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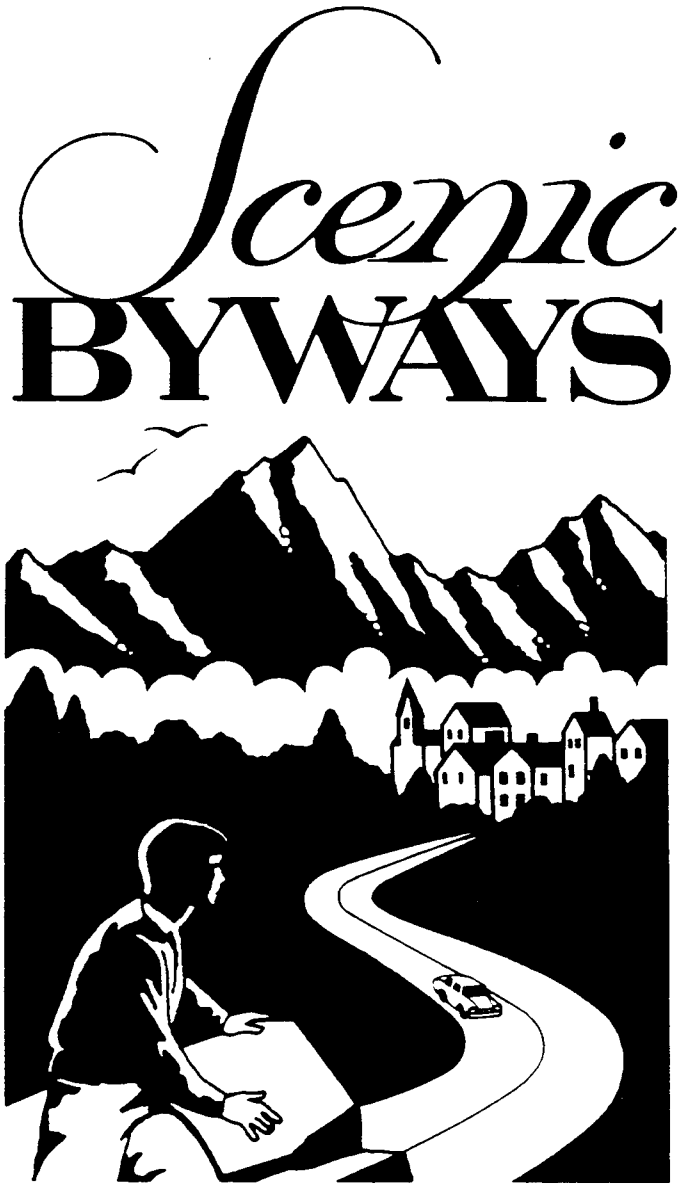
Federal Highway Administration

Final Case Study for the National Scenic Byways Study

Case Study on the Great River Road



September 1990

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Final Case Study

for the

National Scenic Byways Study

CASE STUDY on the GREAT RIVER ROAD

SEPTEMBER 1990

Prepared for

The Federal Highway Administration

Submitted by

The Mississippi River Parkway Commisssion

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TABLE OF CONTENTS

		Page
Introduction		4
Milestones		5
Chapter By Chapter Summary		6
CHAPTER 1	BEGINNINGS OF THE GREAT RIVER ROAD	
I.	The Parkway Concept	16
II.	Visions of the Planners	17
III.	Creation of A Commission	19
CHAPTER 2	NATIONAL INVOLVEMENT & INTEREST	
I.	Directions from Congress	21
II.	Bureau of Public Roads Report	22
III.	Planning Studies of the Parkway	24
CHAPTER 3	IMPETUS FOR PARKWAY DEVELOPMENT	
I.	Categorical Great River Road Funds	26
II.	Allocations to the States	30
III.	Utilization of Other Funding Sources	33
CHAPTER 4	CRITERIA FOR PROGRAM ELIGIBILITY	
I.	Great River Road Guidelines	36
II.	Procedures for Route Location	37
III.	State and Federal Routes	39
IV.	Federal Standards	42
CHAPTER 5	GUIDELINES FOR CONSTRUCTION	
I.	Design Guide	44
II.	Construction Technique	46
III.	Great River Road Signing	47

Table of Contents (Continued)

CHAPTER 6 COOPERATIVE MARKETING

I.	Domestic Promotion Activities	49
II.	International Marketing Endeavors	50
III.	State Perspective on Parkway Promotion	51

CHAPTER 7 INTERGOVERNMENTAL RELATIONS IN PARKWAY PLANNING

I.	Role of the Commission	53
II.	Cooperation Between Levels of Government	55
III.	Interdisciplinary Relationships	56

CHAPTER 8 IMPACT OF THE GREAT RIVER ROAD

I.	Economic Impact of Tourism	58
II.	Indirect Effects of Parkway Development	65
III.	National Heritage Corridor	67

CHAPTER 9 STATUS AND FUTURE

I.	Great River Road Progress Report	69
II.	1990 Cost Estimate	72
III.	State Perspective on Needs	76

CHAPTER 10LESSONS OF THE GREAT RIVER ROAD

I.	Develop Consistent and Visible Signing	77
II.	Incorporate Design Gude and Standards	79
III.	Emphasize Intergovernmental Cooperation	81
IV.	Obtain Special Funding	82

Table of Contents (Continued)

Conclusion 85

List of Tables

Congressional GRR Authorization 29
Federal GRR Allocations 32
95-5 Provision Obligations 35
Great River Road Mileage Summary 41
Economic Impact of Travel
Direct Travel Expenditures 60
Travel Generated Employment 61
Travel Generated Payroll 62
State Tax Receipts 63
Local Receipts 64
GRR Status Report 71
1990 GRR Cost Estimate 74

Appendix 87

GRR Transportation Survey 88
GRR Travel Trends Survey 111
Development Impact Survey 118
MRPC Officers and Staff 120
Great River Road Maps 122

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INTRODUCTION

The three thousand mile Great River Road represents one of the nation's longest and perhaps most important national scenic by-ways in the country today. Stretching all the way from its origins in Manitoba and Ontario, the Great River Road stretches through ten states and two provinces down to the Gulf of Mexico and Louisiana. With its nearly 50 year history of planning and development, the Great River Road provides a very important case study on one of the most unique scenic by-ways in the United States.

This case study on the history and development of the Great River Road represents the assimilation of an enormous amount of data and resources obtained through the Mississippi River Parkway Commission. Utilizing contacts through the state tourism, transportation and economic development offices of the ten states, this report summarizes a wealth of information from a variety of different sources. While there is much more that can be written about the development of this unique and national important scenic parkway, this report provides in-depth look at its history, development, status and future.

Although much has been accomplished through the Great River Road program through the course of the past 52 years, this program is currently far from complete. The Great River Road has undertaken many different changes throughout the course of its history, and still may face many more changes and challenges in the years to come. The hope of the Mississippi River Parkway Commission in compiling this report is that not only can the ten states learn from what has been accomplished to date, but that so too may others as an effective and successful scenic by-ways program is developed.

H. Dan Derbes
Pilot

John Bernhagen
Pilot Pro-Tem

GREAT RIVER ROAD MILESTONES

- o 1936 Concept of Great River Road was born.
- o 1938 Mississippi River Parkway Planning Commission formed.
- o 1939 Introduction of legislation to conduct Parkway feasibility study.
- o 1941 World War II interrupted activity.
- o 1949 Congressional authorization of Bureau of Public Roads Parkway Survey.
- o 1951 Report Parkway for the Mississippi completed.
- o 1954 Phase I - Mississippi River Parkway Planning funds authorized.
- o 1955 States erect Great River Road signs.
- o 1956 Great River Road extended to Ontario and Manitoba.
- o 1964 Phase II - Mississippi River Parkway Planning authorized.
- o 1973 Great River Road funds authorized by Congress.
- o 1976 Great River Road funds authorized by Congress.
- o 1978 Great River Road funds authorized by Congress.
- o 1982 95/5 Match Provision authorized.
- o 1984 Domestic Marketing Programs accelerated.
- o 1986 Remaining categorical Great River Road funds obligated.
- o 1988 International marketing program launched.
- o 1988 Mississippi River Fair - Osaka, Japan
- o 1989 National Heritage Corridor Legislation Introduced
- o 1989 State legislatures approve Great River Road accounts.
- o 1990 National Scenic By-Ways study initiated.

CHAPTER BY CHAPTER SUMMARY

CHAPTER 1

BEGINNINGS OF THE GREAT RIVER ROAD

I. The Parkway Concept

Conceived in 1936, the objective of the Great River Road is to develop a Mississippi River highway corridor using existing roads while preserving the special quality of the Mississippi River Valley. As originally conceived, a Mississippi River Parkway was to be developed in the /attern of the Blue Ridge Parkway and the Natchez Trace Parkway. However, as the Great River Road concept developed, it was recommended that existing highways be incorporated into a continuous route by interconnecting them where necessary with limited sections of new construction.

II. Visions of the Planners

The beginning of the Great River Road dates back to 1936 and then Governor of Missouri, Lloyd Stark. In November of 1936, Governor Stark authorized the development of a recreational survey of the state to be under-taken by the Missouri Planning Board. Representative of each of the ten Mississippi River states met with U.S. Secretary of Interior Harold Ickes in St. Louis in the summer of 1938 to consider the proposed Mississippi River
Parkway concept.

III. Creation of a Commission

The Mississippi River Parkway Planning Commission, later known as the Mississippi River Parkway Commission, came into being in 1938. The ten states participating and involved in the Parkway Commission include Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee and Wisconsin. Tofacilitate the development of Great River Road, the governors of each of the ten states formed their own individual parkway commission to undertake instate planning as well as to coordinate with the other Mississippi River states.

CHAPTER 2

NATIONAL INVOLVEMENT & INTEREST

I. Directions From Congress

In August, 1949 the Mississippi River Parkway Planning Commission met with the National Park Service and the Bureau of Public Roads to discuss future parkway plans. The results of these discussions was the introduction HR 1997 to authorize $250,000 to survey and study the possibility of developing a national parkway following the course of the Mississippi River.

II. Bureau of Public Roads Report

The Bureau of Public Roads feasibility study on the propose Mississippi River Parkway began in November, 1949 and was completed in November, 1951. Study findings were presented to Congress in a joint report by the Secretary of Commerce and Secretary of Interior entitled, Parkway_for_the_Mississippi River. The study concluded that there would be much value in development of a parkway along the Mississippi River because it would benefit not only a central portion of the nation, but would also have national significance for the country as a whole.

III. Planning Studies of the Parkway

As contained in the Federal Highway Act of 1954 (PL 83-350), an appropriation of $250,000 for Phase I Mississippi River Parkway planning was provided. Specific recommendations for each of theten Mississippi River states regarding landscape, development of roadways, parkway geometrics, use of levees and signing was included in these early reports. In addition, the Phase I planning reports recommended that each of the states determine one specific route within its boundaries for the Mississippi River Parkway.

CHAPTER 3

IMPETUS FOR PARKWAY DEVELOPMENT

I. Categorical Great River Road Funds

Legislation to fund the development of the Great River Road was first included as part of the Federal Aid Highway Act of 1973. During the period from 1973 to 1978, Congress authorized a total of 314 million dollars in categorical Great River Road funds for the development of the Great River Road. Of this amount, 222 million was out of the highway trust fund and 78 million was from the general fund.

II. Allocations to the States

Of the 314 million dollars in federal funds authorized by Congress for the development of the Great Riverroad, 251 million have been directly allocated to the states. The Federal Highway Administration allocated the highway trust funds to the states for Great River Road highway and amenity projects on federal aid highway systems. Only a portion of the general highway funds authorized by Congress for the Great River Road have been allocated to the states.

III. Utilization of Other Funding Sources

Combined with the categorical funds authorized by Congress, the ten Mississippi River States utilized over 1 billion dollars in other federal, state and local funds on Great River Road projects. In 1983, Congress included a provision in the Federal Aid Highway Act to allow the states to use up to 95% federal funds on Great River Road projects along the Mississippi River. In addition to 95-5 matching provisions of federal law, the states were able to use other federal, state and local funds on Great River Road highway and amenity developments during the period from 1974 and 1989.

CHAPTER 4

CRITERIA FOR PROGRAM ELIGIBILITY

I. Great River Road Guidelines

In 1976, the Federal Highway Administration issued a directive regarding the program guidelines for the development of the Great River Road. These guidelines specified that "the Great River Road will, to the extent possible, follow present road alignment and criss-cross the Mississippi River on existing bridges." The guidelines emphasized the single route concept which embraces the recommendation of the report Congress presented in 1951 entitled, Parkway for the Mississippi River

II. Procedures For Route Location

The Federal Highway Administration specified specific cross-over points of the Great River Road within each of the ten Mississippi River states. The states specified the exact location where the Great River Road was to cross over, and left the decision up to the states and the Parkway Commission where the specific routing of the Great River Road would be allowed. Specific Great River Road criteria were written that "the Great River Road should be located within designated segments to take advantage of scenic views and provide the traveler with the opportunity to enjoy the unique features of the Mississippi River and its recreational opportunities."

III. State and Federal Routes

The FHWA program guidelines issued in 1976 had the effect of providing a distinction between a national and state Great River Road route. The national or federal Great River Road route is that section of a single continuous route that conforms to FHWA guidelines and this is eligible for Great River Road funds. The state route is the alternative route that while not eligible for federal funding does include sections of significant scenic, historic and recreational interests.

IV. Federal Standards

To be eligible for federally authorized Great River Road funds, states submitting projects to the FHWA must be approved on the basis of several pre-defined standards. Projects for utilization of Great River Road funds were selected by the FHWA on the basis of detailed federal standard.

CHAPTER 5

GUIDELINES FOR CONSTRUCTION

I. Design Guide

In 1981, the Mississippi River Parkway Commission developed a design guide for use by the ten states in preparation and development of projects along the Great River Road. The design guide addressed the wide range of alternatives in which the Great River Road could be developed.

II. Construction Technique

Through the use of federal, categorical and non-categorical Great River Road funds the ten Mississippi River states have utilized a variety of different techniques to further development of Great River Road highway and amenity projects. The ten River states have utilized many of the techniques identified in the Great River Road Design Guide, developed by the Mississippi River Parkway Commission in the early 1980's.

III. Great River Road Signing

Both the federally designated as well as the state alternate Great River Road is currently signed in each of the ten Mississippi River states with the familiar green and white Great River Road pilot's wheel logo. The signing of Great River Road amenities has also occurred in a majority of the ten Mississippi River states.

CHAPTER 6

COOPERATIVE MARKETING

I. Domestic Promotion Activities

The Mississippi River Parkway Commission has been involved with the ten Mississippi River states in promoting and marketing the Great River Road throughout the last twenty years. The Commission has worked closely with the Tourism Offices of the ten states in developing domestic marketing programs that involves participation in travel shows, the development of tour writer and travel planner familiarization tours, public relations events and some limited advertising in newspapers and magazines throughout the ten River states.

II. International Marketing Endeavors

In the past two years, the Mississippi River Parkway Commission has developed an international marketing program to promote the travel opportunities of the Mississippi River and the Great River Road. Working through the tourism offices of the ten Mississippi River states, an international marketing program has developed and funding has been acquired for activities to promote the River in foreign countries.

III. State Perspective on Parkway Promotion

According to a recent survey of the tourism offices of the ten Mississippi River states, all ten states tourism agencies consider the Great River Road as a viable tourism attraction. All of the ten River states feel that the Great River and the Mississippi River is an appropriate vehicle for international tourism marketing.

CHAPTER 7

INTERGOVERNMENTAL RELATIONS IN PARKWAY PLANNING

I. Role of the Commission

The National Mississippi River Parkway Commission has provided an important link in bringing together a variety of different interests in ten Mississippi River states. They have been able to accomplish this through a structure of state commissions and a national organization to oversee the activities of parkway development. The individual state commissions watch over activities involving route designation, highway development and promotion within the state while the national commission works towards consistency standards, national and international awareness of the program.

II. Cooperation Between Levels of Government

Great River Road planning has occurred on many different levels from individual municipalities, to state transportation and tourism agencies, the Federal Highway Administration and the U.S. Travel & Tourism Administration. All during these periods of planning and development, there has been a generally positive feeling of cooperation between different governmental units.

III. Interdisciplinary Relationships

The Mississippi River Parkway Commission currently houses five standing committees which exist to bring together the ten states to further the Great River Road objectives. The current standing committees of the Mississippi River Parkway Commission are: (1) Transportation Committee (2) Promotion Committee (3) Economic Development Committee (4) Environmental Committee and (5) Historical Committee.

CHAPTER 8

IMPACT OF THE GREAT RIVER ROAD

I. Economic Impact of Tourism

Recent information compiled from the states primarily through the U.S. Travel Data Center shows that the 125 counties bordering the Mississippi River benefitted from over 10 billion dollars direct travel expenditures in 1988. In addition to the effects of direct expenditures on tourism/travel, recent studies have shown that the 125 counties along the Mississippi River produced 20,245 tourism travel related jobs with a total payroll of 161 billion dollars.

II. Indirect Effects of Parkway Development

As a result of designating the Great River Road, many communities indicated that various warehouses have been converted, apartment complexes and businesses have been developed, interpretive centers have been established and a positive change towards Great River Road tourism resulted.

III. National Heritage Corridor

With the Great River Road's ongoing evolution, the Mississippi River Parkway Commission sought in the early 1980's to provide an increased emphasis on the tourism opportunities in the region. As a result of meetings with representatives of the governors of the ten Mississippi River states in St. Louis in 1984, the ten states agreed to explore the possibility of a national heritage corridor designation. Such a designation would provide a federal awareness of the resources of the Great River Road without the imposition of federal land use controls acquisitions or regulations.

CHAPTER 9

STATUS AND FUTURE

I. Great River Road Progress Report

During the period from 1974 to 1989, the ten Mississippi River states spent over 1 billion dollars utilizing various federal, state and local funds on projects associated with the Great River Road. Of this amount, over 705 million dollars was spent on projects associated with the federal Great River Road. Another 296 million dollars was spent on projects associated with the state Great River Road. Approximately 36 million dollars was spent on Great River Road amenities on the federal Great River Road route.

II. 1990 Cost Estimate

The Mississippi River Parkway Commission has estimated that the total cost to complete the Great River Road program in its present form is $1.026 billion dollars. This estimate is based on 1989 average roadway costs and includes only those projects originally identified in the 1977 Great River Road cost estimate on the federal designated Great River Road route.

III. State Perspective on Needs

Although the ten Mississippi River states have been able to utilize a variety of other funding sources for Great River Road development, a consensus of the states feel that additional federal involvement is needed to continue the development of the Great River Road.

CHAPTER 10

LESSONS OF THE GREAT RIVER ROAD

I. Develop Consistent and Visible Signing

Any scenic by-ways program developed in the future would do well to develop a recognizable logo for use in association with the program. Signs need to be incorporated into each highway and amenity project and should have the consistency of application through a signing guide.

II. Incorporate Design Guide and Standards

In the perspective of the Great River Road experience it is recommended that, as scenic by-ways programs are developed in the future, it is important that a set of consistent standards be developed. The policy memorandum from the federal government and the state initiated design guide which followed, has provided much needed constancy and continuity for the Great River Road program that traverses the ten Mississippi River states. It is through standard guidelines such as these that a scenic by-ways program can achieve its uniqueness, identity and worth.

III. Emphasize Intergovernmental Cooperation

Future scenic by-ways programs must be organized with local involvement and input if they are to succeed over time. An organization such as the Mississippi River Parkway Commission is extremely helpful in providing direction, continuity and legitimacy for a scenic by-ways program. Any national scenic by-ways organization that may be developed will succeed only if it is based on the foundation of local interest and concern as the Great River Road has proven.

IV. Obtain Special Funding

The Great River Road experience makes it vividly clear that for the scenic by-way program to be successful and to accomplish its purpose, special funding is essential. The degree of the funding needed will vary depending on program emphasis and uniqueness of the route. Signing along a backwoods road perhaps involves minimal costs, while completion of highways and amenities involves significant funding needs. With the Great River Road, substantial, special federal funding is needed to allow for the continuance of a national, significant scenic by-ways program that began over 50 years ago.

CHAPTER 1

BEGINNINGS OF THE GREAT RIVER ROAD

I. THE PARKWAY CONCEPT

The National Scenic and Historic Parkway known as the Great River Road is one of the most unique scenic by-ways in the United States. Conceived in 1936, the objective of the Great River Road is to develop a Mississippi River highway corridor using existing roads while preserving the special quality of the Mississippi River Valley. The Mississippi River Parkway idea has borrowed from many existing parkway projects throughout the country, but no other scenic by-way compares in scale or character to the nearly 3,000 mile Great River Road.

The proposal for a Mississippi River Parkway originated with the people of the River Valley and has been under discussion for more than 50 years. As originally conceived, a Mississippi River Parkway was to be developed in the pattern of the Blue Ridge Parkway and the Natchez Trace Parkway. Scenic control was to be obtained by establishing parkway boundaries on the basis of various land widths protected by private landowners and local state and federal governments. However, as the Great River Road concept developed, it was recommended that existing highways be incorporated into a continuous route by interconnecting them where necessary with limited sections of new construction.

Today, the Great River Road exists as a parkway on both sides of the Mississippi River stretching all the way from the Province of Ontario in Canada to the Gulf of Mexico. Although the concept may have changed over the years, the Great River Road incorporates new highway construction with the resurfacing of the existing roads, the development of bike trails, scenic overlooks, historical preservation and interpretive centers in the ten River states.

The early objectives of the Mississippi River Parkway included such activities as the improvement of highway communication between populous centers and the conservation and development of recreational and inspirational resources. The problem that faced original planners was how to find an economical means of achieving them. The wholesale construction of a new parkway and an entirely new right of way would be very costly, but to accomplish conversion of the existing river roads to parkway quality appeared to be an entirely feasible alternative.

II. VISIONS OF THE PLANNERS

The beginning of the Great River Road dates back to 1936 and then Governor of Missouri, Lloyd Stark. In November of 1936, Governor Stark authorized the development of a recreational survey of the state to be undertaken by the Missouri Planning Board. The purpose of this survey was to assess the recreational opportunities within the state and to develop recommendations on how to better provide an opportunity for recreation for residents of Missouri as well as the region.

The first study on the potential of a Great River Road recommended the Governor in 1936 that a parkway along the west bank of the Mississippi River from Cape Girardeau in southern Missouri to the Iowa border on the north be developed. Governor Stark accepted the recommendations of the Missouri Planning Board with enthusiasm and instructed the Chairman of the Missouri Planning Board, A.P. Greensfelder, to carry these plans further. Mr. Greensfelder then recommended that the Board meet with its neighboring states to discuss the possibility of extending the Mississippi River Parkway plan to the other Mississippi River states.

Throughout the period from 1936 to 1938 several meetings were held with representatives of state planning agencies in the various Mississippi River states to discuss Mississippi River Parkway plans. The idea of a Mississippi River Parkway plan was met with enthusiasm by all ten Mississippi River states and discussions culminated at a meeting of the National Association of state planning officials held in Minneapolis in 1938. The planners present from all ten Mississippi River states strongly endorsed the Mississippi River Parkway idea and established an interstate commission to be known as the Mississippi River Parkway Planning Commission to develop plans for the Great River Road.

Representative of each of the ten Mississippi River states met with U.S. Secretary of Interior Harold Ickes in St. Louis in the summer of 1938 to consider the proposed Mississippi River Parkway concept. Secretary Ickes was so enthused about the parkway concept that as a result of these meetings he suggested that the governors of each of the ten states name a ten member commission to represent their state on the Mississippi River Parkway Planning Commission. All ten states governors complied with Secretary of Interior Ickes' request and the ten state Mississippi River Parkway Planning Commission was formed.

III. CREATION OF A COMMISSION

The Mississippi River Parkway Planning Commission, later known as the Mississippi River Parkway Commission, came into being in 1938. The ten states participating and involved in the Parkway Commission include Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee and Wisconsin. The Mississippi River Parkway Commission became instrumental not only in the early planning and development in the parkway, but also in the construction, promotion, marketing and developing of the parkway throughout the past 50 years.

To facilitate the development of Great River Road, the governors of each of the ten states formed their own individual parkway commission to undertake instate planning as well as to coordinate with the other Mississippi River states. A National Mississippi River Parkway Commission was formed, by-laws were established and board of directors was elected to help guide the activities of the organization. The make-up of the individual commission's varies, but generally consists of governor's appointees, legislators, state agency officials and citizen members.

Since 1938, the Mississippi River Parkway Commission has met as an organization of the ten states on at least several times a year. The Commission has gathered to discuss Great River Road development plans, activities with federal and state units of government, Mississippi River and Great River Road promotion plans and other activities affecting the ten Mississippi River states. The individual state commissions also meet periodically throughout the year to further Great River Road objectives within the individual boundaries of the particular state. Each of the commissions has separate statutory responsibilities for activities affecting the Great River Road within their state.

(The Provinces of Ontario and Manitoba became involved as a member province of the Mississippi River Parkway Commission in 1956. The Great River Road was extended into Ontario and Manitoba as Canada wished to share in the joint opportunities of tourism and economic development which the Great River Road provides. The MRPC by-laws were amended, and the provinces of Ontario and Manitoba formed their own Province Parkway Commissions.)

CHAPTER 2

NATIONAL INVOLVEMENT AND INTEREST

I. DIRECTIONS FROM CONGRESS

The Mississippi River Parkway Planning Commission, Secretary Ickes, and other local and state officials took their plans to develop a parkway along the Mississippi River to the U.S. Congress in March of 1939. The results of these efforts was the introduction of HR 3759, authorizing the Secretary of Interior to conduct a feasibility study on the proposed Mississippi River Parkway concept. Hearings on this measure were held by the House Committee on Public Lands throughout 1939 and 1940.

As the United States became increasingly involved in World War II, congressional activity and planning for a Mississippi River Parkway diminished. The Mississippi River Parkway Planning Commission met very infrequently during the years of World War II and did not renew their efforts on the development of the Great River Road until 1948. Although the had diminished planning of a Mississippi River Parkway the interest in the project did not fade away.

In August, 1949 the Mississippi River Parkway Planning Commission met with the National Park Service and the Bureau of Public Roads to discuss future parkway plans. The results of these discussions was the introduction HR 1997 to authorize $250,000 to survey and study the possibility of developing a national parkway following the course of the Mississippi River. Following intense lobbying in Washington, HR 1997 was approved by Congress in October, 1949, and later signed into law by President Truman as Public Law 81-262. As a result, the Bureau of Public Roads then began on the intense feasibility study of the development of a Great River Road.

II. BUREAU OF PUBLIC ROADS REPORT

The Bureau of Public Roads feasibility study on the proposed Mississippi River Parkway began in November, 1949 and was completed in November, 1951. Study findings were presented to Congress in a joint report by the Secretary of Commerce and Secretary of Interior entitled, Parkway for the Mississippi River. The study concluded that there would be much value in development of a parkway along the Mississippi River because it would benefit not only a central portion of the nation, but would also have national significance for the country as a whole.

Although the original concept for a Great River Road involved a "true parkway concept" the Bureau of Public Roads report concluded that development of a national parkway system on an entirely new location was not advisable. The report stated that for reasons of land acquisition and construction costs, and the duplication of existing highways presently or potentially adequate for traffic purposes, an entirely new parkway is not required. Instead, the Bureau report recommended a plan for scenic route that should be developed by the states and administered by various state highway departments improving suitable existing highways to park-like standards.

The Bureau report recommended that there is no continuous system of adequate highways following closely along the Mississippi River. It added, however, that it is entirely feasible to accomplish a conversion of existing river roads to parkway quality at a reasonable cost. It was further recommended that existing highways be incorporated into a continuous route by interconnecting them where necessary with limited sections of new construction. The report further noted that many existing highways along the river are already included in the federal highway assistance programs.

The Bureau of Public Roads report stated that if an entirely new parkway were built along both banks of the River, it would cost an estimated total 1.4 billion dollars to complete. However, by using existing roads wherever possible, the Bureau of Public Roads report concluded that exclusive of roadway construction and reconstruction costs, it would cost approximately 81 million dollars to convert a single selected route to a parkway quality in the ten Mississippi River states.

The report concluded that an progressive development of a parkway requires only determination that the selected route shall be improved in a superior manner and that it should be dedicated to recreational purposes as well as to moving traffic. According to the Bureau report, the needed road construction, reconstruction or improvements of the parkway along the Mississippi River can be done with regular apportionments under the federal highway act or by the states on their own with their own programs and means.

III. PLANNING STUDIES OF THE PARKWAY

Congress formally reacted to the recommendations of the Bureau of Public Roads reports on a Mississippi River Parkway in spring of 1954. As contained in the Federal Highway Act of 1954 (PL 83-350), an appropriation of $250,000 for Phase I Mississippi River Parkway planning was provided. Phase I planning activities included the development of recommendations by the Bureau of Public Roads with the advice and consultations of the state Mississippi River Parkway Commissions.

Specific recommendations for each of the ten Mississippi River states regarding landscape, development of roadways, parkway geometrics, use of levees and signing was included in these early reports. In addition, the Phase I planning reports recommended that each of the states determine one specific route within its boundaries for the Mississippi River Parkway.

The Phase I reports also recommended that rights of ways, scenic easements, access controls, lands for parks, rest areas, and scenic overlooks be acquired. The Phase I reports recommended that as soon as land and access controls were acquired, that sections of the Mississippi River Parkway coinciding with existing highways be appropriately marked. By the late 1950's, the various sections were signed with the familiar green and white pilot's wheel marker.

Phase II studies were later authorized and conducted with funds contained in the Federal Aid Highway Act of 1954. Congress authorized $250,000 for Phase II planning studies which were conducted over the next six years. These studies provided recommendations with regard to land acquisitions, scenic easement, and access controls. The Phase II reports were based on consultant studies, aerial photographs, U.S. Geological survey maps, county road maps and similar development plans provided by other state and federal agencies.

CHAPTER 3

IMPETUS FOR PARKWAY DEVELOPMENT

I. CATEGORICAL GREAT RIVER ROAD FUNDS

With the completion of Phase II Planning Reports in the early 1970, the states had reached the point where actual Great River Road development was ready to begin. Although a number of states had put up Great River Road highway signs and utilized available state funds for scenic bluff protection and road improvements, full scale development funds were not readily available. This is when Congress then took action to realize and implement the objectives of the Mississippi River Parkway soon to be known as the National Scenic and Recreational Highway Program (the Great River Road).

Legislation to fund the development of the Great River Road was first included as part of the Federal Aid Highway Act of 1973. (See Table I.) Congressman John Blatnick of Minnesota and John Culver of Iowa were the main supporters of efforts to fund the National Scenic and Recreational Highway Program. The Federal Aid Highway Act of 1973 authorized out of the highway trust fund 10 million dollars for fiscal year 1974, and 25 million dollars per year for fiscal year 1975 and 1976 for construction and reconstruction of roads on a federal highway system. The 1973 Act also authorized general funds in the amount of 10 million for each of the fiscal years 1974 through 1976 for construction of roads not on a federal system.

The 90 million dollars authorized by Congress for the development of the Great River Road in the 1973 Highway Act was not made available to the states until 1976 due to budget concerns and the need to obtain cost estimate data for the use in the allocation formula in the distribution of Great River Road funds.

Meanwhile, Congressman James Oberstar of Minnesota and Bill Alexander of Arkansas worked to include an authorization of 78.75 million dollars for Great River Road development in the Federal Aid Highway Act of 1976. This legislation included 25 million dollars from the highway trust fund for fiscal years 1977 and 1978, as well as general fund authorizations 10 million dollars for 1977 and 1978 for reconstruction of roads not on the federal highway system.

Due to the tremendous progress that was made by the states with funds authorized in 1973 and 1976, the 95th Congress provided additional funds for the Great River Road program. In the Federal Aid Highway Act of 1978 Congress included an authorization of 140 million dollars for construction and reconstruction of the Great River Road. Specifically, the 1978 Federal Highway Act authorized 75 million dollars per year out of the highway trust fund for fiscal years 1979, 1980, 1981 and 1982. The 1978 Act also included 10 million dollars for fiscal years 1979 through 1982 for roads not on a federal highway system.

During the period from 1973 to 1978, Congress authorized a total of 314 million dollars in categorical Great River Road funds for the development of the Great River Road. Of this amount, 222 million was out of the highway trust fund and 78 million was from the general fund.

Table 1

CONGRESSIONAL AUTHORIZATION OF GREAT RIVER ROAD FUNDS

(All Funds in 1,000's)

Federal Highway Act	General Funds	Trust Funds	Total
1973	$ 30,000	$ 60,000	$ 90,000
1976	$ 22,500	$ 56,250	$ 78,750
1978	$ 40,000	$100,000	$140,000
1982		$ 5,300	$ 5,300
Total	$ 92,500	$221,550	$314,050

II. ALLOCATIONS TO THE STATES

Of the 314 million dollars in federal funds authorized by Congress for the development of the Great River Road, 251 million have been directly allocated to the states. (See Table II.) The Federal Highway Administration allocated the highway trust funds to the states for Great River Road highway and amenity projects on federal aid highway systems. Only a portion of the general highway funds authorized by Congress for the Great River Road have been allocated to the states.

The first Great River Road funds authorized by Congress were made available to the ten states in October of 1976. These funds were allocated on a discretionary basis to the individual states based on specific need. The second allocation of Great River Road funds occurred in October of 1978 and was done on the basis of a 1977 Great River Road cost estimate. This cost estimate was factored to reflect the rate of obligations at the end of the previous years in each of the ten Mississippi River states.

The FHWA made a further allocation of Great River Road funds in September of 1979. The allocation of these funds was based on a formula consisting of 50% of each state's share of the national route's total in mileage, and 50% of each state's cost estimate as contained in the 1977 cost estimate. This new allocation formula was requested by the states and the Mississippi River Parkway Commission due to the punitive nature of the adjustment factor based on non-obligated balances utilized in past years.

The last of the categorical Great River Road funds were allocated to the states in 1983. These funds were authorized by Congress as part of the continuing resolution for federal highway programs approved in 1982.

Table II

FEDERAL ALLOCATIONS OF GREAT RIVER ROAD FUNDS 1974-1983

State	Allocation
Arkansas	$ 25,908,543
Iowa	14,237,233
Illinois	34,037,761
Kentucky	13,074,627
Louisiana	24,999,156
Minnesota	43,729,074
Mississippi	31,753,197
Missouri	16,912,482
Tennessee	25,668,435
Wisconsin	21,165,109
Totals	$251,485,617

III. UTILIZATION OF OTHER FUNDING SOURCES

Combined with the categorical funds authorized by Congress, the ten Mississippi River States utilized over 1 billion dollars in other federal, state and local funds on Great River Road projects. These funds have been used for Great River Road highway and amenity work not only on the federal designated Great River Road but also on the state alternate Great River Road as well. Great River Road development has proceeded, although intermittently, with the use of other federal aid highway systems funds as well as special Great River Road allocations provided by the individual river states.

In 1983, Congress included a provision in the Federal Aid Highway Act to allow the states to use up to 95% federal funds on Great River Road projects along the Mississippi River. The ten states were required to utilize those federal aid highway funds on the system in which the Great River Road project resides. States were allowed to use a discretionary match that could be up to 95% of the total cost of the Great River Road project. Initial federal legislation made this a mandatory federal match, but the states working through the Mississippi River Parkway Commission, changed this provision to a voluntary match in order to ease the restrictions on the use of limited federal aid highway dollars. (See Table III.)

In addition to 95-5 matching provisions of federal law, the states were able to use other federal, state and local funds on Great River Road highway and amenity developments during the period from 1974 and 1989. In some states, special Great River Road accounts were established to allow limited development of Great River Road projects. Other states passed laws to dedicate the use of a percentage of state highway funds for Great River Road development. In addition, other Great River Road development occurred with the use of local and municipal funds.

Table III

OBLIGATION OF FEDERAL FUNDS

ON GREAT RIVER ROAD PROJECTS 1983-1986

USING THE DISCRETIONARY, 95/5 MATCH

OF THE 1982 FEDERAL HIGHWAY ACT

State	Obligation
Arkansas	$ 3,988,176
Iowa	-
Illinois	-
Kentucky	-
Louisiana	1,046,330
Minnesota	11,740,346
Mississippi	1,066,651
Missouri	532,089
Tennessee	-
Wisconsin	2,618,650
Totals	$ 20,992,342

CHAPTER 4

CRITERIA FOR PROGRAM ELIGIBILITY

I. GREAT RIVER ROAD GUIDELINES

In 1976, the Federal Highway Administration issued a directive regarding the program guidelines for the development of the Great River Road. These guidelines specified that "the Great River Road will, to the extent possible, follow present road alignment and criss-cross the Mississippi River on existing bridges." The guidelines emphasized the single route concept which embraces the recommendation of the report Congress presented in 1951 entitled, Parkway for the Mississippi River.

Great River Road program guidelines directed the states to select, in cooperation with the FHWA, the specific location of a federal Great River Road route with designated segments predetermined by the federal government. The guidelines further stated that access spurs can be included between designated control points when access is "not reasonably available" over the existing federal highway network to connect the Great River Road to significant historic, recreational or archeological features.

At the time that the Federal Highway Administration guidelines for the Great River Road were released, Congress responded by clarifying the concept of the Great River Road. Specific language was adopted in the 1976 Federal Highway Act that stated that "the Great River Road is not meant to be a major roadway along the entire length of both sides of the Mississippi River. It is to be one road that criss-crosses the River several times." Congress also reaffirmed that the existing road bed along the Mississippi River should be used feasibly except where there are significant breaks in continuity.

II. PROCEDURES FOR ROUTE LOCATION

The Federal Highway Administration specified specific cross-over points of the Great River Road within each of the ten Mississippi River states. The states specified the exact location where the Great River Road was to cross over, and left the decision up to the states and the Parkway Commission where the specific routing of the Great River Road would be allowed. All total, the federal government estimated approximately 2,052 miles that would be eligible for federal funding of categorical Great River Road funds within the ten Mississippi River states.

Specific Great River Road criteria were written that "the Great River Road should be located within designated segments to take advantage of scenic views and provide the traveler with the opportunity to enjoy the unique features of the Mississippi River and its recreational opportunities." The criteria also specified that the Great River Road should provide for a variety of experiences or themes including scenery, history, geology and culture. The criteria specified that the Great River Road should provide for a conveniently spaced rest areas and other facilities.

Great River Road criteria further stated that the Great River Road be located so that the unique values of the Mississippi River corridor be protected. Great River Road program guidelines states this may be accomplished by appropriate route selection, effective control and development, and scenic easement acquisition. The guidelines also stated that the Great River Road should be located "to provide convenient access to larger population centers in the state, sights of historical, archeological, scientific or cultural interests, or other elements on the Federal Aid Highway System."

Each of the individual Mississippi states then set up their own individual process procedures for selecting the state individual route of the Great River Road. The authority to approve individual route segments along the Great River rested with the individual state Parkway Commissions. The National Commission helped guide the selection process through the development of general standards and design guides. The final authority to select routes however rested with the states.

Route selection was done in accordance with FHWA guidelines and consultation with state and local agencies and the Mississippi River Parkway Commission. While in some states there was very limited options in locating the Great River Road, in other states, particularly Louisiana and Minnesota, there were many options to consider in locating the Great River Road route.

The Mississippi River Parkway Commission has had a very strong role in selecting the Great River Road routes and in some states the Commissions were given statutory authority to provide final approval of designation of the Great River Road. Final designation of the Great River Road was not completed until 1988.

III. STATE & FEDERAL ROUTES

The 1951 Bureau of Public Roads report entitled Parkway for the Mississippi River specified that the Great River Road should be a single continuous route from the headwaters to the gulf. Great River Road program guidelines issued in 1976 further gave the states detailed criteria for selecting a single Great River Road route that would be eligible for federal funding. Prior to 1976 however, the states had already signed many portions of the Great River Road on both sides of the River.

The FHWA program guidelines issued in 1976 had the effect of providing a distinction between a national and state Great River Road route. The national or federal Great River Road route is that section of a single continuous route that conforms to FHWA guidelines and that is eligible for Great River Road funds. (See Table IV.) The state route is the alternative route that while not eligible for federal funding does include sections of significant scenic, historic and recreational interests. (See Table V.)

The result of this situation is that there exists a Great River Road route on both sides of the River from the headwaters to the gulf. The Mississippi River Parkway Commission makes no distinction between the federal and state route in its promotional efforts. However, as the survey of the state transportation agencies attached as an appendix to this report shows, some states do use highway signs that distinguishes between a national and state route.

Table IV

Great River Road Mileage Summary

As of January 1, 1990

State	Total Federal Miles	Total State Miles
Minnesota	433	337
Wisconsin	152	94
Iowa	154	165
Illinois	303	326
Missouri	202	223
Kentucky	51	0
Tennessee	114	73
Arkansas	220.1	89
Mississippi	208.2	144
Louisiana	230.7	178
	2068	1629

IV. FEDERAL STANDARDS

To be eligible for federally authorized Great River Road funds, states submitting projects to the FHWA must be approved on the basis of several pre-defined standards. Projects for utilization of Great River Road funds were selected by the FHWA on the basis of the following standards listed in declining priority.

1. Preliminary engineering, including environmental studies for support of the selection of the existing route segments including acquisition of scenic easement and other areas of interest.
2. Acquisition of scenic easements and areas of scenic, historical, archeological and scientific interest.
3. Construction of rest areas, scenic overlooks, bicycle trails, and reasonable access to areas of interests and scenic enhancement.
4. Preliminary engineering through the location stage for segments on new location including environmental studies.
5. Reconstruction and rehabilitation of the existing routes.
6. Construction of new route segments to establish continuity of the Great River Road.

Changes in these guidelines have been made since 1976 in response to various concerns express by the ten river states through the Mississippi River Parkway Commission. Although changes were made, these standards were used as the basis for Great River Road development in each of the ten states utilizing not only federal aid highway funds, but other funds made available through the individual states and through local units of government.

CHAPTER 5

GUIDELINES FOR CONSTRUCTION

I. DESIGN GUIDE

In 1981, the Mississippi River Parkway Commission developed a design guide for use by the ten states in preparation and development of projects along the Great River Road. The design guide addressed the wide range of alternatives in which the Great River Road could be developed. Application of the recommendations in the design guide was voluntary. The design guide specified four areas of design recommendations:

1. scenic quality
2. road design
3. signing, and
4. bikeways.

The Great River Road design guides approved by the states recommended a variety of scenic preservation tools in areas of scenic acquisition and enhancement of the Great River Road. Among the tools recommended included scenic easements, zoning, landscaping, junk yard screening and access control. The ten states recommended that "Great River Road projects be considered that isolate the quality of an area which creates the beauty that can be developed and incorporated within the concept of the Great River Road."

Great River Road highway design standards recommended in the design guides specifies that "the Great River Road should blend in the surrounding topography in existing natural environment as much as possible in order to minimize the impact of the improved roadway." Specifically called out for in the design guide are the development of rest areas, overlooks, scenic easements, bikeways, pedestrian walkways and signing. The design guide states that the Great River Road is more than just a road building program and emphasizes the importance of aesthetics, environment, scenic and recreation as they relate to current safety standards.

The Great River Road design guide further emphasizes directional and informational signing which meet with existing Federal Highway Administration regulations in signing the Great River Road. Utilizing the familiar green and white Great River Road logo, the Parkway Commission recommended that recreational, bikeway and informational signs be placed in various sections along the Great River Road to ensure continuity and ease of available information for the traveler." The

Great River Road design guide further specifies that a bikeway be continuous along the entire Great River Road route in the form of attached paved shoulders or detached paved trails. Design standards specify that "a minimum width of four feet should be constructed to provide one-way bicycle traffic movement. The detached bikeway that provides two-way traffic movement should be a minimum of eight feet in width." The recommendation of a continuous bikeway was made with the understanding by the Transportation Committee that there are definite limitations to the ability to comply with the continuous bikeway concept.

II. CONSTRUCTION TECHNIQUE

Through the use of federal, categorical and non-categorical Great River Road funds the ten Mississippi River states have utilized a variety of different techniques to further development of Great River Road highway and amenity projects. The ten River states have utilized many of the techniques identified in the Great River Road Design Guide, developed by the Mississippi River Parkway Commission in the early 1980's.

According to a recent survey of the ten Mississippi River state Great River Road coordinators, scenic easements have been used as a Great River Road development technique in half of the ten River states. Other techniques that have been found in a majority of states include the use of billboard controls and junk yard screening along various sections of highways on the Great River Road.

Landscaping has also been an important technique in development the Great River Road. Seven of the ten states have used landscaping to various degrees to assure a true park-like corridor for the program. In addition, a few states have used zoning as a Great River Road development technique, as well as access control. However, some have used these latter two techniques not specifically because the road was located on the Great River Road.

Other techniques deal more with location of the actual route itself and includes setbacks and scenic quality criteria. The Great River Road has also been located in the areas to take advantage of scenic overlooks and bikeway trails.

III. GREAT RIVER ROAD SIGNING

Both the federally designated as well as the state alternate Great River Road is currently signed in each of the ten Mississippi River states with the familiar green and white Great River Road pilot's wheel logo. According to a recent transportation survey, the majority of the ten Mississippi River states provide some indication on the sign that the federally designated route is in fact a federal or national route. Three of the ten River states provide no notation of the federal or national Great River Road route.

The state or alternate Great River Road is marked with the Great River Road pilot's wheel logo in eight of the ten Mississippi River states. Several of these states however, provide no notation that the traveler is actually on a state or alternate Great River Road route. Also, some states have not fully marked their alternate Great River Road route as designation is currently pending. However, at present, the majority of the ten River states have marked both federal and state alternate Great River Road routes.

The signing of Great River Road amenities has also occurred in a majority of the ten Mississippi River states. Historical sights have been signed in eight of the ten Mississippi River states, information centers have been signed with the Great River Road logo in seven of the states, and rest areas, overlooks, parks and boat ramps have been signed in six of the Mississippi River states. Only five of the Great River Road states currently use the Great River Road logo on directional signs for travelers.

Funding for Great River Road amenity signs primarily comes from states sources. Seven of the ten River states use state funds for Great River Road amenity signs, while two use federal funding sources and one uses private source funding for Great River Road amenity signs. Funding for Great River Road highway signs however comes primarily from federal funding sources (See DOT Survey in Appendix).

CHAPTER 6

COOPERATIVE MARKETING

I. DOMESTIC PROMOTION ACTIVITIES

The Mississippi River Parkway Commission has been involved with the ten Mississippi River states in promoting and marketing the Great River Road throughout the last twenty years. The Commission has worked closely with the Tourism Offices of the ten states in developing domestic marketing programs that involves participation in travel shows, the development of tour writer and travel planner familiarization tours, public relations events and some limited advertising in newspapers and magazines throughout the ten River states. The Commission has also worked with the states in the publication of various national and regional Great River Road maps.

The Great River Road is now currently signed with the familiar green and white logo throughout the entire stretch of the Great River Road from Canada to the Gulf of Mexico. Travelers are encouraged to follow these green and white signs which mark not only the route, several interpretive centers, historic sights and other amenities as well as Great River Road spur routes in each of the ten Mississippi River states. There also exists several Great River Road interpretive centers and information stops along the Mississippi River where maps and other literature about the Great River Road can be obtained.

The Commission also works very closely with the non-profit Great River Road Association in helping to promote travel along the Great River Road. The Great River Road Association is a non-profit membership supported organization whose individuals have an interest in the well being and the promotion of the Mississippi River and the Great River Road. Memberships are open to any individuals, organizations and businesses throughout the region.

II. INTERNATIONAL MARKETING ENDEAVORS

In the past two years, the Mississippi River Parkway Commission has developed an international marketing program to promote the travel opportunities of the Mississippi River and the Great River Road. Working through the tourism offices of the ten Mississippi River states, an international marketing program has developed and funding has been acquired for activities to promote the River in foreign countries. During the first two years of the international marketing effort, the Mississippi River states have focused on Japan. The ten Mississippi River States participated in the Japan Associated Travel Agents Show in Tokyo in 1989. Japanese language brochures to promote the Mississippi River states and the Great River Road were developed. The International Marketing Committee is working to participate in other travel shows in the United States and Japan as it plans to continue it's effort to promote the Mississippi River and the Great River Road as an international travel destination.

In 1988, the ten Mississippi River states participated in a Mississippi River Fair in Osaka, Japan. The Great River Road logo was registered as a trademark in Japan and used as an identifying symbol for all activities associated with the fair. Several Japanese companies including department stores, railroad stations, restaurants, hotels and travel agencies all participated in this two month long fair. Products from the Mississippi River states as well as musicians, craftsmen and chefs were brought to Japan and promoted with a unifying symbol and theme of the Great River Road.

III. STATE PERSPECTIVE ON PARKWAY PROMOTION

According to a recent survey of the tourism offices of the ten Mississippi River States, all ten states tourism agencies consider the Great River Road as a viable tourism attraction. Of those states, eight reported that they focus some of their marketing efforts specifically on the Great River Road. These promotions vary from the development and publication of Great River Road maps and brochures to advertising by region, markings on state highway maps, and even the funding of a separate Great River Road division within one state tourism office.

Seven of the ten River states currently rate the interest in the Great River Road either moderately high, high, or very high as a travel destination. One state that gave a neutral response said that the Great River Road program needs stimulation, but that when people hear about the Parkway, they are very interested in learning more. According to the Travel Trend Survey, the majority of the ten River states feel that interest in the Great River Road has increased over the past several years.

State tourism agencies have responded to this interest by producing Great River Road historic tour guides, Great River Road region brochures, and developing Great River Road itineraries and auto tours. Nearly all of the ten River states included the Great River Road as a part of the travel itinerary for familiarization tours involving travel writers and tour planners.

When asked how the state tourism agencies feel the Great River Road has helped in tourism marketing, the majority of the Mississippi River States feel that the Great River Road has produced great benefits in aiding their promotion efforts. Some respondents commented that national attention to the Great River Road and the Mississippi River gives the states a basis of awareness to tie into. One state indicated that their region has never been a primary destination for tourism, however, the Great River Road is helping to change that situation. All of the ten River states feel that the Great River and the Mississippi River is an appropriate vehicle for international tourism marketing.

CHAPTER 7

INTERGOVERNMENTAL RELATIONS IN PARKWAY PLANNING

I. ROLE OF THE COMMISSION

The ten state Mississippi River Parkway Commission has been instrumental of the development of a variety of program activities over the past 50 years. The Mississippi River Parkway Planning Commission was the first organization that existed to further the concept of a parkway along the Mississippi River. Without the interest of the ten Mississippi River states and the work of planners in carrying to Congress ideas for a parkway, the Great River Road program would never have been launched.

The National Mississippi River Parkway Commission has provided an important link in bringing together a variety of different interests in ten Mississippi River states. They have been able to accomplish this through a structure of state commissions and a national organization to oversee the activities of parkway development. The individual state commissions watch over activities involving route designation, highway development and promotion within the state while the national commission works towards consistency standards, national and international awareness of the program.

The individual state commissions which make up the Mississippi River Parkway Commission generally consists of legislators, government officials, gubernatorial appointees, and general public members. The commissions have certain statutory responsibilities in each of the states dealing with approval of projects, route locations and providing advice and guidance to a variety of different agencies. Even today the commissions are currently being restructured in order to meet the demands of the parkway and increase their effectiveness in the River states.

The National Mississippi River Parkway Commission works on behalf of the ten River states in working with federal government, state government, Congress and state legislatures and private industry in furthering Great River road objectives. The National Commission is supported through dues paid by each of the individual state commissions. The National Commission Board of Directors consists of the state chairman of each of the individual state parkway commissions. The Commission has been effective and has helped oversee a variety of project successfully for nearly 52 years.

II. COOPERATION BETWEEN LEVELS OF GOVERNMENT

Throughout the history of the Great River Road program, there has been varying degrees of involvement by different levels of government. The initiative for the Great River Road actually began with the states, then was carried to the federal government for planning and feasibility studies. The federal government then funded the Great River Road program and it was implemented by the states. Today, the Great River Road program primarily lies in the hands of the individual ten states who are responsible for it's promotion and development.

During the past several years, local, state and federal units of government have all had a hand in Great River Road projects. Several local units of government have provided their own funds for Great River Road highway and amenity projects that have been matched from the state government as well as the federal government. Great River Road planning has occurred on many different levels from individual municipalities, to state transportation and tourism agencies, the Federal Highway Administration and the U.S. Travel & Tourism Administration.

All during these periods of planning and development, there has been a generally positive feeling of cooperation between different governmental units. Since the Great River Road was developed from the local level to the federal government, there has been very little ill-will between levels of government. Whether working to locate the route, develop eligibility criteria, or undertake regional marketing plans, different units of government have worked together to achieve a mutual goal.

III. INTERDISCIPLINARY RELATIONSHIPS

Just as the Great River Road program has been developed with the cooperation between different levels of government, it has also been developed with cooperation within levels as well. The Mississippi River Parkway Commission has largely been responsible for bringing together a variety of different government entities to further program objectives.

The Mississippi River Parkway Commission currently houses five standing committees which exist to bring together the ten states to further the Great River Road objectives. The current standing committees of the Mississippi River Parkway Commission are:

(1) Transportation Committee

(2) Promotion Committee

(3) Economic Development Committee

(4) Environmental Committee and

(5) Historical Committee.

Under the Commission's current by-laws, these committees consists of members from each of the individual state commissions as well as technical representatives from various state agencies. These technical representatives come from state tourism, transportation and natural resources agencies and participate on a regular basis in commission meetings and functions. Technical members to these committees do not have a vote per se on the committees, but do provide policy and technical recommendations to the National MRPC.

Working with the ten Mississippi River states in such an interdisciplinary manner has allowed the Mississippi River Parkway Commission and the Great River Road to experience many successes throughout the years. This interdisciplinary approach has been successful as the Commission has been able to further Great River Road highway and amenity projects for nearly 50 years, develop a variety of domestic and international marketing programs, and further activities to preserve and enhance the resources of the River Valley.

CHAPTER 8

IMPACT OF THE GREAT RIVER ROAD

I. ECONOMIC IMPACT OF TOURISM

The Great River Road and the Mississippi River as a destination of tourism/travel, has had a significant impact on the economy of the ten Mississippi River states. Formal and informal studies have shown that people are taking more and more trips here in the United States and are very interested in the scenic by-ways experience.

Recent information compiled from the states primarily through the U.S. Travel Center shows that the 125 counties bordering the Mississippi River benefitted from over 10 billion dollars direct travel expenditures in 1988. (See Table V.) These direct travel expenditures include sales for transportation, lodging, food and beverages, entertainment, retail trade and other services. This impact has increased over 85% since 1979, when a similar study of the state tourism offices were conducted.

In addition to the effects of direct expenditures on tourism/travel, recent studies have shown that the 125 counties along the Mississippi River produced 20,245 tourism travel related jobs with a total payroll of 161 billion dollars. (See Tables V-A and V-B.) Tourism in the region has also produced 506 million dollars in state tax receipts, as well as over 164 million in total local tax receipts for the states, counties and cities along the Great River Road. (See Tables V-C and V-D.)

Table V

Economic Impact of Travel in Counties

Bordering the Mississippi River

Direct Travel Expenditures (X 1000)

State	No. of Counties	1979	1988	% Change
AR	10	139,467	203,640	46
IA	10	204,734	312,292	52
IL	18	358,800	602,981	68
KY	8	154,316	138,330	10
LA	18	1,745,091	3,182,329	82
MN	21	1,090,935	2,112,862	94
MO	16	801,448	1,451,103	81
MS	11	128,300	232,300	81
TN	5	467,094	1,182,675	153
WI	8	279,563	698,908	150
Total	125	5,450,748	10,117,420	85

Table V-A

Economic Impact of Travel in Counties

Bordering the Mississippi River

Travel Generated Employment(#'s)

State	No. of Counties	1979	1988	% Change
AR	10	5,111	4,750	(- 7)
IA	10	7,861	8,071	2
IL	18	5,111	10,827	111
KY	8	5,948	7,887	32
LA	18	53,788	59,093	9
MN	21	N/A	N/A	N/A
MO	16	22,879	30,338	32
MS	11	N/A	N/A	N/A
TN	5	13,895	20,245	45
WI	8	8,511	11,286	32
Total	125	123,104	152,497	23

Table V-B

Economic Impact of Travel in Counties

Bordering the Mississippi River

(X $1000) Travel Generated Payroll

State	No. of Counties	1979	1988	% Change
AR	10	25,815	35,613	38
IA	10	56,189	56,768	1
IL	18	88,717	149,649	68
KY	8	52,409	82,825	58
LA	18	379,412	641,487	78
MN	21	32,793	39,379	20
MO	16	167,378	264,518	58
MS	11	33,500	52,942	58
TN	5	103,473	280,905	171
WI	8	7,622	12,046	58
Total	125	914,515	1,616,132	76

Table V-C

Economic Impact of Travel in Counties

Bordering the Mississippi River

State Tax Receipts (X $1000)

State	No. of Counties	1979	1988	% Change
AR	10	6,377	10,121	58
IA	10	7,673	16,970	121
IL	18	14,065	20,801	47
KY	8	27,869	55,769	100
LA	18	65,682	163,338	148
MN	21	78,788	118,393	50
MO	16	31,027	62,088	100
MS	11	N/A	N/A	N/A
TN	5	15,996	43,821	174
WI	8	7,622	15,252	100
Total	125	247,477	506,554	104

Table V-D

Economic Impact of Travel in Counties

Bordering the Mississippi River

Local Tax Receipts (X $1000)

State	No. of Counties	1979	1988	% Change
AR	10	614	2,111	243
IA	10	668	3,545	430
IL	18	2,691	8,923	231
KY	8	N/A	N/A	N/A
LA	18	33,800	76,804	127
MN	21	N/A	N/A	N/A
MO	16	9,727	30,007	208
MS	11	N/A	N/A	N/A
TN	5	5,701	18,108	217
WI	8	N/A	N/A	N/A
Total	125	53,201	164,120	208

II. INDIRECT EFFECTS OF PARKWAY DEVELOPMENT

The Mississippi River Parkway Commission conducted a recent telephone survey of communities along the Mississippi River to determine the impact on development of designating the Great River Road through their area. The general results of the survey shows that the Great River Road did have a direct effect on a variety of city developments and urban revitalization efforts. As a result of designating the Great River Road, many communities indicated that various warehouses have been converted, apartment complexes and businesses have been developed, interpretive centers have been established and a positive change towards Great River Road tourism resulted.

Some of the specific results of the Great River Road development impact survey show that in Minneapolis a central part of the downtown Minneapolis business district has been developed as a direct result of designating and upgrading the Great River Road. In Red Wing, Minnesota the Great River Road development has produced an increase interest in tourism as the community has become part of the national designated Great River Road route.

In Illinois one of the more interesting voiced impacts of Great River Road development has been a help with farm to market activity along the Mississippi River. It has also been indicated in Illinois that riverboat gambling along the Great River Road is one possible by-product of Great River Road development. Establishment of a Mississippi River welcome center in Iowa as well as the advent of riverboat gambling was also noted as an impact of Great River Road activity in that state.

In Kentucky, it was reported that the Great River Road project has changed an attitude towards tourism and economic development. This state has shown that the Great River Road has had a major impact on small communities particularly with federal, state and local expenditures on roadways, bridge replacement and amenity development. Kentucky has also seen the development of new parks along the Great River Road which according to local officials would not have been developed without the Great River Road. Other activities in Kentucky that have resulted due to Great River Road development has been Great River Road festivals, new rest areas, overlooks, parks and an increased emphasis on tourism promotion.

In Arkansas city officials pointed to the fact that the Great River Road has accounted for 200.8 million dollars in state revenue in counties along the Mississippi River. Arkansas also pointed to the effects of Great River Road development with an improved highway system and the help of the development of a farm to market system.

In other areas along the Great River Road designation has resulted in the development of several interpretive centers. In particular interpretive centers have been developed in Mississippi, Arkansas and Wisconsin according to survey respondents. In Wisconsin, the Great River Road name has been used in various local advertisements to promote tourism. In Louisiana, the Great River Road designation has helped with local road construction and reconstruction.

III. NATIONAL HERITAGE CORRIDOR

With the Great River Road's ongoing evolution, the Mississippi River Parkway Commission sought in the early 1980's to provide an increased emphasis on the tourism opportunities in the region. As a result of meetings with representatives of the governors of the ten Mississippi River states in St. Louis in 1984, the ten states agreed to explore the possibility of a national heritage corridor designation. Such a designation would provide a federal awareness of the resources of the Great River Road without the imposition of federal land use controls acquisitions or regulations.

The benefits of the corridor designation would not only be increased awareness, but provide additional incentive to continue historical preservation, environmental enhancement and Great River Road development.

The Commission held a series of hearings in the ten Mississippi River states throughout the period of 1984 and 1987 to determine the benefits and value of a Mississippi River National Heritage corridor designation. The results of these hearings show that there was extreme interests in the tourism potential of the Mississippi River and the Great River Road and that a national heritage corridor designation without strict federal controls should be pursued. The national commission responded to this request and began working with members of the U.S. Congress and Senate to introduce legislation to designate the River as a national heritage corridor.

The results of these efforts was the introduction of the Mississippi River National Heritage Corridor Study Act of 1989. This legislation was passed out of the House Interior and into the Affairs Committee in the fall of 1989. An identical version of the House passed Corridor Bill was introduced in the Senate in early 1990.

The Heritage Corridor Study Act creates a federal commission to study the resources of the Mississippi River Valley and the Great River Road and to recommend to Congress ways to increase and enhance the resources of the River Valley and further development of the River Road. One possible result of the Corridor Study would be designation of a Mississippi River National Heritage Corridor by the U.S. Congress.

CHAPTER 9

STATUS AND FUTURE

I. GREAT RIVER ROAD PROGRESS REPORT

During the period from 1974 to 1989, the ten Mississippi River states spent over 1 billion dollars utilizing various federal, state and local funds on projects associated with the Great River Road. (See Table VI.) Of this amount, over 705 million dollars was spent on projects associated with the federal Great River Road. Another 296 million dollars was spent on projects associated with the state Great River Road. Approximately 36 million dollars was spent on Great River Road amenities on the federal Great River Road route.

In terms of mileage, the original Great River Road cost estimate in 1977 identified 3,138 miles of Great River Road that were scheduled for various improvements as a part of the program. This breaks down into 1,832 miles on the federal Great River Road route and 1,306 miles on the state Great River Road route. Of this total 3,138 miles, the ten Mississippi River states have completed work on 1,656 miles on the Great River Road. This represents completion of 52.7% of the Great River Road program that was envisioned in the early Great River Road cost estimate of 1977.

The above completion percentage of 52.7% represents primarily Great River Road highway projects on the federal Great River Road route. The early Great River Road cost estimate in addition identified over 351 amenities that were to be developed as part of the Great River Road. During the period of 1974 to 1989 the ten Mississippi River states developed 98 amenities on the federal and state Great River Road. As reflected in the early cost estimate, the ten states have completed only 27.9% of all amenities original scheduled as part of the federal and state Great River Road. Funding for Great River Road amenities have been given a lower priority by the transportation agencies of most of the Mississippi River states.

Table VI

Status Report

Great River Road

Original 1977 Program

Segments	Road Miles	Quantity of Amenities
Federal Great River Road	1882.8	
State Great River Road	1306.1	15
Federal Great River Road Amenities		344
Totals	3188.9	359

Accomplished 1974-1989

	Miles		Amenities		Expenditures
Segments	Miles	% Completed	Amenities	% Completed	1977-1989
Federal GRR	1114.22	59.18			$ 714,889
State GRR	542.3	41.52	2	13.33	$ 296,366
Federal GRR Amenities			98	28.48	$ 37,042
Totals	1656.52	51.94	100	27.85	$1,048,297

II. 1990 COST ESTIMATE

The Mississippi River Parkway Commission has estimated that the total cost to complete the Great River Road program in its present form is 1.026 billion dollars. (See Table VII.) This estimate is based on 1989 average roadway costs and includes only those projects originally identified in the 1977 Great River Road cost estimate on the federal designated Great River Road route. This 1990 Great River Road federal cost estimate identifies all work on the Great River Road that has not yet been completed as of December 31,1989.

The Great River Road cost estimate has been broken down under three main headings. Preliminary engineering, right of way, and cost of construction.The Great River Road cost estimate reflects preliminary engineering costs of 49.8 million dollars, right of way costs of 133 million dollars, and total construction costs of 844 million dollars. The Great River Road 1989 cost estimate also breaks down the costs for Great River Road amenities and for roadway work. Great River Road amenity needs total 12.4 million dollars on the federal Great River Road. Sub-total roadway costs on the federal Great River Road route are 1.01 billion dollars.

According to MRPC Pilot Pro-Tem, Senator John Bernhagen, the Great River Road program is an ongoing program that will have to be leveraged with a variety of federal, state, local and private funds to be completed. Senator Bernhagen added that it may be another fifteen years before the work in the cost estimate can be completed, but through creative and cooperative means,the project that began over 50 years ago can be completed.

Table VII

1990 Estimate of the Cost of

Completing the Great River Road in the United States

(Federal Designated Route)

Estimated Cost ($1,000) based on 1989 Average Roadway Costs

Item	Subtotal Amenities	Subtotal Roadway Sections	Total for Route
Preliminary Engineering			
A. Roadwork	$ 509	$ 42,288	$ 42,797
B. Special Scenic or Recre. Feature	$ 129	$ 6,509	$ 6,638
C. Special Studies	$ 0	$ 426	$ 426
1. Total Preliminary Engineering	$ 638	$ 49,223	$ 49,861
Right-of-Way Acquisition			
A. Roadway	$ 307	$ 114,063	$ 114,370
B. Areas of Special interest	$ 0	$ 10,704	$ 10,704
C. Scenic Areas, Rest Areas, etc.	$ 96	$ 7,983	$ 8,079

2. Right-of-Way Acquisition	$ 403	$ 132,751	$ 133,154
3. Const. of Rest Areas, Overlooks	$ 2,296	$ 53,892	$ 56,188
4. Grade, Drain, Minor Structures	$ 2,446	$ 163,348	$ 165,794
5. Subbase, Surface and Shoulders	$ 3,727	$ 261,746	$ 265,473
6. Major Structures	$ 565	$ 170,866	$ 171,431
7. Other Construction	$ 867	$ 73,941	$ 74,808
8. Subtotal Lines 3 through 7	$ 9,901	$ 723,793	$ 733,694
9. CE & Contingency (15% line 8)	$ 1,485	$ 108,569	$ 110,054
10. Total Cost of Construction	$ 11,386	$ 832,362	$ 843,748
11. Total Est.Costs Lines 1,2 & 10	$ 12,427	$1,014,335	$1,026,763

The above estimate is based on the scope of work identified in the 1980 Great River Road Federal Cost Estimate that has not been completed as of December 31, 1989. The costs are based on 1989 Construction Costs in each of the States.

III. STATE PERSPECTIVE ON NEEDS

Although the ten Mississippi River states have been able to utilize a variety of other funding sources for Great River Road development, a consensus of the states feel that additional federal involvement is needed to continue to the development of the Great River Road. In fact, when asked if the Great River Road can be continued and completed solely through state initiatives, a consensus of the Mississippi River states responded that it could not.

Some states have indicated that local resources are unable to accommodate development needs for programs such as this. They also indicated that the funding potential at the state level is very limited, and can be erratic with changes from biennium to biennium. In several states, Great River Road projects have a low priority compared to other projects statewide. As a result, the probability of funding for continuing Great River Road development is low.

The ten Mississippi River states have accomplished much along the Great River Road, but a majority of the funds spent on the program have been for highways. Amenities are seriously in need of federal funding as the states feel they are unable to complete the projects identified in the 1980 cost estimate on their own.

According to one state, only portions of the Great River Road and it's amenities have been completed. Additional federal involvement in tourism,amenities and highway development is crucial in order to develop the balance of the corridor and complete the Great River Road.

CHAPTER 10

LESSONS OF THE GREAT RIVER ROAD

I. DEVELOP CONSISTENT AND VISIBLE SIGNING

The one aspect of the Great River Road that has given the program the most visibility and continuity in the ten Mississippi River states has been the signing of highways and amenities along its route. The familiar green and white pilots wheel logo has been used by each of the ten states to distinguish the route and amenity projects associated with the Great River Road. The logo incorporates the words Great River Road on the signs but allows the flexibility for each state to incorporate their name within the sign as well.

To assist the states in signing Great River Road highways and amenities,the Mississippi River Parkway Commission developed a Great River Road signing guide. The guide has been made available to all states as well as other River Road planners at state and local governmental levels. Today the Great River Road logo has been incorporated into the state and federal route on both sides of the River and in association with amenity projects, funded as a part of the Great River Road.

The Great River Road logo has been registered as a trademark of the Mississippi River Parkway Commission in the United States and Japan. Each Mississippi River state has included the Great River Road marker in their standard highway route marking assemblies. The standards for placement and erection of route marker assemblies are specified in the Manual of Uniform Traffic Control Devices (UMTCD). Incorporation in the UMTCD has been extremely helpful in establishing uniform recognition and use of the Great River Road sign.

In addition to the signing of Great River Road highway and amenity projects, the Great River Road logo appears on the states official State Highway Maps to distinguish the Great River Road for the map user. The logo has also been used on a variety of maps and promotional brochures developed by the states, the Mississippi River Parkway Commission, local units of government and private industry.

Any scenic by-ways program developed in the future would do well to develop a recognizable logo for use in association with the program. Signs need to be incorporated into each highway and amenity project and should have the consistency of application through a Signing Guide. Scenic by-ways logos should also be included on official state highway maps and be used in the development of brochures and other marketing tools.

II. INCORPORATE DESIGN GUIDE AND STANDARDS

Any scenic by-ways program that is developed throughout the nation needs to incorporate a consistent set of standards for the development. The Great River road functions as both a transportation artery and as a scenic historic and recreational highway. Consequently, design standards for the Great River Road were developed to appropriately reflect both attributes.

The Federal Policy Memorandum (Vol. 6, Chap. 9, Sec. 15.) of October, 1976 qualified the Great River Road as a park-like facility and a scenic and recreational highway. Rest areas, scenic easements, bikeways, pedestrian walkways and their appropriate signing became a part of the policy and part of the standard which guided all future development of the Great River Road. Although the Federal Policy memorandum was developed to guide the use of specific federal Great River Road funds, it did set the standard that is used in developing the Great River Road even today.

Partly in response to the Federal Policy memorandum of 1976, the Mississippi River Parkway Commission developed a Great River Road design guide as a standard for use in developing the program. The design guide for the Great River Road was developed to foster a greater appreciation of the nature and historic, landscape of the River Corridor and to offer recreational opportunities for the traveler. Also incorporated in the design guide is a concern for existing natural resources and the preservation of historic sites and landmarks.

The design guide has been made available to Federal, State, County and City jurisdictions in the ten Mississippi River states. As improvement projects are implemented along the Great River Road, the design guide continues to be a constant reminder of the various design considerations which need to be addressed to provide a park-like facility. The development of Great River Road segments with or without the use of federal categorical funds reflect these design guides.

In the perspective of the Great River Road experience it is recommended that, as scenic by-ways programs are developed in the future, it is important that a set of consistent standards be developed. The policy memorandum from the federal government and the state initiated design guide which followed,has provided much needed constancy and continuity for the Great River Road program that traverses the ten Mississippi River states. It is through standard guidelines such as these that a scenic by-ways program can achieve its uniqueness, identity and worth.

III. EMPHASIZE INTERGOVERNMENTAL COOPERATION

The Great River Road program began as a local initiative of citizens and planners and continues to do so today. The existence of the Mississippi River Parkway Commission has given the Great River Road a certain legitimacy that has aided its development. The individual state commissions are established either by state statute or executive order and have a variety of responsibilities to guide Great River Road development, marketing, and funding. The legislators, county officials and governors appointees that makeup the commissions work within each state and on a national group to provide direction, influence, and stature to the program.

In recognition of the diversity in the Mississippi River corridor extending from its source in northern Minnesota to the Gulf of Mexico, the Mississippi River Parkway Commissions are also organized regionally. The states have been able to initiate, plan, maintain, and market a very successful regional scenic by-ways program. The citizen-based nature of the commission has given the Great River Road an important local base from which to develop.

One of the important benefits of having a citizen-based organization to guide a scenic by-ways program is that it provides continuity in the program. While local needs and funding priorities may differ, a citizen-based organization provides the necessary input to develop a program that coordinates and balances a variety of different interests. Although the MRPC's role is mostly advisory, it does function as a catalyst in bringing together varied concerns to a common good.

Local involvement in the development of a scenic by-ways program also helps to sustain the program. While federal categorical Great River Road funding did give the Great River Road an important developmental spurt, local involvement has kept the interest for the program alive through promotion, maintenance and marketing. It also has helped make the Great River Road a popular scenic by-way regionally, that has not been viewed as an unwanted federal initiative.

Future scenic by-ways programs must be organized with local involvement and input if they are to succeed over time. An organization such as the Mississippi River Parkway Commission is extremely helpful in providing direction, continuity and legitimacy for a scenic by-ways program. Any national scenic by-ways organization that may be developed will succeed only if it is based on the foundation of local interest and concern as the Great River Road has proven.

IV. OBTAIN SPECIAL FUNDING

It is an established fact that the identified improvement needs on this nation's highway system far exceed the funding availability to address those needs. Consequently priorities are established generally resulting in the higher function routes i.e., Interstates, Federal and Primary, congested Urban Routes, receiving the vast majority of funding. The emerging new Federal Transportation policy directs primary attention to a system of National Significance i.e., the higher function routes.

While these priorities may well be appropriate, the flip side is that lesser classified highways cannot compete for the scarce funding at any level be it federal, state or local. By their very nature, most of the potential scenic by-ways in this country are the lower classified highways.

The Great River Road, as it traverses the ten Mississippi River states,is routed over a variety of highway classifications. Even on the higher function segments of the Great River Road where improvement needs can compete statewide - the scarce improvement dollars tend to be directed to correcting the highway deficiencies - and not towards amenities improvements. Subtle as this decision process may be, the projected end result over time is that the improved Great River Road would look no different than any other improved highway segment.

The federal Categorical Great River Road funding provided by the Federal Highway Acts of 1973, 1976 and 1978 did in fact direct funding towards many amenities along the route. Some states, in implementing these funds,established a policy of directing certain portions of these annual allotments specifically towards amenities.

It has been the Great River Road experience that without special funding the development of amenities is greatly stymied. In a recent analysis made of the completion of the Great River Road as envisioned by the 1973, 1976 and 1978 cost estimates, less than 27.9% of the identified (351) amenities have been completed with dismal expectations for their funding in the future. Similarly, the analysis also revealed that while 52.7% was completed, the cost of uncompleted Great River Road is estimated to be 1.3 billion dollars.

The Great River Road experience makes it vividly clear that for the scenic by-way program to be successful and to accomplish its purpose, special funding is essential. The degree of the funding needed will vary depending on program emphasis and uniqueness of the route. Signing along a backwoods road perhaps involves minimal costs, while completion of highways and amenities involves significant funding needs. With the Great River Road, substantial special federal funding is needed to allow for the continuance of a nationally significant scenic by-ways program that began over 50 years ago.

CONCLUSION

Throughout the 50 year history of the program, the Great River Road has undergone a number of different changes. From its beginnings back in 1936,the Great River Road has evolved into a program that, while unfinished, is still very much alive.

Interest in the Great River Road began at the local grass roots level,was transferred to the federal government, and is now resting again with the states. The ten states are committed to continuing various promotions and development efforts, but are once again looking for a national push to complete what has been started.

Today, the Great River Road criss-crosses the Mississippi River at various points, and quietly travels through some of the most interesting scenic, historic and recreational resources in the country. Although much work remains, the Great River Road is seen as a vital tourism attraction worthy of many different domestic and international marketing efforts in the ten River states. The states have a very positive perspective on the Great River Road as a tool for the promotion of tourism and the enhancement of economic development of the region. Surveys conducted and data compiled for this study show why the states are eager to work together to continue this unique national parkway system.

The Mississippi River Parkway Commission has been a key element in bringing together different levels of government and charting the course for the completion of the program. While Congress provided a tremendous push for the physical continuation of the parkway, the Commission has been a key element in the success of the Great River Road.

Additional national involvement through a national heritage corridor,scenic by-ways program, or Great River Road funding itself, is deemed desirable by the states to further the program. Yet through 50 years of change and re-direction, the Great River Road is still a vital, alive and growing national scenic by-ways program of its own.

APPENDIX

Great River Road Survey
of the State Transportation Agencies
in the Mississippi River States
May 1990

Responses - 10

I. Great River Road Highlights

A. Briefly describe three Great River Road highway projects in your state that best represent the objects of the program (include location, amounts, and color slides if available). Differentiate between urban & rural where possible.

	Urban	Rural
1.	Snelling Fort Info Center/Fort Restoration, St. Paul, MN	Croft Mine Interpretive Center Crosby, MN
2.	Minneapolis River Road Parkway/ Trails Overlooks, Minneapolis, MN	Boat Access/Park, Palisade, MN
3.	Hill House Restoration, St. Paul, MN	Wilderness Drive, Lake Itasca State Park

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1.	_____	Hamilton to Nauvoo, IL - Hancock Co. Ill. Widening & resurfacing 12 miles - $1,500,000.
2.	_____	Rte. 100, Alton to Grafton, Jersey and Madison Counties, Ill. Resurfacing 8 miles of highway and bicycle facilities. $6,000,000
3.	_____	Reconstruction & relocation of Great River Road on Illinois Rt. 3. Union & Alexander Counties, Ill. $4,370,000

1.	U.S. 61 Special 4 lane project, Vicksburg with lopss slope protection.	Fayette Bypass, U.S. 61 with scenic easements.
2.	_____	MSJ Overlays, MS Delta
3.	_____	Major widening to 4 lanes on U.S. 61 near Natchez.

Urban	Rural
1. VILLAGE OF PEPIN Urban street reconstruction which incorporated ornamental lighting, special sidewalk treatment, planters, benches, embellishment of adjacent historical marker & Village park (0.7 miles) ($520,000).	PEPIN TO STOCKHOLM Rural roadway improvement involving full width (8') paved shoulders & enhancement of adjacent Historic Marker site and scenic overlook of Lake Pepin. (5.5 miles) ($1,100,000)
2. CITY OF FOUNTAIN CITY Urban street reconstruction blended between historic river town store fronts and railroad. Incorporated re-establishment of historic "Fountain Plaza". (1.6 miles) ($2,800,000)	ALMA TO NELSON Rural roadway improvement included partial width paved shoulders. Design blends the roadway into 'bench' between the high bluffs on one side and the majestic Mississippi River below. (6.2 miles) ($3,400,000)

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1. _____	St. Charles - Lincoln Co. 2.56 miles of road & bridge replacement at Cuivre River, cost $7,044,979.
2. _____	Pike Co., 1.03 miles of road and bridge replacement at Sugar Creek, cost $1,224,999
3. _____	Pike Co., 1.70 miles of road and bridge replacement at Salt River, cost $1,745,243.

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1. West River Parkway from Lake St. to Godfrey Pkwy. (2 miles). Upgrade road, provide detached bikeway, park type amenities, landscaping. River views & overlooks. ($1.4 million)	Stearns CSAH 1 (9 miles) roadway reconstruction, surface and pave shoulders. Parallels river, provides views and allows safe bicycle travel. ($1.2 million)
2. _____	Aitkin CSAH 10 (7 miles) Upgrade from 20' gravel surface to 24' bituminus surface plus 6' paved shoulders. Parallels river with many river views. ($2.0 million)

Urban	Rural
1. _____	Donaldsonville - New Orleans (Ascension Ph. Line - Burton Rd.) St. James Ph., New Alignment R/W Acquisition, $422,590.
2. St. Charles Ave. New Orleans, Orleans Ph. Overlay, $1,183,170 4.4 miles.	_____
3. _____	Empire-Buras, Plaquemines Ph., Widening & Resurfacing $1,454,460 3.7 miles.

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1. Mt. Hosmer Park Access Rd., City of Lansing, Allamakee Co. 3.0 miles, $94,500.	_____
2. _____	Clayton Co. Rd x 56, Guttenburg to IA 340, 13.0 miles gravel to paved scenic drive near Miss. River $6,521.7 million.
3. Muscatine Co. Rd. x61, Muscatine to Louisa Co. Ln., 3.0 miles upgrade (w/bikeway) near river $126,800.	

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1. _____	Reconstruction of 4.95 miles of KY 94 between Hickman and Cayce in Fulton County. Cost - $6,824,187
2. _____	Redecking of Cairo Bridge over Ohio River between Kentucky & Illinois Cost - KY - $3,462,613, IL - $659,545.
3. _____	Reconstruction of .5 miles of US51/62 & railroad crossing structure south of Wickliffe in Ballard County. Cost - $3,645,596

Urban	Rural
1. _____	KY 94 in Fulton Co. alleviates flooding and corrects substandard geometrics, $6,828,000.
2. _____	US 51 at the City of Wickliffe, in Ballard Co., correct substandard geometric, $3,645,000.
3. _____	US 51 at Mayfield Creek, on Ballard-Carlisle Co. line, replace substandard bridge, $1,915,000.

B. Briefly describe three most important Great River Road amenity projects in your state that represents a cross section of historic, scenic, recreation program objectives (include location, amounts and color slides if available). Differentiate between urban and rural when possible.

Urban	Rural
1. Sunset Park Overlook, Rock Island, IL. $125,000	Fall Creek Rest Area & Scenic Overlook, Adams County. Includes preservation of historic Stone Arch Bridge. 220 acres; 12 miles south of Quincy, IL. $1,159,000
2. Villa Katherine Tourist Info. Center & Historic Preservation Quincy, IL. $50,000	Long Hollow Tower Scenic Overlook South of Galena, Jo Daviess County, IL. $479,425. (Adams County)
3. Galena Pedestrian Bridge, Jo Daviess County, IL. $457,000	Hamilton to Nauvoo, Hancock County, IL. Development of 8 Rest Areas. $559,816

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1. CITY OF ALMA Improved access road, parking area and foot paths, to bluff top Buena Vista Park overlooking Alma; locks and dam and Mississippi River and vast backwaters. (2.1 miles) ($320,000)	ONALASKA TO TREMPELEAU Conversion of abandoned RR to Great River Road Bike Trail. (11 miles) ($282,000)
2. (See urban highway project amenities, e.g., Village of Pepin and City of Fountain City - Question A)	Scenic Easements along the rural segment on GRR between (Hager City-Prairie du Chein protects bluffs on one side and vistas of river on the other. (160 miles) ($20,000 est. - done in 1950)
3. _____	Collectively the enhancement and provision of the many scenic overlooks, waysides, river accesses, parking areas along entire GRR.

Urban	Rural
1. Snelling Fort Info Center/Fort Restoration, St. Paul, MN	Croft Mine Interpretive Center Crosby, MN
2. Minneapolis River Road Parkway/ Trails Overlooks, Minneapolis, MN	Boat Access/Park, Palisade, MN
3. Hill House Restoration, St. Paul, MN	Wilderness Drive, Lake Itasca State Park

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1. _____	Welcome Center, Greenville, MS. Unique replica of river boat.
2. _____	Welcome Center Natchez architecture patterned in ante-bellum style.

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1. Interpretive Center built in the historic district of Ste. Genevieve cost $316,800.	
2. Historic District of Ste. Genevieve - parking site, and street improvement, cost $1,260,172.	
3. _____	Pike County an Information center in the town of Clarksville cost $210,470.

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1. Fort Snelling. Historic restoration, landscaping, interpretive/rest room facilities. Interpretation of 19th century fort life style, scenic views of river and day use activities. ($2.3 million)	Wilderness drive and bike route at Lake Itasca State Park. Scenic drive and bicycle route. Views of Lake Itasca and scenic forest. ($387,000).
2. _____	Ellison Park in Monticello. Park improvements, parking, play area, rest rooms and walkways. Provides day use and views of river. ($43,000).

Urban	Rural
1. LA. Naval War Memorial & Historic Center, East Baton Rouge Parish, Interpretive Center, $2,233,205.	
2. LA. Naval War Memorial (Maritime Plaza), East Baton Rouge Parish, $479,484.	
3. _____	Port Hudson State Comm. Area, Historic & Archeological Preservation West Feliciana Parish, $2,160,650.

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1. Mark Twain Scenic Overlook IA 92 Muscatine, $225,000 to acquire and develop.	U.S. 52, Sageville Indian Mounds - Dubuque, Co., preservation & interpretation of site, $300,000 to acquire/develop.
2. _____	U.S. 52 Guttenburg Scenic Overlook, Clayton Co., view Miss. River valley and geologic features interpretation $185,200 to acquire and develop.

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1. _____	Wickliffe Mounds Archaeological site north of Wickliffe in Ballard County. Remodeled existing buildings and parking lot improvements. Cost - $112,850.
2. _____	Construction of boat ramp to Mississippi River, approach road and parking lot at Columbus Belmont State Park in Columbus, Hickman County. Cost - $77,851.
3. Restoration of Carnegie Library as Interpretive Center including overlook of Mississippi. $30,000.	

Urban	Rural
1. _____	Wickliffe Mounds in Ballard Co. various improvements to site. $92,000.
2. _____	Carnegie Library Restoration in Fulton County. $259,000
3. _____	Boat Ramp at Columbus-Belmont State Park. $84,000

C. Please list those events which you feel are the most significant in the development of the Great River Road program in your state (e.g. formation of commission, Great River Road planning report, Federal Great River Road funding, state legislation, etc.).

1. Federal Great River Road Funding

2. Formation of Commission

3. Development of State Implementation Plan

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1. The Congressional Action in 1949 instructed study - the subsequent report to Congress in 1958 establishing GRR routing.

2. The enactment of WI Statute Chapter 482 in 1961 establishing Parkway Commission.

3. The Categorical funding provided for GRR in Federal Transportation Legislation of 1973, 1976, 1978.

4. The National MRPC which links the states and gives national attention.

5. The scenic easement program of the 1950's preserving the scenic qualities.

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1. Legislative members on state commissions.

2. Agency coordination.

3. Local involvement.

4. Quality projects (as many as can be afforded).

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1. Federal Great River Road funding.

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1. Federal Great River Road funding.

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1. The establishment of separate federal GRR funding.

2. Establishment of MN/MRPC.

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1. Federal Great River Road funding.

2. Great River Road Planning Report.

3. Commission.

4. State legislation.

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1. Federal GRR funding.

2. State appropriation of $ for loan fund.

3. GRR Archaeological/Historic/Architectural Corridor study.

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1. Federal Great River Road Funding.

2. Great River Road planning report.

3. Formation of commission.

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1. Additional Federal GRR Funding, which would lead to more state involvement.

2. Develop a KY GRR 5 year plan.

3. Reorganize KY MRPC to involve more local people.

4. On going state support (both technical & financial).

II. Route Designation Process

A. Briefly describe the process used to designate the state/non-federal Great River Road route in your state.

- A multi-disciplinary professional team modified the original 1951 Federal Great River Road Study.

- The GRR in Wisconsin was established originally as result of studies performed by the Bureau of Public Roads & National Park Service in the late 1950's & early 1960's. Subsequently, route changes have been made to enhance/align with objectives of the GRR re: scenic, recreational, historic, etc. attributes.

- The state park parallels the Mississippi River on the opposite side on major highway to give the user a faster alternative.

- Designation by MS legislature.

- None designated in Missouri.

- A more expedient alternate route, generally on the opposite side of the Mississippi River from the national route. Approval by appropriate local authorities and by the MN/MRPC.

- Select existing route in close proximity to river depicting varied cultural, historic, agricultural and economic interest.

- No specific process - may be signed locally at option of counties.

- N/A.

- Local recommendations are made to the state MRPC.

B. Briefly describe the process used in your state to designate the federal/national Great River Road between the points set by the FHWA in early 1973.

- A multi-disciplinary professional team modified the original 1951 Federal Great River Road Study.

- The portion of the Federal Route designation WI followed the already established GRR routing. (Also see questions I-C(1) & II-A.)

- Involved local units of governments to get the user as close to the river as possible, by using county, township and local streets.

- FHWA directed the location. MS legislature approved.

- Route was established using a cooperative effort of the state of Missouri, Illinois, and FHWA to select a routing highlighting scenic locations in both states.

- Inventory/analysis of potential alternative routes--involvement of local agencies and the public in alternative route evaluations and final route selection. Approval by appropriate local authorities, MN/MRPC and FHWA.

- Follow the route which had been previously designated.

- DOT selected with local input--submitted to FHWA, with cost estimate, for concurrence; later, local requests for revisions handled similarly.

- The route was identified in the 1977 Cost Estimate, revised in the 1981 Cost Estimate, and studied, modified and received approval in the 1985 Final Environmental Impact Statement.

- Local recommendations are made to the state MRPC. A public hearing is conducted by the Kentucky Transportation Cabinet. The Cabinet designates Kentucky's GRR route.

III. Signing

A. Is the Federal Great River Road in your state fully marked with the Great River Road pilot's wheel highway sign in accordance with the Manual on Uniform Traffic Control Devices?

Yes 10

No 0

If no, explain _____

B. Is the federal/national designated route marked with any of the following references?

2 federal route

6 national route

2 other (State Route #)

3 no notation of federal/national route

C. Is the state or alternate Great River Road fully marked with the Great River Road pilot's wheel highway sign in accordance with the Manual on Uniform Traffic Control Devices?

Yes 8

No 4

N/A 1

If no, explain:

- No state or alternate route.
- Most of route has markings but intervals are inadequate and some signing requires upgrading.
- Portions on primaries signed, secondary roads portions signed at local option -- may not be complete.
- State GRR route designation is currently pending.

Note: With absence of Federal categorical funding - Federal designation is meaningless & perhaps confusing to motorists.

D. Is the state/alternate route marked with any of the following references?

_____ state route

_____ alternate route

1* other

8 no notation of state/alternate route

1 N/A

* State route carries only pilot's wheel marker. Spur routes off of either State or National route marked with pilot's wheel marker and "spur".

E. Has your state engaged in activities to sign the following Great River Road amenity projects?

1.	Bike trails	Yes 4	No 5	N/A 1
2.	Hiking trails	Yes 1	No 5	N/A 1
3.	Historical sites	Yes 8	No 2	
4.	Boat ramps	Yes 6	No 4	
5.	Information centers	Yes 7	No 2	N/A 1
6.	Rest areas	Yes 6	No 4	
7.	Overlooks	Yes 6	No 4	
8.	Parks	Yes 6	No 4	
9.	Directional Signs	Yes 5	No 3	
10.	Other	Yes _____	No 3	

F. How are signs for Great River Road amenity projects funded?

(Please check one)

Federal 2 State 7 Local _____ Private 1

Combination 4

G. How are signs for Great River Road highway projects funded?

(Please check one)

Federal ___4___ State ___8___ Local _____ Private _____

Combination ___3___

(Attached is copy of Illinois signing policy.)

IV. Great River Road Techniques

A. Beyond the use of federal categorical Great River Road funds, to what degree has your state been able to utilize other sources of funding to maintain and continue development of the Great River Road.

- Federal Categorical Non-Great River Road Funds, State Funds, Local Funds.

- The GRR in WI is routed over state highways. Consequently priorities for highway improvement projects on the GRR must compete with other highway projects statewide. For the years 1974 through 1990 it is estimated that $70,000 Fed/State highway funds have been expended on the GRR in WI. In urban areas, local governments have provided 25% towards highway project costs. Because of funding shortages to meet the backlog of highway needs, the expenditures for amenities (other than the years of categorical funding) has been minimal. The uniqueness of the GRR is to a significant degree the amenities.

- State transportation funds.
  LCMR grants requested.
  LCMR $400,000 83-84 FY.

- FAP, FAS, state construction funds.

- We have used IR, Primary, and Minimum Allocation funds on past projects. We are planning to replace several deficient bridges using federal bridge replacement funds.

- Legislative bonding authority and funding allocations along with local initiatives. Both funding sources have been very limited and have only involved the Mpls./St. Paul segment of GRR. State trunk highway funds have been used extensively on the trunk highway portions.

- Since the majority of the route is located on FAP and FAI other sources of funds are available.

- Minimal application of normal FAS and/or FAP funding for improvements/ maintenance. Some locally funded work by counties.

- Very little work has been done with non-GRR funds due to the low priority of the route from a needs perspective.

- Murray State University provided funding for improvements made at the Wickliffe Mounds. KY Heritage Council and Community Development Block Grant Funding has been secured for the Carnegie Library restoration project. KY Fish and Wildlife Funds were used on the boat ramp at Columbus-Belmont. The KY Tourism Cabinet contributes to the State's GRR program.

B. Has any legislation been approved in your state specifically to earmark funds for Great River Road highway or amenity projects?

Yes 3

No 6

If yes, briefly describe:

- Hwy. robbery.
- 1984 World's Fair exhibit, then moved to Greenville to become welcome center.
- Legislature created special account fund for new construction. Account is a one-time allocation with a repealer to take effect at the end of current biennium.
- Revolving loan fund to provide "local" match. Repealed in 1988. (Funds reverted to normal "farm to market" highway fund.)

C. Has your state used any of the following techniques to enhance the scenic quality of the Great River Road in your state?

A. Scenic easements	Yes 5	No 5	
B. Zoning	Yes 3	No 4 + 1*	* not specifically done because of GRR
C. Access control	Yes 3	No 5 + 1*	
D. Billboard control	Yes 6 + 1°	No 2 + 1*	° controls from our normal legislation
E. Landscaping	Yes 7	No 2 + 1*	
F. Junkyard screening	Yes 5 + 1°	No 2 + 1*	

G. Other:

- Set backs, selection of most scenic routes to begin with.
- Re-established rock Indian cairn at a scenic turnout.

V. Program Balance

A. Based on your knowledge and understanding of the Great River Road what percentage would you assign to the past development and funding of Great River Road highway versus amenity projects in your state?

Highway Projects	Amenity Projects
60%	40%
86%	14%
95%	5%
93%	7%
92%	8%
55%	45%
75%	25%
95%	5%
98%	2%
95.7%	4.3%

VI. Program Future

A. Do you feel that there is a need for additional federal involvement to continue the development of the Great River Road?

Yes 9

No 1

If yes, please explain:

- Need to complete Federal Program originally envisioned in 1978.
- Federal categorical funding - especially for amenities.
- GRR is 2/3 completed nationally. Needs are greater than just state needs.
- To provide consistent standards, impetus to complete, and national recognition.
- More amenities would increase the use along the route. Many of our routes are parallel facilities with other principal arterials, so their traffic volumes are less. Therefore, their priority for funding are low.
- Local resources are unable to accommodate development needs. And funding potential at the state level is very limited and can be very erratic, changing from biennium to biennium.
- Some type of funding should be made available from the federal level since they started the program that should see it through to completion.
- Not if the focus is only or even primarily on the "road".
- In general, Great River Road projects in Kentucky have a low priority when compared with other projects statewide. The probability of state funding would be low.
- Only portions of the GRR and its amenities have been completed. The entire route would be completed. Future road and amenity projects should be identified to link the existing projects. Additional Federal involvement (tourism, economic development, etc.) is crucial in order to develop the balance of the corridor.

B. Do you feel that the Great River Road can be continued and the remaining projects in the 1981 Cost Estimate be completed through state initiatives?

Yes 1

No 9

If yes, please explain:

- Yes - over time in regard to highway improvements - but amenities will not be completed.

- No - Mississippi River Counties represent only a small percentage of Kentucky's counties.

C. In your opinion what is the best way for the ten states as a whole to continue the development and maintenance of the Great River Road program that began over 51 years ago?

- All ten Mississippi River states should work together to promote the use of the Great River Road. Promotion would then bring more public awareness of the resource, perhaps resulting in additional Federal & State involvement in completing the Great River Road as originally envisioned.

- Collectively bolster promotion of GRR to hopefully reflect priority for improvement back in each state as well as nationally. Obtain designation as National Heritage Corridor to which hopefully will call attention to need for highway and amenity development and maintenance. Separate federal funding to be accompanied by state/local matching funds for GRR development - especially for amenities.

- National designation.
  Scenic by-ways ties.
  Categorical funds.

- To continue to participate in the National organization and cooperating with federal agencies.

- Continued pushing for federal funds, however Missouri does not favor designating funds for special interest projects.

- Separate federal funds subject to separate state matching funds both to be leveraged with local-share money for development. Separate state funds to be matched with local funds for maintenance of the system including limited amenity maintenance.

- To continue to pursue the "broader" concept of a "heritage" corridor or the concept of a national park/parkway. Federal interest must focus on the entire Mississippi River valley as a major national resource which can be used for a multitude of reasons.

- Continue to lobby for federal funding designated specifically for the Great River Road.

- The National MRPC would expand it's effort to market the GRR, both on a national and an international basis. The commission should also continue to upgrade existing projects while developing new ones.

D. Do you feel that a National Scenic By-Ways designation will be helpful as a means to complete the Great River Road?

- Yes, but only if provisions are made to include the Great River Road as an integral component of a National Scenic Byways System.

- Have concern that GRR might be "absorbed" in a National Scenic Byways program.

- Yes, national significance.

- Yes.

- With the number of routes that may receive the scenic designation, this could dilute the importance of the GRR and its funding.

- Yes. It will enhance the significance of the GRR route and contribute to a greater awareness of the GRR system by the public. And broaden GRR coverage in tourism related promotion efforts.

- Yes.

- If such designation includes federal funds which are over and above normal road and bridge category funds.

- Yes, there may be some funds for signing, amenities, etc. Also, such designation will place more emphasis on this system of roads.

- Yes, this designation should focus national attention on the GRR.

If yes, do you feel that federal funding should be attached?

- Yes, as it may help realize the completion of Great River Road amenities.

- Because of the national significance of the Mississippi River Corridor in Mid America involving 10 states - the GRR needs to be singled out for funding in any Scenic Highway Legislation.

- Yes.

- Yes.

- For any program to produce benefits there must be a funding source to support it. If there are no incentives to generate those funds at a local or state level, then the funds must come from the federal level to make the program work.

- Yes.

- Must be additional - not diverted.

- Yes, otherwise very little can be accomplished with scenic byway designation.

- Federal funding for tourism and economic development projects should be attached.

E. Other comments regarding program history, highlights, techniques, signing or case study.

- None.

- One critical element not discussed but critical to all the success of GRR has been the national office and its Washington ties, and coordinating efforts!!!!

- None.

- Approximately $10 million were allocated for development at Columbus-Belmont State Park, by the 1990 Kentucky General Assembly. This park is located on Kentucky's federally designated GRR route.

Great River Road Survey of the State Tourism
Agencies in the Mississippi River States
May, 1990

Responses - 10

I. Do you consider the Great River Road a viable tourism attraction within your state?

10 Yes

0 No

If no, explain:

II. Does your state tourism agency, parkway commission or any other state or local government agency focus marketing efforts specifically on the Great River Road?

10 Yes

1 No

If yes, please briefly describe.

. Map, State Fair, Tours

. Auto Tour; often promoted as scenic travel getaway to W. rivers - included in radio/tv ads - routed tour in auto tours.

. Through Mississippi River Parkway Commission. Familiarization tours for national and international media and tour operators, trade shows and in our publications.

. Enclosures.

. Have not been funded. Will be funded beginning July 1, 1990.

. Counties are part of the Western Lakes Tourism Region and they advertise by region.

. The Arkansas Dept. of Parks & Tourism has a Great River Road Division with a budget of $100,000.00.

. Present as tour in our auto tours publication, annually printing & distributing 600,000. Also on Discover Wisconsin T.V. show.

. Promotion of plantation home, scenery, etc. See enclosed brochures.

. GRR included on 1990 Tourism Hwy. Map, Scenic Routes brochure, new Travel Planner.

. Special advertising as part of the state tourism program.

III. How would you rate the current interest in the Great River Road as a travel destination?

__0__ Very Low

__1__ Low

__3__ Neutral - Needs great stimulation, but when people hear about it they're very interested.

__1__ Moderately High

__3__ High

__1__ Very High

IV. To what degree do you feel that the tourism interest in the Great River Road has changed in the past ten years?

__0__ Greatly Decreased

__0__ Decreased

__1__ Same

__8__ Increased

__0__ Greatly Increased

__1__ Do Not Know

V. Does your state tourism agency provide any travel or marketing brochure that specifically reference the Great River Road?

__9__ Yes

__1__ No

__0__ Not Sure

If yes, please briefly describe.

. See Auto Tours Book. Call 1-800-432-TRIP for a copy. (Faxed tour follows.)

. Great River Road Historic Tour - Twin Cities (enclosed).

. Enclosures.

. Our primary travel guide refers to the history of the Great River Road area in Ky.

. See enclosed copy of brochure that describes communities along the GRR.

. Great River Road Region brochure promoting travel along the Mississippi River.

. Present as tour in our auto tours publication, annually printing and distributing 600,000.

. See enclosed materials, maps, etc.

. GRR included on 1990 Tourism Hwy. Map, Scenic Routes brochure, new Travel Planner.

. Brochure entitled "Illinois Great River Road."

VI. Does your state highway map include mention of the Great River Road?

__9__ Yes

__1__ No

VII. Do the travel itinerary produced by your state travel agency for familiarization tours or consumer interests specifically include the Great River Road?

__9__ Yes

__1__ No

VIII. Does your state travel agency consider the Mississippi River and the Great River Road as an appropriate vehicle for international tourism and marketing?

10 Yes

0 No

0 Do Not Know

IX. How many Great River Road visitor/information centers are there along the Great River Road in your state?

. 16
. 2
. None
. 1
. 0
. 4
. 3
. 4
. 2
. 2
. 6

X. Do you feel that the Great River Road has helped as a tourism marketing vehicle in your state?

9 Yes

1 No

Explain.

. Working together with other river states.

. The national attention to GRR gives us a base of awareness to tie into with more localized info.

. It is a world-known geographic entity associated with Mark Twain lore.

. Only marginally so far - should improve now.

. Yes, for the four counties that border the river. Gives these counties some continuity.

. It is an avenue for travel to many of Louisiana's plantation homes.

. The Eastern border of Arkansas has never been a primary destination for tourist. The promotion of the Great River Road along the Mississippi River is helping to change that situation.

. A good promotion tool.

. Plantations, river boats and other tourist attractions, historical sites and cultural aspects of Louisiana are promoted.

. It has been under-utilized as a marketing tool.

. Focus as a travel attraction for southern and western Illinois. Several towns on the river have been especially effective in promoting their relationships to the river.

XI. Do you feel that a National Scenic By-Ways designation for the Great River Road would be helpful for the tourism marketing efforts in your state?

9 Yes

0 No

1 Do Not Know

Explain.

- National identification.
- Any additional exposure for the GRR helps us to bring more travelers to our segment.
- If federal marketing dollars support it.
- Very significant.
- Would help to provide a unifying strategy for all the attractions on GRR.
- National recognition offers validity to a tourism product and makes tourist more comfortable with their decision.
- It would create a national historic, scenic drive similar to the Natchez Trail.
- May give it more visibility, possible opportunity for promotional funding.
- Unfamiliar with the legislation.

XII. Other comments about tourism, travel, marketing and the Great River Road.

- The GRR is a sleeping giant tourism destination - an All-American trip that should be promoted as a must for every school child. We need more tools such as scenic by-way promotion to effectively focus attention on GRR. I'll be suggesting it to the National GEO Traveler people soon.

- The present efforts to market the Mississippi River are extremely lacking in federal support which is important to an effort that involves such a large grouping of states.

- Registered auto's at Visitor's Center of P.D. May through October, 1988 (74,500 visitors).

- As compared to other states involved GRRP will not benefit Kentucky because it is such a small strip.

- The biggest deterrent to the appeal of GRR is the # of chemical plants between B.R. and N.O. The # of plantation homes for sale on GRR is very alarming.

- The Mississippi River corridor is rich in history, recreation, scenery, crafts, music and unique food - the Great River Road is a perfect vehicle to promote this area as a destination.

- We should continue to promote the River Road with other states.

Development Impact Survey
of Local Units of Government
on the Mississippi River States
May 1990 - 14 Responses

What impact has the Great River Road had on your area?

* most of funding is gone, very little left
* helps support existing establishments
* not sure of any direct impact, some possible
* very much direct impact
* technology corridor in process, should provide 5-10,000 jobs
* apartment complexes in process
* proposals for townhouses
* may convert old warehouses to townhouses
* redeveloping block 10
* recognized nationally as a tourist route
* has become part of the tourist route
* establishment of Mississippi River Welcome Center
* advent of Riverboat gambling
* no recent work done
* some help with farm to market activity
* Riverboat gambling
* would like to conduct a further study
* two Interpretive Centers established
* upgraded the highway system
* increase in awareness that there is tourism potential
* attitude change towards the Great River Road project and tourism
* major impact on small communities
* expenditures:
  - 50 million in state and federal dollars for roadways, bridge replacement, repairs and amenity development
  - 1 million to county area for a state park; updated camp area by building a multi-purpose building and swimming center
* created many construction jobs
* there has been a reorganization of River Commission to put emphasis on tourism
* "Phase One"
  - spent all money available on tourism and promotion
  - 1 million in amenity projects
  - more commercial promotion seen with other area events, other area events are helping promote the Great River Road on their signs
* increased awareness as to what the Great River Road can mean
* cities and counties are getting involved with promotion
  - lighted cross will also bear the Great River Road name
* Great River Road Festival in 4 counties
  - flea markets, antiques, food fair along route
* Triple A sponsorship
* publicized in Southern Living
  - article about Great River Road, as well as being "this month's activity"
* routes being designated off of Interstates to bring in more traffic

* demand for tourist information has risen drastically
* new projects
  - Riverfront Park
  - Rest Area
  - Overlook
  - Library
* not completed yet
* hopeful that it will bring in tourism
* many projects in mind, but the road has not been completed, such as tourism to see the migrating eagles
* would like to see the road developed completely
* development of steel mill
  - growth will depend on land available
* Great River Road accounted for 200.8 million in state revenue (down 1.8% from 1988)
* improved highway system
* help with farm to market activity
* increased awareness of Great River Road corridor
* tourist and vacation money has quadrupled
* creation of farm tours, overnight stays on farms for urban dwellers
* information center established
* doesn't exist yet
* tourism could provide assistance to this poverty stricken area
* helped fund federal road reconstruction, however, this would have been done anyway
* Great River Road name used in local advertisements
* Great River Road is getting publicity from private parties that are concerned about the Mississippi
* helped with road reconstruction

1990 Mississippi River Parkway Commission Officers & Staff

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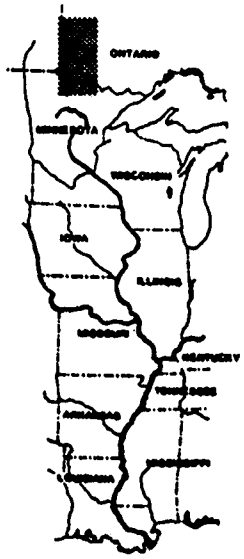
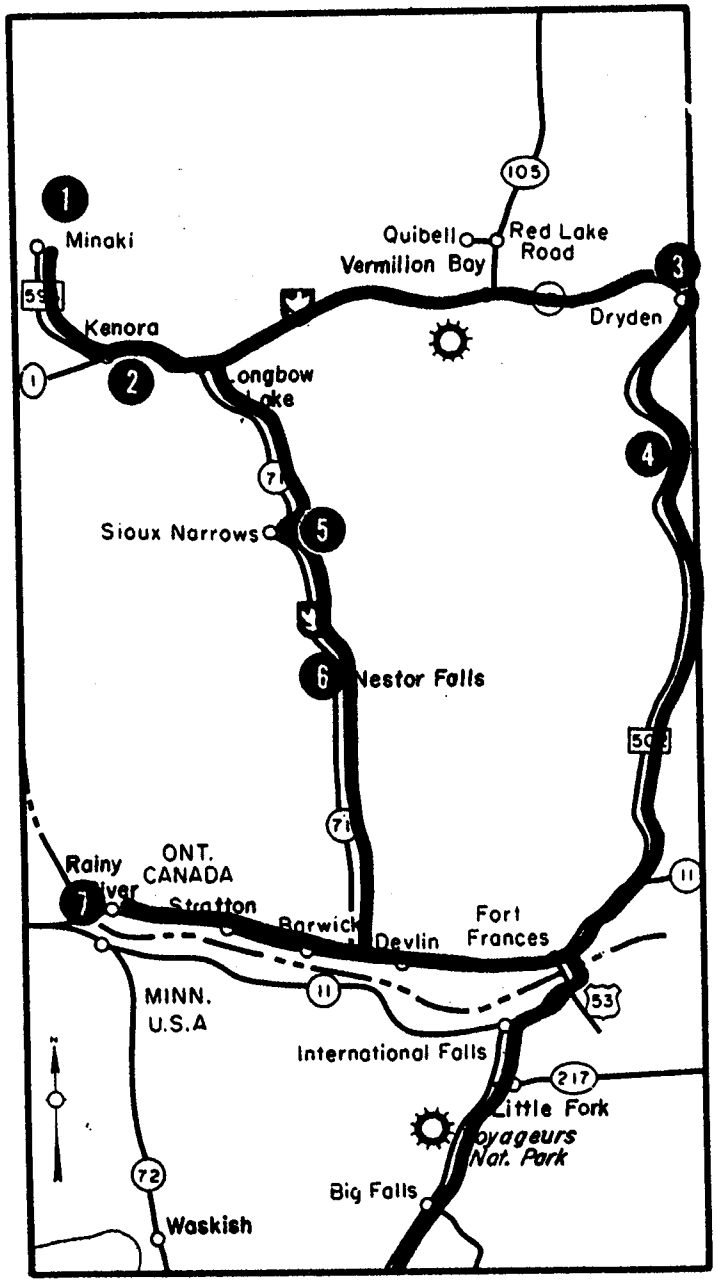
John F. Edman St. Paul, Minnesota	Executive Secretary

GREAT RIVER ROAD MAPS

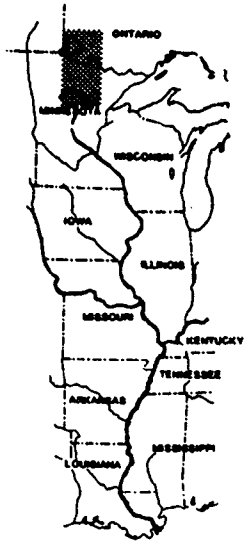
GREAT RIVER ROAD AMENITIES

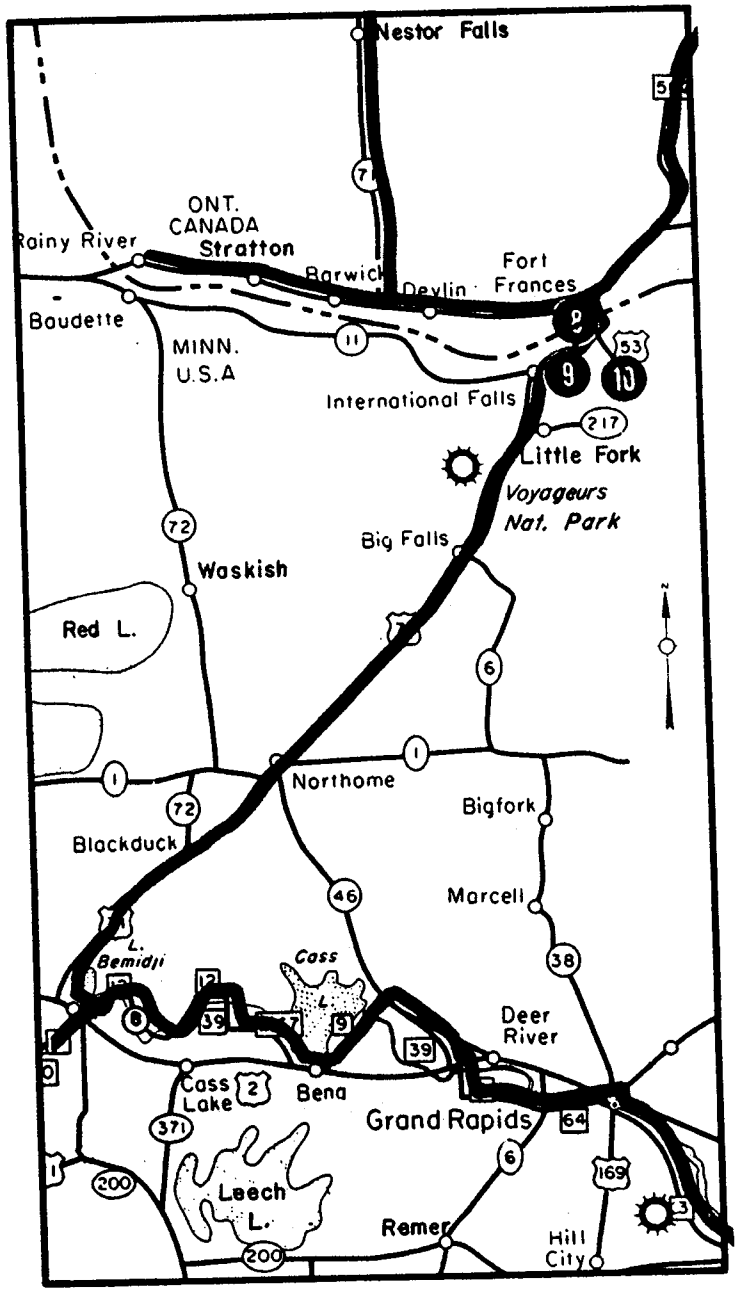
1. **MINAKI, Ontario** — Down the scenic Winnipeg River from Kenora sits the resort community of Minaki, the northern terminus of the Great River Road. Aside from excellent fishing and hunting, the town's major attraction is a palatial resort and convention center, Minaki Lodge.
2. **KENORA, Ontario** — Picturesquely situated on Lake of the Woods, Kenora is a hub of summer activity in the north. The lake, with its more than 14,000 islands and a twisting 65,000 mile shoreline, is excellent for boating. Kenora hosts an international Sailing Regatta each summer. Visitors can follow the process of making newspaper at Boise Cascade Canada Ltd., where up to 800 tons of high grade newsprint are produced each day.
3. **DRYDEN, Ontario** — One of this area's more prosperous communities, Dryden has a fascinating industrial history. It was founded originally as the site of an experimental farm, but really began to grow with the discovery of extensive gold deposits early in the last century. Eventually, the resources of the northern forest became the town's lifeblood with the construction of a pulp and paper mill. Dryden's beautiful location on the sandy shores of Wabigoon Lake also made it a natural attraction to boaters, fishermen, and every sort of water sport enthusiast.
4. **MANITOU ROAD, Ontario** — South of Dryden, the newly opened Manitou Road offers some of the most rugged scenery along the Mississippi River Parkway. For the most part, the road is cut through unspoiled, virgin bush territory and offers the traveler a fascinating contrast to more developed sections of the Great River Road.
5. **SIOUX NARROWS, Ontario** — There is no section of Ontario that has more lakes and streams, no better fishing waters. Site of the world's longest single span wooden bridge.
6. **NESTOR FALLS, Ontario** — Nestor Falls is the southern gateway to Lake of the Woods. Caliper Lake Provincial Park is located 5 miles south of Nestor Falls. The park is 246 acres in size offering camping and hook-ups.
7. **RAINY RIVER, Ontario** — Ontario's most westerly Canada - United States border entry is located on the Rainy River just upstream from the beautiful Lake of the Woods. A modern international bridge connects the town of Rainy River, Ontario, to the town of Baudette, Minnesota. Originally a fur trading post, the settlement, became the lumbering town of Beaver Mills, and in 1904 was incorporated as the Town of Rainy River. Today it is the center of extensive agricultural activities in the fertile Rainy River valley and features a fine museum plus an historical steam locomotive which stands near the Canada Customs House.



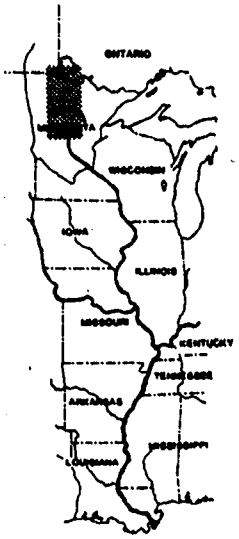


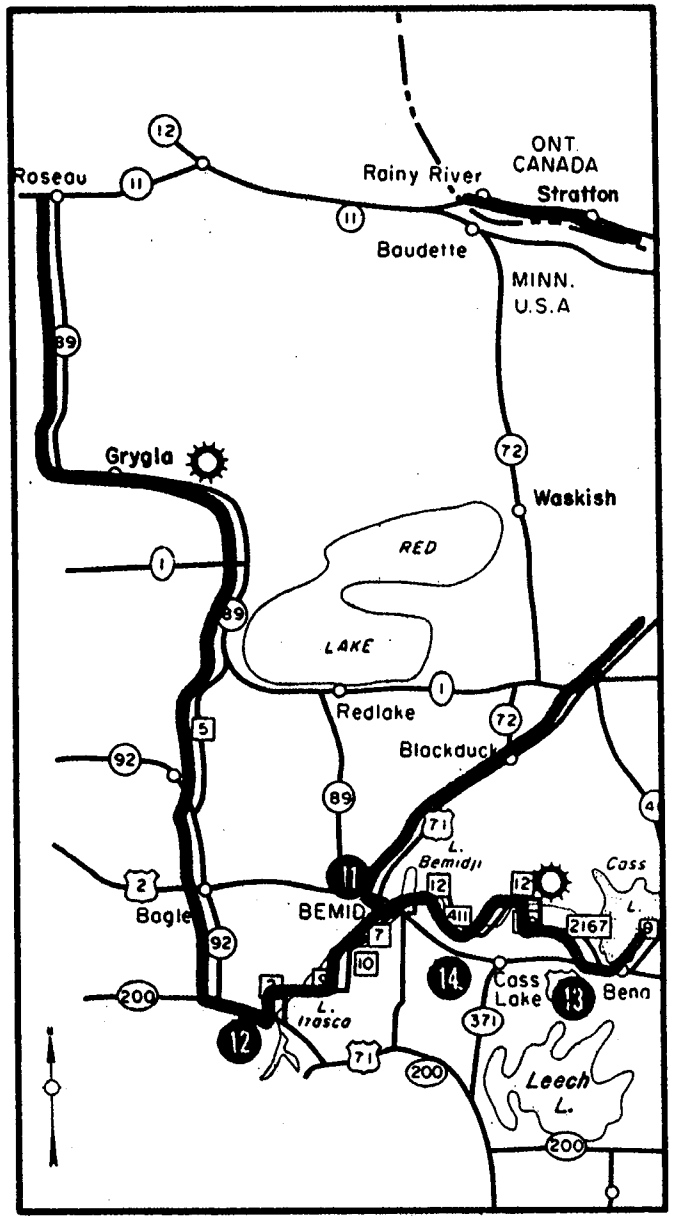
8. **FORT FRANCES, Ontario** — Fort Frances is a summer resort town with a variety of recreational facilities and the gateway to a region studded with 30,000 to 40,000 lovely lakes. One of the oldest settlements west of the Great Lakes, a fort was first constructed here in 1731. The Fort Frances Museum employs a changing display program to illustrate the Indian era through fur trade settlement and industrial development.
9. **INTERNATIONAL FALLS, Minnesota** — Frequently publicized as one of the coldest winter spots in the country, this city gained fame during the early 1900s as a lumber center. Use of the tall pine forests that characterize this northern community continues through Boise Cascade's large paper manufacturing center. Located on the Canadian border, the city serves as a major jumping off point into Voyageurs National Park. Rainy River which runs through International Falls is part of the route that voyageurs traveled on their way to the legendary Northwest Passage.
10. **VOYAGEURS NATIONAL PARK, Minnesota** — Located east of International Falls, it encompasses over 219,400 acres, most of which are lakes and wetlands. This vast waterway system served as a link between Lake Superior and Lake of the Woods for early fur traders and explorers. The area remains largely untouched, looking much as it did in the 1700s and 1800s. Because no roads are available into the park's interior, exploration of the park and access to campsites is largely by boat.



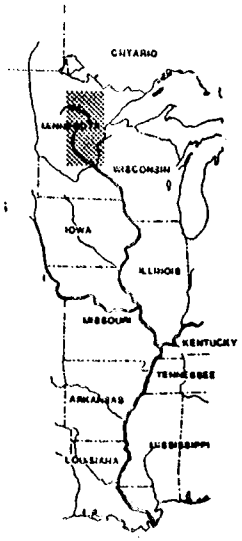


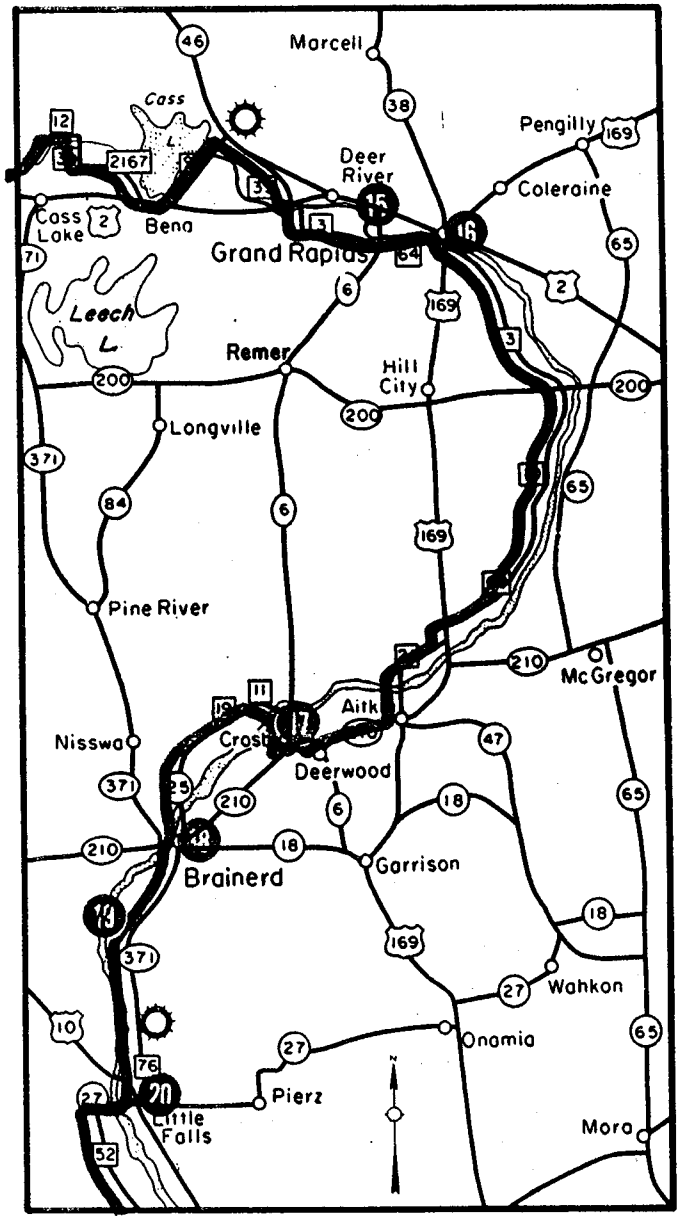
11. **BEMIDJI, Minnesota** — This resort community has as its origin a trading post established along the Mississippi River in 1888. Bemidji served as a great lumbering center following the coming of the railroad in the early 1900s. Statues of Paul Bunyan and his blue ox "Babe" are reminders of the town's colorful logging days. Lake Bemidji State Park is located on the northern edge of Lake Bemidji and provides visitors with lake recreation within a natural northern forest. Trails wind through the 1,700 - acre park and interpretive programs take place during all seasons. Through various treaties, only 1,250 square miles is left of the vast track of land that was once the Red Lake Reservation. The reservation has remained independent from the Minnesota Chippewa Tribe.
12. **LAKE ITASCA, Minnesota** — At this point 1,475 feet above sea level, the Mississippi River begins its journey to the Gulf of Mexico. The Mississippi's true source was discovered by Henry Schoolcraft in 1830. Each year thousands of visitors wade across the headwaters of the great Mississippi River. Lake Itasca State Park is one of the oldest and most important state parks in Minnesota. The entire 32,690- acre park, including 3,000 acres of lakes and ponds, is listed on the National Register of Historic Places. The park contains, among other historic and geologic features, a remnant of the giant red and white pines that once covered northern Minnesota.
13. **CHIPPEWA NATIONAL FOREST, Minnesota** — This great forest of more than 661,000 acres was the first national forest created by Congress through the Morris Act of 1902. Through designation, forest management practices were introduced that resulted in the beautiful north woods that exist today. The area offers numerous campsites, resorts, and a vast network of trails. Cass Lake and Lake Winnibigoshish, through which the Mississippi River flows, offers excellent fishing opportunities.
14. **LEECH LAKE INDIAN RESERVATION, Minnesota** — Many members of the Ojibwe Tribe live and work on this 26,773 - acre reservation where their ancestors were forced to move in the mid-1800s in order to make more timber land available. The Ojibwe Tribe is historically, socially, and legally a separate nation. Though the Ojibwe accept many parts of the white society, they continue much that is valued in their own culture including pow-wows and ancient ways of harvesting wild rice and maple syrup. Visitors are welcome.



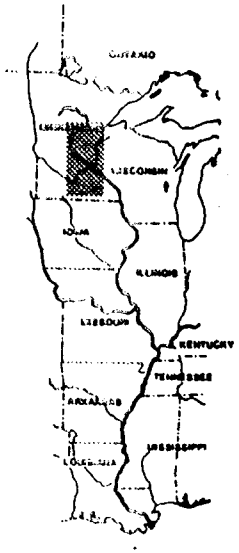


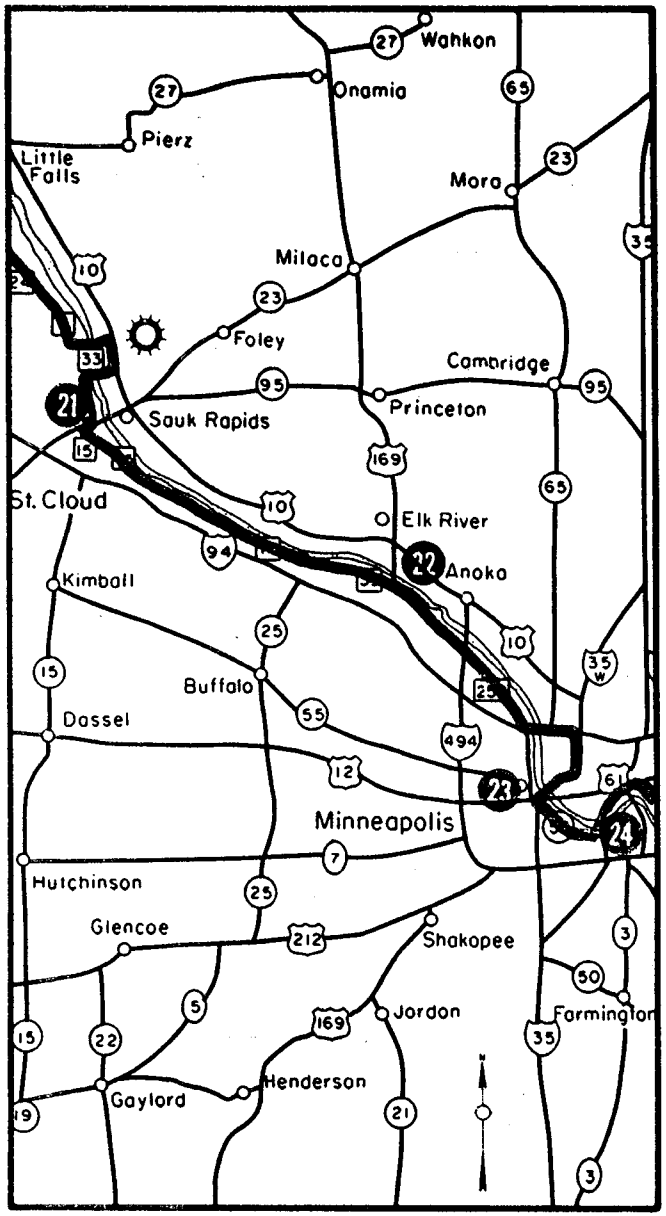
15. **FOREST HISTORY CENTER, Minnesota** — In the late 1800s, northern Minnesota's white pine forests echoed with the sound of axes and saws. It was the lumbering era and the time of the lumberjack who worked and lived in secluded logging camps operated by the logging companies. Near Grand Rapids is an authentically reconstructed logging camp and interpretive center designed to portray the life of a lumberjack at the turn of the century. Costumed staff explain camp operations as they go about their work and often try to sign up unsuspecting visitors.
16. **GRAND RAPIDS, Minnesota** — The City of Grand Rapids grew with the logging industry and the many lumber camps that surrounded the site. A three and one-half mile series of cataracts on the Mississippi River provided the name for the city. The rapids were the northern termination point for river navigation. Grand Rapids has continued to thrive as a resort community since the late 1800s. The Schoolcraft State Park is located at an historic Indian wild ricing site. The park offers a chance to glimpse many species of waterfowl from its banks along the Mississippi River.
17. **CROSBY, Minnesota** — The Croft Mine Historical Park is a self-guiding tour of an old underground iron mining shaft. The park features recreations and restorations of actual mine structures. Exhibits include a tunnel experience, indoor and outdoor interpretive displays, and a gift shop.
18. **BRAINERD, Minnesota** — This community was founded in the 1860s at the point where the railroad to the west crossed the Mississippi River. It is now a resort community offering Lumbertown USA, a recreation of an 1870s logging camp; the Paul Bunyan Amusement Center; and Brainerd International Raceway.
19. **CROW WING STATE PARK, Minnesota** — This park is situated at the location of the historic Crow Wing Village site. Crow Wing was a key crossroads and trading center along the Red River Trail until 1860 when it was bypassed by the railroad and rapidly abandoned. The park provides areas for swimming, camping, hiking, fishing, and picnicking.
20. **LITTLE FALLS, Minnesota** — This town was developed as an industrial community because of the potential power available from the falls. The first dam was constructed at this site in 1849 to provide power for a saw mill. Lumbering became big business in the area and subsequently, very large mills were built. The Charles A. Lindbergh State Park is located on the west bank of the Mississippi River just south of Little Falls. The park features an interpretive center and the boyhood home of the famous aviator. Camping, fishing, hiking, and picnicking are also available. The Charles A. Weyerhauser Museum is located at the south edge of the park.



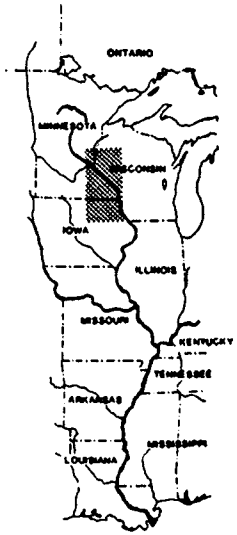


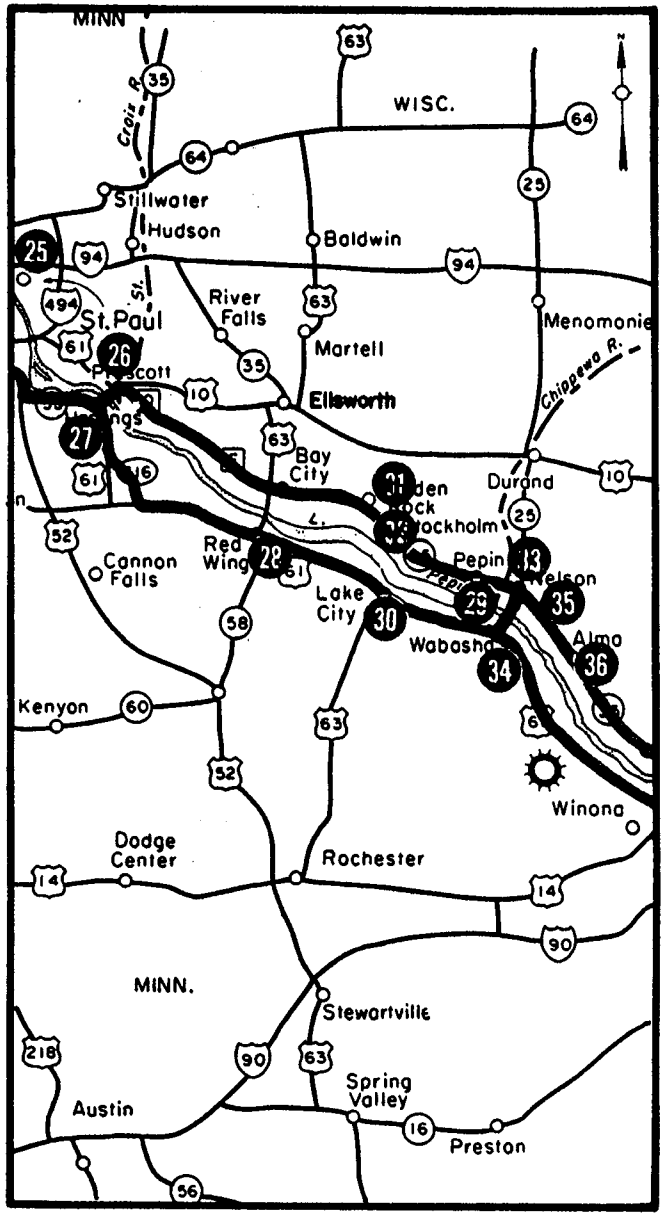
21. **ST. CLOUD, Minnesota** — The Stearns County Historical Center is both a museum and a historical research center to preserve and share the history of the county. The facility houses exhibits, a library, a fine arts exhibit, an archival area, and a gift shop. Among the exhibits are a recreation of a granite quarry, an 18th century agricultural display, and a hand-made miniature circus.
22. **OLIVER KELLY FARM, Minnesota** — The farm was first homesteaded in 1849 by Oliver Kelly. He is credited as founder of the National Grange, the first nationwide farm organization. The farm has been restored and developed as an interpretive center with emphasis on the rural lifestyle of the 1860s, Kelly's life, and the history of the Grange.
23. **MINNEAPOLIS, Minnesota** — The city came into being at the valuable water power site of St. Anthony Falls. Tours are available at Lock and Dam No. 1. First developed as a sawmilling center, it later developed a major flour milling industry. It very rapidly developed into an important urban center in the late 1800s. Today it is a major cultural center as well as industrial node. It offers excellent theater and pleasant shopping along Nicollet Mall and Riverplace/St. Anthony Main, as well as other arts and entertainment.
24. **FORT SNELLING, Minnesota** — Built in the 1820s, the old fort has been restored and reconstructed as an interpretive site. Extensive exhibits and tours by costumed guides demonstrate military life as it would have been in the 1820s. Exhibits also describe the early exploration and settlement of Minnesota.



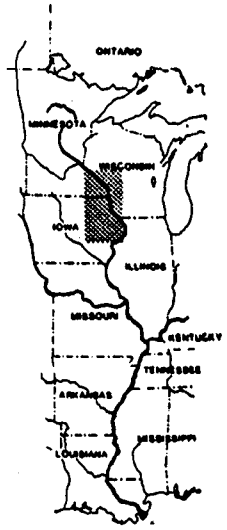


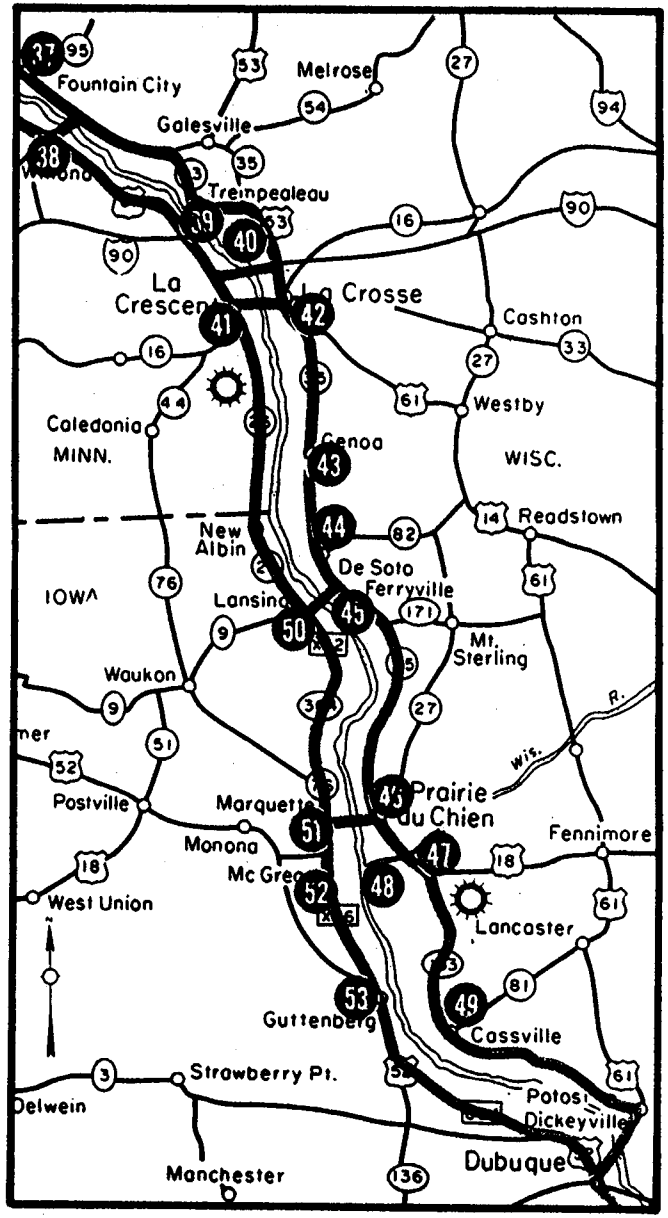
25. **ST. PAUL, Minnesota** — St. Paul developed early as the end point of steamboat navigation up the Mississippi River. Its population grew rapidly and it was soon established as the center of government and commerce. It is now the state capital for Minnesota. A trip down Summit Avenue gives the opportunity to see homes of some of the early commercial giants.
26. **PRESCOTT, Wisconsin** — The northern most Mississippi River town in Wisconsin. Visit Mercord Mill Park and relax at Riverfront Park where the Mississippi River meets the blue waters of the St. Croix River.
27. **HASTINGS, Minnesota** — A natural harbor on the Mississippi River led to the city's early development. Steamboats brought settlers who built flour, linen, and lumber mills. The many historic homes and buildings which adorn the riverbanks and bluffs reflect its early rivertown days.
28. **RED WING, Minnesota** — This historic rivertown was built near the village of the Dakota band led by Chief Red Wing. Because of local clay sources, pottery and pipe manufacturing became important industries. The Red Wing Pottery factory has been transformed into shops, restaurants, and offices. The Frontenac State Park encompasses much of Old Frontenac, once a fashionable summer resort community of the 1870s. Many historic pre- and post-Civil War homes still exist along the lake shore of this peaceful community.
29. **LAKE PEPIN, Minnesota** — Wooded bluffs frame each side of this beautiful expanse of water created by a natural dam at the confluence with the Chippewa River. Game fish abound in Lake Pepin's waters which are regarded by many as a boating paradise.
30. **LAKE CITY, Minnesota** — This city claims to be the location where the sport of water skiing began.
31. **MAIDEN ROCK, Minnesota** — Recall the legend of the Chippewa Indian maiden who leaped to her death from the limestone bluff top as described at one of several relaxing waysides and rest areas on the Great River Road overlooking Lake Pepin.
32. **STOCKHOLM, Wisconsin** — A quiet village on Lake Pepin with Amish and local artist shops.
33. **PEPIN, Wisconsin** — Pepin is located on the Great River Road and Lake Pepin with its marina and sailboats. The birth site of Laura Ingalls Wilder, author of *Little House on the Prairie* has been developed into "Little House Wayside" seven miles north of Pepin.
34. **WABASHA, Minnesota** — This rivertown, was settled in the mid-1800s. Settlers were drawn to the area by the rich soil and easy river access. The town retains the quaint charm of its early days where steamboats like the "Delta Queen" and the "Mississippi Queen" schedule frequent stops.
35. **NELSON, Wisconsin** — A river crossing to the Minnesota side is located in this town. Stop for cheese and visit the Nelson Cheese Factory.
36. **ALMA, Wisconsin** — Follow Buena Vista Park road to the park at the bluff top providing a panoramic view of the city and river below. Also view (and visit) the passing of barges and other watercraft through Lock & Dam 4 which lies adjacent to the Great River Road and Alma's quaint downtown.





37. **MERRICK STATE PARK & FOUNTAIN CITY, Wisconsin** — This park offers camping, hiking trails, swimming, and fishing. Adjacent to one of the most picturesque towns along Wisconsin's Great River Road.
38. **WINONA, Minnesota** — This picturesque community has preserved much of its original appearance by careful restoration of its many historic buildings. Nearby John Latsch State Wayside Park features hiking trails to the top of its three limestone bluffs: Faith, Hope, and Charity. The bluffs were used in the past as route markers by Indians, rivermen, and lumberjacks.
39. **TREMPEALEAU, Wisconsin** — Scenic river town and Perrot State Park with overnight camping, hiking trails, Indian mounds, and a backwater beach, site of Lock & Dam #6.
40. **HISTORICAL MARKER, Wisconsin** — South of Trempealeau, the original section of the first Great River Road construction in Wisconsin.
41. **LA CRESCENT, Minnesota** — The Hiawatha Apple Blossom Scenic Drive is not to be missed in the spring when the apple trees are blooming or in the fall when the river bluffs are covered with vivid fall colors.
42. **LACROSSE, Wisconsin** — From Grandad Bluff, which is 1,172 feet in elevation, one can overlook the city and enjoy the panoramic view of the Mississippi River Valley. LaCrosse offers paddlewheel excursions, tours of the Heileman Brewery, Hixton House and beautiful Riverside Park.
43. **GENOA, Wisconsin** — Site of Lock and Dam #8. View three states from the top of a bluff.
44. **DESOTO, Wisconsin** — Black Hawk County Park located north of the village.
45. **FERRYVILLE, Wisconsin** — Is perhaps the largest one-street village in the country. Wisconsin's famous cheese can be sampled at the Ferryville Cheese Factory. View the Upper Mississippi National Wildlife Refuge.
46. **PRAIRIE DU CHIEN, Wisconsin** — Tour Villa Louis, the lavish home of Wisconsin's first millionaire fur trader. Near the Villa is an excursion vessel that offers a narrated cruise. A horse-drawn surrey offers carriage tours of St. Feriole Island.
47. **TOURIST INFORMATION CENTER, Wisconsin** — Located on Highway 18 at the bridge.
48. **WYALUSING STATE PARK, Wisconsin** — 2,672 acres of camping, picnic facilities, and hiking trails. From the park, view the confluence of the Wisconsin and Mississippi Rivers.
49. **CASSVILLE, Wisconsin** — Visit the Nelson Dewey Memorial State Park and Stonefield Village Museum. It is a recreation of an 1890's village including horse-drawn carriages and a covered bridge.
50. **LANSING, Iowa** — Home of Mt. Hosmer Park with a panoramic view of the river. Also of interest, Fish Farm Mound, an Indian burial site and the nearby "Our Lady of the Wayside" shrine.
51. **MARQUETTE, Iowa** — Effigy Mounds National Monument has within its 2-square mile area 191 known prehistoric mounds preserved. The Visitor Center includes displays of local Woodland and Mississippian cultures, artifacts, and a herbarium.
52. **McGREGOR, Iowa** — Stroll down the Main Street charmed by late 19th century architecture and stay in restored Bed and Breakfast Inns. Pikes Peak State Park offers spectacular views of Marquette and Joliet's historic site of their discovery of the Mississippi.
53. **GUTTENBERG, Iowa** — Boasts two scenic overlooks and a mile-long landscaped park along the river. A copy of the Guttenberg Bible is on display at the local newspaper. The city





54. **DUBUQUE, Iowa** — Attractions include the Dubuque Greyhound Park, Roberts Riverboat Rides, Sundown Ski Area, The Fred W. Woodward Museum, National Rivers Hall of Fame, Mathias Ham House Museum, and Fenelon Place Elevator—the world's shortest and steepest scenic railway—is also located in Dubuque. Other attractions include General Zebulon Pike Lock and Dam, Eagle Point Park, Crystal Lake Cave, Heritage Trails, and the Dubuque Arboretum Botanical Gardens.

55. **BELLEVUE, Iowa** — Potter Mill (Dyas Mill) is 6 stories high, wooden with a stone foundation, built in 1843. It presently houses a restaurant and gift shop. Tour the riverfront park and aquarium which features species of Mississippi River fish.

56. **CLINTON, Iowa** — City of Clinton showboat and museum houses a 275 seat theatre with authentic decor. Visit the Clinton Art Association Gallery, the Clinton County Historical Museum, and Eagle Point Nature Center.

57. **LE CLAIRE, Iowa** — The Buffalo Bill Museum is a memorial to Indians, pioneers, and steamboat days. Visit the Lonestar Paddlewheel steamboat and the Cody Homestead which is nearby.

58. **DAVENPORT/BETTENDORF, Iowa** — The Putnam Museum, Bettendorf Museum, and Davenport Museum of Art contain exhibits of local, regional, and river history. Other attractions include the Village of East Davenport, Roberts Riverboat Rides, Arsenal Island, Col. Davenport Home, and the Bix Beiderbecke Festival.

59. **FAIRPORT, Iowa** — Wild Cat Den State Park includes 100-foot cliffs, rock formations, a marina, and two large campsites. A mill built in 1850 by one of the first settlers has been restored. Located nearby is the "Shady Creek" campsite and boat launching area, Fairport Landing Marina and the Fairport Public Use Area .

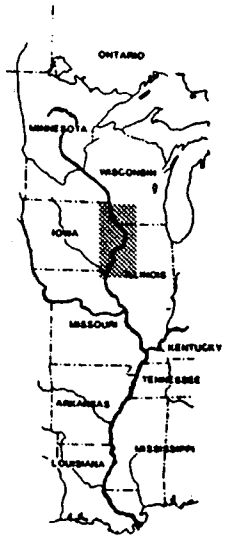
60. **MUSCATINE, Iowa** — The Laura Musser Museum is housed in a mansion built in 1908. Immediately adjacent is the new Stanley Art Gallery. The area known as "West Hill" is home to many of the finest old residences in the state. The Riverview Park bordering the Mississippi and a tourist center has been located at the levee. Note: Unimproved roadway 13 mi. south of Louisa Co. border on X61 to Hwy 99.

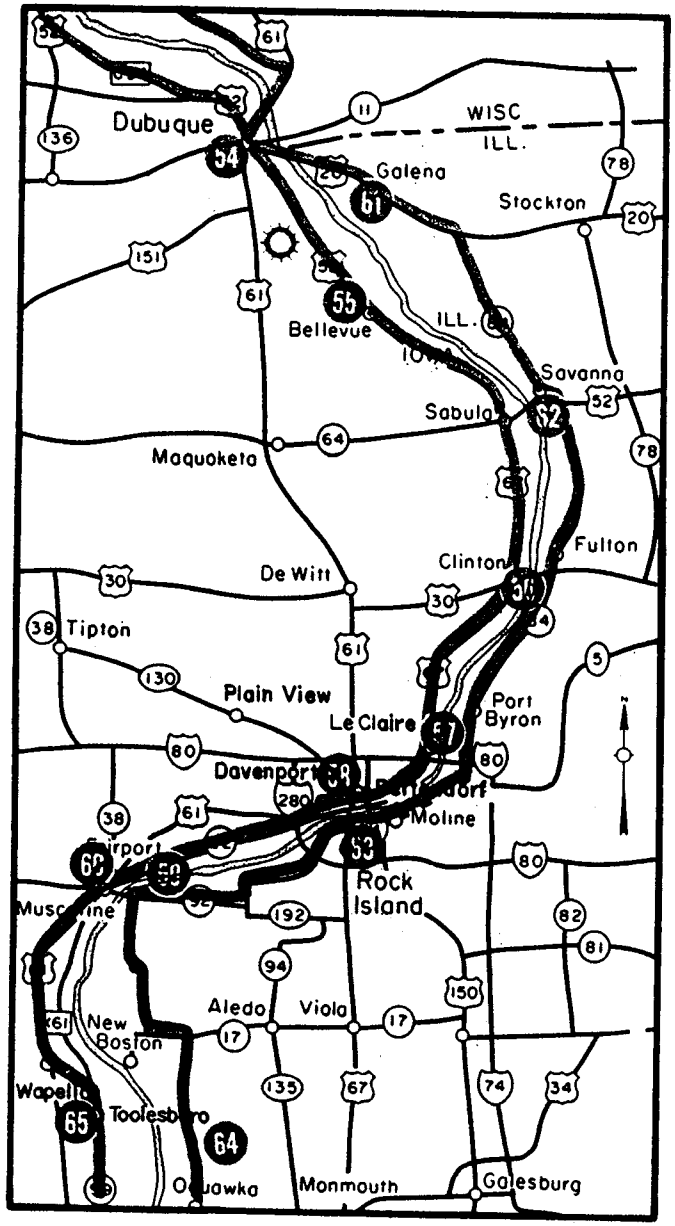
61. **GALENA, Illinois** — Chestnut Mountain Resort commands a magnificent view of the Mississippi River and is a favorite spot for schussing on some fourteen slopes. Restored houses double as country inns for overnight visitors and antique shops are at hand for treasure hunts. The entire town has been designated a "National Historic District." Eagle Ridge Resort nearby has magnificent multiple golf courses and a splendid lodge/conference center.

62. **SAVANNA, Illinois** — Mississippi Palisades State Park, just north of Savanna, lures campers, hikers, and boaters in the summer; ice-fishermen, sledders, and snowmobilers in the winter.

63. **ROCK ISLAND/MOLINE, Illinois** — Railroad buffs can visit the Railway Museum in historic Rock Island Lines Depot. Local Indian history and the Chief Black Hawk statue invite your inspection at the Hauberg Indian Museum in Black Hawk State Park. Marine devotees will find boat access at six points along the Mississippi River and a two-story overlook in Sunset Park. Arsenal Island features historic stone arsenal buildings, a lock and dam, a visitor center, and a Confederate Cemetery. The John Deere Headquarters offer tours of stunning architecture and art as well as displays of farm machinery.

64. **BIG RIVER STATE FOREST, Illinois** — Located south of Keithsburg, the forest offers camping, boat launching, and fishing.





65. TOOLESBORO, Iowa — A preserve which overlooks Lake Odessa contains 2 conical ceremonial burial mounds on the bluffs overlooking the Iowa River. A Visitor Center is located on a site overlooking the spot where Joliet and Marquette beached their canoes in 1673. (See map page 8)

66. BURLINGTON, Iowa — Snake Alley consists of half-curves and quarter-curves, descending over a distance of 275 feet. The homes bordering the alley were built during 1845 - 1880. Crapo Park is known for its beautiful trees and shrubs.

67. FORT MADISON, Iowa — This city has a large riverfront with a reconstruction of old "Fort Madison." Nearby is the Lee County Historical Society and Museum.

68. KEOKUK, Iowa — An old helical paddlewheel towboat, the George M. Verity, is berthed on the riverfront. It serves as a museum of upper Mississippi River history. One of the largest hydro-electric power stations and the longest lock on the upper Mississippi River are located in Keokuk. Overlooking the river is Rand Park with a monument dedicated to "Keokuk."

69. CANTON, Missouri — North River Front Park accommodates campers, fishermen, and people who just like to enjoy the river. A ferry across the river provides an enjoyable brief cruise.

70. LA GRANGE, Missouri — With a history traceable to a trading post of in 1795, the town is one of the oldest north of St. Louis. Its historical significance is also reflected by the Union Soldiers Monument, a marble shaft in the square, erected in 1864.

71. HANNIBAL, Missouri — Dramatic views of the Mississippi River from scenic bluffs and a wealth of reminders of the River's most famous pilot, Mark Twain. Tom Sawyer, Huck Finn, and the rest still "live" in Hannibal and sites including the Clemens home, the Rockcliffe mansion and the Mark Twain Cave are available for touring.

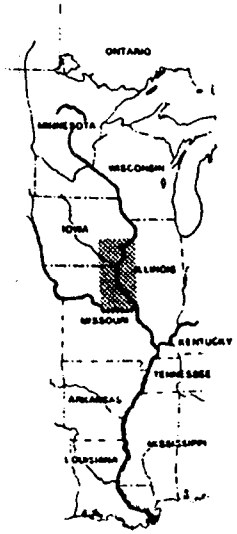
72. LOUISIANA, Missouri — This former river port presents a picturesque spot from which to view the Mississippi River.

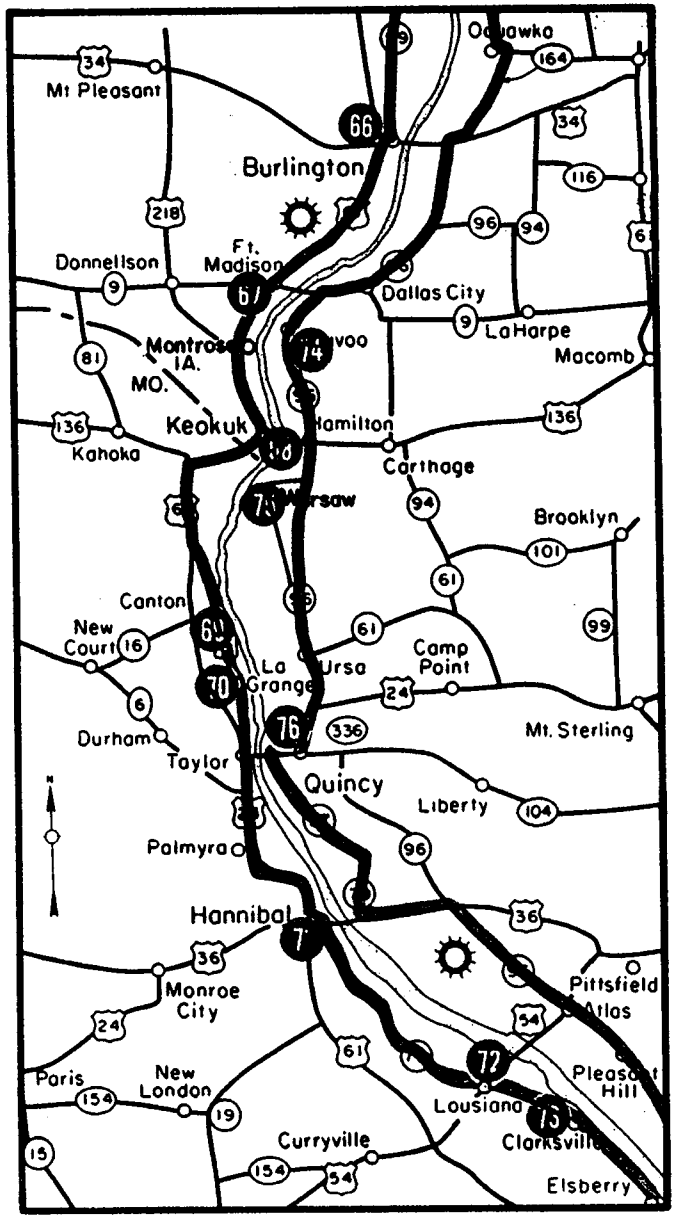
73. CLARKSVILLE, Missouri — The town dates from 1816 and today offers visitors a skylift ride to the top of the bluff where an ancient Indian burial ground and Indian museum, a ghost town, and the Mississippi River are on display.

74. NAUVOO, Illinois — Nauvoo has scores of historic buildings and beautiful homes that are open to the public as living museums. Two large visitors centers are available to assist visitors. The tours are free. Close by, the Nauvoo State Park offers fishing, camping, a playground, museum and shelters. There are many picnic areas and scenic overlooks in the twelve miles of Great River Road between Nauvoo and the Montebello Conservation Area.

75. HAMILTON/WARSAW, Illinois — Montebello Access Area is the winter home of eagles. The eagles' feeding area can be viewed from the Iowa side of the Mississippi River at the lock and dam.

76. QUINCY, Illinois — Tour the John Wood Mansion built in 1835 by the founder of Quincy. Come prepared for swimming, boating, camping, and hiking in the parks and recreation areas around and in Quincy. Quinsippi Island features a reconstructed pioneer village, steam train rides, and a museum for antique car fanciers. A scenic overlook is 7 miles south at the Fall Creek Rest Area.





77. **KAMPSVILLE/GRAFTON, Illinois** — Kampsville boasts a ferry across the Illinois River and an archaeological museum of nearby ongoing excavations. The 8,000-acre Marquette State Park is famous for its massive stone lodge. Nearby Elsah is a partially restored river town reminiscent of the quiet life. The Piasa pictograph (observed by Marquette and Joliet in 1673) depicts a legendary man-eating monster. There is a separated bicycle route 13 miles long extending from Grafton to Alton.

78. **PORTAGES DES SIOUX, Missouri** — Fascinating history combines here with a splendid view of the Mississippi bluffs across the river in Illinois. The strategic advantage of a two-mile portage from the Missouri River to the Mississippi River — which saves a river trip of about 25 miles — is obvious and the Spaniards erected a fort here as early as 1799.

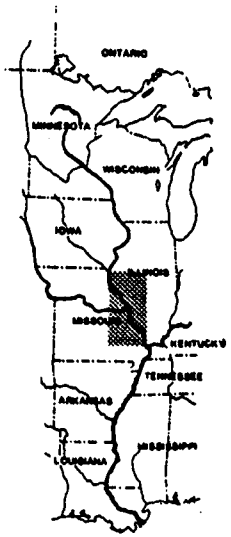
79. **ALTON, Illinois** — Lock and Dam 26 handles all the river traffic to the upper Mississippi and Illinois Rivers. Home of the tallest man who ever lived, Alton is also tall on historical interest. You'll discover enticing antique shops, the Alton Museum of History and Art, and the Lovejoy Monument (placed in recognition of the Abolitionist publisher who was killed here defending his free press).

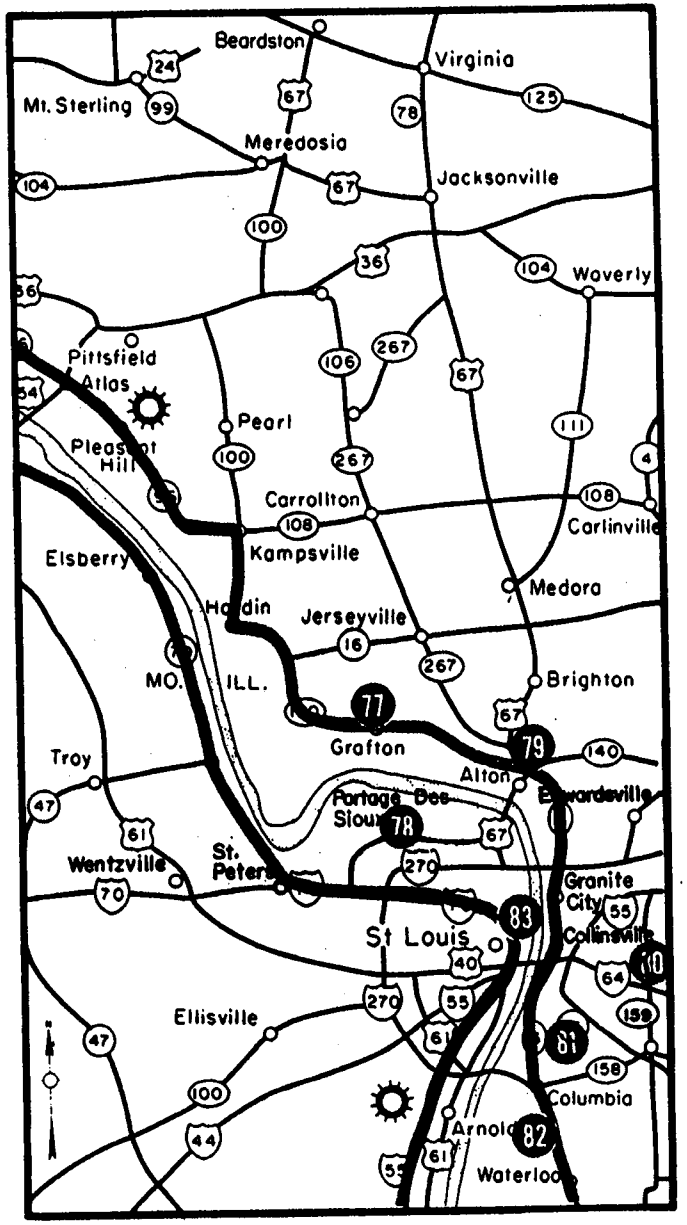
80. **BELLEVILLE/COLLINSVILLE, Illinois** — The National Shrine of Our Lady of the Snows on top of the bluff at Belleville is an international devotional attraction. Near Collinsville, you could pick the best thoroughbred or trotting horse and go home from the Fairmount Racetrack a big winner. Or for ancient fascinations, stop at the Cahokia Mounds World Heritage Site where Indians built a capital city of some 40,000 people. The American Woodhenge is similar to Stonehenge and the only structure of it kind in the western hemisphere.

81. **VILLAGE OF CAHOKIA, Illinois** — Site of a 1699 French Canadian Mission, Cahokia has preserved the 1787 Church of the Holy Family. The oldest courthouse west of the Alleghenies is also in Cahokia. Built in 1837, the courthouse was exhibited at the St. Louis World's Fair in 1904, as well as the Chicago World's Fair in 1933.

82. **COLUMBIA/WATERLOO, Illinois** — A large collection of authentic "Bierstube" is on exhibit at Eberhard's Stein Museum in Columbia. Peterstown House in Waterloo was once a coach stop on the Kaskaskia Trail.

83. **ST. LOUIS, Missouri** — Since Auguste Chouteau arrived at the site in 1764, this great American metropolis has become totally identified with the Mississippi River. The Old (1834) Cathedral is on the site of the first church constructed in 1769. The Old Court House, begun in 1839, was the scene of the famous Dred Scott Trial as well as Ulysses S. Grant's freeing of his single slave. Eads Bridge; the world-famed Riverfront with its river boats, cobblestones, and historic district; and the magnificent Jefferson National Expansion Memorial, symbolized by the soaring Gateway Arch, are all available for touring.





84. HERCULANEUM, Missouri — The Reverend John Clark preached the first Protestant sermon from a rock in the Mississippi River off this shore in 1798. The town later became the center of all roads to the mining district to the south.

85. STE. GENEVIEVE, Missouri — Nowhere is history more alive than at the oldest settlement in Missouri. Records of this town go back to as early as 1715 when lead was discovered some 30 miles to the southwest. Visitors can savor the town's varied past in the 1770 Amoureaux House, the 1790 Green Tree Tavern, 1867 Lutheran Church, Bolduc House which was moved from the Old Town to its present location in 1875, the 1775 Vital Beauvais House, 1790 Shaw House and Fur Trading Post, and the 1821 Court House.

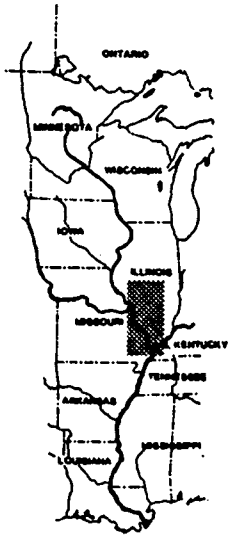
86. KASKASKIA ISLAND/CHESTER, Illinois — Northwest of Chester, Fort de Chartres, Pierre Menard Home and Fort Kaskaskia are important historic sites. Kaskaskia Island became an island during a 1799 flood when the Mississippi River choose the Kaskaskia River channel. Auto access is only from St. Marys, Missouri. Here you'll find the Liberty Bell of the West, which is eleven years older than the bell in Philadelphia.

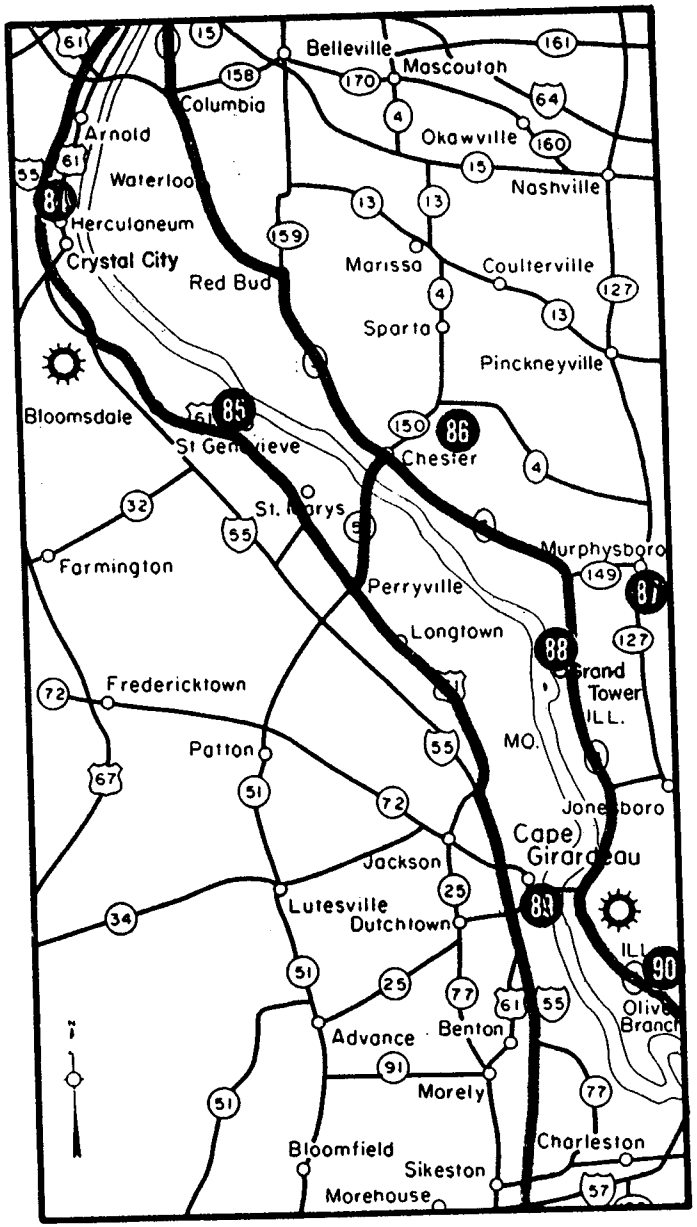
87. MURPHYSBORO/CARBONDALE, Illinois — Two thousand acres of angling, skiing, boating, camping, and hiking await you at Lake Kinkaid, near Murphysboro. The Touch of Nature Center at Southern Illinois University is just one of many attractions at this major educational institution.

88. GRAND TOWER, Illinois — A small river town that offers an ideal vantage point for a good view of the Mississippi River and Tower Rock which juts up in the midst of the River.

89. CAPE GIRARDEAU, Missouri — Tradition has it that missionary priests erected a cross on what is now Gray's Point in 1699 and maps dated as early as 1765 name this spot on the Mississippi River as "Cape Girardot." However, verified history begins in 1786 when Louis Lorimier and a band of Shawnees and Delaware Indians moved across the Mississippi River. The city's location gave it strategic importance in the river trade and the Civil War when it was occupied by Union soldiers who erected fortifications at the four approaches to the town by river and road.

90. OLIVE BRANCH, Illinois — Horseshoe Lake near Olive Branch is a fish and wildlife area with cypress trees and is known as a traditional place for Canada geese on the Mississippi River Flyway.





91. **CAIRO, Illinois** — The Ohio and Mississippi Rivers join at Fort Defiance Historic Site at the southern tip of Illinois. The levee around Cairo completely encircles the city and during great floods, all highways are blocked, isolating the temporary island of Cairo.

92. **BALLARD COUNTY WILDLIFE REFUGE, Kentucky** — This 8,200-acre refuge traditionally winters some 200,000 geese annually. It also supports large flights of ducks as well as numerous other wildlife species. 12 miles northeast of Wickliffe on US 60 and State 1105.

93. **WICKLIFFE, Kentucky** — In Ballard County lies the mounds built by a prehistoric society nearly 1,000 years ago.

94. **BARDWELL, Kentucky** — Bardwell is blessed with an abundance of overviews of the majestic Mississippi River. The town was founded around 1874 when the Mississippi Central (now Illinois Central Gulf) Railroad was built in the area.

95. **COLUMBUS, Kentucky** — Belmont Battlefield State Park, site of the northernmost fortified position occupied by the Confederate forces on the Mississippi River. Here the forces of the south blockaded the river on rafts.

96. **CAYCE, Kentucky** — Boyhood home of John Luther (Casey) Jones, world renowned railroader.

97. **HICKMAN, Kentucky** — Home of the Carnegie Library, a gift to the community from Andrew Carnegie. Scenic views of the Mississippi River from the bluffs and the confluence of Bayou de Chien and Obion Creek are offered.

98. **CARUTHERSVILLE, Missouri** — This community was settled about 1794. The 1811 New Madrid earthquake decimated Caruthersville, leaving only two families in the community in 1818.

99. **PADUCAH, Kentucky** — Home of Alben Barkley, Vice-President during the Truman years. A restored antebellum home, Whitehaven, is now in service as an Interstate Rest Area. 30 miles East on U.S. 60 from Wickliffe.

100. **LAND BETWEEN THE LAKES, Kentucky** — This is a 170,000 - acre heavily wooded ridge that has been turned into a peninsula by the formation of Kentucky and Barkley lakes. Tourist attractions and recreational activities enhance the lake area. 63 miles East of Columbus on State 80.

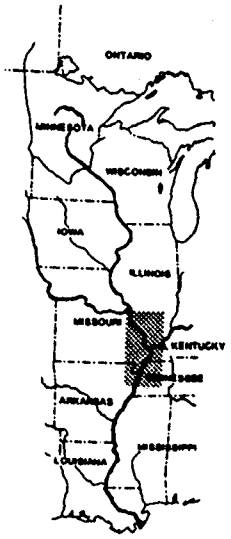
101. **MURRAY, Kentucky** — Home of Murray State University and the National Boy Scout Museum. The museum also contains 54 original scout paintings by Norman Rockwell along with thousands of other artifacts from scouting's 75-year history. 43 miles east of Columbus on US 80 and State 121.

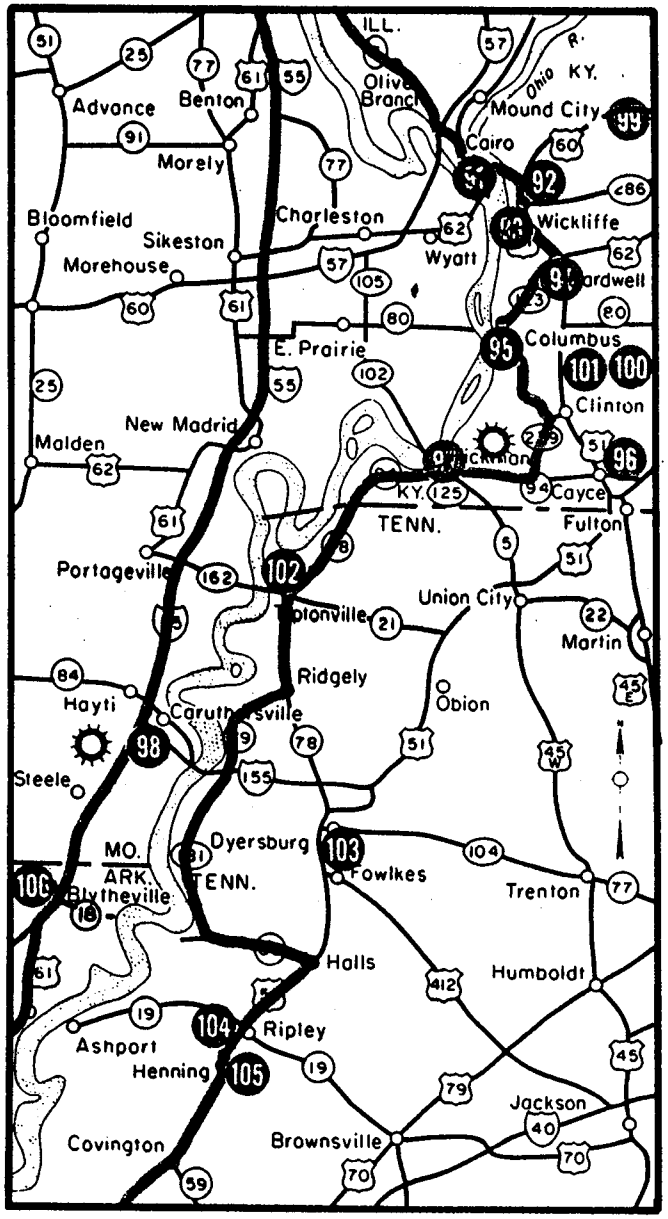
102. **TIPTONVILLE, Tennessee** — Reelfoot Lake at Tiptonville is the mid-south's largest natural lake, created by the New Madrid Earthquake. Reelfoot offers a museum, a state park with camping facilities, boats, swimming, skiing, and three bathing beaches as well as fishing. Also visit the Carl Perkins Museum in Tiptonville.

103. **DYERSBURG, Tennessee** — Just 20 minutes from Reelfoot Lake, Dyersburg is a recreational mecca on the fertile banks of the Mississippi River. Swimming, golf, tennis, fine restaurants, skeet and trap field shooting, and archery are all recreational attractions.

104. **RIPLEY, Tennessee** — Fort Pillow State Park offers overnight camping facilities on the Chickasaw Bluffs overlooking the Mississippi River. A museum and interpretive center are located on the grounds. The Chickasaw National Wildlife Refuge contains one of the largest wetland tracts of hardwood timber left in the United States.

105. **HENNING, Tennessee** — The Alex Haley State Historic Site and Museum is located in the author's boyhood home.





106. BLYTHEVILLE, Arkansas — Near Mallard Lake which offers year-round bass fishing and Big Lake National Wildlife Refuge which is a protected area for eagles, waterfowl, and upland game. Barfield Landing is a county park situated on the Mississippi River. It offers a spectacular view from the new observation deck, picnic areas, and boat access to the River. A state-operated Tourist Information Center provides staff to assist travelers with information on Arkansas. (See map page 12)

107. OSCEOLA, Arkansas — A bustling port where barges load wheat, cotton, and rice. Near Osceola is Sans Souci Landing which offers a boat ramp to the Mississippi River.

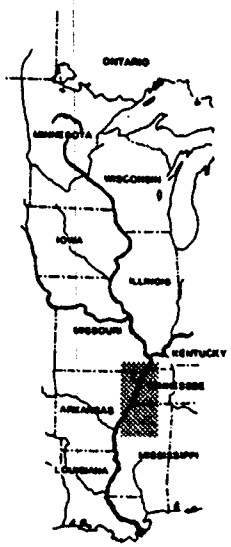
108. WILSON, Arkansas — This town recently celebrated its 100th birthday. The town square features English Tudor-style buildings The Hampson Museum State Park houses artifacts from an early agrarian Indian society.

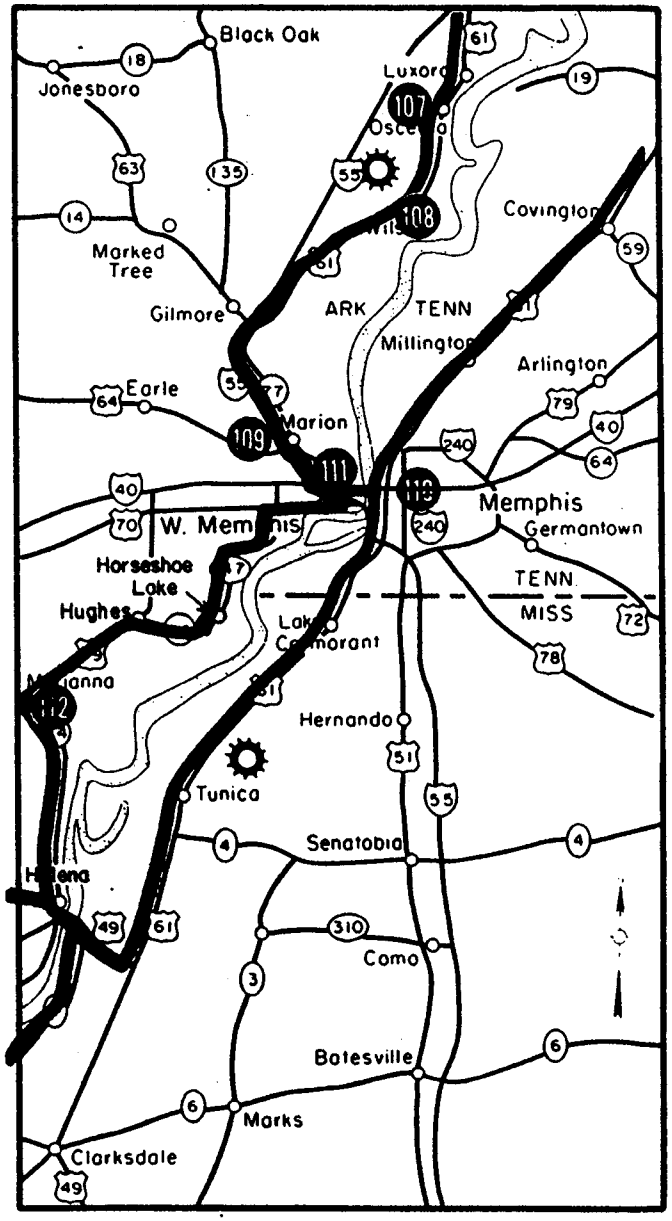
109. MARION, Arkansas — The Wapanocca National Wildlife Refuge is north of town and offers numerous opportunities to view, photograph, and appreciate its wildlife resources. Visitors are encouraged to tour the county courthouse, one of the oldest in Arkansas.

110. MEMPHIS, Tennessee — This is a community that gives emphasis to the old south. Mud Island, an unique entertainment park, is Memphis' tribute to the Mississippi River. Mud Island showcases the Mississippi River with a flowing scale model of the lower Mississippi, river museum, an outdoor amphitheater, and nice restaurants. Some interesting places to visit in Memphis include the Victorian Village Historic District, Chucalissa Prehistoric Indian Town, the Memphis Pink Palace Museum, "Graceland", Overton Square, and Beale Street.

111. WEST MEMPHIS, Arkansas — Southland Greyhound Park, is one of the state's most popular attractions. The park's racing schedule runs from April through November. Nearby Horseshoe Lake offers exceptional fishing and water recreation. The state-operated Tourist Information Center is located on Interstate 40 West.

112. MARIANNA, Arkansas — Several of this town's buildings are listed on the National Register. The Marianna - Lee County Museum features exhibits on pioneer history. The University of Arkansas Cotton Branch Experiment Station functions as a research and extension center for growing cotton. St. Francis National Forest offers Bear Creek Lake which provides the opportunity for swimming, camping, and fishing. Driving tours through the Forest are popular to view the fall foliage and in the spring to view the dogwoods.





113. **WEST HELENA/HELENA, Arkansas** — A state-operated Tourist Information Center is conveniently located on U.S. Highway 49 Bypass. Storm Creek Lake (located at the southern entry to the St. Francis National Forest) offers picnic sites, swimming, and camping. Helena is rich in Civil War and Mississippi River history. The Phillips County Museum exhibits interesting artifacts from the past. Many antebellum homes grace Helena and are available for touring.

114. **LOUISIANA PURCHASE MARKER STATE PARK, Arkansas** — Located on the corner of Lee, Phillips, and Monroe Counties, this state park has a monument dedicating the point from where the Louisiana Purchase Territory was surveyed.

115. **WHITE RIVER NATIONAL WILDLIFE REFUGE, Arkansas** — This 116,000 acre refuge offers over 100 fishing lakes. The exceptional bass, crappie, catfish, and bream fishing available makes this area an angler's paradise.

116. **DEWITT/GILLETT, Arkansas** — The Arkansas Post National Memorial, site of the first permanent European settlement west of the Mississippi River, is located just south of DeWitt. Nearby Merrisach Lake is recommended for its fantastic bass fishing and camping sites. The Bayou Meto Wildlife Management Area provides wonderful deer and waterfowl hunting.

117. **DUMAS, Arkansas** — The nearby Arkansas River offers recreational pleasures as do many of the small lakes surrounding the town. The Desha

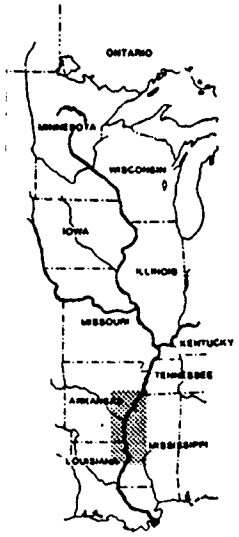
118. County Museum brings out the historical significance of the county.
McGEHEE, Arkansas — A Great River Road roadside park with restrooms and picnic areas is located three miles south of McGehee.

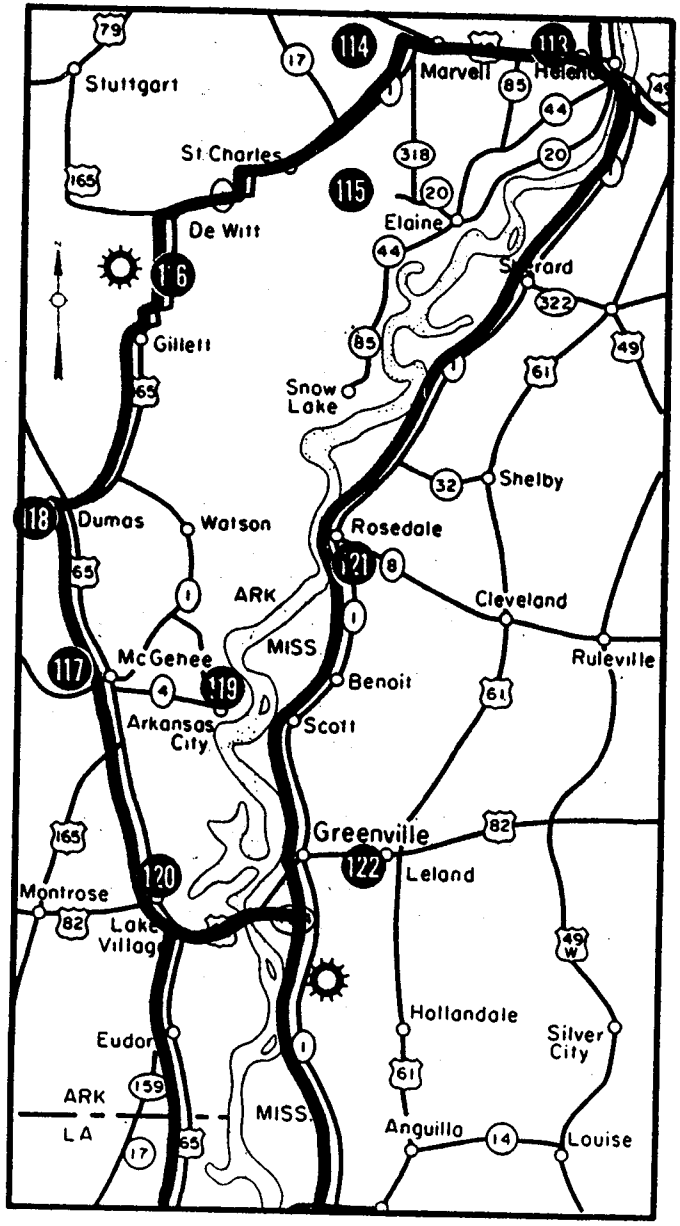
119. **ARKANSAS CITY, Arkansas** — Located on the west bank of the Mississippi River, this town is rich in history and heritage. Travelers may gain access to the levee here.

120. **LAKE VILLAGE, Arkansas** — This town nestles on the west bank of Lake Chicot, Arkansas' largest natural lake. Nearby Lake Chicot State Park is a popular recreational spot for sportsmen and nature lovers. Arkansas' most unique Tourist Information Center is located south of town. The Center not only provides travel information but also serves as a solar-use demonstration facility.

121. **GREAT RIVER ROAD STATE PARK, Mississippi** — Located in Rosedale off Highway 1 on the Mississippi River, the park's four-level observation tower offers a magnificent view of the river. With 61 camping pads, the park has fishing, boating, and a lodge with a game room, fast food service, and a Sunday buffet.

122. **GREENVILLE, Mississippi** — A center of culture and commerce in the Mississippi Delta, this riverport city has been the home of such notable writers as Shelby Foote, Hodding Carter, Walker Percy, and others. Be sure to stop at the River Road Queen Welcome Center on Highway 82, a beautiful replica of a 19th century paddlewheel steamboat where trained travel counselors provide information for visitors.





123. ONWARD, Mississippi — In 1902, President Theodore Roosevelt came to a plantation near of Onward to hunt the great black bear. Because of his widely publicized refusal to shoot a bear tied to a tree, Roosevelt was asked by a New York toy maker if his name could be attached to a new stuffed bear — and the teddy bear was born. Each October the Bear Hunt Reunion commemorates the event. Locally made teddy bears are on display at the store along with artifacts.

124. VICKSBURG NATIONAL MILITARY PARK, Mississippi — Well preserved earthworks mark the position of Confederate and Federal troops during the siege of Vicksburg. The Visitors Center contains a museum and film on the siege. A driving tour includes over 1200 state monuments, the National Cemetery, the "Cairo" Museum housing artifacts from the ironclad ship on display outside, and the site of Fort Nogales which was erected in 1791 during the Spanish regime.

125. VICKSBURG, Mississippi — Attractions include a number of fine old homes open for touring, the Old Court House Museum, the Biedenharn Candy Company Museum where Coca-Cola was first bottled the Toys and Soldiers Museum, and a riverboat ride aboard the "Spirit of Vicksburg." The Waterways Experiment Station is the principal research, testing, and development facility for the Corps of Engineers, featuring scale models of many of the nation's waterways.

126. PORT GIBSON, Mississippi — General Grant declared the town "too beautiful" to destroy during the Civil War. At the visitor center in a restored cottage, pick up a brochure detailing three area driving tours.

127. RUINS OF WINDSOR, Mississippi — Large stone columns are all that remain of this fine mansion destroyed by fire in 1890. Windsor served as a landmark for river pilot Samuel Clemens and others.

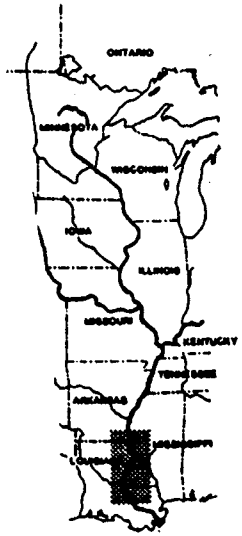
128. GRAND GULF MILITARY PARK, Mississippi — A 400-acre park on the site of historic river forts, it contains a museum, historic cemetery, observation tower, and 22 campsites.

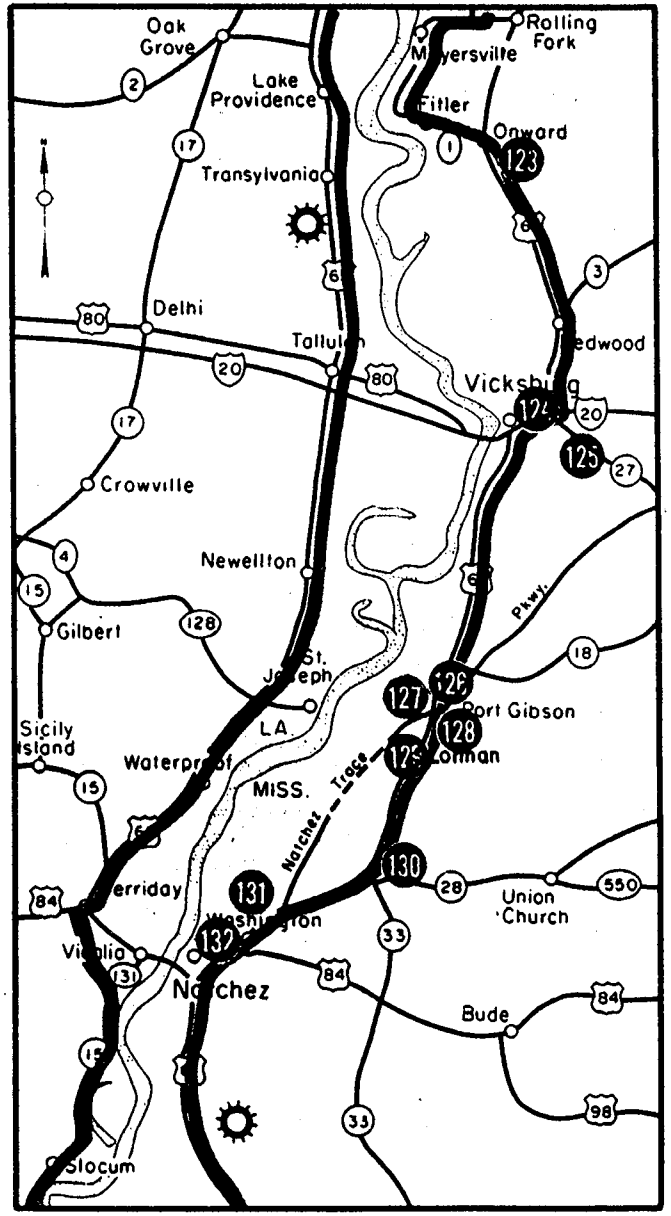
129. LORMAN, Mississippi — Site of Alcorn State University, the first land grant college for blacks in the nation; Rosswood Plantation, an 1857 mansion on a Christmas tree farm (open year-round); and the Old Country Store, in operation for over 100 years, also has a museum.

130. FAYETTE, Mississippi — Just west on Highway 553 is Springfield Plantation, the 1791 home that was reportedly the site of President Andrew Jackson's marriage to Rachel Robards. Another picturesque community, Church Hill, lies just beyond Springfield.

131. NATCHEZ STATE PARK, Mississippi — Located 10 miles north of Natchez the park has a lake, trails, and 24 camping pads.

132. NATCHEZ, Mississippi — The oldest town on the river, Natchez reached its greatest prosperity during the American period when cotton was king. Several hundred antebellum structures grace this romantic city. Other attractions include Historic Jefferson College in nearby Washington, established in 1803; the Old South Winery; Natchez-Under-The-Hill, restored historic area; Grand Village of the Natchez Indians Historic Site; and the "Natchez Belle" riverboat cruise. Natchez is also the starting point for the Natchez Trace Parkway. North of the city just off the parkway is a restored inn, Mount Locust, and Emerald Mound, built about 1300 by ancestors of the Choctaw, Creek, and Natchez Indians.





133. WOODVILLE, Mississippi — The town is the site of Rosemont, boyhood home of Confederate President Jefferson Davis. Approximately 13 miles west is the Pond community where the Clark Creek Nature Trail and a historic home and store are located.

134. ST. FRANCISVILLE, Louisiana — A large part of the town is a National Historic District. The area contains many plantation homes open for tours and bed-n-breakfast accommodations are available at a number of these homes.

135. LOCUST GROVE STATE COMMEMORATIVE AREA, Louisiana — In this picturesque country cemetery are buried Sarah Taylor Davis (daughter of President Zachary Taylor and wife of Jefferson Davis) and General Eleazer W. Ripley, noted for leadership during the War of 1812.

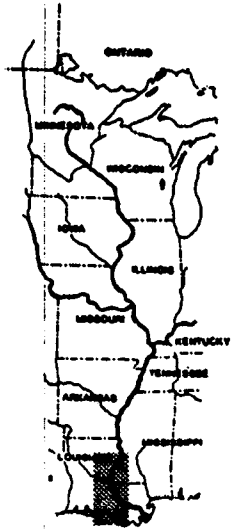
136. JACKSON, Louisiana — The town was named for General Andrew Jackson, who camped with his troops on the banks of nearby Thompson Creek following his victory in the Battle of New Orleans. The town encompasses 124 structures within a National Register Historic District, including over 40 Greek Revival buildings.

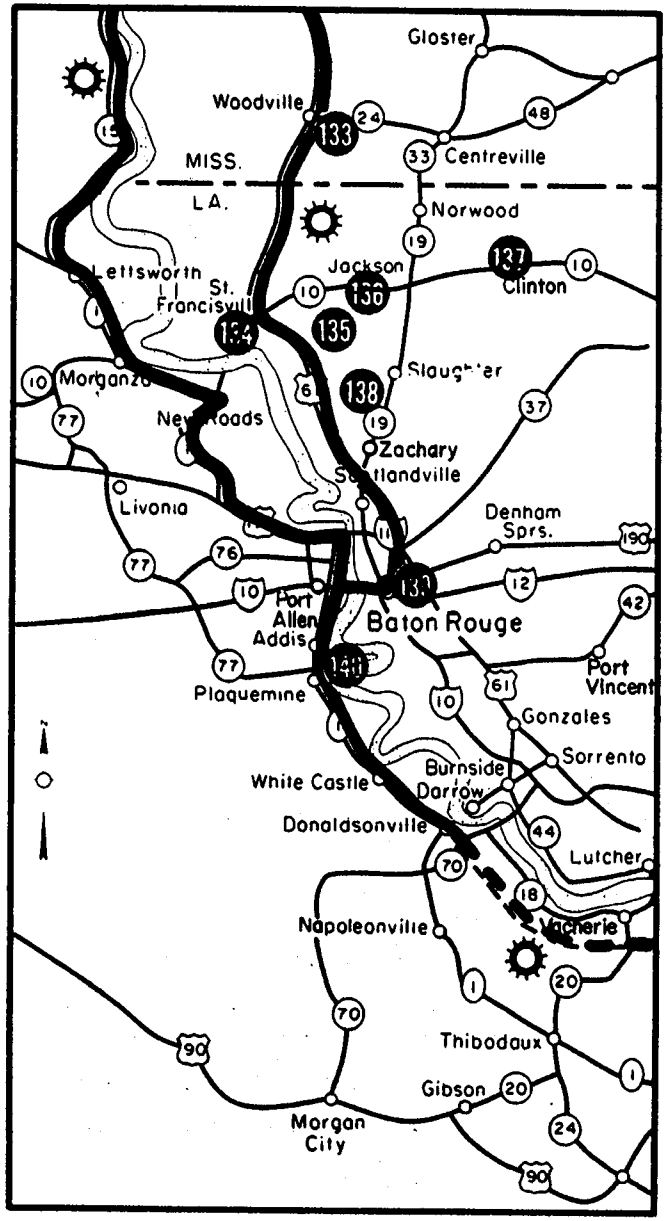
137. CLINTON, Louisiana — Founded in 1824, the town is said to have one of the largest concentrations of Greek Revival architecture in the Deep South.

138. PORT HUDSON STATE COMMEMORATIVE AREA & NATIONAL CEMETERY, Louisiana — This is a 650-acre site designated as a National Historic Landmark and encompasses a huge Civil War battlefield featuring three high viewing towers, gun trenches, seven miles of hiking trails and picnic sites. The National Cemetery contains the graves of Confederate and Union soldiers and veterans of later wars.

139. BATON ROUGE, Louisiana — Louisiana's state capital is a major world port and home of Louisiana State University and Southern University. The riverfront offers a variety of historic attractions and museums which includes both the new and old state capitols, the U.S. Naval War Memorial Museum, and the U.S.S. Kidd. Several antebellum structures are open for tours.

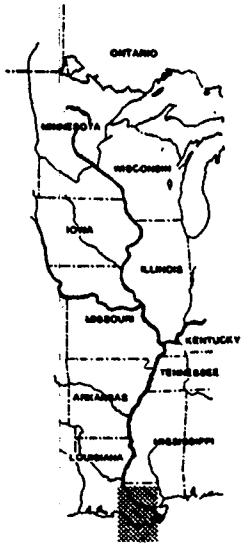
140. PLAQUEMINE LOCKS STATE COMMEMORATIVE AREA, Louisiana — Constructed in 1900 to connect Bayou Plaquemine and the Intracoastal Waterway with the Mississippi River, the locks had a lift of 55 feet. The sites include the original lock structures, a huge viewing tower and pavilion.

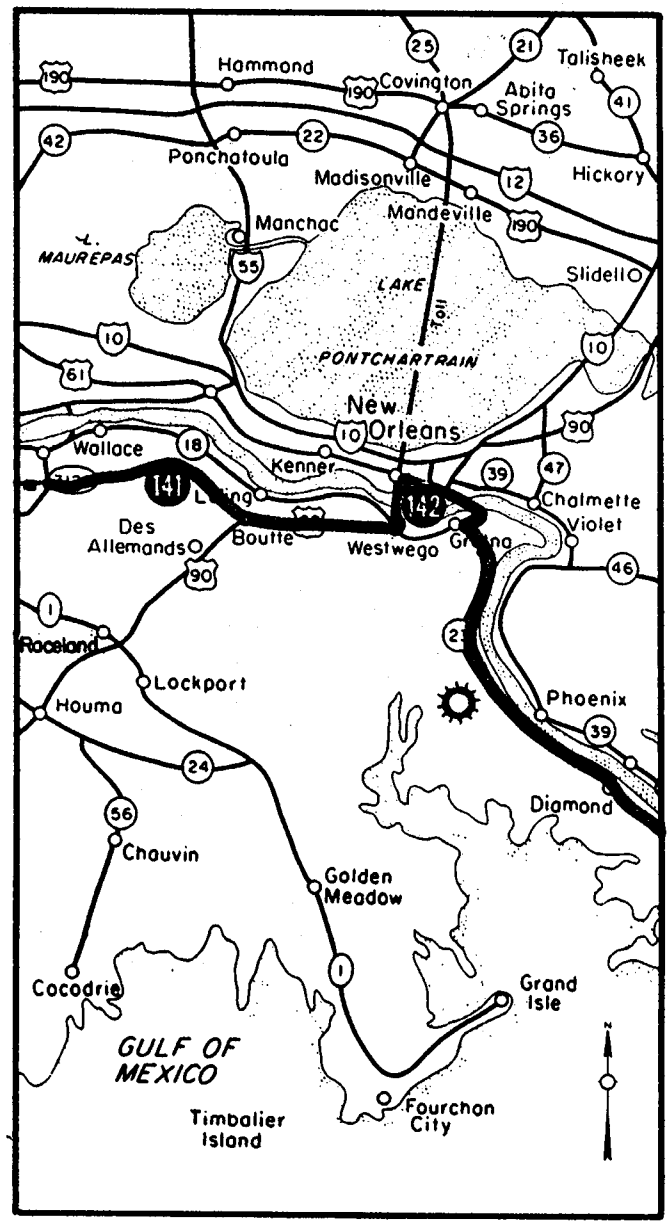




141. GREAT RIVER ROAD PLANTATIONS, Louisiana — Anchored by Nottoway, the largest plantation home in the South, the Great River Road on both banks of the River below Baton Rouge to New Orleans contains a wealth of plantation homes open for tours. Many feature overnight accommodations and several offer elegant dining. Among the plantations of note are Houmas House, Tezcuco, Oak Alley, Destrehan, and San Francisco.

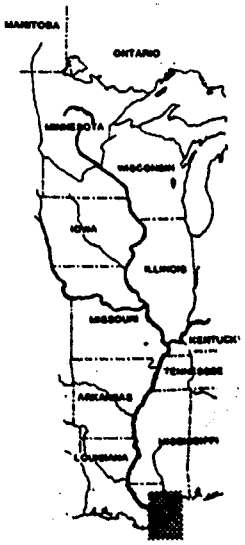
142. NEW ORLEANS, Louisiana — America's most European city, New Orleans is steeped in history and romance. The French Quarter sets this town apart from any place else and is vibrant with the bustle of daytime (and nighttime!) daily life. Step down any of the narrow streets (Royal, Burgundy, Dumaine, Bourbon, Chartres) and you'll be drawn into the pervasive romance of an intertwined past and present. Stop off for a dozen oysters-on-the-half-shell at a side-street oyster-bar, a gourmet feast at one of the Quarter's many world-famous restaurants, or browse the many shops and historic sites. The hub of New Orleans — past and present — is also the heart of the French Quarter — Jackson Square. Surrounded on three sides by graceful Spanish colonial style buildings, and fronted by the Mississippi, the Square's landscaped tranquility belies a turbulent history. Fine museums (including the Louisiana State Museum's arsenal of historic structures), the elegant Pontalba Apartment Buildings (America's first apartments), and the statue of Andrew Jackson combine with sidewalk artists, horse-drawn carriages, musicians and a cosmopolitan throng of humanity to draw you into both the history and the present day. Upriver from the Quarter is the famed Garden District, home to Tulane University and the world-class Audubon Zoo (look for the white tigers!). Enjoy a riverboat ride to the Zoo or take the St. Charles Avenue Streetcar. There's a variety of cruises available on the Mississippi River, including excursions through the bayous and a stop at the Chalmette National Battlefield (War of 1812).

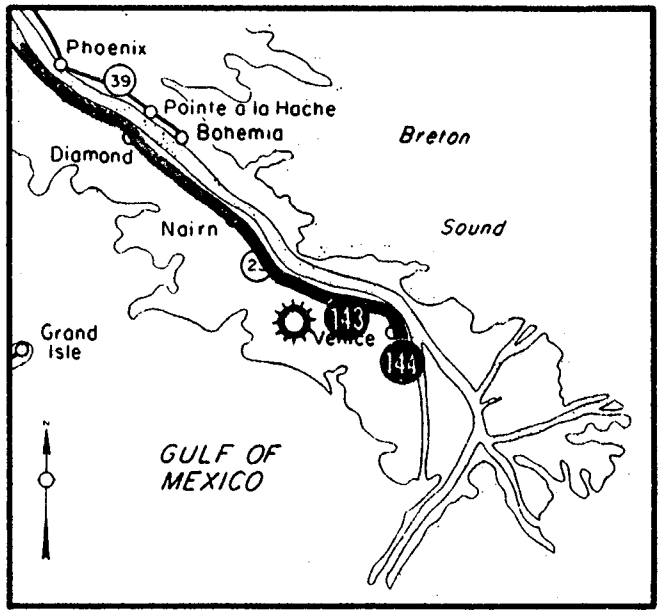




143. FORT JACKSON — Masonry fort built in 1822 to protect river approach to New Orleans. National Historic Landmark is located near spot where Robert Cavelier de la Salle claimed Louisiana for France in 1682.

144. VENICE — Located on the peninsula of land jutting out to the Gulf of Mexico, Venice is the terminal point of the Great River Road. Nearby is Fort Jackson, which for decades served as the out-post guardian for the mighty Mississippi.





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