

# TURKEY RIVER RECREATIONAL CORRIDOR

Annual Report

## SUMMARY FROM THE DIRECTOR

Throughout 2018, 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.”

The TRRC Board has been working throughout the year to develop an updated vision plan for the next five years. A draft of the vision plan is included at the end of this report.

Grants/funds written and received through TRRC/RC&D partnership in 2018:

- TRRC: Partner Contributions and Iowa Tourism Grant (Clayton County Trout Fishing Guides) - \$16,842.00
- TRRC: Partner Contributions and Fayette County Community Foundation Grant (Turkey River Promotional Video) - \$6,000.00
- Clermont Historical Society: Fayette County Community Foundation Grant (Clermont Depot Stabilization) - \$7,750.00
- NE IA RC&D: City of Clermont & Iowa DNR Funding (Low-Head Dam Mitigation Research and Planning) - \$12,000.00
- NE IA RC&D: Iowa DNR Low-Head Dam Safety Program Grant (Low-Head Dam Mitigation Research and Planning) - \$16,000.00
- \$4,275.00 was raised from businesses and private donors for Calendar Year 2018 TRRC programs and events.

A total of approximately **\$62,867.00** was raised for projects and programs benefitting the TRRC and its partners in 2018.

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



Clermont Depot - Clermont, Iowa

## TASK 1

### SMALL PROJECT GRANT WRITING AND FACILITATION

#### Accomplishments

- Researched and gathered information about potential small grant opportunities
- Worked with the TRRC board to develop funding applications consistent with the TRRC mission and vision planning
- Worked on grants that were secured before or during the contract period
- Completed related grant reporting requirements and administration
- Regularly provided an updated list of ongoing grant activities to the TRRC Board

Write and facilitate grants to leverage TRRC and partner funding that will assist the TRRC

#### Highlights

- Secured funding for Clermont Depot stabilization
- Gathered information and begin designing an interpretive kiosk for the Clermont Depot
- Conducted research and began strategizing for Elkader wayfinding signage
- Gathered funding and began development of Clayton County Trout Fishing Guides
- Secured funding for development of a Turkey River promotional video
- Partnered with the River Bluffs Scenic Byway for natural resource art and merchandise
- Secured funding and began partnership with the Iowa DNR and City of Clermont for Dam Mitigation
- Researched cost and feasibility of trail lighting and art
- Provided information and assistance to Elkader Main Street for development of the Elkader Art in the Alley project
- Provided attachments and information to Clayton and Fayette County Conservation for regional Transportation Alternative Program applications





Fayette County Pocket Nature Center - West Union, Iowa

## TASK 2

### MARKETING AND ADVERTISING PROMOTION

Promote the TRRC through various marketing and advertising strategies

#### Accomplishments

- Coordinated interviews and press releases to promote TRRC activities
- Maintained a presence at area events within the TRRC
- Offered OnMedia Commercial Advertisement(s) to area partners and businesses
- Acquired updated photography
- Ensured TRRC logo and recognition is included on relevant publications

#### Highlights

- Provided information and photos to the City of Elgin for a CityScape article
- Provided updated TRRC information to the Fayette County Union for their 2018 tourism publication
- Delivered TRRC community guides, Turkey River Water Trail guides, and Fayette County Trout Fishing guides to convenience stores in Clermont, Elgin, and Elkader
- Interviewed with Fayette County Publishing regarding TRRC's development of an updated vision plan
- Represented the TRRC with a booth at Music and Monarchs in Elkader on May 12th, 2018





2018 Turkey River Safari Participant



## TASK 3

PROGRAM AND  
EVENT  
COORDINATION

### Accomplishments

- Coordinated 2019 Turkey River Safari (May 2019-September 2019)
- Partnered with area partner events

### Highlights

- Facilitated 2019 Turkey River Safari with over 500 participants
- Partnered with River Bluffs Scenic Byway for business outreach and education
- Scheduled friends group/recreational club workshop with Clayton Co. Conservation for January 16th, 2019
- Facilitated and hosted Elgin's River Town of the Year Award Ceremony and Celebration with the City of Elgin on February 13th, 2018
- Assisted with planning and facilitation of Motor 5k on March 17th, 2018
- Represented the TRRC and Elgin at the Iowa Rivers Revival State Capitol Event on March 21st, 2018
- Assisted with development and facilitation of Osborne Disc Golf Tournament on July 20, 2018

Facilitate and  
coordinate  
programs and  
events for and  
within the TRRC







Big Springs Trout Access - Clayton County, Iowa

## TASK 4

### ONLINE CONTENT MAINTENANCE & DEVELOPMENT

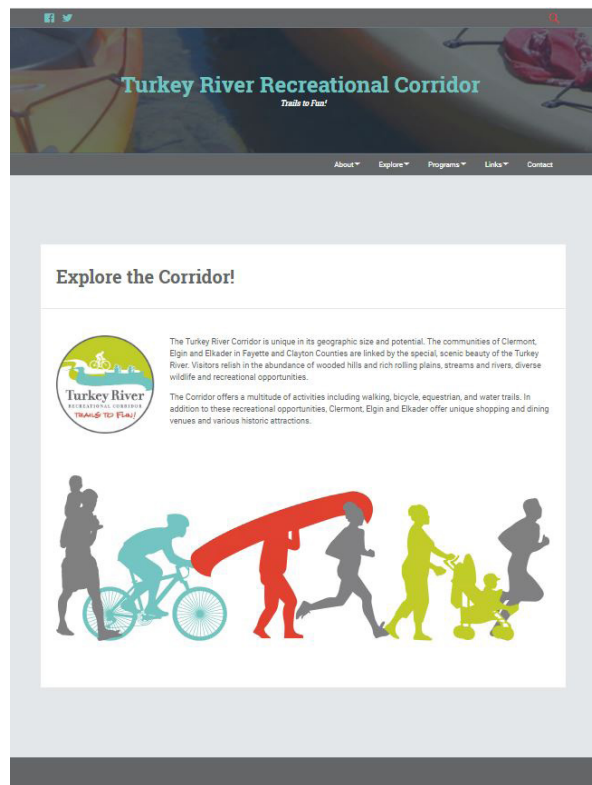
#### Accomplishments

- Developed content for the TRRC Facebook Page and Twitter Account
- Updated trail maps for paper and online distribution
- Updated and maintained the TRRC Website ([www.turkeyrivercorridor.com](http://www.turkeyrivercorridor.com))

### Advertise and promote the TRRC online

#### Highlights

- Began developing an interactive map feature on TRRC website
- Re-designed and updated [www.turkeyrivercorridor.com](http://www.turkeyrivercorridor.com) into a more visitor friendly site
- Documented 90 Facebook page likes between Jan. and Dec. 4, 2018







2018 Osborne Disc Golf Tournament - Elkader, Iowa



### Accomplishments

- Hosted monthly TRRC meetings (1st Tuesday of the month)
- Maintained regular communication with TRRC board members
- Attended regular partner meetings, including:
  - Northeast Iowa Tourism Association (NEITA) Meetings
  - River Bluffs Scenic Byway (RBSB) Meetings
  - Upper Explorerland Regional Planning Commission (UERPC) Enhancement Committee Meetings

## TASK 5

### BOARD MANAGEMENT/ PARTNERSHIPS

### Highlights

- Represented the TRRC at the Transportation Federation of Iowa Legislative Showcase on January 30th, 2018
- Represented the TRRC and Elkader Whitewater Course at Canoecopia on March 10th, 2018
- Represented the TRRC during the Otter Creek Watershed Bus Tour on June 8th, 2018.
- Represented the TRRC at the Fayette County Tourism Booth at the Fayette County Fair on July 24th, 2018
- Provided photos and information for UERPC's Iowa DOT Commissioner presentation in Decorah on October 9th, 2018
- Represented the TRRC at the annual Iowa Trails Summit on October 12th, 2018

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





Trail User - Fayette County, Iowa

## TASK 6

### TRAIL COUNTING/ ECONOMIC STUDY

#### Accomplishments

- Coordinated volunteers to conduct a trail count and survey on July 6th and 7th, 2018
- Partnered with Northeast Iowa counties to compile trail count data
- Assisted with Backbone Trail Economic Study surveys in the TRRC

#### Highlights

- Distributed trail survey posters and information to Corridor businesses and sites
- Installed trail count devices in Clayton and Fayette Counties in the Corridor
- Compiled July 6th and 7th, 2018 trail count results from 4 locations in both counties:

**Bicyclists:** 123      **Pedestrians:** 525      **River Users:** 632      **Total:** 1,280

Coordinate with  
UERPC to  
conduct trail  
counts and  
surveys

## TASK 7

### IOWA GREAT PLACES STATUS UPKEEP

#### Accomplishments

- Served as the Iowa Great Places Point of Contact
- Began development of annual Iowa Great Places report for the TRRC

#### Highlights

- Began planning and development of an updated TRRC vision plan
- Attended and presented the TRRC as a case study at the Iowa Bicycle Summit on January 26th, 2018
- Attended and presented the TRRC as a case study at the annual Iowa Great Places Meeting on September 17th, 2018

Maintain Iowa  
Great Places  
status for the  
TRRC





Elkader to Motor Mill Turkey River



## TASK 8

### ACCOUNTABILITY & SUSTAINABILITY

#### Accomplishments

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

#### Highlights

- Held vision planning meeting and discussions with the TRRC Board.

Communicate with and engage TRRC Board members and partner entities.

#### Accomplishments

- Served as the Iowa Great Places Point of Contact
- Began development of annual Iowa Great Places report for the TRRC

## TASK 9

### LARGE INFRASTRUCTURE GRANT WRITING

#### Highlights

- Provided letters of support for Clayton County Conservation's State Rec. Trails and Fed. Rec. Trails grant applications
- Facilitated contract development and secured funding for preliminary Clermont Dam mitigation study to be conducted by the Northeast Iowa RC&D. Through this contract, the RC&D secured a grant from the Iowa DNR Low-Head Dam Safety Program for \$16,000 to help pay for consultants for preliminary work associated with dam mitigation design options, such as cultural/historic review, mussel (malocology) surveys and potential mitigation option renderings.

NE IA RC&D will write up to one large infrastructure grant per year that will further the development of the TRRC.





VISION PLAN  
DRAFT

Following approval of the final plan, the TRRC Director will identify actions that will lead to implementation of the identified strategic priorities, goals, and projects.

Strategic Priorities

TRRC Expansion & Promotion

Natural Resource Conservation & Enhancement

Recreational Opportunity Expansion

Historic & Archaeological Preservation & Restoration

Community & Regional Development

Economic Development & Tourism

Art/Cultural Support & Expansion

Goals and projects has been identified by the TRRC Board to meet the identified strategic priorities.

- Social Media Promotion
- Website Improvement
- Event Partnerships
- Promotional Materials & Advertising
- Turkey River Dam Mitigation
- Natural Resource Area Interpretation
- Water Quality Improvement and Flood Mitigation
- Multi-Use Recreational Trail Development
- Visitor Resource Expansion
- Turkey River Water Trail Improvement
- Historic Structure Restoration
- Historic Site Interpretation
- Public Facility Development
- Community Wayfinding Improvement
- City Park Development & Expansion
- Local Business Expansion
- Art and Cultural Expansion

The vision plan will be finalized within the next 6 months. Implementation of identified projects with immediate needs has already begun. Projects benefit the entire Turkey River Corridor and all of its communities and partners, including the City of Clermont, City of Elgin, City of Elkader, and Motor Mill Historic Site.



## FISCAL YEAR 2019 BOARD MEMBERS

- Janelle Bradley (Fayette County Supervisor)
- 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)\*Chair
- Alex Popenhagen (Elgin City Council)
- Kenneth Slocum (Clayton County Conservation)

## FISCAL YEAR 2019 FINANCIAL REPORT

July 1, 2018-June 30, 2019

Total Projected Income (Partner Contributions, Grants, Fundraising, etc.): \$34,345.00

Total Projected Expenses (Programming, Events, Supplies, Personnel, Grants, etc.): \$34,191.14

Note: These funds include completed and projected work for Fiscal Year 2019. Income and expenses listed above do not reflect projects lead by partnering entities. TRRC Board Members receive monthly financial reports that provide income and expense details.

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

## FISCAL YEAR 2020 REQUEST

July 1, 2019-June 30, 2020

The Turkey River Recreational Corridor Board would like to request a total contribution of \$30,000 from partner entities for activities to be carried out in Fiscal Year 2020. A detailed contract for services and task list for Fiscal Year 2020 will be determined by the TRRC Board of Directors prior to the start of Fiscal Year 2020.

