

TURKEY RIVER RECREATIONAL CORRIDOR

Annual Report

SUMMARY FROM THE DIRECTOR

Thank you for your continued partnership with the Turkey River Recreational Corridor. 2015 has been an exciting year full of successful projects, fun events, and active partnerships.

Major 2015 Accomplishments:

- Assisted the Fayette County Conservation Board in their receipt of a \$750,000 State Recreational Trails Grant for a total of \$1,086,000 raised for the TRRC trail extension from Elgin to the Gilbertson Conservation & Education Area
- Facilitated an electronic billboard featuring TRRC activities for 4 months (May-August 2015) outside of LaCrosse, WI
- Developed the Clermont StoryWalk Program
- Aired a TRRC Mediacom commercial featuring Fayette and Clayton County Conservation over a 6-month time period
- Held the TRI-P (Pedal, Paddle, Putt) on July 19th, 2015
- Coordinated the Turkey River Safari program (May-October 2015)
- Held the Turkey Trot 5K Race on October 17th, 2015
- Gained 112 followers on the TRRC Facebook Page and developed the TRRC Twitter account
- Conducted trail counts in the Summer (June/July 2015) and Fall (September/October 2015)

Grants/funds the TRRC received in FY 2015 (June 2014-July 2015):

- Iowa Tourism Grant (Digital Billboard Advertising) - \$1,600.00
- Fayette County Community Foundation (Digital Billboard Advertising) - \$2,365.30
- Thrivent Financial (Clermont StoryWalk Project) - \$250.00

Grants/funds secured for TRRC projects from partner agencies in FY 2015 (June 2014-July 2015):

- Fayette County Conservation: Regional Enhancement Trails Grant (TRRC Trail expansion from Elgin to Gilbertson Park) - \$334,000.00
- Fayette County Conservation: State Recreational Trails Grant (TRRC Trail expansion from Elgin to Gilbertson Park) - \$750,000.00
- Clayton County Conservation: Wellmark Foundation Community Kickstarter Grant (Trails for Clayton County!) - \$10,000.00

\$5,875.00 was also raised from corridor businesses and private donors in January and February for Calendar Year 2015 TRRC projects and events.

A total of **\$1,104,090.30** was raised for TRRC projects between June 2014 and July 2015.

As you read through the following report, take note that the Calendar Year 2015 runs within two fiscal years: Fiscal Year 2015 and Fiscal Year 2016.

Again, thank you for your continued support. The Turkey River Recreational Corridor Board and myself look forward to the exciting projects and events to come in the next year!

Regards,

Mallory Marlatt



Trees planted along TRRC Trail - April 2015

TASK 1

GRANT FACILITATION

Complete tasks necessary to fulfill current and/or pending grant tasks and/or requirements, including the FY '15 Iowa Tourism Grant, the FY '15 Fayette County Community Foundation Grant, and the FY '15 Trees Forever Grant.

Fiscal Year 2015 Accomplishments

1.1 Iowa Tourism Grant FY 2015

- 1.1.1 Designed electronic billboard: 4-5 Photos
- 1.1.2 Facilitated electronic billboard dates and placement
- 1.1.3 Fulfilled Iowa Tourism Reporting Requirements

1.2 Fayette County Community Foundation Grant

- 1.2.1 Designed electronic billboard: 4-5 Photos
- 1.2.2 Facilitated electronic billboard dates and placement
- 1.2.3 Began facilitation of Clermont StoryWalk Program in partnership with the Clermont Public Library

1.3 Facilitated Trees Forever Grant (Fayette County Conservation Board)

1.4 Worked on additional grants secured within the contract period

Fiscal Year 2016 Accomplishments

- 1.1 Worked on grants secured within the contract period
- 1.2 Completed Iowa Tourism Grant reporting requirements
- 1.3 Completed Fayette County Community Foundation reporting requirements
- 1.4 Completed the Clermont StoryWalk Project

The digital billboard project was completed and featured outside of LaCrosse, Wisconsin. Multiple visitors cited the billboard as their reason for visiting the corridor.

Trees were planted along the TRRC trail between Clermont and Elgin with the help of Valley Elementary Students (see photo above).

The Clermont StoryWalk was installed in August outside of Clermont along the TRRC trail. It was moved in September in front of the Valley Elementary School near the Eagle's Nest. The StoryWalk was very popular and the Clermont Public Library would like to continue the project next year. There is also interest from the Elkader Public Library to install a StoryWalk in downtown Elkader.

All relevant grant reports were submitted.



Turkey Trot 5k - October 2015

TASK 2

MARKETING AND ADVERTISING

This task shall
serve to
market and
advertise the
Turkey River
Recreational
Corridor
(TRRC).

Fiscal Year 2015 Accomplishments

2.1 Wrote press releases covering current events, activities, and news

Fiscal Year 2016 Accomplishments

2.1 Developed TRRC action plan with input from the TRRC Board and other partners

2.2 Wrote press releases covering current events, activities, and news

2.3 Sold Mediacom Advertisement

2.4 Coordinated radio interviews to promote the TRRC

The TRRC board explored publication possibilities and decided to pursue the development of a brochure or guidebook for the time being prior to any other marketing material development.

Materials and T-Shirts were produced for TRRC events throughout the year. Radio interviews were conducted to promote upcoming TRRC events.

Press releases were submitted throughout the year advertising various TRRC events, including the Turkey River Safari. These articles were featured in Fayette, Clayton, and Allamakee County Newspapers.

Mediacom aired a commercial featuring the TRRC and Fayette County & Clayton County Conservation over a 6-month period.

A TRRC advertisement was submitted to be featured in the Jan/Feb issue of Iowa Outdoors magazine (see right).





Art in the Park (Elkader, Iowa) - August 2015

Fiscal Year 2015 Accomplishments

- 3.1 Acquired existing photographs that were used in digital billboard advertising
- 3.2 RC&D staff member attended and photographed TRRC events

Fiscal Year 2016 Accomplishments

- 3.1 Acquired existing photographs
- 3.2 RC&D staff member photographed TRRC events and activities during various seasons

TASK 3

PHOTOGRAPHY

TRRC events and other events held within the corridor were photographed throughout the year including:

- St. Patrick's Day Parade (Elkader, Iowa)
- Music in the Park (Elgin, Iowa)
- Art in the Park (Elkader, Iowa)
- Great River Rumble (Elkader, Iowa)

Photographs were also taken to be included in a TRRC YouTube video that will be developed in the coming year.

This task shall acquire photography for the Turkey River Recreational Corridor (TRRC)





TRI-P (Pedal, Paddle, Putt) - July 2015

TASK 4

EVENT COORDINATION

This task shall

facilitate and
coordinate

events for the

Turkey River

Recreational

Corridor

(TRRC).

Fiscal Year 2015 Accomplishments

4.1 Coordinated the TRI-P (Pedal, Paddle, Putt)

4.2 Coordinated the Turkey River Safari

Fiscal Year 2016 Accomplishments

4.1 Coordinated the Turkey Trot 5K Race

4.2 Conducted a cost benefit analysis of all events

4.3 Worked with the TRRC board to evaluate the effectiveness of existing events and planned for future events

The Turkey River Safari was a success with 300+ participants in 2015. The TRRC Board would like to continue hosting the safari annually with new and re-visited sites every year.

\$5,875.00 was raised from corridor businesses and private donors in January and February for 2015 TRRC projects and events.

The following events were held in calendar year 2015:

TRI-P (Pedal, Paddle, Putt) on July 19th, 2015

Event Evaluation: The event was held on the rain date due to high river water levels. The TRRC Board has decided to change the event to a more traditional triathlon in calendar year 2016. This decision was based on participant feedback.

Turkey Trot 5k on October 17th, 2015

Event Evaluation: 19 participants ran in the event. The temperature was below freezing. Attendees had a good time and expressed interest in participating again next year.

Elkader Golf Challenge on September 20th, 2015

Event Evaluation: The event was held in conjunction with an existing event at the Elkader Golf & Country Club. The TRRC Board has decided to eliminate golf from future TRRC events for the time being due to low interest by recreational enthusiasts.



Pony Hollow Trail (Elkader, Iowa)



Fiscal Year 2015 Accomplishments

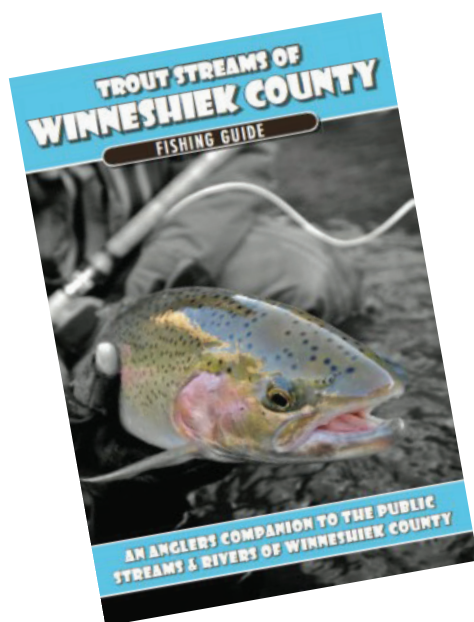
- 5.1 Worked with the TRRC board to identify promotional materials for development
- 5.2 Included TRRC logo on publications developed by TRRC and other partners

Fiscal Year 2016 Accomplishments

- 5.1 Began design of promotional materials and looked into funds for these materials
- 5.2 Included TRRC logo on publications developed by TRRC and other partners

TASK 5

PROMOTIONAL MATERIAL



The TRRC Board has been working to pursue funding in the future for the development of Fayette and Clayton County trout fishing guides. These guides will be part of a series of trout fishing guides already produced in Winneshiek and Allamakee Counties.

This task shall develop and design promotional material for the Turkey River Recreational Corridor (TRRC).

The TRRC Board would also like to design and fabricate a TRRC Recreational Guide in calendar year 2016.



Whitewater Course (Elkader, Iowa)

TASK 6

SOCIAL MEDIA

This task shall
advertise and
promote the
Turkey River
Recreational
Corridor
(TRRC).

Fiscal Year 2015 Accomplishments

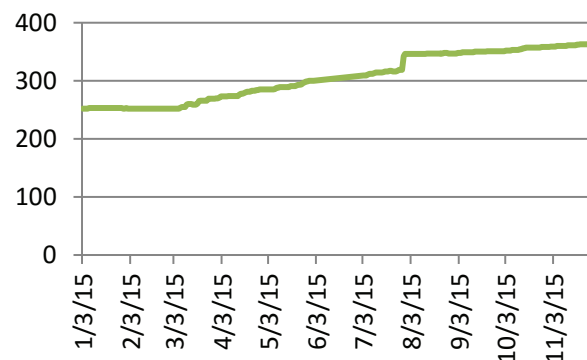
- 6.1 Gained access to and updated the TRRC Facebook Page
- 6.2 Created and updated a TRRC Twitter account

Fiscal Year 2016 Accomplishments

- 6.1 Updated the TRRC Facebook Page
- 6.2 Updated the TRRC Twitter account
- 6.3 Posted TRRC-related pins to Pinterest
- 6.4 Utilized Google+ to increase TRRC's Search Engine Optimization (SEO)

The TRRC Facebook Page and Twitter account have been particularly successful over the past year. The number of likes for the TRRC Facebook page has increased from 252 in January 2015 to 364 in December 2015.

Lifetime Total Likes Lifetime: The total number of people who have liked your Page. (Unique Users)



— Lifetime Total Likes
Lifetime: The total
number of people who
have liked your Page.
(Unique Users)



Eagle's Nest (Elgin, Iowa)

Fiscal Year 2015 Accomplishments

- 7.1 Began updating and maintaining the TRRC Website
- 7.2 Ensured website was linked with other partner websites

Fiscal Year 2016 Accomplishments

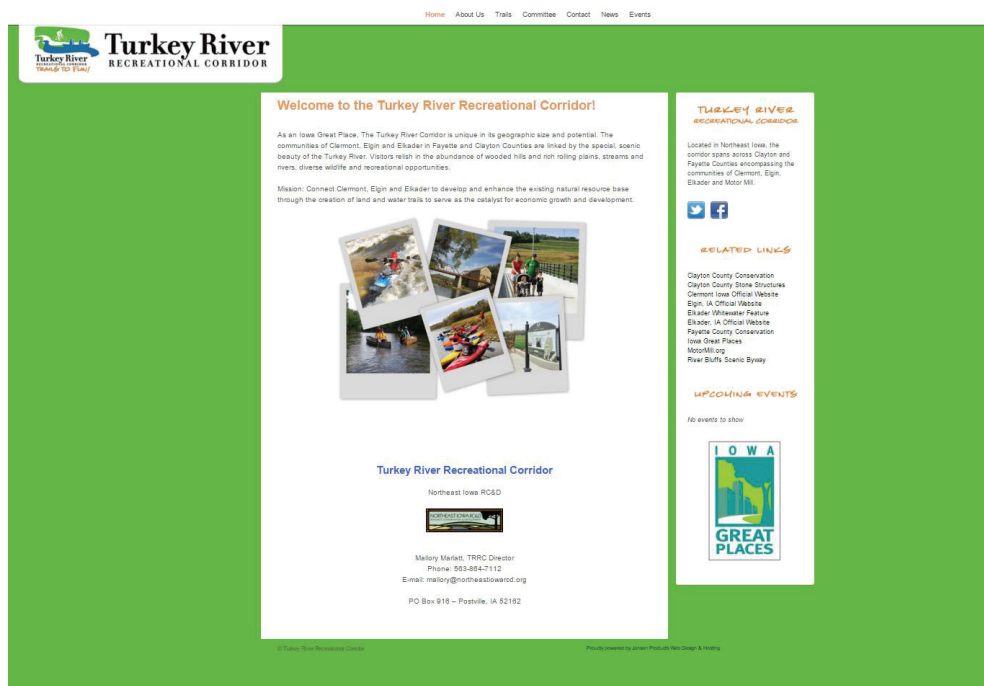
- 7.1 Updated and maintained the TRRC Website
- 7.2 Ensured website was linked with other partner websites

TASK 7

WEBSITE

The TRRC website (turkeyrivercorridor.com) was updated regularly with current event information, meeting agendas and minutes, and other content.

This task shall update and maintain the Turkey River Recreational Corridor (TRRC) website: www.turkey-rivercorridor.com.





Clayton County Trails Coalition Meeting (Cassville Ferry)

TASK 8

BOARD MANAGEMENT/ PARTNERSHIPS

This task shall foster and maintain Turkey River Recreational Corridor (TRRC) board and build upon partnerships with organizations and groups that will promote the TRRC.

Fiscal Year 2015 Accomplishments

- 8.1 Hosted monthly TRRC meetings (1st Tuesday of the month)
- 8.2 Ensured meeting agendas were posted at all 5 locations 24 hours ahead
- 8.3 Wrote and sent out meeting minutes
- 8.4 Coordinator was in regular communication with TRRC board members
- 8.5 Worked with TRRC board chair and committees
- 8.6 Attended regular Northeast Iowa Tourism Association (NEITA) Meetings
- 8.7 Attended Regular River Bluffs Scenic Byway (RBSB) Meetings
- 8.8 Attended Fayette and Clayton County Trail Group Meetings
- 8.9 Reviewed TRRC Board Appointments and Policy & Procedures

Fiscal Year 2016 Accomplishments

- 8.1 Hosted monthly TRRC meetings (1st Tuesday of the month)
- 8.2 Ensured meeting agendas were posted at all 5 locations 24 hours ahead
- 8.3 Wrote and sent out meeting minutes
- 8.4 Coordinator was in regular communication with TRRC board members
- 8.5 Worked with TRRC board chair and committees
- 8.6 Attended regular Northeast Iowa Tourism Association (NEITA) Meetings
- 8.7 Attended Regular River Bluffs Scenic Byway (RBSB) Meetings
- 8.8 Attended Fayette and Clayton County Trail Group Meetings
- 8.9 Attended related local, regional, and statewide conferences/meetings
- 8.10 Reviewed TRRC Board Appointments and Policy & Procedures

TRRC Board Meetings were held once-per month in rotating locations. Various partner meetings were also attended, including meetings held by:

- Northeast Iowa Tourism Association
- River Bluffs Scenic Byway
- Clayton County Trails Coalition
- Upper Explorerland Regional Planning Commission

The Iowa Tourism Conference (October 2015) and the Fayette County Fair (August 2015) were also attended. The TRRC was promoted at these events.



Elementary Field Trip at the Stoneman (Fayette County)



Fiscal Year 2015 Accomplishments

9.1 Researched and gathered information about potential small grant opportunities

Fiscal Year 2016 Accomplishments

9.1 Researched and gather information about potential small grant opportunities

9.2 Worked with the TRRC board to develop projects

TASK 9

SMALL PROJECT GRANT WRITING

Various small project grants were researched in calendar year 2015, including the following:

- Iowa Tourism Grant
- Alliant Energy
- Iowa Arts Council: Arts Build Communities
- Fayette County Community Foundation
- HRDP (Historic Resource Development Program)

5 grants were applied for in calendar year 2015. The TRRC Board intends to research and apply for multiple grants in calendar year 2016. Two applications the TRRC assisted with are currently pending award:

- Fayette County Community Foundation for TRRC trail expansion from Elgin to Gilbertson Park (Pending)
- Fayette County Community Foundation for Clermont Blacksmith Shop interpretive signage (Pending)



This task shall

require the

coordinator to

write grants that

will assist the

Turkey River

Recreational

Corridor (TRRC)

with its activities

and goals.



TASK 10

TRAIL COUNTING

This task shall require the coordinator to coordinate with Upper Explorerland Regional Planning Commission (UERPC) to conduct trail counts along the TRRC trails annually.



TRRC Trail Bridge (Elgin/Clermont, Iowa)

Fiscal Year 2015 Accomplishments

- 10.1 Coordinated volunteers to conduct trail counts in the Spring (April/May 2015) and Summer (June/July 2015)
- 10.2 Researched additional options for trail counting

Fiscal Year 2016 Accomplishments

- 10.1 Coordinated volunteers to conduct trail counts in the Summer (June/July 2015) and Fall (September/October 2015)

Trail counting was conducted on the following dates:

- May 15, 2015
- May 16, 2015
- July 24, 2015
- July 27, 2015
- September 18, 2015
- September 19, 2015

Volunteers were coordinated to conduct these trail counts.

Results from the Spring and Summer 2015 Counts* are below:

*Fall 2015 counts not yet tabulated

Spring Count:	Total Bicyclists:	Total Pedestrians:	Total Other:	Total Users:
Allamakee	0	0	0	0
Clayton	44	282	2	328
Fayette	18	190	16	224
Howard	0	0	0	0
Winneshie	790	565	46	1401
Totals:	852	1037	64	1953
Summer Count:	Total Bicyclists:	Total Pedestrians:	Total Other:	Total Users:
Allamakee	0	0	0	0
Clayton	73	296	10	379
Fayette	87	141	337	565
Howard	0	0	0	0
Winneshie	998	454	4	1456
Totals:	1158	891	351	2400



Art in the Park (Elkader, Iowa) - August 2015

Fiscal Year 2015 Accomplishments

- 11.1 Worked with the TRRC Board to approve the FY 2016 contract and budget
- 11.2 Submitted a formal request for funding to be included in each of the TRRC contributor budgets
- 11.3 Presented 2014 annual report, contract, and annual request

Fiscal Year 2016 Accomplishments

- 11.1 Wrote 2015 annual report detailing all work done in the 2015 calendar year
- 11.2 Presented 2015 annual report and annual request

The 2014 annual report was presented to partner entities in January and February 2015.

The 2014 audit was completed. A copy of the audit findings was provided to each partner entity.

The Fiscal Year 2016 contract and budget was approved in June 2015.



TASK 11

REPORTING

This task shall

require the coordinator to write and present an annual report to each participating TRRC entity.



TASK 12

LARGE INFRASTRUCTURE GRANT WRITING



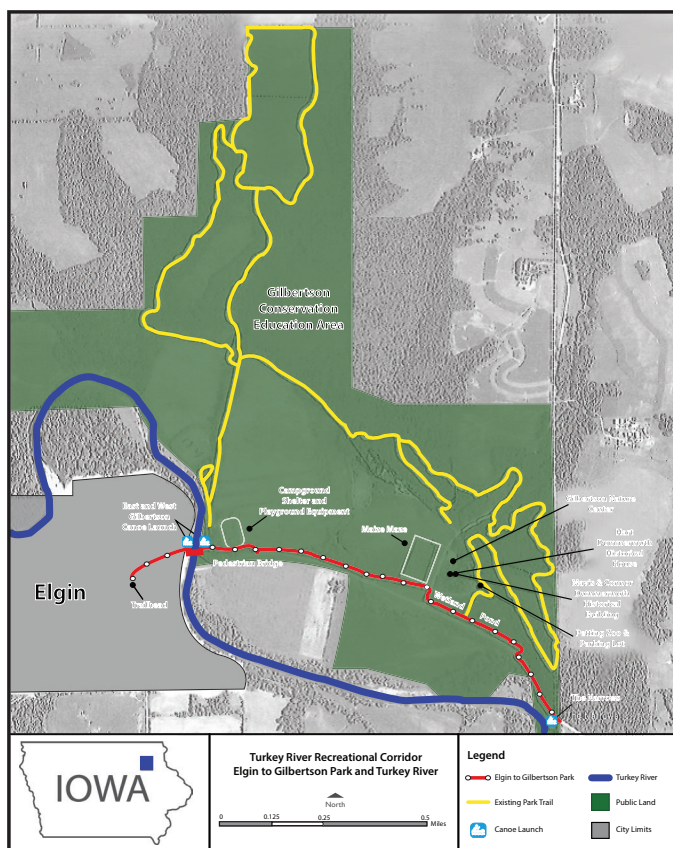
River Safety Demonstration (Turkey River)

This task shall require the NE IA RC&D to write up to one large infrastructure grant per year that will further the development of the Turkey River Recreational Corridor (TRRC) trail. \$1,000 will be budgeted annually for the NE IA RC&D to write one of the following grants per year (as needed): State Recreational Trails Grant, Federal Recreational Trails Grant, REAP grant, other.

Note: If grant is awarded, the TRRC will not be responsible for the balance of the RC&D fee. The applicant entity will be responsible for entering into a contract with NE IA RC&D and fulfilling obligations related to NE IA RC&D charges and fees associated with the grant writing contract.

The Fayette County Conservation Board's Project: "Turkey River Recreational Corridor-Elgin to Gilbertson Park" and the Turkey River received State Recreational Trails funding for \$750,000. This grant was written by Northeast Iowa RC&D staff, with assistance from the Fayette County Conservation Board. The grant writing fee for this grant was paid by Fayette County Conservation.

\$1,086,000 total is currently secured for the project to extend the trail across the Turkey River and into the Gilbertson Conservation & Education Area. It is the Fayette County Conservation Board's goal to raise an approximate \$52,000 more for the project.



TRRC BOARD MEMBERS

- Roger Buchholz (Elkader City Council) *Vice-Chair
- Jennifer Cowsert (City of Elkader)
- Carrie Davis (Fayette County Tourism)
- Jon DeNeui (Motor Mill Foundation)
- Sharon Harris (Clermont City Council)
- Rod Marlatt (Fayette County Conservation)
- Vicki Rowland (Fayette County Supervisor) *Chair
- Jenna Pollock (Clayton County Conservation)
- Sarah Schori (Elgin City Council)

FINANCIAL REPORT

January 1, 2015-December 21, 2015

Total Income

(Partner Contributions, Grants, and Fundraising)

\$54,974.49

Total Expenses

(Supplies, Events, Fees, Projects, Payroll, Mileage, and Grants)

\$45,213.24

Note: These funds include work done in Fiscal Year 2015 and Fiscal Year 2016, reflecting all income and expenses in Calendar Year 2015 for TRRC. Remaining funds will be spent to complete projects and tasks in Fiscal Year 2016 (ending June 2016). These funds were audited as part of the Northeast Iowa RC&D Annual Audit. (Proof of audit available upon request)

FISCAL YEAR 2016 REQUEST

July 1, 2016-June 30, 2017

The Turkey River Recreational Corridor would like to request a total contribution of \$30,000 from partner entities for activities to be carried out in Fiscal Year 2017. A detailed contract for services and task list for Fiscal Year 2017 will be determined by the TRRC Board of Directors, as listed above, prior to the start of Fiscal Year 2017.

