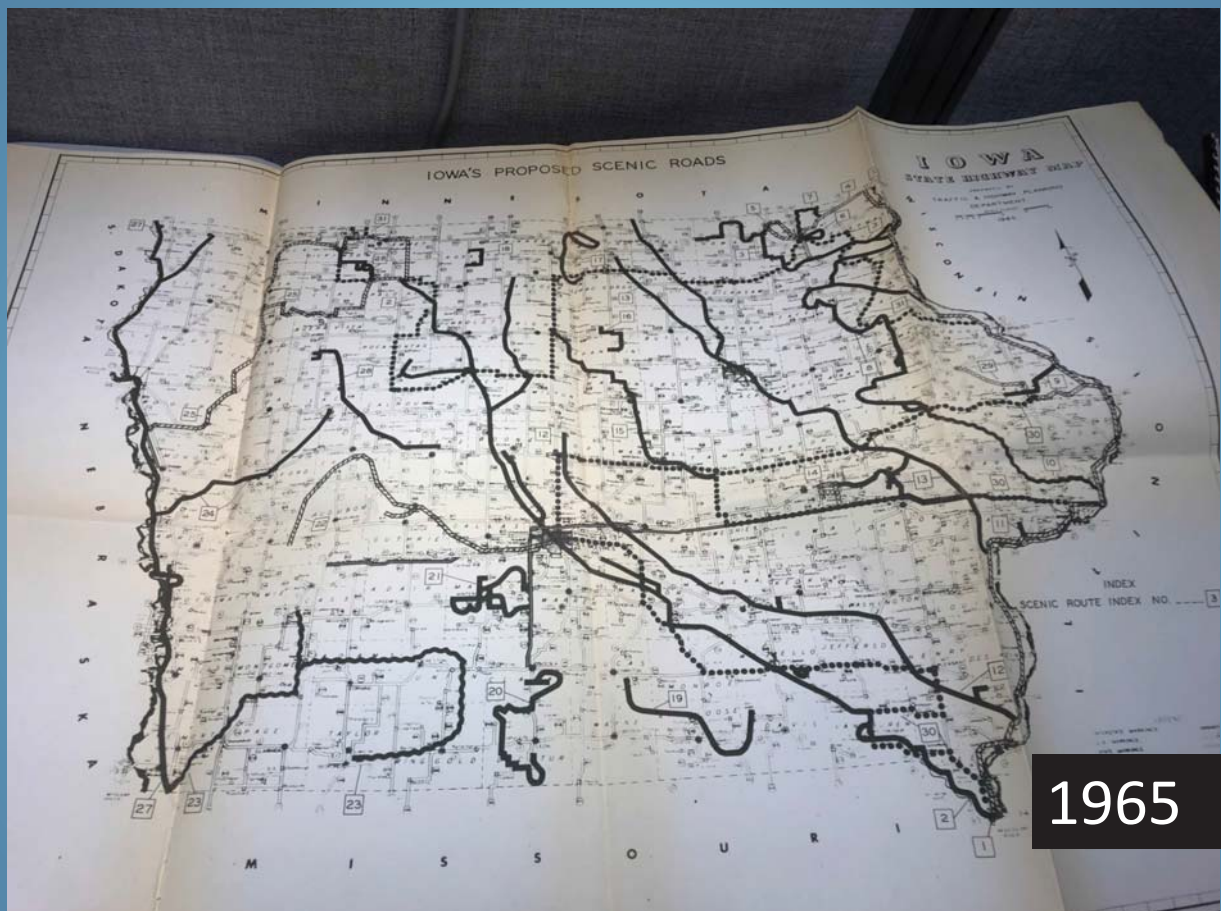


The Importance of Iowa's Scenic Byways

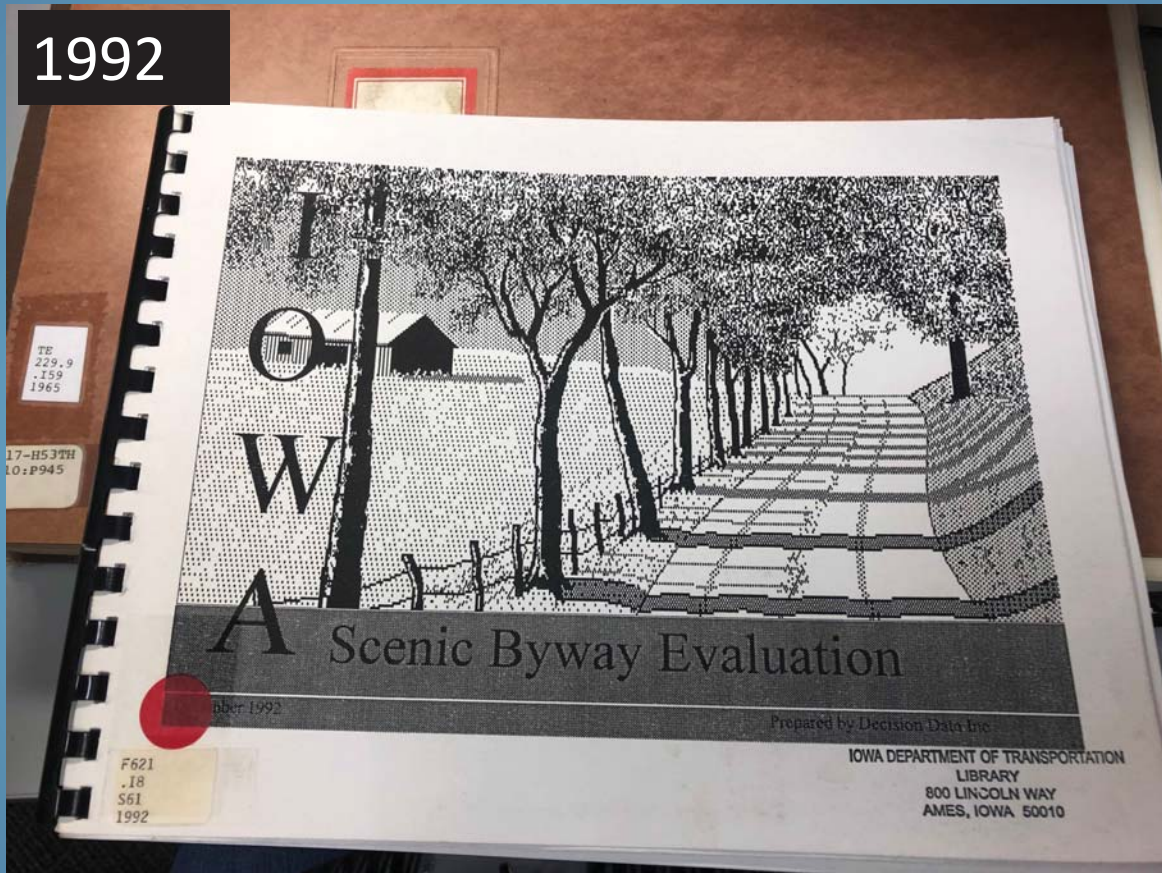
Created by Lincoln Highway Heritage Byway
For the Iowa MPO-RPA Quarterly Meeting

December 16, 2020

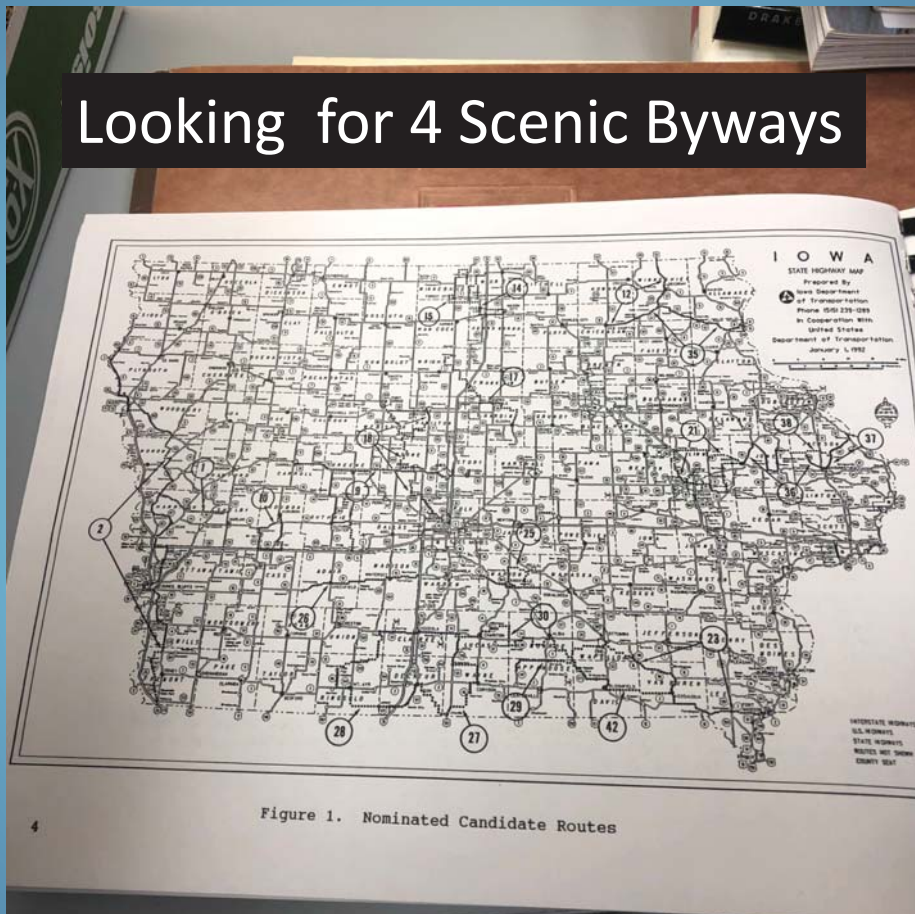


1965

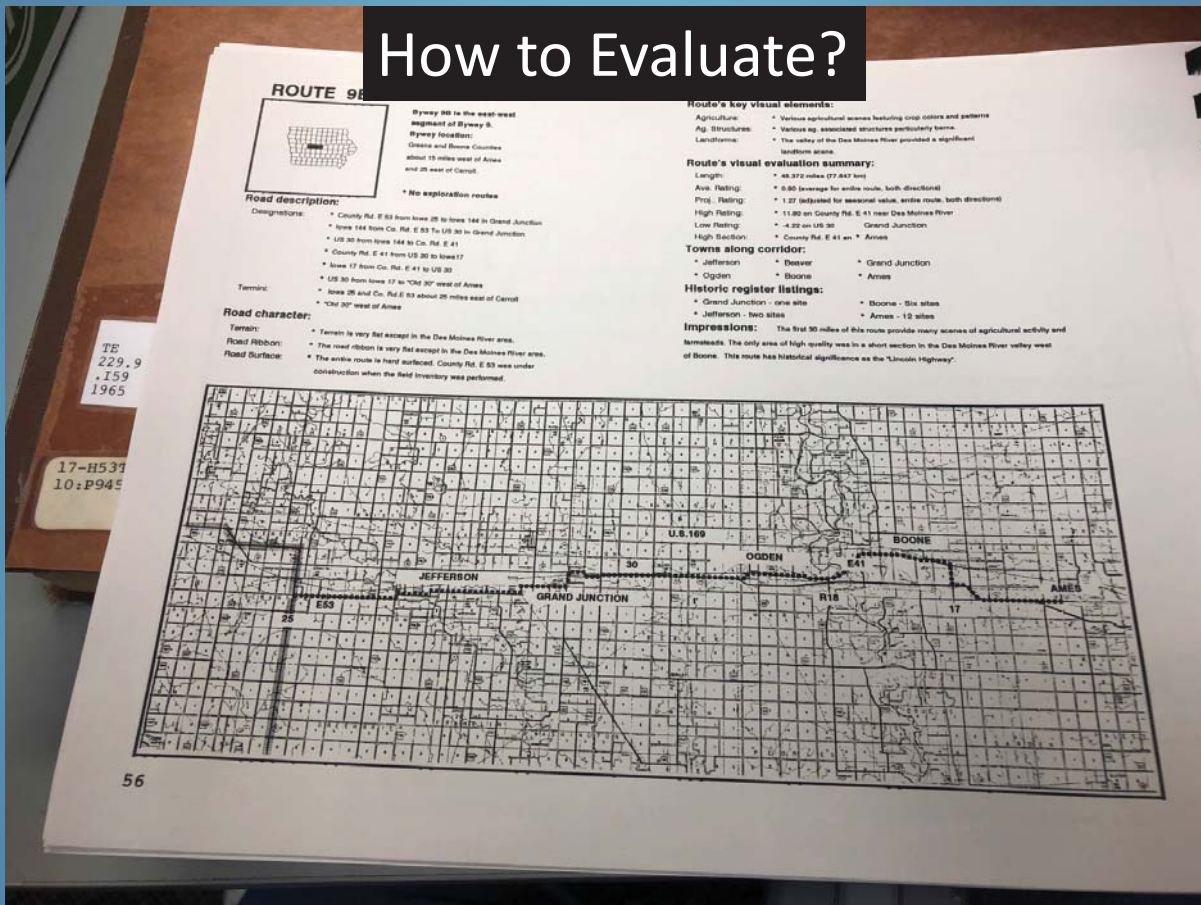
1992



Looking for 4 Scenic Byways



How to Evaluate?



The Original 4 Pilot Byways Selected in 1992 Implemented in 1998



Iowa's 14 Byways



Six Intrinsic Qualities

Archaeological



Natural



Cultural



Recreational



Historic



Scenic





Iowa Byway Signage- The GOLD Standard!

Resources Identified



Photo Project



Photo by Mike Whye

Collaboration

Events

Motorcycle Forum

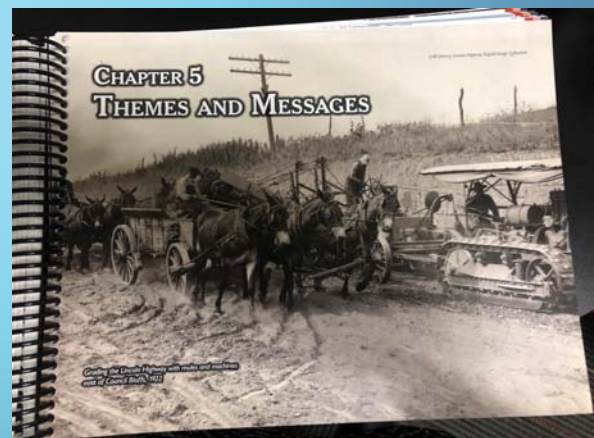
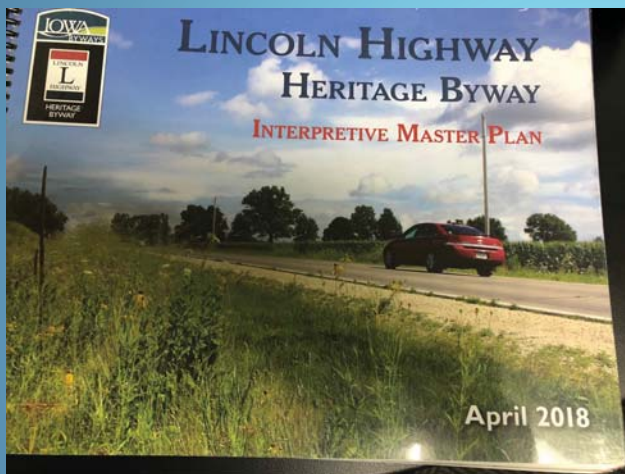


State Fair

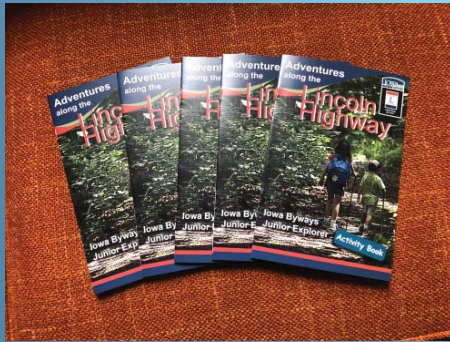
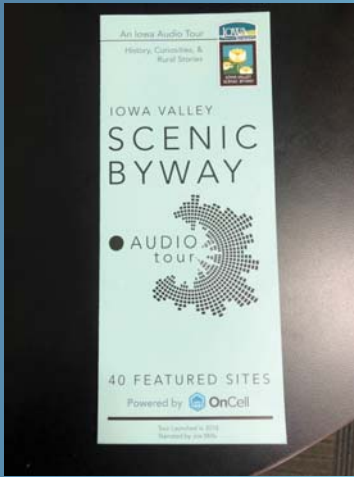
Legislative Day



Interpretive Master Plan

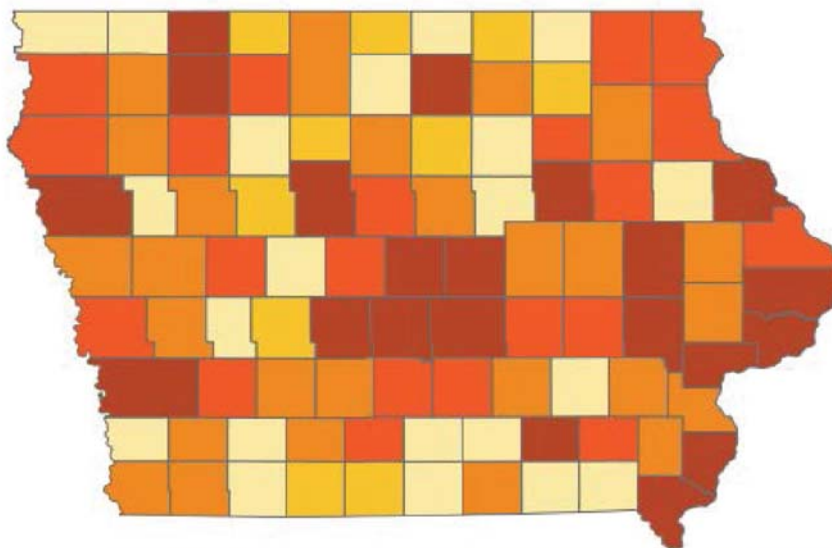


Unique Projects



Tourism in Iowa

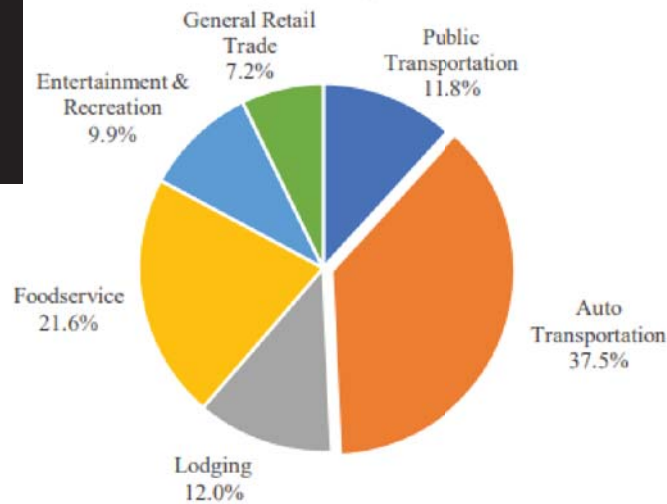
TOURISM BENEFITS ALL 99 IOWA COUNTIES



Top 3 Sectors

- Auto
- Food
- Lodging

Domestic Travel Expenditures in Iowa in 2019 by Industry Sector



1. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
2. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.
5. General retail trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.
6. Entertainment and recreation sector includes such items as golf, skiing and gaming.

Average Travel Party = 2.6 people

Family with no children under 18 years old 46%

Family with children under 18 years old 24%

Individuals/Friends 25%

Business Travel 4%

Group Travel 1%

Average spending by party is \$401.31 per day

Spending Translates Into Payroll

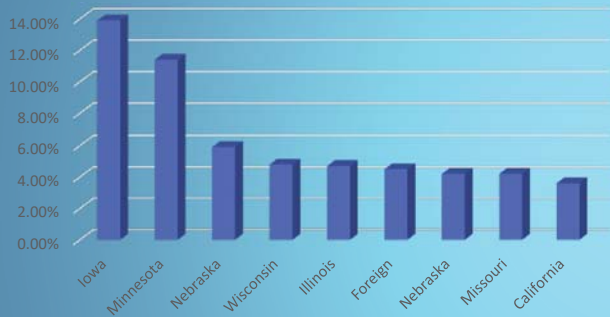


TRAVEL-GENERATED PAYROLL

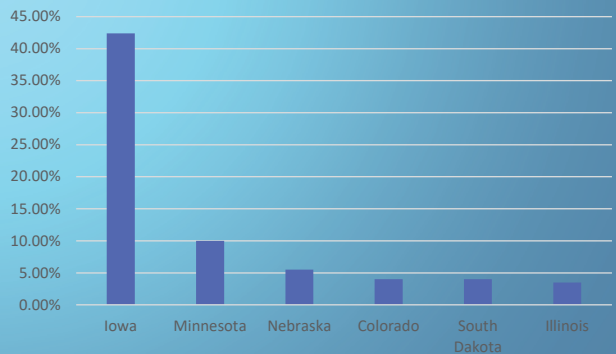
Total payroll increased by 3.6% to \$1.50 billion. On average, every dollar spent by domestic travelers produced 16.2 cents in payroll income for Iowa residents.

Where Are Travelers Coming From? Where Are Travelers Going?

Travelers' Place of Origin

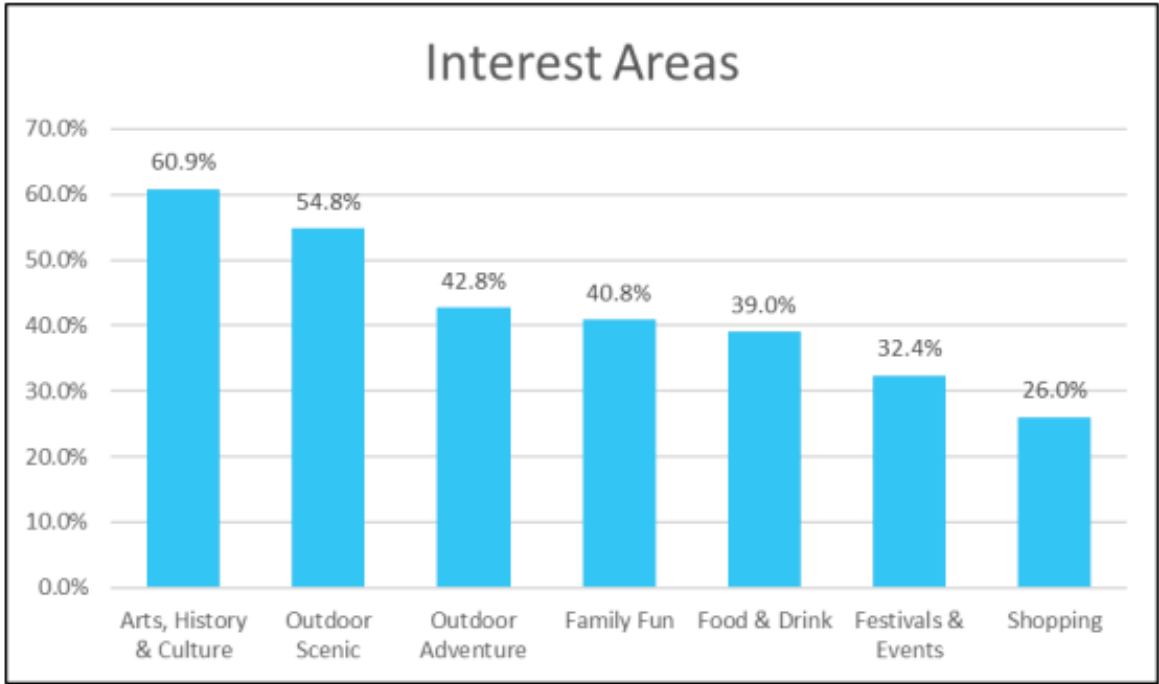


Traveler's Destination



Why Are Travelers Coming to Iowa?

Interest Areas



County	Expenditures	Payroll	Employment	State Tax Receipts *	Local Tax Receipts
Linn	\$902,140,000	\$158,180,000	6,690	\$47,000,000	\$13,720,000
Pottawattamie	\$351,500,000	\$64,430,000	3,360	\$24,500,000	\$5,390,000
Story	\$227,000,000	\$33,530,000	1,730	\$12,690,000	\$2,980,000
Clinton	\$123,310,000	\$18,050,000	960	\$7,520,000	\$1,610,000
Marshall	\$97,090,000	\$14,750,000	720	\$5,880,000	\$1,270,000
Carroll	\$64,740,000	\$8,530,000	470	\$4,020,000	\$480,000
Boone	\$29,020,000	\$3,440,000	170	\$2,110,000	\$240,000
Harrison	\$30,190,000	\$3,870,000	220	\$1,970,000	\$210,000
Cedar	\$24,280,000	\$2,800,000	130	\$1,860,000	\$310,000
Crawford	\$23,140,000	\$3,730,000	180	\$1,730,000	\$210,000
Benton	\$20,980,000	\$1,950,000	100	\$1,600,000	\$130,000
Tama	\$22,830,000	\$3,640,000	190	\$1,480,000	\$250,000
Greene	\$7,050,000	\$780,000	30	\$500,000	\$80,000
Totals *	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
County Total	\$1,922,670,000	\$317,670,000	14,940	\$112,860,000	\$26,880,000
State Total	\$9,261,970,000	\$1,499,370,000	70,720	\$540,030,000	\$130,830,000
Share of State	20.8%	21.2%	21.1%	20.9%	20.1%



The Lincoln Highway History

- The Lincoln Highway was the first improved transcontinental road in the nation, designated in 1913.
- Once was a household name.
- Travels from Times Square in New York City to San Francisco, California.
- In Iowa, route goes from Clinton to Council Bluffs (given #30 by Iowa Highway Commission).
- Has many intact historic bridges (Tama, Eureka Bridge, Rainbow Arch bridge, 3 bridges over Wapsi in Clinton, etc.).
- Has many intact Mom and Pop gas stations, eateries, and lodging along the route.



Telling the Lincoln Highway Story

- Became a Iowa Scenic “Heritage” Byway in 2006 (15 years old in 2021).
- Applied to be a National Scenic Byway in 2020 (Announcement coming soon.)
- Created 6 brochures in 7 years: Intro to Byway, Info Guide, Camping and Recreation, Junior Explorer Booklet, 1919 Army Convoy, and Breweries/Distilleries/Wineries in Eastern Iowa.
- Created 2 videos about Breweries/Distilleries/Wineries in Eastern Iowa.
- Created 21 interpretive panels installed across Iowa and plans for 12 more (Clinton, Belle Plaine, Marshalltown, Ames, Jefferson, Arcadia, Denison, Vail, and Woodbine).
- Made over 50 presentations to Communities, Board of Supervisors, City Councils, Historical Societies, Museums, and Service Groups.



<https://www.youtube.com/watch?v=skoaBsqtbN0>



Lincoln Highway Heritage Byway

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