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What is a Byway?



The definition of "scenic" reaches beyond breathtaking vistas. All of America's Byways[®] are "scenic", representing the depth and breadth of scenery in America--natural and man-made panoramas; electrifying neon landscapes; ancient and modern history coming alive; native arts and culture; and scenes of friends, families and strangers sharing their stories.



America's Byways[®] are gateways to adventures where no two experiences are the same. The National Scenic Byways Program invites you to come closer to America's heart and soul...

Federal Program - FHWA

come CLOSER



- Legend**
- ★ AAR - All-American Road
 - ★ NSB - National Scenic Byway
 - State Capitals
 - Major Cities

It begins with the community.

Under the National Scenic Byways Program, the U.S. Secretary of Transportation designates roads having outstanding *intrinsic qualities* as National Scenic Byways or All-American Roads. There are 150 nationally designated byways in 46 States. These routes are marketed nationally and internationally as wonderful driving experiences, where the traveler can learn stories about the people and communities through which they pass.

Byways communities come together to identify the intrinsic qualities they want to *preserve, promote, and protect*—historic, cultural, natural, archaeological, recreational, and scenic—along a route. They take action, recruit shareholders, organize their efforts, and promote economic development.

For example, a *historic* building needs restoration; the local tourism office wants to promote *cultural* activities in town; a forest ranger hopes to educate families about respecting *natural* resources; an *archaeological* discovery of centuries old artifacts needs protection; a *recreational* trail club wants to put up wayfinding signs; and a local garden club plans to spruce up a *scenic* overlook.

We invite everyone to learn the stories these roads have to tell. The National Scenic Byways Program has created opportunities for travelers to drive, ride, hike, climb, or soar along the Byways. There is something to capture your imagination, satisfy your curiosity, and feed your spirit every season of the year along America's Byways.



<http://www.byways.org>





ILLINOIS RIVER ROAD

National Scenic Byway Designation

Sept 2005

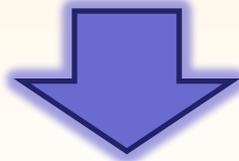
- Natural Intrinsic Qualities
 - History
 - Archaeology
- 291 miles
- 10 counties
- 40+ communities
- 100+ nature sites





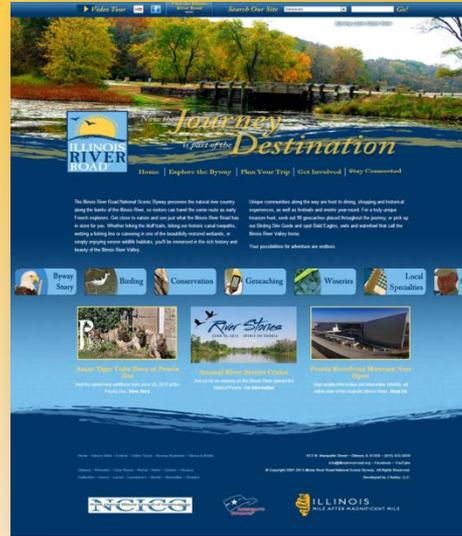
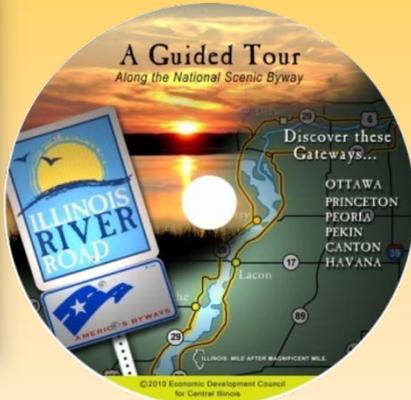
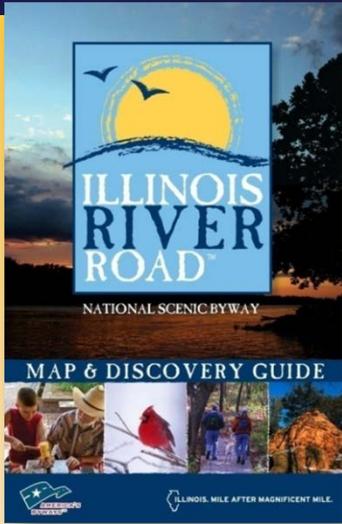
Byway Mission

To provide a *living* museum without walls that will enhance people's experience of the **nature, history, archaeology** and other intrinsic qualities of the byway, while providing and maintaining unique recreational and educational experiences for **visitors and residents**, and sustaining local communities' **economies and quality of life**.



Visitor-Based Economic Development

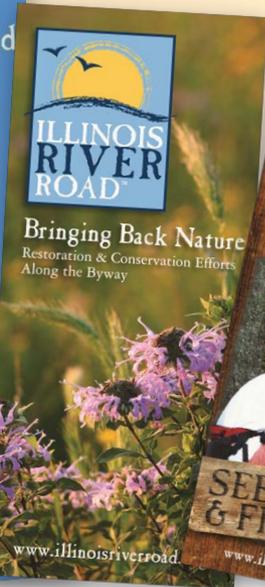
Illinois River Road Projects



Discover an authentic way of life...

From the abundant natural and historical sites to a wide array of one-of-a-kind shops and restaurants, your next genuine adventure is just down the ILLINOIS RIVER ROAD.

illinoisriverroad.org



SYNERGY That Raises The Tide For All...



AUTHENTIC EXPERIENCE DRIVERS

- Nature
- Conservation
- Recreation
- Education
- History
- Archaeology
- Specialties



TOURISM

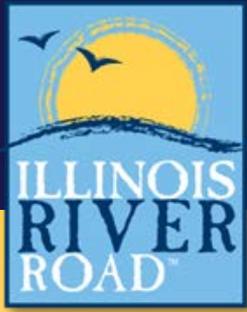
- Room Nights
- Day Trips
- Experiences



ECONOMIC DEVELOPMENT

- Economic Health & Wealth
- Business Retention
- Business Expansion
- Business Recruitment
- Community Vibrancy





Initial Partners

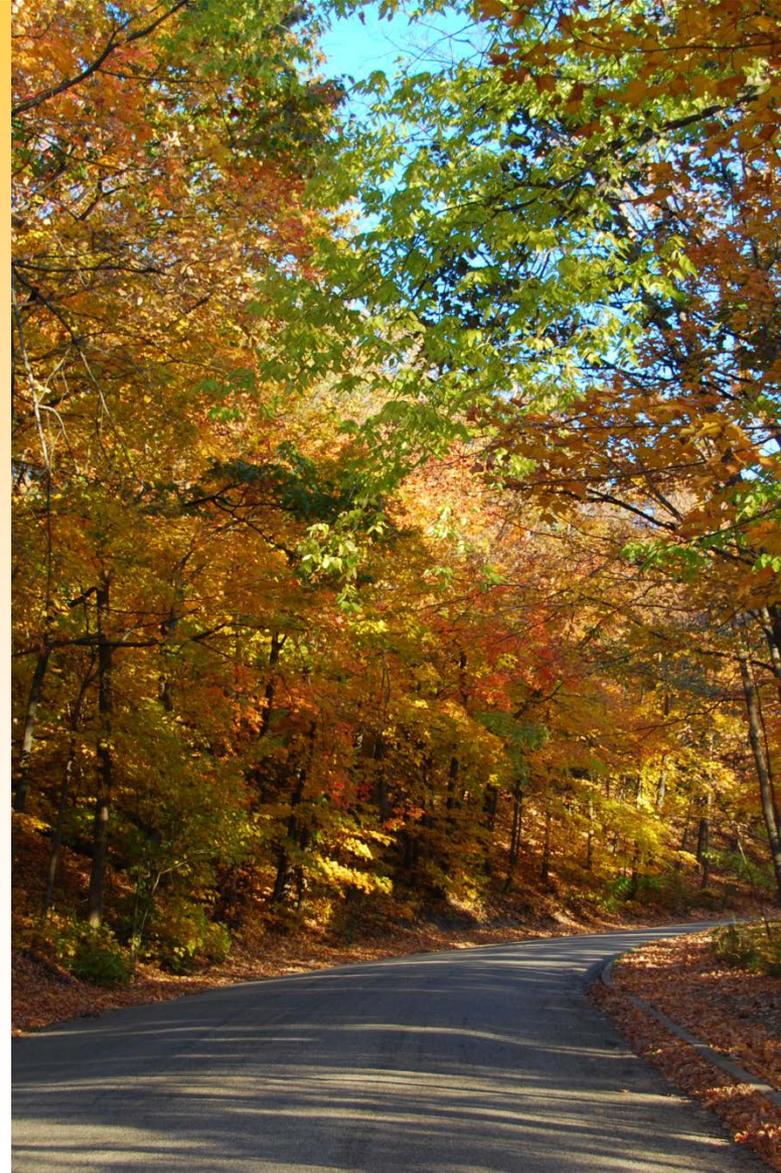
It took a grassroots effort and collaboration at the local, regional and national levels to make it happen -

- Illinois River Coordinating Council
- Illinois Department of Transportation
- Illinois Office of Tourism
- Peoria Area Convention and Visitors Bureau
- Tri-County Regional Planning Commission
- North Central Illinois Council of Governments
- The Nature Conservancy
- Offices of Congressmen Ray LaHood and Jerry Weller
- National Park Service Rivers and Trails Program
- Starved Rock State Park Lodge and Conference Center
- Cities of Ottawa, Havana, Princeton, Canton and Pekin
- Dozens of volunteers
- USDA-NRCS Prairie Rivers RC&D



Designation Benefits

- **Promotion** – Through FHWA and resulting avenues
- **Preservation** – An opportunity to preserve this special place through the legacy that is created.
- **Partnerships** – Bring resources and sustainability
- **Pride** – Increased awareness, sense of place and ownership



Thank you for considering
this investment in our
treasured Illinois River

