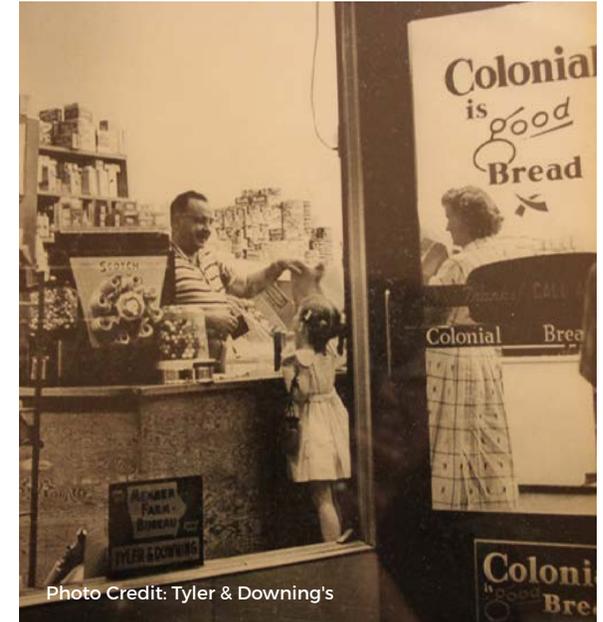


Photo Credit: Tyler & Downing's

Historic Photo

6.7) Andrew Historic Structures:

- **Andrew Jail:** This jail was built in 1871 when Andrew was the county seat for Jackson County. It is constructed out of locally quarried limestone blocks that vary in shape and size. It was originally the Jackson County Jailhouse, but when transferring inmates to and from Maquoketa became an inconvenience, a new Jackson County Jailhouse was built in Maquoketa and the building became the Andrew Jail. The Jackson County Area Tourism Association hosts a haunted house at the jail each year.
- **Jackson County Poor Farm and Insane Asylum:** Constructed in 1872, this historic limestone building is composed of stone blocks that were locally quarried. The blocks were laid in courses. Because of its later date of construction compared to other stone structures in the region, it features segmental arches instead of lintels. This is the only remaining building on the site of the Jackson

County Poor Farm and Insane Asylum, which was a place for the mentally ill, disabled, poor, and elderly. Today, it is part of a demonstration farm.

- **Ansel Briggs Grave Monument:** Ansel Briggs was the first governor of the State of Iowa. Under his guidance the state government was organized, he managed the controversial Missouri border, and the free school system was created. He is known as the "stage driver who became Governor." After serving one term as governor of Iowa, he went on to help establish other communities and states. His house in Andrew still stands and is used as a residence. There is a monument marking his grave in the Andrew Cemetery.

6.8) Maquoketa Historic Structures:

- **First National Bank:** This imposing facade is part of the Maquoketa's historic downtown. Built in 1920, this bank is made of white brick and classical architecture design featuring four ionic columns.

- **Christian Reformed Church:** This historic brick church was built in 1900.
- **Maquoketa Public Library:** This public library was built in 1904 using grant money from the Carnegie Corporation of New York. It has a brick and limestone construction, ionic columns, and features a mini rotunda inside.
- **Jackson County Research and Genealogical Library:** Maintained by the Jackson County Historical Society, this library archives county and area history. The society also maintains a website of historical information about Iowa ancestry, family history, and genealogy birth records, marriage records, death records, census records, family history, and military records.
- **Jackson County Historical Museum:** Located on the county fairgrounds site, this museum contains an assortment of artifacts ranging from military antiques and a player piano, to a horse and steam-powered machinery.

8.3 Challenges and Opportunities

During development of this CMP, the GWSB Board identified several challenges related to the protection, promotion and marketing of historic sites to the GWSB visitor. They included the lack of private and public funding that is available for historic site repair and preservation, the undervaluing of the resource in general and of some specific sites, the lack of staffing at the sites and the limited hours of operation or visitation. They also identified a lack of wayfinding, and an aging volunteer base. These challenges are describe further in the following narrative.

Lack of Funding for Projects

Many of the GWSB historical structures and collections need major site or collection repair work. Unfortunately, local, state and federal grants available for such work is extremely limited and very competitive. The GWSB communities are small, rural towns with few private funding resources. Some of the work, such as roofs and windows, failing or absent climate control/HVAC systems and even weather proofing is urgent and if left unfunded could compromise the structures, collections or sites. Many collections are endangered, as they are stored in uncontrolled environments, undocumented, uncatalogued, and under appreciated by limited volunteer staff that don't have the time or the expertise to care for them properly.

An Aging Volunteer Base

The GWSB Historical Committee recognized that the people taking care of our historic resources are aging and will need support from younger members of the community to continue to maintain the public sites and treasures in the GWSB Corridor. Therefore, it is strategic to engage community members of all ages in the development of new interpretation and educational materials so that their interest and appreciation for the historical resources grows and fosters new generations of historic guardians. Unfortunately, field trip funding for schools to visit historic sites or collections has become limited or completely eliminated. Small, local, historic sites that were once the focus of school field trips for hundreds to thousands of students annually are no longer visited or visited by only a few dozen students annually. These students are the next generation of volunteers and donors but are losing the connection to their history. The GWSB Historical Committee acknowledged that Museums in the GWSB Corridor are not as interactive or engaging as they could be but also recognized that some efforts have been made in the GWSB Corridor to bring history to life, noting events like the Edinburgh Folk Festival, the Stone City Festival and Open Houses, guided tours at small museums, and guided bus tours.

Wayfinding

During development of this CMP the GWSB Board conducted a survey of wayfinding and found that although most GWSB historic sites have some type of signage, few have wayfinding signage directing visitors to the site from the GWSB. In some cases, the wayfinding signage that does exist is in disrepair or aging.

Undervaluing Historic Resources

Some historical structures or places are greatly undervalued by community members including churches, cemeteries, school houses, barns and other structures that were once publicly or privately maintained but over time have become less useful, less valued, fallen into disrepair, suffered from neglect, or become dilapidated because of the lack of private or public interest and/or funding for ongoing maintenance and repair. Many of these historic sites are in the GWSB viewshed and have the potential to positively or negatively impact the viewshed depending on actions taken within the next ten years. There is a lack of understanding about the Certified Local Government (CLG) Program. Some communities that are CLG have inadvertently let their certifications lapse at crucial times, disqualifying themselves for grant funding they might otherwise have been awarded.

Lack of Staffing and Few Open Hours

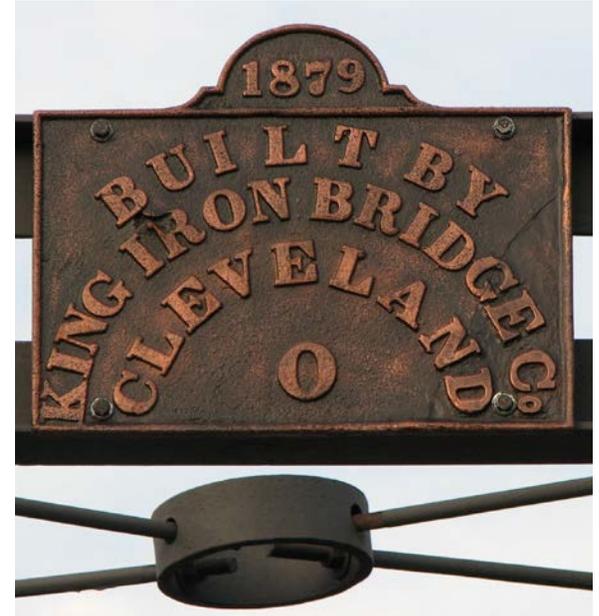
Although there are impressive public historic sites located within the GWSB Corridor that are open to the public, the majority of the historic structures and sites are privately owned and do not allow visitor access. Historic tours are typically self-guided rather than guided by a local expert and unfortunately most historic sites do not have site interpretation or wayfinding signage, even though some of the most compelling attributes of the sites are related to the stories about the site rather than the physical features of the historic resource. Historic sites that are open to the public typically have very limited hours, usually, but not always, during the weekdays and very few have personnel available for questions or tours. Some of the museum collections are not well organized or well-maintained according to historic preservation standards and have in the past even been harmed by well-meaning community members. Other collections of value are not understood or appreciated, sometimes locked away in basements or storerooms, stacked haphazardly in boxes without good climate control or protection from mold or flooding.

Connecting Visitors to GWSB's History

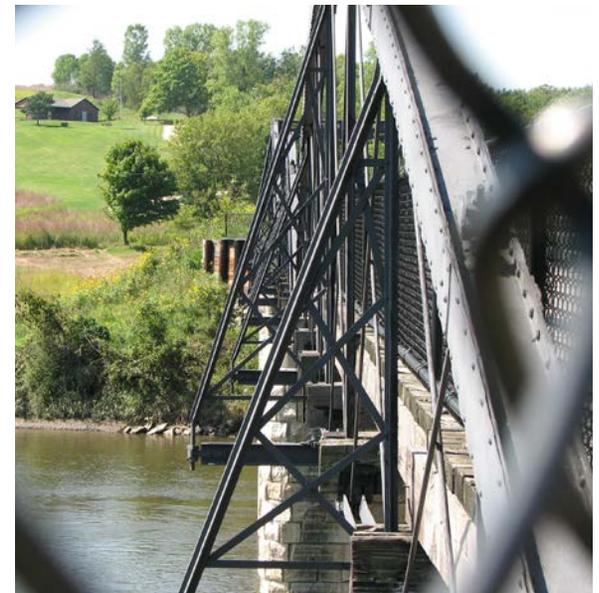
“Museums will need to do everything they can to engage with their public, through their displays, education and outreach programs, and by being as open as possible to what their audience wants. Museums are much more than repositories of objects; they are meeting places for people and ideas. Their future depends on remaining a dynamic part of the public realm.” -Robert Hewison (Guardian)



Restored Hale Bridge



Historic Documentation



Hale Bridge

8.4 Goals, Actions, and Strategies

The Jackson and Jones County Historical Societies are easy to work with and appreciative of the GWSB Board's commitment to historic preservation, restoration and interpretation. During planning meetings, GWSB Historical Committee members expressed interest and support for improved wayfinding, exterior interpretation at all historic sites, and for the development of new walking tours. They were also interested in the development of new types of interpretive media, including interactive kiosks, responsive iPad and phone video media, educational websites and mobile applications and other new methods of making history come alive. After careful consideration of the historic resources along the GWSB and the challenges related to those resources, the GWSB Advisory Board developed goals, strategies and actions they felt could increase opportunities for GWSB byway travelers to enjoy and at the same time protect the historic resource and its intrinsic qualities. They include the following:

Develop & Implement a GWSB Historic Preservation & Restoration Plan

- Help inventory collections to identify collections in danger, in need, and possible exhibits.
- Work with GWSB Stakeholders to develop a GWSB Historic Restoration Plan that identifies and prioritizes historic infrastructure and collections projects within the GWSB Corridor, identifies private and public funding opportunities and encourages strategic and timely implementation of those projects.
- Help historical museums find adequate and safe storage spaces for artifacts in storage and/or not on display. Often, these items are kept in moldy and damp or hot and dry areas that compromise the collection. Work with local museums to develop best practices for collections management that local museum staff and volunteers can use to guide activities.
- Restore the Hurstville Water Tower, which is significant because it is an example of a company town water source.
- Work with partners to resubmit the LaMotte Depot for inclusion on the National Historic Registry (at Clinton Engines Site).
- Develop a "vacant home tour" to encourage residents and those looking to move to the area to restore an older home instead of buying or building a new home in a new development.
- Work with counties and towns along the byway to refine land use plans and ordinances to accommodate growth and development sensitive to existing historic resources.

Educate Communities about the CLG Program

- Work with GWSB communities and counties to help them understand the Certified Local Government Program, how to stay current and in compliance with the program, what funding sources are available to CLGs, and how to access that funding.

Develop and Coordinate Historic Project Fundraising

- Work with GWSB Stakeholders to identify, develop and help implement opportunities for increased private and public fundraising for historic projects.
- Support fundraising efforts for restoration and renovation of important historic structures along the route. Help to publicize needs and opportunities for donations. Example: A private donor gave \$51,000 to fix up the Canton School.
- Support their efforts to save and reopen the Young House Museum as a public property and secure sustainable funding. (The Young House Museum has been closed due to lack of funding. The City of Bellevue wants to sell the property, but now a group has formed to try and save the museum and reopen it.)

Develop Historic Interpretation

- Create and implement projects that follow GWSB Interpretive standards for all GWSB historic sites including development and installation of exterior Wayside Exhibits at all historic sites.
- Continue to develop interpretive materials that provide comprehensive historic highlights of the corridor.
- Improve existing interpretive materials as needed to update and modernize them including but not limited to developing a Stone City Foundation brochure and assisting with interpretation at Hurstville.

Help Visitors Find Sites

- Improve wayfinding to sites by updating faded Iowa DOT historical marker signs, adding signs where needed, and encouraging sites to purchase their own signs, including but not limited to A-frame sign on the sidewalk.
- Make sure online websites and social media are updated with a correct address that is able to be found via the Internet or a GPS. Specific projects include but are not limited to the following.
 - Wayfinding to Ansel Briggs monument in Andrew: Signs are faded, no sign to turn left onto the road to the cemetery, no signage what in the cemetery is the monument.
 - Grant Wood Grave: Many individuals stop at the local gas station nearby to ask for directions to the grave site. It is up on a hill among several roads in the cemetery. The Wood plot is marked with a large lion, but Grant Wood's grave is very small as a granite slab. Add directions to the grave site in interpretive map materials and potentially at the entrance to the cemetery and also noting other interesting burials or tombstones.

Restore and Interpret Pioneer Cemeteries & Historic Churches

- Work with local cemetery, historic and preservation groups, church councils and others to develop and implement restoration and interpretive programs for pioneer cemeteries, tombstones and churches.

Develop and Distribute Education and Information

- Develop presentations and information for distribution to local historical societies, preservation commissions, Chambers of Commerce, economic development boards, Boards of Supervisors, city councils and city and county staff to help them understand the importance of historic preservation as it relates to community and county vitality and tourism.

Restore Buildings to their Historic Use or in Modern Ways

- Work with partners to secure funds for and restore historic venues that create spaces for human interactions and performances such as theaters, opera houses, bandstands, ballrooms and other historic structures and buildings that foster community performance and engagement.
- Oftentimes, historic sites also have historic facilities. Where needed and possible, update sites to have modern bathroom facilities, drinking water, and other amenities available, especially sites that will be used by families with young children, older visitors, and limited mobility individuals.
- Utilize renewable energy sources and energy efficiency improvements when restoring buildings.
- Re-store and re-purpose historic buildings in modern-relevant ways including but not limited to the Big Mill Homestead of EG Potter and the Stone City Barn (The Stone City Foundation wants to acquire the barn and develop it for their use.)

Connect Historical Societies and Preservation Commissions with Volunteers that are able to Help

- Grow and foster a large volunteer base for historical organizations. Recruit young professionals and students to be involved. Develop a pool of volunteers that are able to help with a variety and number of historic sites, events and organizations, instead of one particular resource.
- Partner young professionals from LinkedIn and other social media sites that are interested in serving on nonprofit boards and volunteering for community groups and historical societies.
- Solicit the help of Jackson and Jones County Historical Societies and local middle school and high school students to collect oral histories and record senior's memories of the region's past.

Develop Walking Tours

- Partner with Historical Societies to coordinate and develop historic walking tours for each major GWSB community, as well as an overall GWSB historic tour.
- Develop other historic tours catered to niche interests, such as a barn tour, cemetery tour, school house tour, limestone building tour, historic bridges tour or Grant Wood site tour.
- Develop interpretive materials such as print brochures, audio, online and other self-guided tours.

Create Dynamic Historic Learning Opportunities

- Partner with GWSB Museum Curators and Museum Managers to use new technology and partnerships to create more interactive and dynamic learning and engagement.

Connect Historical Qualities Along the Entire Corridor Route

- Establish a GWSB Historic Site Partnership. This would bring together representatives of the various historic sites (public and private) throughout the corridor to discuss areas of possible mutual benefit, such as coordination of events, sharing research, securing grants, organizing fundraising, improving site access, and promoting historical resources along the corridor. This partnership could work to identify historic properties at risk, educate property owners, and mobilize citizen support when necessary to protect resources at risk. This partnership could also conduct a corridor-wide analysis of the need for and availability of funding for historic preservation, restoration, enhancement, and interpretation.

Celebrate Success and Raise Public Awareness

- Identify, document and celebrate successful historic restoration, preservation and engagement projects through press releases and interviews that include before and after photography.
- Recognize private and public funders, and/or express public appreciation for the efforts of local historical societies, preservation commissions and other partners and organizations.



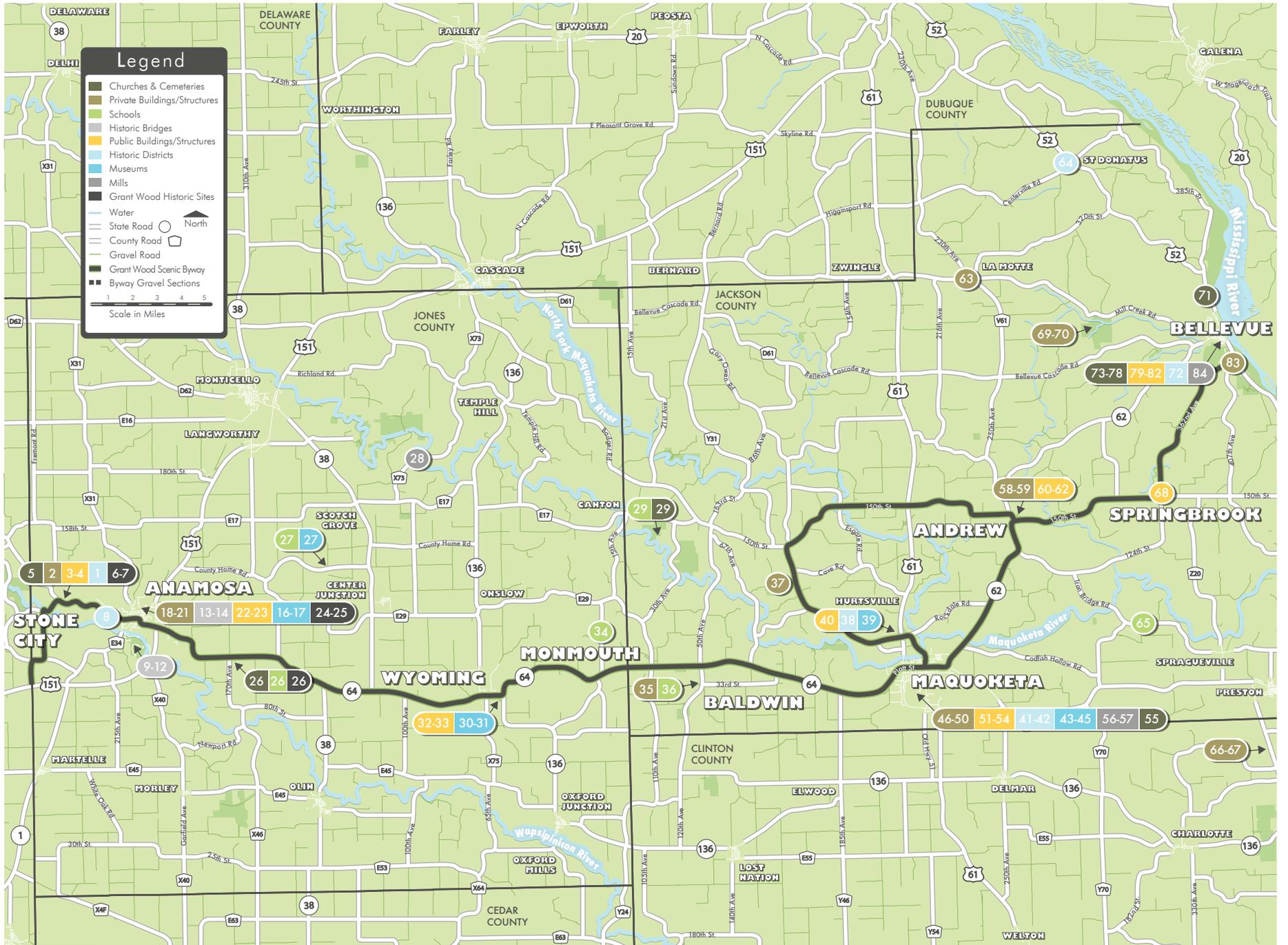
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St. Joseph's Roman Catholic Church

Map #	Historical Resources
Churches and Cemeteries	
5	St. Joseph's Church
26	Antioch Church and Cemetery
29	Canton Church
55	Christian Reformed Church
71	Fritz Chapel
Grant Wood Historic Sites	
6	Stone City
7	Grant Wood Art Colony
24	Riverside Cemetery
25	Grant Wood Gallery and Museum
26	Antioch School
Historic Bridges	
9	Stone Arch Bridges
10	Hale Bridge
11	Upside Down Bridge
12	Pratt Truss Cemetery Road Bridge
13	Lower Road Bridge
14	Freemont Mill Bridge
Historic Districts	
1	Stone City Historic District
8	Iowa Men's Reformatory Historic District
15	Anamosa Historic Downtown
38	Hurstville Historic District
41	West Pleasant Street Historic District
42	Maquoketa Historic Downtown
64	St. Donatus Historic District
72	Bellevue Historic Downtown
Historic Mills	
28	Eby's Mill/Corbet's Mill
56	Mitchell-Maskrey & Company Mill
57	Seneca/Oakland/Williams/Costello's Mill
82	Potter's Mill

Map #	Historical Resources
Museums	
16	Anamosa State Penitentiary Museum
17	National Motorcycle Museum
27	Edinburgh Historical & Pioneer Village
30	Wyoming Historical Museum
31	Calkin's Square
39	Hurstville Interpretive Center
43	Jackson County Genealogical Library
44	Clinton Engines Museum
45	Jackson County Historical Museum
Private Buildings/Structures	
2	Stone City Limestone Homes
18	Anamosa State Penitentiary
19	Colonel William & Elizabeth Shaw Home
20	Rick's Brewery
21	Anamosa Historic Homes
35	Henry Lubben House
37	Park Ranger House
46	Squires Manor
47	Anson Wilson House
48	Goddard House
49	Pleasant and Locust Street Homes
50	Maquoketa Historic Homes
58	DeFries House
59	Nathaniel Butterworth Home
63	Harris Wagon Works
66	John S. Dominy House
67	Captain Jeremiah Wood House
69	Big Mill Homestead
70	Potter's Paradise Farm
73	Baker House/Mont Rest
74	Jackson County Courthouse
75	Roling House

Map #	Historical Resources
76	Niemann House
77	Springside
78	Bellevue Historic Homes
83	Dyas Hexagonal Barn & House
Public Buildings/Structures	
3	Stone City Blacksmith Shop
4	Stone City General Store Pub
22	Anamosa Public Library
23	Jones County Courthouse
32	Hotel Williams
33	Edinburgh Manor
40	Hurstville Lime Kilns
51	First National Bank
52	Maquoketa Public Library
53	Hotel Hurst
54	LaMotte Narrow Gague Depot
60	Jackson County Farm & Insane Asylum
61	Andrew Jail
62	Ansel Briggs Grave Monument
68	Kegler-Gonner Store and Post Office
79	Lock and Dam #12
80	Young House Museum
81	Haney Cambell Creamery
82	Bellevue War
Historic Schools	
26	Antioch School
27	Old Sutton School
29	Canton School
34	Monmouth School
36	Mill Rock School
65	North Bend School





SECTION **NINE**

Cultural Resources

Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architectures, et cetera, are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions. Source: www.scenic.org

9.1 Introduction

Cultural resources shape the feel of the GWSB Corridor and impact its sense of place. They include art resources as well as other social interactions, ethnic traditions and local customs that exemplify life within GWSB Corridor. They draw visitors into a place that is different, shape the interactions that make a vacation unique, and ultimately form a connection between the visitor and the local residents so that the visitor will want to return and/or recommend the experience to others.

Many of the cultural intrinsic qualities described in this section are directly visual or performing art-related, but the cultural resources of the corridor also include the festivals, food, and characteristics that shape the pulse of the corridor communities. At fairs, events, and festivals, byway visitors can taste local foods like pumpkin pie or southern style soul food, enjoy local or ethnic music, create or buy local art or watch a motorcycle race. As the name suggests, the “Grant Wood” Scenic Byway, has a pervasive art theme that enhances the byway visitor’s experience. But the artistic resources go beyond Grant Wood. The entire corridor is home to galleries, theaters, and public art thanks to the talented visual and performing artists that call this place home.

A cultural resource inventory of the GWSB Corridor was completed for this section, challenges and opportunities were recognized, and management actions, goals and strategies that will enhance and protect the resource while promoting it to the public were developed. Some components of the cultural resources of the GWSB Corridor are related to

historic and archaeological resources. Although descriptions of those resources are not repeated, related challenges and opportunities, management actions, goals and strategies are included.

9.2 Cultural Resources Inventory

An overview of the most significant cultural resources in the GWSB corridor follows. It includes the local art, culinary, shopping, festivals, and live theater. These ‘local’ components of the culture are strengthened by their individualism and the unique character they bring to the byway experience at a time when chain stores and restaurants dominate many communities. The inventory also recognizes the cultural significance associated with riding or driving for pleasure and the impact that the cultural icons of the corridor have had and continue to have on the corridor, region, state and nation.

Art and “Grant Wood Country”

The area the byway passes through is known as “Grant Wood Country” because it is where American painter Grant Wood spent his early youth, went to school, and where he returned to create many of his original works of art. The corridor’s scenic qualities and simple way of life inspired Wood’s regionalist painting style. Many residents of the area became his subjects and his paintings feature some of the area’s most famous rural views. Today, Grant Wood’s legacy is kept alive throughout the corridor. Anamosa is the center of the “Grant Wood Country” Cultural resources along the byway. Wood grew up on a farm nearby and the surrounding countryside inspired him.

The quaint, one-room Antioch School, built in 1872, that Wood attended as a child from 1897 to 1901, still stands and is now on the National Register of Historic Places. The site is now an art gallery and is open to the public during limited hours on Sundays from 1:00 - 4:00 between June and October 15th. Wood’s final resting place is marked by a simple flat grave marker near the top of the hill in the Riverside Cemetery.

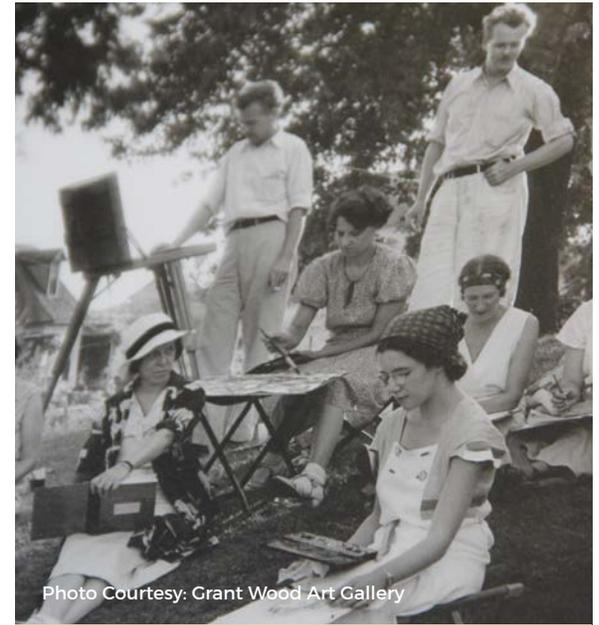


Photo Courtesy: Grant Wood Art Gallery

Stone City Colony and Art School



Photo Courtesy: Grant Wood Art Gallery

Stone City Colony and Art School

As an adult, Grant Wood ran the Stone City Colony and Art School four miles west of Anamosa in what is now known as Stone City during the summers of 1932 and 1933. Historic photographs at the Grant Wood Art Gallery in Anamosa document the artist's life at the colony, including the ice wagons that served as lodging, along with the old stone mansion, for Grant Wood and many of the artists. The artists paid from 50 cents/week for camping up to \$1.50/week for rooms in the mansion. They paid as much as \$15 for two weeks of instruction. As many as 1,000 visitors from throughout the region traveled to the colony on Sundays when they could pay 10 cents/person to observe the goings on and purchase sandwiches and soft drinks. Photographs at the Grant Wood Art Gallery include those of the artists themselves painting and sketching.

The art traditions are kept alive via The Stone City Festival held in Stone City annually.. Stone City is also famous for the Woods painting of the town by the same name. Although the painting is highly stylized, a similar view of the historic limestone pub, homes, and St. Joseph's Roman Catholic Church can be seen coming into the town on the byway from the East. It is rumored that the painting "Arbor Day" is of or inspired by the Antioch School that Grant Wood attended, but this is not confirmed.

Today, many of Wood's paintings and sketches, and even some paradoxical replicas, can be seen throughout the Corridor. Downtown Anamosa boasts the Grant Wood Gift Shop, Art Museum, and Gallery. This museum displays prints and reproductions of the majority of Wood's works and is a source of information on the painter's biographical history. It also collects Grant Wood parodies, mostly parodies of "American Gothic", and is a source of many fun and lesser-known facts about the painter and his work. "American Gothic" is the second most recognized painting in the world, second only to the "Mona Lisa." The modern Grant Wood Art Colony project, led by the University of Iowa Office of Outreach and Engagement, hosts art

exhibitions, lectures, and events tied to Wood's work and themes. There are several Grant Wood themed art events, talks, lectures and plays head at various times throughout the year in the GWSB Corridor.

The art theme permeates throughout the entire byway corridor. Anamosa, Maquoketa, and Bellevue's downtowns are home to local art galleries and shops like Thou Art Gallery, Great River Gallery, Off the Wall Art Gallery, Ohnward Fine Arts Center Gallery, and the Maquoketa Art Experience Gallery. These galleries showcase work by local artists and some host traveling shows. In Maquoketa, the Old City Hall Gallery displays the work of Rose Frantzen, a world-renowned painter from Maquoketa, along with the frames crafted by her father, some pieces by her husband Chuck Morris, and other artists.

There are several public art pieces along the byway, including downtown murals and sculptures as well as opportunities for the GWSB traveler to experience art at places such as the Maquoketa Art Experience, Art Workshops at the Hurstville Interpretive Center, and at the paint parties that are hosted by Thou Art Gallery. Performing arts are prominent along the byway and within its Corridor and include the Starlighters II Theater, which performs 4-5 shows per year in addition to hosting a variety of workshops annually. Other opportunities to experience performing arts include the Ohnward Fine Arts Center, live concerts held from June through August in Wapsianna Park, live concerts at the Codfish Hollow Barnstormers Barn, live concerts at local wineries and live music at local restaurants such as the Stone City Pub and General Store.



Local Artist Rose Frantzen Artwork



Iconic Grant Wood Art



Bellevue Freedom Rock



Live Music

There are several local and state art partners that could be called upon to develop and partner on art projects that include the following local artists, musicians, actors, crafters, hobbyists and creators: 1) Maquoketa Art Experience, 2) Old City Hall Gallery, 3) Grant Wood Art Gallery, 4) Ohnward Fine Arts Center, 5) Thou Art Gallery, 6) Off the Wall Art Gallery, 7) Great River Gallery, 8) Stone City Foundation, 9) Iowa Arts Council, 10) Bellevue Arts Council, 11) Limestone Bluffs RC&D, 12) Northeast Iowa RC&D, 13) Iowa Department of Cultural Affairs, 14) Iowa Arts Council, 15) Preservation Iowa, 16) Byways of Iowa Foundation and 17) Office of Outreach and Engagement at the University of Iowa and the Grant Wood Art Colony.

Culinary Tourism

The local food and drink establishments are a significant cultural resource in each GWSB community within the Corridor. These restaurants are becoming an increasingly popular tourist draw as interest in culinary tourism grows. Each GWSB Community has its own unique flavor of local eateries. Restaurants range from small bistros to bars, ice cream parlors to pizzerias, and everything in between. Popular locally owned and operated restaurants include The Stone City General Store Pub, The Decker Hotel, and Potter’s Mill Blues and BBQ. Other popular eateries are The Hop at Canton diner and Grandpa’s Ice Cream Parlor. Tyler and Downing's Eatery in Anamosa even houses dozens of photographs that feature everyday life and historic sites from throughout Jones County.

The GWSB is within the Upper Mississippi River Valley Viticulture Area, a unique American Vinicultural Area that encompasses nearly 30,000 square miles in Iowa, Illinois, Minnesota and Wisconsin. This designation recognizes that the area is a unique wine grape-growing region that is distinguishable by geographic features. Grape growers in area focus their effort on growing Chardonal, Edelweiss, La Crosse, Marechal Foch, Frontenac, Marquette,

and Saint Crois hybrid grapes that can withstand the harsh winters and short growing season. This region is a popular destination for wine enthusiasts who enjoy touring and tasting at the area’s many vineyards and wineries. These wineries often serve up local music with their wine and have become gathering places for locals and visitors alike. Many local wines are also available for tasting at restaurants along the corridor or for purchase at grocery stores or the wineries themselves. Local wineries include the following: 1) Brush Creek Winery, 2) Iowa Grape Vines Winery, 3) Tabor Home Vineyard and Winery, 4) Daly Creek Winery and Bistro, 5) Deja Vine Vineyard and Winery, 6) The Jitney Wine Bar and 7) Crimson Sunset Vineyards, Winery and Cidery.

There is one local craft brewery in the GWSB Corridor, River Ridge Brewing in Bellevue. It is in a historic downtown storefront and offers a changing rotation of locally brewed and carefully curated craft beers on tap. There is a growing interest in culinary tourism centered around local drinks, and locations can be found using the Iowa Wine and Beer App.

There are several opportunities to taste locally-grown ingredients and/or local recipes in the GWSB Corridor. Area producers sell their fresh fruits and vegetables and local meats at three farmers markets along the GWSB: Maquoketa, Bellevue, and Anamosa Farmer’s Markets. Many of these local producers also sell directly to restaurants along the byway, which then incorporate those fresh local ingredients into their menu seasonally. Byway visitors can choose to experience the culinary aspects of the GWSB. To that end, an “Eat Your Way Along the Byway” Culinary Passport was developed to promote byway restaurants. Although the passport doesn’t include all local food options or locally owned restaurants, it provides an opportunity for byway travelers to find locally owned businesses rather than chain stores. The passport

included the establishments along the length of the GWSB, which were selected by the GWSB Advisory Board for their most well-known culinary recipes/specialties as follows:

Table 7.1 Food & Drink Establishments

1. Stone City General Store & Pub	BBQ
2. Daly Creek Winery & Bistro	Wine
3. Tyler & Downing's Eatery	Smoked Wings
4. Grounds & Goodies	Pastries
5. Hale Tap	Sirloin Steak
6. The Hop at Canton	Ice Cream
7. Bluff Lake Canton	Catfish
8. Decker Hotel 1875	Prime Rib
9. Obie's Bar & Restaurant	Mexican
10. The Brick Tap	Brunch
11. Flatted Fifth Blues & BBQ	BBQ
12. Offshore Bar & Grills	American
13. Spruce Harbor Inn	Shrimp
14. The Jitney	Ribs
15. Baked Bakery & Cafe	Cupcakes



Tyler & Downing's



BBQ Rib Bites and Fries



Local Brew

Shops & Boutiques

The GWSB communities, particularly the towns of Anamosa and Bellevue, have historic downtowns with unique local businesses. Both Anamosa and Bellevue have antique stores and specialty shops with local flare. These stores provide an opportunity for GWSB visitors to take home a piece of the culture. These stores provide a unique opportunity for visitors to have an authentic cultural experience and to own a tangible piece of the GWSB culture. The most popular local shopping venues in the communities of Anamosa and Bellevue include the following:

Anamosa: 1) Anamosa Floral, 2) Cottage on Main, 3) The English Wren, 4) Gatherings, 5) J&P Cycles, 6) Pistol Annie's Alley, 7) Savor the Barn and 8) Wild Prairie Rose Antiques.

Bellevue: 1) Backwaters Bicycle Shop, 2) The Bookworm, 3) Classy Closet & Boutique, 4) Eagle's Rest Antiques, 5) 2nd and State, 6) JoQuilter Fabrics, 7) Patzner's Pro Shop, 8) Serendipity Spa & Gifts and 9) Sugar 'N Spice.

Local Festivals

The vibrant celebrations and festivals in communities and counties along the route are a significant cultural resource. There are two art festivals that magnify the local art with a focus on regional art for sale or display, food, and live music. The Stone City Festival is held each September and The Fishtival Art Festival in Bellevue is "a celebration of fish and the Mississippi River." It includes ski performances and a street dance. The City of Wyoming, which is known as the Christmas City because of their beautiful holiday lights display, hosts a holiday celebration the first Sunday in December. They also host the Wyoming Fair and Horse Show in July. The byway community of Andrew pays homage to the first governor of Iowa and former resident Ansel Briggs with a Briggs Memorial Celebration that features a unique stand still parade, which is parade the parade floats and other parade components are stationary while the crowd of people walk among or along them. Anamosa is known as



Live Music at Potter's Mill Blues & BBQ

the Pumpkin Capital of Iowa and hosts a Pumpkinfest each fall. Nearby Monticello is home to the Great Jones County Fair and Food Festival, and the Jackson County Fair is held in Maquoketa. Many communities and venues along the corridor also host special events like concert series and other smaller celebrations.

Live Theatre

Preservation Iowa, organized in 1991 as the Iowa Historic Preservation Alliance to build partnerships that enhance the economic and cultural future through the preservation of Iowa's historic resources, has led a project to inventory the historic opera houses, theaters, and movie theaters across Iowa. Preservation Iowa has identified many historic structures along the GWSB with ties to the cinema, including the Jones County Cinema/Grand Opera House in Anamosa, Modern Woodman Hall in Monmouth, Cozy Theater in Bellevue, and Rice's Opera House, Pastime Theater, and Voy Theater in Maquoketa. Many of these buildings still stand but have

been converted to other uses since their entertainment days. The Voy Theatre is the only theatre that is still in use as a movie theatre today. Grand Opera House, Modern Woodman Hall, Rice's Opera House and the Pastime Theater are now storefronts and Cozy Theatre is a private residence. The Grand Opera House is the only theatre that is a Nationally Registered Historic Place. Although the majority of the theaters in the GWSB Corridor are no longer operating, the structures that once housed them provide an opportunity for interpretation of the culture that surrounded them.

Preservation Iowa also chronicled Iowa's role in movies either as a set location or birthplace of a famous actor or actress. The 1938 movie "Penitentiary" was set in Anamosa and the 1999 movie "Whiteboyz" took place in Maquoketa. Maquoketa is also home to an operating drive-in movie theater, The 61-Drive In Theater, which has been a popular summer pastime and attraction since it opened in 1950 and remains a

unique resource. As one of only four drive-in theaters remaining in Iowa, it provides an opportunity for byway travelers to experience a once common past time that has become rare in recent years.

Riding & Driving the Byway

The GWSB Corridor is home to many motorcycle enthusiasts and is a popular destination for touring and traveling cyclists from across the United States. This cultural phenomenon is concentrated in Anamosa, where the National Motorcycle Museum is located. The National Motorcycle Museum displays the evolution of motorcycling through bikes, accessories, advertising, photos, and interpretation. It also has special temporary exhibits, such as 1920's era gas stations, antique motorcycles and famous motorcyclists and scooters. The National Motorcycle museum hosts special events and rallies that draw motorcyclists from around the county.

Anamosa is home to a variety of various motorcycle groups and associations who host the popular Anamosa Hillclimb, which is a 68-year-old annual event where the participants are challenged to ride as far as they can up a large hill just outside of Anamosa. Additionally, classic cars and car racing are important cultural themes and popular hobbies throughout the primary and secondary byway corridor. There are several motorcycle clubs and at least one auto club in the GWSB Corridor, including the Teufelhund Veterans Motorcycle Club, the Wapsi River Motorcycle Club, the Hawkeye Motorcycle Club and the Coronado Car Club.

Cultural Icons of the Corridor

There are several persons of regional, national or international importance who spent some part of their life in the GWSB Corridor. In some instances, these cultural icons are locally or nationally recognized and/or celebrated, in other instances their contribution has faded into obscurity. Either way, they have the capacity to enhance the appeal of the GWSB Corridor and the byway traveler experience. They include the following:

- Ansel Briggs, Iowa's first governor, lived in Andrew. He was known as the stage coach driver who became governor. During his term, he established Iowa's state school system and helped resolve the Missouri-Iowa boundary dispute. After getting Iowa up and running, he went on to help establish communities and even other states to the west.
- Robert Millikan, winner of the Nobel Prize in Physics in 1923 for measuring the charge on the electron and for his work on the photoelectric effect or cosmic ray physics, lived in Maquoketa and graduated from Maquoketa High School. He once noted that his idea of an educated person was, "one who can converse on one subject for more than two minutes." He also felt that, "Fullness of knowledge always means some understanding of the depths of our ignorance; and that is always conducive to humility and reverence." George Nissen (1914-2010), the inventor of the modern trampoline, lived in Stone City as a child.
- Paul Engle, who started the prestigious Writers Workshop at The University of Iowa, lived on the Green Estate. He married George's Nissen's sister. A convict held Paul's wife captive for a day until Paul came home and the convict stole his car.
- Rose Frantzen, painter of the famous "Portrait of Maquoketa" is a Maquoketa native. She set up shop in an empty storefront and painted anyone who would be willing to sit for a portrait for inclusion into her famous work. "Portrait of Maquoketa" has been displayed at many famous museums throughout the US.
- President Grant is rumored to have stayed at a home in Bellevue.
- John Henry Weber was born in Hamburg, Germany but he retired and is buried in the GWSB community of Bellevue. He was a well-known frontiersman and fur-trader and famous for his exploration of the Rocky Mountains and areas in Utah. He was among the first party of American trappers to cross the Continental Divide. Weber River, Utah's Weber Canyon, Weber County and Weber University are all named for him.



Anamosa Hill Climb



Starlighters II Theatre Performance



Grant Wood

9.3 Challenges and Opportunities

The GWSB Board recognizes that there are challenges associated with the cultural resources in the GWSB Corridor and secondary corridor. Some of the challenges have to do with funding, others are more related to technical resources and a lack of dedicated personnel or a lack of coordination. However, they also recognize there are people and organizations that are already working to enhance and protect cultural resources and there are many opportunities to work with partners in the GWSB Corridor. Some of the challenges and opportunities are listed in the following pages.

Fading Folklore and Cultures

Opportunities for visitor engagement and learning about the cultures in the GWSB Corridor are extremely limited. Although there is a plethora of information, there is a limited amount of interpretation regarding history, culture and folk lore. The information could add depth to the GWSB traveler's experience. If visitors were directed and had more information, they might be excited to be able to walk into a Native American rock shelter, view the scenes that inspired Grant Wood, hear about some of the famous people that lived in the GWSB Corridor, or listen to the folk lore or stories that could enhance their experience. Unfortunately, folk lore and stories about specific places, people or events, such as how the town of Anamosa got its name, memories of Paul Sager and his museum, and others, are difficult for the GWSB Advisory Board to access and not organized. They vary in length, depth and accuracy and will need to be researched before being used at various interpretive sites along the GWSB Corridor.

Limited & Declining Public Art / Support for Public Art Development

Although art is a major cultural theme for the GWSB Corridor, existing public art, including art murals and sculpture, is very limited. The art murals that do exist vary in condition, with some in dire need of restoration. GWSB Corridor communities are all open to development of public art, including new murals and sculpture pieces that could enhance downtowns, trails and other venues. The GWSB has an Art Advisory Committee, who is working with three byway communities, Bellevue, Maquoketa, and Anamosa, in partnership with Northeast Iowa RC&D, the National Endowment for the Arts, and the Byways of Iowa to develop art along the GWSB as part of a statewide project. The art pieces being developed in these communities will be place-based public art that will be located in downtown spaces.

Good Understanding of the Need for Promotion and Marketing

Economic and tourism personnel are actively serving on the GWSB Board and understand the need for good visitor communication with regard to cultural venues. These entities have training and experience that can inform the GWSB Board. Some cities and the county also have good websites and information about many of the events and festivals that occur in the GWSB Corridor.

Limited Promotion and/or Coordination of Art and Artist

The GWSB artists produce and sell a variety of art, including pottery, paintings, jewelry, crafts and other local art at community farmer markets. Artists also sell their creations directly to the consumer and sometimes through producer/art groups and seasonally from local partner businesses. Unfortunately, the majority of these opportunities for visitors to experience or take home local goods are not well coordinated or promoted to byway visitors, even though travelers are looking for them. Past efforts to coordinate collaboration and events including artist studio tours have been well received but unfortunately were discontinued for lack of a guiding structure/organization.

Interpretive Opportunities for Cultural Sites and Events

There are several opportunities for history, culture and folklore to be better interpreted to the byway traveler so as to add additional depth to their experience. Many events and sites of cultural significance are not visible but there are still records of their existence. In fact, some of the most significant collections have been archived and/or are not available to the public for viewing. Many significant cultural sites do not have any marker or, if they have a marker, the stories associated with those sites is not available to the public. Since travelers are looking for stories and experiences, this creates an opportunity for the GWSB Board. The GWSB Board understands and is supportive of increasing interpretation of cultural sites and events but in some cases will need assistance from experts.

Increasing Interest in Live Music and Theatre

There are several groups that are interested in encouraging collaboration and promotion of live music and theatre, including the wineries along the GWSB Corridor. These efforts can be expanded upon to maximize the unique cultural experience that live music provides for the visitor.

Opportunities for Locally-owned Businesses Partnership

The GWSB Corridor, has many locally owned and operated businesses including restaurants, shops, entertainment venues etc. These businesses have unique atmospheres and lean heavily on locally sourced products, recipes and entertainers. They reflect the local and ethnic cultures of the GWSB Corridor and the business owners and their staff are typically friendly and eager to please. Some of these businesses, such as the wineries along the GWSB Corridor, are partnering with each other to expand their art and cultural offerings including live-music.

Limited Business Hours and Capacity

Some of the locally owned and operated shops in the GWSB Corridor have limited weekday hours or weekends hours and others have limited inventory and variety. So, although they exist and have the potential to increase appeal and access, they are not yet high quality destinations.

Limited Winter Cultural Events and Activities

Opportunities to participate in cultural events, festivals and other cultural activities are limited in the winter months when travel can be difficult due to winter snowfall and ice storms that impair travel, especially for travelers unfamiliar with driving on ice or snow. This is especially true for sites that are on gravel roads in the GWSB Corridor.

Traveler Interests Vary

Some cultural experiences are enjoyed by subsets of a traveling party, which makes it necessary to have information about a variety of opportunities available to the byway travelers, for example, families and couples enjoy the Highway 61 Drive-In Theater but may not want to visit a museum or historic site.

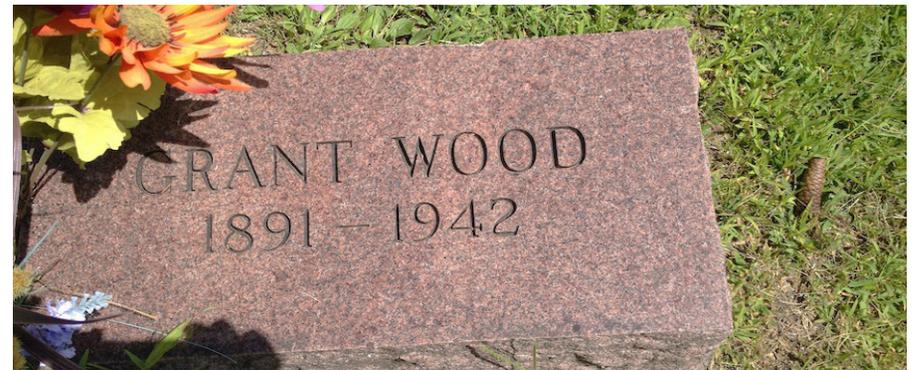
Conflicting Oral Histories

Verbal accounts of significant historic and cultural events vary in length, depth and accuracy and in some cases conflict with each other. Therefore, research will need to be conducted for various cultural sites along the GWSB to ensure accuracy before interpretation can be developed to inform, engage, and educate the visitors.

Cultural Collections are Expanding

Clinton Engines Museum is working to maximize their new agricultural annex which they envision to be a place for preservation, education, and research with revolving displays of museum-quality information and artifacts and live demonstrations. As planned, the collection of farm equipment and memorabilia will be very inclusive, high quality, and rare.

Documentation and/or Coordination Needed: There are several Barn Quilts in the GWSB Corridor and secondary corridor. These quilts celebrate agricultural heritage and get people driving on the rural roads enjoying the scenery. Unfortunately, there is currently no centralized resource and inventory of all the barn quilts.



Grant Wood Grave Site

9.4 Goals, Actions, and Strategies

The GWSB cultural management actions, goals and strategies will help to develop and enhance Art & Cultural Intrinsic Resources while preserving them. They also acknowledge the challenges and build on the opportunities. Sometimes they can be successful as independent actions but other times they will be more successful when they are implemented in tandem with other efforts so the benefits can be cumulative. Those proposed by the GWSB Advisory Board include the following.

Develop Initiatives & Projects to Install & Promote Art Along the GWSB

- Provide general support for artists, galleries, shops, and experiential opportunities in the byway corridor and sub-corridor.
- Assist with creation and/or implementation of byway-related projects that create and market public and private art, art spaces, and artist or cultural collaborative efforts.
- Develop interpretive kiosks, self-guided tours and/or events that celebrate and/or provide information about historic art sites/activities that celebrate "Grant Wood Country", including Grant Stone City Colony and Art School.
- Develop public art in GWSB communities in a way that builds community, brings economic benefits, improves the quality of life for locals, and draw visitors to each community. Although all communities will be invited to participate, priority communities will include Anamosa, Maquoketa, and Bellevue.
- Strategically develop experiential and interactive or culturally based art along GWSB trails.
- Develop life-size weathering steel silhouette sculptures that are unique sculptural elements that humanize the landscape, attract the attention of motorists, and call attention to the interpretive themes of the byway. Priority locations will include Stone City, Antioch School, Hurstville Lime Kilns, and Potter's Mill.
- Develop murals in GWSB communities. The murals will be distinctive images that can be painted as dramatic murals on buildings or walls. For example, Wyoming has a blank retaining wall that is visible along West Main Street from the GWSB route that could depict the culture and heritage of Wyoming.
- Increase artistic resources throughout the GWSB Corridor and promote the byway through social media by identifying and developing "selfie" locations throughout the GWSB Corridor. These "selfie" locations will create photo opportunities for byway travelers. They will include fabrication of an artistic frame in scenic locations along the Corridor to encourage visitors to post photos online.
- Develop the Riverwalk Park along the Mississippi River and Riverview Drive in Bellevue into an art park. Add cohesive art pieces united by Bellevue's sense of place and themes to the park along the sidewalk. (This action will respect property owners along Riverview Drive that have a memorandum stating that the view of the river from their house cannot be blocked without permission from the property owner.)

Develop Cultural Wayfinding, Interpretation, and Outreach Materials

- Develop wayside exhibits for specific sites to engage the public and tell the stories of GWSB Corridor battles, sacred places, cultures or GWSB persons in a respectful manner that provides accurate and culturally sensitive interpretation of past and current cultures.
- Create a master list of barn quilts with photos, to use in developing a website and brochure driving tour.
- Develop a variety of audio self-guided tours and podcasts that provide first-hand accounts and stories for byway travelers to listen to as they drive along and experience the GWSB.
- Develop topical cultural interpretive printed materials that travelers can pick up at key visitor amenities and refer to, or take home.
- Create cohesively themed signage to identify points of cultural interest along the byway and within its corridor. Specifically denote cultural locations in byway marketing materials.
- Develop information and outreach materials about the unique opportunities for visitors to experience the "local" culture, including but not limited to locally grown foods, local ethnic cuisine and regional foods, local jewelry, pottery, glass, furniture, paintings and other art and culture.

Foster Increased Learning and Engagement

- Create and market more public and private art and cultural learning and teaching opportunities, including but not limited to classes, artist in residence programs and community college courses and continuing education that invite artists, academicians, curators, and all manner of creative people to learn, engage and grow.
- Work with private and public entities to increase art and cultural experiences along the byway such as restoration and management of a clay studio, community theaters and opera houses, art galleries, shared local art distribution sites etc.
- Partner with area organizations such as schools, the Maquoketa Art Experience, and libraries to develop and promote "artreach" opportunities.
- Create a Coloring and Activity Book of byway attractions drawn by local artists for children traveling along the GWSB.

Collaborate on Art and Cultural Initiatives

- Work with local art and cultural groups and other groups to develop and advance new projects and initiatives, including "Theme Years," "Interactive Timelines," a "Traveling Art Gallery" and other initiatives.
- Organize an art and culture tour along the GWSB that makes it easier to find artists. This action could be similar to an artists' studio tour and/or the artists could bring their artwork from their studio to the GWSB Corridor to display in byway communities and at attractions along the byway.

Build the Public Database of Historic & Cultural Information

- Identify and collect oral histories of regional icons, local experts, including Native Americans, European immigrants and others that have first or second hand accounts or stories about their cultures and experiences.
- Work with partners including county genealogical societies and museums to publish a call for diaries, documents, photographs and other evidence of cultures in the GWSB Corridor and secondary corridor and then compile, catalog and protect them.
- Connect with diverse interests to develop stories of culturally significant historical timelines and events such as, but not limited to, the history of viticulture and wineries, the history of agriculture or one room school houses in the GWSB Corridor.

Support Small Local Business and Cultural Destinations

- Create a small business tour day that promotes small business in the GWSB Corridor and secondary corridor.
- Coordinate and/or fund staff and/or volunteers to extend the hours of operation for the Grant Wood Gift Shop, Museum, and Gallery, and other popular cultural destinations for byway travelers.

Encourage Live, Local Music In the GWSB Corridor

- Seek partnerships and opportunities to advance and assist local musicians through projects such as developing a local musician database for businesses that might want to hire local musicians, helping GWSB Corridor musicians understand how to develop projects and submit grants to the Iowa Arts Council and/or developing a public itinerary that helps visitors understand where and when local music is occurring in the GWSB Corridor
- Encourage existing and/or create new music events such as a traveling music festival weekend that provides live music at different points and venues along in the GWSB Corridor.

Maximize Existing Cultural Resource Efforts and Partnerships

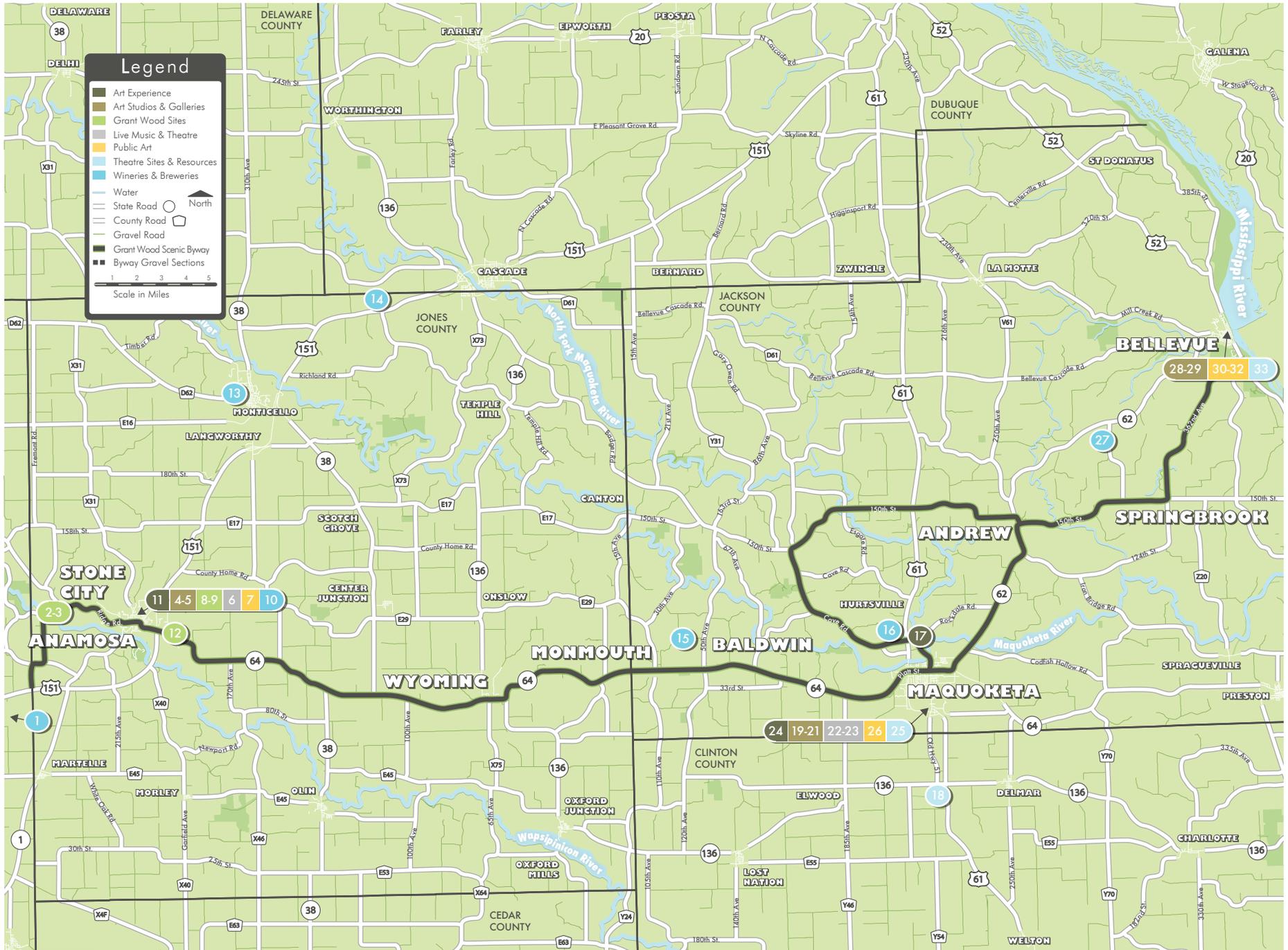
- Partner with Jackson and Jones county historical societies, museum collections, local producers, and farm organizations to help them present the agricultural history of the region. For example, demonstrate where food comes from, or show changes in farming techniques.
- Assist partners who are working to add attractions in the GWSB Corridor to the Silos and Smokestacks National Heritage Area.
- Partner with members fro the Clinton Engines Museum to maximize their new agricultural annex.
- Expand the Stone City Festival with art contest, shows, and sales, food trucks, recreational activities and contests, family-friendly activities, and live music.



Maximize Existing Cultural Efforts and Partnerships

Map #	Cultural Resources	Community
Art Experience		
11	Thou Art Gallery	Anamosa
17	Hurstville Interpretive Center	Hurstville
24	Maquoketa Art Experience	Maquoketa
Art Studios and Galleries		
4	Grant Wood Art Gallery	Anamosa
5	Thou Art Gallery	Anamosa
19	Maquoketa Art Experience	Maquoketa
20	Ohnward Fine Arts Center Gallery	Maquoketa
21	Old City Hall Gallery	Maquoketa
28	Off the Wall Art Gallery	Bellevue
29	Great River Gallery	Bellevue
Grant Wood Sites		
2	Stone City Historic District	Stone City
3	Grant Wood Art Colony	Stone City
8	Riverside Cemetery	Anamosa
9	Grant Wood Gallery and Museum	Anamosa
12	Antioch School	Anamosa
Live Music and Theatre		
6	Starlighters II Community Theatre	Anamosa

Map #	Cultural Resources	Community
22	Ohnward Fine Arts Center	Maquoketa
23	Codfish Hollow Barnstormers	Maquoketa
Public Art		
7	Byway Public Art	Anamosa
26	Byway Public Art	Maquoketa
30	Riverside Park	Bellevue
31	Freedom Rock	Bellevue
32	Byway Public Art	Bellevue
Theatre Sites and Resources		
18	61 Drive-In Theatre	Maquoketa
25	Voy Theatre	Maquoketa
Wineries & Breweries		
1	Deja Vine Vineyard and Winery	Spragueville
10	Daly Creek Winery and Bistro	Anamosa
13	The Jitney Wine Bar	Monticello
14	Crimson Sunset Vineyards, Winery, and Cidery	Cascade
15	Tabor Home Vineyards and Winery	Baldwin
16	Iowa Grape Vines Winery	Maquoketa
27	Brush Creek Winery	Bellevue
33	River Ridge Brewing	Bellevue





SECTION **TEN**

Recreational Resources

Recreational Quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the byway corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized. Source: www.scenic.org

10.1 Background Information

The GWSB has unusual recreational and cultural opportunities that create unique experiences for byway visitors. Activities vary from active pursuits like cave exploration, trout fishing, hunting, fishing, boating and kayaking to more passive past times such as fall leaf watching, picnicking and enjoying expansive overlooks from atop limestone bluffs. Recreational venues in the GWSB Corridor provide opportunities for the byway traveler to enjoy high quality and unique experiences that enhance their byway travel. There are over 13,500 acres of public land in the GWSB Corridor and over 31,000 acres of public land in the secondary corridor and the vast majority are comprised of natural areas and supporting recreational and cultural facilities. Many of the public areas are adjacent or close to other public lands so that the sense of seclusion and wildness within those areas is compounded, especially along rivers and within river corridors. Some of the most significant venues, including the US Fish and Wildlife Upper Mississippi Fish and Wildlife Refuge and Maquoketa Caves State Park, are world renowned, drawing visitors from many countries. Others, such as Bellevue State Park and the Hurstville Interpretive Center are regional, state and/or national destinations. However, many of the natural areas, including public parks, wildlife areas, and rivers and stream corridors, have had little to no marketing and so are not well known nationally or internationally. The quality and



Hurstville Interpretive Center Prairie Maze

importance of the recreational experiences they offer are recognized locally, throughout the State of Iowa and/or regionally as important, and because of their quality, they have the potential to be more recognized by a broader audience.

The recreational resources in the GWSB encourage byway travelers to slow down and spend more time and money in the GWSB Corridor so the associated wayfinding, marketing, cross-marketing, expansion and maintenance of these facilities is important. State and national research confirms the value of natural resource based tourism and justifies the efforts of the GWSB Board and their partners to maximize the tourism benefits associated with them. Whether viewed from a distance or encountered up close, the opportunities for GWSB travelers to experience the natural intrinsic qualities of the GWSB has the potential to give the GWSB Board and their stakeholders a competitive edge in the tourism industry and a niche within the byway travel industry.



Bellevue State Park

State Recognition of the GWSB Recreational Resources

The Grant Wood Mississippi River Region (GWMRR) of Dubuque, Jackson, and Jones Counties was selected by Iowa Governor Terry Branstad to be the pilot Parks to People project in 2014. The three-county region is now known as the Grant Wood Loop. The Parks to People program was started by the Iowa Parks Foundation in 2014. Its goal to “employ public-private partnerships and local planning to connect citizens to nature and improve parks across the state” aligns well with the GWSB Advisory Board’s goals. Two of the three counties associated with the Grant Wood Loop are those that make up the GWSB secondary corridor and the GWSB runs through the southern portion of the Grant Wood Loop. It is no coincidence that the Grant Wood Loop overlaps with the GWSB Corridor and sub-corridor. The GWSB was one of the major inspirations for the designation. The Grant Wood Loop effort recognizes the quality and potential associated with natural resource recreational venues, acknowledges the need for partnership and collaboration, and builds on the GWSB designation as an Iowa byway. Projects that enhance the Grant Wood Loop enhance the GWSB, and vice versa. Many of the GWSB Advisory Board members also serve on the Grant Wood Loop team. Therefore, the efforts of the Grant Wood Loop will be significant in the development and promotion of the GWSB corridor and secondary corridor.

“The region is working together across jurisdictions, interests, and skills to “erase the boundaries” and create Iowa’s first-ever Parks to People Regional Master Plan. Our carved river valleys, majestic limestone bluffs, and thriving arts communities provide a perfect canvas for investing in our people, parks, and future for Iowa. Town after town, park after park, offers the kind of experience giving residents and visitors alike the opportunity to connect with the outdoors, connect to friends and family, and create forever memories.”

Supporting the Grant Wood Loop’s mission “to enhance, promote, sustain, and connect our region’s cultural, natural, and park assets” and the strategies outlined in their master plan is perfectly aligned with the management actions included in this section of the CMP. The Grant Wood Loop has identified four priority projects, two of which are located within the GWSB Corridor and the other two are within the secondary corridor. The GWSB Advisory Board is supportive of all these projects as they clearly enhance the recreational qualities of the GWSB Corridor and maximize the recreational opportunities for the GWSB traveler. They include the following projects, many of which are underway.

Crossing the Wapsipinicon: Bridging History

Hale Bridge (circa 1879), originally connecting North and South halves of Hale Township, is a magnificent historic landmark in Jones County, listed on the National Register of Historic Places. The Wapsipinicon Bridge is famous for its nearly unprecedented move (via Chinook Helicopter) to its current location in Wapsipinicon State Park, almost a decade ago. This project will finish the restoration work to ensure this destination achieves its true economic potential as a cultural icon. A two-mile trail for a true connection to Anamosa, a shelter, and additional amenities will be completed.

Maquoketa on the Move

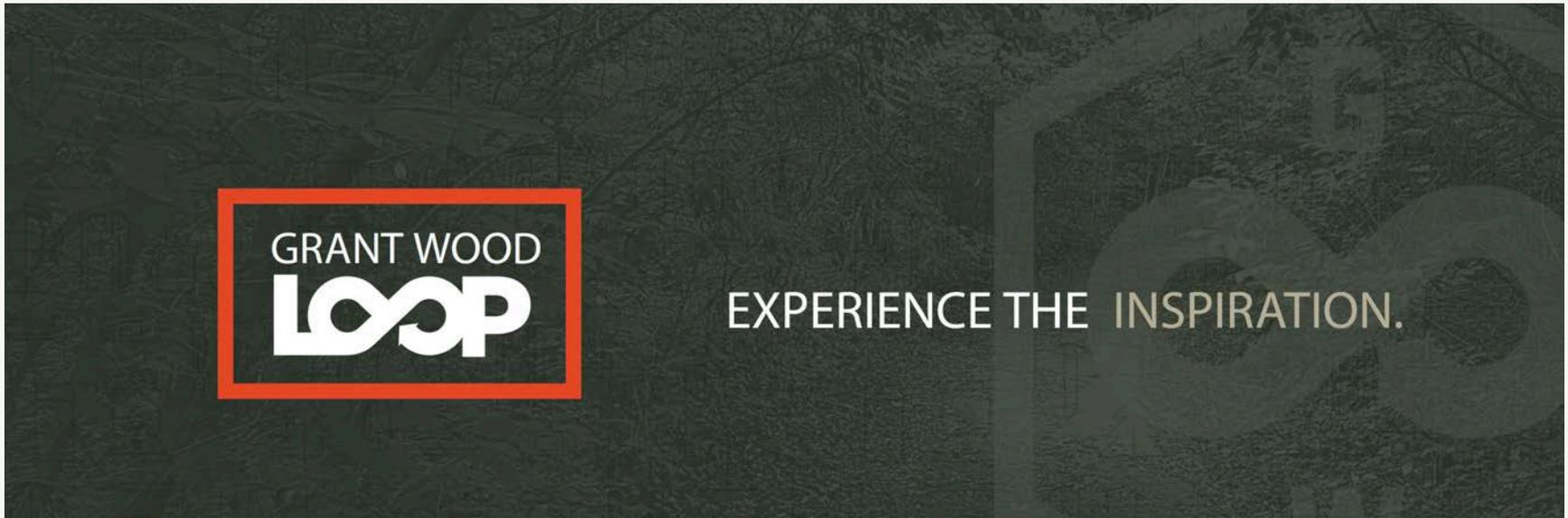
GWSB counties of Jones and Jackson as well as Dubuque county will be linked via the extensive water trail on the Maquoketa River. The work will include barrier removal, improved access, support for outfitters, additional way-finding, and enhancements at destinations along the way, including modification and/or removal of the Mon-Maq Dam near Monticello as well as a variety of new and enhanced river access points. Plans include a canoe livery in Canton, and direct connections to Monticello and other “ports of call.”

The Mississippi Circuit

This project will create a seamless circuit from Dubuque to Bellevue. It involves city, county, state parks and trails filling critical gaps in infrastructure and shaping one-of-a-kind, memorable visitor experiences. The circuit will connect to the 10-state Mississippi River Trail and Iowa’s portion of the Great River Road National Scenic Byway. Visitors will be able to move between Dubuque, Mines of Spain State Park, St. Donatus, Spruce Creek Park, Bellevue, Felderman Park, the incoming Mill Creek Pedestrian Bridge, and Bellevue State Park. The project includes a critical trail connection to the nationally renowned Butterfly Garden and the Nature Center at Bellevue State Park. The circuit continues via water trail from Findley’s Landing to Iowa’s easternmost point – the Island City of Sabula.

Prairie Creek Connections

An activity hub will be created as the project links the Prairie Creek Recreation Area, City of Maquoketa, Hurstville Interpretive Center and Maquoketa Caves State Park – a mecca for caving enthusiasts. It will improve access to equestrian facilities, cabins, and campgrounds as well as the Ohnward Fine Arts Center, Maquoketa Art Experience, and Maquoketa YMCA, creating a popular family get-away destination. The project includes: 7 miles of paved connecting trails, parking lot construction (and associated stormwater management), improved access for persons with disabilities, and completion of Hurstville’s East Walkway. This project is already underway with a new pedestrian bridge and soft trails supported with a Wellmark Blue Cross/Blue Shield grant.



10.2 Recreational Resources

The recreational resources and activities within the GWSB Corridor and secondary corridor are described in detail in the following pages starting with the most significant multi-state, federal and state resources, which are recognized national and/or internationally, and then detailing the smaller, resources that are recognized on a local, regional and/or state level.

Federal and Multi-state

1) Mississippi River & Upper Mississippi Fish & Wildlife Refuge: The Mississippi River and the U.S. Fish and Wildlife's Upper Mississippi Fish and Wildlife Refuge run the entire eastern length of the GWSB Corridor and secondary corridor. Half of North America's bird species and 40% of waterfowl spend part of their lives in the Mississippi Flyway associated with these resources. Wildlife watching, fishing, hunting, boating, and hiking associated with the river and the refuge are world renown. Direct access to the river from the GWSB Corridor is good, with a public marina in Spruce Creek Park and a private marina at Island City Harbor. Recreational opportunities include fishing, boating, bird watching and hiking. Byway fishermen and women can use their skills to lure bass, walleye, catfish, sauger, northern pike, pan fish and other sport fish. Ice fishing on the Mississippi River for pan fish, including crappies and bluegills, is an extremely popular winter activity along the refuge in Upper and Lower Browns Lake. Public entities have invested in and manage existing, and are developing new, byway amenities on or near the river including trails, overlooks, riverside picnic sites, viewing scopes, playgrounds, restrooms, fishing access, and other visitor amenities. Byway travelers can explore the river or the backwaters of the Mississippi to view unique flora and fauna, the fall migration, the many different types of birds such as tundra swans, pelicans, eagles, and a variety of ducks. They can also see blue heron rookeries, bald eagle nests, beaver lodges and otter runs. The world class hunting associated with water fowl during migration draws thousands of visitors. Bellevue State Park also provides exceptional overlooks of both the river and the refuge.



Trout Fishing

2) Mississippi River Trail (MRT): The MRT, as it exists and is planned for, along the eastern edge of the GWSB Corridor and sub-corridor, is a small but beautiful segment of a much larger trail that spans 3,000 miles through 10 states, from the headwaters of the Mississippi River to the Gulf of Mexico. Trails are a high priority for the GWSB Board and the partners involved with the Grant Wood Loop, including development of the MRT as part of the Mississippi Circuit. Local, city and state partners have placed the MRT as close to the Mississippi River as is practical, along or adjacent to roadways that provide convenient access or views of the river, area attractions, and connections to other trails along the byway. The MRT provides opportunities for byway travelers to exercise, sight-see, and explore natural, historic, and cultural qualities of

the GWSB Corridor along the Mississippi River. The MRT is designated as a National Millennium Trail that preserves precious natural environments along the Mississippi River, stimulates economic growth in river communities, and provides bicyclists access to a variety of landscapes, history, and culture. The Iowa DOT also recognizes the safety benefits of the MRT, noting that it provides a safe route for bicycles, improves safety on the existing routes for both bicycles and motor vehicles, and reduces motor vehicle crashes. As an important segment of the Mississippi Circuit, the MRT provides important connections between the byway with the communities, natural resources and recreational venues along its route. It helps break down the infrastructure barriers, making it easier for byway visitors to move between venues.



Canoeing the Maquoketa River Water Trail



Hiking in the GWSB Corridor



Biking the MRT in Bellevue

State Parks

1) Wapsipinicon State Park: Wapsipinicon State Park, dedicated in 1923, was one of Iowa's first state parks. It lies just south of Anamosa on the Wapsipinicon River, which is referred to locally as the Wapsi. Boating, canoeing, kayaking, and tubing along the Wapsipinicon are popular during the summer. The sandstone and limestone bluffs in the 394-acre park create visual interest and define the experience for many visitors. Byway travelers hike through flowers and trees, enjoy wildlife watching and views from the bluffs. The quiet walker along the Wapsipinicon River or Dutch Creek, which also run through the park, may see a deer stop to drink, a beaver constructing a dam, or a wild turkey strutting through the forest. The multi-use trails are open year round to hiking, cross country skiing, and snowmobiling. Rocky staircases, crevices and caves make this park a unique adventure for byway travelers. Horse Thief Cave is tied to a legend of the two horse thieves who used the cave for their camp while stealing horses. Visitors who crawl back into Ice Cave can experience cool temperatures during the height of summer's heat. Fishing is popular in the park, as the Wapsipinicon River has long been famous for its channel and flathead catfish, spring crappies, bullheads and smallmouth bass, especially below the dam near the park entrance. Dutch Creek meanders through the park and empties into the Wapsipinicon River. At its mouth, fishing is good all year. This is also a feeding area for walleye and northern, providing anglers with a great challenge. Mushrooms, nuts and berries may be harvested in the park. Hunting is allowed in season. The park also offers winter activities including hiking, snowmobiling, cross country skiing, and fishing. The park is accessible via a road that winds between the river and bluffs offering unforgettable views. The white pine forest in this park is one of the oldest plantings in Iowa and creates a feeling of being "way out west" or in Paul Bunyan's "far north" territory. The park is also famous for its unique and historic bridges

including the Hale Bridge, built in 1879, which is the longest-standing bowstring arch bridge in Iowa. The bridge became even more famous when it was removed, restored, and then moved back into the park by Chinook Helicopters to become a pedestrian bridge. The other historic bridges in the park include a bridge that crosses the river by the old power plant and multiple stone arch bridges. Historic lodges, stone bridges, and the park drive were all built by inmate labor from the nearby Anamosa State Penitentiary. One section of the park drive is especially unique because it takes you over "upside down bridge" where the concrete of the road goes underneath Dutch Creek, allowing cars and pedestrians to pass through the waters instead of over. This park also has picnic shelters, lodges with electricity, running water, kitchens, and bathrooms, 26 campsites (14 with electrical hookups), modern restrooms and showers, a boat launch and landing ramps, and a nine-hole golf course. Wapsipinicon State Park is so laced with history that it was recently awarded designation on the National Register of Historic Places.

2) Bellevue State Park: High bluffs with scenic views of the Mississippi River, 770 acres with timbered walking trails, a unique butterfly sanctuary, and an enclosed nature center are just some of the features that make Bellevue State Park so special. Located just south of the picturesque town of Bellevue, this park offers spectacular views of the Upper Mississippi Fish and Wildlife Refuge and the river itself. Bellevue State Park lies in two separate tracts. The Nelson Unit is at the immediate south edge of Bellevue on U.S. 52, atop a 300-foot limestone bluff. The Dyas Unit is two miles further south on U.S. 52. In the Nelson Unit, three trails provide offers a glimpse of something different including scenic views of the Mississippi, access to a restored prairie and butterfly garden, and a view of a former limestone quarry with a primitive limestone kiln. The "Butterfly Garden" contains over one hundred separate plots, each

featuring plants which provide food and habitat for butterflies. A network of pathways allows visitors to walk through the garden and see a wide variety of butterflies, a beautiful array of flowers and the pond in the center. The Dyas Unit encompasses almost six miles of foot trails with scenic overlooks, a stream, wildlife, and spring woodland wildflowers including Wild Ginger, Jack-in-the-Pulpit, Wild Columbine, Hepatica, May Apple, Bloodroot, & Dutchman's Breeches. Bald eagles concentrate to feed near the open waters below Lock and Dam 12 when other food sources are scarce. Pileated woodpeckers are occasionally seen in isolated areas. The Dyas Unit has 46 camping units (31 with electrical hookups), modern rest rooms, showers and a sanitary dumping station. The Nelson Unit has open picnic shelters and a lodge. The South Bluff Nature Center in the Nelson Unit contains a variety of interesting displays on the plants, animals and geology of Bellevue State Park and hosts periodic interpretive programs.

3) Maquoketa Caves State Park: Maquoketa Caves is probably Iowa's most unique state park. Its caves, limestone formations and rugged bluffs provide visitors a chance to "step back" into geological time thousands of years. Caves vary from the 1,100 feet high ceiling of Dancehall Cave with walkways and a lighting system to the small and dark Dugout Cave. The remaining caves are all different sizes and shapes. Some can be explored by walking while others can best be seen by crawling with a flashlight. The park contains more caves than any other state park in Iowa. Interpreters provide guided tours to facilitate the White Nose Syndrome (WNS) Awareness Program and help prevent the spread of White Nose Syndrome by humans. Attendance at the program is required for those who plan to enter the caves. A beautiful trail system links the caves, formations, and overlooks while providing an exciting hiking experience. Hikers can enjoy the scenery along the six miles of trails. The trails in the eastern part of the park connect the park facilities

and provide access to the caves. Trail highlights include the dramatic “Natural Bridge” which stand nearly 50 feet above Raccoon Creek, 17-ton “Balanced Rock”, and “Dancehall Cave.” Beautiful milk white stalactites once hung from the ceilings and stalagmites rose from the floor. Although souvenir hunters have robbed the caves of this rare beauty, some formations still exist. A trail in the western area of the park takes hikers past a restored prairie, an experimental oak savanna restoration and a wildlife food plot. The park changes with the seasons as does the recreational opportunities for the byway traveler. Spring wildflowers give way to the lush green growth of summer. Fall brings dramatic hues of yellow, gold and crimson. Snow transforms the park into a winter wonderland. Early recorded history tells of the Native Americans in the area, and that they were likely visitors to the Raccoon Creek valleys. Artifacts such as pottery, tools and projectile points made of stone found in the caves and surrounding area confirm these accounts. European settlers recognized the unique beauty of the caves in the 1830’s but the first park land was not purchased in 1921. The majority of the park facilities were constructed in the 1930’s by the Civilian Conservation Corps (CCC) and the Works Progress Administration (WPA) including the stone lodge, Dancehall Cave walkway system, stone picnic circle and several hexagonal picnic shelters along the trail. A new interpretive center contains detailed information about the geology of cave formations, park history, and a background of the early “inhabitants” of the park. It also contains a “video tour” of the park, for those who are unable to withstand the rugged terrain that the park offers. The campground contains 29 campsites (17 have full electric hookup) nestled among mature pine trees, complete with a modern shower facility. The beauty of Maquoketa Caves State Park provides a lovely setting for picnicking in the open or under one of the two picnic shelters. A children’s play structure is located between the campground and picnic area.



Trails in Maquoketa Cave State Park

Water Trails

1) Maquoketa River Water Trail: The Maquoketa River is a major natural resource and recreational venue in the GWSB Corridor and secondary corridor. Portions of it are designated as a State of Iowa Water Trail and all of it provides exceptional opportunities for byway travelers to explore and enjoy aquatic and terrestrial ecosystems while pursuing a plethora of recreational activities. The most popular portion of the Maquoketa River in Jones County is the 7.75 miles between Mon-Maq Dam and Pictured Rocks. As the river enters Jackson County, the North and South forks continue on for an additional 50 miles through Jackson County before meeting just north of the town of Maquoketa and flowing another 30 miles to enter the Mississippi River near Green Island. Recreational activities include canoeing, kayaking, inner tubing, boating, swimming, picnicking, camping, hiking in adjacent parks, fishing, wildlife and bird watching, historic and natural ecosystem exploration and photography. There are several public areas adjacent to the river that are accessible from the river to paddlers and hikers. The North Fork of the Maquoketa River boasts everything from historic limestone structures to wilderness sections. Averaging 70 feet wide in some sections this shallow stream is characterized by a sandy bottom sometimes interspersed with rocks and boulders below steep bluffs and wooded shorelines. Byway travelers paddling this river can enjoy the agricultural and small town views in some sections and long, pristine stretches of inaccessible wilderness in others. There is a section in Jones with nearly 18-miles between access points. This remote area depicts typical “Karst” topography with sinkholes, springs, and caves. Known for its impressive bluffs and scenic beauty, this section of the river is a favorite of many seasoned paddlers. Paddlers on the remote stretches of river in Jones County will pass through and by both the North Fork Wildlands Wildlife Area and Searryl’s Cave State



Preserve. Named after the original homesteader, Searryl’s Cave, twisting 565 feet underground, is known for its large colony of hibernating bats. Those byway paddlers that would prefer shorter water trips may choose to paddle stretches of the Maquoketa River in Jackson County, which boasts nearly two dozen private and public, developed and undeveloped river access points, and great wayfinding publications and maps.

Byway travelers interested in wildlife and bird watching will especially enjoy this river, which abounds with wildlife, including more common whitetail deer, wood ducks, wild turkeys, squirrels, Canada geese, and turkey vultures but also river otters, beaver, bobcat, red and gray fox, mink and ornate box turtles. Woodland and song birds, hawks, nesting eagles and pileated woodpeckers are also common throughout the river corridor.

Thousands of acres of land adjacent to the river in Jones County are included in Iowa’s 23rd Bird Conservation Area. The Indian Bluffs and Pictured Rocks BCA encompasses 25,000 acres of public and private land along the river, including portions of Indian Bluffs and Pictured Rocks State Wildlife Management Areas and the privately owned Indian Bluffs State Preserve. Although this new BCA does not allow for increased public access on private lands, landowners still retain their role as landowner and anyone wishing to hunt, walk, or birdwatch on private grounds still need to acquire landowner permission, there are thousands of acres of public land to enjoy. This BCA area is indicative of diverse and rare bird species and home to 117 nesting species of birds including the bald eagle, pileated woodpecker, American woodcock, yellow-billed cuckoo, belted kingfisher, red-headed woodpecker, prothonotary

warbler, common yellowthroat, cerulean warbler, Baltimore orioles and bobolinks. An interpretive brochure about the Indian Bluffs and Pictured Rocks BCA is available on the IDNR and Jones County Conservation Board websites and at the Central Park Nature Center. The Brochure provides a background of BCA's in the state, a map of the Indian Bluffs and Pictured Rocks BCA, and a listing of the special plants, animals and birds documented within the site.

In addition to birding, byway travelers can participate in exceptional fishing for walleye, smallmouth bass, northern pike, channel catfish, suckers and may even catch a trout at the mouth of a cold water tributary in Jackson County. According to Game and Fish Magazine, the clear, cold, boulder-strewn Maquoketa River arguably hosts the Hawkeye State's best smallmouth bass fishing. The river hosts lots of fish in the 12- to 13-inch range, with good numbers of 15- to 17-inch fish. Several different species of mussels can also be studied along this river. Native plants including grasses and forbs such as Indian grass, little bluestem, shooting star, and wild bergamot cling to life on rocky outcrops, fallen boulders, and bluff tops. It is easy to see why the river was named Maquoketa, which is the Native American word for bear, as some sections of the river corridor are cave-ridden, with heavily wood bluffs, hills, and steep bedrock walls that would have once been exceptional year-round habitat for the black bear that still occasionally visit this area. The lower portions of the river in Jackson County are large enough for larger water craft and concrete boat access is provided at Joinerville Park & Spragueville Access. It is important to note that there are dams on this river that paddlers must be aware of as they can literally be death traps for unaware paddlers. However, they are well marked and portage opportunities are provided. There were at last county five outfitters that serve this river, as well as wayfinding and maps.

2) Wapsipinicon River Water Trail: Although the Wapsipinicon River has only been designated as a State of Iowa Water Trail in Buchanan County, which is outside the GWSB Corridor, it is a popular recreational river in the GWSB Corridor and secondary corridor in Jones County. In fact, Jones County Conservation Board considers this river and the Maquoketa River as their two main "outdoor recreation natural resources." This river enters Jones County just northwest of the GWSB community of Stone City, flows for roughly 43 miles, before existing the county and the GWSB secondary corridor approximately five miles southeast of Oxford Junction. The river corridor has many of the same characteristics in Jones County as it does in upstream state designated areas. The corridor retains much of its backwater wetland and woodland habitat, natural areas are filled with native flora and fauna, and scenic views abound and historic stone buildings and bridges, including the restored Hale Bridge in Wapsipinicon State Park, can be enjoyed from a canoe. Byway travelers that take time to float this river will find that both common and uncommon

wildlife are abundant, especially in the more secluded stretches of this river including whitetail deer, wood ducks, wild turkey, squirrel, river otters, beaver, bobcat, red and gray fox, and mink. Birding along this river is exceptional with a diversity of neotropical migrants, raptors and interior forest song birds. Byway travelers that canoe downstream of Anamosa will be able to float past limestone bluffs, cliffs and forest. Near Olin the scenery changes to agricultural fields and pastures more reminiscent of a Grant Wood painting. Byway travelers that want to fish can catch catfish, walleye, smallmouth bass, carp, sunfish and northern pike in this river's deep fishing holes and along its rocky shorelines. Although the area below the Anamosa Dam is very dangerous and portage is required to prevent drowning, fishing from shore below the dam is a popular activity. Water trail users can also camp and enjoy trails in the Wapsipinicon State Park and there are at least seven access points along this river in the GWSB secondary corridor and two outfitters that serve this river as well as wayfinding and maps.



Photo Credit: Larry Reis

"Best Smallmouth Bass Fishing" Game & Fish Magazine

State Bird Conservation Area

1) Indian Bluffs & Pictured Rocks WMA: These two adjoining forested areas collectively encompass over 1,550 acres along the Maquoketa River. They, along with the privately owned Indian Bluffs State Preserve, are included in a designated Iowa Bird Conservation Area (BCA) that was publicly dedicated in 2017. This has been called one of eastern Iowa's most species-rich grassland/savanna/forest habitats, with 243 species of birds identified so far and more expected to be identified in the coming years. The State of Iowa BCA designation recognizes that this area provides important nesting habitat for declining grassland, savanna and forest birds. Byway travelers that enjoy birding may spy birds that use this area for nesting that they are unlikely to see in other places such as the Eastern meadowlark, bobolink, red-headed woodpeckers, cerulean warblers, acadian flycatcher, state endangered barn owls, wood thrush, and Eastern whip-poor-will. At the right time of year, they may also see birds species that use the area as a migration stopover, many of which are suffering from nationwide species declines. This area attracts bird enthusiasts from throughout the region and beyond. In addition to bird watching, byway travelers may enjoy exploring the native habitats found in these areas. In addition to the prairie, savanna and interior forest, there is an Algific Talus Slope, which has a fragile micro habitat that harbors delicate threatened and endangered species. There are also primitive river campsites that users can use for up to fourteen consecutive days. Non-maintained, primitive trails near through the forest, prairie and savanna pass or parallel small creeks and along the river. They are graced by ferns, wildflowers, mature forests, limestone bluffs, and giant boulders. Byway travelers have access to adventure activities in these areas including some of the best and most popular rock climbing in the Midwest in Pictured Rocks, especially during fall and spring weekends when the University of Iowa offers classes on Sundays. Byway travelers can enjoy climbing among the trees, which shade most of the climbing walls. Over a dozen different

climbs including Windy Point, Chicago Wall, Comic Gallery, Ice Cave Wall, Wild Iowa Wall, and Razorblade Boulder, provide the adventure tourists with several different options. This area also has primitive restrooms and a picnic shelter so byway travelers and their families can spend the day experiencing the limestone bluffs they only see from other locations along the GWSB. Although rock climbing has been occurring at Pictured Rocks for over 30 years, early on it was an unknown, unregulated sport. Today three organization work together to maintain climbing routes, bolts and fixed hardware and plan for development of new climbing walls and routes, creating opportunities for the GWSB travelers to have an unforgettable experience.

Other Parks, Wildlife, & Conservation Areas

1) Hale Wildlife Area: This 260-acre area, located northeast of Hale, includes ponds, wetlands, woodland, and restored prairie. Byway travelers can enjoy fishing, hiking, or an afternoon of hunting in this public area. The prairies and woodlands are currently under restoration but the diversity of habitats provide exceptional wildlife watching opportunities including birding and butterfly identification.

2) Blackhawk Wildlife Area: Blackhawk Wildlife Area is a 180-acre public hunting area along the South Fork of the Maquoketa River just 3 miles west of Maquoketa and 2 miles north of Highway 64. It was purchased in 4 different parcels, including a property that was formerly a Boy Scout camp. In addition to hunting, this area contains a system of trails for hiking, wildlife watching and even equestrian use from June through August.

3) Muskrat Slough: Muskrat Slough is a 727-acre public hunting area southeast of Anamosa. A portion of it is designated as a refuge. It has both marsh and upland habitat as well as a lake with a gravel boat ramp, making it ideal either for waterfowl hunters, wildlife watchers and photographers that want to hide from or get closure to birds and other wildlife.

4) Matsell Bridge Natural Area and Mt. Hope Public Access Park: Located next to each other near Stone City and the western terminus of the GWSB, these two parks are actually outside the GWSB secondary corridor, in Linn County, Iowa. However, the size of these parks and the diversity and extent of the recreational opportunities they provide, are important enough and close enough to the byway to merit the byway traveler's consideration. Matsell Bridge Natural Area encompasses 1,887-acres of diverse terrain and habitat. Byway travelers can utilize over 12.5 miles of trails, access the Wapsipicon River, enjoy shooting ranges, a primitive year-round cabin, 10-miles of equestrian trails and camping facilities that include over 70 primitive campsites in four campgrounds, including an equestrian campground. They can fish and/or boat on the Wapsipicon River, explore a mature conifer forest planted in the 1950's, and examine unique historical features including the Matsell Bridge.

5) Buzzard Ridge Wildlife Area: This 273-acre area is located along the South Fork of the Maquoketa River. Byway travelers can enjoy primitive camping by the river, and explore limestone rock outcroppings, upland timber, and floodplain forests. Because of its location near the river this area has great wildlife watching and the panoramic scenery making it a popular remote camping area and a convenient stop for canoeists traveling down the Maquoketa River. It has three river access points, making it perfect for byway travelers that want to immerse themselves in land and water recreation.

6) Pine Valley Nature Area: Located just three miles north of Monmouth, Pine Valley Nature Area encompasses 676-acres of high-quality woodland. Byway travelers can visit this nature area to identify rare plants, watch wildlife, enjoy scenic views, and visit archaeological sites. This nature area has an extensive multi-use trail system that facilitates natural resource immersion. It is open to public hunting, which some byway visitors will enjoy, but which should be considered by non-hunters before they go exploring.



Photo Credit: Larry Reis

Baby Barred Owl



Bird Watching

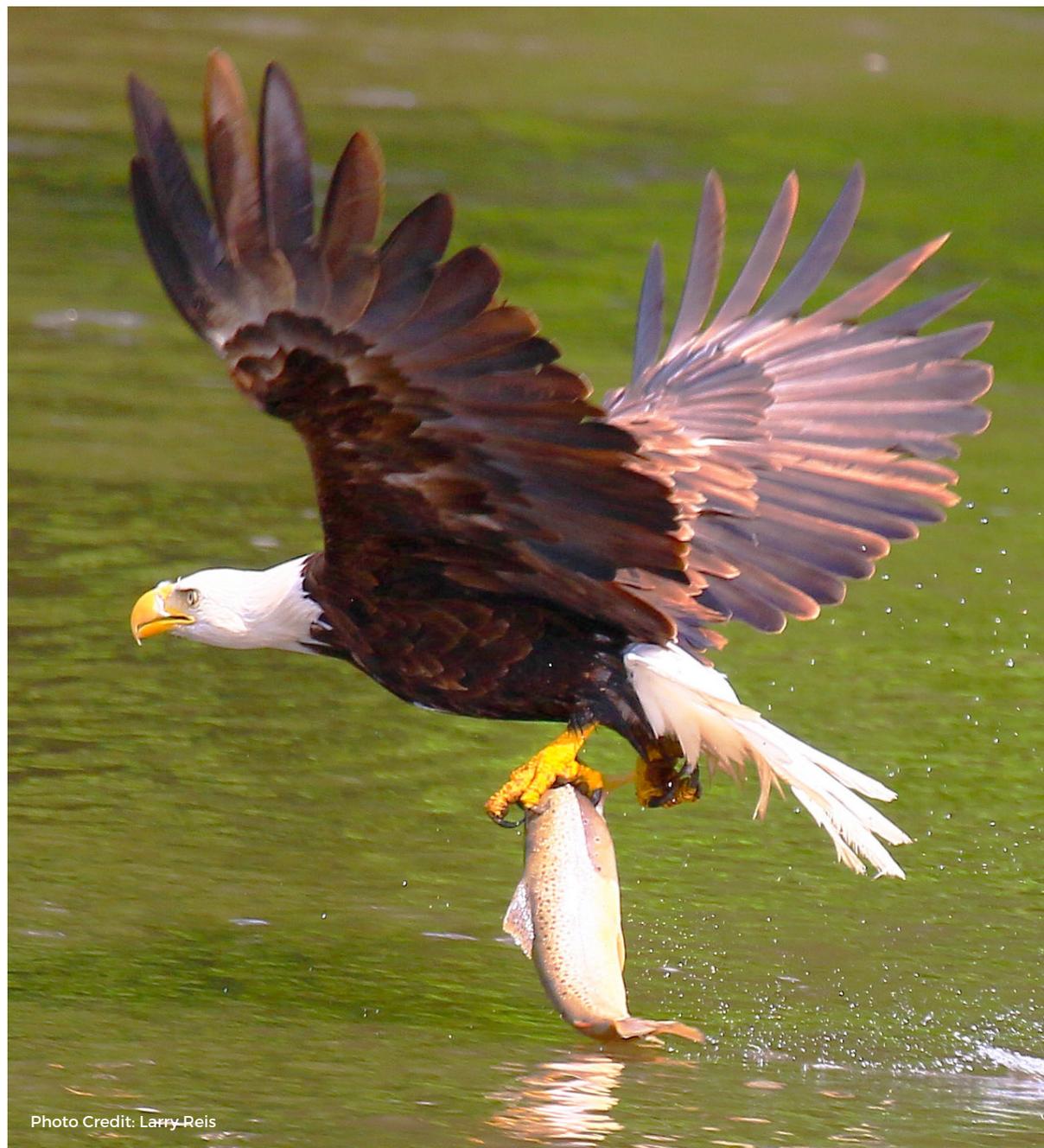


Photo Credit: Larry Reis

Bald Eagle Catching a Brown Trout



Waterfowl Hunting in the GWSB Corridor

7) Cottonville Conservation Area: Located three miles north of Andrew, this rolling 40-acre tract of land consists of grasslands and upland timber. Once part of the “county farm,” management was transferred to the County Conservation Board in 1986. Ongoing management of the area consists of timber and prairie restoration projects. This area provides an interesting opportunity for byway visitors to consider timber and prairie restoration, how it occurs and how restored and native habitats differ.

8) Big Mill Creek Wildlife Management Area: Big Mill Creek WMA encompasses 693 acres just 5 miles west of the GWSB community of Bellevue. Byway travelers can explore timber, upland, and wetland ecosystems. Big Mill Homestead, a 2-story limestone farmstead built in 1845 as a dormitory for the nearby Paradise Farm owned by the Potter family and later placed on the National Register of Historic Places is also an interesting destination. Mill Creek at Big Mill is stocked with catchable rainbow and brook trout during April - October and also maintains a low density of wild brown trout, providing excellent fishing, and tent camping is allowed in this area.

9) Central Park (Jones County Conservation Headquarters): Located near the center of Jones County, Central Park houses the administrative offices of the Jones County Conservation Board and the Jones County Nature Center, which draw thousands of visitors each year. This 297-acre park includes a 25-acre lake and a 6.75-acre pond. Byway visitors are invited to fish in the ponds, both of which have good populations of largemouth bass, bluegill, crappie, and catfish. They can enjoy approximately five miles of hiking trails through woodlands, restored prairie, and wetlands. Central Park also has 2 cabins as well as modern, semi-modern, electric and primitive camping. The playground area, swimming beach, sand volleyball court, horseshoe pits and enclosed pavilion provide additional recreational opportunities for the byway traveler.

10) Bald Forty Preserve: This 40-acre county preserve is walk in only. The area is named for the clear cutting that occurred in the 1940s but since that time that area has reestablished itself into a well-established hardwood forest. This preserve is adjacent to Big Mill Wildlife Management Area, providing additional nature exploration, hiking, hunting and wildlife watching opportunities for byway travelers.

11) Green Island Wildlife Management Area: Green Island, a 3,637-acre wildlife management area located south of Bellevue, along the Mississippi River, is surrounded by the Upper Mississippi Fish and Wildlife Refuge. It has diverse ecosystems but is dominated by marsh, with some timber and upland habitats. A portion of this area is designated as a refuge and byway traveler can enjoy wildlife watching and photography. Bird watching and photography are particularly exceptional during migration. The land trails provide opportunities for recreation, site seeing and scoping for birds as the area has three scenic overlooks accessible via land trails. The acres not dedicated as a refuge lands allow hunting and fishing, including ice fishing. Byway travelers can also access the Mississippi River and its backwaters from this area, which boasts four boat ramps.

12) Eden Valley Refuge: From the earliest blooming hepatica to the brilliant fall colors and snow-covered trails, Eden Valley Refuge offers year-round, recreational opportunities for byway travelers. They can explore the limestone bluffs and forested hills to experience and photograph native plant and animal life or visit the nature center to learn about the native ecosystems, flora and fauna. The park's 201 acres are nestled along the banks of Bear Creek just two miles south of the GWSB community of Baldwin and feature modern and primitive camping, cabins, hiking trails, a playground, a swinging bridge, and an observation tower.

13) Riverview Park: Riverview Park is located along the Mississippi River in Bellevue. Byway travelers can stroll along a paved walkway that meanders among antique fixtures, old street lights, benches, and a war memorial. There is also a Freedom Rock in this park, which is a large rock painting by renown Iowa artist Ray "Bubba" Sorensen. Lion statues and other public art pieces add additional interest. Byway travelers can access the Mississippi River from this park, which is also a popular location for residents and visitors to watch boats pass through Lock and Dam #12 or to watch wildlife, including eagles feeding on fish during the winter months.

14) Prairie Creek Recreation Area: This 273-acre property is located on the southeast side of the GWSB community of Maquoketa. The park provides byway visitors an opportunity to explore some of the more rare Iowa ecosystems including an oak savanna, dense woodlands and limestone bluffs. This area is also the focus of a Grant Wood Loop project so construction of an interior roadway, fishing pond, and utilities that will enhance the visitor experience are underway.

15) Pleasant Creek Recreation Area: The Pleasant Creek Recreation Area is rustic and relaxing with front row seats of the main channel of the Mississippi River. It is located 3 miles south of Bellevue, Iowa, along Highway 52. The campground has 55 primitive campsites located in the main campground and on the island. Byway travelers can also access a concrete boat ramp with direct access to the Mississippi River's main channel in this recreation area.

16) Spruce Creek Park: This 43-acre park lies on the banks of the Mississippi River at the mouth of Spruce Creek. Spruce Creek park provides exceptional opportunities for byway travelers that want to access the Mississippi River. It boasts a boat marina, modern camping sites, showers and restrooms, a large picnic area, shelters, and playground equipment.

17) Baldwin Marsh: Baldwin Marsh is located 1 mile west of the GWSB community of Baldwin on the South side of Highway 64. This 67-acre area includes provides an opportunity for GWSB travelers to explore a wetland, native prairie, and restored prairie, all of which provide excellent habitat for waterfowl and upland birds. The wetland is one of the best examples of an upland marsh once very common in Iowa. As they hike through this unique and beautiful area, byway travelers can watch migrating waterfowl, photograph colorful, native wildflowers, and learn about the importance of prairie and wetland habitats via on site interpretive panels.

18) Hurstville Interpretive Center (Jackson County Conservation Headquarters): The Hurstville Interpretive Center has interior and exterior interpretive displays, a visitors center and houses the headquarters of the Jackson County Conservation Board. It is easy to access and has universally accessible opportunities for byway travelers to explore and learn about natural resources at their leisure. The visitors center offers information about the surrounding area and points of interest. Inside exhibits tell the story behind the region's natural and historic resources through live animals, scale models, displays, interpretive panels and events. The Center also houses traveling exhibits regularly that give visitors a unique experience every time they visit. One of the most popular exhibits at the Center is a live bee hive with a 360 degree viewing opportunity. Byway travelers can enjoy the beauty of prairie and wetland ecosystems on the walking trails, spy a pair of nesting trumpeter swans, or use their binoculars to watch for other wildlife. The restored native prairie provides an opportunity for byway travelers to seek and find reptiles, colorful wildflowers, and a world of insects first hand. The butterfly garden encourages visitors to get an up close look at the native flowers that once graced most of Iowa, photograph butterflies and insects, and consider the scope of Iowa's lost ecosystems.

10.3 Recreational Activities

Opportunities to engage in recreational activities in the GWSB Corridor and secondary corridor abound. They include everything from adventure tourism activities to more passive opportunities. Families, individuals, travel group and clubs enjoy this byway and its natural resources. Some of the most popular activities are noted in the following pages.

Rock Climbing and Caving

The exposed and near surface bedrock geology, karst topography and protection of geologic formations through public acquisition, have made rock climbing and caving some of the most unique adventure tourism activities available to the byway traveler in the GWSB Corridor and secondary corridor. Whether they participate or watch these activities, byway travelers can experience and enjoy unique opportunities above ground and below ground. They can explore and learn from firsthand experience about the unique bedrock formations that make the GWSB so popular. Indian Bluffs Wildlife Management Area and Pictured Rocks Wildlife Management Area have popular rock climbing routes. Many are managed to maximize safety and minimize the sport's impact on the natural resources. The presence of strategically developed and maintained climbing routes, bolts and fixed hardware as well as experienced climbers and a plethora of different climbing options at Pictured Rocks also make this adventure sport easier for novices to try and experienced climbers to enjoy. The caving opportunities, including at Maquoketa Caves and other public areas, are diverse. Byway travelers can select the experiences they feel most comfortable enjoying, whether that includes only caves with high ceilings and wide openings or caves that they must crawl into with headlamps and courage. These cave experiences are not only enlightening; they are a wonderfully cool activity during the hot summer months when the air temperatures in the caves is much colder than the air temperature above ground. Educational programs and restricted access to specific caves helps protect the traveler, the resource and the wildlife that depend on it.



Photo Credit: Bill McKirgan

Rock Climbing

Water Activities

With three major rivers, over 20 streams, ponds and lakes within the byway corridor, it is no surprise that the area is a destination for a variety of water-based recreational activities. Kayaking, canoeing, boating, water skiing, inner tubing, fishing, and swimming are all popular water activities. The Maquoketa and Wapsipinicon Rivers have multiple access points, public parks with trails that are accessible from the river, camping near water and at times interpretive programming for paddlers. A portion of the Maquoketa River in north central Jones county is designated by the Iowa DNR as a water trail, meaning that it is a recreational corridor that provides a unique experience to all water users but the river in Jackson county has shorter float opportunities that make it more appealing to many paddlers. Byway travelers interested in connecting with paddling clubs are pleased to note that there are several that can provide more information about the resources within the GWSB Corridor and secondary corridor including the Cedar Valley Paddlers, Iowa Whitewater Coalition, Iowa Rivers Revival and the Iowa Water Trails Association and the Iowa DNR Water Trails website. The Wapsipinicon and Maquoketa Rivers offer exceptional public fishing. Byway fishermen and women can use their skills to lure bass, walleye, catfish, sauger, northern pike, pan fish and other sport fish in the larger rivers and other species such as trout, small mouth bass, suckers and sunfish in the streams. Since the Mississippi River is a much larger river, the fishing opportunities are somewhat more extensive and ice fishing for pan fish, including crappies and bluegills, is more popular. Boating, water skiing, and jet skiing are very popular on the Mississippi River. Pool 13 of the Mississippi River just east of Jackson County is a popular recreational destination for fishing, boating, wildlife watching, and sight-seeing. The many lakes and ponds throughout the corridor are also popular for fishing, kayaking, and swimming. The Jones County Conservation Board has six canoes, life preservers, and paddles for organized youth groups and schools to use at no charge at Central Park Lake.



Canoeing in the GWSB Corridor

Motorcycling

Motorcycling for pleasure has been a hugely popular recreational activity and a large part of the GWSB Corridor's culture for many years. Byways are a favorite designation for motorcyclists. Byway Advisory Boards throughout Iowa, including the GWSB, receive requests throughout the year from motorcycle enthusiasts for new byway maps and itineraries. Motorcycle "tours" are routes with set destinations, while "cruises" are randomly riding for fun. Bikers stress that the experience is different than a car because you can feel the wind, smell and hear what you are driving by, and have a different vantage point than a car. Highway 64 through Iowa, which makes up a portion of the byway route, is a popular highway for cyclists because of the attractions that it connects, one of the most notable being the National Motorcycle Museum in Anamosa, which provides a look into the history of the motorcycle and the people that have influenced its design over the years. This museum has one of the finest collections of vintage motorcycles in the world. The J&P Cycles shop and "biker bars" in downtown Anamosa and in other communities along the GWSB are destination for many bikers and some have begun to enjoy stopping at the wineries along the GWSB. In addition to the attractions along the GWSB, there are many motorcycle events and activities within the GWSB Corridor, such as once-a-month motorcycle cruise nights, a sidecar rally each June, and the Midwest Hill Climb which is a 68-year tradition. The GWSB Corridor has amenities such as hotels and biker-friendly restaurants that make riding the byway even more popular. Iowa has several motorcycle clubs and associations, including the Christian Motorcycle Association and the Veterans Association that hold tours or cruises that can provide riders with opportunities to explore the GWSB with family, friends, or work-related bike groups. Byway travelers may also participate in charity rides that travel along all or part of the GWSB.

Bird Watching

The GWSB has exceptional bird watching opportunities. The Upper Mississippi River is a major flyway and migration route for millions of birds in the spring and the fall, providing unparalleled opportunities for birders. Visitors can observe hundreds of thousands of migrating ducks and flocks of pelicans. They can boat beneath an eagle's nests or a blue heron rookery, watch bald eagles diving for fish in the Mississippi, or spy nesting trumpeter swans. Many bird species also stop over or nest in the prairies, wetlands and forests found in the natural areas of the corridor, including along the streams and in river corridors. The northern section of the GWSB secondary corridor encompasses a State Important Birding so bird watchers can see threatened, endangered or species of special concern. Bird watchers have options to walk or paddle in solitude into remote interior forest acres or use spotting scopes or binoculars in parks to identify different bird species from overlooks. Visitors can even get a close-up view of eagles and hawks at interpretive programs. Several GWSB communities and parks, such as the Hurstville Interpretive Center and Bellevue State Park, have special events dedicated to bird watching, bird counting, and interpretive programming about birds.

Trout Fishing

Cold water streams that support native or introduced trout are an important natural resource in the GWSB Corridor and secondary corridor. Natural reproduction in many streams, combined with Iowa DNR stocking of rainbow, brown and brook trout, creates a year-round fishery that draws visitors from throughout the United States. The Iowa DNR reports 4.6 miles of cold water trout streams on public and private properties that are open to public fishing and another 2.4 miles of cold water trout streams that can be accessed by the public with permission from private landowners, for a total of 7-miles of cold water aquatic ecosystems. The GWSB Corridor is within in the four-state Driftless Area. A study of the value of recreational angling conducted by NorthStar Economics found that recreational angling in the Driftless Area generates an estimated \$1.6 billion

annually to the local economy. Direct spending equaled \$474.91 per angler, per trip. The total economic impact of anglers, including indirect and induced effects totaled \$1,627,186,794.79. The 'ripple' effect, also often referred to as the 'secondary effect' in the Driftless Area is over \$670 million annually. Trout fishing in the GWSB Corridor is open year round, or as long as the water is flowing, unlike nearby trout streams in other states, making fall and winter trout fishing a popular past time. Specific cold water trout stream access in the GWSB Corridor includes the following. Stream descriptions are adapted from information provided by the IDNR.

1) Brush Creek: The 1.9 miles of Brush Creek open to the public are located two miles northeast of Andrew just south of 261st street. It is stocked April, May, June, September, and October with as many as 1,150 brook and 2,800 rainbow trout. White sucker is also a popular sport fish in this stream.

2) Tributaries to Tete des Morts River: This .60-mile stream segment is located near St. Donatus. Fish assemblage includes brown trout and white sucker. Stream-reared brown trout are sustained through a once-per-year stocking of fingerling brown trout. This fishery is entirely on private property and landowner permission is required for any access.

3) South Fork Lost Creek: The DNR stocks a short segment of this cold water trout stream with approximately 500 fingerling brown trout.

4) Big Mill Creek: Located on Big Mill Wildlife Management Area (WMA), this 4.5 mile cold water trout stream west of Bellevue and south of Mill Creek Road, is stocked with as many as 5,500 catchable rainbow and 1,500 brook trout during April through October and also maintains a low density of wild brown trout, green sunfish and white sucker that are popular with anglers. Approximately .90 miles of this coldwater stream are open to public fishing. Camping is also available. A floodplain restoration

project was completed on the upper 1000 feet of Mill Creek on Big Mill WMA during spring 2014. It mitigated negative impacts of the incised channel and provided improved shoreline access along the stream in the project area. However, access continues to be challenging in most downstream areas of the stream.

5) Little Mill Creek: Located on Little Mill WMA and on private property, 2 miles west of Bellevue, with parking south off 216th street, this .7-mile stream segment is stocked April-October with between 500 and 1,000 catchable brook and as many as 3,000 rainbow trout. Little Mill also has some stream-reared brown trout present and native green sunfish. Primitive camping is allowed on the state-owned property. Visitors wishing to walk or fish the stream on adjacent private property can ask permission. Camping is also available on the public lands.

6) Ozark Springs: A low-density population of brown trout is maintained through a yearly stocking of between 500 and 1000 fingerling trout along .7-miles of this cold water trout stream but private landowner permission is required for access. Visiting anglers enjoy catching brook trout, brown trout, green sunfish and white sucker.

7) South Fork Mill Creek: This stream 1.1-mile stream segment is located in Big Mill WMA between Bellevue-Cascade Road and Mill Creek road about 4 miles west of Bellevue. Camping is also available. This stream has a wild self-sustaining population of brown trout with most adult fish ranging from 8-11 inches and a healthy population of green sunfish.

8) Tete des Morts River: Near St. Donatus in Jackson County, this 1.10-mile stream segment is located on private land and open with permission. A brown trout population was established in this stream through annual stockings of 1,500 to 3,000 fingerling brown trout. The brown trout population is now self-sustaining through natural reproduction. Brown trout, smallmouth bass and white sucker are popular with anglers.



Photo Credit: Larry Reis

Winter Brown Trout Fishing



Photo Credit: Larry Reis

Brook Trout



Photo Credit: Larry Reis

Rainbow Trout

Bicycling

Bicycling is another popular form of “biking” along the GWSB. The rolling hills of the region provide for diverse scenery and a challenging course for road riders who want a great biking workout. Road cycling, cycling for pleasure and even gravel rides, are the most popular biking activities. A small portion of the byway route from Baldwin to Maquoketa has a paved shoulder and from Maquoketa to Andrew is labeled as “bicycle-friendly.” There are some single-track trails in the sub-corridor that allow mountain biking. The Mississippi River Trail, a 10-state recreational trail, runs along the eastern border of Jackson County. Because multi-modal transportation options positively impact corridor residents and communities, it is a goal of the GWSB Advisory Board and the Grant Wood Loop to increase the number of multi-model opportunities in the corridor and to connect significant natural, cultural and historic venues with communities through development of multi-use trails that allow the visitor to move freely between those destinations.

The Grant Wood Loop has identified four priority projects, two of which are located within the GWSB Corridor and the other two are within the secondary corridor. Each of the four includes dynamic multi-use trail development that connects important venues. The Grant Wood Loop’s project, The Mississippi Circuit, is a good example. It will greatly expand bicycling opportunities and create a seamless circuit from Dubuque to Bellevue with city, county, state parks and trails filling critical gaps and shaping one-of-a-kind, memorable visitor experiences. It also includes linkages to the Mississippi River Trail. Visitors will be able to move between the City of Dubuque to Mines of Spain State Park, St. Donatus, Spruce Creek Park, City of Bellevue, Felderman Park, the incoming Mill Creek Pedestrian Bridge, and they land in Bellevue State Park. The project includes a critical trail connection to the nationally renowned Butterfly Garden and the Nature Center at Bellevue State Park.

Geocaching

Geocaching is an emerging recreational activity that takes the fun of a scavenger hunt to the next level by incorporating secret clues, cyphers, and GPS technology to find a hidden “cache.” Geocaching is popular among all demographics from families to young persons to retired seniors. The sport is popular because it is a fun challenge and takes “cachers” to unique spots in their local communities or to new places while traveling, making it an ideal byway activity. Collecting many caches is the goal, and there is a very engaged online community where one can find caches, clues, get hints, and network with fellow geocachers. There are 4,717 documented geocaches within 30 miles of the center of the GWSB route. Many of these caches area at byway marquee attractions. Byway travelers driving to the GWSB Corridor communities their base and complete day trips to collect those in the corridor.

Driving for Pleasure

The GWSB roadway is considered by the GWSB Advisory Board and the Grant Wood Loop to be an existing recreational resource that connects a variety of recreational venues to each other. It is something that does not need to be created, as it already exists. According to Scenic.org, nearly fifty percent of Americans drive for pleasure. Like a bike trail through a scenic valley that connects parks, it provides recreation and pleasure for those using it. When regard thusly, the GWSB provides a high quality recreational experience for those drivers looking for smooth roads that are curvy, hilly and have low traffic counts and diverse and changing topography and landscapes. The GWSB delivers on all counts. On a scale of zero to ten, of those that have been evaluated, the majority of the state roads that make up the GWSB are ranked between 7 and 9 for pavement condition, roughness, congestion and other factors. (These rankings are detailed in the Transportation and Safety Chapter of this CMP.) There is only one section of the GWSB in state ownership that is rated below 7.

Outdoor Festivals, Fairs and Events

GWSB Corridor communities and counties hold many different, themed festivals, fairs and events annually, including the Anamosa Pumpkin Fest in October, Bellevue’s Fishtival, Anamosa’s annual Hill Climb for motorcyclists, and other cultural events and customs are celebrated at these outdoor events that create unique opportunities for visitors to participate in historic and cultural competitions, eat local food, watch outdoor performances, purchase local art, and listen to local folk music. The Great Jones County Fair boasts a plethora of youth and adult activities, including big name live music, and a rodeo. Historical events include the Stone City Festival, which takes place annually and is hosted by the Stone City Foundation.

Snowmobile Trails

GWSB visitors have access to over fifteen snowmobile trails within the GWSB Corridor in Jones and Jackson Counties. The Jones County Snow Chasers and Snowmobilers of Jackson County maintain groomed trails through public and private lands to connect into trails in Linn and Benton Counties. These trails are diverse, winding trails that climb and descend through the GWSB Corridor and sub-corridor to provide high quality winter sport experiences, spectacular views and opportunities to rest and/or enjoy opportunities for recreation in GWSB communities.

Guided Tours

Several public park managers and some private clubs in the GWSB Corridor offer guided tours of native flora and fauna, including spring ephemeral hikes through native hardwood forests, mushroom identification hikes, maple syrup collection/hikes, snow shoeing programs, night hikes, birding programs, and other nature explorations. Historical society volunteers and conservation board employees offer guided hikes of historic structures and districts and there are several businesses that provide specialty guided tours or experiences.



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County Fairs



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County Fairs

Equestrian Trails and Camping

There are high quality private and public equestrian trails in the GWSB Corridor. The most extensive public equestrian trails and equestrian camping opportunities are found in Matsell Bridge Natural Area and Mt. Hope Public Access Park, which are located next to each other just west of Stone City. They collectively encompass nearly 2,000 acres of diverse terrain that sports 10-miles of equestrian trails and an equestrian campground. The size of park, the diversity of amenities and the various interesting destinations within the park, make this a popular spot. Blackhawk Wildlife Area, a 180-acre public hunting area along the South Fork of the Maquoketa River just 3 miles west of Maquoketa and 2 miles north of Highway 64, also contains a system of trails for equestrian use.

Hunting and Trapping

Public hunting and trapping is a dominant recreational activity in the GWSB Corridor. Visitors and residents most commonly hunt for ducks, geese, turkey, and deer. The waterfowl hunting is world renown, as 40% of waterfowl spend part of their lives in the Mississippi Flyway and public access to backwaters, sloughs and river islands where the hunters set up their blinds is good. The GWSB Corridor's high quality, remote, public areas and private lands harbor some of America's largest white tail deer, drawing local and out of state hunters to the Corridor during multiple deer hunting seasons. Some residents and visitors hunt for rough grouse, woodcock, morning doves, rabbit, squirrel and coyote. Trappers seek out raccoons, beaver, mink, and muskrats.



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Stock Car Races

10.4 Challenges and Opportunities

During the CMP process, the GWSB Board identified their recreational resources as one of the top two intrinsic qualities (the other being art resources) and a significant aspect of their GWSB brand. There are many opportunities for the GWSB byway traveler to create memorable individual and family experiences by recreating in the GWSB Corridor. Most of the experiences are place-based, unique opportunities that allow byway travelers to experience the culture and the natural environment around them. The interface of high quality natural resources and recreation in the GWSB Corridor creates a need for development of strategies that lead to sustainable use of natural areas and respect for the landscape policies that protect them. Informed strategies can also be implemented to protect natural areas so they are not degraded by the very people that come to see and experience them.

Valuing Recreational Amenities

Throughout the GWSB corridor, there is much discussion and debate about the value of recreational amenities and whether they are worth the time, effort, and money put into enhancing, maintaining, or protecting them. There are several established dollar-based ecosystem valuation methods, with one in particular that applies to recreational sites. The travel cost method of economic valuation is an extremely effective and simple method to affix a dollar value to recreational amenities. This method uses the time and travel cost expenses that people incur to visit a site as a way to represent the “price” of access to the site. Thus, peoples’ willingness to pay to visit each recreational amenity can be estimated based on the number of trips that they make at different travel costs. Unfortunately, no studies have been done to gather the information needed to do an economic impact study or recreational valuation for sites in the GWSB corridor. This lack of information impacts local, state and federal private and public funding streams that could enhance and/or protect the resources, whereas understanding the economic value could inform policy, budgetary decisions and private and public programs. The national Trout Unlimited office in Arlington, Virginia, commissioned a study of the "Economic Impact of Trout Angling in the Driftless Area" and the Iowa DNR Fisheries completes creel surveys that help document the economic impact of fishing in general on specific water courses. Economic analysis of the impact of multi-use trails has occurred in Decorah, Iowa, and Winneshiek County and analysis is ongoing in a broader six-county region of Northeast Iowa. The results of these studies could inform decision-makers and help the GWSB Advisory Board better articulate the value of their existing and proposed trail systems. Unfortunately, any one of these studies captures only a small portion of the total value of recreational amenities in the GWSB Corridor and secondary corridor. The recreational amenities in the GWSB Corridor are more diverse and would require more comprehensive research to be accurate.

Few Recreational Small Businesses

Many of the economic benefit of recreation are related to the small businesses that support natural resource recreation so that those benefits may not be maximized unless the businesses are developed. There are several gaps in natural resource related business in the GWSB Corridor, such as limited canoe, kayak, and tube rentals, even though the area is a destination for river activities. There are also limited to no opportunities for visitors to take guided river tours. Although natural resource based recreation is popular in the GWSB Corridor during the spring, summer and fall, tourism falls off during the winter months. As a result, many GWSB communities and their small tourism related businesses struggle in the winter months. Although, many of the recreational venues can be used during the winter months, including some of the trout streams are fishable most of the year, ice fishing on the Mississippi River backwaters, cross country skiing, snowshoeing, hunting, trapping, snowmobiling, ice sculptures, snow golf, winter festivals, the consumer of those activities is not clearly understood or the object of marketing campaigns. Other seasonal activities, including winter festivals, organized bus tours, business and community event partnership could be further developed and marketed to byway travelers. Increased planning and project partnership between natural resource professionals and business owners and managers could also be improved.

Lack of Interpretation, Wayfinding, and Marketing

The GWSB Board also recognizes that information, interpretation, maps and marketing regarding recreational venues and/or intersecting cultural venues in the GWSB Corridor is extremely limited. During CMP development the RCD staff worked with several entities to test different types of maps and publications for promotion, interpretation, wayfinding and marketing of recreational and cultural venues. They also worked to determine if and how city and county tourism and economic development leaders from the GWSB Counties and throughout the region could work with county and state conservation partners and natural resource professionals to influence Eastern Iowa’s tourism brand to make it more focused on natural resource based recreation. The Eastern Iowa Tourism Association, Grant Wood Loop, county economic development offices, and tourism and chamber organizations adopted the idea and have since worked independently or with the GWSB Board, Grant Wood Loop, and RCD to develop or alter publications that detail recreational options and highlights along the GWSB. A reputation as a recreation destination with access to diverse opportunities can bring many people, and their money, into the corridor. The GWSB’s recreational opportunities are currently not being marketed to their maximum effect, but partnering with the Grant Wood Loop provides opportunities and funding that did not previously exist. Overall, the parks and conservation areas in the byway sub-corridor need updating. What exists has a very dated look and is often hard to read.

Sustainable Ecotourism

Community leaders and business owners from each of the GWSB towns and counties have been invited to serve on the GWSB Board and develop marketing and interpretive materials that cross-market and promote historic, cultural and other attractions, events as well as public parks and public and private recreational venues. The majority of the GWSB Board's efforts have been considered "ecotourism" or ecological tourism." Ecotourism is tourism that is developed and managed in such a way that all tourism activity can continue indefinitely without detracting from efforts to maintain the resources in perpetuity. Ecotourism is also defined as "responsible travel to natural areas that conserves the environment and sustains the well-being of the local people." The initiatives and projects proposed in this CMP are consistent with sustainable ecotourism as are the activities and projects proposed by the Grant Wood Loop.

Lack of Funding

Nearly every GWSB community and both County Conservation Boards are eager to add or improve recreational amenities. Unfortunately, public funding to create and maintain the recreational amenities of interest, such as white water courses, hiking and bike trails, marinas, fishing access, and other recreational venues is extremely limited and competitive at the state level and federal level. Both state and federal grants for recreational infrastructure have been eliminated or greatly reduced and the GWSB communities are very small with a limited number of private donors. The efforts to unite communities and counties through the Grant Wood Loop demonstrates that attitudes are shifting and partnerships can result in projects and initiatives that benefit multiple stakeholders.

Competition for Funding Resources Unfortunately, the same historic, ethnic, cultural, and family ties that created the fascinating one of a kind communities and customs in the GWSB primary and secondary Corridor have also fostered a culture of competition and isolationism between GWSB communities and counties. Because GWSB communities and counties have limited funds for development of recreational infrastructure or for tourism and economic development initiatives, their competitive attitude limits their access to a broader and more extensive group of travelers and visitors to the area. Over the past few years, the GWSB Board has worked to educate the GWSB communities and counties about the benefits of working together to market the recreational opportunities along their byway and within the Corridor, independently and as a unit of attractions and tourist oriented destinations. The development of the Grant Wood Loop demonstrate a new shift in attitudes and collaboration that the GWSB Advisory Board hopes to continue well into the future.

Recreational Opportunities Destroying Landscapes

Development of trails can result in short term and/or long term soil erosion if preventative measures are not taken. Trail users can transfer invasive species, negatively impacting adjacent natural areas. For example, new research shows that horseback rides inadvertently spread oak wilt, which is a significant danger given the economic and environmental importance of oak growth in the GWSB Corridor. Zebra mussels can be inadvertently be transferred between water resources by unaware boaters. Emerald Ash Borer can be spread by campers that transport firewood from infected areas. Increased use of primitive trails, single track trails, and campgrounds can harm native plant communities and spread invasive species like garlic mustard to previously pristine woodlands. Increased and unmanaged numbers of rock climbers can permanently damage limestone rock features. Uninformed cavers can spread disease to bat communities and hikers unaware of the fragile flora and fauna on algific talus slopes may inadvertently destroy an entire ecosystem. Even populations of fish and wildlife in Iowa must be managed to prevent over harvest. The GWSB Advisory Board is fortunate to have informed and engaged board members that understand these issues and can take action to mitigate damage before it happens but in many cases they need funding to develop and fabricate the interpretation, education materials and or programming to do so.



Unique Footbridge in the GWSB Corridor

10.5 Goals, Actions, and Strategies

Strategies to increase opportunities for GWSB byway travelers to recreate, while at the same time protecting natural intrinsic qualities include the following:

Encourage Development of New Infrastructure

- Work with partners to develop new and maintain existing land and water trail infrastructure including paved and unpaved multi-use land trails, water trail access sites, white water courses and other supporting infrastructure including, but not limited to, parking, restrooms, boat ramps etc.
- Assist with multi-partner coordination and planning, fundraising and grant writing efforts to ensure city, county and state public and private trails align with and complement each other rather than compete.
- Improve supporting recreational facilities such as boat ramps, restrooms, and water fountains. Work with public and private partners to ensure that these facilities are universally accessible.

Develop a “What is There to Do Around Here?” and other Public Awareness Campaigns for GWSB Businesses

- Work with private business owners and community leaders to implement customer service training that is fun and ultimately encourages the people on the front lines, those at GWSB convenience stores and hotels etc. to know about and be able to enthusiastically talk about recreational venues.

Brand GWSB as a High Quality Recreational Venue

- Develop the GWSB brand, marketing materials, and interpretation to reflect the significance of recreational intrinsic qualities in the GWSB Corridor.
- Improve recreational facilities such as boat ramps, restrooms, and water fountains that are available to the public. Ensure that these facilities are handicapped accessible.
- Add or redesign gateway signs at every park and every park entrance for Jackson and Jones Counties. Ensure that these signs have uniform design elements, such as shape or color, and include GWSB and Grant Wood Loop branding for byway recognition.
- Support Iowa DNR’s Bellevue State Park, Maquoketa Caves State Park, and Wapsipinicon State Park Recreation Use Plans, which outline key areas for improvement along the byway.

Educate Trail Users About Trail Etiquette and Respect for Natural Areas

- Develop and work with partners to distribute or post information that helps trail users understand trail etiquette, how to respect other trail users, and how to respect the natural resources associated with the trail, such as how to prevent the spread of invasive species and disease, how to prevent erosion and reduce other natural resource threats, and Leave No Trace principles.

Develop and Promote Natural Resource Based Education for Youth and Adults

- Work with educators to develop and promote formal and informal classes, programs and other opportunities for GWSB residents and visitors to learn how to participate in the activities that are available in the GWSB Corridor including fishing, biking, skiing, boating, canoeing, kayaking, and hunting.
- Look for and develop opportunities to engage GWSB travelers in more unusual natural resource activities such as rock climbing, bow hunting for carp, night hikes, etc. Work with partners to develop and market environmental learning opportunities for GWSB travelers regarding native ecosystem, flora and fauna such as spring ephemerals, mushrooms, woodlands, butterflies, birds etc.
- Encourage schools to build and utilize outdoor classrooms. Identify and distribute information to teachers and administrators about grants and partnerships that can help pay for those classrooms.
- Support public health and education for individuals of all ages and work with partners to incorporate community health planning into infrastructure projects and healthy living messaging into outdoor program, advertising and education.

Encourage and Provide Assistance for Natural Resource Based Business Development and Expansion

- Work with private and public partners to develop businesses that support recreation in the GWSB Corridor such as those that expand access to recreational equipment, provide guide services, provide tech support and strategically provide access to traveler services and amenities along trails, in parks and at other recreational venues.
- Teach businesses how to cater to the needs of specific demographics. For example, if hikers are looking for healthy food and drink items they can pick up quickly and pack in and out of natural areas, help businesses determine how to incorporate a healthy, fresh option cooler in an easily accessible location within their business where they can offer items such as local apples, cheese sticks, fresh sandwiches and wraps, bottled water and cookies. If anglers and bikers are looking for opportunities to patronize restaurants with outdoor seating, help businesses work with local city government to find opportunities to provide outdoor seating.
- Work with businesses and downtowns to better understand how and where to market to specific audiences.

Develop the Intersection of Recreational and Cultural Experiences

- Improve the intersection between recreational and cultural experiences through the use of wayside exhibits at recreational venues such as development of a wayside exhibits about the many rockshelters found within public lands, development of audio tours for hikers, bikers and motorcyclists that includes interesting stories of the GWSB and/or local music selections.

Develop and Distribute Information about GWSB Recreational Venues

- Develop, publish and distribute GWSB maps, publications, marketing material and itineraries that highlight recreational opportunities in the GWSB Corridor and make them available to byway travelers electronically and downloadable via the Internet.
- Create fresh, modern, cohesive brochures for parks and conservation areas.
- Work to include and update listings of corridor recreational sites on mobile applications such as the Iowa by Trail app, Iowa State Parks and Recreation Guide Pocket Ranger, and the Iowa Outdoors DNR app. Currently, very few parks and sites are included in these applications. Add Strava challenges to recreational trails to gather more publicity.
- Develop a regional recreational map in partnership with the Grant Wood Loop.

Secure Adventure and other Recreational Photographs for GWSB Marketing and Promotional Use

- Secure photographs with people having fun in the GWSB Corridor for use in posters, social media, websites, billboards and other venues that encourage responsible use of the resources through the images and associated language.

Develop a Guide to Guides

- Work with local natural resource guides that provide fishing, hunting, bird watching and other professionals to develop a resource that will make it easier for visitors to find their services.

Encourage and Develop Cross-Promotion

- Develop opportunities for cross-promotion of GWSB recreational venues with public and private organizations and businesses. For example, teach restaurant employees how to engage customers and encourage them to visit natural areas and experience recreational opportunities in the GWSB Corridor or secondary corridor and help them understand why that helps the businesses and communities.
- Encourage community leaders to partner with other GWSB communities and counties on projects that can benefit both/all.

Expand Public Access to Natural Areas

- Work with GWSB city and county partners to help them secure easements and purchase land to develop and improve existing or new public recreation facilities that are desired by the GWSB residents and stakeholders, especially those adjacent to the roadway, coldwater trout streams, rivers, or that expand existing recreational venues.
- Build tiny parks in downtown and residential areas, especially on empty or vacant lots along the byway.
- Expand multi modal transportation by developing safe routes connecting to parks to residential and downtown areas.

Develop Themed Recreation

- Develop themed recreational tours that encourage visitors to travel the entire byway, such as but not limited to, Birding the Byway, Hiking the Hills and the Valleys of the Grant Wood Scenic Byway, GWSB Trout Fishing Guide, Birding the Byway, Geocaching, GWSB Summer Safari for Kids etc., Enjoying Winter Along the GWSB, etc.

Empower Trail Advocates

- Develop a “GWSB Recreational Trails Resource Kit” that compiles and provides economic and other data and information that will help GWSB trails advocates secure public and private political and financial support for trails project.

Develop and Promote Winter Recreational Venues

- Work with partners to develop existing and new winter recreational venues such as but not limited to ice fishing, snowmobiling, winter festivals, snow golf, cross-country skiing, ice sculpting competitions, trout fishing, polar plunges, and other activities.
- Work to designate more snowmobile trails throughout the byway corridor and sub-corridor.

Develop and Distribute a Guide to Recreational Venue Development that includes information about Land and Water Trail BMPs

- Work with partners as they repair or develop new land and water trails and other recreational amenities to encourage use of Best Management Practices to prevent erosion, habitat degradation and natural resource concerns.



Live Music

Map #	Recreational Resources	Community
City Parks		
23	Riverview Park	Bellevue
County Parks		
1	Mt. Hope Public Access Park *PC, RV, C	Stone City
2	Matsell Bridge Public Access *PC, RV, C	Stone City
4	Muskrat Slough	Anamosa
5	Central Park *PC, RV, C	Center Junction
6	Hale Wildlife Area	Hale
7	Pictured Rocks *PC, RV, C	Monticello
8	Indian Bluffs Wildlife Management Area	Scotch Grove
9	Scotch Grove Prairie	Monticello
10	Whitewater Canyon	Bernard
11	Buzzard Ridge Wildlife Area *PC	Monmouth
12	Ozark Wildlife Area* PC	Baldwin
13	Baldwin Marsh	Baldwin
14	Eden Valley Refuge *PC, RV, C	Baldwin
15	Pine Valley Nature Area	Monmouth
17	Blackhawk Wildlife Area	Maquoketa
18	Hurstville Interpretive Center	Maquoketa
20	Cottonville Conservation Area	Andrew
21	Big Mill Creek *PC	Bellevue
22	Spruce Creek Park *RV	Bellevue
25	Pleasant Creek Recreation Area *PC	Bellevue
27	Green Island Wildlife Management Area	Bellevue

*PC - Primitive Camping *RV - RV Camping *C - Cabins

Map #	Recreational Resources	Community
State Parks		
3	Wapsipinicon State Park *PC, RV	Anamosa
16	Maquoketa Caves State Park *PC, RV	Maquoketa
24	Bellevue State Park *PC, RV	Bellevue
Federal Parks		
26	Upper Mississippi River Natl. Wildlife & Fish Refuge	Bellevue
Nature Centers		
3	Wapsipinicon State Park	Anamosa
5	Central Park	Center Junction
14	Eden Valley Refuge	Baldwin
16	Maquoketa Caves State Park	Maquoketa
18	Hurstville Interpretive Center	Maquoketa
24	Bellevue State Park	Bellevue
Land Trails		
3	Wapsipinicon State Park	Anamosa
Water Trails		
28	Maquoketa River	Jones/Jackson County
Parks to People Site		
3	Wapsipinicon State Park	Anamosa
19	Prairie Creek Recreation Area	Maquoketa
Outfitters		
29	Anderson's Rental and Sales	Monmouth
30	Maquoketa River Rental, LLC	Maquoketa
31	Lou Lou's Landing	Olin
32	McDonough Canoe Rental	Monticello



SECTION ELEVEN

Transportation and Safety

Road safety refers to the methods and measures used to prevent road users from being seriously injured. Typical road users include pedestrians, cyclists, motorists, vehicle passengers and passengers of on-road public transport (mainly buses and trams).

11.1 Introduction

Transportation and safety are essential components to the success of the byway and have been identified as a top priority by the GWSB Board. Although the transportation network is the lifeline of any byway, the GWSB, like all of Iowa's byways, is owned by multiple entities including 9 communities, Jackson and Jones Counties, and the State of Iowa. This shared ownership of a transportation resource makes understanding and managing the existing conditions of a byway more complicated than it is for byways in other states that are contained within a single state or national park, or any other situation that results in single ownership and management of the byway. Fortunately, the entities responsible for care and maintenance of the GWSB have opportunities to partner and work together. There are also established systems that help these jurisdictions manage resources on a regional level.

This section provides information about transportation and safety as they relate to specific jurisdictions. It also includes a review of data on existing conditions, accidents, and other relevant information that is then summarized as it relates to the GWSB, as well as how the GWSB data compares to the counties and State of Iowa. All the data for this section was obtained from the Iowa DOT. Infrastructure Condition Evaluation (ICE) data from 2015 was collected and all crash data was used from 2004 through 2013. This section also identifies challenges and opportunities as well as strategies for how to improve the transportation infrastructure, safety, facilitate communications between jurisdictions, and develop and implement multi-jurisdictional projects.



Dangerous Intersection

11.2 Existing Conditions

The GWSB is 80-miles in length, looping through 8 incorporated cities, 1 unincorporated village, and Jackson and Jones county. Although 9 communities have jurisdiction over 9.5 miles of the GWSB route, the other communities and villages do not manage any portion of the GWSB, either because the byway follows state roadways through their communities, the designated route of the byway skirts the town rather than being routed through it, or the community is not incorporated and has no capacity to manage a roadway. Other existing conditions that impact the byway travelers' safety and use of the GWSB include the following:

- Average speeds along the GWSB are 20 miles per hour in communities and 55 miles per hour outside city limits on county and state roads.
- One project has been planned that will directly impact the GWSB in the Iowa DOT's 5-year Plan. The Bridge deck overlay project will take place on Highway 62 in 2021 1.1 miles east of Iowa 64 over the Maquoketa River.
- On average, 85% of the fatalities each year in Iowa are in rural Iowa.
- Motorcycles account for 1/6th of crash fatalities.
- For 90% of motorcycle fatalities, the rider was not wearing a helmet (Iowa is one of three states that does not have a helmet law).

11.3 Road Conditions

One: Infrastructure Condition Evaluation (ICE)

The Infrastructure Condition Evaluation (ICE) is based on the result of merging seven individual criteria using a linear overlay process that includes Iowa DOT's in-house Geographic Informational Management System (GIMS) and Pavement Management Informational Systems (PMIS). Data is currently being displayed from analysis performed in 2014 and 2015. The ICE tool relies heavily on the use of Linear Referencing System (LRS) which is spatial referencing component that utilizes reference posts to calculate the segmentation found in ICE. Utilizing the ICE tool, the GWSB Board secured information regarding 1) Pavement Conditions, 2) SIA Sufficiency Ratings, 3) International Roughness Index, and 4) Annual Average Daily Traffic as it relates to the road segments that comprise the byway. Working to have the ICE tool utilized along the entirety of the GWSB allows the GWSB board and stakeholders the opportunity to compare the relative condition of the road segments and provide valuable insight into prioritizing road segments improvements for the future. This information is valuable to the GWSB Board in highlighting the relative condition of road segments to one another. An assessment of each are as follows:

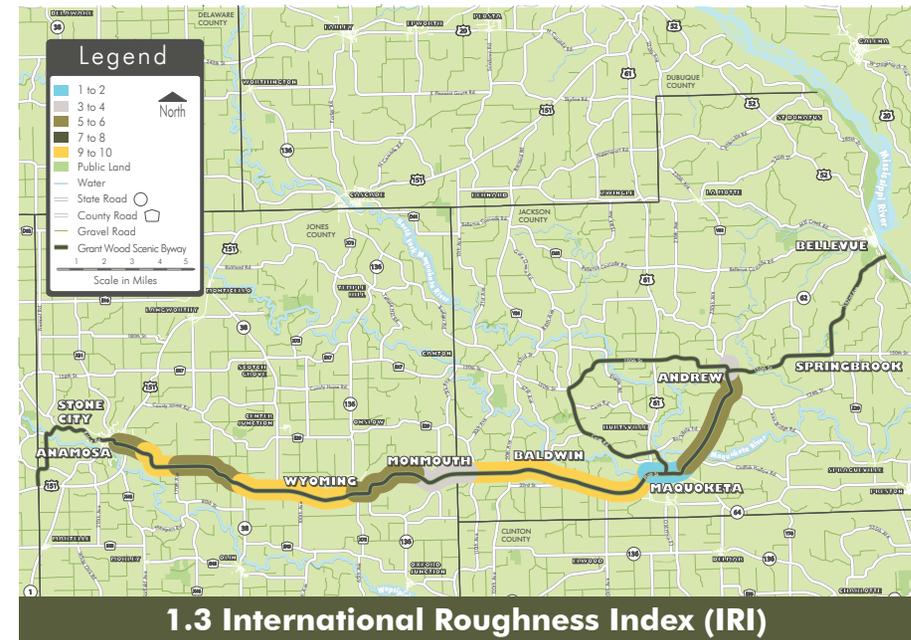
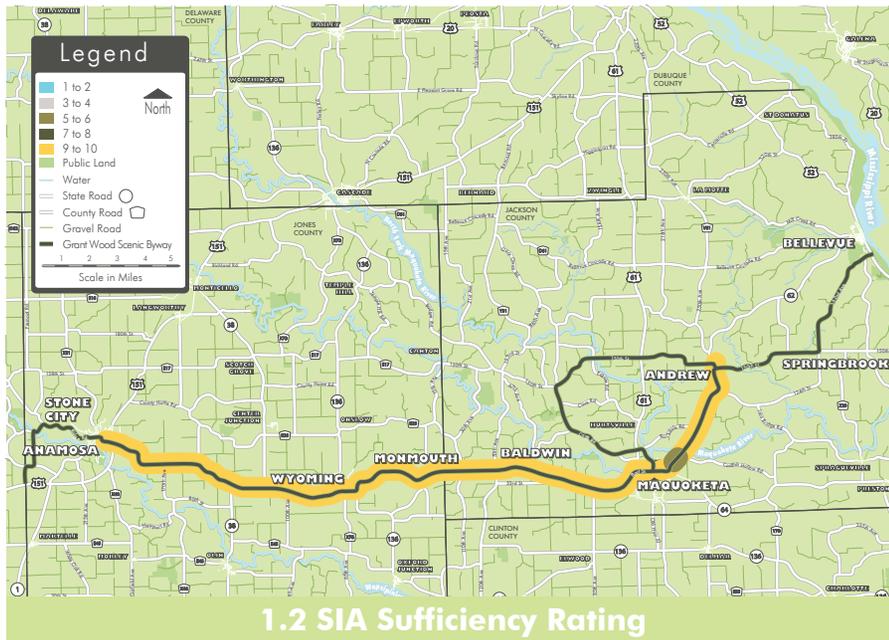
1.1) Pavement Condition Index: The Pavement Condition Index (PCI) is a numerical index, initially developed by the United States Army Corps of Engineers, which is used to indicate the condition of pavement. The index is based on a field survey of the pavement and is expressed as a value between 0 and 10, with 10 representing excellent condition. Generally, the surveying process involves breaking the pavement section into sample units; determining how many units are to be tested; recording type, extent, and severity of pavement distress; calculating a value for these distresses; and then subtracting that value from a base value to derive the PCI value. It has been illustrated that the appearance of a pavement is not always an indicator of its underlying condition, which is also considered in PCI. Many different variables factor into the Iowa DOT's calculation of PCI on road segments, including age, percent of life used, high/moderate/low severity longitudinal cracking, IRI, aggregate class durability, pavement thickness, friction value, moderate severity patching, total asphalt depth, relative structural ratio, and base thickness. Ultimately, the condition index is a reasonable indicator of the pavement condition of a network. The source of PCI data at the Iowa DOT is PMIS. This information is valuable component of the ICE as it depicts road segments along the byway that have poor or good PCI. With this information, the GWSB Board will be able to identify and prioritize road segments of the GWSB that need to be improved.

1.2) SIA Sufficiency Rating: The SIA Sufficiency Rating is a method of evaluating roadway bridge structures by calculating four separate factors to obtain a numeric value that is indicative of a structure sufficiency to remain in service. These factors include structural adequacy and safety, serviceability and functional obsolescence, and essentialness for public use of the structure. From there, various reductions are



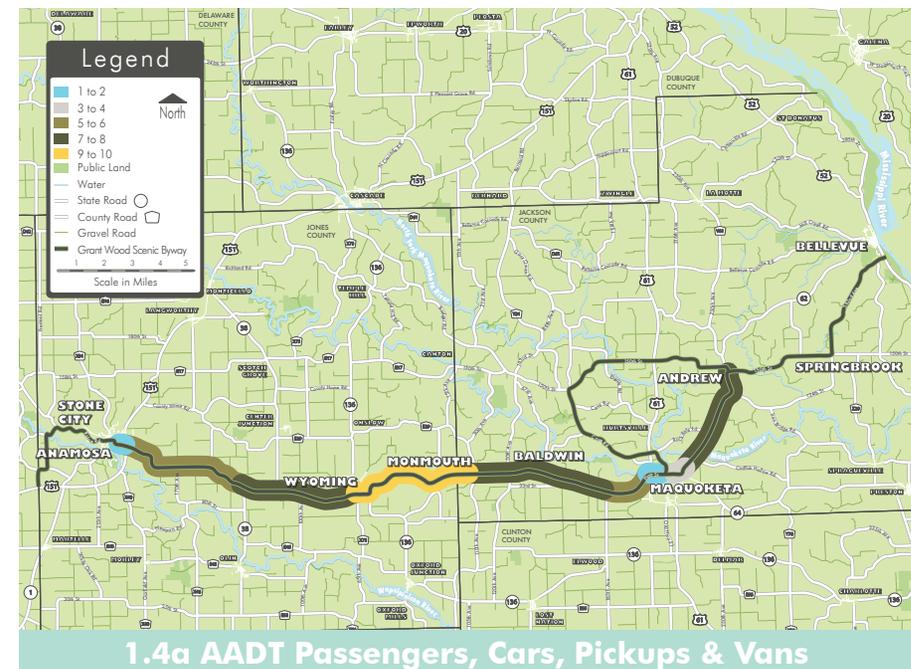
then factored into the rating. The full structure inventory contains dozens of data fields, which are used to meet several Federal reporting requirements set forth in the National Bridge Inspection Standards. The information is collected through on-site inspections conducted at regular intervals, not to exceed 24 months. The source of structure sufficiency rating data at the Iowa DOT is GIMS. This information is extremely valuable to the GWSB Board due the high priority the GWSB has for safety along the byway. This information may be utilized by the GWSB Board to identify and prioritize road segments along the GWSB for improvement.

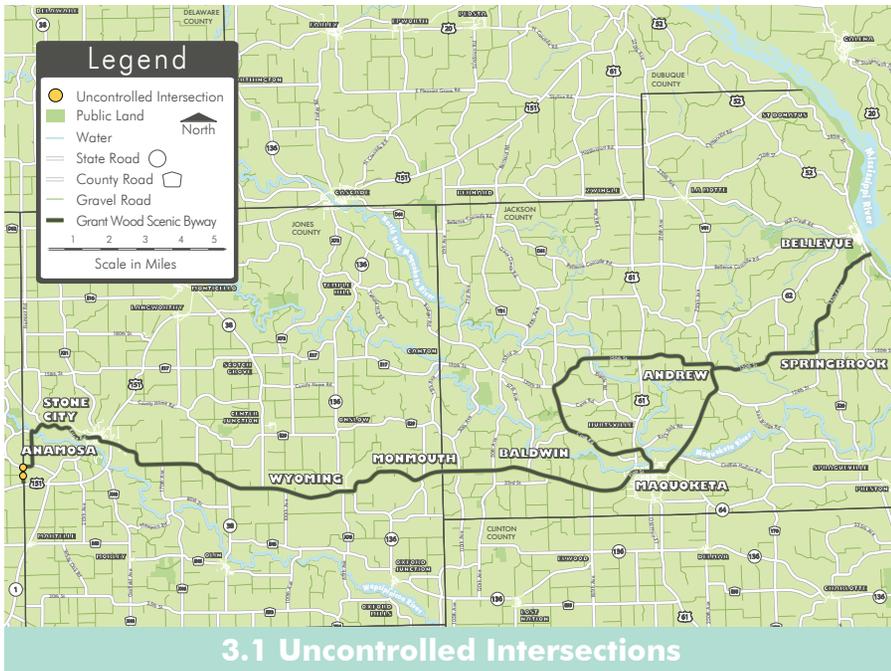
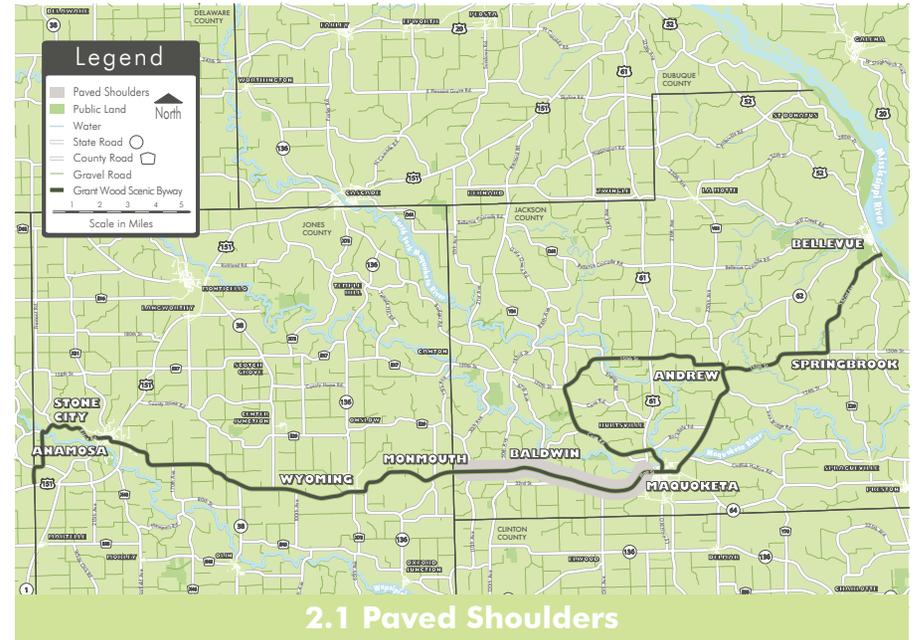
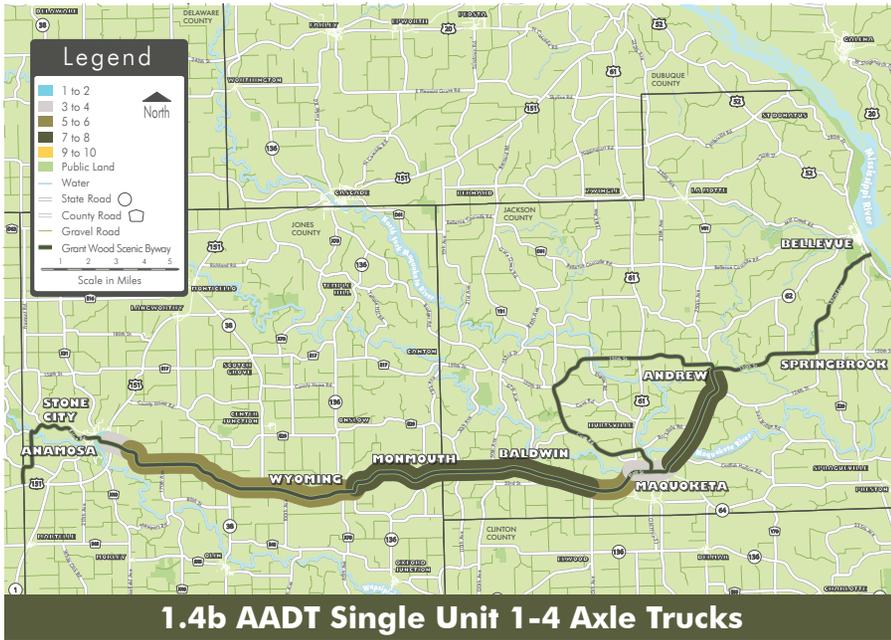
1.3) International Roughness Index (IRI): The International Roughness Index (IRI) is a numerical roughness index that is commonly used to evaluate and manage road systems. It is calculated using measured longitudinal road profile data to determine units of slope of a roadway segment. The profile data can be obtained using anything from traditional surveying equipment to more modern inertial profiling systems. There is no defined upper limit to IRI. In Iowa, IRI is primarily measured using what is known as a profile meter. This tool utilizes a laser in a combination with an odometer and an inertial unit, which establishes a reference plane against which the laser can measure distance. Profile meters collect data at highway speed, typically sampling the surface at intervals of one to six inches. The data collected by the profile meter is used to calculate the IRI, expressed as inches/mile or meters/kilometer. The source of IRI data at the Iowa DOT is the Iowa Pavement Management Information System (PMIS).



This information is prized by the GWSB Board not only for safety along the byway, but also for providing an enjoyable experience to the GWSB travelers. Creating an enjoyable experience for byway travelers is a priority for the GWSB Board and can have an enormous impact on influencing the byway visitors. This information will be utilized by the GWSB Board to identify and prioritize road segments along the GWSB for improvement. According to AAA, nearly seventy percent of drivers are concerned about road condition and motorcyclists, which make up a large segment of GWSB summer byway travelers, are particularly concerned about the road condition.

1.4) Annual Average Daily Traffic - (Passenger, Single Unit, Combination Truck AADT): The Annual Average Daily Traffic (AADT) is a general unit of measurement for traffic, which represents the annual average daily traffic that travels a roadway segment. Vehicular traffic counts can be collected on a short-term duration using portable counting devices or on a long-term duration using permanent counting devices. Short duration counts ensure geographic diversity and coverage while continuous counts help understand time-of-day, day-of-week, and seasonal patterns. Continuous counts are also used to accurately adjust short duration counts into accurate annual estimates of conditions. The FHWA 13-Category Vehicle Classifications. Maps depicting the average daily traffic counts for 1) passenger cars, pickups and/or vans as well as 2) single-unit-two three and four axle trucks can be referenced on the maps within this section.





Two: Paved Shoulders

A Paved Shoulder is the portion of the roadway contiguous with the traveled way that accommodates stopped vehicles. Shoulders that are paved are often used by bicyclists and may contain rumble strips. The GWSB has a total of 12 miles of road with a paved shoulder, from the City of Monmouth, IA along HWY 64 to Maquoketa, IA.

Three: Uncontrolled Intersections

An uncontrolled intersection is usually found in residential areas of a city or town, or on rural gravel roads. It will have no sign or signal lights to control the traffic. The GWSB contains 3 uncontrolled intersections throughout the entirety of the byway.

Four: Bridge Condition Index

The bridge condition index reflects the overall condition of the bridge, taking into account things such as: structural condition, load carrying capacity, horizontal and vertical clearances, width, traffic levels, type of roadway it serves, and the length of out-of-distance travel if the bridge were closed. A bridge in good condition is adequate for today's traffic and vehicle loads. A bridge with a poor condition index is not unsafe, but should be considered for repair, replacement, posting or weight limits, or monitoring on a more frequent basis. The GWSB contains 9 bridges that are directly on the GWSB with 0 in poor condition, 1 in fair condition, and 8 in good condition. The GWSB communities contain an extra 22 bridges with 0 being in poor condition, 10 in fair condition, 12 in good condition.

1) **Stone City:** Not available.

2) **Anamosa:** Total of 7 bridges (5 good, 2 fair, 0 Poor). Serviceability of the bridges: 2 Functionally obsolete, 0 Structurally Deficient, 5 Not Deficient Weight Restrictions: 6 Unrestricted, 1 Restricted, 0 closed.

3) **Wyoming:** Total of 3 bridges (1 good, 2 fair, 0 Poor). Serviceability of the bridges: Functionally obsolete, 1 Structurally Deficient, 1 Not Deficient. Weight Restrictions: 1 Unrestricted, 2 Restricted, 0 closed.

4) **Baldwin:** Not available.

5) **Monmouth:** Total of 3 bridges (0 good, 3 fair, 0 Poor). Serviceability of the bridges: 0 Functionally obsolete, 2 Structurally Deficient, 1 Not Deficient. Weight Restrictions: 2 Unrestricted, 1 Restricted, 0 closed.

6) **Maquoketa:** Total of 9 bridges (6 good, 3 fair, 0 Poor). Serviceability of the bridges: 1 Functionally obsolete, 0 Structurally Deficient, 8 Not Deficient. Weight Restrictions: 9 Unrestricted, 0 Restricted, 0 closed.

7) **Andrew:** Not available.

8) **Springbrook:** Not available.

9) **Bellevue:** Not available.

10) **Jackson County:** There are a total of 258 bridges located within the GWSB Corridor (85 good, 160 fair, 13 Poor). Serviceability of the bridges: 14 Functionally obsolete, 48 Structurally Deficient, 196 Not Deficient. Weight Restrictions, 189 Unrestricted, 67 Restricted, 2 closed.

11) **Jones County:** There are a total of 240 bridges located within the GWSB Corridor, 123 Good, 111 fair, 6 poor. Serviceability of the bridges: 10 Functionally obsolete, 21 Structurally Deficient, 209 Not Deficient. Weight Restrictions: 201 Unrestricted, 38 Restricted, 1 closed.

12) **State of Iowa:** There are a total of 24,177 bridges located within the GWSB Corridor, 11,247 Good, 10,862 fair, 2,068 poor. Serviceability of the bridges: 1,021 Functionally obsolete, 4,976 Structurally Deficient, 18,180 Not Deficient. Weight Restrictions: 19,520 Unrestricted, 4,176 Restricted, 427 closed.

Bridge Condition Index Definitions

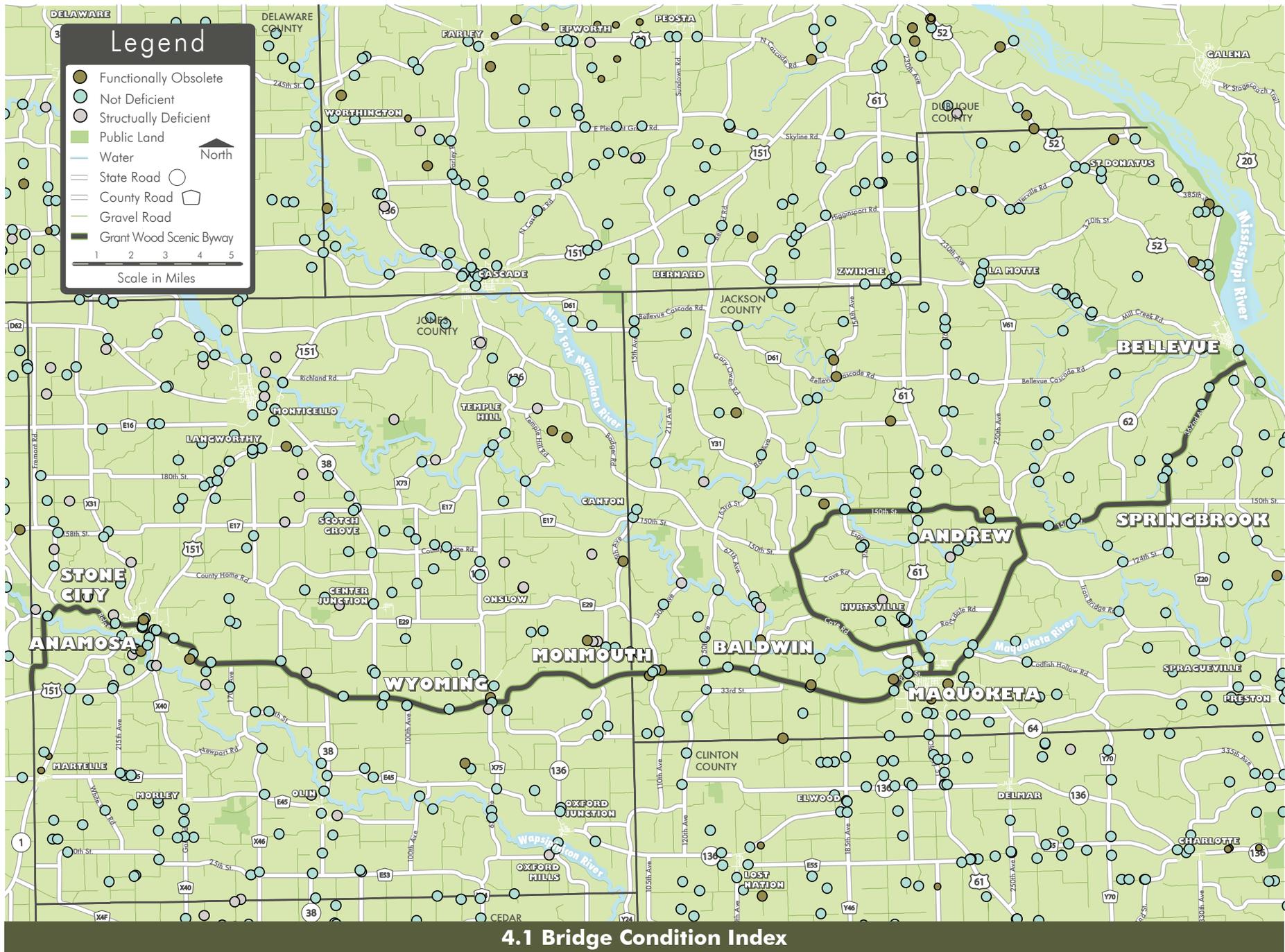
Structurally Deficient: One or more structural elements are in need of repair or replacement. Bridge length may be inadequate for waterway size. Load carrying capacity may be insufficient for today's legal truck sizes.

Functionally Obsolete: Width of bridge may be narrower than current standards. Vertical clearance under the bridge may not meet current standards. Bridge length may be barely adequate for waterway size. Load carrying capacity may be barely tolerable for today's legal truck sizes.

Good Condition: All elements of the bridge are sound. No maintenance is needed.

Fair Condition: All elements are sound. Some preventive maintenance would prolong the life of the bridge.

Poor Condition: One or more elements need repair or are deteriorating. Repairs will be needed soon.



4.1 Bridge Condition Index

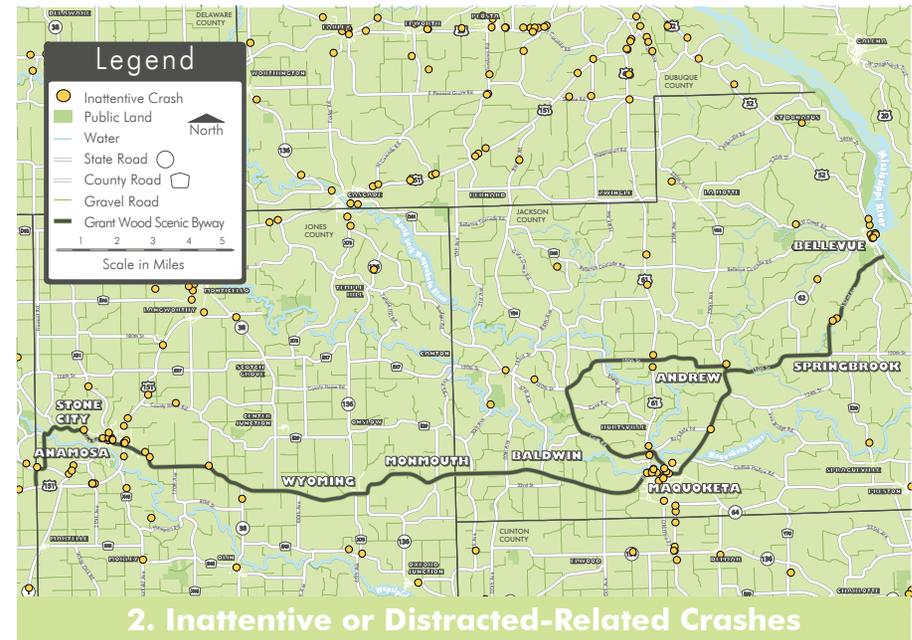
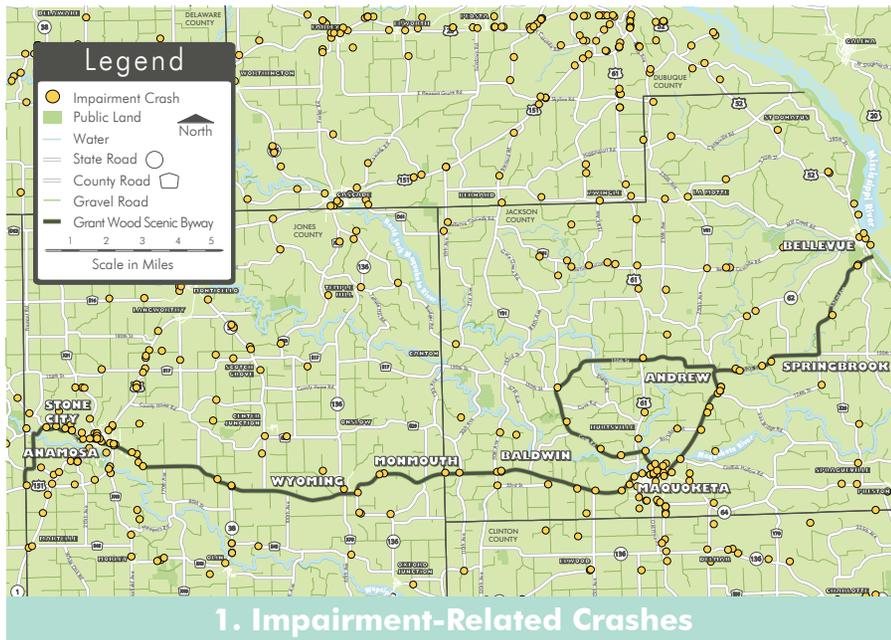


Historic Hale Bowstring Arch Bridge



Wapsipinicon State Park Bridge

Table 11.1 Bridge Condition Index					Serviceability			Weight Restrictions		
Location	# of Bridges	Good	Fair	Poor	Functionally Obsolete	Structurally Deficient	Not Deficient	Unrestricted	Restricted	Closed
1. GWSB Route	9	8	1							
2. Anamosa	7	5	2		2		5	6	1	
3. Andrew (N/A)										
4. Baldwin (N/A)										
5. Bellevue (N/A)										
6. Maquoketa	9	6	3		1		8	9		
7. Monmouth	3		3			2	1	2	1	
8. Springbrook (N/A)										
9. Stone City (N/A)										
10. Wyoming	3	1	2		1	1	1	1	2	
11. Jackson County	258	85	160	13	14	48	196	189	67	2
12. Jones County	240	123	111	6	10	21	209	201	38	1
13. State of Iowa	24,177	11,247	10,862	2,086	1,021	4,976	18,180	19,520	4,176	427



11.4 Assessment of Safety Concerns

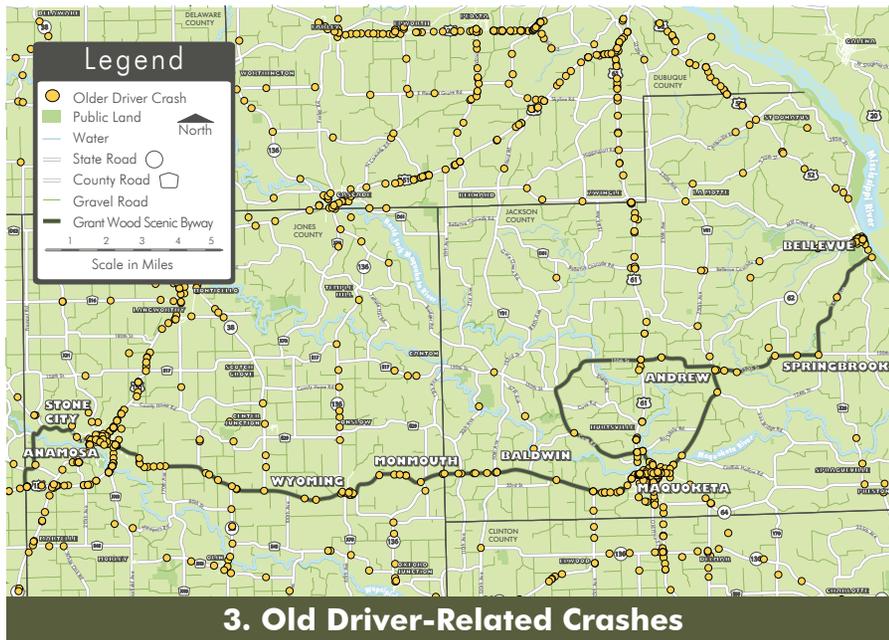
Iowa DOT's Statewide Traffic Records Coordinating Committee (STRCC) was developed to act as a traffic record clearinghouse by including information about all six components of Iowa's traffic data system in order to serve as a gateway for traffic data users. The website, which can be found at www.iowadot.gov/tsda, is a tool to provide data to foster awareness and understanding of the state's data system, as well as to promote the expansion and enhancement of traffic safety data and stakeholders. The website is designed to introduce users to the traffic records and reports available in Iowa, the organization and partnerships of Iowa governmental agencies regarding traffic records, and the STRCC. The website also provides users with contact information for data managers who can assist in providing additional information. To assess the existing safety conditions along the byway, the GWSB Board utilized this software to identify various safety hazards along the byway. It is the GWSB Board's hope that this information will be utilized to improve problem areas and minimize safety concerns in the future.

In Iowa, any incident which causes death, personal injury, or total property damage of \$1,500 or more must be reported on an Iowa Accident Report form. Analyzing Iowa Accident Report forms that were compiled and collected between 2004-2013 shows that Iowa had 969,243 crashes reported.

This section of the CMP looks to examine these incidents and provide an inventory of the types of Accident Report Forms that have been filed along the GWSB. An assessment of data regarding 1) general crashes, 2) environment related accidents, 3) roadway related accidents and 4) vehicle related accidents are provided. It should be noted that all definitions and information utilized in the maps has been obtained from the Iowa Department of Transportation's Office of Traffic Operations. The GWSB Board's assessments of crash analysis data is as follows:

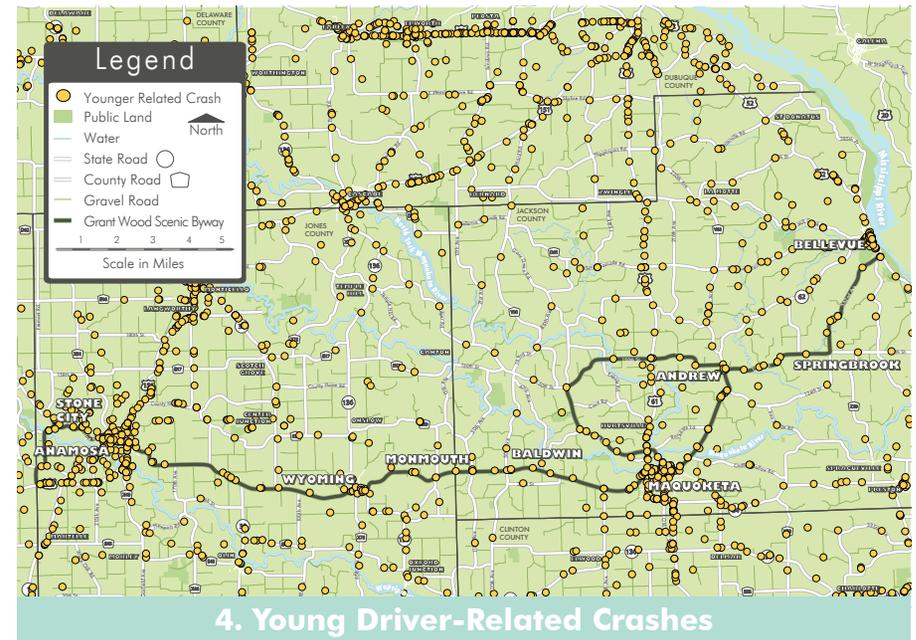
One: General Crash Data

1) Impairment (drug/alcohol): Impairment, or drug and/or alcohol related crashes were selected by identifying rural crashes involving any driver with a positive drug test, a nonzero blood alcohol content (BAC) result, a driver condition indicating officer judgment that the driver was under the influence of alcohol, drugs or medications, or a test refusal (whether drug or alcohol). When analyzing this type of incident along the GWSB, there were a total of 97 impairment related crashes, which represented 32% of the 303 crashes in Jones and Jackson County. The 97 impairment related crashes along the GWSB equaled 0.34% of the total crashes that occurred statewide (28,226 crashes). This equates to roughly 9.7 impairment crashes along the GWSB per year from 2004-2013.



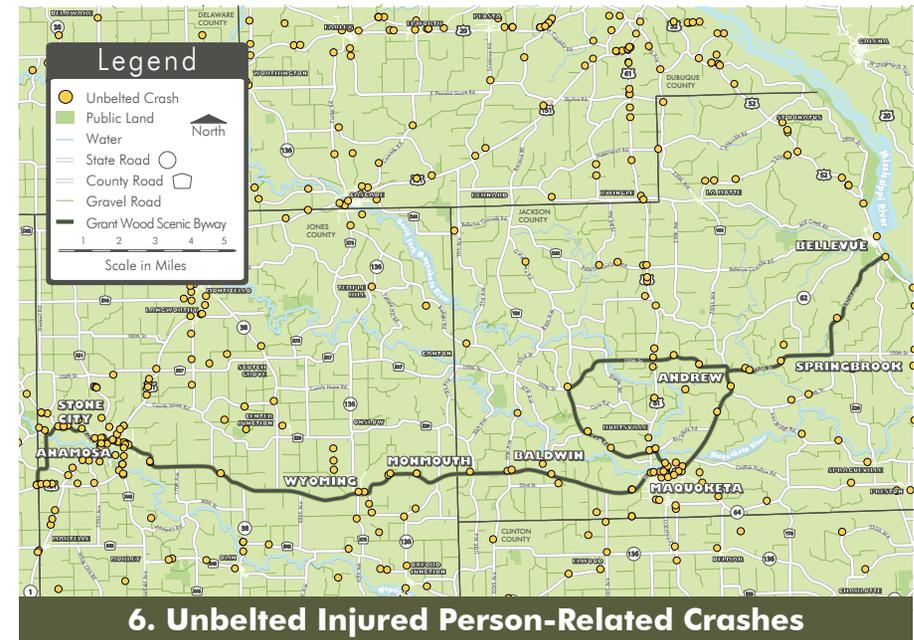
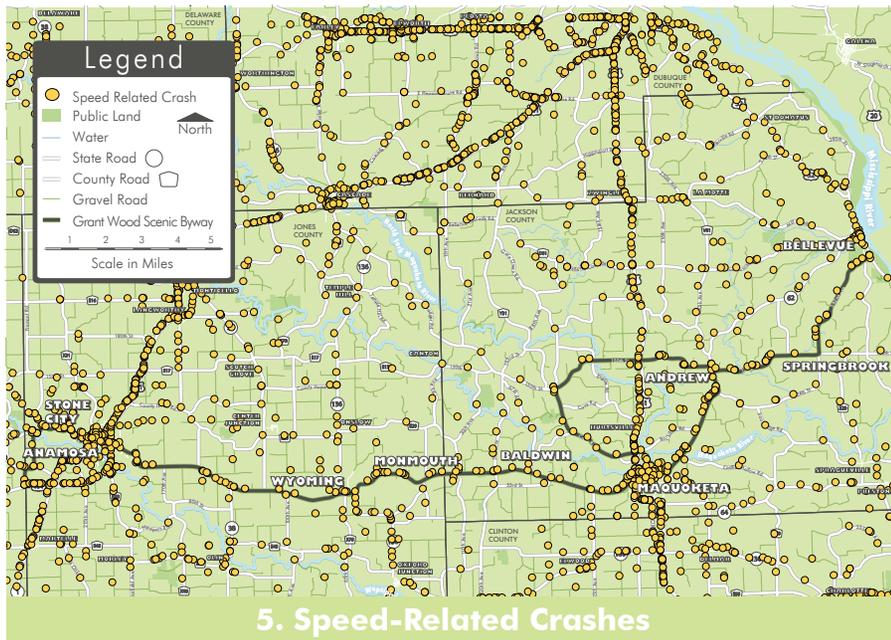
2) Inattentive/Distracted: Inattentive or distracted crashes were selected by identifying rural crashes that involved a driver who contributed a circumstance that indicated inattentive or distracted behavior (i.e., inattentive/distracted by passenger, use of phone or other device, fallen object, or fatigued/asleep). When analyzing this type of incident along the GWSB, there were a total of 31 inattentive or distracted-related crashes, which represented 28% of the 112 impairment related crashes in Jones and Jackson County. The 31 impairment related crashes along the GWSB equaled 0.19% of the total impairment related crashes that occurred statewide (15,943 crashes). This equates to roughly 11.2 inattentive or distracted-related crashes along the GWSB per year from 2004-2013.

3) Old Driver-Related: Old driver-related crashes were selected by identifying rural crashes involving a driver at or older than age 65. Selection of these crashes only indicates involvement and not causal factors. When analyzing this type of incident along the GWSB, there were a total of 366 older driver-related crashes, which represented 51% of the 717 crashes in Jones and Jackson County. The 366 older driver-related crashes along the GWSB equaled 0.45% of the total older driver-related crashes that occurred statewide (81,309 crashes). This equates to roughly 36.6 old driver-related crashes along the GWSB per year from 2004-2013.



4) Young Driver-Related: Young driver-related crashes were selected by identifying rural crashes involving a driver between the ages of 14 and 20 (inclusive). Selection of these crashes only indicates involvement and not causal factors on the part of the young driver. When analyzing this type of incident along the GWSB, there were a total of 421 young driver-related crashes, which represented 33% of the 1,293 young driver-related crashes in Jones and Jackson County. The 421 young driver-related crashes along the GWSB equaled 0.29% of the total young driver-related crashes that occurred statewide (145,219 crashes). This equates to roughly 42.1 young driver-related crashes along the GWSB per year from 2004-2013.

5) Speed-Related: Speed-related crashes were selected by identifying rural crashes involving a driver contributing circumstance indicating speed-related behavior (i.e., exceeded authorized speed; driving too fast for conditions; lost control; followed too close; or operating vehicle in an erratic, reckless, careless, negligent or aggressive manner). When analyzing this type of incident along the GWSB, there were a total of 440 speed-related crashes, which represented 27% of the 1,633 speed-related crashes in Jones and Jackson County. The 440 speed-related crashes along the GWSB equaled 0.23% of the total speed-related crashes that occurred statewide (187,957 crashes). This equates to roughly 44 speed-related crashes along the GWSB per year from 2004-2013.



6) Unbelted Injured Person: Unbelted passenger-related crashes were selected by identifying rural crashes and further limiting crashes to those involving an unbelted occupant of a vehicle and injuries to those persons who were unbelted. When analyzing this type of incident along the GWSB, there were a total of 96 unbelted passenger-related crashes, which represented 35% of the 273 unbelted passenger-related crashes in Jones and Jackson County. The 96 unbelted passenger-related crashes along the GWSB equaled 0.35% of the total unbelted passenger-related crashes that occurred statewide (20,479 crashes). This equates to roughly 9.6 unbelted passenger-related crashes along the GWSB per year from 2004-2013.

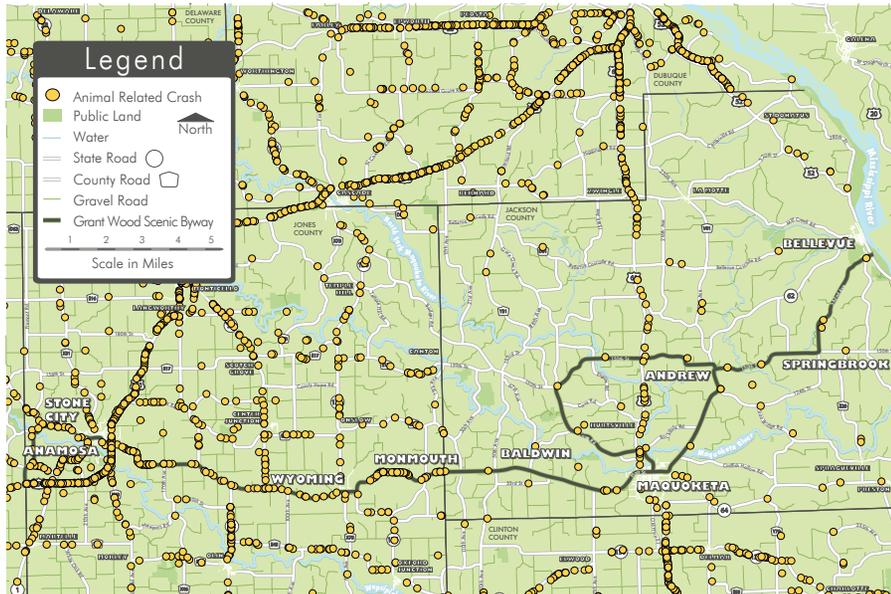
Two: Environment Related Accidents

7) Wild Animal-Related: Animal-vehicle crashes were selected by identifying rural crashes and then by querying animal from major cause, where major cause is a derived field in which animal is determined as the major cause if a collision with an animal is indicated in any of the Sequence of Events (up to four per vehicle) entries. When analyzing this type of incident along the GWSB, there were a total of 220 animal-vehicle crashes, which represented 17% of the 1,279 crashes in Jones and Jackson County. The 220 animal-vehicle crashes along the GWSB equaled 0.30% of the total crashes that occurred statewide (71,696 crashes). This equates to roughly 22 animal-vehicle crashes along the GWSB per year from 2004-2013.

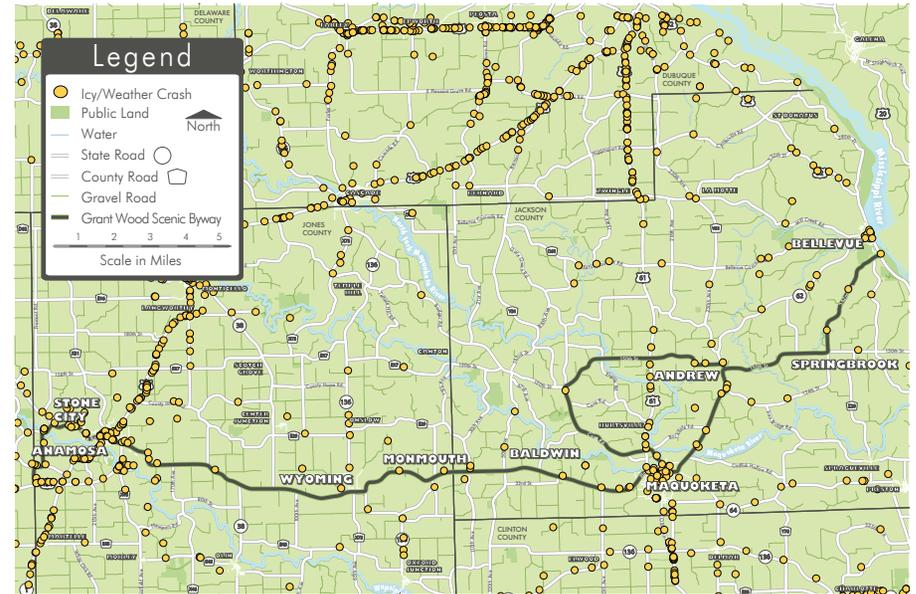
8) Weather: Weather condition related crashes were selected by identifying rural crashes that involved an icy, snowy or slushy road surface condition. When analyzing this type of incident along the GWSB, there were a total of 119 weather condition-related crashes, which represented 27% of the 439 crashes in the byway corridor of Jones and Jackson County. The 119 weather condition-related crashes along the GWSB equaled 0.23% of the total weather condition-related crashes that occurred statewide (51,155 crashes). This equates to roughly 11.9 weather condition-related crashes along the GWSB per year from 2004-2013.

Three: Roadway Related Accidents

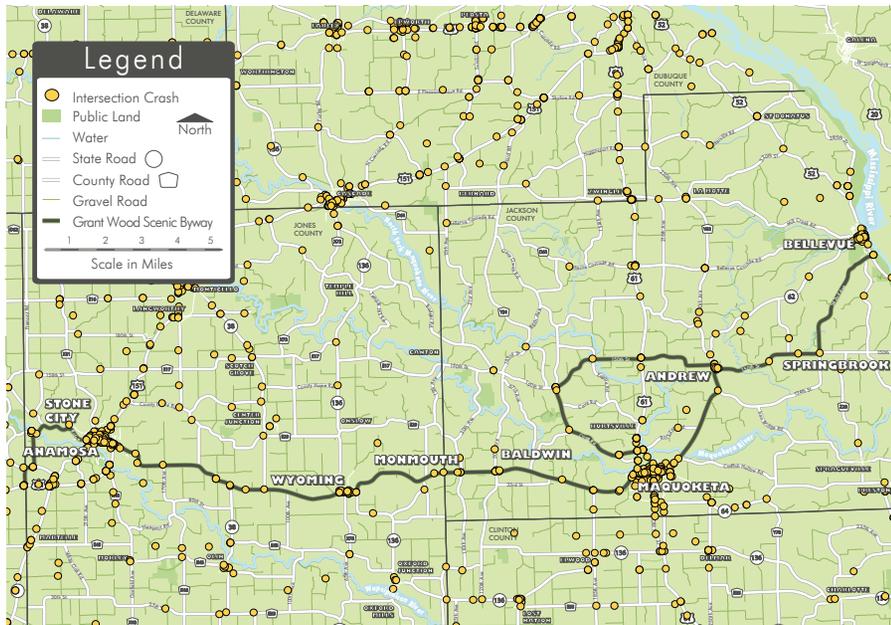
9) Intersection-Related Crashes: Intersection-related crashes were selected by identifying rural crashes and querying for the intersection options under the type of roadway junction/feature portion of the crash report form. When analyzing this type of incident along the GWSB, there were a total of 676 intersection-related crashes, which represented 58% of the 1,169 intersection-related crashes in the byway corridor of Jones and Jackson County. The 676 intersection-related crashes along the GWSB equaled 0.34% of the total intersection-related crashes that occurred statewide (199,443 crashes). This equates to roughly 67.6 intersection-related crashes along the GWSB per year from 2004-2013.



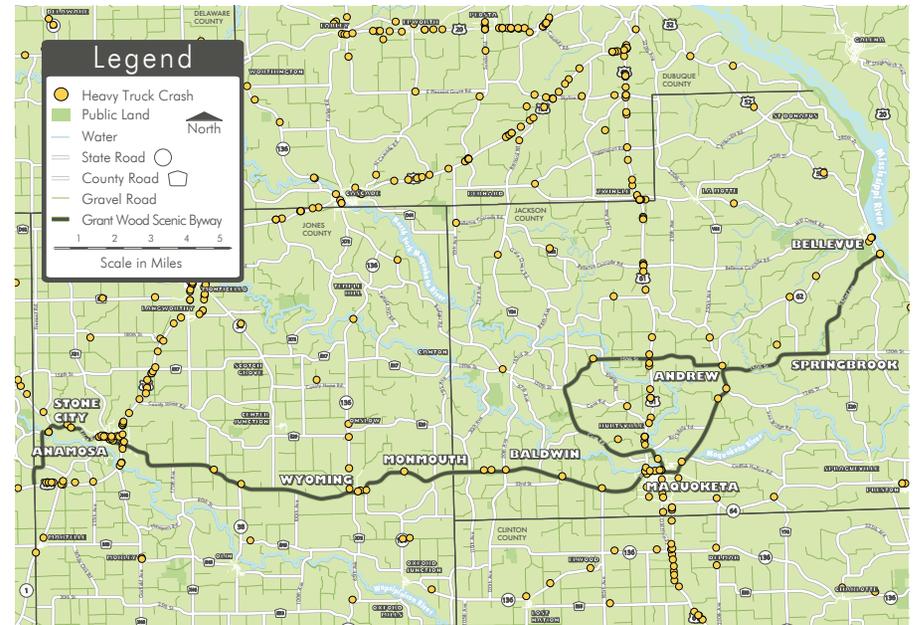
7. Wild Animal-Related Crashes



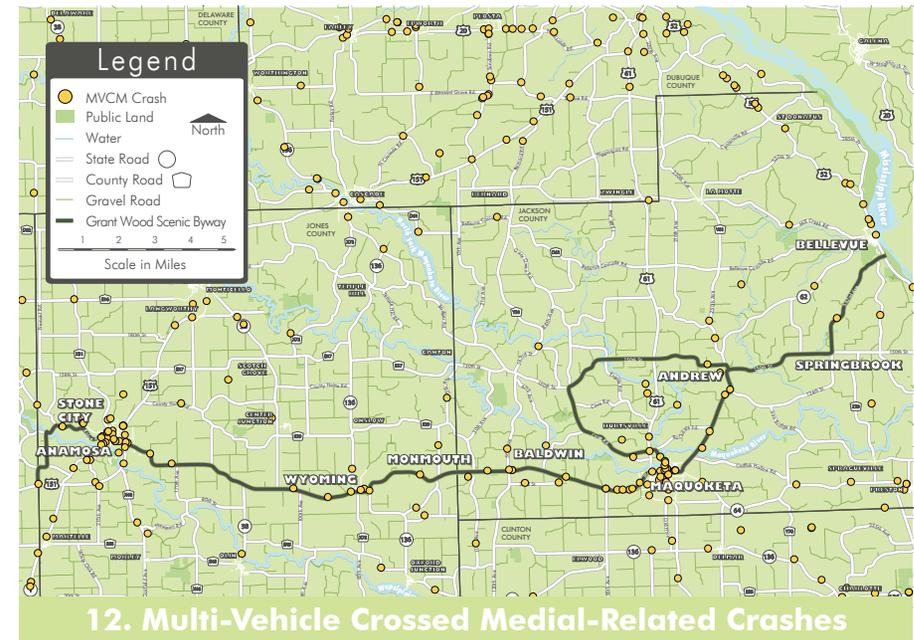
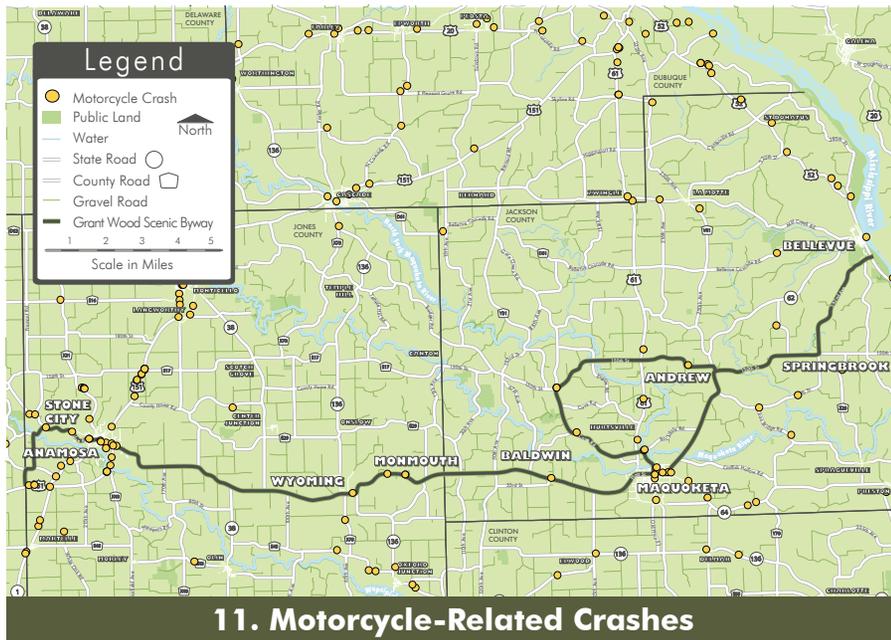
8. Weather-Related Crashes



9. Intersection-Related Crashes



10. Heavy Truck-Related Crashes



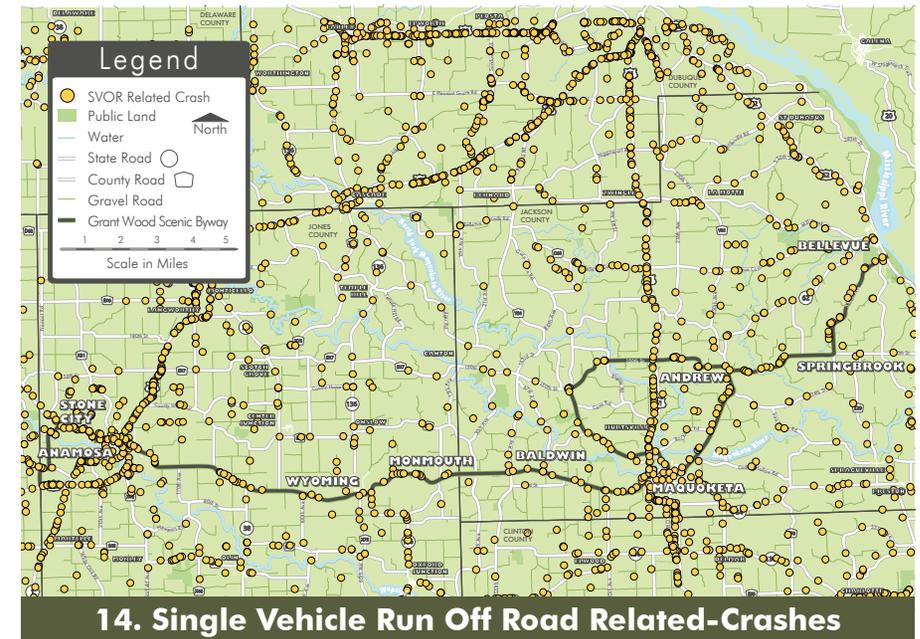
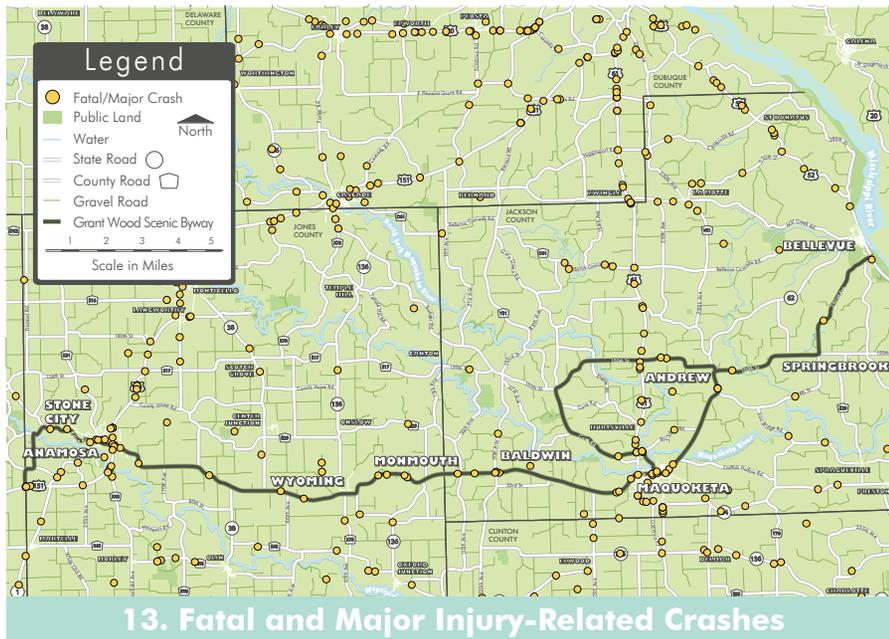
Four: Vehicle Related Accidents

10) Heavy Truck-Related: Heavy truck-related crashes were selected by identifying rural crashes and limiting those crashes to those involving heavy trucks (truck/trailer, truck tractor (bobtail), tractor/semi-trailer, tractor/doubles, tractor/triples). Selection of these crashes only indicates involvement and not causal factors on the part of the trucker. When analyzing this type of incident along the GWSB, there were a total of 74 heavy truck-related crashes, which represented 33% of the 226 heavy truck-related crashes in Jones and Jackson County. The 74 heavy truck-related crashes along the GWSB equaled 0.30% of the total heavy truck-related crashes that occurred statewide (24,859 crashes). This equates to roughly 7.4 heavy truck-related crashes along the GWSB per year from 2004-2013.

11) Motorcycle-Related: Motorcycle-related crashes were selected by identifying rural crashes and limiting those crashes to those involving motorcycles. Selection of these crashes only indicates involvement and not causal factors on the part of the motorcyclist. When analyzing this type of incident along the GWSB, there were a total of 35 motorcycle-related crashes, which represented 26% of the 137 motorcycle-related crashes in Jones and Jackson County. The 35 motorcycle-related crashes along the GWSB equaled 0.26% of the total motorcycle-related crashes that occurred statewide (10,099 crashes). This equates to roughly 3.5 motorcycle-related crashes along the GWSB per year from 2004-2013.

12) Multi-Vehicle Crossed Centerline/Crossed Median Related: Multi-vehicle crossed centerline/crossed median (MVCC/CM) crashes were selected by identifying rural crashes and then by limiting to multi-vehicle crashes and then further querying manner of crash/collision impact equal to head-on; sideswipe, same direction; or sideswipe, opposite direction or any sequence of event (up to four per vehicle) equal to crossed centerline/median or any contributing circumstance, driver (up to two per driver) equal to traveling wrong way or on wrong side of road, crossed centerline, or lost control and then limiting the occurrences of these to non-intersecting sites. When analyzing this type of incident along the GWSB, there were a total of 69 multi-vehicle related crashes, which represented 38% of the 181 multi-vehicle related crashes in Jones and Jackson County. The 69 multi-vehicle related crashes along the GWSB equaled 0.41% of the total multi-vehicle related crashes that occurred statewide (16,956 crashes). This equates to roughly 6.9 multi-vehicle related crashes along the GWSB per year from 2004-2013.

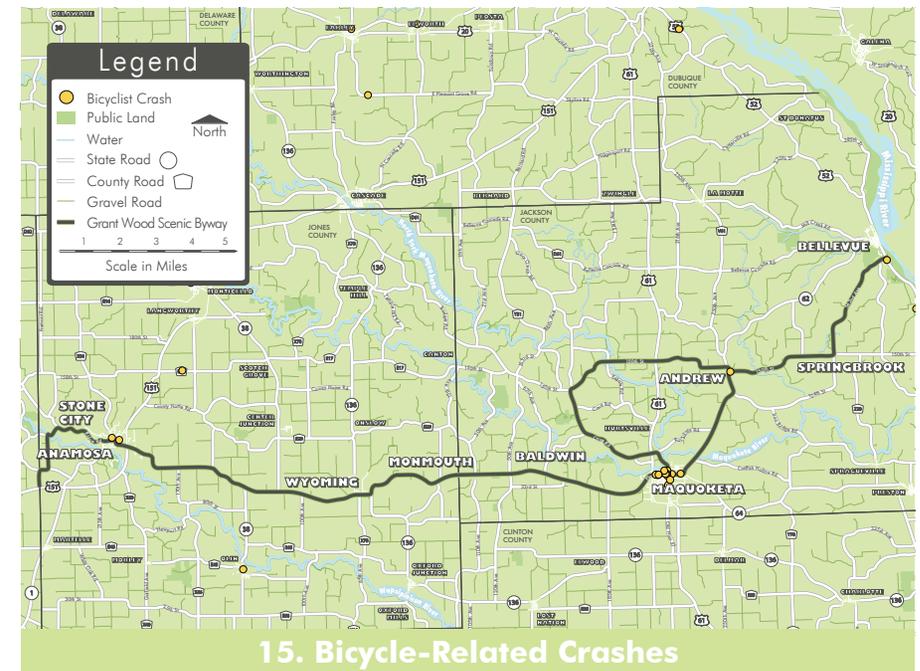
13) Fatal and Major Injury Related Crashes: A fatality is any injury that results in death within 30 days after the motor vehicle crash in which the injury occurred. A major injury is an injury which prevents the injured person from walking, driving, or normally continuing the activities the person was capable of before the injury occurred. When analyzing this type of incident along the GWSB, there were a total of 67 major fatal-related crashes, which represented 28% of the 239 major fatal-

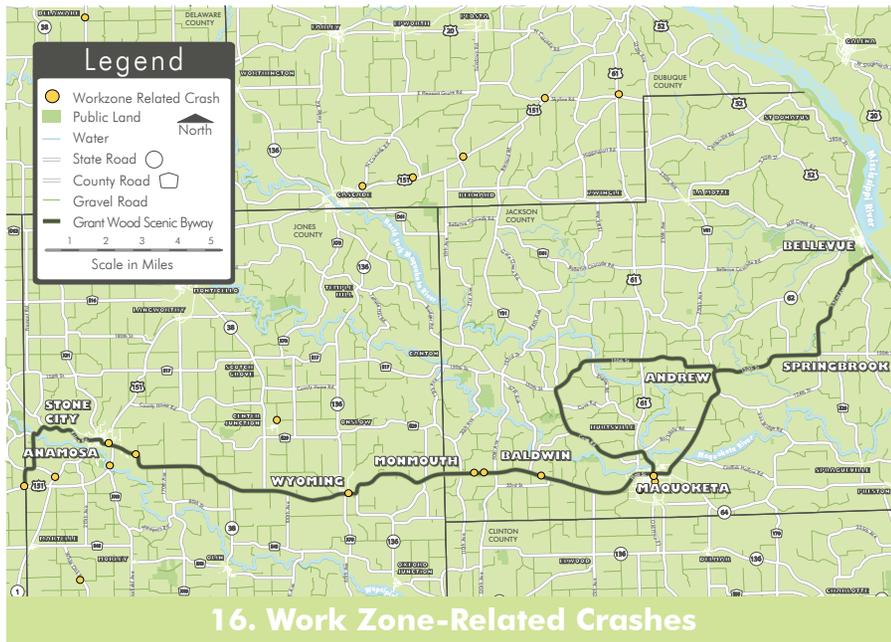


related crashes in Jones and Jackson County. The 67 major fatal-related crashes along the GWSB equaled 0.41% of the total crashes that occurred statewide (16,476 crashes). This equates to roughly 6.7 major fatal-related crashes along the GWSB per year from 2004-2013.

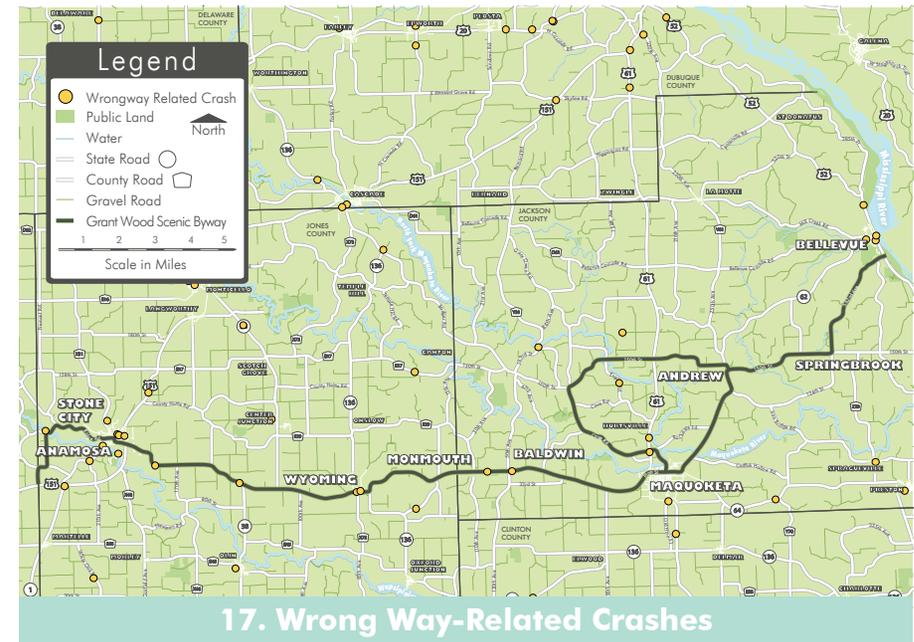
14) Single-Vehicle Run Off Road Crashes: Single-vehicle run-off-road (SVROR) crashes were selected by identifying rural crashes and then by limiting to single-vehicle crashes and then further querying for any sequence of event (up to four per vehicle) equal to ran off road, right; ran off road, straight; or ran of road, left. When analyzing this type of incident along the GWSB, there were a total of 262 single vehicle-related crashes, which represented 20% of the 1,314 single vehicle-related crashes in Jones and Jackson County. The 262 single vehicle-related crashes along the GWSB equaled .32% of the total single vehicle-related crashes that occurred statewide (82,600 crashes). This equates to roughly 26.2 single vehicle-related crashes along the GWSB per year from 2004-2013.

15) Bicycle Related Crashes: A bicycle is a two-wheeled, non-motorized cycle or a vehicle that has four wheels but is propelled by pedal power and is not defined as a vehicle but has all of the rights and duties of a vehicle. When analyzing this type of incident along the GWSB, there were a total of 15 bicycle-related crashes, which represented 71% of the 21 bicycle-related crashes in Jones and Jackson





16. Work Zone-Related Crashes



17. Wrong Way-Related Crashes

County. The 15 bicycle-related crashes along the GWSB equaled 0.36% of the total bicycle-related crashes that occurred statewide (4,181 crashes). This equates to 1.5 bicycle-related crashes along the GWSB per year from 2004-2013.

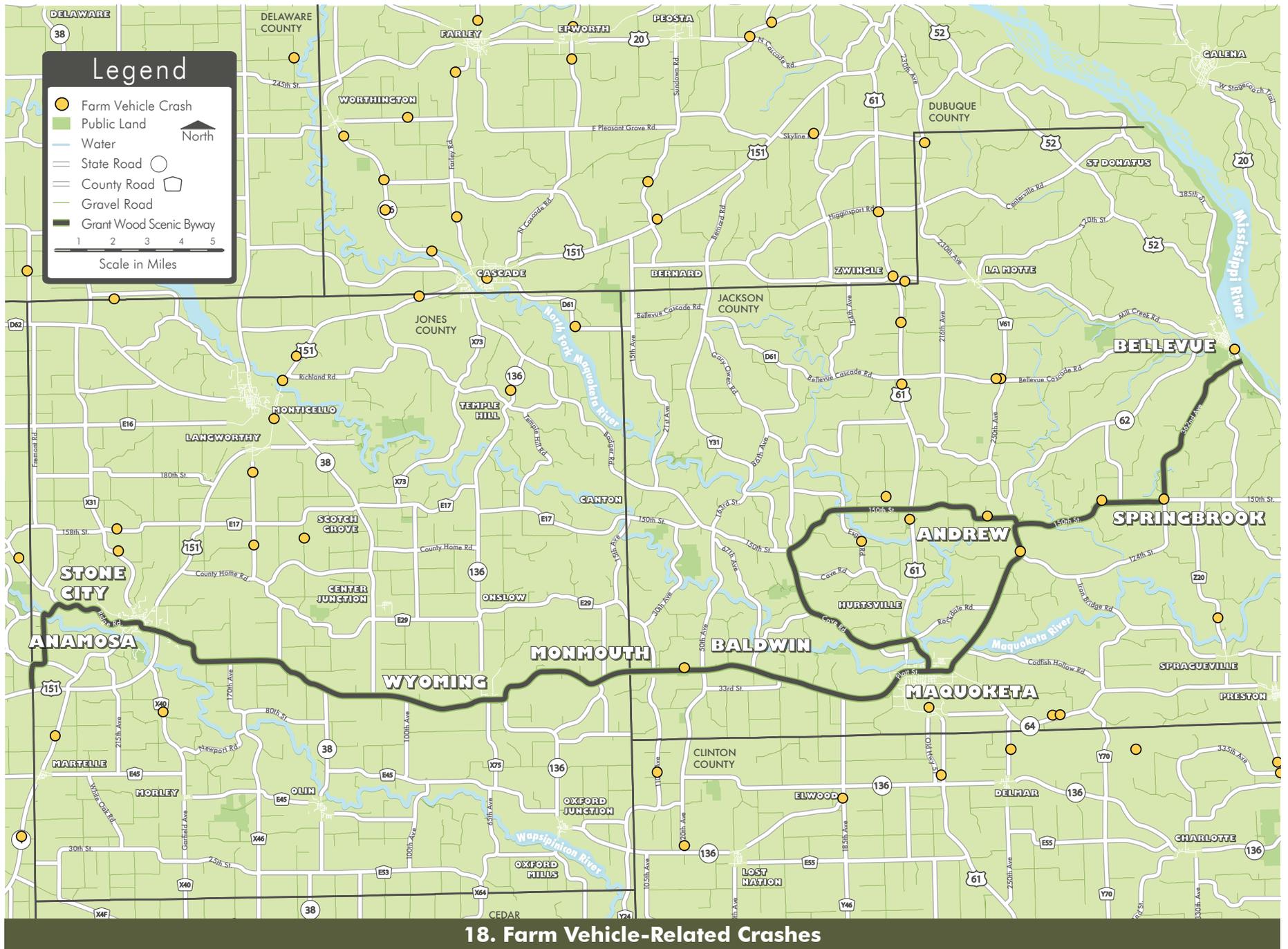
16) Work Zone Related Crashes: A work zone is an area of traffic way with construction, maintenance, or utility-work activities. A work zone is typically marked by signs, channeling devices, barriers, pavement markings, and/or work vehicles. When analyzing this type of incident along the GWSB, there were a total of 11 work zone-related crashes, which represented 15% of the 21 crashes in Jones and Jackson County. The 11 work zone-related crashes along the GWSB equaled 0.16% of the total crashes that occurred statewide (6,972 crashes). This equates to roughly 1.1 work zone-related crash along the GWSB per year from 2004-2013.

17) Wrong Way Related Crashes: Wrong-way related accidents are caused by a vehicular movement along a travel lane in a direction opposing the legal flow of traffic. When analyzing this type of incident along the GWSB, there were a total of 7 wrong way-related crashes, which represented 17% of the 42 wrong way-related crashes in Jones and Jackson County. The 7 wrong way-related crashes along the GWSB equaled 17% of the total wrong way-related crashes that occurred statewide (3,723 crashes). This equates to roughly 0.7 wrong way-related crash along the GWSB per year from 2004-2013.

18) Farm Vehicle Related Crashes: A farm vehicle driver is a person who drives only a commercial motor vehicle that is controlled and operated by a farmer as a private motor carrier of property; and is being used to transport either agricultural products, farm machinery or farm supplies to or from a farm; and is not being used in the operation of a for-hire motor carrier; and is not carrying hazardous materials of a type and quantity that requires the commercial motor carrier to be placarded; and is being used within 150 air-miles of the farmer's farm. When analyzing this type of incident along the GWSB, there were a total of 6 farm vehicle-related crashes, which represented 15% of the 39 farm vehicle-related crashes in Jones and Jackson County. The 6 farm vehicle-related crashes along the GWSB equaled 0.31% of the total farm vehicle-related crashes that occurred statewide (1,950 crashes). This equates to roughly 0.6 farm vehicle-related crash along the GWSB per year from 2004-2013.

Summary

After compiling and analyzing all of the accident reports along the GWSB, the data reveals that the highest percentage of crashes between 2004-2013, relative to crashes in Jones and Jackson County as a whole, were bicycle related (71%), intersection related (58%), work zone related (17%), old driver related (51%), and MVCC related (38%).



11.5 Goals, Actions, and Strategies

The GWSB Board recommends the following management actions, goals and strategies to maintain, enhance, and improve the safety of the segments of roadway that make up the byway. These strategies are intended to address issues, maximize management, and minimize transportation issues along the byway route. The GWSB Board understands that they do not have the authority to enforce their proposed actions and strategies. However, the GWSB Board hopes that voluntarily implementation and/or informed public policy will help them address many of their safety concerns and issues. The GWSB Board's recommended actions, goals and strategies include the following:

1) Conduct Infrastructure Condition Evaluations of the GWSB Annually

The GWSB Board recommends that Infrastructure Condition Evaluations be gathered and shared annually with city, county, and state entities to:

- Aid in the evaluation of the GWSB by providing the current condition of roadway segments calculated from several different subsets of criteria.
- Increase the number of miles with paved shoulders to improve driver safety by reducing run-off-the-road crashes, better accommodation of bicyclists, and space for off road parking for emergencies and car trouble.
- Educate drivers on how to operate their vehicle when they are approaching an uncontrolled intersection.
- Provide assistance to maintain or improve bridge conditions along the GWSB.

2) Compile General Crash Data of the GWSB Annually

The GWSB Board advises that an inventory and assessment of general crash accident reports be gathered and shared annually with city, county, and state entities. The GWSB Board also recommends the following strategies to improve and/or diminish general crash accidents along the GWSB:

- **Impairment-Related:** Provide education to drivers on how alcohol is a depressant that reduces the brain's control over the body and express that drinking and driving is not a socially acceptable behavior.
- **Inattentive-Related:** Offer education to drivers related to distractions while driving including texting, grooming, driving while angry, depressed, emotionally upset, and more.
- **Old Driver-Related:** Encourage drivers to read Iowa DOT's "Driving with Diminished Skills" booklet as part of "Choices Not Chances – The Road to Driving Safer and Longer."
- **Young Driver-Related:** Encourage drivers to read the Iowa DOT's guide "You're the Coach – A Guide for Parents of New Drivers."
- **Speed-related:** Provide education to drivers on following speed limits along all of Iowa's roadways.
- **Unbelted-Related:** Promote the National Highway Traffic Safety Administration report that "Seat belts are your best protection in a crash."

3) Collaborate with Maintenance and Transportation Districts

The GWSB Board encourages stakeholders and byway supporters to collaborate with Maintenance Districts and Transportation Districts to exchange information about the resources they manage, challenges they face, and recognize opportunities for partnership. The State of Iowa consists of six maintenance districts, each assigned a district engineer. The GWSB is located in maintenance district 6, and the district engineer contact is Jim Schnoebelen P.E.: 319-364-0235, jim.schnoebelen@iowadot.us" The State of Iowa also consists of six transportation districts, in which the GWSB is located in district 6. The transportation districts are a point of contact for interested landowners in harvesting hay or mowing the road ditches. The Iowa DOT has two harvesting and mowing seasons and interested landowners need to complete an application before July 15, which is the first day mowing or harvesting the state highway right of way is allowed. The contact person to receive assistance in processing your application for the GWSB is Linda Kofoot, who can be contacted by phone at 866-849-0327 or email: linda.kofoot@dot.iowa.gov.

4) Compile Roadway Crash Data of the GWSB Annually

The GWSB Board advises that an inventory and assessment of roadway accident reports be gathered and shared annually with city, county, and state entities. The GWSB Board also recommends the following strategies to improve and/or diminish roadway crash accidents along the GWSB:

- Work with the Iowa DOT "to advocate for a modern transportation system that provides pathways for the social and economic vitality of Iowa, getting our customers where they need to go safely, efficiently, and conveniently."
- Collaborate with partnering entities to provide quality and safe road conditions to the byway visitor.
- Encourage partnering entities to participate in local, state, and federal programs and/or incentives.
- Compile Vehicle Crash Data of the GWSB Annually.
- Provide education to drivers on how to operate around cars, trucks, emergency vehicles, work zones, school buses, farm equipment, railroads, understanding of blind spots and other best practices encouraged from the Iowa DOT.

5) Compile Environmental Crash Data of the GWSB Annually

The GWSB Board advises that an inventory and assessment of environmental accident reports be gathered and shared annually with city, county, and state entities. The GWSB Board also recommends the following strategies to improve and/or diminish environmental crash accidents along the GWSB:

- **Wild animal-related:** Provide education to drivers on deer crossing warning signs, deer behavior, and proper protocol when approaching deer. This is especially important considering that 71% of wild animal-related crashes occurred along the GWSB when compared with the rest of Jones and Jackson County.

- Weather-related: Recommend that byway roads be sanded, salted, and plowed during the winter months to address ice and snow that can lead to deterioration of the road and unsafe driving conditions. The GWSB Board advocates working with city, county, and state agencies to achieve the Iowa DOT's goal during the winter season to return roads to reasonably near normal winter driver conditions as quickly as possible after a winter storm.
- Weather-related: Flooding has had a major influence on the GWSB roads and bridges and can prohibit movement during storm water runoff events.

11.6 Challenges and Opportunities

- Flooding has had a major influence on GWSB roads and bridges and can prohibit movement during storm water runoff events.
- Increase in the number of oversized loads traveling the roadways, especially state and county highways.
- Snow and ice impair travel conditions during several months of the year.
- GWSB roads are sanded, salted, and plowed during winter months to address ice and snow issues which can deteriorate road conditions.
- Freeze cycles cause surface irregularities, pavement heaving, and deterioration.
- The Jones and Jackson County Engineer do not typically give weighted consideration to scenic byways.
- The Byways of Iowa Foundation is currently engaging the Iowa DOT in discussions regarding increased allocation of financial resources to Iowa's scenic byways to ensure the highest quality experience for the byway traveler.

11.7 Recommendations

- Sign the 3-way stop in Wyoming as such. Approaching from the west, it is unclear that cross traffic also has to stop.
- Improve the bridge into Monmouth by repaving it or filling potholes.
- Improve signage (road signs, larger stop and yield signs) for the triangle area in Anamosa. With the addition of public art and a crosswalk, this is an ideal time to increase the clarity and safety of this intersection.
- Make sure all sections of the GWSB have paved or gravel shoulders to provide safety for bicyclists and places for drivers to pull off.
- Centerline and shoulder rumble strips should be painted and maintained along highways of the entire byway route.

11.8 Funding Opportunities for the GWSB

The GWSB Board will look for potential funding to help improve and maintain road and bridge conditions on the GWSB, in order to provide a safe and enjoyable experience for travelers. A list of potential funding sources is provided below. It is not a comprehensive list and the GWSB will continue to seek out other sources of potential funding. A complete list can be found on the Iowa DOT Funding Guide at http://www.iowadot.gov/pol_leg_services/funding_guide.htm.

Potential funding identified in the Long Range Transportation Plan 2035.

Potential Sources for Federal Funding

- Surface Transportation Program (STP)
- Surface Transportation Bridge Program (STP-HBP)
- Highway Safety Improvement Plan (HSIP)
- Transportation Alternatives Program (TAP)
- The Federal Recreational Trails (FRT) Fund
- Statewide TAP

Potential Sources for State Funding

- Road Use Tax Fund (RUTF)
- Time-21
- Revitalize Iowa's Sound Economy (RISE)
- City Bridge Construction Fund
- County Bridge Construction Fund

Potential funding sources identified in a Local Road Safety Workshop

- Federal Highway / Rail Crossing Safety
- Sign Replacement Program for Cities and Counties
- County or Urban State Traffic Engineering Program
- Traffic Safety Improvement Program (TSIP)
- Traffic Engineering Assistance Program (TEAP)
- Overhead Beacon Replacement Program
- Pedestrian Curb Ramp Construction
- Governor Traffic Safety Bureau (GTSB) Funding Grants (For enforcement)



GWSB Pavement Condition



SECTION **TWELVE**

Outdoor Advertising

More than 700 communities nationwide prohibit the construction of new billboards. Why? Because billboard control improves community character and quality of life -- both of which directly impact local economies. In fact, despite billboard industry claims to the contrary, communities and states that enact tough billboard controls enjoy strong economic growth. - Scenic America

12.1 Highway Beautification Act

The Highway Beautification Act was passed into law with much controversy in 1965. This bill, commonly referred to as “Title 23 US Code 131,” called for the erection and maintenance of all outdoor advertising signs, displays and devices in areas within 1,000 feet of interstate highway to be controlled. The legislation also gave jurisdictions the right to remove certain types of signs along highway systems to encourage scenic enhancement and roadside development.

Since the Highway Beautification Act was passed into law, countless bills have been introduced, public hearings have been held, committees formed and debates between the House and Senate conducted to reach a compromise between the Federal Highway Administration (FHWA), the outdoor advertising industry and states over outdoor advertising legislation. Despite the reoccurring debates, the law controversies related to outdoor advertising remain. Supporters of Title 23 US Code 131 believe that the traveling public is entitled to relief from unattractive sign clutter for scenic enhancement, safety and roadside development. Opponents of Title 23 US Code 131 believe the legislation sets severely unfair sign restrictions on businesses and has failed to set national standards for the following issues:

- Who enforces the control of outdoor advertising?
- Should this be done on a federal, state or local level?
- Should the billboard locations be limited to zoned commercial/industrial areas, un-zoned commercial/ industrial areas or locations the state deems appropriate?
- Should agencies receive just compensation for the removal of billboards and signs?

- What should the billboard draft standards be set at (billboard size limits, spacing between signs, spacing from at-grade intersections etc.?)

Trying to reach a compromise over the outdoor advertising and billboard debate, the U.S. House and Senate came to an agreement on major changes to the transportation program by establishing the Intermodal Surface Transportation Efficiency Act of 1991. Under this legislation, amendments made to the Highway Beautification Act were made, including the following:

- Highway Trust Funds could be used for the removal of nonconforming signs and billboards.
- Illegal signs must be removed 90 days after the enactment of the bill.
- The Highway Beautification Act applies to all signs on highways designated as the “federal-aid primary” system or any highway designated as the ‘new national highway’ system.
- States no longer have to submit their Highway Beautification Act laws for federal revisions. Existing state compliance laws and regulations will remain intact.
- Erection of new billboards on state designated scenic byways is prohibited. Control of signs on such highways shall be in accordance with Highway Beautification Act control provisions.

However, it is important to note that the laws surrounding outdoor advertising listed in the newly implemented Intermodal Surface Transportation Efficiency Act (ISTEA) became the center of debate only months after being established in December of 1991. The primary opposing argument was that the Highway Beautification Act was unjust in requiring states to use highway trust funds to remove all nonconforming signs. Therefore, a technical amendment to section 131(n) of the Highway Beautification Act was changed so that Federal funds for the removal of legal, nonconforming signs was at the states discretion. Shortly after the enactment of ISTEA, the mandatory ban of new billboards along state-designated scenic byways became a contentious issue during the 1993 National Scenic Byways Commission

deliberations. Concerns within the Commission’s final report resulted in two more years of debate over controversial issues related to outdoor advertising control recommendations.

In 1995, while the National Highway System Designation was under consideration by the House and Senate, the United States House of Representatives approved an amendment to subsection(s) of the Highway Beautification Act to clarify that the federal ban on new billboards on scenic byways did not restrict the authority of a state with respect to commercial and industrial areas along a scenic byway or roads in accordance with ISTEA language. As a result, substitute language was agreed upon which stated “In designating a scenic byway for purposes of section 131(s) and section 1047 of the Intermodal Surface Transportation Efficiency Act of 1991, a state may exclude from such designation any segment of a highway that is inconsistent with the state’s criteria for designating scenic byways.” The legislation went on to state that the exclusion of a highway segment must have a reasonable basis and that the Secretary of Transportation has the authority to prevent actions that evade Federal requirements.” This change in legislation still exists today and means that while local units of government generally control outdoor advertising, one federal regulation applies to state designated scenic byways. Title 23 US Code 131(s) prohibits new billboards when the route is part of an Interstate, National Highway System or former federal aid primary road. However, local, county or state laws are responsible for billboard control on designated byways in other road classifications.

The continuously changing language under Title 23 US Code 131(s) means that under the most current FHWA policy, each state has the option to permit new billboards along sections of a scenic byway that does not contain intrinsic resources that led to its designation, or ban them along state byways altogether. In other words, it is up to each state and their DOT for how they choose to manage, control and restrict outdoor advertising.

12.2 Varying Laws & Regulations in Surrounding States

Each state has varying laws and statutes when it comes to sanctioning segments to permit new billboards or imposing stricter controls to prevent billboards on state byways. The following provides a brief summary of how Iowa's six border states codify sign rules and regulations related to scenic byways on a local, state and federal level.

Minnesota: The jurisdictions of which the designated routes pass must have ordinances to control outdoor advertising consistent with 23 U.S.C. 131 (s).

South Dakota: There is no mention of outdoor advertising rules or regulations related to scenic byway designation in South Dakota law.

Nebraska: Neb. Rev. Stat. 39-218 states: "No sign shall be erected which is visible from the main-traveled way of any scenic byway except

- Directional and official signs to include, but not be limited to signs and notices pertaining to natural wonders, scenic attractions, and historical attractions;
- Signs, displays, and devices advertising the sale or lease of property upon which such media are located; and
- Signs, displays, and devices advertising activities conducted on the property on which such media are located. Signs which are allowed shall comply with the standards and criteria established by rules and regulations of the Department of Roads in Title 410, Chapter 3. These rules and regulations implement the preceding state statutes."

Wisconsin: Trans 202.11 Outdoor advertising states: "Highways designated by the secretary as scenic byways pursuant to s.84.106, Stats. and are subject to all applicable state laws and regulations and local ordinances regarding outdoor advertising signs. Highways designated as scenic byways shall also conform to s.Trans 201.23."

Missouri: Mo. 226.801. states: "Signs and outdoor advertising, rules and regulations states: 1. The commission may adopt rules to regulate or prohibit outdoor advertising in order to preserve scenic corridors adjacent to, and visible from, roads and highways designated as scenic byways pursuant to the provisions of section 226.797, except, that on premise signs may be regulated, but not prohibited. Areas zoned commercial or industrial shall not be designated as scenic byways. 2. The commission may adopt rules to implement a program for the erection and maintenance of tourist-oriented directional signs within the right-of-way of scenic byways in the state. The tourist-oriented directional signs shall provide business identification and directional information for businesses, services, natural attractions and activities which, during a normal business season, derive the major portion of the income and visitors for the business or activity from motorists not residing in the immediate area of the business or activity. Tourist oriented directional signs shall only be used on roads and highways designated as scenic byways under section 226.797."

Illinois: There is no mention of outdoor advertising and scenic byway designation in Illinois law.

12.3 Regulations in Iowa

The GWSB Board wondered how is outdoor advertising regulated within the state of Iowa? And more specifically, along the GWSB? Relevant portions of the Iowa statutes and code are provided below:

- 761-Ch. 117.3 regarding Iowa Administrative Code: The rule provides that no new off-premise advertising device may be erected along an interstate, freeway primary or primary highway that has been designated as a scenic byway if the advertising device will be visible from the highway. Iowa's 2009 Guide to Outdoor Advertising Regulations for Interstate Highways, summarizes it best. This document states that "the erection of billboards is



Mobile Billboard

prohibited along any state or nationally designated scenic byway. Existing permitted billboards along scenic byways may remain in existence, provided that appropriate permit fees are remitted in a timely manner and no relocation or reconstruction of the billboard occurs."

- 306D.4 of the Iowa Statutes regarding Scenic Highway Advertising: The state department of transportation shall have the authority to adopt rules to control the erection of new advertising devices on a highway designated as a scenic highway or scenic byway in order to comply with federal requirements concerning the implementation of a scenic byways program.



Billboard on Hwy 64

12.4 Challenges and Opportunities

Several challenges related to outdoor advertising have been identified along the GWSB. They include the grandfathering of some billboards, advertising and traffic safety issues, and evolving advertising methods. Each is discussed in more detail below.

Grandfathered in Billboards

The existing billboards along the GWSB route that are “grandfathered in” and therefore permitted under Iowa’s regulations pose a significant challenge in addressing and controlling outdoor advertising. These regulations restrict the erection of a new advertising device along a scenic byway. However, the billboards that were already standing at the time

of this legislation are allowed to remain. Removing these existing billboards will be very difficult; the only possibilities for removal are if the owner fails to pay permit fees or the billboard becomes so dilapidated that it needs to be reconstructed.

Advertising and Traffic Safety

Studies have shown that large billboards, especially digital billboards, negatively impact traffic safety. A major study of driver inattention found that any distraction of over two seconds is a potential cause of crashes and near crashes. Traditional billboards have been found to attract more and longer glances than regular traffic signs. This indicates that they require more than two seconds of continuous viewing or repeated short glances if the

viewer is reading the entirety of the billboard. Electronic billboards are even more distracting with their bright lights and changing designs, leading to prolonged driver inattention and extreme safety risks.

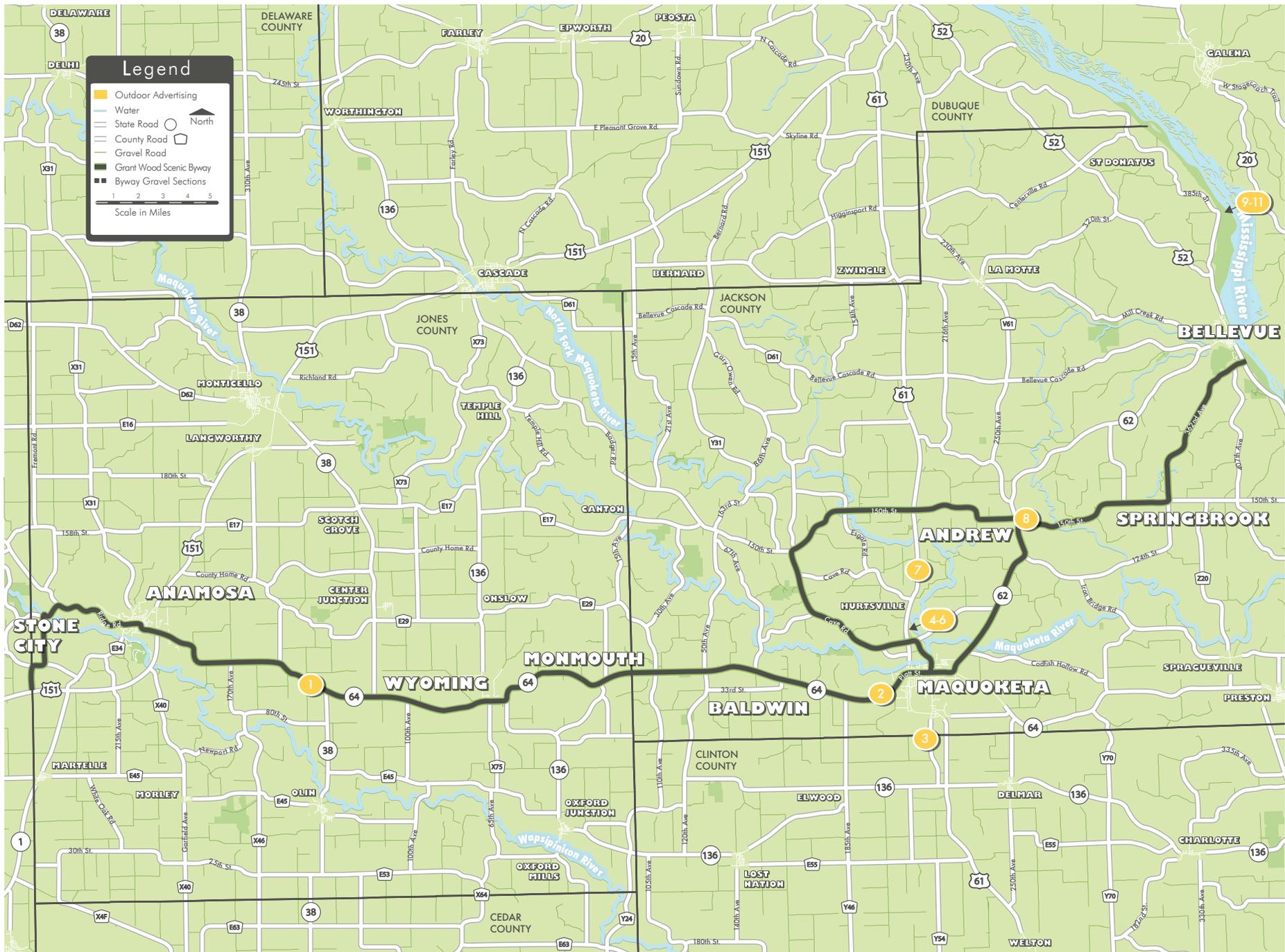
Evolving Advertising Methods

Just like any other industry, the advertising industry is constantly coming up with new and innovative ways to share brand messaging. Public transit buses, transit shelters, and transit benches currently do not exist along the GWSB or in its corridor. However, if urban development expands to a point where these services are offered, then these potential visual disturbances will have to be addressed and controlled as well. Additionally, truck sides, mobile billboards, and airborne billboards are creeping their way into larger cities in Iowa. Located between the larger metropolises of Dubuque, Cedar Rapids, and Iowa City, the GWSB has the potential to see these advertising types soon. Although these advertising methods are transient by nature, they have the potential to create visual disturbances and significantly impact the byway viewshed. Additionally, existing Iowa outdoor advertising regulations do not mention temporary advertising along scenic byways. If these advertising methods start to become common along Iowa Byways the Iowa regulations may need to be amended.

12.5 Existing Outdoor Advertising

The GWSB Board conducted an inventory of existing digital billboards and found that 2 exist along the GWSB. The two billboards directly along the byway route are in portions of the GWSB that have a major intersection. These advertising billboards are visible from the actual GWSB road itself. The GWSB Board is making the assumption that these outlier outdoor advertising billboards have been “grandfathered in” and are permitted under the state’s regulations. However, many other billboards exist in byway communities and in the byway sub-corridor. These are located within commercial and/or industrial areas or are near major intersections. A map and chart inventorying all existing outdoor advertising billboards can be referenced on the following pages.

Map #	Company	Community	On Route	Location
1	Fairway	Anamosa	X	US 64 facing East
1	Fairway	Anamosa	X	US 64 facing West
2	Lamar	Maquoketa	X	IA 64 facing Northeast
2	Lamar	Maquoketa	X	IA 64 facing Southwest
3	Lamar	Maquoketa		US 61 facing North
3	Lamar	Maquoketa		US 61 facing South
4	Lamar	Hurstville		US 61 facing North
4	Lamar	Hurstville		US 61 facing South
5	Lamar	Hurstville		US 61 facing Northeast
5	Lamar	Hurstville		US 61 facing South
6	Lamar	Hurstville		US 61 facing Northeast
6	Lamar	Hurstville		US 61 facing South
7	Lamar	Hurstville		US 61 facing Northeast
7	Lamar	Hurstville		US 61 facing Southwest
8	Lamar	Andrew	X	IA 62 facing Northwest
9	Lamar	Bellevue		US 52 facing Northwest
9	Lamar	Bellevue		US 52 facing Southeast
10	Lamar	Bellevue		US 52 facing Northwest
10	Lamar	Bellevue		US 52 facing south
11	Lamar	Bellevue		US 52 facing North
11	Lamar	Bellevue		US 52 facing South





SECTION THIRTEEN

Comprehensive Wayshowing Plan

Wayfinding is essentially about knowing where you are and finding where you want to go. Wayshowing gives you the means to do both. That sounds simple and straightforward. But the experiences of travelers, as well as byway organizations and byway experience providers, suggests otherwise. Responding to the needs of byway travelers and the organizations that create, manage and sustain high-quality byway experiences, is essential to implementing a successful way finding system.” Source: America’s Byways Resource Center

13.1 Introduction

Communicating information to visitors and assisting them with their travel plans are important issues the GWSB board members would like to address. Visitors need to be able to find their way through unfamiliar and complex environments at all times. The implementation of an effective wayshowing system is an essential component of the GWSB, as it would employ the art of using written, audible and visual information such as signs, maps, landmarks or icons to help pedestrians and vehicles navigate the byway with ease. These environmental cues and tools are needed to assist byway travelers’ answer the questions below:

- How do visitors find the byway?
- How do visitors know they are still on the byway?
- How do visitors orient themselves along the byway?
- Where does the byway begin and end?
- How much time should visitors allocate for travel on and to the byway?
- What and where are the byway’s intrinsic qualities?
- Where should visitors stay, eat, shop, and recreate?
- Where are the travel services located (ATM, restrooms, gas stations etc.)?

This section of the corridor management plan addresses the questions above related to implementing a comprehensive wayshowing plan and outlines a preliminary strategy and course of action to implement an enhanced signage system along the GWSB. In achieving this goal, the plan aims to provide an

overview about the key concepts of 1) wayshowing vs. wayfinding, 2) the three stages of trip planning, and 3) challenges associated with wayfinding that the visitor must overcome for successful navigation of the byway to occur. This plan also identifies and analyzes seven wayshowing components needed for a successful wayshowing system and provides GWSB Board member recommendations for how each component can be improved upon along the byway.

13.2 Wayfinding vs. Wayshowing

Have you heard the terms wayfinding or wayshowing before? Wayfinding & wayshowing are related, but distinct concepts. To understand the difference between the two terms, one needs to recognize that travelers of the byway do the wayfinding.

Wayfinding is defined as the mental process performed by byway travelers that turn their goals into decisions, actions and behaviors. It is the act of navigating the byway by being able to continuously problem-solve under uncertainty. Everything from byway travelers looking for clues to reassure them that they are where they hoped to be, to the use of information and amenities to make their byway experience safe, rewarding and enjoyable pertaining to wayfinding.

Wayshowing is defined as the need for constant communication of information, intentionally undertaken by byway providers, to aid travelers in setting desired goals, making decisions and taking appropriate actions. Byway providers are all the individuals who have some responsibility for the byway, whether with governments, tourism agencies, volunteer committees, land owners, businesses, the GWSB Coordinator, GWSB stakeholders or an active member of the GWSB Board. Their role is to provide assistance to byway travelers so that their wayfinding problem solving can be successful along the route. Anything from preparing travel information, developing maps and brochures, planning and installing signs, or preparing navigational help in person or by electronic means relates to wayshowing.

For the GWSB to be successful at providing the traveler with pleasing experiences, the GWSB will need to respect the wayfinding needs of its visitors in addition to providing and maintaining an appropriate mix of wayshowing components throughout and along the GWSB Corridor. It is important to note that wayfinding and wayshowing are the basic elements found along every byway. The figure represents the relationship between travelers to providers and identifies the basic tools needed to accomplish the most fundamental element of wayshowing, which includes helping the visitor navigate, learn about and enjoy the byway safely and without getting lost. Key concepts to take away from the figure above is to understand that wayfinding is what travelers do and wayshowing is what byway providers do. It is the job of byway providers to supply the visitor with tools needed for successful navigation.

Table 13.1	
WAYFINDING	WAYSHOWING
Is What Byway Travelers Do	Is What Byway Providers Do
Seeing	Drawing Offer Maps, Signs & Illustrations
Reading	Writing Offer Brochures & Driving Directions
Hearing	Speaking Offer Audio Tours, Guides or Narratives
Learning	Teaching Offer Educational Opportunities

Table 13.2 Three Stages	PRE-VISIT		VISIT	POST-VISIT	
Five activities of the byway experience					
	Prospective travelers examine their options and choose to visit a byway.	Travelers prepare for their visit, decide how & when they will visit, & plan their whole journey.	Travelers experience the byway & create core memories.	Travelers find ways and use things from their visit to help recall their experiences.	Travelers tell others about their experiences & decide to visit the byway again or to visit another byway.

13.3 Stages of Byway Trip Planning

It is imperative to understand the three stages visitors go through when planning a trip to the byway in order for the GWSB Board and stakeholders to successfully develop and implement a successful and engaging wayshowing system. A basic understanding of the communication tools needed and questions that must be addressed during each stage of byway trip planning will also have a strong influence on the visitor's overall experience of the GWSB. The figures displayed in section 13 have been adopted from *Wayshowing for Byways, A Reference Manual*, published by the America's Byways Resource Center. The following figures look to identify the stages of byway trip planning (Table 13.2), communication tools needed at each stage (Table 13.3), and questions that must be addressed to assist the GWSB visitor with their traveling itineraries (Table 13.4).

The table above (Table 13.2) depicts the three different stages of trip planning (pre-visit, visit, and post-visit) and the five activities of the byway experience (select, plan, travel, reflect, and refer). Analyzing it allows one to see a breakdown of how visitors will usually plan for their upcoming byway trip in stages, which can be broken down into activities that they prefer to do.

Pre-Visit: The first stage is Pre-Visit, with the activities select & plan. During the Pre-Visit Stage, the visitor selects what byway they would like to visit and then begins to plan for that trip. Decisions about what the visitor is most interested in doing to, from, and along the byway are researched. Helpful tools GWSB providers should use to help persuade the byway visitor to make a trip to the GWSB are depicted on page. Questions byway providers should address during the Pre-Visit Stage are listed in page.

Visit: The second stage is Visit and the activity travel. The Visit Stage is where the visitor arrives at a byway and attempts to navigate the route and find the byway's special places. Helpful tools GWSB providers should use to help visitors safely navigate the GWSB are shown in the figure on page. Questions byway providers should address during the Pre-Visit Stage are listed on page.

Post-Visit: The third stage of byway trip planning is Post Visit with the activities reflect and refer. The Post-Visit Stage occurs after the visitor has found their way back home and has had an opportunity to recall and reflect upon their vacation or trip. Helpful tools that byway providers should use to help leave a positive, lasting memory of the GWSB are portrayed in Table 13.3. Questions byway providers should address during the Post-Visit Stage are provided in Table 13.4.

<p>Table 13.3 Wayfinding Importance</p>	PRE-VISIT		VISIT	POST-VISIT	
<p>  HIGH  MEDIUM  LOW </p>					
Print Brochure					
Website					
Advertising					
Printed Maps					
Guide Signs					
Electric Guidance					
Wayside Int. Exhibits					
Merchandise					

Table 13.4 Provider Questions	PRE-VISIT		VISIT	POST-VISIT	
Five activities of the byway experience					
<p>Travelers have questions that reflect their wayfinding needs.</p> <p>Byway providers use wayshowing tools and clues to meet these needs.</p>	<p>Where is the byway?</p> <p>What is there to see and do?</p> <p>How much time does it take to travel the GWSB?</p> <p>What is the big story?</p> <p>How will we benefit from this experience?</p>	<p>How will we get there?</p> <p>Where will we stay? Eat? Shop?</p> <p>How much time does it take us to get to, from and along the GWSB?</p> <p>What are the GWSB's intrinsic qualities?</p> <p>What interpretation or attractions will I find?</p>	<p>Where are the entry points to the byway?</p> <p>How will we know this is a byway?</p> <p>How do we get back on when we've gotten off the GWSB?</p> <p>Where are travel services located?</p> <p>Where are the GWSB attractions?</p>	<p>What good things will we remember?</p> <p>Do we recall bad parts of the experience?</p> <p>Did we keep photos or souvenirs to remember our experience?</p> <p>What emotions will we remember?</p>	<p>How will we share our experiences?</p> <p>What will we tell others about our experience?</p> <p>Will we recommend that others visit the GWSB?</p> <p>Will we go back for another visit?</p> <p>Will we visit another byway?</p>

13.4 Challenges and Opportunities

Identifying the three stages travelers go through when planning a trip and the media needed to address each traveler's questions is an important concept to understand when overcoming challenges to implement a proper wayshowing system for the GWSB. Especially, considering that an effective wayshowing system responds to the needs, wants and desires of visitors at all stages in their journey within the GWSB Corridor to assure that travelers avoid becoming lost or confused. Because of this, effective wayshowing for the average byway traveler must at minimum:

- Support how people find their way in unfamiliar travel environments
- Provide a systematic guidance system of reliable and consistent components on the byway.
- Respond to the unique characteristics that are found along the byway
- Integrate Pre-Visit, Visit and Post-Visit stages of the byway experience
- Help contribute to a fun, yet safe roadway and travel environment for byway visitors.
- Become a widely-practiced body of knowledge among byway providers

To help GWSB Board members accomplish these requirements, Board members referenced Wayshowing for Byways, published by the America's Byways Resource Center to identify five of the most common wayfinding challenges visitors are likely to experience while navigating the GWSB. With the assistance of the manual, board members identified the essential wayfinding challenges below and have made it their goal to provide visitors with the tools needed for them to be able to:

- Identify origin and destination
- Determine turn locations
- Identify segment links and directions of movement
- Recognize on-route and distant landmarks
- Mentally embed or visualize the route in a larger reference frame; a cognitive map



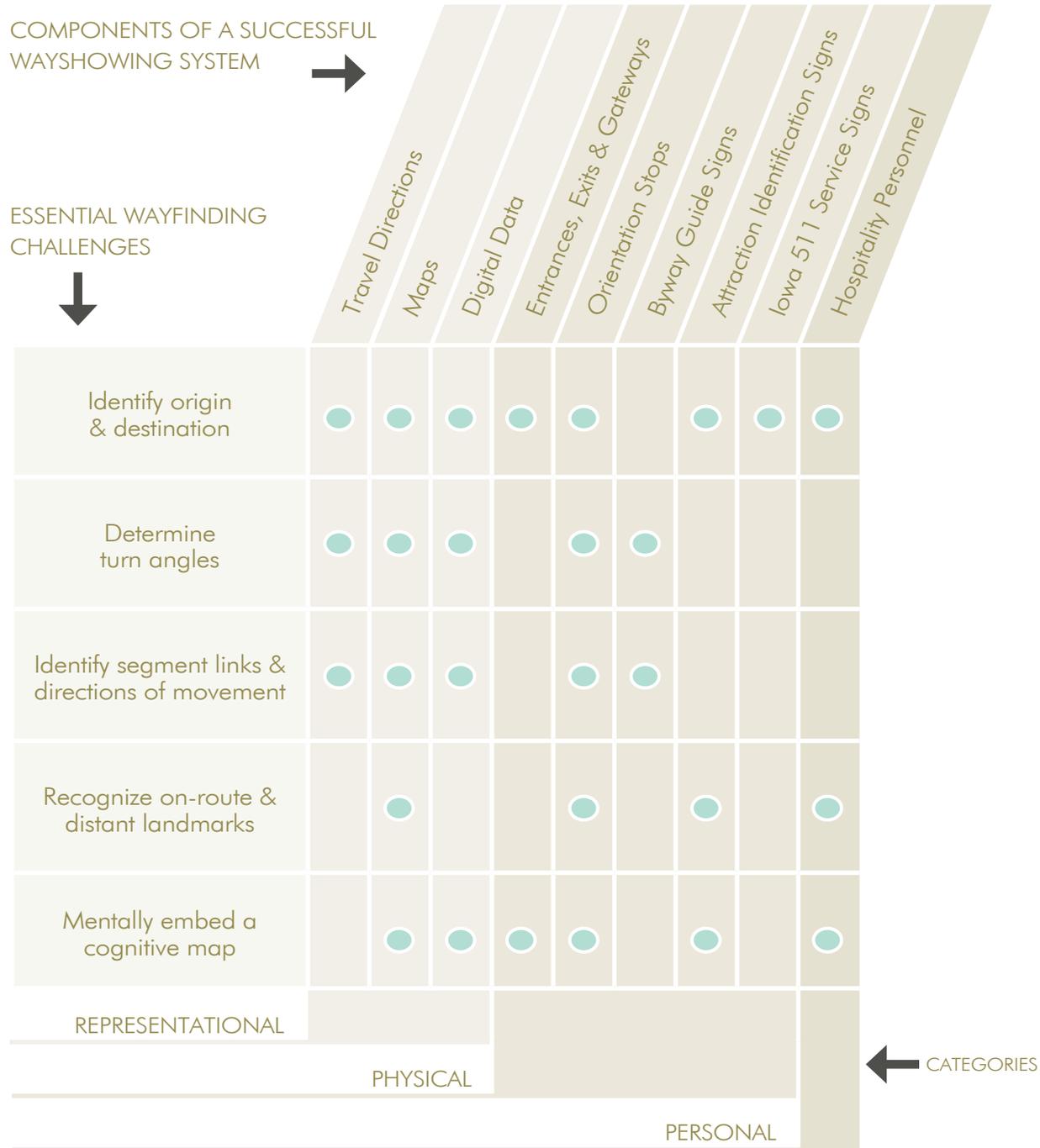
The New GWSB Guide Signs Provide a Systematic Guidance System

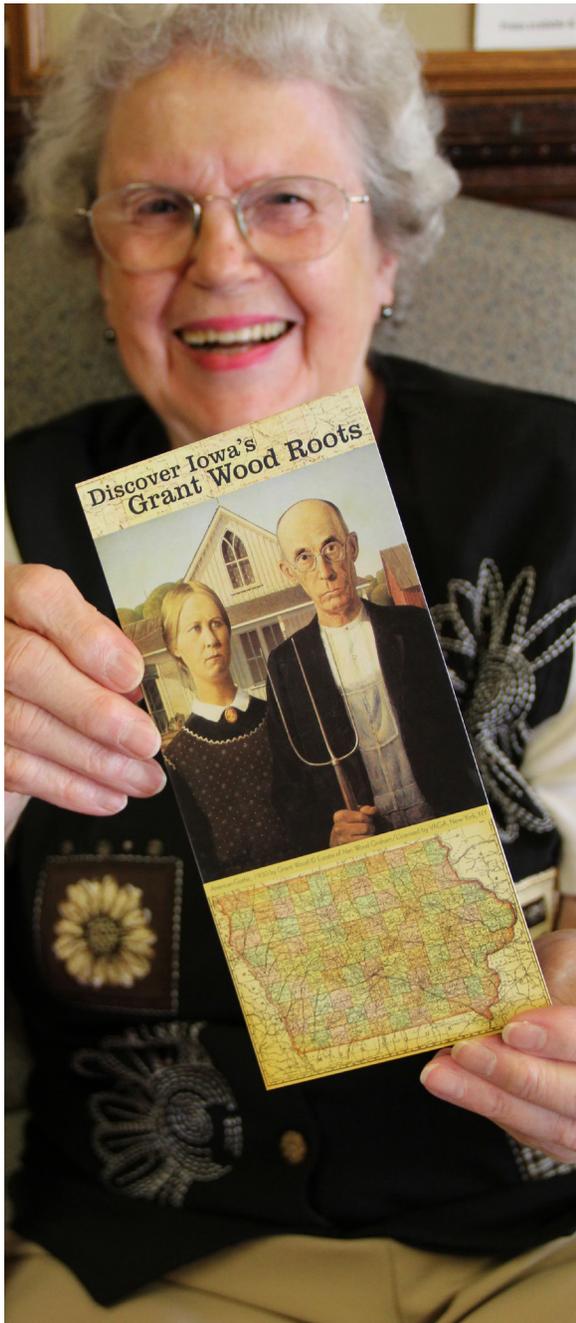
13.5 The Wayshowing System

To overcome the challenges visitors and travelers are likely to experience while navigating the byway, GWSB Board members identified and analyzed five components of the wayshowing system that they believe are necessary to implement into their signage needs and wants for the byway. The five components identified for inclusion into the GWSB wayshowing system are as follows:

- 1) **Driving Directions:** Turn-by-turn descriptions of each distinct route segment of the GWSB.
- 2) **Maps:** Graphic and cartographic displays of the GWSB, its primary and secondary corridor, and regional setting.
- 3) **Electronic Devices & Digital Data:** Media that is provided for customers. Examples include electronic and mobile devices.
- 4) **Trained Staff & Hospitality Personnel:** GWSB educated visitor center staff, interpreters, volunteers, park rangers, business owners, and other front line people along the GWSB who have the duty to provide timely and factual information to travelers and visitors.
- 5) **Signage:** A systematic collection of 1) GWSB Guide Signs, 2) GWSB Welcome Signs, 3) Community Welcome Signs, 4) Historic District or Downtown District Signs, 5) GWSB Destination Approach Signs, 6) On-Site Identification Signs, 7) Iowa 511 Service Signs, and 8) Byway Cross-Marketing Signs that help guide visitors and tourists to and along the byway's route.

Once the wayshowing system components for the byway were selected, GWSB Board members began their assessment of the designated roadways current wayshowing system. Their findings, as they relate to the wayshowing components that exist today, are as follows:

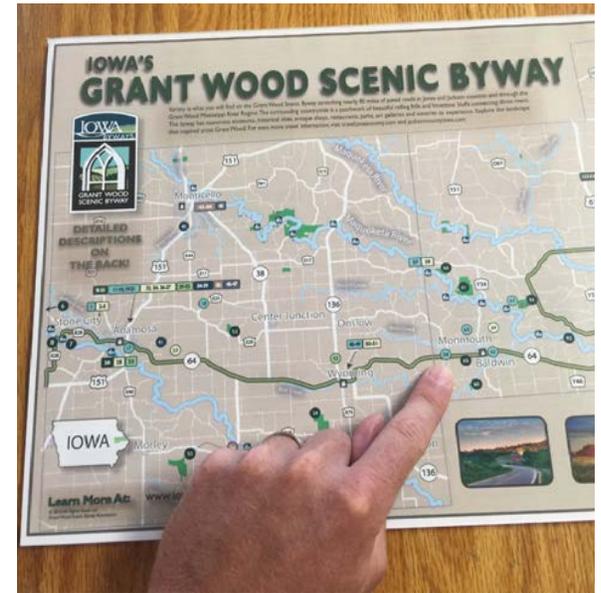




Hospitality Personnel



On-Site Identification Sign



Maps



Trained Staff and Information

One: Driving Directions

After a visitor has selected, planned and arrived at the GWSB to begin their vacation during the Visit-Stage of trip planning, they travel along the byway route until they ultimately reach an end point or their desired location. The GWSB route itself is all paved roadway that is connected by a continuous sequence of segments that are comprised of state and federal highways as well as county roads that carry the byway designation. The GWSB's route is an overlay designation on otherwise official numbered or named highways, roads, and streets that wind through Jones and Jackson counties and a variety of community property jurisdictions. Well-established Iowa Department of Transportation wayfinding signs are used to name these roadways (ex: Highway 64, County Road E17, and Main Street) to assist visitors with navigation of the byway and its many attractions and activities found along its route. When traveling any road, byway or not, the traveler has an expectation that every stretch of road has a name and/or number that will help them locate points of interest, attractions, businesses, resources, travel services, or an address that they may be looking for. Because of this, GWSB Board members determined that the development of step by step driving directions were necessary to help the visitor identify the road names, numbers and surface type for proper navigation throughout the entire primary and secondary byway corridor.

Existing Conditions: To date, detailed step by step driving directions have been identified, developed and made available to all types of visitors in order to assist them for when they are attempting to navigate the GWSB during the Visit-Stage of trip planning. Given the byway's start/end points and shape of the route itself, the GWSB Board felt it necessary to break the GWSB into three sections. Section one begins in Stone City and ends near Maquoketa. Section two begins in Maquoketa and ends in Bellevue. Section three does a loop from Maquoketa to Andrew. Detailed riving directions for each of the three byway sections are as follows:

Table 13.1 Grant Wood Scenic Byway Driving Directions

Step	Segment One Directions
1	Start where Linn Jones Road meets Highway 151
2	Travel north and turn right on Fairview Road
3	Travel east and turn left onto X28
4	Travel north to Stone City
5	Turn right onto Stone City Road X28
6	Turn left onto Stone City road X28
7	Turn right on to Ridge Road E28
8	Follow E28 E into Anamosa where it becomes Cherry Street
9	Take a slight left onto West Main Street
10	Follow West Main Street through town
11	Turn right onto South Scott Street
12	Follow as it becomes East 3rd Street
13	Follow as it becomes Highway 64
14	Turn left onto Isabel Street to follow Highway 64 at a 3-way stop in Wyoming
15	Follow east through Monmouth (becomes Main Street) and Baldwin
16	Follow into Maquoketa where it becomes West Platt Street
Step	Segment Two Directions
17	Follow east through town
18	Turn left onto Highway 62 to go NE
19	It becomes South Jefferson Street in Andrew
20	Turn right on East Calhoun Street
21	Follow as it becomes 150th Street
22	In Springbrook, turn left onto 1st Street N
23	Follow northeast as it becomes Z15/362nd Avenue
24	End where Z15 meets Highway 52
Step	Segment Three Directions
25	Turn left onto North Main Street
26	Follow as it becomes Old US 61/Hurstville Road
27	Turn left onto 63rd Street
28	Follow as it becomes 172nd Avenue
29	Turn right onto Caves Road/428
30	Follow Caves Road NW
31	Turn right on 150th Street/E17
32	Follow east into Andrew

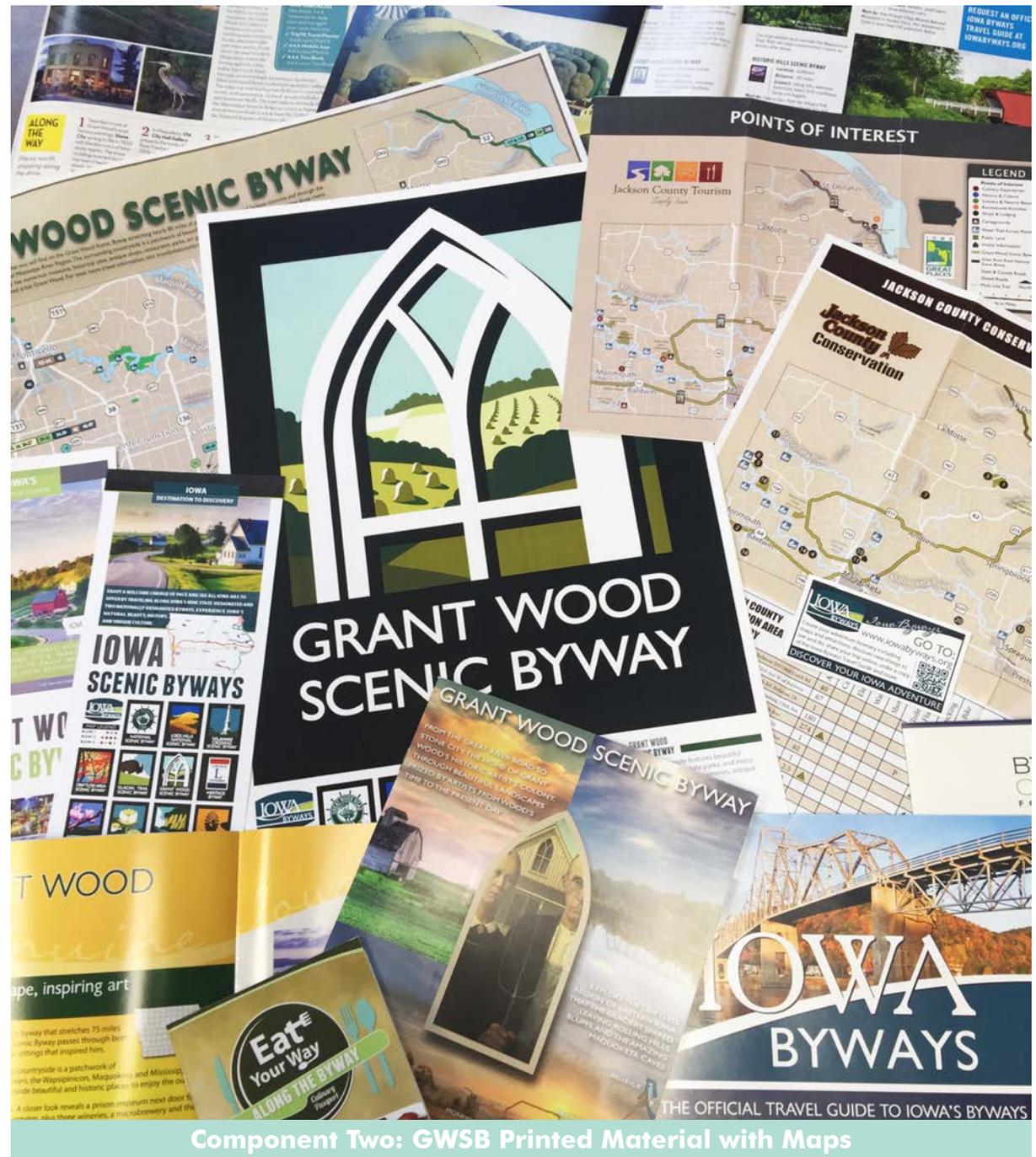
Two: Maps

GWSB visitors unfamiliar to Jones & Jackson Counties often rely on maps as much as any other wayshowing component when attempting to navigate along the GWSB. Referring to the chart on page 185, one can see how maps factor into the three stages of byway trip planning. They are a helpful tool for travelers when deciding what they are interested in doing, where they would like to go, and recalling their time along the byway. In other words, maps are a helpful tool during the entire byway trip planning process as they help the visitor answer the following questions: 1) Where are we now?, 2) Where do we wish to go?, 3) Which road or highway should we take next?, 4) How far do we go before we turn or stop?, 5) What way will we be traveling?, 6) How will we identify and locate attractions and travel service amenities?, 7) What will we remember from our byway trip?

Existing Conditions: The GWSB Board has worked to develop and incorporate maps into a wide variety of promotional material and digital media sources to help the visitor navigate and locate places of interest along its route. It was their hope that a range of varying maps would help them reach multiple audiences, as one byway wayshowing map is most likely not capable of displaying or incorporating all of the places of interest or things to do along the entire roadway. Because of this, a variety of promotional material and digital media sources that included byway maps were developed. Digital and print promotions that feature a map of the GWSB include the following:

Printed Byway material with maps: Iowa Byways travel guide, GWSB tear-sheet map, GWSB culinary passport, the state of Iowa DOT Transportation map.

Digital marketing with maps: An online interactive map of the byway exists for tourist use on the Iowa Tourism's GWSB webpage. The interactive map identifies the byway route and provides the ability to zoom in and out along sections of the GWSB for accurate directions.

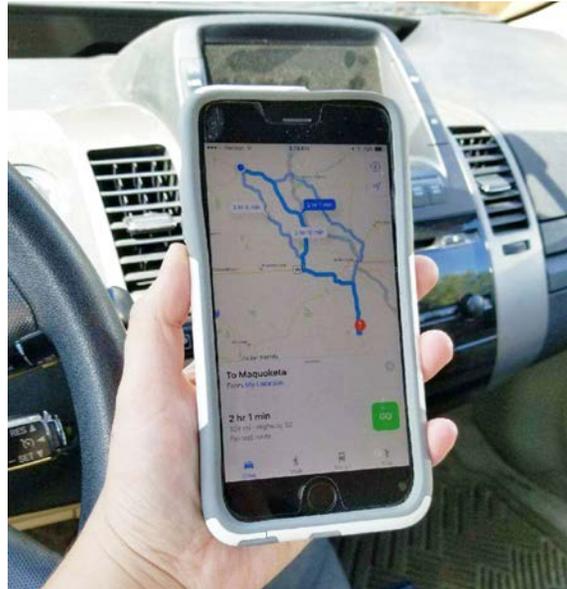


Three: Electronic Devices & Digital Data

The GWSB Board recognizes that digital data is widely available through electronic devices and can be an extremely beneficial tool for creating a successful wayshowing system. Many byway organizations have incorporated or deployed electronic technologies to provide visitors with narrative, maps, GPS points, and other content to provide navigational assistance. This can be beneficial to travelers during the Pre-Visit and Visit Stage of byway planning, as digital data can create an effective cognitive map of the routes corridor, helping visitors determine where they want to go and how they are going to get there. Visitors to a byway may use a wide variety of digital data provided through the use of customer electronic and mobile devices. Potential devices the GWSB has identified in which could assist visitors with their driving experience are listed below:

- Personal GPS (handheld or dashboard)
- Smartphone
- Radio, audio CD, or MP3 player
- Video DVD
- Laptop
- Tablet Computer
- Telecommunication systems via OnStar or SYNC

Existing Conditions: Today, byway travelers are able to conduct online research about the GWSB and its resources and/or attractions using the Travel Iowa's GWSB webpage. GPS coordinates for GWSB anchor businesses and attractions have also been inventoried, compiled, and utilized in a wide variety of ways. This is helpful for visitors in the Pre-Visit Stage. However, due to the byway's geographic location in rural Iowa, spotty and limited cell phone coverage often times limit the opportunities for byway travelers to use smartphones and/or laptops or handheld devices with Internet connectivity along many remote sections of the GWSB. This also means that telecommunication systems that rely on a cell phone connection can be spotty. However, personal GPS units do work, although their accuracy if a traveler gets off of the byway onto rural gravel roads is sometimes low.



Component Three: Smartphone



Component Three: Table Computer



Component Three: Geo-caching

Four: Trained Staff & Hospitality Personnel

At every stage of byway trip planning - Pre-Visit, Visit and Post-Visit - trained personnel can often make a difference between a byway traveler having a good trip or a bad trip, an extra night's stay, or a reason to recommend the experience to others. Interaction with people familiar with what there is to see and do in the region can help the traveler gain valuable knowledge from a local's perspective that may be unattainable through publications. Trained hospitality personnel can provide estimated time of travel, customize directions, weather, road condition updates, as well as recommendations on where to stay, eat, and/or shop. Because of this, GWSB Board members believe that educating hospitality personnel about the byway and all that there is to see, do and experience along its route is an important wayshowing component to implement.

Existing Conditions: Through discussions with Byway stakeholders, the GWSB Board has come to the conclusion that many front-line hotel, restaurant, and retail employees, in addition to the "locals" who regularly interact with the GWSB visitor often lack information or know little about how to properly inform the visitor about what there is to see and do in the region, let alone along the byway. GWSB Board members have received input from stakeholders that often times, the employees who are working many of the jobs within the tourism sector are young, part-time, seasonal workers from the area. Many when asked "what is there to do around here?", often don't know what to say, or worse yet, say nothing at all. Certain sectors within the tourism industry along the GWSB have tended to perform at differing levels of success regarding visitor hospitality, though it is common belief that additional trainings and/or educational services looking to strengthen this component of wayshowing could only serve as a benefit to the byway. Existing Hospitality Trainings in the sub-corridor focus on general guest services or education about local chambers or regional tourism entities.



Component Four: Workshops



Component Four: Hospitality



Component Four: Guided Tours

Five: Signage

The term “byway attraction” can be defined as a place or point of interest that is intended for visitors to notice or stop while driving within the GWSB corridor. Byway attractions can refer to overlooks, historic sites, museums, parks, trails, information/interpretive centers, or other places of interest that add to the visitor’s travel experience. For a traveler to successfully find their way to and along the byway, well-marked signage that serves to direct, identify, and confirm the identity of the GWSB and each of its destinations is essential for visitors in the Visit-Stage of trip planning. When an analysis of existing signage was conducted, the GWSB Board decided to inventory and assess the existing conditions of A) GWSB guide signs, B) GWSB welcome signs, C) community welcome signs, D) GWSB approach signs, E) destination approach signs, F) on-site identification signs, G) Iowa 511 Service Signs, and H) Byways Cross Marketing Signs. Their assessment, as it relates to each type of wayshowing signage, are listed as follows:

GWSB Guide Signs: A Byway Guide Sign can be defined as branded signage that are to provide the visitor with visual confirmation that they are on their designated route. Byway Guide Signs have the ability to be seen and used 24 hours a day/365 days a year, which makes them an invaluable tool for visitors during the Visit-Stage of byway trip planning. When GWSB Board members worked with the Iowa Department of Transportation and Scenic Byway Coordinators from across the state to analyze Iowa Byway Guide Signs, input received in 2008 resulted in detecting a need for new and improved visual aid along each designated route in Iowa. Program participants believed that updated Iowa Byway Guide Signs would help visitors navigate each route and distinguish one byway from the next. Other benefits participants believed would be a result of implementing a properly installed system of Iowa byway guide signs are listed under this subsection and include the following:



GWSB Guide Signs

- Inform motorists of designated byway routes
- Guide travelers along the multiple routes that comprise a designated byway
- Inform byway users of entrances and exits
- Direct travelers to byway attractions
- Offer a safe traveling environment
- Prevent travelers from becoming disorientated, lost or frustrated

Existing Conditions: Prior to 2008, guide signs were the most coveted wayshowing component the GWSB Board desired to add along the byway. By working with a variety of partners, the GWSB Board was able to receive funding for the design, planning, and installation of new Byway Guide Signs. Today, there are 154 main route signs that comprise the Byway Guide Sign System. The GWSB Board's accomplishments, as they relate to the installation of byway guide signs are listed below:

1) Decision to Phase out Existing Byway Signage in the Fall of 2009: Although guide signs had been installed at different times along each scenic byway in Iowa between 1993-2011, all signs displayed the same graphic identity of a barn and silo. This provided the visitor with the ability to recognize when they were driving on an Iowa byway, but the universal sign was outdated and did not allow visitors to distinguish one byway from the other. Because of this, Iowa Scenic Byway Coordinators employed from RC&D's across the state worked with the Iowa DOT to develop a system-wide identity and individual graphic identities for each byway in Iowa. Unfortunately, 1 of these old signs still exists along the GWSB corridor (Exit 54 to Anamosa) and needs to be replaced with the updated sign.

2) National Scenic Byway Program Funding was Awarded in the Winter of 2010: RC&D's across the state worked with the Iowa DOT to receive a \$580,000 grant from the NSBP for the Iowa Byways Signage Implementation Project. Funding was used to hire a consulting firm to design and install guide signs along 10 of Iowa's byways.

3) Hiring of Shive-Hattery and Voltmer in the Spring of 2010: After submitting a Request for Qualifications (RFQ), Iowa Byway Coordinators selected an engineering consulting firm, Shive-Hattery, to develop a graphic identifier for the Iowa byway's program as well as individually branded logos for each of the ten Scenic byways in Iowa. Voltmer Inc was hired to install the byway guide signs across the state.

4) System-Wide Graphic Identity Complete in the Summer of 2010: Shive-Hattery worked with all of the Iowa Scenic Byway Coordinators to develop a system-wide graphic identity for the Iowa Byways Program. The phrase "systemwide graphic identity" can be defined as the single image that represents the comprehensive family of Iowa byways. The "Iowa Byways" design was developed to be used as a stand-alone graphic for identifying and promoting the Iowa Byways Program, as well as to be combined with individual byway graphic identities on guide signs for each route. Graphic colors, proportions and dimensions of the system-wide graphic identity for the Iowa Byways Program can be found in the Iowa Byway Signage Policy Manual.

5) Individual Byway Graphic Identity Complete in the Summer of 2010: Working alongside Shive-Hattery and the Iowa DOT, Northeast Iowa RC&D held multiple board and stakeholder meetings to develop the GWSB's logo concept. After considerable discussion about what would make a memorable graphic theme for the byway, the group decided on a logo that would portray an image of a rolling agricultural countryside that is seen frequently along the route with an overlaid American Gothic-style window. In addition to the unique graphic image, the name of the byway was added to the sign to help visitors distinguish each roadway from one another. Graphic colors, proportions and dimensions of the GWSB guide sign logo can be found in the Iowa Byway Signage Policy Manual by visiting www.iowadot.gov/traffic/manuals/pdf/02g-01.pdf.

6) Iowa Byways Signage Policy Manual Complete in the Winter of 2010: Once a system-wide identity and individual graphic identities for each scenic byway in Iowa was completed, the Iowa DOT developed the Iowa Byways Signage Policy Manual to meet the needs of those responsible for implementing, installing, and sustaining the byway guide signs. The policy manual was adopted by the Iowa DOT and is amended to the Traffic and Safety Manual (TAS). In addition to providing information about each scenic logos colors, proportions and dimensions, the manual clearly defines the "rules" for how to properly install the byway guide signs and auxiliary signs. Height, off-set from traveled way, etc. are spelled out in the policy manual, which can be referenced by visiting www.iowadot.gov/traffic/manuals/pdf/02g-01.pdf.

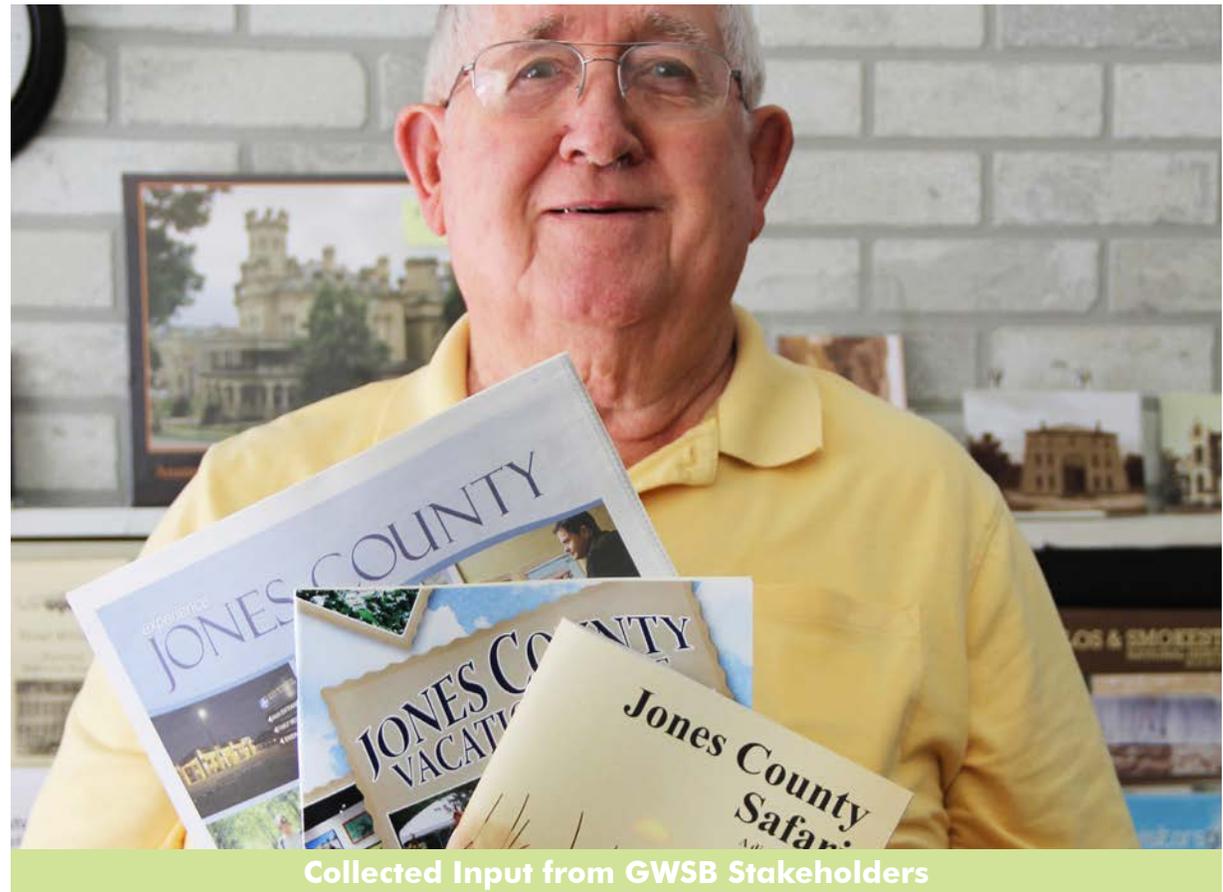
7) Predictive Maps Complete in the Summer of 2011: With the rules and standards in place for the Iowa scenic byway guide signs, Shive-Hattery developed predictive maps for each byway in the state. Predictive maps were completed to provide knowledge and illustrations about the proposed locations for where each byway signs would be installed in addition to the recommended installation type for each. The GWSB predictive map document can be found by visiting <ftp://ftp.shive-hattery.com/Iowa%20Byways%20Signage%20Maps/River%20Bluffs/River%20Bluffs%20Sign%20Assemblies%20map.pdf>.

8) Jurisdictional Coordination Meeting Held in the Summer of 2011: Northeast Iowa RC&D invited GWSB Board members, city officials, tourism directors, county engineers as well as employees of Iowa DOT, Voltmer, and Shive-Hattery to attend a jurisdictional coordination meeting to identify, review, and verify the byway guide sign locations and installation types. Each jurisdiction was encouraged to review all proposed locations of signs and alert Shive-Hattery of any changes that needed to be made.

9) Locations of Proposed Signs Marked in the Summer of 2011: Jurisdictions along the GWSB received a call from the contractor, Voltmer Inc., indicating that each of the scenic byway proposed sign locations had been marked with flags, ribbons, or water-based marking paint. County Engineers and GWSB Board members were asked to promptly review the proposed byway sign locations and respond directly to the contractor with questions or concerns regarding questionable signage placement or installation type. Each jurisdiction was given two weeks to review the proposed sign locations and installation types prior to signage installation.

10) Installation of Byway Guide Signs in the Fall of 2011: Once the proposed signage locations were approved, 154 main route guide signs were installed along the GWSB. These signs provide great navigation and wayfinding reassurance as one travels the GWSB. It should be noted, however, that the byway's "Maquoketa Loop" is not signed as a loop and, therefore, those particular types of signs can be confusing for GWSB visitors. Another shortfall of the current signage is that the wayfinding signs direct the visitors along the byway only. In other words, there are no signs to help a driver on a nearby road navigate to or onto the byway route itself.

GWSB Welcome Signs: One critical function of a successful wayshowing system is to properly mark main vehicular entrances and exits to the GWSB. One way to accomplish this is through the installation of Byway Welcome Signs at major starting or portal entrance points along the GWSB. A Byway Welcome Sign can be defined as an expression of cordial greeting to a visitor whose arrival to the byway is desired. By strategically placing Byway Welcome Signs at high-traffic intersections and entrances, they can act as cues that let visitors know when they have arrived to the GWSB, or are leaving its corridor.



Collected Input from GWSB Stakeholders

Existing Conditions: When the GWSB Board took inventory of existing Byway Welcome Signs, they found two locations where they were present. The first location was at the intersection of County Road Z15 and Highway 52 south of Bellevue, IA. The second location was at the intersection of County Road X28 and Highway 151 near Stone City, IA. Both locations featured black and white BEGIN and END auxiliary signs that are mounted directly below the standard GWSB Guide Sign. However, the GWSB Board did note that both of the existing byway welcome signs more or less blended in with the other Byway Guide Signs and

did not convey a sense of truly being "welcomed to the GWSB." These two sites would be the ideal locations for two new byway welcome signs that would potentially correspond and direct to byway information hubs in Bellevue and Stone City. Additionally, many individuals enter the primary and/or secondary byway corridor mid-way in the area of Maquoketa, so adding a Byway Welcome Sign along points of entry, perhaps Highway 61 from the north or south or Highway 64 from the east, are potential welcome sign locations that GWSB Board members believe would be ideal locations to welcome visitors to the byway.

Community Welcome Signs: A Community Welcome Sign can be defined as an entrance sign that enables a community, town and/or incorporated township to define itself and welcome visitors with a sign that reflects some aspect of the community's character. Often times, a Community Welcome Sign is developed to establish a "brand" or sense of place and are custom-made signs, monuments, and/or landscapes that are developed to act as cues to let the visitor know when they have arrived into the community. Their presence can help create a positive first impression, provide a constant reminder of the community's presence and/or manifest a sense of pride for the township.

Existing Conditions: When an analysis of existing Community Welcome Signs was conducted, GWSB Board members identified signs existed for seven of the nine GWSB anchor communities that included: Stone City, Anamosa, Wyoming, Baldwin, Maquoketa, Andrews, and Bellevue. Each Community Welcome Sign varied with differing materials and slogans. Five of these seven communities' signs were made of stone or incorporated strong stone elements. This is consistent with the area's limestone geology that has shaped the history, industry, and architecture of the region. However, it does blend in more to the scenery. None of the stone signs had colorful plantings around them to make them pop or stand out to the visitor and only a few had lighting for travelers entering the community at night. A few Community Welcome Sign were in need of a cleaning. Other signs included a printed metal sign and a painted wood sign. All signs contained the community's name and a few also included a slogan or design. The GWSB Board also noted that no existing Community Welcome Signs incorporate information or acknowledgment of the GWSB or that they are an anchor byway community. Only the towns of Springbrook and Monmouth were found to not have a community welcome sign. The green DOT issued community name and population signs are not considered a Community Welcome Sign.



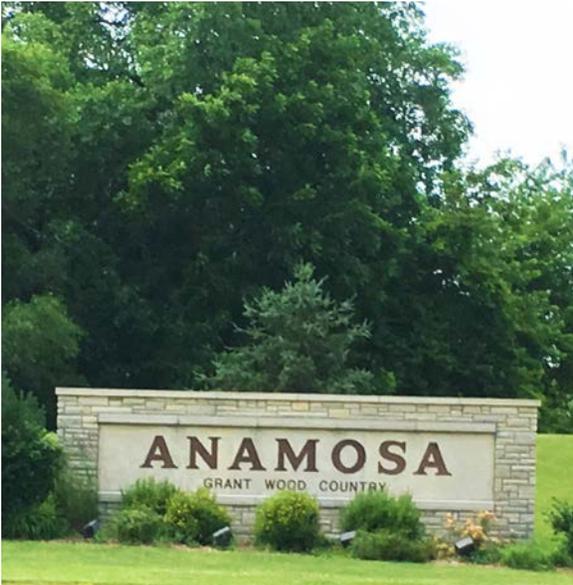
Baldwin Community Entrance Sign



Andrew Community Entrance Sign



Wyoming Community Entrance Sign



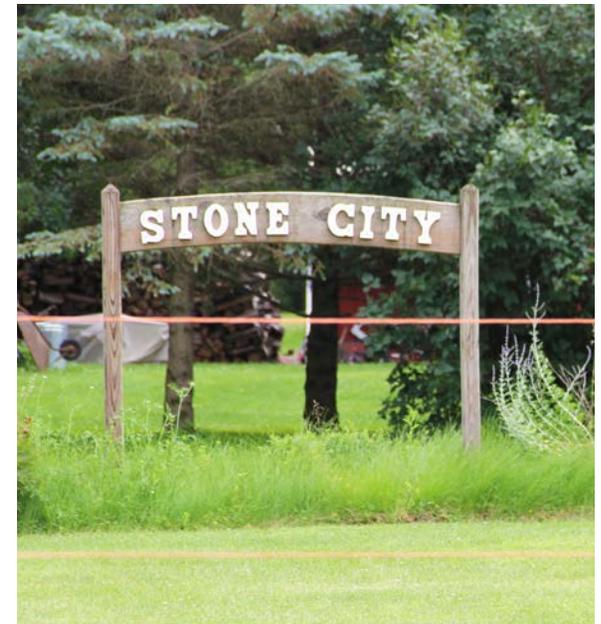
Anamosa Community Entrance Sign



Maquoketa Community Entrance Sign



Bellevue Community Welcome Sign



Stone City Community Welcome Sign

Downtown & Historic District Signs: Downtown and/or Historic District Signs can be defined as a sign installed at a high-trafficked intersection at the entrance of a byway community that has potential to direct or bring people into the central business district, historic district, or focal point of the town. This type of signage would be especially beneficial for the communities parallel, or just off the byway route. Often times, Downtown District Signs are comprised of the community logo with an Auxiliary Sign attached at the bottom. The Auxiliary Sign typically has a message or phrase to inform the traveler of the commercial, office, retail, and/or cultural hub of the community and what direction he or she must turn to reach their desired travel destination along the GWSB.

Existing Conditions: The Stone City Historic District is noted by a brown sign on X28 coming into Stone City. No other Historic District signage exists in Stone City. The Iowa Men's Reformatory, West Pleasant Street, and Hurstville Historic Districts are not signed. Anamosa has a brown historic district sign on the east end of its downtown. No other signage exists for Anamosa's downtown aside from generalized "business district" and "tourist info" signs. Maquoketa and Bellevue's downtown do not have any historic district signage.

Destination Approach Signs: A Destination Approach Sign can be defined as a sign that serves to indicate that there is a landmark, attraction, place of interest, and/or other site destination ahead. In Iowa, types of destinations that qualify for this type of signage include: incorporated communities, recreational areas, historic sites and facilities, tourist attractions, colleges and universities, public and nonprofit cultural facilities, regional airports, bus terminals, ground transportation centers, state or federal medical facilities, and national guard units. To qualify, the site or attraction must be on or within 1 mile of the intersected route. Differing colors of destination signs also exist and

are based on the type of destination listed on the sign. In Iowa, brown signs are used for cultural and recreational destinations. Green signs are used for all other destinations. Blue signs are used for information related to motorist services such as gas, food, lodging, camping, rest areas, etc.

Existing Conditions: After selecting what the GWSB Board believes to be the anchor attractions located within the primary and secondary byway corridor, an assessment of Destination Approach Signs relating to each was collected. Their analysis revealed that Destination Approach Signs were present for most of the anchor attractions along the GWSB, although their quality, recognizability, and condition varied greatly.

Most historic sites along the byway have a brown sign, although many of these signs are old, faded, cracked, and damaged to the point that readability is hindered. There is good brown signage pointing to recreational sites and attractions in Jackson County but not in Jones County. Overall, there is a lack of signage directing to the three state parks (Wapsipinicon State Park, Maquoketa Caves State Park and Bellevue State Park) along the byway. Minimal signage exists in very close proximity to a turn near each park or within the park itself, but none exist that can help to direct visitors from nearby communities or marquee attractions.

There is very good blue "tourist info" signage in Anamosa. The other two larger byway communities, Maquoketa and Bellevue, that have tourism/chamber centers do not have any blue "tourist info" signs. There is a tourist info sign on Highway 61 directing to the Hurstville Interpretive Center and although this does contain tourist info, it is more of an interpretive center. Additionally, there are many blue Adopt a Highway signs along the byway roadway and only a small portion of these roads have been adopted. The rest have a sign that says "available for adoption."

The GWSB Board would like to add signage directing to interpretation along the byway. This could be as simple as adding a sign reading "interpretation" with or without an arrow to existing signs and signposts. Or it could involve creating interpretation signs that have the byway logo on them.

For all other anchor attractions, Destination Approach Signage is variable: sign design is not uniform from site to site, some sites have very good signage, some sites are lacking signage, and signs are made of differing qualities of materials.

On-Site Identification Signs: The term On-Site Identification Sign can be defined as a sign confirming that the visitor has reached the site and/or location they are looking for. This type of sign is often used at the entrance to a site, or located on the site itself and are typically not located within the public road right of way.

Existing Conditions: An analysis of On-Site Identification Signs along the byway revealed that just over half of the GWSB Board's anchor attractions have some type of On-Site Identification Sign. The GWSB Board also noticed during their wayfinding inventory that this type of signage varied in condition, shape, size, color, and material from one destination to another. There was a lack of consistency and/or cohesive design elements when identifying and comparing one attraction to another. Although this can help differentiate one attraction from the other, it does make the On-Site Identification Signs harder to spot. Another observation made was that of the existing On-Site Identification Signs located along the GWSB, none of the attractions acknowledged themselves to be partners of the GWSB through the use of the byway logo or narrative on the sign itself.

Iowa 511 Service Signs: An Iowa 511 Service Sign can be defined as a sign displaying a call-in number that provides information about construction,

detours, route-specific weather forecasts, road conditions, and/or tourism info to the visitor. While this system of signage is aimed at managing traffic congestion and primarily used in urban areas, Iowa is exploring its use within the tourism sector. These signs have traditionally been blue. Iowa Service Signs also include tourist information, adopt a highway, and other signage that is blue.

Existing Conditions: No Iowa 511 Service Signs exist along the GWSB.

Byway Cross Marketing Signs: This type of sign promotes and/or informs the GWSB traveler about other nearby scenic byways within the region, while providing direction on how to get there.

Existing Conditions: One Byway Cross Marketing Sign exists along the byway within the GWSB corridor. It is located at the intersection of County Road Z15 and Highway 52 south of Bellevue, IA. Highway 52 is part of the Great River Road National Scenic Byway. More byway cross marketing signs could be placed in Bellevue to direct travelers south of town to the entrance to the GWSB. The Delaware Crossing Scenic Byway is a 30-minute drive from Anamosa and an hour drive from Maquoketa. It might be worth considering placing a Byway Cross Marketing Sign advertising the DCSB along the GWSB in Anamosa and Maquoketa and vice versa in Monticello, between the two byways, and along the southern portion of the DCSB.

13.6 Existing Wayshowing Signage

An inventory of existing wayshowing signage along the GWSB is documented in Table 13.1. The GWSB Board would like to note that although a wide variety of signage needs may exist within the GWSB corridor, they chose to focus their attention on the byway sites they consider to be their anchor attractions, especially those that are listed on their publications and maps. Their inventory of existing signage is as follows:



Historic District Sign



On-Site Identification Sign



Destination Approach Sign

Resource	Table 13.1 Existing Wayfinding Signage	GWSB Welcome Sign	GWSB Cross Marketing Sign	Community Welcome Sign	Downtown or Historic District Sign	Destination Approach Sign	On-Site Identification Sign	Visitor Information Sign	Iowa 511 Service Sign
Stone City				X					
Visitor Info	Grant Wood Country Welcome Sign			X					
Historic	Stone City Historic District				X	X	X		
Historic	Stone City Gothic Building						X		
Historic	St. Joseph's Roman Catholic Church								
Recreation	Matsell Bridge/Mount Hope Access Area						X		
Recreation	Stone City River Access						X		
Anamosa				X					
Visitor Info	Anamosa Downtown				X			X	
Art/Culture	Anamosa Library and Learning Center						X		
Art/Culture	Grant Wood Art Gallery						X		
Historic	Anamosa State Penitentiary Museum					X	X		
Historic	Iowa Men's Reformatory Historic District								
Historic	Antioch School, Church, and Cemetery					X	X		
Historic	Colonial William T and Elizabeth Shaw Home						X		
Historic	Hale Bridge								
Historic	Jones County Courthouse						X		
Historic	National Motorcycle Museum					X	X		
Recreation	Wapsipinicon State Park					X	X		
Visitor Info	Jones County Tourism					X	X	X	
Monmouth				X					
Historic	Canton School					X	X		
Recreation	Eden Valley Refuge					X	X		
Recreation	Pine Valley Nature Area					X	X		
Baldwin				X 2					
Historic	Millrock Schoolhouse						X		
Recreation	Baldwin Marsh						X		
Recreation	Buzzard Ridge Wildlife Area					X	X		
Andrew				X					
Historic	Ansel Briggs Monument					X	X		
Historic	Jackson County Jailhouse						X		
Recreation	Cottonville Conservation Area					X	X		
Bellevue				X 2					
Visitor Info	Bellevue Downtown								
Visitor Info	Bellevue Chamber of Commerce						X		

Resource	Table 13.1 Existing Wayfinding Signage	GWSB Welcome Sign	GWSB Cross Marketing Sign	Community Welcome Sign	Downtown or Historic District Sign	Destination Approach Sign	On-Site Identification Sign	Visitor Information Sign	Iowa 511 Service Sign
Art/Culture	Bellevue Public Library						X		
Art/Culture	Great River Gallery						X		
Historic	Big Mill Homestead						X		
Historic	Jackson County Courthouse						X		
Recreation	Bellevue State Park					X	X		
Recreation	Big Mill State Wildlife Area					X	X		
Recreation	Green Island State Wildlife Refuge					X	X		
Recreation	Pleasant Creek Recreation Area					X	X		
Recreation	Spruce Creek Park					X	X		
Wyoming									
Historic	Calkin's Square						X		
Historic	Hotel Williams and Wyoming Historical Museum						X		
Recreation	Central Park					X	X		
Recreation	Hale Wildlife Area					X	X		
Recreation	Muskrat Slough					X	X		
Maquoketa									
Visitor Info	Maquoketa Downtown								
Visitor Info	Hurstville Interpretive Center					X	X	X	
Visitor Info	Maquoketa Chamber of Commerce								
Art/Culture	Codfish Hollow Barnstormers					X	X		
Art/Culture	Maquoketa Art Experience						X		
Art/Culture	Maquoketa Public Library						X		
Art/Culture	Old City Hall Gallery					X	X		
Historic	Clinton Engines Museum						X		
Historic	Hotel Hurst						X		
Historic	Hurstville Lime Kilns and Historic District				X		X		
Historic	Jackson County History Museum					X	X		
Historic	Mitchell-Maskery Mill								
Historic	Squires Manor Bed and Breakfast						X		
Historic	West Pleasant Street Historic District								
Recreation	Blackhawk Wildlife Area					X	X		
Recreation	Maquoketa Caves State Park					X	X		
Recreation	Prairie Creek Recreation Area					X	X		
Springbrook									
Historic	Kegler-Gonner General Store								



Provide Printed and Downloadable GWSB Maps

13.7 Proposed Wayshowing Projects

After completing an inventory and assessment of the GWSB's existing wayshowing components, the GWSB recommends a variety of strategies and projects that they would like to implement into their comprehensive wayshowing system to help GWSB travelers navigate the byway.

1) Provide Printed and Downloadable GWSB Maps

To assist the traveler with wayfinding, this project will develop and fabricate byway printed and/or promotional material with a focus on maps that allow travelers to make informed and efficient decisions. This material will also be made available for download online when possible.

2) Marking the Maquoketa Loop

The GWSB route includes a rural loop that begins and ends in Maquoketa and travels by the Maquoketa Caves and scenic rural areas. This can be confusing for byway travelers that follow signage onto the loop only to end up where they started. Ignoring the loop and traveling directly onward east or west on the byway can be difficult due to the number of signs directing both onto the loop and straight past the loop. This project will update GWSB signage along and directing signage onto the loop route to denote the route as a loop. This will aid the travelers who are not closely following a map in navigating the byway.

3) Visitor Information Signage and Wayfinding

Each of the three major communities along the GWSB route has locations visitors can stop for information about the byway and the area. The Jones County Tourism Office in Anamosa has excellent signage to direct visitors there, however, the facilities in Maquoketa and Bellevue lack adequate wayfinding signage. This project will identify locations and facilitate planning for wayfinding and informational signage for the Hurstville Interpretive Center, Maquoketa Chamber of Commerce, and Bellevue Chamber of Commerce.

4) Byway Community Welcome Signs

To aid in wayfinding and increase the byway's sense of place, the GWSB Board would like every byway community to have a welcome sign at every major community entrance point. Community entrance signage currently exists in each community, however, the signage condition and locations are inconsistent. Consistency between each community will help not only brand the byway, but also the Grant Wood Loop region. One specific location for a new community entrance sign has been suggested for Anamosa at the intersection of Highway 151 and Old Dubuque Road. The owners of the property, JoAnn and Jeff Hinz, have offered this location. Signage improvement needs include: Stone City, Wyoming, Springbrook, Andrew, and Baldwin. This project will identify signage improvement needs and new signage opportunities throughout the GWSB Corridor and coordinate efforts.

5) Historic District and Site Wayfinding Signage

Historic sites and districts are a significant resource within the GWSB Corridor. Many of these sites are not easily identified or signed and are difficult for visitors to find and navigate. This project will identify signage and wayfinding needs for historic sites and districts throughout the corridor including:

- West Pleasant Street Historic District (Maquoketa)
- Ansel Briggs Historic Site (Andrew)
- Andrew Jail (Andrew)
- Penitentiary Museum (Anamosa)
- Stone City Historic District (Stone City/Anamosa)

6) Byway Intersection Safety Improvement

Traveler safety is a primary concern for the GWSB Board. This project will work local jurisdictions and Regional Planning Associations to identify problem areas along the byway roadway itself. Current identified issues include the intersection of W Main Street and S Elm Street in Anamosa and the 3-way stop at the intersection of E Main Street and Isabel Street (Hwy 64) in Wyoming. Both of these intersections are in need of safety practices, or at the very least, improved signage.

7) Public Land Wayfinding Signage

Through this project, the Grant Wood Scenic Byway Advisory Board will strive to assist public entities with improvement and expansion of wayfinding signage on public lands including: water accesses, city and county parks and preserves, Iowa DNR Wildlife Management Areas, trout stream accesses, and land and water trails.

8) Byway Point of Interest Directional Signage

As scenic overlooks and interpretation are developed throughout the GWSB Corridor, the need for directional signage to these sights is becoming more and more crucial for a positive visitor experience. Examples include the GWSB Conservation Innovation interpretive panel located at Baldwin Marsh. The panel cannot be seen from the roadway, therefore, the byway traveler has no way of knowing it is there. This project will work collaboratively with counties, cities, and the Iowa DOT to install directional signage to significant GWSB Points of Interest.

9) Prioritize Byway Roadway for DOT Improvements

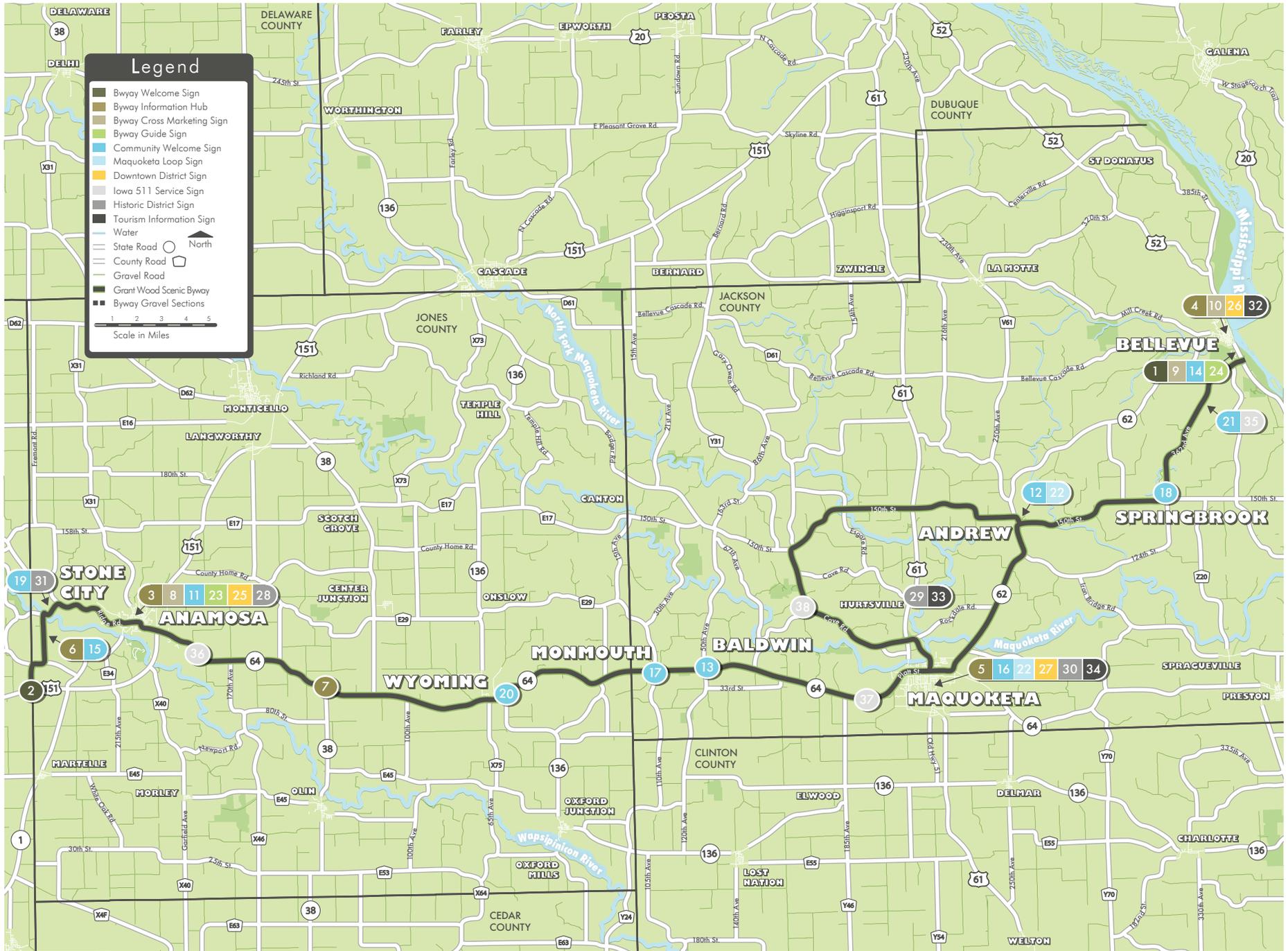
It is important that the Grant Wood Scenic Byway roadway itself be safe and in good condition for byway travelers during all four seasons of travel. To ensure this, the GWSB Board will work with local, regional, and state jurisdictions to prioritize byway roadways for roadway improvements. The GWSB Board will utilize data from the Transportation and Safety section of this CMP to inform decision making and assist them with proposed projects.

10) Tourism Information Wayfinding Signage

Through this project, the Grant Wood Scenic Byway Advisory Board will work with organizations such as the Maquoketa Chamber of Commerce and Bellevue Chamber of Commerce to improve and expand upon wayfinding signage to assist the traveler in finding tourism information within the GWSB Corridor. This signage will include blue directional signage and identification signage at specific sites.

Map #	Proposed Wayfinding Locations	Proposal	Community
Byway Welcome Signs			
1	362nd Ave x Highway 52	Add	Bellevue
2	Linn Jones Rd x Hwy 151	Add	Stone City
Byway Information Hub			
3	Anamosa Downtown District	Add	Anamosa
4	Bellevue Downtown District	Add	Bellevue
5	Maquoketa Downtown District	Add	Maquoketa
6	Stone City Gothic Building	Add	Stone City
7	Hwy 64 x Hwy 38 Overlook	Add	Wyoming
Byway Cross Marketing Sign			
8	Anamosa Downtown District	Add	Anamosa
9	362nd Ave x Highway 52	Add	Bellevue
10	Bellevue Chamber and Downtown	Add	Bellevue
Byway Guide Signs			
23	Exit 54	Replace	Anamosa
24	Cities and roads near the byway	Add	Corridor
Community Welcome Sign			
11	Hwy 151 x Old Dubuque Road	Add	Anamosa
12	Andrew City Limits	Improve	Andrew
13	Baldwin City Limits	Improve	Baldwin
14	Bellevue City Limits	Improve	Bellevue
15	Stone City City Limits	Improve	Stone City
16	Maquoketa City Limits	Improve	Maquoketa
17	Monmouth City Limits - Highway 64	Add	Monmouth

Map #	Proposed Wayfinding Locations	Proposal	Community
18	Springbrook City Limits - Z15	Add	Springbrook
19	Stone City City Limits	Improve	Stone City
20	Wyoming City Limits - Highway 64	Add	Wyoming
21	Wyoming City Limits	Improve	Wyoming
Maquoketa Loop Sign			
22	Add Signage Along the Loop	Add	Maquoketa
Downtown District Sign			
25	Improve signs to downtown district	Improve	Anamosa
26	Major roads entering town	Add	Bellevue
27	Major roads entering town	Add	Maquoketa
Iowa 511 Service Sign			
35	Between Bellevue and Springbrook	Add	Corridor
36	Between Anamosa and Wyoming	Add	Corridor
37	Between Baldwin and Maquoketa	Add	Corridor
38	Along the Maquoketa Loop	Add	Corridor
Historic District Sign			
28	Add sign off of E28	Add	Anamosa
29	Add signage to Kilns area	Add	Hurstville
30	Add signage on both ends of street	Add	Maquoketa
31	Add sign coming into town off E28	Add	Stone City
Tourist Info Signs			
32	Coming into town and downtown	Add	Bellevue
33	Outside Hurstville Interpretive Center	Add	Hurstville
34	Coming into town and downtown	Add	Maquoketa





SECTION FOURTEEN

Interpretive Master Plan

“Interpretive planning is an initial step in the planning and design process for informal learning-based institutions like museums, nature centers, heritage sites, parks and other cultural facilities where interpretation is used to communicate messages, stories, information and experiences. It is a decision-making process that blends management needs and resource considerations with visitor needs and desires to determine the most effective way to communicate a message to a targeted audience.”

14.1 Introduction

Interpretation was defined in 1976 by Interpretation Canada as a communication process that reveals meanings and relationships of the cultural and natural heritage to the public, through first hand experiences with objects, artifacts, landscapes, and/or sites. However, on closer evaluation, it actually serves multiple purposes. In its broadest sense, it can serve as a branded medium for sharing a coordinated, regional perspective that provides experiential context for multiple historic, cultural, and natural sites in the GWSB Corridor. It can be an effective communication strategy that helps visitors understand and enjoy the unique local folklore or historical information about a specific site. However, it can also coordinate and reveal a larger common theme or series of stories about the people, places, and events that have occurred, or are occurring, throughout the GWSB Corridor encouraging the traveler to visit multiple sites. It can play a crucial role in the ability of the GWSB Advisory Board and their stakeholders to engage, connect with, and satisfy the GWSB traveler. Great interpretation can change the visitor’s overall perspective about an individual site and/or their overall experience and in doing so make it more likely that they will return to the GWSB Corridor and/or recommend the experience to others.

When appropriately planned and implemented, interpretation reinforces other corridor planning components. Interpretation involves the process of defining what makes the byway special so it can be used to reinforce and support the GWSB brand by

providing more information about the key brand themes, scenic, cultural and recreational. While the GWSB strategic marketing plan identifies strategies for how to entice the visitor into traveling and exploring the GWSB, effective interpretation will address how the byway stories get told to the visitor in an interesting, concise, relevant, and memorable way once they arrive. The GWSB Advisory Board proposes to restore and preserves historic and archaeological sites and artifacts; interpretation will help them put that work in a context that makes them interesting and relevant to the visitor. The GWSB Advisory Board is already working to develop public art; interpretation will tell the story of that art.

When developing this section of the CMP, the GWSB Advisory Board understood that their work on this section helped inform a more detailed and expansive Interpretive Master Plan (IMP) for the GWSB that Schmeckle Reserve Interpreters completed in early 2017. In their mission to assist Schmeckle Reserve Interpreters with the development of a successful interpretive program for the byway, the GWSB Advisory Board conducted research, inventoried existing interpretation, and assembled their recommendations to identify future interpretive investments that should be made. The GWSB Advisory Board’s findings follow in this section. However, the GWSB Advisory Board also felt that this section could maximize that IMP by providing a snapshot of existing interpretive resources in addition to providing the GWSB Advisory Board’s recommendations for future interpretation and projects.

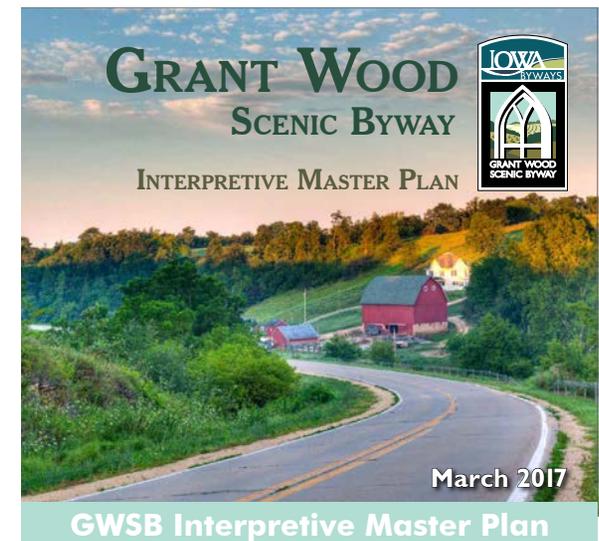
Through the Interpretive Master Plan process with Schmeckle Reserve, the GWSB Advisory Board identified an interpretive-specific Vision and Mission Statement. Note that these statements are specific to just this interpretive section of the CMP and are different from the GWSB Advisory Board’s overall vision and mission statement as shared in section 3.

Vision Statement

Interpretive media and programs will be developed to enhance the byway experience for all travelers. Concerted efforts to market this improved byway experience will increase tourism and result in economic vitality for the byway communities. Increase knowledge and a heightened awareness of the GWSB by residents will engender a strong sense of place and recognition that their scenic, cultural, and recreational resources are central to their quality of life. Citizens will be encouraged to maintain and preserve their unique scenic, natural, recreational, historical, art, cultural, and archaeological resources.

Mission Statement

Implementation of the Interpretive Master Plan (IMP) and Corridor Management Plans (CMP) developed for the GWSB will engender collaboration across government boundaries, enhance the experience of visitors, and improve the quality of life for residents and the economic vitality of the byway communities while preserving and improving the corridor’s unique scenic, natural, recreational, historical, archaeological, art, and cultural resources.





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Hurstville Interpretive Center

14.2 Benefits of Interpretation

Understanding the differences between developing interpretation rather than sharing information with the byway visitor is instrumental in helping to provide a successful traveling experience for those who visit the GWSB Corridor. Interpretation is not just about what is said to the byway traveler, but how it is said. Not just about what it teaches or the straight facts and figures, but rather about how it inspires, motivates, engages, and excites the visitor. It is not topic or resource specific but can communicate information about an idea, a place, a concept or topic. It takes difficult, complicated, dry information and makes it something interesting, understandable and human. How we make the successful transition from facts to engaging interpretation has evolved

over the years and is now influenced by an increasing understanding of human behavior, such as how people are motivated and why, what colors evoke different feelings, how long people will spend reading interpretive material, how photo content impacts feelings and aids in understanding. Today several different principles and professions influence great interpretation including psychology, sociology, education theory and presentation, written and photo journalism, marketing, business management and finance, recreation and tourism planning principles, media planning and design principles, and even our understanding of multi-sensory and universal access issues. Interpretive programs and projects related to the GWSB and its intrinsic resources will do many things, including but not limited to the following:

- 1) Deepen the connection of the traveler to the intrinsic resources in the GWSB Corridor and secondary corridor through the use of photographs, narrative, artifacts, documents, panels, hubs, and/or displays,
- 2) Expand the relevance, viability, and marketability of the GWSB and its anchor attractions,
- 3) Inspire visits to other nearby GWSB sites, helping regional tourism thrive and grow,
- 4) Reinforce the GWSB and Iowa byways brands,
- 5) Increase repeat use and referral of the GWSB route,
- 6) Encourage travelers to use the GWSB in a safe manner that respects the intrinsic resources,
- 7) Help residents gain a greater appreciation and pride of their own local heritage, and
- 8) Inspire residents to take a more active role in the stewardship, restoration, preservation and promotion of GWSB resources.



Hurstville Interpretive Center Interior Interpretive Displays

14.3 Existing Interpretation Analysis

GWSB Advisory Board members understand that a wide variety of interpretive methods, ranging from publications and multi-media venues to interactive exhibits and themed messaging, are all elements associated with a successful interpretive program for the GWSB. However, since many of interpretive methods are referred to in other sections of this CMP, or are included in Schmeckle Reserve Interpreter's Interpretive Master Plan (IMP) for the byway, the GWSB Advisory Board elected to focus primarily on evaluating the existing 1) interpretive plans, 2) interior interpretive displays, and 3) exterior interpretive displays at the anchor attractions along the byway. Fifty-nine priority anchor attractions are consistent with the GWSB's themes. Most already appear on

some type of marketing material including the GWSB tear sheet map, Iowa Byways Travel Guide, GWSB Guidebook and GWSB website. GWSB Advisory Board members inventoried each anchor attraction's existing interpretive conditions and then provided recommendations for each as a component of one of the five methods for successful interpretation of byway resources that are listed below:

- Method One: Interpretive Plans
- Method Two: Interior Interpretive Displays
- Method Three: Exterior Interpretive Displays - This includes Wayside Exhibits (WE) and Territory Orientation Panels (TAP)
- Method Four: Printed Interpretive Materials
- Method Five: Other Interpretive Products

One: Interpretive Plans

According to the National Association for Interpretive Planning (NIAP), an interpretive plan clearly identifies themes and storylines and then identifies strategies for how those themes and storylines will be effectively shared, in this case, with the byway traveler. The successful implementation of the interpretive plan will have an immense impact on the GWSB Advisory Board's goals related to advocacy, partnerships, programs, marketing, and management of the byway. Excellent interpretive plans provide the foundation for the development of marketing materials, identify anchor attraction needs, guide program development, and prioritize projects that are needed to effectively communicate the byway's stories.

Existing Conditions: When the GWSB Advisory Board conducted an inventory of existing interpretive plans, they sorted their findings into two categories 1) the GWSB and 2) anchor attractions along the byway. Existing conditions for both are as follows:

- GWSB Interpretive Master Plan: During the development of this CMP an interpretive master plan (IMP) for the GWSB was developed with input from the GWSB Advisory Board by Schmeckle Reserve Interpreters in early 2017.
- GWSB Anchor Attractions: When conducting an inventory of existing interpretive plans for anchor attractions along the byway, GWSB Advisory Board members found that no anchor attractions have an interpretive plan.

Two: Interior Interpretive Displays

Interior interpretive displays along the GWSB can be defined as exhibits or interactive experiences with and/or related to archaeological artifacts, natural objects, and/or historic implements, in combination with visuals, hands-on-displays, and easily understood language. These displays are typically found within museums, historic sites, nature centers, and/or visitor welcome centers.



Interior Museum Collection



Interior Interpretive Display



Interior Museum Collection



Interior Museum Collection

Existing Conditions: An inventory of anchor attractions along the GWSB revealed that although 54 priority anchor attractions (91.5%) have objects, artifacts, stories, or other information to interpret, only 16 of these 54 sites (29.6%) had interior interpretive displays on-site. (It is important to note that not all anchor attractions have opportunities for interior displays, such as wildlife areas without buildings and historic private residences that are not open to the public. These will be discussed further in the next section on Exterior Interpretive Displays.) Further research revealed that the quality and depth of interpretation is not consistent across anchor attractions throughout the byway corridor. The degree of interior interpretive displays varies greatly from site to another, from large displays with colored panels and sound to small word processed descriptions taped to the wall. The GWSB Advisory Board considers 6 attractions to have high-quality interpretation, including museums such as the Clinton Engines Museum or the Anamosa State Penitentiary Museum and a handful of other sites that offer guided tours. An additional 6 sites were with Nature Center sites that had interior displays. Four sites were art gallery sites that offered interpretation of the art that they display. Unfortunately, although the art galleries do have staff on hand to answer questions, they often had limited interpretation about their displays, such as only a tag stating the artist and title of the work. The remaining 38 priority anchor attractions with opportunities for interpretation have no interpretation.

Three A: Exterior Interpretive Displays

A. Information Hubs: Information hubs are thematic kiosk structures that the GWSB Advisory Board would like to develop at key visitor intersects. These hubs will help introduce travelers to the byway, inform them, and orient them to the route's attractions, stories, and communities. These structures consist of multiple signs that provide maps, information, and interpretation 24 hours-

a-day, 365 days-a-year. They have the ability to introduce the byway to motorists and visitors who pass by serendipitously. Their size and character also draw attention that can help support the byway's identity and brand. Information hubs are typically found at community gathering spaces and/or elite anchor attractions.

Existing Conditions: The GWSB Advisory Board's inventory of Information Hubs found that only three true hubs exist along the byway or within the GWSB Corridor: at the Stone City Gothic Building, Bellevue State Park, and Maquoketa Caves State Park. State Park interpretation is developed and regulated by the Iowa Department of Natural Resources and follows strict design guidelines. Therefore, these exterior information hubs do not include information about the GWSB and/or its corridor. The exterior information hub located in Stone City was designed and developed by the Stone City Foundation. It was fabricated by Prism Industries Inc. in Anamosa, Iowa. This hub does not presently contain any information specifically related to or about the GWSB. Visitor Centers and Tourism Centers are not an "interpretive information hub" per say, but they do count as an information hub that is available to provide information during their business hours. Four visitor centers were identified in the GWSB communities of Maquoketa, Bellevue, Anamosa, and Hurstville. Exterior interpretive information varies greatly at the rest of the anchor attractions. Some sites have no interpretation, some sites have a small sign, and other sites have significant exterior interpretation. It was decided by the GWSB Advisory Board that only 2 other sites have exterior interpretation significant enough to be considered an information hub. That means that only 9 out of 59 anchor attractions (15.3%) have either exterior information hubs or serve as a visitor/tourism center. However, it is important to note that none of the exiting exterior interpretive hubs have information about the GWSB or its Corridor.



Exterior Interpretive Display



Baldwin Marsh Wayside Exhibit



Conservation Innovation Project Committee Members

Three B: Wayside Exhibits (WE):

Wayside exhibits are interpretive panels that are placed along the byway to help visitors understand messages, stories, and meanings behind a resource or site. These messages or stories are included on wayside exhibits to change a behavior, educate, or evoke emotion to the traveler. Wayside exhibits are typically found at anchor attractions, roadside pull-offs, and/or overlooks.

Existing Conditions: An inventory of wayside exhibits along the GWSB revealed that 7 of the byway’s 59 anchor attraction sites qualify (24%) as having an exterior wayside exhibit. However, the GWSB Advisory Board also noted that the majority of the wayside exhibits located along the byway vary in size, shape, material, placement, and consistency. Most are at attractions in the GWSB Corridor, but only 5 are directly along the GWSB roadway. Two of these are the Conservation Innovation Grant (CIG) interpretive panels at Baldwin Marsh and Cornelius Seed that interpret conservation practices. All of the wayside exhibits are site-specific. Other than the CIG interpretive panels, there has been a lack of coordinated effort to thematically unify wayside exhibits within the GWSB corridor and create wayside exhibits to interpret the GWSB as a whole.



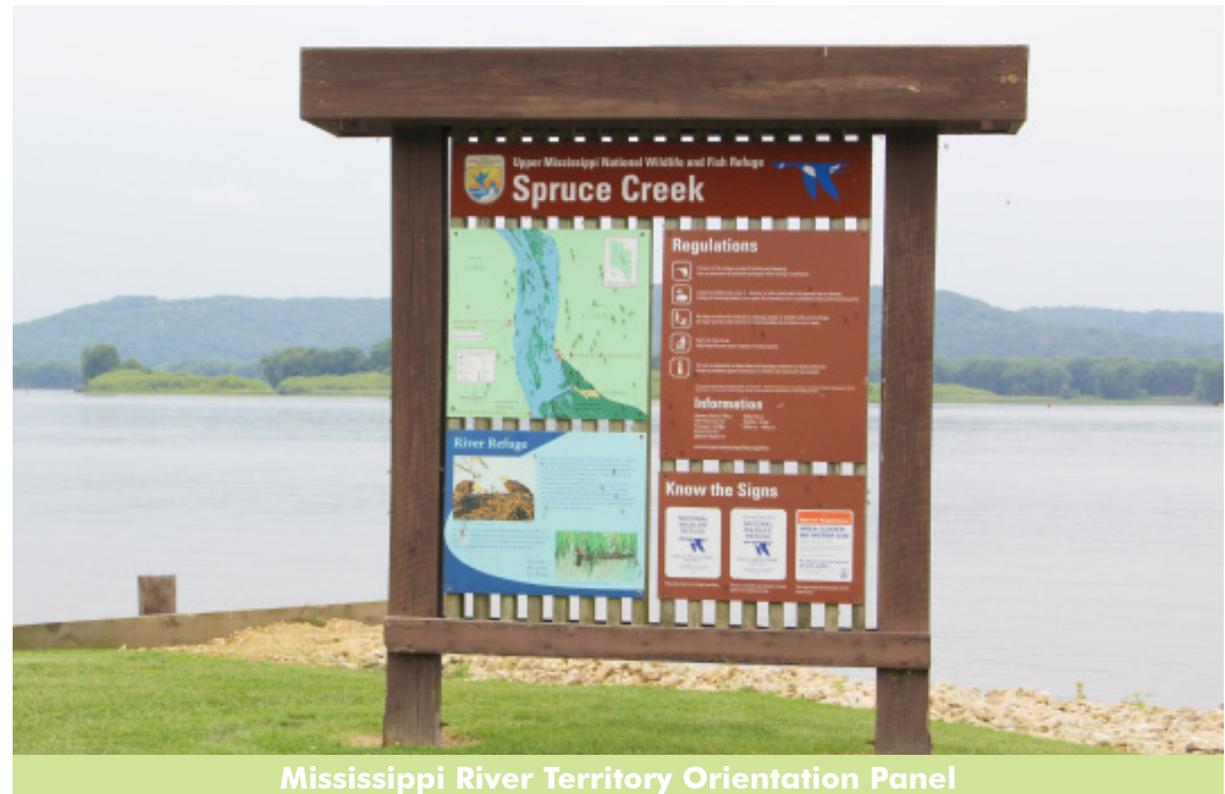
Cornelius Seed GWSB Wayside Exhibit



Three C: Territory Orientation Panels (TOP):

Territory orientation panels are information signs that are predominately used to identify, attract, and orient visitors to collections of resources along the byway. Examples of locations for where this type of signage is most beneficial includes but is not limited to county parks, natural areas, trailheads, water trails, trout stream access points, and historic districts. In other words, this type of signage helps provide a collection of detailed information regarding a specific grouping of similar resources or sites to the traveler.

Existing Conditions: An analysis of existing territory orientation panels revealed that panels have been developed for two State Park resources along the GWSB, which include the Bellevue State Park and the Maquoketa Caves State Park. Territory orientation panels have been installed at only 1 other location along the GWSB, the Gothic Building in Stone City. This means that only 5.1% of the anchor attractions along the GWSB (3) have Territory Orientation Panels. These panels are extremely site-specific and only orient to a small land area such as a park or historic district. The GWSB is not included in any existing TOPs and no larger byway-themed TOPs exist.



Four: Printed Interpretive Materials

It is important to remember that not all interpretive materials are signs, kiosks or interpretive panels. While each type of signed interpretation is very important to providing information to visitors at a site or attraction, many visitors also get information through printed interpretive materials, including brochures, maps, booklets, handouts, flyers, pamphlets, articles, guide books, and other publications that share information about the region, a site, the GWSB theme, or other important concept with visitors.

Existing Conditions: Of the 59 GWSB anchor attractions, 100% of them have their own site-specific printed interpretation, such as brochures, or are included and/or listed in other interpretive materials like regional tourism guides. All of these anchor attractions are included on the GWSB tear sheet map and other GWSB publications. While this is a great start to printed interpretive materials, not all of these publications are high-quality and much of the information provided, including information developed by the GWSB, is just that, information rather than interpretation. Being listed is not the same as having a dedicated paragraph with a photo or a site-specific brochure. Many brochures are dated, both in content and design. Content often needs to be updated and cut down to share just the essential highlights with the visitor. Designs range from word-processed brochures photocopied in black and white onto colored paper to glossy, staples, booklets designed using specialized design software. The latter is much more engaging and therefore does a better job of sharing stories. Printed interpretive materials along the byway do not follow any uniform design standards and the byway's own publications, aside from the GWSB logo, do not always have consistent color, design, font, and look from publication to publication. Ideally, all anchor attractions along the GWSB will have their own dedicated print interpretive materials that are coordinated and cohesive with byway themes.



Site-Specific Interpretation

Five: Other Interpretive Products

There are other forms of interpretation that have not been mentioned including audio, video, interactive or experiential interpretation. Audio interpretation is sharing stories and information through sound. It can even be as simple as a bird call buttons that when pushed provide audio calls of different birds. Such a device can and has been incorporated to kiosks and are used to teach visitors about the birds they may see and hear at a specific site. Audio can be direct and providing information for sight limited individuals or more complex components of interpretation, providing background music and/or sounds that reinforce interpretive ideas and themes. Video interpretation adds a visual element and can be shared at a specific location or remotely through the Internet. It can be formally or informally developed and shared via a formal organizationally managed website or U-tube posting or through one of several more organic methods that are entirely controlled by visitors. Interactive/experiential interpretation is where the individual can actually participate in or observe an activity, demonstration, or tour either individually or with a group. These other forms of interpretation are even more impactful than printed words on signs or brochures. It is important to note that these other interpretive forms are important for individuals who have physical limitations. Consideration for these other forms of interpretation will make the GWSB more accessible to all individuals.

Existing Conditions: Of the 59 GWSB anchor attractions, only two of them have audio interpretation and one has visual interpretation (3.4%). This includes animal sounds on a display at the Hurstville Interpretive Center and audio and visual display elements at the Clinton Engines Museum. Interactive/experiential interpretation is a bit harder to quantify because many anchor attractions present these opportunities on a limited basis such as when asked by a large tour group or for special events. This includes live blacksmith demonstrations in Stone City, penitentiary tours, and haunted events at historic sites.



Enter a Replica Cell



Learn about Animals First Hand



Push Buttons to Hear Various Bird & Frog Calls

Table 14.1 Existing Interpretation	Has Interpretive Plan	Has Objects/Artifacts to Interpret	Has interior Interpretive Display(s)	Information Hub Present	Wayside Exhibit Present	Territory Orientation Panel Present	Printed Interpretive Materials	Audio Interpretation	Video Interpretation	Experiential Interpretation
Stone City										
Blacksmith Shop		X					X			X
Gothic Building		X		X	X	X	X			X
St. Joseph's Roman Catholic Church		X					X			
Stone City Historic District		X		X	X	X	X			X
Matsell Bridge/Mt. Hope Access Area		X					X			
Stone City River Access		X					X			
Anamosa										
Anamosa Library and Learning Center							X			
Grant Wood Art Gallery		X	X				X			
Anamosa State Penitentiary		X	X				X			X
Antioch School, Church, Cemetery		X		X			X			
Col. William T & Elizabeth Shaw House		X					X			
Hale Bridge		X					X			
Jones County Court House		X					X			
National Motorcycle Museum		X	X				X			
Wapsipinicon State Park		X	Nature Ctr				X			
Jones County Tourism/Anamosa Chamber				Visitor Ctr			X			
Wyoming										
Calkin's Square		X	X				X			
Hotel Williams & Wyoming Historical Museum		X	X				X			
Central Park		X	Nature Ctr				X			
Hale Wildlife Area		X					X			
Muskrat Slough		X					X			
Monmouth										
Canton School		X					X			
Eden Valley Refuge		X	Nature Ctr				X			
Pine Valley Nature Area		X					X			
Baldwin										
Millrock Schoolhouse		X					X			
Baldwin Marsh		X		X	X		X			
Buzzard Ridge Wildlife Area		X					X			
Maquoketa										
Codfish Hollow Barnstormers							X			
Maquoketa Art Experience		X	X				X			

Table 14.1 Existing Interpretation	Has Interpretive Plan	Has Objects/Artifacts to Interpret	Has interior Interpretive Display(s)	Information Hub Present	Wayside Exhibit Present	Territory Orientation Panel Present	Printed Interpretive Materials	Audio Interpretation	Video Interpretation	Experiential Interpretation
Highway 61 Drive-In Theatre		X					X			
Maquoketa Public Library		X					X			
Old City Hall Gallery		X	X				X			
Clinton Engines Museum		X	X				X	X	X	
Hotel Hurst		X					X			
Hurstville Lime Kilns & Historic District		X		X	X		X			
Jackson County Historical Museum		X	X				X			
Mitchell-Maskrey Mill		X					X			
Squires Manor B&B		X					X			
West Pleasant St. Historic District		X					X			
Blackhawk Wildlife Area		X					X			
Maquoketa Caves State Park		X	Nature Ctr	X		X	X			
Prairie Creek Recreation Area		X					X			
Hurstville Interpretive Center		X	Nature Ctr	Visitor Ctr	X		X	X		
Maquoketa Chamber of Commerce				Visitor Ctr			X			
Andrew										
Ansel Briggs Monument		X					X			
Jackson County Jailhouse		X					X			X
Cottonville Conservation Area		X					X			
Springbrook										
Kegler-Gonner General Store		X					X			
Bellevue										
Bellevue Public Library		X					X			
Great River Gallery		X	X				X			
Big Mill Homestead		X					X			
Jackson County Courthouse		X					X			
Potter's Mill		X					X			
Bellevue State Park		X	Nature Ctr	X	X	X	X			
Big Mill State Wildlife Area		X					X			
Green Island State Wildlife Refuge		X					X			
Pleasant Creek Recreation Area		X					X			
Spruce Creek Park		X					X			
Bellevue Chamber of Commerce				Visitor Ctr			X			

14.4 Goals, Actions, and Strategies

Strategies to increase interpretive opportunities for GWSB byway travelers, while at the same time protecting the byway's intrinsic qualities include the following:

Develop effective interpretive media that guides visitors in their search for meaningful experiences in the GWSB Corridor

- Prioritize interpretive projects and actions
- Secure grants and other sources of funding to implement the IMP and Interpretive CMP projects along the GWSB
- Establish partnerships with existing groups to develop interpretive media
- Gather support for interpretive sites and new interpretive projects

Build on the GWSB Corridor's and secondary corridor's sense of place

- Develop formal primary and secondary interpretive themes to be carried throughout all interpretation along the GWSB. Examples include: painting the rural landscape, Grant Wood, a rich cultural heritage, river valleys, Native American rock shelters, or unique geology.
- Create interpretive hubs to be placed along the byway, such as experience hubs, kiosks, wayside exhibits, and welcome/visitor center exhibits

Enhance wayfinding to improve the visitor experience and assist travelers in finding attractions and information in the GWSB Corridor and secondary corridor

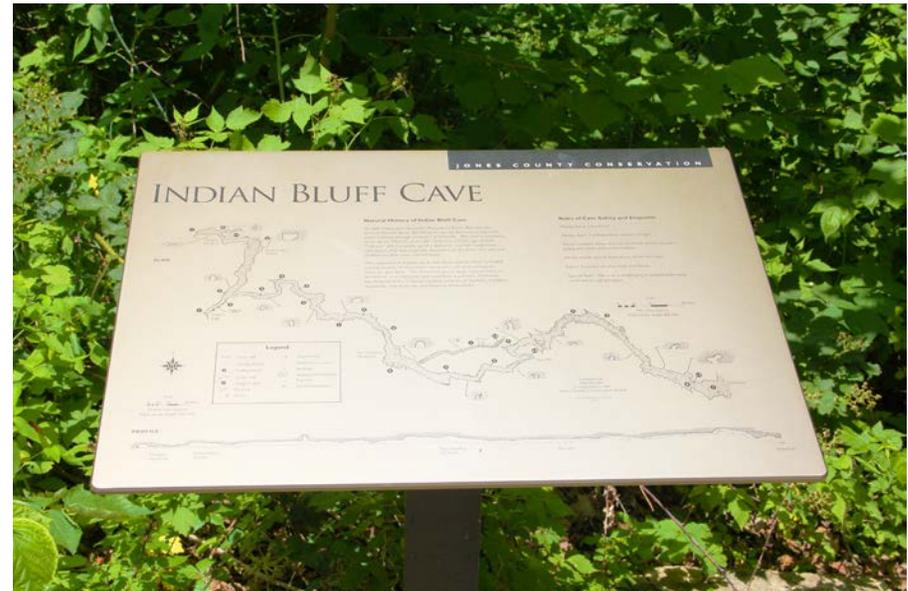
- Work with the Iowa DOT to improve wayfinding signage to byway entrances and other directional byway signage to ensure proper navigation along the byway route and to its resources and attractions.
- Partner with the Iowa DOT to add wayfinding signage directing byway travelers to interpretive sites and displays
- Partner with like-minded organizations, groups, societies and associations to develop and install wayfinding and interpretive signage

Create a distinctive visual identity

- Use unified design standards such as color palettes, typography, and graphic elements in GWSB interpretation

Provide technical and financial support for high-quality marketing that refers to interpretation within the GWSB Corridor and secondary corridor at the local, state, national, and international level

- Work with gwloop.com and traveliowa.com to ensure that GWSB travelers have access to high-quality planning tools on their websites and that their tools note which GWSB sites have interpretation
- Make better use of social media to be a platform for sharing interpretive information about sites in the GWSB and secondary corridor



Prioritize Interpretive Projects



Develop Interpretive Media Where Needed



Develop Interpretive Hubs

14.5 Proposed Interpretive Projects

After completion of the GWSB Interpretive Master Plan developed by the consulting team based out of the University of Wisconsin – Stevens Point, Schmeeckle Reserve Interpreters, members of the Grant Wood Scenic Byway Advisory Board reviewed recommendations from the plan and developed their own prioritized list of interpretive recommendations and strategies they wish to implement along the byway.

1) Collect an Inventory of Photos & Stories

To maximize interpretive projects along the byway, this project will collect and compile stories through Q&A sessions, public input meetings, and oral history interviews. The collection of stories will be incorporated into interpretive primary themes, sub-themes and messages and be used as content for all types of interpretive media.

2) Inventory Photos for GWSB Interpretation

This project will develop an inventory of old and new photographs for use in all types of GWSB interpretive media. Examples of photographs to be collected include old pictures related to historical commercial industries, family photos of local historical figures, and new photos related to present-day anchor attractions, intrinsic resources, and activities.

3) Interpretation of Historic Collections

The GWSB corridor is home to many small museums that do not have dedicated curators. Instead, these museum's collections, exhibits, and interpretation is decided upon by their staff or volunteers. Often, they do not have the knowledge of how to properly store, maintain, and display collections in the safest and best way. The cohesiveness of displays and their interpretation varies depending on the staff or volunteer who set them up. This project will identify needs for organization of existing collections and will provide trainings and resources for small museum staff and volunteers that teaches best practices for storing, maintaining, curating, displaying, and interpreting collections.

4) Natural Resource Recreational Interpretive Plans

Currently, state and county parks and wildlife areas within the GWSB Corridors do not have consistent interpretive plans. Interpretation helps to improve the visitor experience and serve as an educational component. This project will work with park and WMA managers to develop plans for significant sites. It will also identify other opportunities for interpretation development including land and water trails.

5) Interpret and Market Educational History

Schools played an integral role in rural Iowa life. Existing interpretation at one-room school houses is limited to simple and basic interpretive panels or historical marker signs. These are not as engaging as the many modern interpretation methods such as colorful panels with photos, audio tours, videos, and hands on opportunities. This project will develop modern interpretation such as these to create a region-wide school-themed interpretive plan to ensure that educational resources are being accurately interpreted in an engaging way that is cohesive between sites.

6) Interpretation of Historic Districts

The GWSB's three large communities (Anamosa, Maquoketa, and Bellevue) all host historic districts and significant architectural treasures. The signage and interpretation for each of these locations is minimal or nonexistent. This project will work to not only identify and/or improve identification of these historic districts, but would also develop interpretation for each, featuring their architecturally significant buildings.

7) Develop Statewide Interpretive Materials

This project will partner the GWSB Advisory Board with other State Byways and organizations to develop themed interpretive materials. These materials will feature byway intrinsic qualities. Examples include development of statewide birding, fishing, and cultural guides to be fabricated as print material and shared online. Potential partners include the Byways of Iowa Foundation and Iowa Department of Natural Resources.



8) Interpretation of Churches and Cemeteries

Throughout the byway corridor are significant churches and cemeteries. The denominations of these sites reflect the settlement patterns and heritages of the region's first settlers. These congregations have a rich history to share. Additionally, most of these churches were built of local materials, such as limestone. Currently, aside from a historic marker sign, very little interpretation exists for these sites. This project will inventory, photograph, and develop interpretive materials for historically significant churches and cemeteries to feature their history, culture, and architecture.

9) Interpretation of Historic Sites

The GWSB hosts a plethora of historic sites throughout the region. Most if not all of these sites lack adequate interpretation. This project will develop and improve interpretive materials for key historic sites throughout the Corridor including: 1) Stone City, 2) Calkin's Square, 3) Ansel Briggs Historic Site, 4) Andrew Jail, 5) Anamosa Penitentiary, 6) and 7) Antioch School.

10) Development of Byway Wayside Exhibits

Wayside Exhibits were identified within the Grant Wood Scenic Byway Interpretive Master Plan as a significant need within the GWSB Corridor. This project will identify locations along the GWSB for development and fabrication of wayside exhibits. These exhibits will include interpretive panels to help visitors understand stories and meanings behind a resource or landscape.

Wayside Exhibit Design:

- Display a unified and cohesive design that is consistent with all other interpretive media.
- Reflect regional themes through unique graphics cut into the steel frame and through the messages included on each panel.
- Be highly visible to travelers, but not overpower existing agency and site entry signs at welcome centers, parks, and attractions.
- Appear rustic and durable in rural sites, but be formal enough to fit into urban settings.
- Appear elegant, but be economically produced.
- Be easily replaced, modified, or repaired.
- Utilize construction elements, such as wooden timbers, weathering steel, and limestone block, bring a substantial feel and authenticity to the structure. The strong combination of wood and metal appears organic, while being vandal-resistant and low-maintenance.
- Connect a limestone base to prominent bedrock and bluffs of the Grant Wood byway region.
- Incorporate a curved steel header at the top of the hub to present a graceful rustic look and provide a surface for cut-out symbols and scenes to interpret the stories of the Grant Wood Scenic Byway.
- Utilize unique cut-out designs, such as rolling hills and rows of crops, caves, artists painting, rivers and kayaks, ice wagons, bridges, and country schools.

Each 24"x36" panel will be fabricated on 1/2" thick exterior CHPL material and will provide site-specific information related to the location.



Concept for GWSB Wayside Exhibit

11) Development of Byway Information Hubs

Information hubs were identified within the Grant Wood Scenic Byway Interpretive Master Plan as a significant need within the three large communities along the GWSB route: Anamosa, Maquoketa, and Bellevue. This project will identify locations within each of these communities and design, develop, and fabrication information hubs in each. These hubs will include information about the byway and about nearby attractions and communities. These will be significant stopping points for the byway traveler and will be accessible outdoors 24/7.

Information Hub Design:

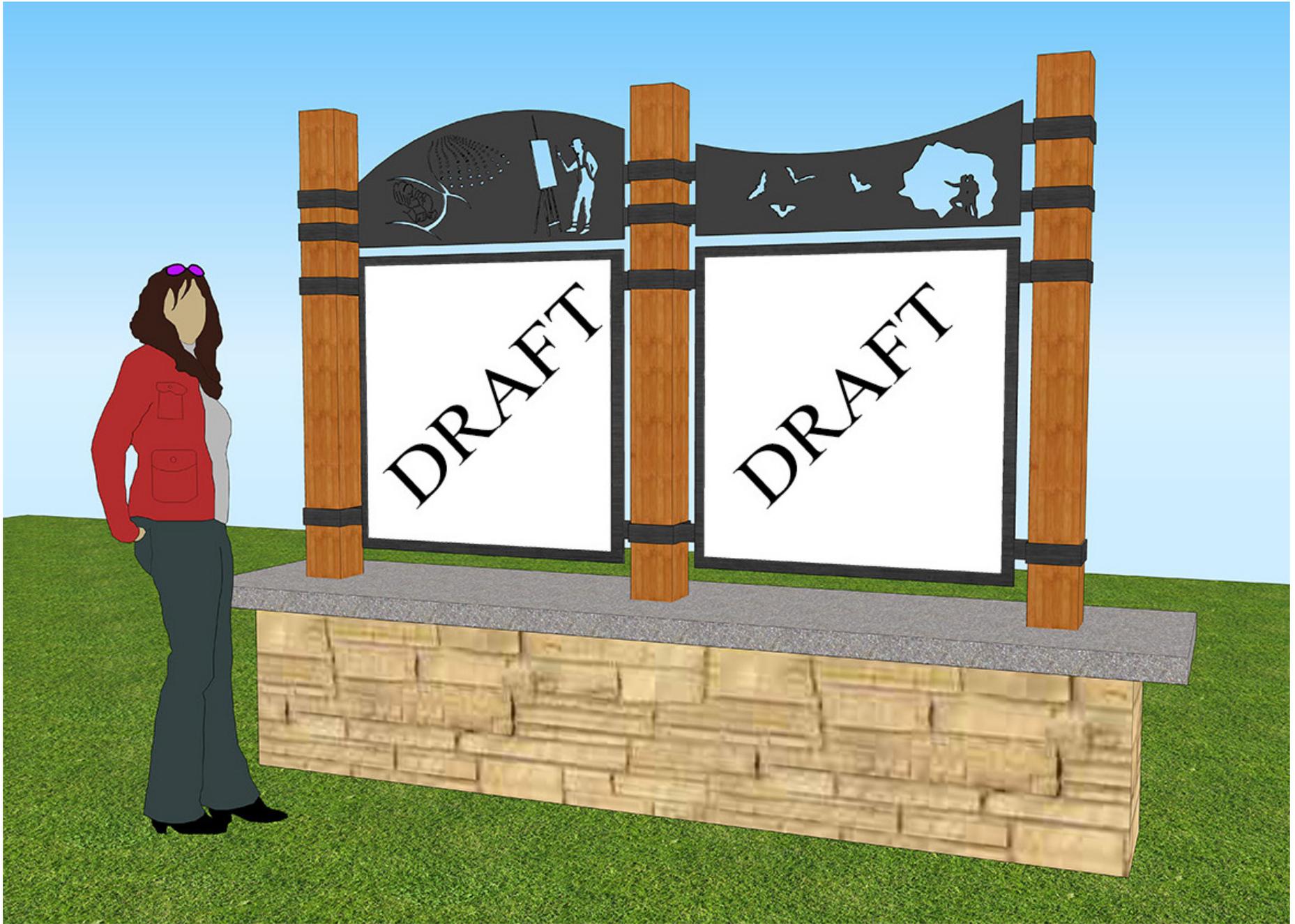
- Exhibit a unified and cohesive design with all other interpretive media.
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- Utilize unique cut-out designs, such as rolling hills and rows of crops, caves, artists painting, rivers and kayaks, ice wagons, bridges, and country schools.



Each information hub will exhibit four 36"x36" interpretive panels to be produced with 1/2" thick high pressure laminate:

- 1) Byway Overview:** The first panel will introduce the byway and explains what makes it unique. It will include a map of the byway.
- 2) Community Attractions:** The panel adjacent to the Byway Overview will feature a map of the community where the hub is located, including nearby byway attractions.
- 3) Natural Wonders:** Located on the "backside" of the hub, this panel will describe the natural and recreation-based attractions of the byway and include a map of key resources.
- 4) Cultural Treasures:** Also located on the "backside" adjacent to Natural Wonders, this panel will interpret the historic and cultural resources of the byway and includes a map of key attractions.





Concept for GWSB Information Hub



SECTION FIFTEEN

Strategic Marketing Plan

“A strategic marketing plan, as the name suggests, discourages organizations from making ad hoc and impulsive marketing decisions. The process involves collecting marketing information in a systematic manner and then integrating that data into a detailed analysis that helps project long-term marketing goals.”

15.1 Introduction

Marketing of the GWSB is an important responsibility that the GWSB Advisory Board shares with other local, regional and state partners. This marketing plan recognizes that marketing is the process of anticipating future events and conditions and determining the best course of action necessary to achieve marketing objectives. The marketing objectives include uncovering the byway’s unique and distinctive features, benefits, and the values that a visitor can expect to experience along the GWSB. This includes both the natural and man-made features, benefits and values that can be shaped into a distinctive identity or brand. Through branded marketing material and promotions, the GWSB Advisory Board can then develop and distribute material that accurately portrays the byway experience in addition to highlighting its unique and special properties effectively.

Marketing objectives can have an enormous impact on influencing the byway visitation patterns of tourists and residents alike, especially when all are combined to satisfy the needs of a target market. If marketing of the byway is done properly, it will yield new and repeat byway visitors. An increase of byway visitors will translate to more overnight stays, growth of local jobs, and additional revenue produced by lodging and sales tax. Therefore, successful marketing can have a vast impact on tourism, which, in return, can result in direct economic benefits to byway communities and businesses.

The GWSB Advisory Board has made it their goal to identify and implement marketing strategies that affect the greatest number of byway travelers in the most

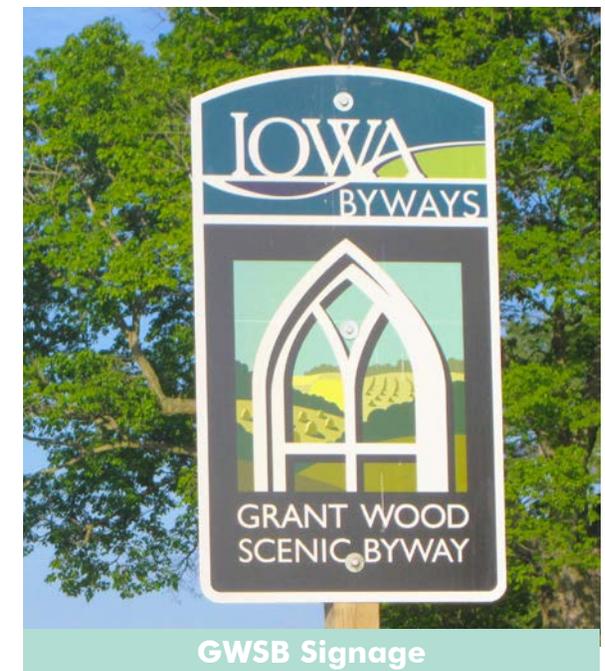
cost-effective way. Included in this marketing plan is a comprehensive collection of the research, assessments, strategies and proposed actions. It is the intention that all recommendations related to year-round tourism and byway-use be balanced with the protection and preservation of byway resources. Information collected for this plan is the result of extensive public information gathering, market research, and surveys. It is a representation of the “locals” support for the byway and their commitment to the protection, enhancement, and marketing of the intrinsic resources and values that make up the GWSB.

15.2 Situational Analysis

According to the World Travel & Tourism Council, tourism generated \$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. In the United States, the travel and tourism industry is one of the largest industries, making a total contribution of \$1.47 trillion in 2014, with \$26 billion coming from international travel. The tourism industry is significant in Iowa and employs 66,500 Iowans. This represents (4.3%) of the state’s total non-agricultural employment. On average, every dollar spent by domestic travelers produced 15.2 cents in payroll income for Iowa residents. In 2014, domestic travel expenditures in Iowa totaled \$8.1 billion, which if broken up by tourism sectors includes general retail trade (7%), public transportation (10.7%), auto transportation (41.1%), lodging (11.2%), foodservice (20.2%), and entertainment and recreation (9.8%).

Comparing Iowa’s scenic byways to the state’s tourism industry provides support for the premise that there has been a positive correlation between the overall health of Iowa’s tourism economy and the development of the Iowa Byways Program. Although quantitative research about the economic impacts of scenic byway tourism is limited, the Iowa Economic Development Authority and Travel Iowa found that 74.8% of travelers utilizing traveliowa.com are looking for information about Scenic

Byways. This was the most sought after attraction information in 2015 and has grown steadily in recent years. Additionally, other indicators from 2015, such as the \$150 million generated from state gas tax and an increase in revenues brought in by tourists in the auto transportation sector (privately-owned vehicles that are used for trips), indicate that Iowa’s scenic byways are having a positive impact on the economy. Iowa’s two national scenic byways and eleven to twelve-state designated scenic byways comprise at least 1,668 of DOT’s 9,043 maintained miles of roadway (18%), are present in at least 40 of Iowa’s 99 counties (40.4%), and traverse through at least 158 of the 947 incorporated communities in the state (17%). At least 14 of the 26 Iowa welcome centers (54%) also happen to be located along Iowa’s byways. When the total sum of local attractions, intrinsic resources, and tourism sectors that are found along each byway is included, their presence becomes even more impactful to the state.



15.3 SWOT Analysis

Scenic byways have emerged in Iowa as a potential growth strategy for the state's tourism market, yet the GWSB Advisory Board understands that the strengths (S) of Iowa's byways, and more specifically the GWSB, are offset by weaknesses (W). In addition, opportunities (O) that can be utilized to accelerate this process are matched with a number of threats (T). A summary of the GWSB Advisory Board's SWOT analysis is as follows:

STRENGTHS: Support Successful Outcomes for the Grant Wood Scenic Byway

- Included in the GWSB corridor is the Mississippi River, which is the third largest watershed in the world and home to 360 species of fish, 326 species of birds, 145 species of amphibians and 50 species of mammals.
- The GWSB corridor also includes the beautiful Wapsipinicon and Maquoketa Rivers. Their unique names of Native American origin suggest the wild and beautiful areas that they flow by, many of which are accessible to the public. These rivers have extensive public areas situated along the riparian corridors, create a remote and natural feel for tourist that are trying to escape from civilization. The rivers themselves as well as features in the adjacent natural areas, including rocky bluffs, caves, and rock outcroppings, appeal to adventure tourists such as spelunkers, rock climbers, bikers, kayakers and others.
- The GWSB is comprised of winding and undulating road segments that feature low traffic volume and maintain a feeling of spacious solitude, perfect for American adults who enjoy driving or riding for pleasure.
- All of the GWSB's communities feature historic buildings. The three marquee communities of Anamosa, Maquoketa, and Bellevue boast historic downtown districts and historic home neighborhoods. Stone City is a historic district in and upon itself.
- The GWSB includes many sites with direct and/or significant ties to famous American painter Grant Wood. These include the area where he grew up, his childhood school, the location of his Art Colony, landscapes that inspired his paintings, and his grave.
- The GWSB's aesthetic properties of bucolic farmland, wild and rugged river valleys, unique geology, and scenic expansive views contributed to it being rated as highly scenic.
- The GWSB is located in the Driftless Area, a nationally recognized and unique landform region of Northeast Iowa, Northwest Illinois, Southeast Minnesota and Southwest Wisconsin.
- The nose of Iowa, or the most eastern point in the state is located in Jackson County and the GWSB Corridor. Here, the sunrise occurs before anywhere else in the state.
- Natural areas provide corridors for wildlife including many threatened and endangered species and some areas are included within an Iowa Important Birding Area, providing exceptional birding opportunities.
- The GWSB is between two Mississippi River crossings in Dubuque and Sabula, Iowa, so it is uniquely positioned to attract tourists entering the state from Illinois.
- The GWSB corridor includes significant archaeological sites that tell the stories of the earliest Native American inhabitants and are accessible on public land. These Native American cultures are very different from cultures found elsewhere in the United States and have left unique remnants such as mounds and rockshelters.
- The GWSB Corridor includes three state parks and many other public lands including state forest: Maquoketa Caves State Park, Wapsipinicon State Park, and Bellevue State Park, which draw hundreds of thousands of visitors annually. Maquoketa Caves is home to unique geology unlike anywhere else in the Midwest and was once a significant Native

American site. Wapsipinicon State Park draws visitors interested in its scenic bridges, trails, and caves. Bellevue State Park is famous for its overlook which offers an expansive view up the Mississippi River, bald eagle watching, a butterfly garden, and trails.

WEAKNESSES: Aspects that Detract Value from the Grant Wood Scenic Byway

- Rural business hours of operation vary, are limited, or are inconsistent with one another. Additionally, many restaurants and businesses do not accept credit or debit cards, and only accept local checks, which is inconvenient for out-of-area travelers.
- Many byway community downtowns have empty store fronts.
- Iowa is a seasonal state and (60%) of tourists visit during 3 months of the year, from June through August.
- Rural sections of the byway often have poor mobile network coverage.
- The closest airport to the byway is about 25-35 miles away in Dubuque, Iowa City, or Cedar Rapids, IA. The closest international airport is 45 miles away in Moline, Illinois.
- The region's property tax values and declining rural populations make it challenging to fund community infrastructure improvements and projects located along the byway.
- Other significant Grant Wood sites are found elsewhere in Iowa, such as the Gothic House in Eldon, art on display in Iowa City, a museum and the largest collection of Grant Wood art in Cedar Rapids. Additionally, all Grant Wood sites are concentrated on only one half of the byway in Jones County.

OPPORTUNITIES: Reasons the Grant Wood Scenic Byway is Likely to Prosper

- GWSB communities care about their natural resources and are open to developing and sharing them with the visitor.

- Because of the terrain, topography and natural areas in its corridor, the GWSB has the potential to overcome misconceptions and perceived ideas about what Iowa is like.
- Recreational resources comprise the largest segment of tourism activities and are consistent along the entire byway. Recreational resources along the GWSB are extremely unique in Iowa, the Midwest, and the world and they are becoming more and more well known.
- The Grant Wood Loop has recently emerged as a powerful and dynamic GWSB partner who is working throughout the region and the GWSB Corridor and secondary corridor to develop and promote recreational resources.
- Historical resources comprise the second largest segment of tourism interest and activities in Iowa and are they are consistent along the entire GWSB. Many historic sites were built using local materials, such as Anamosa Limestone now mined by the Weber Stone Company, or local labor, such as convict labor from the Anamosa Penitentiary, making them even more unique and their stories more place-based.
- Art and Culture resources are another large Iowa tourism segment. Art ties are especially strong in both Jones and Jackson County. Jones County is home to multiple Grant Wood sites and art experiences. Jackson County is home to active and engaged arts groups, art experiences, and galleries. Grant Wood branding is eye catching, immediately recognizable, and has positive, American, and artsy connotations. Art along the byway is being developed in several communities.
- The GWSB corridor is a mix of natural beauty and diverse agricultural landscapes, which is very different and intriguing to visitors from larger metropolitan areas.
- Locals, many of which are the descendants and relatives of the earliest settlers along the byway, are willing & eager to share their recollections, stories, traditions & values with the visitor.

- The volunteers involved with GWSB-related projects are passionate, dedicated, and engaged. The GWSB Advisory Board alone is, as of 2017, comprised of 13 members, who collectively serve on countless other boards and/or committees within the region.
- Cultural resources have been preserved and stored by the private and public entities but they have the potential to be interpreted for the byway traveler in a manner that protects them as artifacts but provides engaging experiences for the visitor.

THREATS: External Factors Beyond the Grant Wood Scenic Byway's Control

- The GWSB must compete to attract byway travelers with 77 other byways from Iowa (13-14) and the bordering states of Illinois (7), Kansas (8), Minnesota (21), Missouri (10), Nebraska (8), South Dakota (6) and Wisconsin (4).
- Nearby cities like Dubuque and Iowa City, Iowa and Galena, Illinois draw visitors away from rural areas.
- A lack of completed economic impact studies and surveys regarding the GWSB's return on investment (ROI) data may hinder potential supporters, volunteers, allies, investors, and funding sources.
- There are many local, regional, and state entities and organizations competing for the same limited grant funding foundations/sources used to fund byway projects.
- Reductions in state funding, changes in leadership, and/or volunteer burnout can impact the byway's sustainability and longevity.
- Outside economic factors such as the general state of the economy, high taxes, and/or rising gas prices may cause travel along the byway to fluctuate or be inconsistent.
- Incompatible infrastructure development, natural disturbances, mining interests, and/or industrial expansion may have an impact on the byway's intrinsic resources and viewed.



GWSB Pull-Up Banner

15.4 Market Analysis

Identifying the assets and liabilities of the GWSB is an important exercise when attempting to gauge the potential byway visitor's perception. A marketing analysis can be completed to help identify the dynamism of a market, or the collection of information regarding the market in which one is operating in. When this concept is applied to the GWSB, it helps address the following questions: 1) who are the potential byway visitors, 2) where are the potential byway visitors coming from, 3) when are the potential byway visitors planning to come and 4) what do the potential byway visitors like to do once they arrive to the byway corridor and travel along the route?

In an effort to understand the current tourism trends as they relate to the state of Iowa, it is beneficial to first analyze information pertaining to Iowa tourists and tourists/visitors from surrounding states as collected from Travel Iowa's Trip Planning Surveys and Welcome Center Survey Reports for the State of Iowa. Findings as they relate to travel in Iowa are as follows:

Who are the Demographics of Families Touring the State of Iowa?

- Market Share: Families make up 48% of all individuals traveling to Iowa.
- Age of Trip Planner: The average age of the family trip planner was 43.
- Gender of Trip Planner: 75% of family trip planners are female.
- Travel Party Size: 4.2 people.
- Average Number of Nights: 1.9 nights spent while traveling in Iowa.
- Purpose of Trip: The primary purpose of the trip included (87%) leisure, (9%) family & friends and (4%) other.
- Lodging: Family lodging preferences included (78%) hotel/motel, (35%) campgrounds, (21%) day trip/no overnight, (21%) resort, (16%) friends & family and (15%) bed & breakfast.

Who are the Demographics of Adults Touring the State of Iowa?

- Market Share: Adults make up 52% of all individuals traveling to Iowa.
- Age of Trip Planner: The average age of the family trip planner was 56.
- Gender of Trip Planner: 60% of family trip planners are female.
- Travel Party Size: 2.4 people.
- Average Number of Nights: 1.9 nights spent while traveling in Iowa.
- Purpose of Trip: The primary purpose included (82%) leisure, (14%) family & friends and (4%) other.
- Lodging: Family lodging preferences included (76%) hotel/motel, (23%) campgrounds, (22%) bed & breakfast, (22%) day trip/no overnight, (17%) friends & family and (13%) resort.

What are Tourists to the State of Iowa Most Interested in Doing?

- An Iowa Tourism survey conducted in 2015 revealed that tourists who planned their trip to Iowa using the Travel Iowa website were most interested in (74.8%) scenic byways, (73.9%) festivals and events, (69.9%) history, (68.7%) outdoors, (57.3%) food & drink, (36.1%) shopping, (24%) agriculture and (16.5%) sports.

When are Tourists to the State of Iowa Planning their Trip?

- Due to the inclement weather and changing seasons experienced throughout the Midwest, most tourists plan their trip to Iowa during the summer months. In fact, more than (91%) of tourists visit Iowa between May and October and nearly (60%) of all visits occur during June, July and August. A breakdown of when trips were planned in Iowa in 2015 are as follows: (0.3%) January, (0.4%) February, (1.5%) March, (3.7%) April, (9.3%) May, (21.3%) June, (22.6%) July, (15.5%) August, (12.3%) September, (10.1%) October, (2.3%) November and (0.8%) December.

Where are Tourists to Iowa Coming from?

- During the latest series of surveys and studies, Iowans accounted for (24%) of the people planning a trip in Iowa. Travel planners from the bordering states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin were (33%) of the planners. Tourists from other states were (43%) of the planners. Focusing on Iowa and the surrounding states, the travelers' places of residence were as follows: (39.3%) Iowa, (16.3%) Illinois, (13.5%) Wisconsin, (11.4%) Minnesota, (9.3%) Missouri, (5.3%) Nebraska, (3.5%) Kansas and (1.5%) South Dakota.

Where are Tourists Receiving Info about each of Iowa's Byways?

- A survey conducted by Iowa Welcome Centers found that 1 in 4 tourists who stopped in at an Iowa Welcome Center in 2009 requested information about Iowa's scenic byways. Surveys and studies show that 94% of scenic byway tourists use the Internet to decide on a destination. According to a survey conducted in 2015 by Travel Iowa, 3 out of 4 tourists who plan a trip to Iowa using the www.traveliowa.com website request information about Iowa's Byways.
- Many scenic byway tourists are introduced to the byway at their travel destination. In fact, this represents the largest group of byway users who claim a willingness to sample the byway experience if it is at or near their travel destination.

Although no studies have been completed that provide specific information about the GWSB traveler, extensive market analysis studies have been done for the state of Iowa. Valuable insight was gained from compiling and analyzing current tourism trends as they relate to the average trip planner and traveler visiting the state of Iowa. The Information reveals that Travel Iowa's primary target audience is women with children in their homes, and since over 70% of tourists who plan their trip



using Travel Iowa's website are interested in Iowa's scenic byways. Therefore, this is a strong target audience for the GWSB to allocate resources toward or capture through marketing. However, there has been a limited amount of information gathering, market research, and surveys completed specifically about Iowa's Byways and even less for the GWSB. Because of this, there are untapped target markets and marketing strategies that they have explored and others that need to be explored.

15.5 Target Markets and Audiences

Identifying target markets is the process of selecting a group of people who the GWSB Advisory Board decides to direct its marketing efforts toward. When this concept is applied to the GWSB, it helps address the following questions: 1) what types of tourists should the GWSB Advisory Board and their partners target?, 2) what are the characteristics of these tourists?, and 3) how do we target them? In an effort to answer these questions, the GWSB Advisory Board has worked with



a variety of partners to conduct a considerable amount of information gathering to identify, analyze, and prioritize the target markets for whom the marketing strategies should be directed towards. Following this research, the GWSB Advisory Board identified their primary target market to be Scenic Byway Tourists. The secondary target audiences for Scenic Byway Tourists, prioritized in order, includes those who are seeking 1) Scenic Byway Tourism 2) Adventure Tourism, 3) Cultural & Heritage Tourism, 4) Culinary Tourism, and 5) Motorcycle Tourism. Information about each target market is as follows:

The Scenic Byway Tourist

Overview: Scenic Byway Tourists can be defined as an individual who enjoys traveling along a designated route to experience one or more of the six intrinsic resources: archaeological, cultural, historic, natural, recreational and scenic. The Scenic Byway Tourist represents over (74%) of the visitors who are planning a trip to Iowa. They are comprised

of individuals with a variety of interests and values. However, one characteristic that Scenic Byway Tourists seem to all have in common is that they enjoy driving for pleasure. A survey conducted by the State Comprehensive Outdoor Recreation Plan found the three highest rates of how Iowans participate in outdoor recreation were walking (89%), picnicking, barbecuing or cooking out (83%), and driving for pleasure (53%). This is a huge segment of the American population and probably the most obvious market likely to be interested in Iowa's scenic byways. According to the National Scenic Byway Foundation, (40%) of American adults drive for pleasure, which makes driving the second favorite recreation activity of American adults, second only to walking. Pleasure drivers are very likely to pursue roadways that will satisfy their desires for entertainment, adventure, cultural heritage, history and aesthetics.

Demographics: Information collected from an Iowa Welcome Center Survey show that (94%) of Scenic Byway Tourists, with an average age of 58, use the Internet to decide on a destination. An average of (56%) of those tourists stay in a hotel or motel, and (59%) of those tourists come for vacation or leisure. Over (50%) of Scenic Byway Tourists are families with children, with (26%) being retired. If there is a scenic byway in the area, the Scenic Byway Tourist will often extend their initial stay from one to three days. While traveling along a designated route, the Scenic Byway Tourist is most interested in (41%) historical sites, (41%) general sightseeing, (29%) outdoor recreation, (20%) visiting friends/relatives, and (12%) museums. Scenic Byway Tourists are also interested in shopping, festivals/events and local foods. According to the National Scenic Byway Organization, "the most important features for a Scenic Byway Tourist is relaxation, scenic beauty and a wide variety of things to do."

Psychographics: The definition of a Byway Tourist is an environmentally conscious individual who enjoys outdoor recreation and historic exploration within an aesthetically appealing setting.

Target Audience: For all of the families touring the GWSB, the primary target audience should be educated women, with household incomes of over \$100,000 who are Gen-Xers (born between 1965-1980) and have children in their homes. For adults touring the byway without children, the GWSB Advisory Board recommends the primary target be educated women, with household incomes of over \$100,000 who are Baby Boomers (born between 1946-1964) and have no children in their homes.

The Adventure Tourist

Overview: Adventure tourism can be defined as a domestic or international trip that includes at least two of the following three aspects: physical activity, interaction with nature, and cultural learning or exchange. The Adventure Tourist represents over (68%) of the visitors who are planning a trip to the state of Iowa. This includes tourists who seek outdoor activities and challenges such as boating, angling, fly fishing, hunting, birdwatching, horseback riding, and pushing their limits with physically exerting activities such as biking, trail running, canoeing, backpacking, caving, and hiking. Globally, adventure tourism remains a relatively small player in the tourism industry. However, according to “UNWTOs Global Report on Adventure Tourism,” between 2010 and 2014, the adventure tourism industry grew by (195%) with over (69%) of all Adventure Tourists coming from Europe, North America and South America. Nearly (42%) of travelers from these three regions reported an adventure activity as the main activity of their last trip, which would project to an adventure travel market worth \$263 billion. In 2014, (24%) of all travelers into and out of the United States identified themselves as adventure travelers. The report went on to find that in unlike mass tourism, where approximately (80%) of trip revenue goes towards airlines, hotels and other international companies, 70-80% of revenue generated from adventure tourism stayed in local communities, making this a profitable demographic.

Demographics: According to an “Adventure Tourism Market Study” conducted by The George Washington University on 2013, the majority of Adventure Tourists are male (57%) and single/never been married (48%). The higher percentage of single Adventure Tourists may be due to the fact that they skew younger with an average age of 26, compared to Non-Adventure Tourists who have an average age of 41. (37%) of Adventure Tourists have at least a four-year degree, including (11%) with a professional degree. Their average income level is \$46,800. Adventure Tourists continue to value international travel, with (71%) owning a valid passport. Their preferred travel party size includes travel with (21%) friends, (37%) spouse and (30%) families with children.

Psychographics: The Adventure Tourist places a high importance on exploring/discovering new places. They enjoy submersing themselves in nature, meeting and engaging with local cultures and pushing their physical limits. The coldwater streams, rivers, forests, bluffs and other natural public areas in the GWSB Corridor and secondary corridor meet these specifications perfectly, providing a plethora of opportunities for this demographic.

Target Audience: To attract the Adventure Tourist to the byway, the GWSB Advisory Board recommends the primary target be males, with household incomes of over \$46,000 who are Gen-Yers (born between 1981-2000) and single.

The Cultural Heritage Tourist

Overview: The National Trust for Historic Preservation defines cultural heritage tourism as “travel to experience the places, artifacts and activities that authentically represent the stories and people of the past and present, including cultural, historic and natural resources.” The Cultural Heritage Tourist represents over (68%) of the visitors who are planning a trip to Iowa. This type of tourism provides an opportunity for tourists to

experience someone else’s culture in depth, whether by visiting an attraction, historically significant place or by taking part in cultural activities. According to the Cultural and Heritage Travel Study, conducted in 2009 among U.S. domestic travelers, “(78%) of all U.S. leisure tourists participate in cultural and/or heritage activities while traveling. This translates to 118.3 million adults per year. With cultural and heritage travelers spending an average of \$994 per trip, they contribute more than \$192 billion annually to the U.S. economy.”

Demographics: Findings from the “Cultural and Heritage Travel Study, conducted in 2009, found that the majority of “passionate or active” Cultural Heritage Tourists are likely to be retired males, who hold a graduate degree and have a household income of \$100K+. Cultural Heritage Tourists have a tendency to travel more often (5 trips per year) and are more likely to take weekend trips (3-4 days) over longer excursions. They are also more likely to spend more than other tourists and prefer relaxing and educational activities best.

Psychographics: The Cultural Heritage Tourist pursues authentic destinations and experiences that are rich with historic character. They enjoy learning about the stories of the past while exploring destinations and social gatherings that reflect the locals’ values. The rich history of the GWSB fits this demographic very well.

Target Audience: To attract the Cultural Heritage Tourist to the GWSB, the Board recommends the primary target be well educated males, with household incomes of over \$100,000 who are Baby Boomers (born between 1946-1964) and retired.

The Culinary Tourist

Overview: According to the Ontario Culinary Tourism Alliance, “the term culinary tourism is defined as any tourism experience in which one learns about, appreciates and/or consumes food

and drink that reflects the local, regional or national cuisine, heritage, and culture.” The Culinary Tourist represents over (57%) of the visitors who are planning a trip to the state of Iowa. Over the past few years, tourists and byway travelers seeking out these types of tourism opportunities has been on the rise. According to the American Culinary Traveler Report, published by Mandala Research, “U.S. leisure tourists who travel to learn about and enjoy unique dining experiences grew from 40% to 51% between 2006 and 2013. Topping \$201 billion, this tourism segment represents nearly a quarter of all travel income that occurs in the U.S.” It is estimated that there are roughly over 120 million Americans today that can be classified as culinary tourists.

Demographics: According to the Culinary Tourism in Ontario Strategy and Action Plan, the profile of a “food and wine” Culinary Tourist is more likely to be male, more highly educated and more affluent with annual average incomes of \$125,000 and spending approximately twice as much as the generic tourist. They also tend to have the highest socio-economic profiles and reported the highest levels of activity on trips, which included spending (40%) more than the average tourist on accommodations and activities.

Psychographics: The Culinary Tourist likes to socialize and exchange experiences about the native culture’s relationship with food and drink. They generally have a high level of loyalty and will often go to great lengths to try, share, and experience the locals “taste of place.”

Target Audience: To attract the Culinary Tourist to the byway, the GWSB Advisory Board and byway stakeholders recommend targeting highly educated males and females who have a household income of over \$125,000 who are Baby Boomers (born between 1946-1964) and are known to have high-economic profiles.



The Adventure Tourist

The Motorcycle Tourist

Overview: A Motorcycle Tourist can be defined as someone who enjoys riding motorcycles, loves to ride short and/or long distances, uses proper safety equipment and enjoys some measure of “safe” adventure. In 2011, there were over 8.4 million motorcycles registered in the U.S. To put this into perspective, 1 out of every 36 people in America owned a motorcycle. Surprisingly, Iowa came in third nationwide, with 18 people for every motorcycle in the state. This shattered the national ratio of people per motorcycle by 50%. Iowa’s 172,929 registered motorcycles represented (2.1%) of all motorcycles in America, equating to a 1.4-billion-dollar share of the 67-billion-dollar market.

Demographics: The majority of Motorcycle Tourists are male with an average age of 48. For generation X riders, women make up 15% of the demographic, the largest female demographic there

is. It is reported that 1 in 4 motorcycle riders hold a four-year graduate degree, including (16%) with a post graduate degree. Their average household income is \$85,000. Characteristics to a ride that Motorcycle Tourists value most include: 1) scenery & views, 2) to get away from traffic, 3) challenging curvy roads, 4) nature, 5) historic sites, 6) solitude, 7) wildlife and 8) social connections.

Psychographics: The Motorcycle Tourist is an affluent, working professional. They enjoy the journey of a ride just as much as reaching their final destination.

Target Audience: To attract the Motorcycle Tourist to the byway, the GWSB Advisory Board recommends the primary target be males, with a household income of over \$85,000 who are Baby Boomers (born between 1946-1964) and enjoy day, overnight and weekend excursions.

15.6 Market Research

Very little marketing research strategies or material had been tested, analyzed, or developed when NEIA RC&D received a contract from the Iowa DOT to begin coordinating efforts for the GWSB. An Iowa Scenic Byway's Statewide Travel Guide existed but content within the publication was limited to a generic map and route description for each byway. The same universal Iowa scenic byway logo that was used on every state byway sign in Iowa, graced the cover. It featured a blue, white, green and brown silhouette depicting the traditional small town farm in Iowa. Individual state byways had never been branded and/or marketed. Knowing this, the GWSB Advisory Board recognized that additional marketing and promotional strategies had to be developed, tested, and analyzed to properly gauge what strategies were most beneficial to the byway visitor. The GWSB Advisory Board decided to implement the strategy of applied planning by testing promotional strategies they believed would be most effective while simultaneously developing this CMP. It should be stated that no marketing materials created through the development of this marketing plan were paid for using CMP dollars. All funding for the development, distribution and testing of these promotional strategies were made possible by working with GWSB Advisory Board members to secure alternate funding sources, partnering with Byway Coordinators on a statewide level, or by working directly with the Iowa DOT. Promotional strategies tested include the following: Digital Marketing, GWSB Printed Material, Outreach & Events, Advertising, and Media Relations. It should be noted that the GWSB Advisory Board worked with NEIA RC&D to design, develop, and fund each GWSB Standard Collateral project with the exception of the Iowa Byways Travel Guide. An overview describing all of the tested promotional strategies are as follows:

1) Iowa Byways Travel Guide

The GWSB Advisory Board worked with state Byway Coordinators and the Iowa DOT to develop a new Iowa Byways Travel Guide in the spring of 2013. The

purpose of the project was to develop a publication that would provide visitors with unique and carefully branded information about each designated route in the state and be used as a resource to help Byway Tourists plan their vacation in Iowa. The completed guide included byway logos, descriptions about and maps of each Iowa byway, in addition to a listing of unique recreational, historic, cultural, and scenic attractions along all of the routes. Visitors were/are able to order a free Iowa Byways Travel Guide, or view an online version of the guide by visiting the Travel Iowa GWSB webpage at <http://www.traveliowa.com/GetInspired/scenicbyways>, or by visiting the Iowa DOT webpage at <http://www.iowadot.gov/iowasbyways/index.aspx>. A total of 5,000 travel guides were distributed to Iowa Byway Project Coordinators and Iowa Welcome Centers in 2013 and an additional 20,000 were ordered in 2014. The Iowa DOT funded design and printing for the travel guide and have expressed an intent to continue reprint of this publication annually.

What we Learned: This printed publication has been well received along the GWSB. We learned that the guide was most beneficial when given to people who know little about Iowa's Byways and were requesting general information about the program. Recipients of the guide commented on how beautiful the photos, design, and layout was.

Partners: Iowa DOT, Northeast Iowa RC&D, Iowa Byway Coordinators

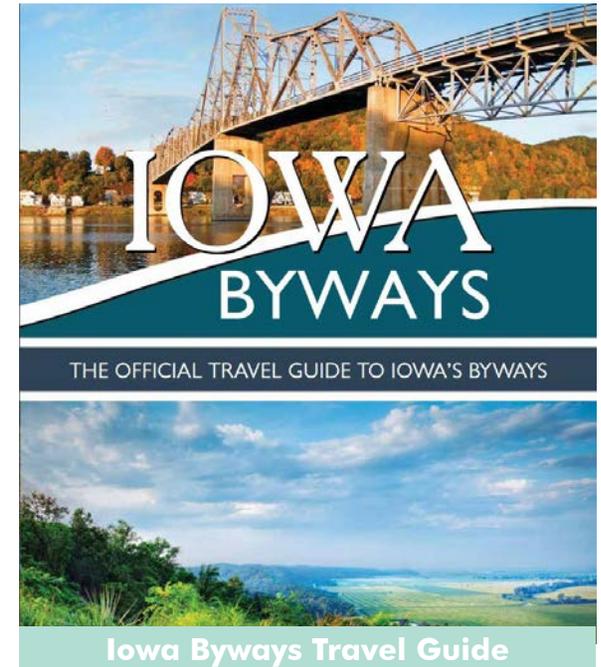
Funding Sources: Iowa DOT

Quantity: 20,000

Cost: \$14,000

2) Iowa Byways Website

The GWSB Advisory Board worked with state Byway Coordinators, Iowa Interactive, and the Iowa DOT to launch the Iowa Byways website on October 1, 2012. The launch came as a result of Iowa Department of Transportation's (DOT) desire to have an online presence capable of marketing the appealing and collective touring experiences found along each



byway. Visitors to the Iowa DOT's www.iowabyways.org website were able to learn about Iowa's 11 byways, be informed about things to do, and create custom travel agendas by utilizing the site's trip planner. Visitors were also able to use the website to research information about art & culture, dining, events & festivals, historic sites, natural areas, recreation, shopping, and lodging experiences that were found along each designated route. However, this site was being underutilized and byway coordinators did not have access to edit the site. It was decided to redirect the Iowa byways website www.iowabyways.org to Travel Iowa's website, which is the website for visitor information about Iowa. Travel Iowa created a special byways page at <http://www.traveliowa.com/asp/getinspired.aspx?id=12> with sub-pages to feature each byway. Information from the original website was copied into the new site. Now, the www.iowabyways.org website has been phased out and redirects to the Travel Iowa webpage.

GRANT WOOD SCENIC BYWAY

GRANT WOOD SCENIC BYWAY

Take in the striking landscape, inspiring art and local wineries

Step into a Grant Wood painting as you traverse this scenic byway that stretches 75 miles from Stone City to the Mississippi River. The Grant Wood Scenic Byway passes through both the hometown of this iconic American artist and beautiful settings that inspired him.

Taking a bird's eye view down the byway, the surrounding countryside is a patchwork of striking farmland and limestone bluffs connecting three rivers, the Wapsipinicon, Maquoketa and Mississippi River. Wetlands dot the landscape and three Iowa state parks provide beautiful and historic places to enjoy the outdoors.

The Grant Wood Scenic Byway has more than scenic vistas. A closer look reveals a prison museum next door to a late 19th-century, castle-like penitentiary that still houses inmates, plus three wineries, a microbrewery and the National Motorcycle Museum.

It will come as no surprise that art is one of the star attractions. Explore past artistic accomplishments at the Grant Wood Art Gallery and site of the famed Stone City Art Colony co-founded by Wood. You could also peruse work created by present day artists at the Maquoketa and Bellevue art galleries. If you're an aspiring artist, don't miss attending a workshop at the Maquoketa Art Experience.

Come for the inspiring landscape and discover all that the Grant Wood Scenic Byway has to offer.

RECREATION

- Maquoketa River Water Trail
- Wapsipinicon State Park, Anamosa
- Eden Valley Refuge, Baldwin
- Central Park, Center Junction
- Hurstville Interpretive Center, Maquoketa
- Maquoketa Caves State Park, Maquoketa
- Bellevue State Park, Bellevue

HISTORY

- Stone City Historic District, Stone City and Anamosa
- National Motorcycle Museum, Anamosa
- State Penitentiary Museum, Anamosa
- Antioch Schoolhouse, Anamosa
- Hotel Williams, Wyoming
- Calkins Square, Wyoming
- Millock School, Baldwin
- Clinton Engines Museum, Maquoketa
- Jackson Co. History Museum, Maquoketa
- Hurstville Lime Kilns, Maquoketa
- Young Museum, Bellevue

CULTURE

- Grant Wood Art Gallery, Anamosa
- Old City Hall Gallery, Maquoketa
- Maquoketa Art Experience, Maquoketa
- Potters Mill, Bellevue
- Ohward Fine Arts, Maquoketa
- Great River Gallery, Bellevue

SCENIC VIEWS

- Stone City area, Stone City and Anamosa
- Ridge on Iowa 64
- Hurstville Interpretive Center, Maquoketa
- Bellevue State Park and Overlook, Bellevue

BYWAY CONTACT

Northeast Iowa Resource Conservation and Development, Postville
563-864-7112
www.northeastiowarc.org

Charming riverfront community along the Mississippi River
Image © 2011 Kenneth G. Wood Jr., all rights reserved. www.kogood.com

Sunset over the rolling countryside
Image © 2011 Kenneth G. Wood Jr., all rights reserved. www.kogood.com

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GRANT WOOD SCENIC BYWAY

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Write something...

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Advertise your business

Start a Live Video

Get phone calls

Get messages

Create an event

Create an offer

Publish a job post

Nonprofit Organization in

Page Tips

Try Posting a Short Video
Videos help engage people on your Page.

How to Create Effective Short, visual posts create an audience that's more loyal.

Help People Take Action
Add a call-to-action button to your Page.

See All Page

This Week

110 Post Reach

0 Website Clicks

5 Post Engagement

Want More Phone Calls?
Get people near Grant Wood Scenic Byway to call (563) 864-7112 today.

235 likes

234 follows

110 post reach this week

GWSB Facebook Page

What we Learned: Not having access to properly manage www.iowabyways.org was a great challenge for all of Iowa's byways. Transitioning the Iowa byway's online presence and main hub for digital information to the Iowa Tourism website in 2016 was a success.

Partners: Iowa DOT, Iowa Interactive, Iowa Byway Scenic Byway Coordinators, Travel Iowa

Funding Sources: Iowa DOT

Cost: N/A

3) GWSB Social Media

The GWSB Advisory Board partnered with Northeast Iowa RC&D to develop, manage, promote, and maintain a variety of social media networking sites for the GWSB. Social media networking sites utilized to provide GWSB related news and activities on a regular basis included Facebook, Twitter, Google+, and Pinterest accounts. Social Media trends continue to evolve, and there are a handful of social media platforms that the GWSB does not have a profile

on. These include Instagram, which was the perfect platform to share beautiful images and inspire visitors; Snapchat, which would be a unique way to share videos from around the byway; and Facebook Live, which could be utilized to share short video updates or scenes about the GWSB.

What we Learned: 93% of people trust peer review and this is a powerful tool if it is updated and managed on a frequent basis. Lessons learned regarding social media include posting diverse information such as photography, videography, news about GWSB businesses/attractions, featured businesses, GWSB project updates, GWSB community festivals & events, as well as visitor recommendations such as "must-do-activities" or "best of the GWSB." Staff at NEIA RC&D also learned that providing information related to the GWSB on a frequent basis was crucial to maintaining and increasing the number of GWSB Facebook page followers. Northeast Iowa RC&D

staff accomplished this by developing strategies for how to post information related to the GWSB. Topics that were posted weekly included information about 1) upcoming community events, 2) featured GWSB businesses, 3) GWSB project updates, 4) GWSB related articles and news releases, and 5) grants secured for GWSB related projects.

Partners: Northeast Iowa RC&D

Funding Sources: N/A

Cost: Personnel Time

4) GWSB Guide

The GWSB Advisory Board partnered with Charles Morris to develop, design and print a Grant Wood Scenic Byway guide in 2011. In 2014, Northeast Iowa RC&D updated the GWSB guide and printed it with funding from Silos and Smokestacks National Heritage Area. The original printing of the GWSB guide had a cutout on the cover that resembled a frame around a photo of the American Gothic

couple on the next page. Due to printing costs, this unique cutout feature was removed in the reprint. This guide was extremely popular and, aside from the tear sheet maps, the only GWSB-specific general guidebook. The guide gave more information about specific attractions, community maps, and itinerary suggestions, so it was a bit different from the tear sheet map. Additionally, it had more space for photos which really drew visitors in through its beautiful design.

What we Learned: The guide books were a highly sought-after and byway-specific publication. They were a nice complement to the tear sheet maps. While the maps listed all sites and services and showed the overall byway route, the guides broke the byway down into more detailed marquee attractions and sections. The GWSB Advisory Board discovered that the guide is more likely to get someone to visit the GWSB, but the maps are more likely to be used during the visit while navigating. The cutout Gothic window was a nice feature of the original printed guides, but too expensive to justify the added cost. Future GWSB guides likely will not include the cutout on the cover.

Partners: Northeast Iowa RC&D

Funding Sources: Jones County Community Foundation, Jackson County Community Foundation, Jackson County Area Tourism Association Mini Grant, Iowa Tourism, Northeast Iowa RC&D, Silos and Smokestacks

Quantity: 4,540

Cost: \$3,755.70

5) GWSB Rack Cards

The GWSB Advisory Board created a rack card in the fall of 2011. The rack card provides a route description, photos, fun facts on one side and a map of the byway with points of interest on the back. Originally, the rack cards were developed to be used at the 2011 Legislative Showcase. However, many found them to be extremely useful, so the GWSB Advisory Board continued to distribute them at

various tourism-friendly locations following the event. Northeast Iowa RC&D printed these rack cards, in color, on an as-needed basis.

What we Learned: The rack card size worked well when wanting to include the GWSB flyer in mailings. Though, after creating the GWSB tear-sheet map, this publication was almost duplicating a marketing strategy that was being met with greater success in the form of the tear-sheet map. The GWSB Advisory Board learned that funding used to print the rack card would be more beneficial if it were reallocated to help pay for additional GWSB tear-sheet maps.

Partners: Northeast Iowa RC&D, Iowa Tourism, Jones County Tourism, Jackson County Area Tourism

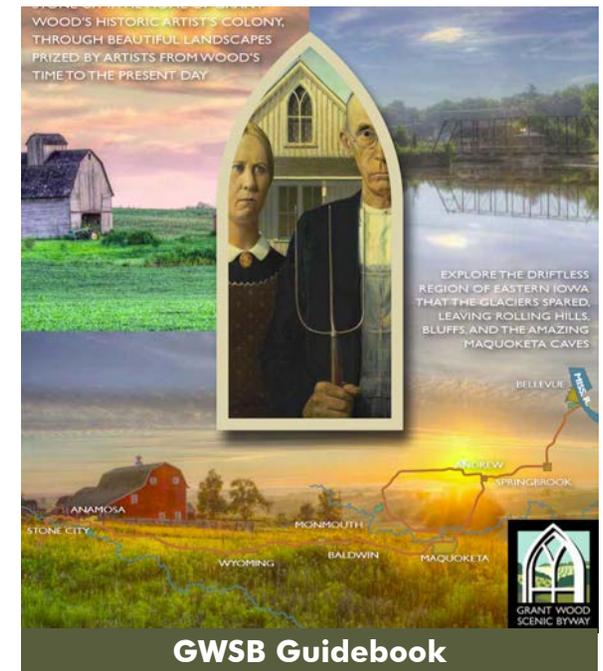
Funding Sources: Jones County Community Foundation, Jackson County Community Foundation, Jackson County Area Tourism Association Mini Grant, Iowa Tourism, Northeast Iowa RC&D

Quantity: 1,000

Cost: \$50

6) GWSB Tear-Sheet Maps

Recognizing the need to realize economic development benefits from the byway designation, the GWSB Advisory Board decided to develop and test the effectiveness of a byway tear-sheet map that would provide information about the GWSB route in relation to a variety of historical, scenic, natural and cultural experiences along the GWSB. The idea was formed after a successful implementation of a tear sheet map occurred along the River Bluffs Scenic Byway. The 11x17 GWSB tear-sheet map was distributed for the first time in the spring of 2013. This publication provided a detailed look at points of interest and services along each route to help orient the traveler. The tear-sheet map also includes narrative about the GWSB and a brief description of each point of interest along with contact information. Information about rivers, trout streams, towns, water trail access points, scenic overlooks, public land, and most byway friendly businesses in the categories of art & culture, food & drink, historic sites, parks and campgrounds, recreation/entertainment, shopping,



lodging, and visitor information are included on each tear off map. A reprint of the GWSB tear-sheet maps were ordered in the fall of 2016.

What we Learned: The quantity and frequency in which the GWSB tear-sheet map was distributed, makes it the most sought-after GWSB publication developed to date.

Partners: Northeast Iowa RC&D, Iowa Tourism, Jones County Tourism, Jackson County Area Tourism

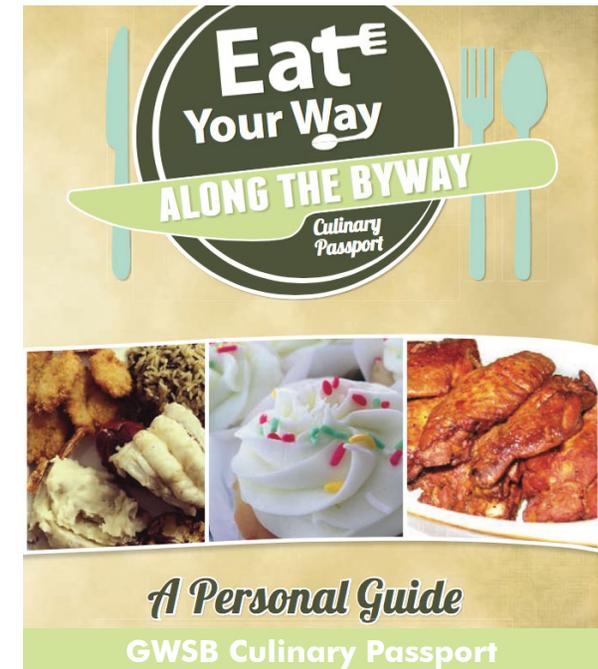
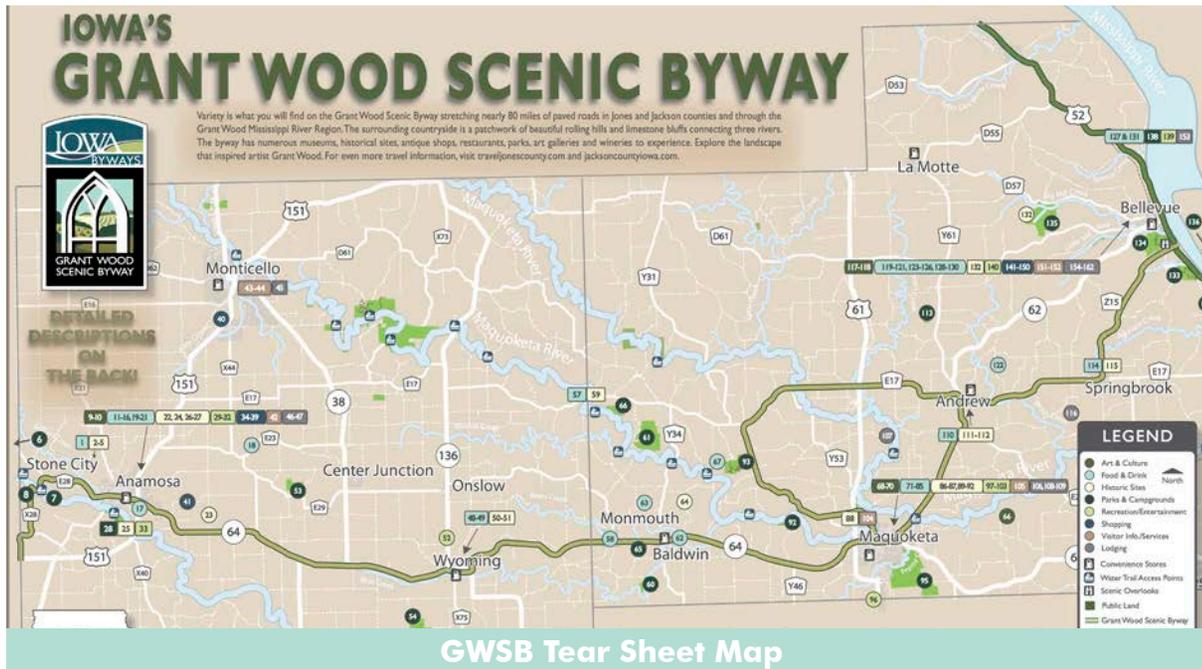
Funding Sources: Jones County Community Foundation, Jackson County Community Foundation, Jackson County Area Tourism Association Mini Grant, Iowa Tourism

Quantity: 8,200

Cost: \$1,000

7) GWSB Culinary Passport

The GWSB Advisory Board developed an "Eat Your Way Along the Byway" Culinary Passport in the summer of 2015. The GWSB Culinary Passport was



developed to test the capacity of such a publication to increase byway interest in local culinary options. It provided information about what 16 culinary businesses along the GWSB are “most known for” by including a brief description, contact information, and a short list of favorite food/drink items available at each location. To compliment the culinary passport, each participating business received a culinary passport stamp and a GWSB window cling.

What we Learned: The GWSB Advisory Board learned a valuable lesson through the implementation of the Culinary Passport Program. The enthusiasm for this project was incredible. With limited funding, certain food and drink establishments who wanted to participate in the project had to be turned down due to the limited number of pages within the booklet. Funding was secured from participating businesses and grants for the development of the passports and purchase of the stamps. Unfortunately, funding was

only secured to print 725 passports. Not knowing how popular this publication would ultimately be, the GWSB Advisory Board distributed every copy within one month and had no additional funding to reprint once all had been distributed (the program that was supposed to last until the fall of 2016).

Partners: Foods & Drink Establishments, Iowa Tourism, Travel Iowa, Northeast Iowa RC&D

Funding Sources: Iowa Tourism, Food & Drink Establishments, Jones County Community Foundation, Jackson County Community Foundation, Jackson County Area Tourism Association Mini Grant, Travel Iowa Tourism Grant

Quantity: 725

Cost: \$579.81 (brochures) and \$436.82 (16 stamps)

8) GWSB Window Clings

The GWSB Advisory Board fabricated window clings of their GWSB logo with assistance from Northeast Iowa RC&D. The window clings were designed to

depict the GWSB logo and were fabricated in the fall of 2013. The 3x5” window clings were developed and distributed to “friends of the byway” businesses, attractions, establishments, and organizations along the byway to reinforce the GWSB brand and to let the Byway Tourist know that the place of interest is associated with and supportive of the GWSB.

What we Learned: The window clings were a highly coveted GWSB item when they were first introduced, but the GWSB Advisory Board learned quickly that they failed to deliver from a product quality standpoint. After surveys were distributed to a variety of GWSB businesses and attractions regarding the most coveted and useful GWSB marketing material, the GWSB Advisory Board discovered that many of the custom clear static window clings became faded or their adhesive backing would no longer stick to the glass surface after a short period of time. This was a challenge that ultimately resulted in many of the



Byways at the Iowa State Fair

window clings that were given to GWSB businesses, attractions and organizations being removed and/or taken down. The GWSB Advisory Board learned that a different material may have to be used if they plan to incorporate small GWSB identification signs at businesses and attractions in the foreseeable future.

Funding Sources: Northeast Iowa RC&D, Iowa Tourism, Jones County Community Foundation, Jackson County Community Foundation, Jackson County Area Tourism Association Mini Grant, Travel Iowa Tourism Grant

Partners: Northeast Iowa RC&D, GWSB Businesses and Attractions

Cost: \$499.20 for 1,000 clings

Printed Material: Historic Tour of Clermont Brochure

9) Iowa Byway's Promotional Posters

News broke in the spring of 2016 that the Iowa DOT completed the design and printing of a poster for all 11 of Iowa's Byways. The series of posters feature each Byway's logo, an illustration of its geographic location in Iowa, and a brief description about the byway's route and main attractions that visitors can expect to experience. The 11"x17" posters are available free of charge and can be requested through the Iowa DOT's website and/or contacting any one of the Iowa Byways Coordinators. Prior to the 11"x17" posters, Northeast Iowa RC&D produced large-scale posters to feature culinary businesses along the byways.

What we Learned: Inconclusive.

Partners: Iowa DOT

Funding Sources: Iowa DOT

Cost: N/A

10) GWSB Information was Included in Partnership Publications

GWSB Advisory Board members collaborated with a wide variety of partners and organizations to distribute byway-related photographs as well as develop maps and narratives about the GWSB so that information about the byway can be included in other promotional publications geographically

on a local, regional, and statewide level. During the development of this CMP, narrative and/or maps related to the GWSB were included in a large assortment of promotional marketing material. A list of significant publications included the following: 1) Iowa Tourism Travel Guide, 2) Jackson County Travel Guide, 3) Jones County Travel Guide, 4) Grant Wood Loop materials, 5) Jackson County Conservation brochure, 6) Jackson County Area Tourism Association brochure, 7) City Revealed Magazine, 8) AAA Living, and 9) Iowa Outdoors.

What we Learned: Over the past five years, the GWSB Advisory Board has learned that creating and maintaining partnerships with local, regional, and statewide entities is invaluable and perhaps the most important strategy within this entire marketing plan. Many, if not all, of the marketing strategies mentioned or tested within this CMP were a direct result of collaboration between multiple partnerships. An additional byproduct and benefit of multiple partnerships is that funding needed to complete many GWSB-related projects may be leveraged, shared and/or entirely covered by a partnering entities, organizations and/or attractions.

Funding Sources: N/A

Cost: Personnel Time

Printed Material: Partnership Publications (Iowa Travel Guide) Outreach & Events: GWSB Trade Show Banner

11) Media Relations

The GWSB Board experimented with writing articles about the GWSB and submitting them to local newspapers, radio stations, and magazines. These articles were written by staff at Northeast Iowa RC&D, and many articles were written by Lowell Carlson and featured in local newspapers from 2013-2015. During the development of this CMP, articles related to the GWSB appeared in a range of local media sources and articles, most notably Iowa Outdoors March/April 2016 issue and an article for City Revealed Magazine which will be published in a future issue.

What we Learned: Working exclusively with the two publications mentioned above, the GWSB learned that high-quality photos when submitting articles to professional publications is a must. They also learned that planning must be coordinated well in advance (over a year in both cases), to submit articles related to the GWSB.

Cost: Personnel Time

12) Advertising

No paid advertising of the GWSB has taken place. The only paid advertising to date was the GWSB Advisory Board's partnership with other Iowa Byways to place a statewide byways ad on the back cover of the Travel Iowa guide in 2011. This was paid for by the Iowa DOT.

What we Learned: The River Bluffs Scenic Byway Board (RBSB) placed an ad in AAA magazine and found that it generated over 1,800 inquiries, while the ad placed in American Road magazine generated over 3,200 inquiries from people interested in receiving information about the byway. The success of this ad has prompted Clayton County to feature the RBSB in a variety of county-specific print, radio and TV ads. Because of the success of this ad, the GWSB Board is interested in pursuing similar promotional efforts in the future.

Partners: Iowa Byways

Funding Source: Iowa DOT

Quantity: N/A

Cost: N/A (Cost covered by Iowa Byways partners)

13) Promotion of the GWSB occurred at Events, Conferences and Meetings

On behalf of the GWSB Advisory Board, NEIA RC&D staff presented information about, or attended gatherings pertaining to scenic byway issues at over 50 events, conferences, trade shows, presentations and outside organizational meetings. Major events included the Iowa Motorcycle Safety forum, The Iowa State Fair, and the Transportation Federation of Iowa Legislative Showcase.

What we Learned: The GWSB Advisory Board learned that having a 30-second elevator pitch is extremely beneficial for when promoting the GWSB at public events. It was also imperative to have a variety of GWSB print publications available for distribution. Another lesson learned from working events was that small freebies, food, candy, and/or drink serves as a great incentive for visitors to stop by and visit.

14) GWSB Trade Show Banner

In order to market and promote the GWSB at conferences, welcome centers, events and other venues, the GWSB Advisory Board secured funding from Silos & Smokestacks National Heritage Area to fabricate a 34"x83" GWSB banner stand. The banner stand features a retractable graphic banner, hardware, aluminum casing & a canvas carrying bag. The banner has been and continues to be used at a variety of events, conferences, trade shows, meetings and presentations today.

What we Learned: The GWSB trade show banner has been a great marketing tool for when there has been a need to promote the GWSB at events, conferences, trade shows, meetings, and presentations. The trade show banner has been durable and is easy to set up and tear down. One lesson learned from only having one trade show banner is that when the GWSB Advisory Board is promoting the Iowa Byways Program collectively with all other Iowa Byway's banners, it serves its purpose and compliments the other byway banners perfectly. However, for events, conferences, trade shows, meetings and presentations where the GWSB Advisory Board is only looking to promote the GWSB by itself, the one banner does not fill the entire 10x10 exhibit space that is commonly given to exhibitors at these public gathering spaces. Therefore, more than multiple banners, depicting various features of the GWSB would be very useful.

Funding Sources: SSNHA

Quantity: 1 banner

Cost: \$600

15.7 Proposed Marketing Projects

The Grant Wood Scenic Byway Advisory Board spent the past 3-5 years developing, testing, and analyzing the effectiveness of various marketing strategies. This experience has led the advisory board to make the following project recommendations.

1) Connecting to Tourism via The Internet

Many of the sites and organizations along the GWSB corridor do not have up-to-date Google listings, modern and mobile-capable websites, or active social media accounts. In today's digital age, individuals rely on information from the Internet, so it is imperative that history, art, and cultural resources have an accurate and engaging online presence. This project will provide informational materials to business owners and community and county leaders about Google, Search Engine Optimization, paid search engine marketing, social media, and other online resources.

2) Update Print Partner Marketing Materials

Many of the sites and organizations in the GWSB corridor have not updated their brochures in recent years. Often, these materials are made on simple word processors that limit the design options relative to all of the options available design software. Simple typeface, clipart, and stock photos are common and colors are usually black and white or limited. Often, the original computer files have been lost so the materials are photocopies of an original or even a photocopy of a photocopy, leading to poor print resolution. This project will assist organizations with funding and design of updated print materials.

3) GWSB Coloring and Activity Books

The GWSB Board would like to expand their marketing materials by adding more creative and interactive ways to learn about the byway. This project will develop two distinct coloring and activity books for the GWSB. For children, the GWSB would like to create an activity book for kids to complete while traveling the byway. This book can include

things like coloring pages of marquee sites drawn by local artists, connect the dots images, word searches of byway-related words, and similar kid-friendly activities. Ideally, this book would be made available for free at visitor centers and marquee sites. For the adults, the byway would like to create a GWSB adult coloring book. These images will also depict marquee attractions, but be very detailed and complex, also drawn by local artists. This book will be larger, and could be made available at visitor centers and sites for free via ads and sponsorships or for a small fee.

4) Implement a GWSB Hospitality Training Program

Quoting an excerpt from renowned tourism expert Roger Brooks, "Brands must be more than skin deep. To really "own" your brand, EVERYONE, from the saloon bartenders to front desk employees at hotels to the retail workers, must be hospitable and friendly." To educate those who are employed and working in the tourism sector along the byway, this project will share Roger Brooks' 14-minute video titled "The Guest" with business owners and local organization leaders. This 14-minute video is humorous, easy to watch, and is a great way to "teach" hospitality without it being time consuming and degrading.

5) Self-Guided Audio Tour of the GWSB

Interactive forms of interpretation are positive additions to the byway experience, sites and communities. One way to engage different learning styles, create interpretive diversity, and share stories is through a self-guided audio tour of the GWSB. There are several options available for self-guided audio tours. This project will implement several to maximize the opportunities to engage the GWSB traveler. The method will be development of a compact disk (CD) that can be distributed and played in one's car as they drive the byway. However, since newer model cars no longer come standard with a CD player, and this method limits the audio tour to being in one's car, additional interpretation will be made available online and accessible via a smartphone with a data connection.

6) Implement a GWSB Geocaching Program

Geocaching is an emerging recreational activity that takes the fun of a scavenger hunt to the next level by incorporating secret clues, cyphers, and Global Positioning System (GPS) technology on a GPS unit or smartphone to find a hidden "cache." Geocaching is popular among all demographics from families to young persons to retired seniors. This project will promote the byway as a geocaching destination by creating an official GeoTour to market the byway. There is no official geocaching website-sanctioned GeoTours nearby in the Midwest, so this would be a unique and new recreational resource that would draw a different demographic to the area and get individuals traveling to many stops along the byway and in the byway corridor.

7) Implement a Byway Ambassador Program

The GWSB Board recommends that a Byway Ambassador Program be initiated to recruit and educate Volunteer Ambassadors from each community. The program will look to educate Volunteer Ambassadors about the economic and tourism potential of the GWSB, while also instructing businesses owners for how they can help foster a culture of collaboration within their community and along the GWSB. Each Volunteer Ambassador will serve as the "go-to" person from their community and will be given the task of educating the business owners and community members about the economic benefits they may experience from being on or near the GWSB. This project will provide initial support, education, development and outreach materials.

8) Develop Logo Gear & Collectibles

To increase awareness of the byway and its brand, this project will develop GWSB logo gear. Logo gear and collectibles will be made available for purchase at hotels/motels, visitor information centers, museums and/or local retail outlets. Using the GWSB logo and tagline, recommended swag includes the following: 1) key rings, 2) mugs, 3) bumper stickers, 4) charms, 5) postcards, 6) t-shirts, and 7) motorcycle kick stands.

9) Leverage Travel Iowa Resources

Travel Iowa provides a multitude of resources that the Grant Wood Scenic Byway and Corridor organizations can take full advantage of. The following resources will be utilized by the GWSB Board: Iowa Tourism Grant Program, online traveliowa.com business, attraction, and event listings, co-op advertising partnership opportunities, economic impact study data and Iowa Tourism Office research, Iowa Tourism Conference networking opportunities, Iowa Welcome Center publication distribution, and Iowa Byway online presence on traveliowa.com.

10) Update GWSB Marketing Materials

The Grant Wood Scenic Byway Board has developed the following marketing and promotional materials over the past nine years:

- Tear Sheet Maps
- Guidebook
- Web Presence on Travellowa.com
- Social Media Presence (Facebook, Pinterest)
- Rack Card
- Window Cling
- Information in Iowa Byways Travel Guide
- Pull-Up Banner
- Culinary Passport

The GWSB Board will work to carry out projects to update and expand current materials to be cohesive with all of Iowa's Byways and the GWSB brand. New materials will also be developed such as a drone video of the GWSB route and development of a mobile application or mobile presence.

11) GWSB Itinerary and Theme Tour Development

According to the Iowa Tourism Office, itineraries are one of the most popular materials for travelers. This project will develop itineraries that will direct travelers to attractions and businesses throughout the GWSB Corridor and will also develop themed tours such as ATV trail guides and trout/fishing guides. These materials will be developed and fabricated for print and online to target various traveler demographics.



Leverage GWSB Material and Partnerships



Measure Success of Tourism Efforts

15.8 Metrics

The capacity of the GWSB Advisory Board to understand the impact and effectiveness of the On-line and other marketing they implement has increase dramatically in recent years. This is helpful as demonstrated by the research regarding trip planning that shows that On-line and other marketing is very important to the success of tourism in Iowa and the United States. The specific tools that are used to measure success or failure for any given marketing campaign or technique are collectively referred to as Marketing Metrics. Marketing Metrics are related to the analytical results that can be obtained using software that track and measures specific responses to the implementation of marketing activity and other quantitative techniques. At one time, the capacity to measure specific on-line metrics was only known to the most tech savvy experts but today, on-line Marketing Metrics are more easily extracted and more commonly acknowledged as relevant and necessary for successful marketing. Analyzing Marketing Metrics will allow the GWSB Advisory Board and their partners to take an existing marketing plan and turn it into a responsive strategy that can recognize and react to success and/or failure, maximize opportunities, adapt to changing markets, respond to growth within demographic markets, and develop and test new strategies that improves future results to maximize benefits for the GWSB stakeholders. Planning, tracking and measuring promotional marketing activity through Marketing Metrics will occur as follows:

Digital Marketing

1) **Unique Visitors:** Unique visitors are defined as the number of individuals who visit your website during a given period of time, where each visitor is only counted once. This information will be used to identify how many web viewers are visiting the GWSB and Travel Iowa's Iowa Scenic Byways Website and what months during the year receive the highest traffic volume of page views. This strategy will be incorporated when analyzing Travel Iowa's Iowa Scenic Byways Website.

2) Page Views: Page views can be defined as the cumulative number of individual pages that your visitors click on during a given period of time while on a website. This information will be used to measure how engaged and interested the web viewer is in Travel Iowa's Iowa Scenic Byways Website content by the number of times they click to multiple pages. This strategy will be incorporated when analyzing Travel Iowa's Iowa Scenic Byways Website.

3) Search Engine Traffic: Search engine traffic can be defined as the amount of traffic being referred to a website through search engines, such as Google, Yahoo, Bing, and/or Mozilla Firefox. This information will be used to indicate how effective the GWSB Advisory Board, Iowa Byways Program, and Travel Iowa's Iowa Scenic Byways Website is doing at optimizing our content for search. This strategy will be incorporated when analyzing Travel Iowa's Iowa Scenic Byways Website.

4) Bounce Rate: Bounce rate can be defined as the percentage of visitors who come to a website and then immediately "bounce" or leave before clicking on any other pages. This information will be used to gauge if the web viewer likes what they find on the website. A bounce rate of 40% is average. Anything higher may suggest the web viewer does not find the content appealing. This strategy will be incorporated when analyzing Travel Iowa's Iowa Scenic Byways Website.

5) Conversion Rate: Conversion rate is defined as the percentage of visitors to your site who take a specific action that your content encourages them to, such as signing up for your newsletter or downloading an online publication/itinerary. These usually remain around 2 and 3 percent, but the GWSB Advisory Board would like to aim for a conversion rate of 5 percent. This strategy will be incorporated when analyzing Travel Iowa's Iowa Scenic Byways Website.

6) Inbound Links: Inbound links can be defined as the number of external links to a website site. This information will be used to see if other people and partnering organizations have found the GWSB and Iowa Byways content important enough to link to it. This strategy will be incorporated when analyzing Travel Iowa's Iowa Scenic Byways Website.

7) Social Media: The number of "likes" and estimated post "reach" will be used to measure the GWSB Facebook site's effectiveness. Other tracking tools available using Facebook and social media sites will be explored.

8) Emails: The number of emails opened will be used to measure the metrics of any marketing strategy such as e-newsletters, news releases or articles that are sent to byway stakeholders.

Printed Material

1) Frequency: Frequency can be defined as the rate in which something occurs. The GWSB Advisory Board plans to be conscious as to how many GWSB-related publications are in the possession of businesses and/or attractions each time a GWSB Advisory Board member or the GWSB Coordinator stops in at each location quarterly. If the business and/or attraction has printed material on hand that was provided 6-months ago, the business and/or attraction may not be an ideal location for receiving future GWSB promotional material. Contrary, if the business and/or attraction is consistently out of, or calling to request additional GWSB print publications, they should be given an increased amount or number of GWSB print material per quarter.

2) Demand: Demand can be defined as a desire or need for a specific product. This metric can be assessed when the GWSB Coordinator or Volunteer GWSB Ambassador distributes printed material to businesses and attractions on a quarterly basis. A total number of printed publications, while identifying quantities for each different publication, should be documented.

3) Customer Surveys: A customer survey can be defined as identifying the level of satisfaction and/or discovering hidden needs and expectations for new or proposed products. The GWSB Advisory Board plans to use customer surveys to identify which printed publications are most desired and helpful to the GWSB businesses and attractions. To date, no surveys have been implemented by the GWSB Advisory Board, but gathering economic impact data is one deliverable for the next Iowa Byways Sustainability Project contract.

Five: Outreach & Events

The GWSB Advisory Board can measure the success of any given event, conference, trade show or public/private gathering by documenting quantitative data such as how many engaging conversations they had with attendees, how many print publications were distributed, what print publication was distributed the most, how many people were in attendance, etc.

Public Relations

The number of articles and news releases sent to media will be tracked and the conversion rate will be documented and content specifics such as supporting illustrations, photographs and/or maps will be tracked. Over time, the GWSB Advisory Board hopes to identify patterns for which stories and or news related articles are most desired and published to help promote the GWSB in the future.

Advertising

1) Measure Inquiries: GWSB Advisory Board members plan to measure the number of inquiries, or "people interested in receiving information about the GWSB," that are generated from each ad placed in a paid-for print publication, travel guide or magazine.

2) Measure Ads Effectiveness: The GWSB Advisory Board can compare pre and post advertising traffic on the Travel Iowa website to measure a specific advertisement's effectiveness.

15.9 5-Year Marketing Action Plan

The GWSB Marketing Action Plan considers the lessons learned from the test marketing that occurred during planning sessions, the SWOT analysis and the demographics of the byway travelers and other target tourist groups. It proposes approaches that will help maximize the intersection of strengths, opportunities and tourist interest and trends. Although the plan implements priority marketing strategies and suggestions over a five-year period, it is not intended to be static but should and will change as new information about travelers and their interest emerges.

The primary audiences that the GWSB Advisory Board will target through their marketing efforts will be the byway tourist, the adventure tourist, and the cultural heritage tourist, primarily those that are seeking trip planning information on the Internet or through local and regional tourism offices located within the byway corridor. These groups have somewhat different demographics and so the marketing efforts will take that into account through photography, imaging, and language, as well as varied partnerships and targeting efforts such as press releases and articles to different types of publications and special interest groups. For example, the Canoecopia event in Madison, Wisconsin reaches a special interest group related to water recreation, which is a dynamic segment of adventure tourism, but it is unlikely that many scenic byway travelers will be in attendance. Articles and photographs submitted to Iowa Audubon or Climbing.com will be points of entry where the GWSB Corridor activities can be brought to the attention of adventure tourists that enjoy birding and rock climbing and development of a trout fishing guide will capture the initial interest of anglers. However, the investment in the marketing and promotion of the GWSB to these individual adventure tourist groups will be maximized through partnership with other Iowa byways that can make the GWSB Corridor one

of several byway corridors that are recognized as the place to go for adventure. The GWSB Board can partner with other Iowa Byways and possibly the Byways of Iowa Foundation and/or Byways of Iowa Coalition to develop a series of Birding Along Byways publications that can be available for all the byways on-line and in print. These efforts will be consistent with the parallel efforts of the Grant Wood Loop. Conversely, Marketing in AAA magazine, an article in Midwest Travel, or on Travel Iowa Scenic Byway page may be more likely to reach the byway tourist but then once their interest is captured, materials that help them understand all the opportunities for recreation and adventure in the GWSB Corridor, such as a trout fishing guide or canoe guide, will increase the length of stay and expenditures associated with their visit. These varying marketing and promotional materials will also make them more likely to return to the byway and make them more likely to recommend the GWSB to others.

Although a large percentage of byway tourists and adventure tourists conduct their pre-trip planning on-line, the cultural tourist is more likely to contact local and regional tourism offices, visit a site they read about in a magazine, or travel to a site they see on a television program. Therefore, marketing to this demographic will include partnership with magazines and organizations like Our Iowa, Iowa Outdoors, AARP, Silos and Smokestacks, and AAA Magazine. It will also include submission of stories to newspapers in Cedar Rapids, Des Moines, the Quad Cities and Chicago that will reach some of the primary target Iowa visitors as identified by the Iowa Tourism Office. Outreach to television programmers that determine or select featured stories for specialty programming like Iowa Public Television's Iowa Outdoors, the Small Town Big Deal segments, and paid focused interest stories like 'Our Town' and other targeted stories on local news station are also planned to help promote the byway and its attractions located within the corridor.

The secondary audiences for marketing in the GWSB Corridor will be the culinary and motorcycle tourists. Although these audiences are important to the GWSB Advisory Board, they are not as large of a demographic at this time and therefore do not have the potential that the primary audiences have. However, they may build in significance over time, especially if the local and/or state entities associated with these interest groups, such as the National Motorcycle Museum and the motorcycle clubs, or the local restaurants, farmers markets and local food growers, partner with the GWSB Board and participate in byway-related projects that target this demographic. Marketing to the motorcycle tourist will include distribution of printed materials through partners. Marketing to the culinary tourist will occur through update and redistribution of the culinary passport if the local businesses are supportive. Inclusion of 'local favorites', food items that local restaurants feature or are most known for, will be included in development of on-line and print itineraries targeting the byway tourist, who wants information about culinary option.

The GWSB Advisory Board expects to continue to learn from their marketing efforts and the metrics related to those efforts and thus appropriately change their priority audiences or add or delete strategies. Therefore, although a wide variety of strategies and promotional activities are included within the priorities, all promotional strategies are subject to change based on opportunity, funding sources, and availability, or time that is needed for each line item. The budgeted items only refer to implementation, printing or other direct costs associated with each project and do not take into account staff wages. In some cases, the ability to implement specific strategies will be entirely dependent on fundraising, partner funding or the success of grants. The following pages detail the specific strategies. Additional marketing projects are included in the projects section of this CMP.

Year One Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost
		Partners	GWSB			Local	Regional	State	Nat'l	Int'l	Partners	GWSB	
1	Digital Marketing	30%	70%	Social Media Marketing	Bi-Monthly	X	X	X					
				Website Content (Traveliowa.com)	Monthly	X	X	X	X	X			
				Content Generation (Climbing.com, Iowa Audubon Society)	Quarterly	X	X	X					
				Content Generation - Itineraries (4)	Quarterly	X	X						
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000
				Pay-Per-Click or Adwords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,100
				Online Trip Planning websites (Blogs, Pinterest, YouTube)	Annual	X	X	X	X		\$1,000	\$100	\$1,100
										\$3,000	\$7,300	\$10,300	
2	Public Relations	0%	0%	Articles (4)	Quarterly	X	X	X					
				Radio (Iowa Public Radio)	As Needed	X	X						
				News Releases (Cedar Rapids Gazette, Des Moines Register)	As Needed	X	X	X					
										\$0	\$0	\$0	
4	Printed Material	98%	2%	Create, Print & Distribute Byway Business Information Sheet	Annual	X						\$335	\$335
				Create, Print & Distribute an Identity System for the GWSB	Annual	X							
				Distribute Iowa Byways Travel Guide*	Quarterly	X	X	X			\$14,000		\$14,000
										\$14,000	\$335	\$14,335	
5	Outreach & Events	73%	27%	Iowa State Fair	Annual (Aug)			X			\$2,750	\$250	\$3,000
				Iowa Legislative Showcase				X			\$250	\$250	
				Targeted Events & Outreach (Canoecopia)				X			\$500	\$500	
										\$2,750	\$1,000	\$3,750	
				* Identified as GWSB GO-TO Printed Material									
										TOTAL	\$19,750	\$8,635	\$28,385

Year Two Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost	
		Partners	GWSB			Local	Regional	State	Nat'l	Int'l	Partners	GWSB		
1	Digital Marketing	30%	70%	Social Media Marketing	Bi-Monthly	X	X	X						
				Website Content (Traveliowa.com)	Monthly	X	X	X	X	X				
				Content Generation (Climbing.com, Iowa Audubon Society)	Quarterly	X	X	X						
				Content Generation - Itineraries (4)	Quarterly	X	X							
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000	
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000	
				Pay-Per-Click or Adwords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100	
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,100	
				Online Trip Planning websites (Blogs, Pinterest, YouTube)	Annual	X	X	X	X		\$1,000	\$100	\$1,100	
										\$3,000	\$7,300	\$10,300		
2	Public Relations	0%	0%	Articles (4)	Quarterly	X	X	X						
				Radio (Iowa Public Radio)	As Needed	X	X							
				News Releases (Cedar Rapids Gazette, Des Moines Register)	As Needed	X	X	X						
										\$0	\$0	\$0		
3	Advertising	50%	50%	Our Iowa Magazine (1/3 page)							\$500	\$508	\$1,008	
										\$500	\$508	\$1,008		
4	Printed Material	75%	25%	Create, Print & Distribute Byway Business Information Sheet	Annual	X						\$335	\$335	
				Create, Print & Distribute an Identity System for the GWSB	Annual	X								
				Update, Print & Distribute GWSB Tear-Sheet Map (7,500)*	Quarterly	X	X					\$900	\$900	
				Update, Print & Distribute GWSB Culinary Passports (5,000)	Quarterly	X	X					\$3,350	\$3,350	
				Distribute Iowa Byways Travel Guide*	Quarterly	X	X	X				\$14,000		\$14,000
										\$14,000	\$4,585	\$18,585		
5	Outreach & Events	73%	27%	Iowa State Fair	Annual (Aug)			X			\$2,750	\$250	\$3,000	
				Iowa Legislative Showcase				X				\$250	\$250	
				Targeted Events & Outreach (Canoecopia)				X				\$500	\$500	
										\$2,750	\$1,000	\$3,750		
				* Identified as GWSB GO-TO Printed Material										
										TOTAL		\$20,250	\$13,393	\$33,643

Year Three Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost		
		Partners	GWSB			Local	Regional	State	Nat'l	Int'l	Partners	GWSB			
1	Digital Marketing	30%	70%	Social Media Marketing	Bi-Monthly	X	X	X							
				Website Content (Traveliowa.com)	Monthly	X	X	X	X	X					
				Content Generation (Climbing.com, Iowa Audubon Society)	Quarterly	X	X	X							
				Content Generation - Itineraries (4)	Quarterly	X	X								
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X			\$3,000	\$3,000	
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X			\$4,000	\$4,000	
				Pay-Per-Click or Adwords	Annual	X	X	X	X	X			\$1,000	\$100	\$1,100
				Search Engine Optimization	Annual	X	X	X					\$1,000	\$100	\$1,100
				Online Trip Planning websites (Blogs, Pinterest, YouTube)	Annual	X	X	X	X				\$1,000	\$100	\$1,100
										\$3,000	\$7,300	\$10,300			
2	Public Relations	0%	0%	Articles (4)	Quarterly	X	X	X							
				Radio (Iowa Public Radio)	As Needed	X	X								
				News Releases (Cedar Rapids Gazette, Des Moines Register)	As Needed	X	X	X							
										\$0	\$0	\$0			
3	Advertising	0%	100%	Midwest Living Magazine - Iowa Tourism Coop Opportunity							\$950	\$950			
										\$950	\$950	\$950			
4	Printed Material	70%	30%	Create, Print & Distribute Byway Business Information Sheet	Annual	X						\$335	\$335		
				Create, Print & Distribute an Identity System for the GWSB	Annual	X									
				Create, Print & Distribute Birding along the GWSB (7,500)	Quarterly	X	X						\$5,300	\$5,300	
				Distribute GWSB Tear-Sheet Map (7,500)*	Quarterly	X	X								
				Distribute updated GWSB Culinary Passports (5,000)	Quarterly	X	X								
Distribute Iowa Byways Travel Guide*	Quarterly	X	X	X					\$14,000		\$14,000				
										\$14,000	\$5,635	\$19,635			
5	Outreach & Events	73%	27%	Create & Fabricate Trade Show Banners (4)	As Needed	X	X	X				\$2,400	\$2,400		
				Iowa State Fair	Annual (Aug)			X				\$2,750	\$250	\$3,000	
				Iowa Legislative Showcase	Annual			X					\$250	\$250	
				Targeted Events & Outreach (Canoecopia)				X					\$500	\$500	
										\$2,750	\$3,400	\$6,150			
				* Identified as GWSB GO-TO Printed Material											
TOTAL										\$25,750	\$31,885	\$57,635			

Year Four Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost
		Partners	GWSB			Local	Regional	State	Nat'l	Int'l	Partners	GWSB	
1	Digital Marketing	30%	70%	Social Media Marketing	Bi-Monthly	X	X	X					
				Website Content (Traveliowa.com)	Monthly	X	X	X	X	X			
				Content Generation (Climbing.com, Iowa Audubon Society)	Quarterly	X	X	X					
				Content Generation - Itineraries (4)	Quarterly	X	X						
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X		\$3,000	\$3,000
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X		\$4,000	\$4,000
				Pay-Per-Click or Adwords	Annual	X	X	X	X	X	\$1,000	\$100	\$1,100
				Search Engine Optimization	Annual	X	X	X			\$1,000	\$100	\$1,100
				Online Trip Planning websites (Blogs, Pinterest, YouTube)	Annual	X	X	X	X		\$1,000	\$100	\$1,100
										\$3,000	\$7,300	\$10,300	
2	Public Relations	0%	0%	Articles (4)	Quarterly	X	X	X					
				Radio (Iowa Public Radio)	As Needed	X	X						
				News Releases (Cedar Rapids Gazette, Des Moines Register)	As Needed	X	X	X					
										\$0	\$0	\$0	
3	Advertising	32%	68%	Iowa Outdoors Magazine (1/2 page)							\$350	\$725	\$1,075
										\$950	\$950	\$950	
4	Printed Material	69%	31%	Create, Print & Distribute Byway Business Information Sheet	Annual	X						\$335	\$335
				Create, Print & Distribute an Identity System for the GWSB	Annual	X							
				Create, Print & Distribute County Trout Fishing Guides (7,500)	Quarterly	X	X					\$1,700	\$1,700
				Update, Print & Distribute GWSB Tear-Sheet Map (7,500)*	Quarterly	X	X					\$900	\$900
				Update, Print & Distribute GWSB Culinary Passports (5,000)	Quarterly	X	X					\$3,350	\$3,350
				Distribute Birding along the GWSB (7,500)	Quarterly	X	X						
				Distribute Iowa Byways Travel Guide*	Quarterly	X	X	X				\$14,000	
										\$14,000	\$6,285	\$20,285	
5	Outreach & Events	73%	27%	Iowa State Fair	Annual (Aug)			X			\$2,750	\$250	\$3,000
				Iowa Legislative Showcase	Annual			X				\$250	\$250
				Targeted Events & Outreach (Canoecopia)				X				\$500	\$500
										\$2,750	\$1,000	\$3,750	
				* Identified as GWSB GO-TO Printed Material									
TOTAL										\$20,100	\$15,310	\$35,410	

Year Five Promotional Strategy		% of Budget		Recommendations	Distribution Frequency	Geographic Segment					Contribution		Total Cost		
		Partners	GWSB			Local	Regional	State	Nat'l	Int'l	Partners	GWSB			
1	Digital Marketing	30%	70%	Social Media Marketing	Bi-Monthly	X	X	X							
				Website Content (Traveliowa.com)	Monthly	X	X	X	X	X					
				Content Generation (Climbing.com, Iowa Audubon Society)	Quarterly	X	X	X							
				Content Generation - Itineraries (4)	Quarterly	X	X								
				Content Generation - Photography (4 photo shoots)	Quarterly	X	X	X	X	X			\$3,000	\$3,000	
				Content Generation - Video (2 videos)	Annual	X	X	X	X	X			\$4,000	\$4,000	
				Pay-Per-Click or Adwords	Annual	X	X	X	X	X			\$1,000	\$100	\$1,100
				Search Engine Optimization	Annual	X	X	X					\$1,000	\$100	\$1,100
				Online Trip Planning websites (Blogs, Pinterest, YouTube)	Annual	X	X	X	X				\$1,000	\$100	\$1,100
										\$3,000	\$7,300	\$10,300			
2	Public Relations	0%	0%	Articles (4)	Quarterly	X	X	X							
				Radio (Iowa Public Radio)	As Needed	X	X								
				News Releases (Cedar Rapids Gazette, Des Moines Register)	As Needed	X	X	X							
										\$0	\$0	\$0			
3	Advertising	75%	25%	AAA Magazine (1/3 page)				X			\$2,976	\$992	\$3,968		
											\$950	\$950			
4	Printed Material	87%	13%	Create, Print & Distribute Byway Business Information Sheet	Annual	X						\$335	\$335		
				Create, Print & Distribute an Identity System for the GWSB	Annual	X									
				Create, Print "Best of" the GWSB Brochure (15,000)*	Quarterly	X	X						\$1,800	\$1,800	
				Distribute GWSB Tear-Sheet Map (7,500)*	Quarterly	X	X								
				Distribute updated GWSB Culinary Passports (5,000)	Quarterly	X	X								
				Distribute Birding along the GWSB (7,500)	Quarterly	X	X								
				Distribute County Trout Fishing Guides (7,500)	Quarterly	X	X								
				Distribute Iowa Byways Travel Guide*	Quarterly	X	X	X					\$14,000		\$14,000
										\$14,000	\$2,135	\$16,135			
5	Outreach & Events	73%	27%	Iowa State Fair	Annual (Aug)			X			\$2,750	\$250	\$3,000		
				Iowa Legislative Showcase	Annual			X				\$250	\$250		
				Targeted Events & Outreach (Canoecopia)				X				\$500	\$500		
										\$2,750	\$1,000	\$3,750			
				* Identified as GWSB GO-TO Printed Material											
TOTAL										\$22,726	\$11,427	\$34,153			



SECTION **SIXTEEN**

Economic Development

Economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs and supporting or growing incomes and the tax base.

16.1 Introduction

Scenic byways are the top tourism draw in Iowa when considered in terms of interest shown on Iowa's tourism website, traveliowa.com. As of 2015, approximately 75% of users to the traveliowa.com website were seeking information about Iowa's byways. They are not only the number one interest of visitors, surveys show that once byway visitors arrive, they spend more during their visit than the average tourist. Unique attractions along a byway and a distinct sense of place in the byway corridor draw visitors who like to travel for leisure. Tourism is one of the fastest growing industries in Iowa. It diversifies the economy, can provide a quick return on investment, and showcases the best of what the GWSB Corridor has to offer. Iowa scenic byway tourism also capitalizes on a national interest, state and national marketing efforts, and regional and state partnership opportunities.

Economic development is the process of improving quality of life for citizens by increasing the local tax base and economic well-being of the community. The GWSB Board agrees with branding and marketing expert Roger Brooks who believes that tourism is the purest form of economic development. Byway visitors are typically traveling from outside the region, bringing an influx of new money to a variety of businesses and communities that might not otherwise be viable. This promotes investment in byway communities, leads to job stability and creation, and attracts new residents, who then support retail, professional services, and other businesses. A GWSB Economic Development Plan is provided in this section. Challenges and opportunities are recognized and management actions, goals, and strategies are also detailed.

Roger Brooks' Top 3 Reasons Why Tourism is the Purest Form of Economic Development

1) **People come, spend money and go home.** If you attract the right visitors, you don't need more police and social services; they impact your infrastructure very little; yet they support your retail shops, restaurants, hotels, and get to know you as a community. If visitors like what they see and experience, they tell their friends via Facebook, Instagram and other social media sites. That's free marketing and a third-party endorsement.

2) **Tourism is the front door to your non-tourism economic development.** Any site selector, investor, or commercial real estate firm will arrive in your community, as what? A visitor. With quality of life leading economic development, tourism provides the marketing and visuals that promote the best you have to offer in terms of nightlife, downtown, your amenities such as trails and parks, and your activities. Tourism showcases your community as a very desirable place to not only visit, but in which to live and work.

3) **Tourism is a downtown's best friend.** The number one activity of visitors, in the world, is shopping, dining and entertainment in a pedestrian-friendly, intimate setting: your downtown. This is typically not the reason they visit, but it is their number one activity once they arrive. While local residents provide the sales so retailers break even, tourism can provide the profit margin. A great downtown, over time, can be an attraction in itself. Tourism and downtowns should be joined at the hip.

16.2 Economic Development Plan

The GWSB Economic Development Plan is intended to help the GWSB Board and their stakeholders maximizing the economic impact of the GWSB. It considers the existing economic conditions, the state of the community infrastructure, and the business climate. It sets the course for economic growth, and identifies policies, strategies, programs, and projects to help improve the economy in the GWSB Corridor over the next decade. It will be used by the GWSB Board to encourage GWSB communities, counties and stakeholders to work together to use the GWSB as a tourism venue and as an asset that will help them develop an economy that creates and supports desirable jobs that provide a good standard of living for individuals and a high level of services for GWSB residents and visitors. The resulting stronger economy will increase the tax base, improve the quality of life, and create a more vibrant GWSB Corridor. The proposed strategies will maximize the opportunities presented by the local, regional, state, and national partnerships associated with the GWSB.

A) Partners

Because the GWSB is a multi-city, multi-county byway, the GWSB Economic Development Plan is based on Regionalism, which in this case is correlated with the GWSB Corridor and secondary corridor. This means that the policies and strategies the GWSB Board recommends support and encourage regional collaboration among all the GWSB public and private stakeholders. The GWSB Board feels that if public and private stakeholders work together they will be better able to address major economic, social, and environmental challenges in the GWSB Corridor for years to come. Stakeholders that have already committed to working with and for the GWSB Advisory Board to improve their economy through implementation of this Economic Development Plan include, but are not limited to the following:

- Iowa DOT through the Iowa Byway Sustainability Program for coordination, branding, and technical assistance to the GWSB Board as well as financial assistance for coordination and implementation of CMP and interpretive projects.

- GWSB towns & counties through voluntary participation on the GWSB Advisory Board and committees, individual and collaborative GWSB projects, events, and initiatives.
- GWSB Advisory Board through planning, coordination and project implementation.
- GWSB businesses, historical societies, art and cultural organizations, community foundations, and other public and private stakeholders through voluntary participation on the GWSB Board and committees, financial contributions, and volunteer service to implement projects and events.
- Northeast Iowa RC&D through coordination and technical and financial assistance to the GWSB Board and private and public stakeholders.
- National Scenic Byway Program (NSBP) through education and information.
- Byways of Iowa Coalition (BIC) through training, collaboration, cross promotion and partnership.
- Byways of Iowa Foundation (BIF) through project and program funding, collaboration, and outreach and education to potential stakeholders and funders.
- Eastern Iowa Tourism Association (EITA) through marketing, promotion, and financial assistance.
- The Grant Wood Loop (GWL) through partnership with marketing initiatives, interpretation, recreational infrastructure improvements, and other projects.

B) Population & Community Demographics

The GWSB Corridor is a very rural area of Iowa where the majority of communities are small and the population is spread out across the landscape. The GWSB Corridor encompasses portions of two east central Iowa counties, Jones and Jackson Counties, which have 20,454 and 19,482 residents respectively. There are a total of 8 incorporated cities: Anamosa, Baldwin, Monmouth, Wyoming, Springbrook, Andrew, Maquoketa, and Bellevue and one unincorporated village: Stone City, on or directly adjacent to the GWSB, with many other towns in the GWSB secondary corridor. Both GWSB counties have lost residents since 2010, with Jackson County having a 1.9% decline and Fayette County a 1.0% decline in population.

The percent of people living in poverty in Jackson County is 12.9%, and Jones County 11.1%, compared to Iowa at 12.2%. Median Household Income (MHI) for GWSB counties is low, Jackson County's MHI is \$49,028, and Jones MHI is \$55,060 compared to Iowa at \$52,716. In 2015, there were 529 businesses in Jackson County and 495 in Jones County, employing 4,567 and 4,715 people respectively. An agricultural area, Jackson County has approximately 1,255 farms, with 308,956 acres in farmland. Jones County has approximately 1,061 farms 314,005 acres in farmland. The total number of non-employer establishments was 1,509 for Jackson County and 1,412 for Jones County in 2014. A non-employer business, as defined by the US Census Bureau, is one that has no paid employees, has annual business receipts of \$1,000 or more (\$1 or more in the construction industries) and is subject to federal income taxes. The number of small businesses in the GWSB counties, considered with the statistics regarding the number of non-employer establishments and the number of self-employed persons, indicates a healthy entrepreneur spirit in the GWSB counties.

Approximately 110 residents in Jones County and 230 residents in Jackson County are employed directly by the domestic tourism industry. According to the study, "The Economic Impact of Travel on Iowa Counties 2015," visitors to Jackson County added more than \$31 million to the local economy and visitors to Jones County contributed over \$21 million in expenditures in the county. These statistics are important considerations for the GWSB counties who are currently in the process of evaluating existing and developing new planning and zoning ordinances and policies related to industries that could positively or negatively impact tourism including mining, placement of wind energy etc. The GWSB secondary corridor counties of Jackson and Jones have very similar industry statistics. Jackson County's top three

industries are Manufacturing (1,816 employees), Retail Trade (1,489 employees), and Healthcare and Social Assistance (1,190 employees). Retail is heavily influenced and supported by the tourism industry. Construction and Educational Services are also among the top five industries. Jones County's top three industries are Manufacturing (1,692 employees), Healthcare and Social Assistance (1,410 employees), and Retail Trade (1,091 employees). Construction and Educational Services are also among the top five industries.

With fewer than 6,200 residents in its largest city, the GWSB has a very rural character and a finite number of services and amenities. However, there are two large cities within a half an hour that provide more amenities. Dubuque, with a population of about 58,000 and Cedar Rapids with a population of 128,500. Dubuque is located off the byway's east end, just 12 miles north of Bellevue on Highway 52. It boasts a regional airport, larger big box stores, a college and several universities. Dubuque has the nearest vehicular bridge across the Mississippi River between Iowa and Illinois. The largest city within an hour's driving distance is Cedar Rapids, to the west of the byway 35 miles west of Anamosa. Grant Wood moved to Cedar Rapids when he was ten and then grew up in that community. There are several significant cultural sites associated with Grant Wood's time in Cedar Rapids. The high school Woods graduated from, Washington High School, the Cedar Rapids Museum of Art, which features some of Wood's works, his most famous stain glass window, and the Grant Wood Studio and Visitors Center are all in Cedar Rapids. The Eastern Iowa Airport in Cedar Rapids is the closest commercial airport to the GWSB, providing exceptional ease of access for the traveling public to the GWSB. There are no interstate roadways in the GWSB Corridor and the closest international airport is in Minneapolis, MN (285 miles), Des Moines, IA (197 miles), or Rockford, IL (90 miles).

C) Primary Tourism Market Area & Appeal

The GWSB's primary tourism market is the area within a one-day drive of its corridor, including the tri-state region of Iowa, Wisconsin, and Illinois and nearby metropolitan areas of Cedar Rapids, Iowa City, Waterloo/Cedar Falls, Madison, Chicago, and Minneapolis. The location of the GWSB lends well to visitors from larger Midwestern cities coming to the corridor for a day or weekend trip. It is particularly well situated for those who are traveling the Great River Road who want to take a side-trip deeper into the state of Iowa. According to a 2016 Travel Marketing Follow-up Survey conducted by Travel Iowa, 70.5% of travelers to Iowa are from Iowa. Those traveling from out of state are dominated by visitors from nearby states including 8.2% from Illinois, 6.6% from Wisconsin, 4.6% from Nebraska, and 4.2% from Minnesota. The study found that there are also visitors from South Dakota, Kansas, Missouri, and other nearby states. Anecdotally, the GWSB Advisory Board and its tourism stakeholders have observed that most GWSB travelers are from areas or regions of central, western and southern Iowa that have less dynamic topography and that most of the out-of-state travelers seem to be from the adjacent states of Wisconsin, Illinois, and Missouri. They also note that most visitors are family groups or retirees. In the tourism centers of Bellevue, Maquoketa, and Anamosa, about 30% of visitors that stop at tourism and chamber offices are interested in the GWSB and/or Grant Wood information and sites.

Quantitative data about visitor volume to the GWSB is limited, but can be inferred from nearby welcome centers and top sites. The Jackson County Welcome Center in Sabula, a replica of an old-fashioned schoolhouse, is open between April and October. They documented nearly 1,650 visitors in 2013 and 2,000 in 2014. Visitors originated from many states and several countries including New Zealand, Ireland, Slovenia, Japan, and South Africa. The visitor guest book comments portray their experiences as positive with many of the comments referring to the scenery, "picturesque, loved it here, Beautiful...so good to see

history and beautiful Jackson County." At the nearby Dubuque Welcome Center, scenic byways are the 2nd most popular inquiry after history, with 46% of visitors looking for scenic byway information. Since Dubuque is only 30 minutes from the start of the GWSB on its east end, this is a major point of contact for the GWSB market. Maquoketa Caves State Park is a major regional attraction. According to a 2011 "Economic Value of Outdoor Recreation Activities in Iowa" report, this site had a visitation of 137,905 that year, making it a significant tourism draw conveniently located near the midpoint of the byway. According to the same report, Bellevue State Park had 83,300 visitors in 2011 and Wapsipinicon State Park in Anamosa had 324,870 visitors. The National Motorcycle Museum in Anamosa attracts nearly 20,000 visitors each year,

and is unique in that it targets a very specific type of byway traveler, the Motorcycle Tourist. These venues all combine to create a primary market that is focused on and has interest in the types of experiences that are available throughout the GWSB Corridor and secondary. Therefore, promotion of the GWSB to these visitors may encourage them to extend their stay and spend more time and money in GWSB Corridor communities.

D) Labor Considerations

On average, the labor force in GWSB counties is changing and much different than Iowa. The population in the GWSB counties is aging with declines in persons under 18 years of age and increases in person over 65. Although approximately

Table 16.1 GWSB Residents Occupation	Jackson County	Jones County
MOST		
Manufacturing	1,816	1,692
Retail Trade	1,489	1,091
Healthcare & Social Assistance	1,190	1,410
Construction	667	816
Educational Services	664	693
LEAST		
Administration, Support, Waste Management Services	100	N/A
Utilities	66	104
Real Estate, Rental, and Leasing	55	61
Mining, Quarrying, Oil, Gas Extraction	55	35
Management of Companies and Enterprises	4	2
Arts, Entertainment, Recreation	N/A	61
CLASS OF WORKER		
Private Wage and Salary Workers	28%	51%
Government Workers	2%	3%
Self-Employed or Not Incorporated	69%	46%
Unpaid Family Workers	2%	0%



Visitor Friendly Infrastructure

90% of the residents in these counties 25 and older have graduated from high school, only 15-16% of persons 25 and older have a bachelor's degree or higher. This is compared to the state of Iowa's percent with bachelor's degree or higher for residents age 25+ at 26.4%. Although working with the two, four-year, and a community colleges located within the GWSB sub-corridor and region to expand the capacity and skill set of the GWSB labor force will benefit the region in the long run, the GWSB Board feels they also need strategies to provide immediate assistance to the existing labor force. Efforts to create and expand tourism, retail, and service industry businesses and jobs by providing technical assistance and training to small and emerging businesses can immediately benefit the existing GWSB labor force. It will also maximize the potential for the GWSB Board to foster community development sooner rather than later. There is room for expansion of

the tourism economy and the related retail sales, total retail sales per capita for Jackson County is \$13,091 and \$13,049 for Jones County, compared to Iowa's average retail sales at \$14,607. There are challenges related to seasonal tourism cycles: according to the 2015 Trip Planning and Marketing Follow-up Survey by Travel Iowa, 60% of tourism in Iowa happens during three months of the year: June, July, and August, with July the peak month for tourism. Although GWSB communities typically extend that season into the fall months because of the spectacular fall leaf watching season, winter and spring are currently a tourism sink that negatively impacts business and travel in the GWSB Corridor. The tourism cycles, as well as other factors, like limited business management training and start-up capital, must be addressed to ensure that short-term economic gains related to the GWSB Board's work are not lost.

E) Infrastructure

When considering the GWSB as an attraction, the communities along the route are well spaced to provide services, offer experiences and activities, and provide spaces for the traveler to take a break from driving. Although they are strategically located, some of the communities have few or no services or attractions. Overall, the public and private physical infrastructure within GWSB anchor communities is aging. A few of the GWSB communities have seen repeated and devastating flooding. Several communities have historic downtowns with structures in need of restoration or renovation. Some have vacant or abandoned businesses, empty storefronts, or vacant second stories of key downtown properties. Several downtowns have had buildings ruined or damaged by fires. Most of the downtown businesses districts in the GWSB Corridor, including the downtowns of Anamosa, Maquoketa, and Bellevue, could benefit from organized store front/facade restoration or business incubators.

Maquoketa has successfully implemented a community downtown streetscape/main street project that has enabled them to install new sewer, water, storm water, street and sidewalks infrastructure, signs, benches, and planters. Some of the other GWSB towns need funding and technical assistance or are working to raise funding to restore basic community infrastructure that is in need of repair and/or an update. Lower property tax values and the limited income from taxes in GWSB communities make it challenging to fund the community infrastructure improvements and projects that would help them draw back new community members and businesses and restore their tax base. Community tourism infrastructure such as street lighting, parking, trails, and river accesses is also inconsistent, ranging from being well-developed in some GWSB communities and completely absent in others. With assistance from the GWSB Board and partners, Maquoketa recently completed their streetscape project, the Grant Wood Loop has started on several recreational projects, and a public art project is underway in 3 communities. These and other highly visible primary and supporting

community infrastructure projects play a key role in the GWSB visitor's experience. They influence the overall perception of the GWSB, the traveler's satisfaction with their trip, and whether or not byway travelers repeat their visit and/or referral the GWSB to friends and family. Therefore, these projects are an important consideration for the GWSB Board when considering economic development and expansion of the tourism industry in the GWSB Corridor. There are several private and public groups in the GWSB Corridor actively working to improve both primary and secondary community infrastructure including the communities themselves, the Grant Wood Loop, community historical societies, Northeast Iowa RC&D, and other partners. The GWSB Board is supportive of their efforts. The GWSB Board has included some of their proposed projects in the Projects section of this CMP. The collaboration in the GWSB Corridor, as it relates to capacity building and infrastructure funding, has been strong and multifaceted. It provides a solid basis and exceptional justification for regional economic development.

F) Product

The Product associated with the GWSB as a public-private venture is "The unique sense of place and experiences associated with traveling the GWSB and its corridor."

G) Brand

The GWSB Board has selected, in order of importance, Grant Wood and art, recreational opportunities, and historic resources as the focus of their brand. They feel that collectively the communities and counties in the GWSB Corridor have these characteristics above all others and that these characteristics define the sense of place that is the GWSB Corridor. The use of the GWSB Brand includes the development of a set of marketing, promotion, and communication methods and materials that help convey this "product" or "sense of place" that distinguishes the GWSB from other byways, scenic routes and/or travel destinations. The GWSB Brand will create a lasting impression in the minds of the byway traveler.

H) Sense of Place

In addition to the brand associated with the GWSB and its corridor, each of the communities along the GWSB has its own sense of place that has evolved over time. It has been influenced by the historic, cultural, economic, and natural resources and amenities surrounding it and the people that founded and expanded each of the communities. The character, look and heritage of the individual GWSB communities are not found in other towns and the GWSB Board does not desire that communities change or alter their sense of place to try to become more like other byway communities. Each of the GWSB community's individual sense of place is a strength, an asset, and opportunity for the GWSB to strengthen its own brand. The GWSB public-private stakeholders, businesses, and communities will benefit from the communities understanding and developing their sense of place to its full potential and then working with the GWSB Board to market their communities as part of the overall GWSB brand. The GWSB is fortunate that many of its communities do understand 'sense of place' and are working to enhance it. Some have maintained and/or restored their historic downtowns. Chamber and economic development leaders continue to encourage small business owners and new entrepreneurs so that the GWSB downtowns are dominated by unique, locally owned, small businesses located in historic storefronts, rather than chain stores or business franchises in modern buildings. This has allowed the communities to keep their sense of place distinctive and provides a stark contrast to large cities or suburban architecture.

Some of the GWSB communities have begun to build on their historic, economic, natural, and cultural amenities. Public and private partners have implemented historic downtown restoration, community art, connectivity and trails, facade restoration projects, and other projects that will strengthen, integrate, and promote the unique characteristics that embody their GWSB community's

sense of place. Established and new community events and festivals are popular and the GWSB communities are restoring or constructing community infrastructure like streets, sidewalks, lighting, and trails in a historically respectful manner that also reflects a new understanding for functionality. Maquoketa has worked to create a pedestrian friendly downtown by adding brick pavers to make their sidewalks more distinctive, incorporating planters, flower beds, flower baskets and period street lighting. GWSB communities have banners and flags that are festive and colorful, and benches and parks that encourage visitors to linger. Some of the GWSB communities have been able to implement projects that take advantage of their proximity to a river, a natural area, or a park; enhancing waterfront parks, building access sites, universal fishing access, trails, and more. Because the GWSB Board is supportive of these efforts, they have included proposed projects that will help restore and enhance each community's sense of place, in the Proposed Projects Section of this CMP.

I) Services

The services provided to the consumer by the public-private partners in the GWSB are diverse and multifaceted. They collectively influence what and how existing and created experiences along the GWSB are perceived, delivered, consumed, and remembered. Therefore, the success of the GWSB as a public-private business venture that positively impacts the economy of GWSB communities and counties depends on the unified development, branding, and marketing of services in the GWSB for and to the traveling public. The nature, diversity, standards, consistency, and delivery of these services will influence the public's access to and enjoyment of the designated route and its amenities and the perceived quality of the byway travelers experience. These factors will also drive the nature of the encounters with and between travelers, impact the success of businesses, and ultimately drive or influence future decisions made by public-private stakeholders in the GWSB Corridor. Although the

quality of the scenic view is a high priority to the GWSB traveler, several studies and accounts from GWSB partners document that scenic byway travelers prefer specific types of services and experiences, including historic sites, recreational venues, festivals and events, and natural areas. They also enjoy local food and other authentic experiences. While the byway traveler can experience all these things in the GWSB Corridor, and the GWSB Advisory Board has worked to provide information that helps the traveler find the related services, the GWSB Advisory Board also recognizes that there are still some gaps and constraints in basic services within specific GWSB communities, or as related to, types of service, spacing of service along the route, hours of operations, payment methods accepted, and other factors that can positively or negatively impact the byway travelers experience.

J) Market Demographics

Travelers and tourists interested in the GWSB, specifically the Scenic Byway Tourist, comprise the overarching and primary market for the GWSB. The demographics of the Scenic Byway Tourist can be better understood through analysis of visitor surveys that have been conducted by public and private entities in Iowa. In addition to Scenic Byway Tourist, the GWSB itself, as well as its Corridor and secondary corridor, also appeal to other demographic groups that have been studied in context with byways or independently, most notably the Adventure Tourist, the Cultural Heritage Tourist, the Culinary Tourist and the Motorcycle Tourist. Each of these demographic groups is described in further detail in the Strategic Marketing Plan section of this CMP. Some of the more common surveys related Iowa tourism and their results include the following.

1) Iowa Tourism 2015 Follow-up Surveys Report

This report provides data from 1,074 individuals who ordered the Iowa Travel Guide. Data includes whether the individual took a trip, how long the trip was, their spending in Iowa, their state of origin, and how they arrived at the website.

2) 2015 Iowa Welcome Center Survey Report

This report was conducted at Iowa Welcome Centers by Welcome Center Staff of visitors who stopped at the welcome centers. It is important to note that since this survey, interest in Iowa's byways has grown as measured by other more recent surveys. However, this survey still provides useful data about the demographics of the travelers in Iowa. It found that the travelers who were surveyed spent an average of 3.6 days in Iowa and made an average of 3.1 trips to Iowa. The average travel party size was 2.5 and average spending per day by travel parties was \$276.20. Travelers who stopped at welcome centers included visitors from Minnesota (11%), Illinois (5%), Missouri (4%), Nebraska (4%), and Wisconsin (4%). Only 15% of travelers were Iowa residents. The traveler's primary destination was Iowa (39%), followed by Minnesota (10%), Nebraska (7%), and South Dakota (5%). Iowa Welcome Centers primarily served adult travel parties (75%) with an average age of 57 years. The vast majority were on vacation, taking a leisure trip (54%), or visiting family or friends (30%). Over half of the travelers were interested in history (57%). Other popular interest areas were scenic byways (53%), outdoor recreation (42%), food and drink (35%), festivals and events (32%), shopping (31%), agriculture (20%), and sports (10%). Specific to the Dubuque Welcome Center survey results, which the closest welcome center to the GWSB and only a few miles from the GWSB, 46% of visitors listed scenic byways as their main interest. Other primary interests include historical attractions (56%), outdoor recreation and parks (39%), festivals and events (34%), and agricultural attractions (9%).

3) Iowa Tourism 2015 Trip Planning Survey Report

This report provides data from an on-line Internet survey completed by 15,659 individuals who ordered an Iowa Travel Guide. About 3,489 respondents were Iowans and 5,384 were from the surrounding states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin.

4) IA Great River Road 2013 Visitor Survey Report

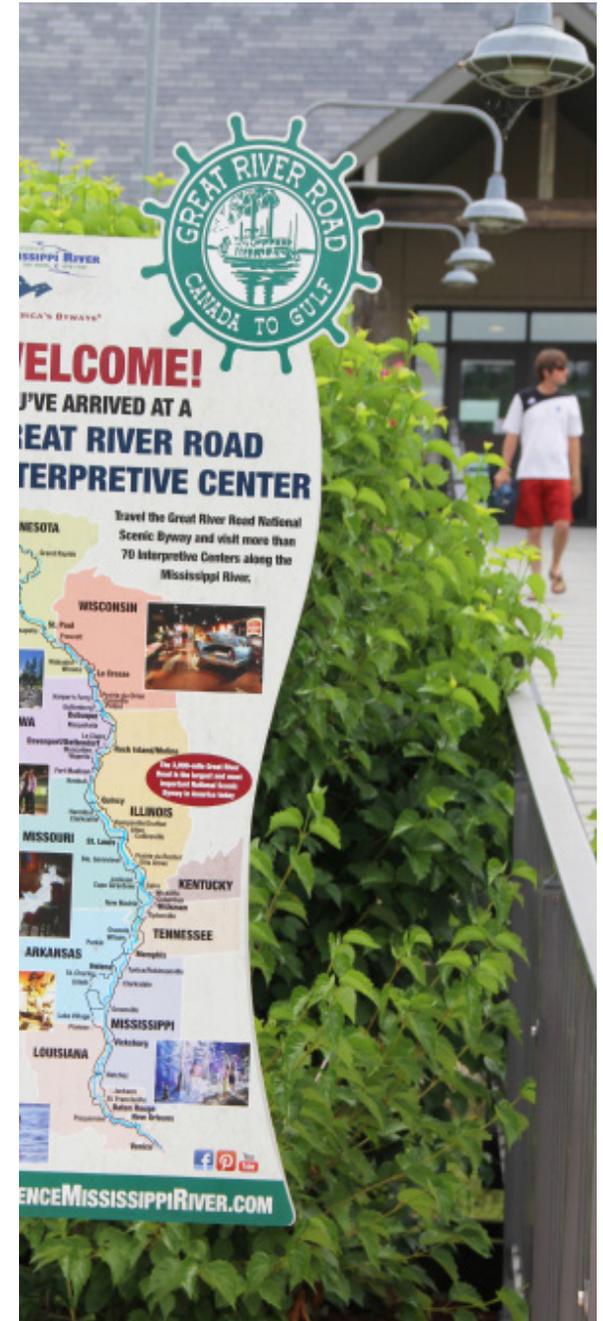
This report provides data from surveys conducted between June and October 2013 of visitors at selected locations or participating in selected events on the Great River Road, which the GWSB Corridor intersects with at its eastern ending point of the byway. Iowa residents completed 428 surveys and out-of-state visitors completed 430 surveys. The survey found that the average age of visitors was 65 years old and the majority, 67%, were either retired or working in management/professional fields. Scenery and scenic views ranked highest in importance of various factors in contributing to their decision to visit the area and 75% planned to stay overnight along the Mississippi River within the byway corridor. Just over half, 52%, were couples traveling together and 97% reported that their byway trip met or exceeded their expectations. Approximately 24% of visitors and 55% of residents felt additional tourism services or visitor amenities were needed. The most requested visitor amenities were: guide signs and site and/or attractions signs; bicycle trails and paths; maps; expanded advertising and marketing of local attractions; and public restroom facilities.

5) Key Findings of the 2015 Trip Planning and Marketing Follow-up Surveys

These findings summarize the results of the two reports to glean information about planning and follow-through. It found that at the time of ordering, 93% of Iowans and 81% of travelers from surrounding states said that they were "already planning a trip," or were "very likely" to take a trip to the state of Iowa. It identified females as the main trip planners requesting the Iowa Travel Guide, 74% of trip planners were female and also found that 78% of travel parties were adults without children. It also noted that the average age of travelers from Iowa was 55 years of age, while the average age of travelers from surrounding states was 58 years old.



Scenic Views are High Priority to the GWSB Traveler



Great River Road Visitor Survey



Strategically Provide Opportunities for the GWSB Visitor

K) Competition

Although the GWSB is one of the most scenic state byways in Iowa, it is competing with 74 other byways, including fourteen in Iowa and over sixty byways from the other states that border the state of Iowa, which is where the majority of Iowa's tourists originate. Other than the Delaware Crossing Scenic Byway and the Great River Road National Scenic Byway in Iowa, the closest competing byways in terms of proximity, similarity of topography, and sense of place are in northeast Iowa, southeast Minnesota, southwest Wisconsin, and northwest Illinois. Two Iowa byways, the Driftless Area Scenic Byway in Allamakee and Winneshiek Counties and the River Bluffs Scenic Byway in Clayton and Fayette Counties are located just north of the GWSB. They both have scenic, recreational, topographic, geologic, cultural and historic similarities to the GWSB and are in fact rated 1st and 2nd respectively in Iowa for their scenic views on state byways. Fortunately, both the Driftless Area and River Bluffs Scenic Byway Boards are open to partnership opportunities and cross-promotion. Minnesota has twenty-one scenic byways, Wisconsin has four, and Illinois has seven byways, many of which are in the Driftless Areas of their states and therefore share scenic, recreational, topographic, geologic, cultural and historic qualities. Although these byways compete with the GWSB, those that are located in the greater Driftless Area may be willing to partner and cross promote as economic development and tourism directors in the four state Driftless Area already work with each other collaboratively on other tourism and natural resource projects. Additional relevant byways are located in Kansas, which has eight, Missouri, which has ten, Nebraska with eight, and South Dakota with six scenic byways. The market for the GWSB is the traveling public, some of whom are specifically looking for scenic byways and activities along those designated roadways and more specifically, those characteristics that are the basis for the GWSB brand, natural resource

recreation, and historic and cultural resources. Byway travelers are particularly interested in many of the amenities and characteristics found along the GWSB and within the byway corridor including diverse views, well-maintained, winding roads, historic and cultural sites, art opportunities, agricultural sites, recreational venues, and natural areas. Specific segments of the market are covered in more detail in the GWSB Strategic Marketing Plan. The GWSB Strategic Marketing Plan provides details on several segments of the traveling public that the GWSB Board and stakeholders are more interested in attracting based on their travel and spending habits, appreciation for the services and attractions in the GWSB Corridor, their interactions with and considerations for private and public stakeholders, and other factors.

L) Operations

Because the business of tourism along the GWSB is dependent on hundreds of diverse public and private partners and organizations, coordination of operations at several levels would benefit the GWSB stakeholders. However, coordination of operations is complex and must be sensitive to the limitations in human and financial resources associated with small businesses and organizations that provide the services and experiences along or associated with the byway. The GWSB Board has completed an inventory of public and private tourism venues, attractions, sites and businesses that are featured on the GWSB tear-sheet map. Part of the coordination of operations is related to access to services and products in terms of location, timing, and diversity. Although the communities are periodically spaced along the GWSB route in a manner that is conducive to strategically providing opportunities for the GWSB visitor to interrupt their travel along the GWSB to participate in activities other than driving, not all of the communities have businesses that can meet the needs and/or wants of the traveler. Neither do all the communities have the public services/facilities and/or infrastructure

that byway travelers will be expecting. The majority of the tourism related businesses along the GWSB are small, quaint, private businesses located in the downtowns of the GWSB communities. Hours and methods of operation vary within communities and along the byway and many of these private businesses, historic sites, and public facilities are closed in the evenings and/or on the weekends or Sundays when the traveling public is looking for or seeking products, services, and experiences. The GWSB Board recognizes that although coordination of hours of operations will benefit the traveling public, as well as the businesses in the GWSB Corridor, successful coordination of hours would not necessarily mean "to have the same hours of operation." What is important is facilitating good communication and understanding for stakeholders and the traveling public about what is open and when during all phases of travel is paramount, especially during the planning and trip implementation phases. Unfortunately, the Internet presence of GWSB businesses is inconsistent and limited. This puts these businesses at a distinct disadvantage because 68% of search engine users click on the top 5 results of an online search, and 90% of these are organic and non-paid results. Approximately 80% of search engine users do not go past the 1st page of search results. Even if they are able to improve their Internet presence, many sections of the byway have poor mobile network coverage depending on one's carrier. However, opportunities to reach the traveling public during trip planning and implementation are abundant. Tools such as Facebook, Twitter, business websites, and other social media as well as cross-marketing to travelers looking for byway destinations are currently underutilized. Trip planners use an average of 38 websites and social media pages to plan their trips and itineraries. They are searching for specific activities and experiences, not locations, so online is the perfect place to explain and sell unique things to do along the GWSB.

16.3 Challenges and Opportunities

The challenges and opportunities in the GWSB Corridor are complex. Many opportunities are muted by challenges that could be considered by some to be insurmountable obstacles. On the other hand, many of the challenges set the stage for a related opportunity to be successful. This section explores and provides insight into how to maximize both for the benefit of the individual partners and the GWSB as a group of collaborating partners.

Complex Byway Partnership Structure Maximizes Potential for Economic Development

There are multiple levels of organization related to the GWSB. This creates opportunities to maximize economic development related to the GWSB. There are the individual communities and different county departments of the GWSB who work independently and cooperatively as needed and there are county economic development and tourism organizations, who serve their county and multiple communities. The GWSB Board of Directors was developed to serve as a structure for those partners who are interested in strengthening their individual byway communities and counties by working with others to develop the GWSB as a regional tourism venue and a destination-based regional economic development engine. Implementation of this CMP will be maximized because the partners are supportive of building the assets of the individual communities while at the same time working to maximize and build the potential for the greater GWSB Corridor as a singular tourism destination.

Need for Work Force Development

The public-private nature of the GWSB is predicated on and strengthened by the successful business acumen of the small, privately owned businesses and historic business districts in the GWSB Corridor. They not only create unique experiences for the visitor, they are ultimately one of the main local benefactors of the GWSB's success. Although many of the challenges related to educating the existing and future workforce in and near the GWSB are beyond the scope of the GWSB Board, there are effective strategies that could be used to increase the capacity of business owners, workers and entrepreneurs in the GWSB Corridor. Many of the strategies developed to strengthen or expand the work force and ultimately the businesses will, by necessity, need to be developed with support from, and delivered to, the business owners, managers and workers locally so as to not disturb business operation or service. Strategies to develop the work force as it is associated with new businesses and development of clusters of businesses will involve new entrepreneurs and potential business owners. Other challenges related to work force development are education and changing living standards. The GWSB workforce is not as educated as the average Iowa workforce. Although some business owners may be willing to sell their business when they retire, other community members may not be willing to work the hours or be able to limit their income to the lower wages associated with limited profit margins.

Complex Economic Structure Creates Challenges

The economic structure of each GWSB community, each GWSB county, and of all the GWSB communities and counties collectively is important and should be strengthened through implementation of this CMP. Some of the GWSB communities have or are using recognized strategies to develop new economic structures for their downtown business districts, but others are unaware or have been unable to develop support for implementation of those strategies. In order to catapult the GWSB and make it a premier tourism destination that has wide-reaching economic benefits, all the communities and both counties will need to implement strategies to maximize the structure of their own economies while also working together to understand how their structure works in tandem with the others as part of the larger, multi-faceted economic system of the GWSB.

The Climate for Partnership, Cross Marketing, & Promotion is Excellent

Although the majority of GWSB communities are small, rural towns with limited resources, through the GWSB Board, they have access to public and private partners that can help them develop high quality, professional, multi-jurisdictional publications and social media including brochures, advertisements, press releases, web and Facebook pages, and other tools that will help them effectively get the word out to both the traveling public and potential investors and entrepreneurs. Their status as a GWSB community also provides opportunities for cross marketing and promotion that would otherwise be unavailable or difficult to manage. The public is looking for trip planning information on-line and fortunately websites like lowabyways.org, traveliowa.com, and byway Facebook pages are free for those partners willing to enter information. GWSB counties and cities have been very good at partnering on GWSB branding, marketing, projects, and initiatives. The Grant Wood Loop communities and counties partnered to brand and market the GWL and the GWSB. Jackson and Jones County Tourism groups have helped market the GWSB to neighboring states and nationally. These and other existing partnerships indicate the climate for partnership, marketing, and promotion is at a high level in the GWSB Corridor. Marketing of the GWSB has been greatly expanded over the past five years, in part through test promotions and marketing that occurred through the development of this CMP. This has included some cross promotion and marketing within and between the GWSB communities and counties as well as branding, marketing, and promotion with other Iowa Byways.

Strong Sense of Place & Community Pride as a GWSB Corridor

The GWSB partners have used their own funds to implement GWSB-wide branding and marketing projects and initiatives but would benefit from expanding their focus to include strategies that foster downtown revitalization, façade, or other GWSB-wide community improvement projects. Developing a sense of place for the GWSB and community pride in the GWSB is a long-term initiative that can reap great returns for the GWSB communities and counties. There is no shortage of community pride in the GWSB communities and counties.

Limited Technical and Financial Resources

Private and public entities in the GWSB Corridor have limited technical capacity and/or financial means to develop and sustain high quality marketing campaigns. Although they have tested individual methods and partnered to implement some strategies, they have not analyzed the effect of their efforts. Additionally, marketing that relies on mobile network coverage along the byway is limited as mobile services vary from carrier to carrier in the GWSB Corridor and secondary corridor. Neither a detailed analysis of the effectiveness of individual marketing and promotion methods nor an analysis of how well branding, marketing and cross-promotion between GWSB partners and other Iowa byways has been conducted to determine which methods of marketing and promotion are most effective.

GWSB Community Pride and Sense of Place Can be Developed

Each byway community and the GWSB Corridor as a venue in and of itself will benefit from having a strong sense of place and a pride of community that is reflected in the public and private spaces, particularly in the downtown districts. However, connecting that pride to the development of a sense of place through public and private projects is vital to the branding and marketing associated with the GWSB. For that pride and sense of place to be embraced, it must be something that permeates all levels of the economy, the community infrastructure, and the social system, including both public and private sectors. Partners must find ways to celebrate and market the rural nature of the GWSB Corridor as an opportunity. This includes developing and restoring the historic and cultural venues and structures, updating community services, and creating downtown spaces and events that are unique to the community, people, and cultures, found only in the GWSB communities and corridor.

Limited Financial and Technical Resources

The private and public technical and financial resources in the GWSB Corridor are extremely limited at every level. Not only do the community members have lower incomes, there are also fewer community members to contribute. This impacts the availability of funding for new venture start-up capital, decreases the tax base and therefore the capacity of the communities to complete capital infrastructure projects, and reduces the donations to charitable foundations that could provide technical and financial assistance to individuals or communities. The GWSB Board cannot create new revenue streams but they do advocate for strategic use of public and private funding through strategies that maximize all the opportunities and leverage outside sources of funding. The number of private and public entities that can provide technical assistance is also more limited than it is in larger communities, creating an even greater need for expanded partnerships and direct communications with local entities and those from outside East Central Iowa. The rural nature of the GWSB Corridor also limits the number of volunteers available to serve on boards, committees and at events so the use of volunteer time and effort must be well thought out and maximized for greatest impact.

Strong Support for Infrastructure Improvement

There is strong public support for secondary community infrastructure improvements and upgrades including new multi-purpose, bike, equestrian, and hiking trails, such as the new Grant Wood Loop trails. Private groups, including historical societies and cultural coalitions, are actively pursuing technical and financial assistance to preserve, restore, and interpret historical sites and cultural treasures. Maquoketa has completed a major community downtown streetscape project that has made the city more appealing to the byway traveler. Other communities have support and leadership for such projects. Some of the communities that are in the worst shape may qualify for grants and loans that would help them restore critical infrastructure and Iowa has grant programs that can help with downtown revitalization projects including facade improvements to privately owned businesses. Although funding for private and public infrastructure projects is limited, there are grants available for public infrastructure project and the GWSB Board and their partners have access to local organizations that excel at securing public and private grants for infrastructure and other projects.

Gaps in Private and Public Services and Products

As the GWSB becomes more well-known as a tourism venue in its own right, it will become even more important for private and public entities to recognize the challenges related to services. Seventy percent of all consumer spending (both locals and visitors) takes place after 6:00 p.m. (Roger Brooks International) Inconsistent, limited, and/or interrupted services encountered by the GWSB traveler at any point along the GWSB will impact the visitor's perception of the entire byway and their overall satisfaction, including those of businesses and communities that may not have been at fault. Unfortunately, as a general rule, business or visitor hours along the GWSB are limited, inconsistent, and not tourism oriented. Seasonal weather, including heavy snowfall, thunderstorms, flooding, and other considerations can further interrupt travel and business hours by prohibiting or discouraging movement during winter and spring months. Many business owners are aging and unlikely to pass their businesses on to family members. As businesses close, the 'gaps' in services and products increases. For example, some communities no longer have coffee shops, restaurants, a bakery, or ice cream shop. Although there are opportunities to engage in winter sports, there are few places on the GWSB to purchase or rent winter sports gear, and there are less than a handful of places that rent water gear like canoes and kayaks.

Aging and Inconsistent Community Infrastructure

Public and private community infrastructure has been degraded by age throughout the GWSB Corridor. It is currently inconsistent in quality and content across the byway and between byway communities makes it difficult for the byway travelers to have a consistent experience or to trust that their stay will be consistently good if they decide to extend their time along the byway. Partners need to be supportive of any improvements within the corridor and understand how the dynamics of consistently good infrastructure will help maximize the economic impact of the byway.



Natural Resource-Based Recreation

Risk of Scenic & Natural Resource Degradation From Industry Pressure

Private business interests influenced by national energy demands have the potential to greatly impact most of the characteristics that make the GWSB appealing, including the scenic views, landscape diversity, and community and county infrastructure. The GWSB Board is a diverse group of public and private individuals who not only understand the potential for the GWSB, but also have a good understanding of the pressures on the Corridor. Their efforts to protect the byway viewshed through policy and economic and natural resource projects is a major component of the tourism industry and will be a key economic driver for the region over the next decade.

Strong Support for Infrastructure Improvement

There is strong public support for secondary community infrastructure improvements and upgrades including new multi-purpose, bike, equestrian, and hiking trails, such as the new Grant Wood Loop trails. Private groups, including historical societies and cultural coalitions, are actively pursuing technical and financial assistance to preserve, restore, and interpret historical sites and cultural treasures. Maquoketa has completed a major community downtown streetscape project that has made the city more appealing to the byway traveler. Other communities have support and leadership for such projects. Some of the communities that are in the worst shape may qualify for grants and loans that would help them restore critical infrastructure and Iowa has grant programs that can help with downtown revitalization projects including facade improvements to privately owned businesses. Although funding for private and public infrastructure projects is limited, there are grants available for public infrastructure project and the GWSB Board and their partners have access to local organizations that excel at securing public and private grants for infrastructure and other projects.

Exceptional Natural Resources and Recreational Venues

The rural nature of the GWSB Corridor is one of the byway's greatest strengths. The high-quality views, diverse landscape, and access to natural resource based recreation, coupled with supporting community and county infrastructure, visitor amenities, small businesses and clean, inviting downtowns make the GWSB a solid, ready-made tourism venue that has all the characteristics for and the potential to become an international tourism destination.

Seasonal/Cyclical Tourism

One of the greatest economic challenges GWSB Corridor businesses face is the seasonal/cyclical nature of tourism. Over the years, hundreds of small businesses have been established and thrived during the summer months, only to close in the winter due to a scarcity of customers. This has been particularly hard for GWSB communities like Bellevue, that have summer residents occupying community residences that they leave vacant during winter months. Recognizing and addressing this challenge may be one of the greatest accomplishments the GWSB Board can achieve. If it is not addressed, short term gains could be compromised and lost.

16.4 Goals, Actions, and Strategies

The GWSB Advisory Board considered many different options before settling on the following actions, goals and strategies, which they feel will maximize their work and the economic benefit of the GWSB for all the partnering entities. The actions, goals and strategies are focused on maximizing the limited GWSB human resources, encouraging and facilitating economic restructuring, developing the GWSB as an “Outstanding Destination”, working with private & public partners to expand & improve public & private services in the GWSB Corridor, and fostering entrepreneurialism.

Engage Existing and Foster New Community Groups

- Engage community groups in talks about maximizing the economic opportunities associated with the GWSB, about ongoing GWSB branding and marketing strategies, how to partner with the GWSB Advisory Board to develop new projects and opportunities, and how to provide input for GWSB decision making.
- Foster local private and public efforts to develop initiatives that foster private-public partnerships that help communities thrive. Individual GWSB communities will be better able to retain and enhance their sense of place if they have a committed downtown organization working in concert with local government so that they can effectively manage public and private infrastructure to ensure a unified approach.

Foster Long-Term Collaboration

- Foster and encourage opportunities for facilitated discussion, program development, and implementation of projects, events, and initiatives that are based on collaboration between private and public entities.
- Coordinate and facilitate meetings and distribute information between all sectors of the GWSB, communities and in the corridor
- Conduct and/or participate in public visioning meetings that generate idea sharing in the GWSB Corridor, build partnerships, create vision and vibrancy, and serve as a catalyst for project development and implementation action.
- Encourage each community and county to designate active community leaders to participate on the GWSB Board and committees, to diligently replace vacancies, and encourage attendance at and reporting from GWSB Board meetings.
- Develop private and public funding data bases and strategies that help GWSB partners see the GWSB Corridor as a public-private venture that can effectively and efficiently plan, fund and implement multi-jurisdictional projects.

Encourage Community Branding that Reflects the GWSB Brand

- Educate engage GWSB community leaders and businesses about issues and benefits associated with the GWSB’s sense of place and brand.
- Conduct stakeholder meetings to include multi-community discussions that encourage community branding and economic restructuring that complements and/or strengthens the overall GWSB Brand/Sense of Place.

Facilitate Cross-Marketing and Cross-Promotion

- Encourage Jackson and Jones Counties and GWSB communities to jointly market and brand their services and amenities.
- Provide training and education to the partners and stakeholders to help them more effectively utilize affordable and free methods of Internet marketing and outreach, including websites like lowabyways.org, traveliowa.com, and byway Facebook pages.
- Encourage marketing efforts that maximize partnerships with other businesses and downtowns on the GWSB and along other Iowa byways.
- Cross promote amenities, products and services.

Help Implement Community Vitality Strategies in GWSB Communities

- Share information on branding and marketing provided by Roger Brooks and other experts with GWSB economic development and tourism leaders, community leaders and local businesses. Secure funding to bring Roger Brooks and other experts to the GWSB Corridor to assist communities through training and or technical assistance.
- Share information about successful techniques and projects associated with successful economic restructuring in other communities and/or byways and provide technical and financial assistance to help implement similar projects in GWSB communities.

Conduct Research that Informs and Fosters Economic Vitality

- Monitor economic performance within communities and for the GWSB every two years, including downtown building and business inventories, demographic profiling of the GWSB market area, compilation of local and downtown retail sales information, consumer and visitor surveys, identification of existing and potential financial incentives, and business assistance programs, and identification of business clusters.
- Partner with local, state and regional public and private entities to identify and implement new opportunities to understand tourism and economic trends and maximize marketing, advertising and infrastructure investments.
- Conduct a periodic review of public and private byway and user group demographic research that helps the GWSB Board better understand visitor preferences, demographics and interests.

Develop & Implement Projects that Maximize Downtown Real Estate

- Encourage downtown organizations and city officials and staff to identify new economic uses for historic GWSB main street buildings, including both main floor and upper floor spaces and unoccupied or underused space.
- Spur and manage investments with GWSB supporters and community main street businesses and buildings.
- Foster partnerships that support retail beautification efforts.

Encourage “Economic Restructuring” of GWSB Communities

- Encourage economic restructuring that fosters and implements business development projects and strives to attract long-term investment to the commercial or downtown districts in the GWSB Corridor. This includes focused research, strategic action, and deliberate partnership between public and private entities that results in effective incentives, business assistance, and expansion programs and recognition of compatible opportunities. (Exp. Facade development, downtown streetscapes)
- Work with business owners and downtown organizations to develop and/or identify projects that strengthen the existing GWSB businesses and foster new business development within GWSB downtowns, with an emphasis on smart business development that recognizes economic opportunities and strategic business placement within the GWSB Corridor and individual communities. Orchestrate recruitment of ‘critical mass’ or ‘clustering’ in GWSB downtowns.
- Help GWSB communities recruit and/or develop ‘Anchor Tenants’.
- Help GWSB businesses relocate to more advantageous downtown locations.
- Foster public-private partnership that plans for and improves blighted or brownfield areas along the GWSB route

Leverage Funding & Implement Projects at High Return on Investment

- Identify and educate stakeholders about low-interest loans, incentive programs, grants, and technical assistance for building and business owners.
- Identify and invest in small-scale, high-impact improvements that maintain the cultural and historical integrity of the site.
- Maximize opportunities related to public waterfronts, public trails, and open spaces in the GWSB Corridor and intersecting with the GWSB Corridor.

Promote the Rural Aspect of the GWSB as a Positive Thing

- Develop messaging that recognizes the value of the natural resources and outdoor recreational opportunities along the GWSB and promote each of these natural and recreational assets found along the byway as an opportunity for visitors to ‘get back to nature’.
- Work with partners to market complementary activities and routes that encourage travelers to enjoy the time they spend getting to the GWSB just as much as the time they spend on the GWSB, including partnership with the Mississippi River Parkway Commission/Great River Road etc., adjoining counties, and state partners from Iowa, Wisconsin, Minnesota, and Illinois.
- Turn gaps in mobile network coverage into an asset, helping the byway visitor understand the GWSB Corridor and secondary corridor.
- Provide an opportunity to ‘get away’ or escape from work and/or a busy, hectic schedule to a quiet, relaxing place that is ‘off the grid’ but also a place where travelers will also be able to access Internet service at lodging and shops when needed.

Increase Community Tourism Appeal

- Help GWSB downtowns work with property owners to develop lease agreements that include defined operating hours and days to encourage evening and weekend hours. Make sure parking is available and well posted.
- Work with partners to provide public restrooms in the heart of downtown districts.
- Develop private and public gathering places in the downtown districts including outdoor eating, benches, parks, trail heads, etc.
- Encourage communities to name their downtowns and creating gateway signage that draws, directs, and helps visitors navigate to downtown districts.
- Implement the wayfinding recommended in this CMP, which includes a signage plan, information centers, and other wayfinding components.
- Provide training for community leaders and small business owners so they understand strategies and policies that will draw visitors and increase traveler spending including things such as the use of perpendicular signage that is well planned and consistently implemented.
- Work with GWSB business and property owners to improve operations and to educate their workforce through workforce training that encourages positive interactions with the byway visitor.
- Encourage partners to work together on promoting the ‘branding’ and marketing of the GWSB as it intersects with the retail and business components of the byway and its corridor.

Encourage Increased Business Accessibility & Services

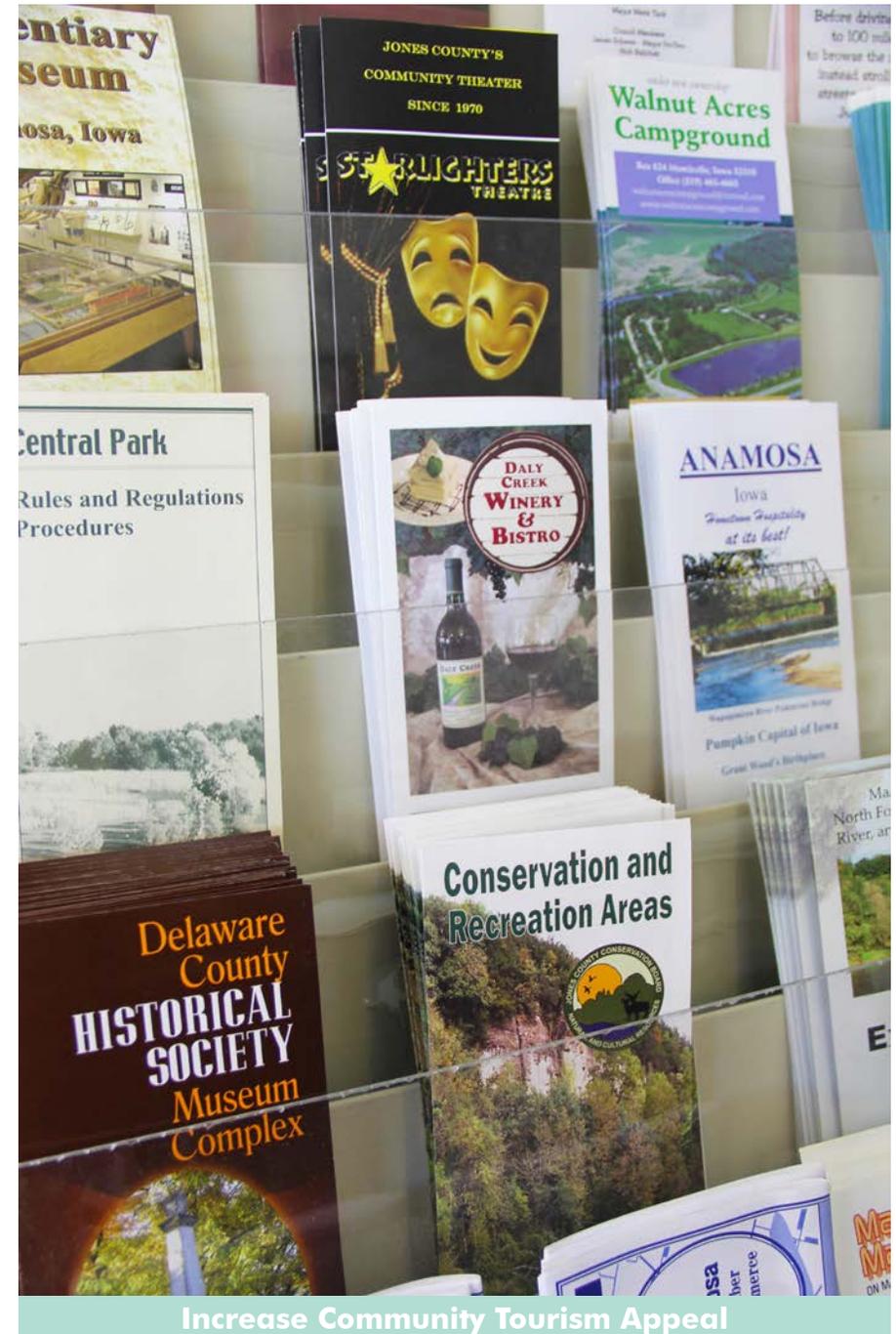
- Educate downtown organizations and businesses along the GWSB about how and why to increase evening and weekend hours and strategies that will help them make the transition in hours economically feasible such as starting with one extended day for two additional hours one evening, and then adding more hours and days each year with long-term goals.
- Educate downtown organizations and businesses about options to accept out of town checks, credit cards, debit cards, Apple Pay, and other payment options. Help organizations and businesses understand and transition to a chip and swipe payment system.
- Help Farmers Markets understand programs that can help the vendors accept alternative forms of payment.
- Work with GWSB anchor communities and businesses to encourage planners to collaborate and schedule nighttime events, including music, entertainment, and festivals in GWSB downtowns, during times and days that correspond with extended businesses hours.
- Work to develop partnerships between GWSB lodging, restaurant, antique, and specialty shops to cross-market and promote each other.
- Organize cash mobs that help the public realize the businesses are open and help the businesses recoup staff costs when then begin extending hours and days of operation.

Encourage Community Organizations & Businesses to Work Together

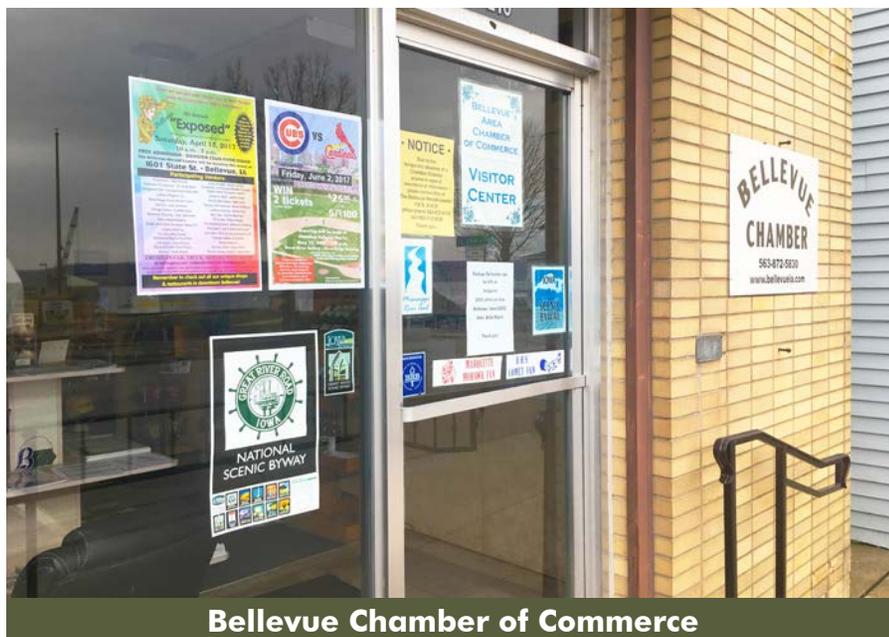
- GWSB Advisory Board will encourage businesses and communities to work together to develop, implement, market, and promote winter events, festivals, activities and traveler incentives that will draw travelers to the GWSB Corridor during the off season and benefit multiple entities.
- The GWSB Advisory Board will educate stakeholders through facilitation, communication, and input meetings to be sure that locals are prepared to properly inform the traveling public about what businesses, attractions, and amenities in the GWSB Corridor are open when and where.

Foster Business Leadership and Employee Excellence

- Encourage development, implementation, and participation in formal and informal classes on business leadership training and customer service training that increases the capacity of existing and potential business owners and the capacity of front line and other employees that serve byway travelers.
- Encourage dialog with and between community leaders and retiring business owners that are open to hosting apprentices to help them transfer their knowledge, skills, and assets to the next generation.
- Develop print and social media that helps GWSB residents know which public and private, city, county, and regional organizations are available to help entrepreneurs and businesses owners and what those organizations can offer.



Increase Community Tourism Appeal



Bellevue Chamber of Commerce

16.5 Proposed Projects

The proposed projects section provides infrastructure and non-infrastructure project recommendations from the Grant Wood Scenic Byway Advisory Board related to economic development and tourism.

1) Encourage and Promote Roadside Beautification with Native Vegetation along the GWSB

Existing native vegetation has been planted in several areas along the byway route and in the byway corridor. Roadside plantings are desired along the entirety of the byway roadway as well as other major highways and county roads in Jones and Jackson County. Community plantings are also desired at all GWSB community entrance signs as well as the major highways and county roads entering and leaving each byway community. East of Anamosa, east and west of Wyoming, and east and west of Maquoketa along Highway 64 are priority locations for community plantings. This project will identify specific locations for native vegetation plantings and resources to facilitate those plantings.

2) Downtown Development and Revitalization

There are three large communities along the Grant Wood Scenic Byway route. The communities of Anamosa, Bellevue, and Maquoketa each have vibrant downtown districts and streets. As most small rural Iowa communities, these downtowns are in consistent need of development, repair, and revitalization efforts. Recommendations for projects include façade improvement, green roof development, streetscape improvement, greenspace creation, and vacant/dilapidated building repair and utilization. To help implement some of these efforts, Maquoketa and Bellevue are both working to be designated as Main Street communities. Maquoketa and Jackson County are already designated Iowa Great Places. These designations can open up funding opportunities for downtown development projects. This project will help to identify and access these funding opportunities and develop implementation plans for projects identified in each GWSB community downtown.

3) Small Community Revitalization and Business Sustainability along the Byway Route

Just as many of the larger byway communities are in need of development and revitalization, the six small communities and towns along the GWSB route are in need of such efforts. The communities of Stone City, Wyoming, Monmouth, Baldwin, Andrew, and Springbrook all have populations below 500. Businesses within these communities struggle to remain viable and are in need of assistance to both expand and sustain them. This project will help identify specific needs of the businesses within these small communities and implement strategies to address each of them.

4) Investing in Vacant Historic Buildings

Multiple historic buildings throughout the byway corridor are vacant and in need of restoration and/or re-purposing. A prime example of this is the old Mitchell Maskrey Mill building. Listed on the National Register of Historic Places and one of the oldest industrial buildings in Iowa, the building is a local icon in Maquoketa. This project will provide information to communities and historic building owners. A toolkit will include information about the value of historic buildings, historic tax credits, NRHP information, local contractor contacts, and local historic society contacts.

5) Grant Wood Grave Improvements & Wayfinding

Grant Wood's grave, located in the Riverside Cemetery in Anamosa is part of a family plot that includes a large stone lion and graves for his mother and sister Nan. Located on a hillside, the ground in which Wood is buried in need of stabilization due to damage caused by the cemetery road and traffic. The site of Wood's grave also provides an excellent opportunity for interpretation and wayfinding. The site is difficult for visitors to find due to the small, flat, granite stone grave marker. This project will develop strategies to address the stabilization needs of the grave site and would also create a plan for wayfinding and interpretation.

6) Wyoming Historical Museum Artifact Display

The Wyoming Museum received two buckets filled with large rock-sized archaeological artifacts that were dug up at a local farm. These artifacts have yet to be identified or categorized. This project will not only identify and categorize these artifacts, but would also display them at the Wyoming Historical Museum.

7) Preservation of the Region's Historic Schools

Iowa's one-room schools were and are landmarks of learning. At one time, thousands of one-room schoolhouses graced the Northeast Iowa countryside. Unfortunately, most of these schools have been lost to time, relocated, renovated for other uses, or destroyed. Of the schools that remain, many are in need of several preservation and infrastructure improvements. Many of the schools also have original school supplies, desks, chalkboards, bells, and other items still inside, and those artifacts are also in need of preservation. This project will support current preservation efforts in Jones and Jackson Counties throughout the Corridor.

8) Jackson Historical Museum Paul Sagers Tribute

Paul Sagers started the famous Sagers Museum that was previously located at Maquoketa Caves. The building that housed the museum is now their visitor center. Paul was an avid archaeologist whose findings formed the basis for Native American studies in the entire Midwest. The collection of artifacts that were housed in the Sagers Museum was donated to the Office of the State Archaeologist upon the museum's closing. This project will assist the Jackson County Historical Museum with compilation of and display of their Native American artifacts.

9) Edinburgh Village Improvement and Expansion

Edinburgh Village is a popular historic tourist stop because of its pioneer village buildings and special events. It is also one of the marquee attractions of the Jones County Historical Society. Unfortunately, the restroom facilities are very primitive and are a deterrent to visitors. This project will modernize the restroom facilities and enhance the visitor experience.

10) Canton School Repair and Restoration

The Canton School is a significant historic one-room schoolhouse that was built in 1877 of locally quarried limestone. This schoolhouse dons a wooden bell tower and windows with concrete keystone hoods. The unique architecture of this National Register of Historic Places building creates infrastructure challenges. This project will assist with fundraising and coordination of restoration efforts, including roof repairs.

11) Millrock School Repair and Restoration

The Millrock School is another limestone one-room schoolhouse located in Jackson County. Unique to this structure are its two entrance doors. The National Register of Historic Places building currently serves as a community center and is owned by the Jackson County Conservation Board. This building is in need of a restoration plan that includes structural work. This project will assist with fundraising and coordination of restoration and preservation efforts.

12) The Young House Museum

The Young House Museum is a historic residence located in the GWSB community of Bellevue. The home is furnished with turn-of-the-century antiques including a large collection of china, muzzle loading rifles, and Oriental rugs. Unfortunately, as of 2017, this museum's ownership and care is at risk and the Museum is closed. This project will assist in development of a plan for the Museum's future. Potential solutions include transfer of ownership or repurpose of the facility.

13) Historic Home and Building Infrastructure

Many of the properties listed on the National Register of Historic Places (NRHP) within the GWSB Corridor are private historic residences. This creates multiple challenges for these homeowners due to the strict requirements set forth by the NRHP. This project will provide information to these homeowners including potential funding assistance, contractor resources, and professional architectural services.



Downtown Development and Revitalization

14) Limestone Structure and Geological Inventory

Limestone structures are plentiful throughout the GWSB Corridor. Many of these structures are listed on the National Register of Historic Places; however, a current inventory of these structures and other geological resources doesn't exist. This project will not only inventory these structures and resources, but would also provide a location for this inventory that can be shared with the public for educational and tourism purposes.

15) Andrew Jail Reparation and Utilization

The Andrew Jail, also known as the Jackson County Jail, is a historic building in the GWSB community of Andrew. This building was built by local contractors in 1871 from locally quarried stone and has been utilized for different purposes over the years. Currently, the jail is not safe for visitors to enter and there is a desire to repair and utilize it as an open structure. This project will assist with identification of funding resources and structural repair needs.

16) Bellevue Historic Stone Staircase Restoration

Hidden underneath a modern paved parking lot lies a historic stone staircase in the GWSB community of Bellevue. This staircase was previously utilized as a river access. This project will assist the City of Bellevue with a plan for the reparation and utilization of this staircase. This will create a prime tourist attraction and historical landmark for the community and byway.

17) Viewing Platform at Baldwin Marsh

Baldwin Marsh is a unique and beautiful area directly along the GWSB route. It is a popular area for youth hunting and for recreation. In fall of 2016, a GWSB interpretive panel was added to the site. This panel describes the marsh habitat and the many ecological benefits it provides. Due to the high growth of marsh grasses and vegetation visitors cannot view the marsh. This project will construct a viewing platform to enable adults and children to get a bird's eye view of the entire marsh.



Maquoketa River Water Trail



Native Habitat Plantings



Bellevue War Mural

18) Recruiting & Engaging Volunteers and Staff

One of the biggest challenges historic property owners and organizations face is volunteer and staffing strains. For public sites to remain open for visitors to experience their collections, volunteers and/or staff are a necessity. It is important that these volunteers and staff are informed and engaged with their site. This project will provide a tool kit for how to recruit, retain, and engage volunteers and staff at historic sites within the GWSB Corridor.

19) Jones Co. Nature Center Archaeological Collection

The Jones County Nature Center currently houses a small archaeological collection. This collection is in need of categorization. This project will assist with funding and coordination of an effort to assemble an accurate record of materials in this collection, including their age and timeline they fall within.

20) Native Habitat Plantings in Natural Areas throughout the GWSB Corridor

Native plants such as big bluestem, Indian grass, little bluestem, side oats grama and switch grass have more extensive root systems that help capture water. Because native Iowa plants such as these can stand up to Iowa's weather extremes, they are more dense, helping reduce the amount of water run off during rain or snow melt. The roots also serve as filters to decrease the amount of pollution that can find its way into streams. This project will work with County Conservation organizations to increase native plantings in county parks and wildlife areas throughout the GWSB Corridor.

21) Overlook at Olin Corner

An existing turnout on Highway 64, nine miles east of Anamosa and just northwest of its intersection with Highway 38, provides a vista toward the Wapsipinicon River. A viewing platform cantilevered over the hill crest will open up the base for one or more wayside exhibits. Interpretive media proposed for this site include: Railing-mounted wayside exhibit panels that interpret the geology of the Wapsipinicon River valley and agricultural practices seen on the landscape.

22) Overlook above Stone City

As the byway traverses into Stone City from the south visitors can catch a glimpse of Grant Wood's view as he painted "Stone City." Currently it is unsafe to stop at this location. A short walking trail and viewing platform would be developed to provide visitors with a safe path to that location. Interpretive media proposed for the site include: Railing-mounted wayside exhibit panels that interpret the history of Stone City and Grant Wood.

23) Weathering Steel Silhouette Sculptures

Life-size silhouettes made of weathering steel are unique sculptural elements that help to humanize a landscape, attract the attention of motorists, and call attention to the interpretive themes of a byway. This project will contract artists to develop these sculptures at locations such as Stone City, the Antioch School, the Hurstville Lime Kilns, and Potter's Mill.

24) Mural Recommendations

Murals are an ideal solution for "canvas" walls in GWSB communities. Distinctive images can be painted as dramatic murals on buildings or walls. A prime location for murals such as these is in the byway community of Wyoming. A blank retaining wall is visible along W Main Street directly visible along the byway route. This blank "canvas" is the perfect location for a mural depicting the culture and heritage of Wyoming. This project will identify locations for murals in GWSB communities and facilitate their development.

25) Public Art Along the GWSB

Recognizing the ability of art to build community and bring economic benefits, the Grant Wood Scenic Byway would like to strengthen the corridor's art resources by placing public art in all of the byway communities. This will improve quality of life for locals and draw visitors to each community to view the art pieces. A Public Art Project is currently being coordinated with other Iowa Byways. This project will plan and place public art pieces in three GWSB communities: Anamosa, Maquoketa, and Bellevue.

26) Artistic Photo Frame Art Development

In an effort to increase artistic resources and promote the byway through social media, the GWSB Board has endorsed the development of "selfie" locations. These "photo op" locations will include fabrication of an artistic frame in scenic locations within the GWSB Corridor to encourage visitors to post photos online. This project will identify prime locations for artistic frames and seek funding and professional artists to develop each.

27) Support the Grant Wood Loop

The Grant Wood Scenic Byway board fully supports the entire Parks to People, Grant Wood Loop initiative in both Jones and Jackson Counties and acknowledges the regional benefits this program will bring to the region. The GWSB is supportive of the projects, initiatives, and goals of the Grant Wood Loop and will provide support as it is needed and possible.

28) Land & Water Trails within the GWSB Corridor

Recreational trails are a priority for the GWSB Board. Currently, the Maquoketa River Water Trail is state designated within Jones County. A plan for river access assessment and map development is currently being coordinated by the Iowa DNR. Land trails are currently sparse within the GWSB Corridor; therefore, the Grant Wood Loop is working to develop a regional trail system that traverses not only the GWSB Corridor, but also the Grant Wood Mississippi River Region. The GWSB Board also recommends the following additional community trails:

- Trail path between the Antioch School and Church
- Walking trails within Stone City
- Trail path between the Hurstville Lime Kilns and Hurstville Interpretive Center

Currently, the following local trail development efforts are occurring at a local level:

- Connecting Central Park to Edinburgh Village via trail construction and/or signage
- Expansion of Maquoketa's City trail system that includes the development of on-road signage and a connection to the Prairie Creek Recreation Area



SECTION SEVENTEEN

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26	Economic Development	269	Artistic Photo Frame Art Development
27	Economic Development	269	Support the Grant Wood Loop
28	Economic Development	269	Land & Water Trails within the GWSB Corridor

