

**NATIONAL SCENIC BYWAY**  
**A Visitor-Based Economy**

Presented by:

**MICHAEL QUINE**

Board Chairman

Illinois River Road National Scenic Byway





## America's Byways Program

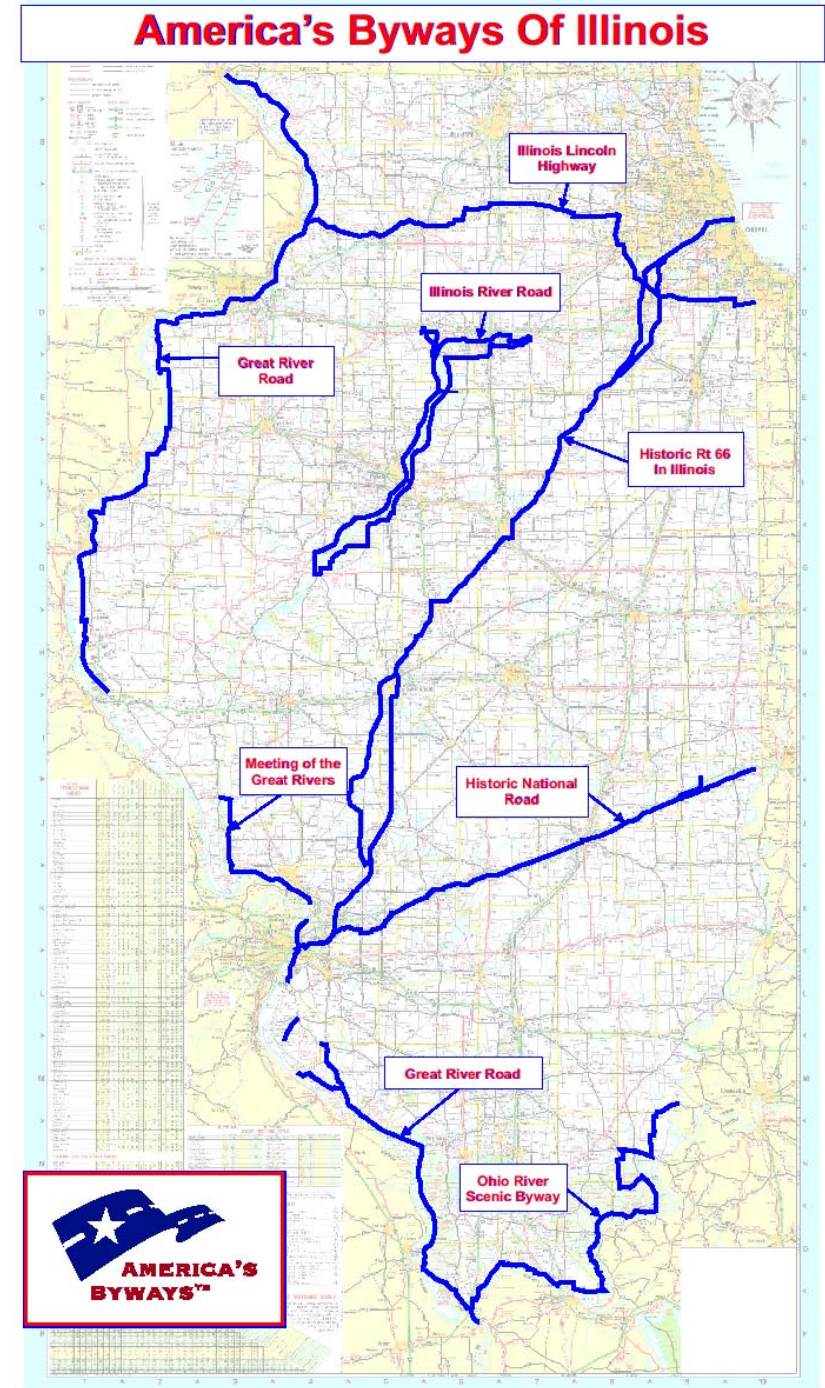


- Federally funded program
- Federal Highway Administration
- 126 designations throughout the U.S.
- Designation based on one or more intrinsic qualities
- Federal designation yields more grant opportunities



## America's Byways in Illinois

- Illinois has *seven* National Scenic Byways
- Illinois Department of Transportation
- Local initiation with IDOT cooperation

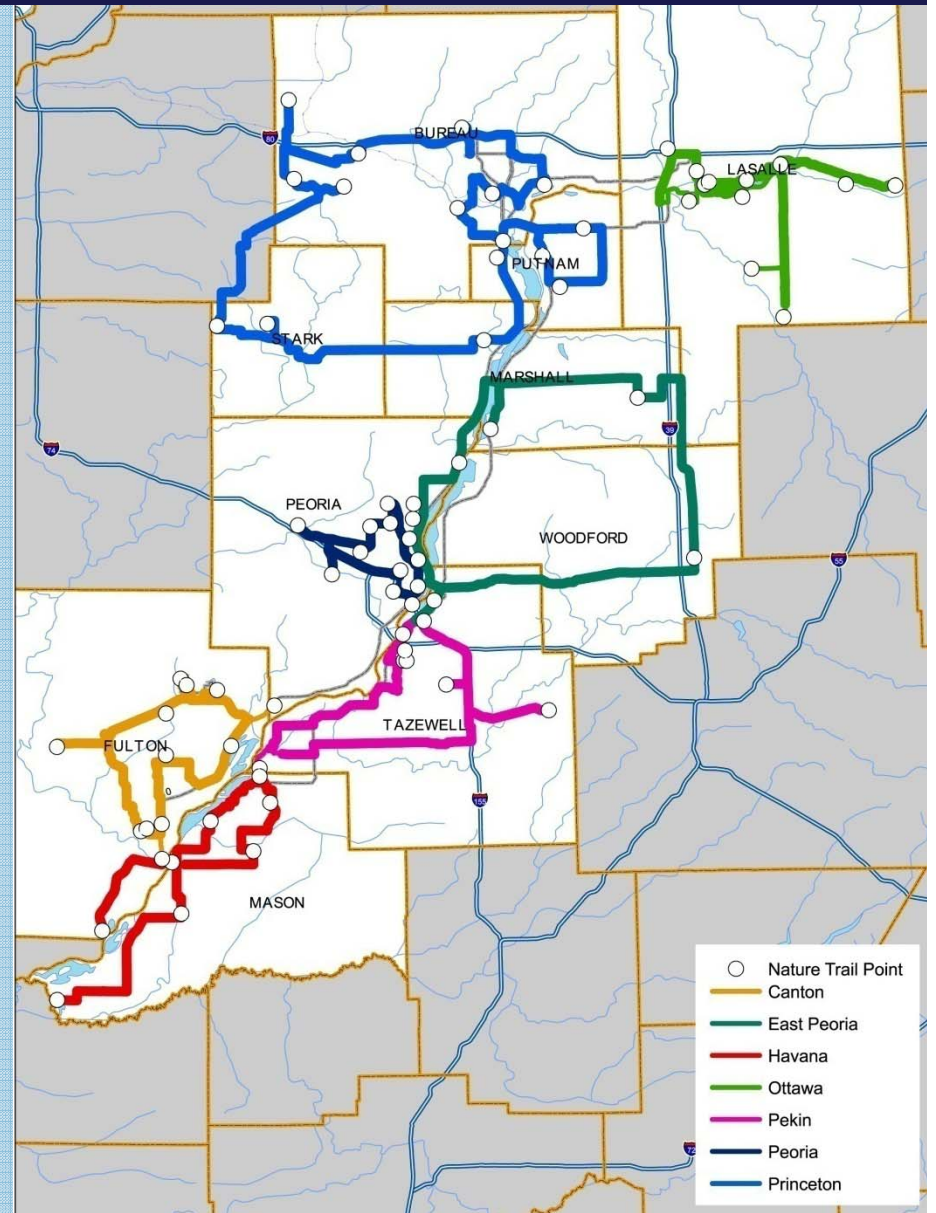


# ILLINOIS RIVER ROAD

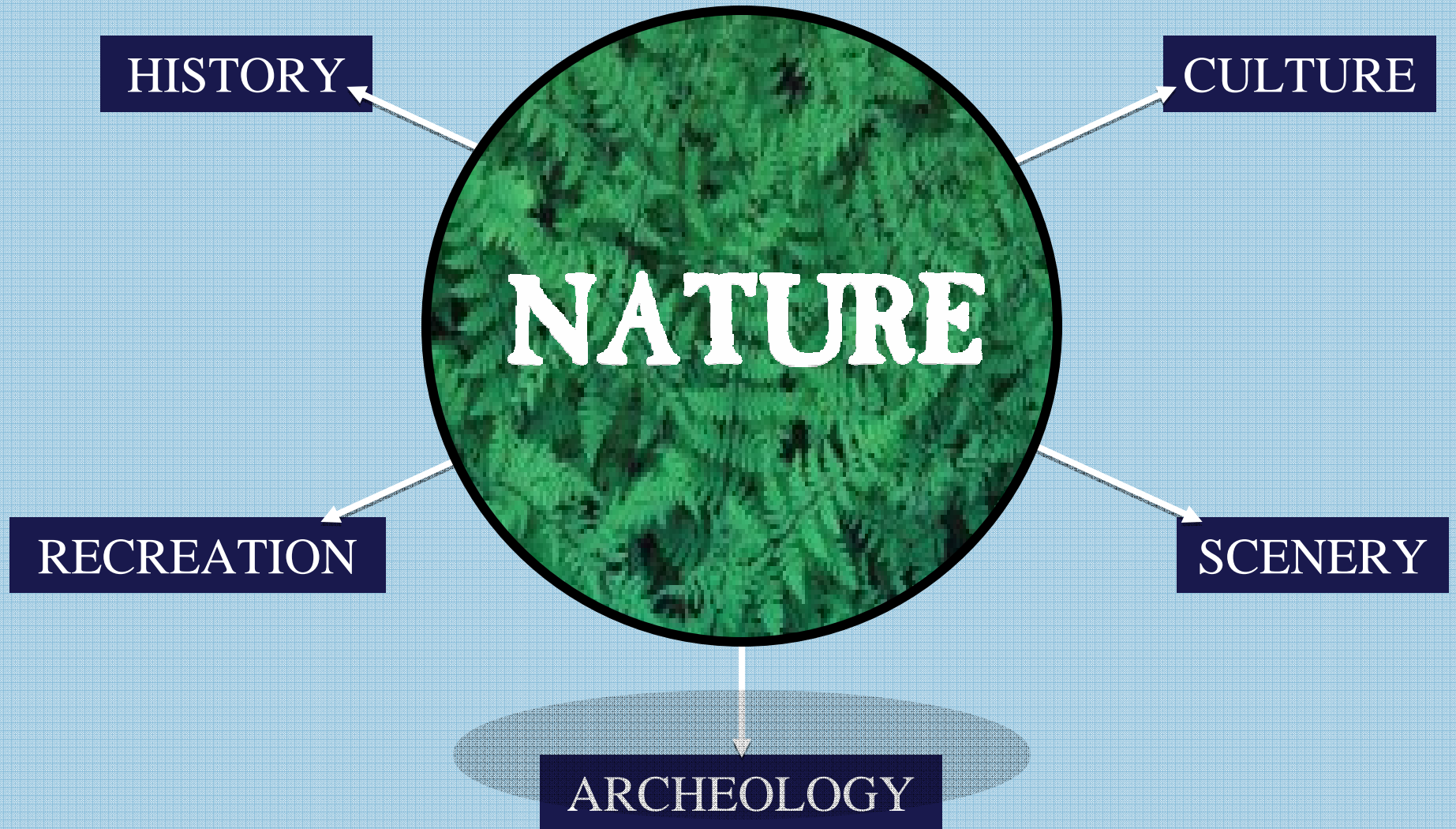
## National Scenic Byway Designation

*Achieved Sept 2005*

- 291 miles
- Nature Trails involve ten counties
- 7 Gateway Communities: Ottawa, Princeton, East Peoria, Peoria, Pekin, Canton & Havana

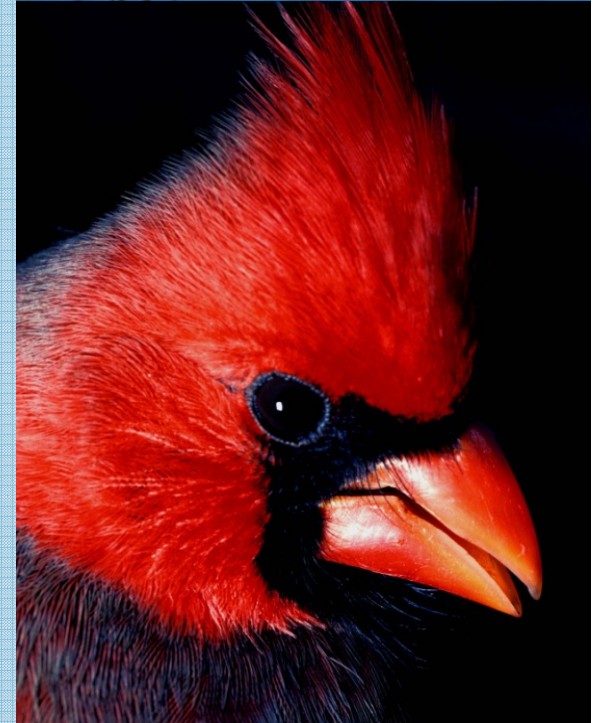
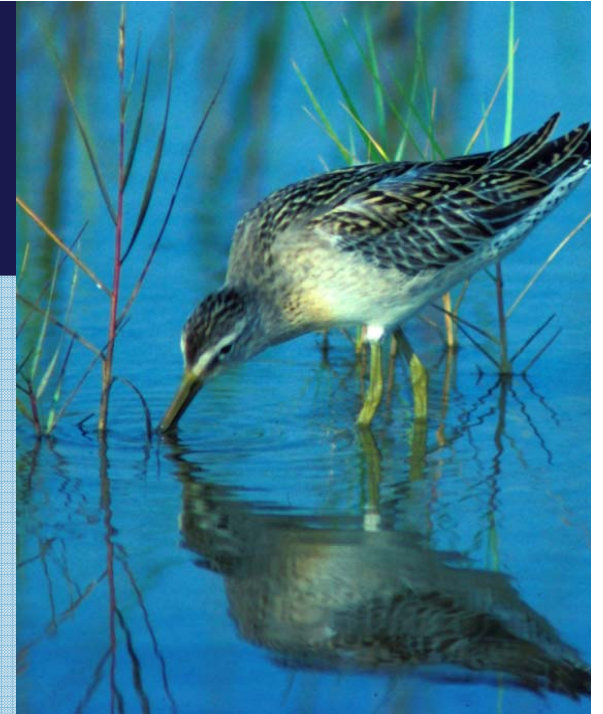


# INTRINSIC QUALITIES



# NATURE BASED TOURISM

- **Fastest growing** tourism market segment
- Provides **economic development** opportunities
- Provides **authentic product**, which exists and is expandable, for us to market
- **Focus on Illinois River** helps people experience and preserve this valuable asset



# TOURISM TRENDS

Market Potential Over 15 Million



**MORE 2 - 4 DAY TRIPS**



# ILLINOIS RIVER ROAD National Scenic Byway

## Grassroots Supporters

- The Nature Conservancy
- IL Audubon Society
- University of Illinois Extensions
- IL Dept of Transportation
- IL Dept of Natural Resources
- Cong. Ray LaHood's Office
- Cong. Jerry Weller's Office
- U.S. Fish & Wildlife Service
- Dickson Mounds State Museum
- Tri County Regional Planning Commission
- North Central Illinois Council of Governments
- USDA/Prairie Rivers RC&D Council
- Lt. Governor Quinn's Office
- IL River Coordinating Council
- Starved Rock State Park

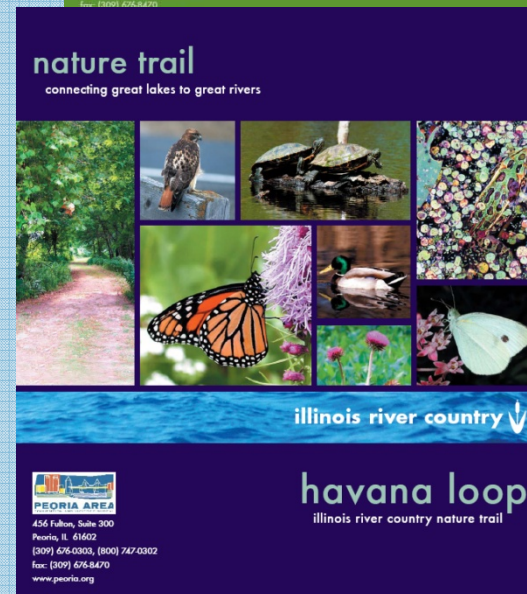
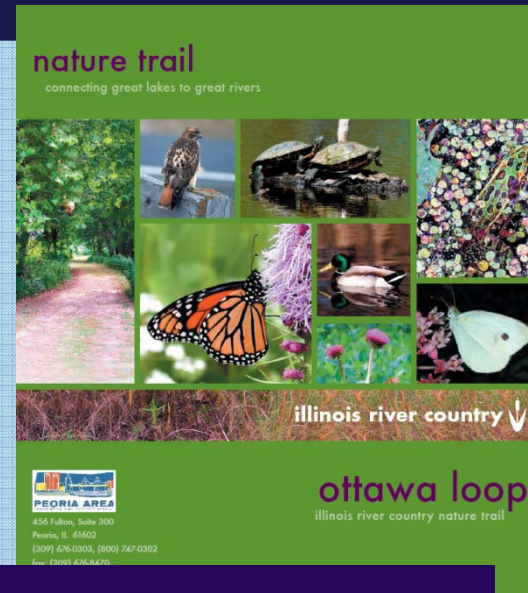


# COLLABORATIVE SUCCESS



## Nature Loop Guides

- 7 Nature experience brochures (100+ sites) printed to guide visitors
- Collaborative marketing implementation plan
- 50,000 rack cards distributed
- Downloadable guides have been viewed thousands of times from [www.peoria.org](http://www.peoria.org)



nature trails

illinois river country

Visit a complete destination that boasts a wealth of nature-based attractions. Hike rugged terrain, watch eagles soar, reel in the catch of a lifetime or spend a lazy day on the picturesque Illinois River.

There are over 78 nature sites to discover in Illinois River Country. The communities of Ottawa, Princeton, Peoria, East Peoria, Pekin, Canton and Havana each are home to a unique set of experiences where you can unwind and enjoy the outdoors.

Learn more about our natural surroundings, deluxe accommodations and diverse restaurants.

Seven comprehensive guides are available online at [www.peoria.org/goto/nature](http://www.peoria.org/goto/nature), or contact us at 800-747-0302

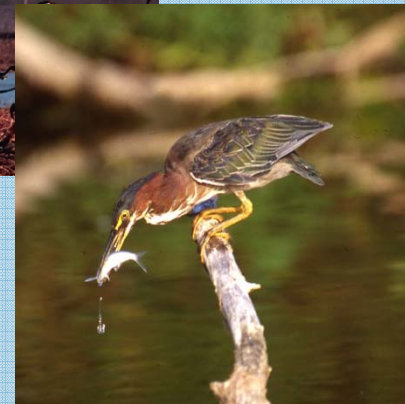
ILLINOIS. MILE AFTER MAGNIFICENT MILE.

# HAVANA NATURE SITES





# CANTON NATURE SITES

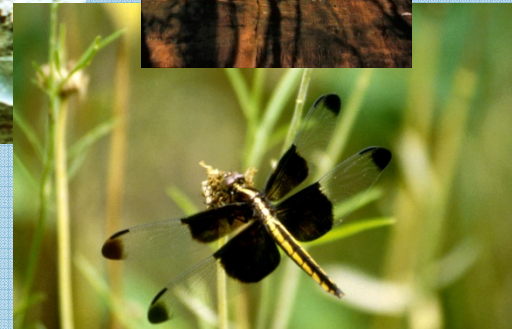
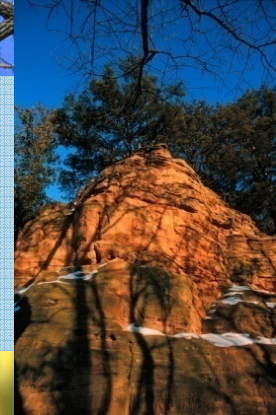


# EAST PEORIA NATURE SITES





# OTTAWA NATURE SITES



# PEKIN NATURE SITES

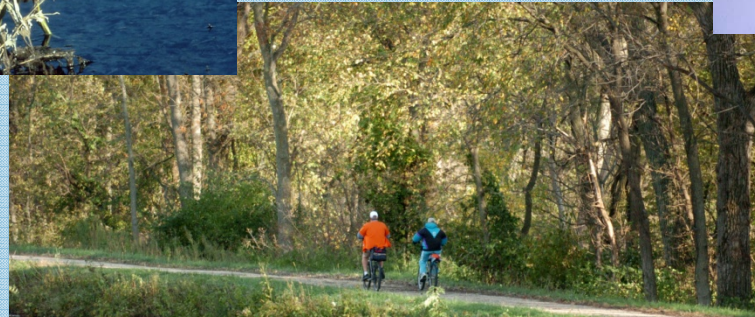




# PEORIA NATURE SITES



# PRINCETON NATURE SITES







# ILLINOIS RIVER ROAD National Scenic Byway

- Greater awareness of the Illinois River, its scenic route and communities
- Multi-community, state-wide and nation-wide partnerships
- Authentic community growth with new small businesses
- Awareness & Education of Illinois River eco-system
- Stronger business & employee recruitment and residential environment: **Quality of Life**
- Additional tourism product



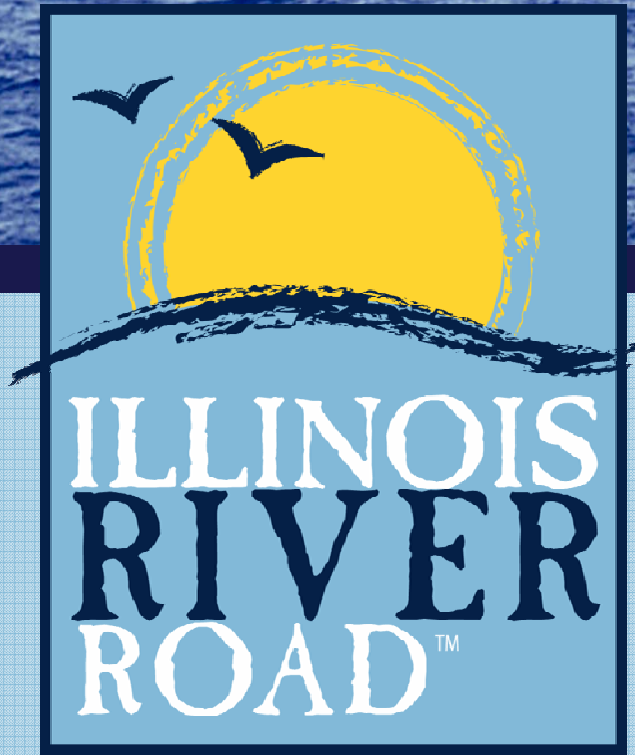
# Progress – We've come a long way!

- Obtained \$289,000 in state and federal grants for project-specific work
- Established a diverse board of directors and organizational bylaws
- Created six working committees
- Hired a full-time director
- Developed a logo and brand for Byway



# NEXT STEP ... Projects

- Interpret and Integrate Nature Sites
- Marketing Brochure
- Comprehensive Map
- Directional Signage
- Website
- Community and Site Kiosks
- Audio Tour
- Strategy for Visitor-Based Economic Development
- Ongoing Grant Applications and Funding Resources



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