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TURKEY RIVER RECREATIONAL CORRIDOR

Annual Report

SUMMARY FROM THE DIRECTOR

Throughout 2017, the Turkey River Recreational Corridor Board has been working on multiple infrastructure and development projects to further their mission to “connect Clermont, Elgin and Elkader to develop and enhance the existing natural resource base through the creation of land and water trails to serve as the catalyst for economic growth and development.”

Our most notable 2017 achievement was our successful Iowa Great Places re-designation. This re-designation required us to update and submit our TRRC vision plan and made us eligible for Iowa Great Places funding.

Grants/funds received by TRRC or TRRC partners in 2017:

- TRRC: Iowa Great Places Grant (Elgin to Gilbertson Trail Expansion) - \$216,000.00
- Northeast Iowa RC&D: Rural Business Development Grant (Online Business Expansion) - \$4,000.00
- Northeast Iowa RC&D: Fayette County Community Foundation (Goeken Park Public Art) - \$10,000.00
- TRRC: Fayette County Community Foundation (2017 Marketing Initiative) - \$3,000.00
- TRRC: Alliant Energy Grant (Turkey River Safari) - \$1,000.00
- Fayette County Tourism: Fayette County Community Foundation (Trout Fishing Guides) - \$2,500.00
- Fayette County Tourism: Iowa Tourism Grant (Trout Fishing Guides) - \$2,500.00
- Clayton County Conservation: Silos & Smokestacks National Heritage Area (Motor Mill) - \$10,000.00
- \$3,815.00 was raised from businesses and private donors for Calendar Year 2017 TRRC programs and events.

A total of approximately **\$252,815.00** was raised for projects and programs benefitting the TRRC in 2017.

As you read through the following report, take note that the Calendar Year 2017 runs within two fiscal years.

Thank you for your continued support. Your support and partnership with us is incredibly important and essential for these accomplishments to continue.

The TRRC Board and myself look forward to the exciting projects and events to come in the next year!

Regards,

Mallory Hanson, TRRC Director



2017 Turkey River Safari post located at Founders' Park - Elkader, Iowa

TASK 1

GRANT FACILITATION

Complete tasks necessary to fulfill current and/or Pending grant tasks and/or requirements.

Fiscal Year 2017 Accomplishments

- Worked on grants secured within the contract period
- Completed Iowa Tourism Grant reporting requirements
- Completed Fayette County Community Foundation Grant reporting requirements
- Completed Alliant Energy Grant reporting requirements
- Completed Rural Business Development Grant reporting requirements

Fiscal Year 2018 Accomplishments

- Worked on grants secured within the contract period
- Completed related grant reporting requirements (as needed)
- Provided list of ongoing grant activities to the TRRC Board regularly

\$1,000 Alliant Energy Grant

This grants was written by the TRRC Director to help off-set the cost of printing for the 2017 Turkey River Safari guidebooks and maps. Grant activities and final reports have been completed.

\$3,000 Fayette County Community Foundation Grant

This grant was written by the TRRC Director to help off-set the cost of printing for the 2017 Turkey River Safari guidebooks and maps, develop a TRRC pull-up banner, and print Clermont, Elgin, and Elkader Community guides.

\$2,500 Fayette County Community Foundation & \$2,500 Iowa Tourism Grant

These grants were written by the TRRC Director in partnership with Fayette County Tourism to develop and print Fayette County Trout Fishing Guides. Grant activities and final reports have been completed.

\$4,000 Rural Business Development Grant

This grant was written by the TRRC Director and Northeast Iowa RC&D to assist businesses within the River Bluffs Scenic Byway and Turkey River Recreational Corridor with online business expansion. Grant activities are in progress.

\$10,000 Fayette County Community Foundation Grant

This grant was written by the TRRC Director to help develop a public art project at Goeken Park in Fayette County. Grant activities are in progress.



Burkard Riegel Blacksmith Shop - Clermont, Iowa

TASK 2

SMALL PROJECT GRANT WRITING

Write grants to leverage TRRC and partner funding and assist the TRRC with its activities and goals.

Fiscal Year 2017 Accomplishments

- Researched and gathering information about potential small grant opportunities
- Worked with the TRRC Board to develop projects to implement visioning priorities

Fiscal Year 2018 Accomplishments

- Researched and gathering information about potential small grant opportunities
- Worked with the TRRC Board to develop projects that will help implement projects

2017 Awarded Grant Applications

Fayette County Community Foundation - \$2,500
Fayette County Trout Fishing Guides

Iowa Tourism Grant - \$2,500.00
Fayette County Trout Fishing Guides

Fayette County Community Foundation - \$3,000.00
2017 TRRC Marketing Initiative

Fayette County Community Foundation - \$10,000.00
Goeken Park Public Art Project

Alliant Energy - \$1,000.00
2017 Turkey River Safari

Rural Business Development Grant - \$4,000.00
Online Business Expansion in the River Bluffs Scenic Byway and TRRC

2017 Pending Grant Applications

Fayette County Community Foundation - \$10,000.00
Clermont Depot Stabilization

Fayette County Community Foundation - \$6,000.00
TRRC Promotional Video



Camping/Recreational Photoshoot

Fiscal Year 2017 Accomplishments

- Shared press releases covering current events, activities, and news
- Facilitated Mediacom advertisement
- Coordinated radio interviews to promote the TRRC
- Maintained a presence at area events within the TRRC

Fiscal Year 2018 Accomplishments

- Shared press releases covering current events, activities, and news
- Coordinated interviews to promote the TRRC
- Facilitated Mediacom advertisement
- Acquired updated photography
- Designed, fabricated, and sought funding for TRRC promotional materials
- Ensured TRRC logo and recognition was included on relevant publications

TASK 3

MARKETING AND ADVERTISING

Materials for TRRC programs and partner events were produced. Radio and newspaper interviews were conducted to promote TRRC activities and upcoming events and programs.

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

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

The TRRC was featured in the Jan/Feb 2017 issue of Iowa Outdoors magazine, made possible through partnership with Clayton and Fayette County Conservation.

Clermont, Elgin, and Elkader Community Guides and a Fayette County Trout Fishing Guide was developed, printed, and distributed.

Market and
advertise the
TRRC.





Murky Turkey Floatilla - July 15th, 2017

TASK 4

PROGRAM AND EVENT COORDINATION

Fiscal Year 2017 Accomplishments

- Coordinated 2017 Turkey River Safari (May 2017-September 2017)
- Partnered with existing area 5k/trail runs
- Coordinated StoryWalks in partnership with public libraries
- Conducted a cost benefit analysis of all events
- Worked with TRRC Board to evaluate effectiveness of existing events

Fiscal Year 2018 Accomplishments

- Began planning and coordination for the 2018 Turkey River Safari
- Partnered with area events
- Coordinated StoryWalks in partnership with public libraries

Facilitate and coordinate programs and events for and within the TRRC.

The Turkey River Safari was a success with 500+ participants in 2017. The TRRC Board would like to continue hosting the safari annually with new and re-visited sites every year.

The following events were held in calendar year 2017:

Motor Motor 5k Trail Run - March 18th, 2017
Partnership with Clayton County Conservation

Disc Golf Tournament - June 2nd, 2017
Partnership with Clayton County Conservation

Murky Turkey Floatilla - July 15th, 2017
Partnership with Clayton County Conservation

The TRRC also partnered with the Clermont Public Library to implement the 2017 Clermont StoryWalk.

\$3,815.00 was raised from corridor businesses and private donors in the Spring of 2017 for 2017 TRRC programs and partnership events.



2017 Turkey River Safari Participant



Fiscal Year 2017 Accomplishments

- Updated and maintained the TRRC website
- Ensured website was linked with partner websites
- Updated TRRC Facebook and Twitter pages

Fiscal Year 2018 Accomplishments

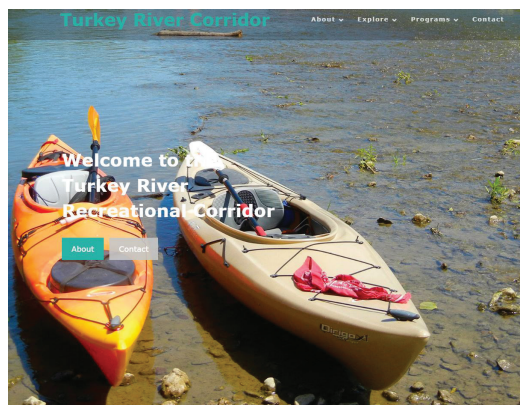
- Developed content for TRRC Facebook Page and Twitter Account
- Began updated trail map files
- Updated and maintained the TRRC Website (www.turkeyrivercorridor.com)

TASK 5

ONLINE CONTENT MAINTENANCE & DEVELOPMENT

The TRRC website went through a complete re-design in 2017 to include more visitor friendly features.

The TRRC Facebook Page and Twitter account have continued to grow.



www.turkeyrivercorridor.com

The number of likes for the TRRC Facebook page has increased from 450 in January 2017 to 480 in December 2017.

The TRRC's Twitter account has 43 unique followers currently and earned a average of 23 impressions per tweet.

Advertise and promote the TRRC online.



Fishing in the Turkey River Recreational Corridor



TASK 6

BOARD MANAGEMENT & PARTNERSHIPS

Fiscal Year 2017 Accomplishments

- Hosted and notated monthly TRRC meetings
- Remained in regular communication with TRRC Board
- Attended regular partner meetings
- Attended related local, regional, and statewide conferences and meetings
- Kept record of past funding and organizational history
- Maintained TRRC Board member information and terms

Fiscal Year 2018 Accomplishments

- Hosted and notated monthly TRRC meetings
- Remained in regular communication with TRRC Board
- Attended regular partner meetings
- Attended related local, regional, and statewide conferences and meetings
- Kept record of past funding and organizational history
- Fostered TRRC Board recruitment and maintained TRRC Board terms

Foster and maintain TRRC board and build upon partnerships with organizations and groups.

TRRC Board Meetings were held once per month in rotating locations. Meetings were not held in July and September 2017 due to low TRRC Board availability.

Various partner meetings were attended, including:

- Northeast Iowa Tourism Association
- River Bluffs Scenic Byway
- Upper Explorerland Regional Planning Commission

The TRRC Director was a presenter at the following meetings/events:

- Fayette County Historical Society - February 9th, 2017
- Elgin Lions Club - March 27th, 2017
- North Fayette Valley Youth and Family Resource Fair - May 9th, 2017
- "Living in the Middle of Everywhere" Transportation Summit - October 18th, 2017



Murky Turkey Floatilla - July 15th, 2017



Fiscal Year 2018 Accomplishments

- Coordinated volunteers to conduct a trail count on July 1st and July 17th, 2017

TASK 7

TRAIL COUNTING

Trail counting was conducted on the following dates at Founders' Park in Elkader, at the Valley Bridge Access between Elgin and Clermont, and at the EVENT trail outside West Union and Fayette:

- July 1st, 2017
- July 17th, 2017

Volunteers were coordinated to conduct these trail counts.

A total of 974 trail users were counted over the 2-day period in Fayette and Clayton Counties:

- 181 Bicyclists
- 486 Pedestrians
- 307 River Users

Trail users were also surveyed at these locations.

Out of 81 surveys completed:

- 94% agreed trails improve the quality of their community,
- 90% agreed presence of trails benefit their community's health & physical fitness,
- 73% agreed their community benefits economically from the trail, and
- 76% would like to see additional trail development in their area.

Coordinate with Upper Explorerland Regional Planning Commission (UERPC) to conduct trail counts along the TRRC trails annually.



TASK 8

LARGE INFRASTRUCTURE GRANT WRITING

Assist with up to one large infrastructure grant (grant applications requiring 80 hours or less) per year that will further the development of the TRRC trail.

The Turkey River Recreational Corridor and Fayette County Conservation Board's Project to expand the Turkey River Recreational Corridor trail from the City of Elgin, across the Turkey River, through Gilbertson Conservation Education Area received a \$216,000.00 Iowa Great Places grant in 2017.

This grant was written by the TRRC Director and Northeast Iowa RC&D staff, with assistance from the Fayette County Conservation Board. \$1,437,000.00 total is currently secured for the project.



Future Trail Bridge Location - Gilbertsons to Elgin



Future Trail Bridge Location - Elgin to Gilbertsons

Elgin-Gilbertson Trail Expansion Project in Progress



Iowa Great Places Designation Ceremony - August 25th, 2017



Fiscal Year 2018 Accomplishments

- Served as the Iowa Great Places point of contact
- Remained informed about Iowa Great Places programs and opportunities
- Applied for Iowa Great Places re-designation
- Coordinated Iowa Great Places re-designation requirements

TASK 9

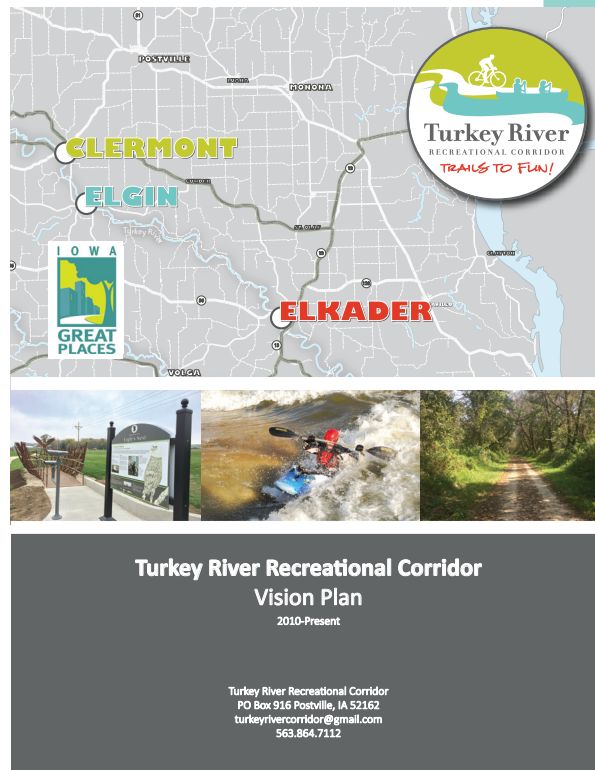
IOWA GREAT PLACES STATUS UPKEEP

The Turkey River Recreational Corridor renewed their Iowa Great Places designation status in 2017. This required the submittal of a renewal application and updated visioning plan for the TRRC.

The TRRC Board hosted the review committee on June 14th, 2017 to visit the Corridor and featured projects.

The designation award was presented to the TRRC Director and Board representatives on August 25th, 2017 at the state Capitol.

Upkeep of Iowa Great Places status for the TRRC.





Music & Monarchs 2017 - Elkader, Iowa

TASK 10

ACCOUNTABILITY & SUSTAINABILITY

Fiscal Year 2017 Accomplishments

- Worked with the TRRC Board to approve the FY 2018 contract/task list

Fiscal Year 2018 Accomplishments

- Provided verbal and written reports at regularly scheduled TRRC Board meetings
- Identified opportunities to leverage TRRC funds
- Worked with the TRRC Board to develop a strategy to maximize funding and Corridor impact
- Prepared written annual report

Communicate with and engage TRRC Board members and partner entities.

The 2016 annual report was presented to partner entities in December 2016 and January 2017.

An audit of Northeast Iowa Resource Conservation & Development was completed in 2016 and 2017, which includes TRRC financials.

The Fiscal Year 2018 contract and budget was approved in June 2017.

TRRC FY 2018 BOARD MEMBERS

- Janelle Bradley (Fayette County Supervisor)
- Roger Buchholz (Elkader City Council) *Vice-Chair
- Jennifer Cowser (City of Elkader)
- Carrie Davis (Fayette County Tourism)
- Jon deNeui (Motor Mill Foundation)
- Sharon Harris (Clermont City Council)
- Rod Marlatt (Fayette County Conservation)*Chair
- Alex Popenhagen (Elgin City Council)
- Kenneth Slocum (Clayton County Conservation)
- Dina Taylor (Clermont City Council Alternate)

FISCAL YEAR '18 FINANCIAL REPORT

July 1, 2017-June 30, 2018

Total *Projected* Income

(Partner Contributions, Grants, Fundraising, etc.)

\$29,573.30

Total *Projected* Expenses

(Programming, Events, Supplies, Personnel, Grants, etc.)

\$28,900.02

Note: These funds include completed and projected work for Fiscal Year 2018 (July 1, 2017-June 30, 2018). Income and expenses listed above do not reflect large grants secured for specific projects in FY '18.

These funds were audited as part of the Northeast Iowa RC&D Annual Audit. (Proof of audit available upon request).

FISCAL YEAR 2019 REQUEST

July 1, 2018-June 30, 2019

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 2019. A detailed contract for services and task list for Fiscal Year 2019 will be determined by the TRRC Board of Directors prior to the start of Fiscal Year 2019.

