

TURKEY RIVER RECREATIONAL CORRIDOR

2022 Annual Report



Mallory Hanson, Director
turkeyrivercorridor@gmail.com
563.265.5248
www.turkeyrivercorridor.com



From the Director

The Turkey River Recreational Corridor (TRRC) Board has been working throughout the year “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.” Although recreation is at the heart of our organization, marketing, natural resource conservation, historic preservation, community development, business support, and art and cultural expansion are all strategic priorities of our Iowa Great Place.

Notable projects that the TRRC supported and accomplishments during 2022 include:

- TRRC Iowa Great Places Re-Designation for a 10-year period (2022-2032)
- Receipt of a 2022 Iowa Tourism Award for the 360 Video of the Turkey River Water Trail
- Submission of Iowa Great Places Grant for Motor Mill Inn project
- Facilitation of Karaoke Fundraisers to support partner projects and local business.
- Assistance with funds administration of the Elgin playground climbing wall
- Attendance and promotion at the Iowa State Fair and Canoeecopia
- Promotion of the Turkey River Recreational Corridor during RAGBRAI
- Fundraising for a Regional Bike Trail Map
- Coordination and promotion of the 2022 Turkey River Safari
- Support of Clayton County Conservation's Attracting Success project and summit

We continued to host monthly TRRC Board meetings and participate regularly in partner meetings to identify potential opportunities to leverage dollars and resources. As always, the TRRC Board continuously updates their vision plan in response to opportunities and new funding sources. Since its inception in 2010, the TRRC has leveraged over \$8.3 million for projects and programs.

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

Regards,

Mallory Hanson, Director
Turkey River Recreational Corridor

Report Contents

The 2022 annual report was prepared to reflect tasks laid out in the annual contract for services between the Turkey River Recreational Corridor (TRRC) Board and Northeast Iowa Resource Conservation & Development (RC&D).

.01

Small Project Grant Writing & Facilitation

Write and facilitate grants to leverage TRRC and partner funding that will assist the TRRC and TRRC partners with its activities and goals.

.02

Marketing & Advertising Promotion

Promote the TRRC through various marketing and advertising strategies.

.03

Program & Event Coordination

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

.04

Online Content Maintenance & Development

Advertise and promote the TRRC online.

.05

Board Management & Partnerships

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

.06

Trail Counting & Economic Study

Coordinate trail counts and surveys along TRRC trails.

.07

Iowa Great Places Status Upkeep

Maintain Iowa Great Places status for the TRRC.

.08

Accountability & Sustainability

Communicate with and engage TRRC Board members and partner entities.

.09

Large Infrastructure Grant Writing

NE IA RC&D will write up to one large infrastructure grant (applications requiring 80 hours or less) per year, as funding needs require, that will further the development of infrastructure related to the TRRC's mission



.01

Small Project Grant Writing & Facilitation

Deliverables

1. Research and gather information about potential small grant opportunities
2. Work with the TRRC board to develop funding applications consistent with the TRRC mission and vision planning that will help to implement projects
3. Work on grants that are secured before or during the contract period (as appropriate)
4. Complete related grant reporting requirements and administration (as appropriate)
5. Regularly provide an updated list of ongoing grant activities to the TRRC Board



Facilitated a karaoke fundraiser to benefit the Motor Mill Inn project on April 9, 2022 and planned aa karaoke fundraiser to benefit the Osborne Campground project on December 10, 2022

Assisted with reporting for the City of Elgin's Fayette County Community Foundation Grant for the Elgin Community Betterment Club/Shawn Gilson Eagle Scout project to construct a climbing wall at Schori Park in Elgin.

Attended a citizen-led Elkader project planning meeting on January 27, 2022 and follow-up with potential funding sources and support for identified projects and priorities.

Assisted the City of Elgin with RAGBRAI funding applications to Alliant Energy, Aureon, and Viafield.

Participated in various webinars and workshops to identify potential funding sources for TRRC and TRRC partner projects and initiatives.

.02

Marketing & Advertising Promotion

Deliverables

1. Write press releases and social media posts covering current TRRC events, activities, and news
2. Coordinate interviews to promote TRRC activities (when possible)
3. Maintain a presence at area events within the TRRC
4. Acquire updated photography
5. Design, fabricate, and seek funding for TRRC promotional materials (i.e. Turkey River Water Trail Guides, County Trout Fishing Guides)
6. Ensure TRRC logo and recognition is included on relevant publications



Represented the City of Elkader and TRRC at Canoeconia on March 12, 2022.



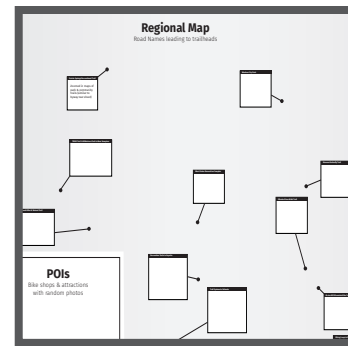
Represented the TRRC in partnership with the Northeast Iowa Tourism Association at the Iowa State Fair.



Applied for and received an Iowa Tourism Award for the 360 video of the Turkey River Water Trail.



Promoted the TRRC with signage, publication, and in-person marketing during RAGBRAI on July 30, 2022.



Worked in partnership with Northeast Iowa RC&D and the Northeast Iowa Tourism Association to fund a regional Bike Trail Map.



.03

Program & Event Coordination

Deliverables

1. Coordinate 2023 Turkey River Safari (May 2023-September 2023)
 - Coordinate fundraising efforts/grant applications and acquire sponsorships
 - Determine sites and gain site approval
 - Coordinate with participating distribution locations
 - Update guidebook/map and facilitate printing and distribution
 - Coordinate post placement, including Iowa One Call requests
 - Order crayons and tile replacements and replace posts (as needed)
 - Promote the 2023 Turkey River Safari
2. Partner with area partner events and programs (as appropriate)

Turkey River Safari

The 2022 Turkey River Safari saw participation from approximately 500 individuals, most of which reside in the northeast Iowa region. Planning, preparation, and facilitation of the safari program requires multiple steps and various levels of coordination. The Safari, in it's 11th year was considered a success and will continue with local partner and business support.

Total Raised for TRRC Sponsorships: \$4,325.00

Attracting Success

Other program support in 2022 included partnership with the Clayton County Conservation Board to support the Attracting Success initiative. Clayton County and Northeast Iowa is already home to many young professionals and entrepreneurs that are starting businesses and building legacies. These individuals stayed or moved here for a reason. The goal of Attracting Success was to share their stories through videos (YouTube) and use that to continue to attract individuals to our beautiful corner of the state. The summit on September 23, 2022 in Volga brought current and potential leaders together to talk about rural Northeast Iowa, student-driven potential, leadership opportunities, and other efforts currently in the works to enhance and promote all that Clayton County has to offer.

Motor Motor 5k/10k

The TRRC assisted Clayton Co. Conservation with the Motor Motor 5k/10 trail run on March 19, 2022.

.04

Online Content Maintenance & Development

Deliverables

1. Develop content for the TRRC Facebook Page and Instagram Account
2. Update trail maps regularly (as appropriate) for paper and online distribution
3. Update and maintain the TRRC Website (www.turkeyrivercorridor.com)



Facebook

<https://www.facebook.com/TRRCRocks>

Page reach increased by 60.8% in 2022 with 20,413 individuals reached

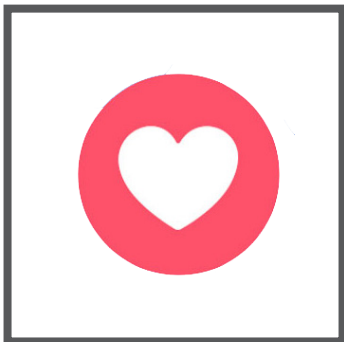
Page visits increased by 68.8% in 2022, with 1,001 visits

Page likes increased by 51.1% in 2022, with 133 new likes

Total page followers is at 1,169

Top cities include Elkader, West Union, Elgin, Clermont, Cedar Rapids, & Decorah

Top Performing Organic Post: Save the Date for the Motor Mill Bridge Lighting



Instagram

<https://www.instagram.com/turkeyriverrocks/>

Profile reach decreased by 20.3% in 2022 with 20,413 individuals reached

Profile visits decreased by 29% in 2022, with 88 visits

Profile followers increased by 11% in 2022, with 50 new followers

Total account followers is at 425

Top cities include Elkader, Decorah, West Union, and Des Moines

Highest Reach on a Post: Save the Date for the Attracting Success Summit



Website

<https://turkeyrivercorridor.com/>

Total Page Views: 5,434 (4.63% decrease from 2021)

Unique Page Views: 3,926 (8.20% decrease from 2021)

Average Time on Page: 00.00.47

Bounce Rate: 52.24%

Most Popular Page: Water Trails & Turkey River Safari

Notable Statistic: 88.6% were new visitors in 2022

Deliverables

1. Host monthly TRRC meetings (1st Tuesday of the month) or as needed*

*Send meeting agendas to be posted at all 5 locations 24 hours ahead of each meeting

2. Take and send out TRRC meeting minutes
3. Be in regular communication with TRRC board members and work with the TRRC board chair
4. Attend local, regional, or statewide conferences/meetings (as appropriate)
5. Notate and keep record of past funding and organizational history
6. Foster TRRC Board recruitment, board member training, and Policy & Procedures Review*

*City Councils appoint their TRRC board representatives annually. County Supervisors appoint their TRRC board representatives every 2 years. At large members are appointed every 3 years.

Board members met monthly to receive updates from the TRRC Director and to make decisions about funding priorities, programming, advertising, and partner support. Current representatives are included below. The TRRC Director also participates in other partner meetings including Northeast Iowa Tourism Association, River Bluffs Scenic Byway, and RPA 1 Enhancement Committee. In addition to these partner meetings, the TRRC Director sits on the Iowa Rivers Revival Advisory Board (3-year term).



County Representation

Janell Bradley (Fayette County Supervisor Alternate)
Steve Doeppke (Clayton County Supervisor)
Marty Stanbrough (Fayette County Supervisor)
Ray Peterson (Clayton County Supervisor Alternate)



City Representation

Jennifer Cowsert (Clayton County) *Vice-Chair
Eric Grau (Elkader City Council)
Deb Schmidt (Elkader City Council Alternate)
Kayleen Schrader (Clermont City Council Alternate)
Dina Taylor (Clermont City Council)
Chris Wachal (Elgin City Council)
Barb Wenger (Elgin City Council Alternate)



At-Large Representation

Rod Marlatt (Fayette County Conservation) *Chair
Jenna Pollock (Clayton County Conservation)
Troy Schott (Fayette County)
Chris Schoen (Motor Mill Foundation Alternate)
Dan Slagel (Motor Mill Foundation)
Kenneth Slocum (Clayton County Conservation Alternate)



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Trail Counting & Economic Study

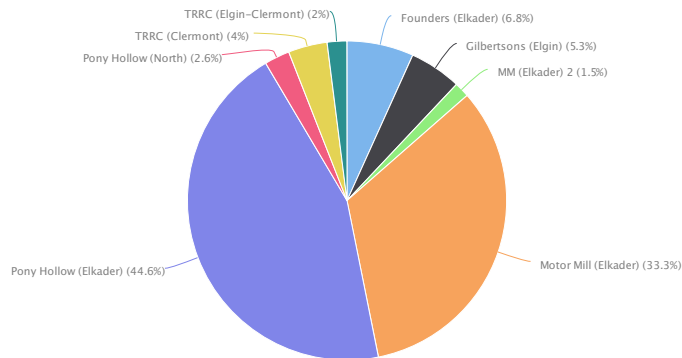
Deliverables

1. Coordinate volunteers to conduct an in-person trail count and survey in the summer (July 2022)
2. Partner with Northeast Iowa counties to compile trail count data
3. Manage and maintain infrared trail counters in the TRRC (4 counters owned by the TRRC, 1 counter owned by FCCB, 2 counters owned by CCCB, 1 counter owned by UERPC – 8 Total)

In person trail counts took place July 8-9 in Fayette County and July 15-16 in Clayton County. A total of eight infrared TRAFx trail counter devices were installed throughout the Corridor in 2022 to quantify trail use throughout the year. From March to November of 2022, the counters showed an average of 106 users per day across all eight locations! Snapshots of data from the infrared trail counter devices can be viewed below:

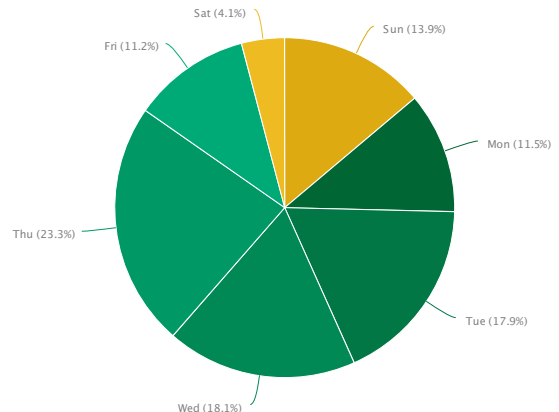
Compare Sites

2022-03-14 to 2022-10-25



Days of the Week

2022-03-14 to 2022-10-25



Site Name	Daily Average	Site Name	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Founders (Elkader)	57.6 (6.8%)	Founders (Elkader)	56.4	61	58	69.7	58.1	51.8	47.7
Gilbertsons (Elgin)	44.9 (5.3%)	Gilbertsons (Elgin)	33.9	42.3	36.3	42	50.9	58.5	50.3
MM (Elkader) 2	13.1 (1.5%)	MM (Elkader) 2	3.4	11.6	7.3	10.8	55.3	1.3	1.7
Motor Mill (Elkader)	283.8 (33.3%)	Motor Mill (Elkader)	251.9	415.7	368	524.7	156.3	18.6	256.7
Pony Hollow (Elkader)	380.6 (44.6%)	Pony Hollow (Elkader)	265.2	469.7	543	678.6	266.9	44.4	399.9
Pony Hollow (North)	21.8 (2.6%)	Pony Hollow (North)	22.4	21.4	18.8	18.6	22.6	21.3	27.3
TRRC (Clermont)	33.7 (4.0%)	TRRC (Clermont)	32.2	32.3	30.8	29.8	40.9	37.2	32.6
TRRC (Elgin-Clermont)	17 (2.0%)	TRRC (Elgin-Clermont)	22.6	16.4	21.8	15.9	18.3	11.5	12.3

*Specific in-person and infrared trail counter data can be requested at any time.



.07

Iowa Great Places Status Upkeep

Deliverables

1. Serve as the Iowa Great Places point of contact and be aware of all programs and opportunities
2. Submit annual Iowa Great Places report
3. Apply for Iowa Great Places re-designation and coordinate requirements (as needed)

The TRRC Director secured re-designation as an Iowa Great Place in 2022 for a 10-year term. The director also attended the 2022 TFI Legislative Showcase, facilitated an Iowa Great Places staff site visit (May 6, 2022), participated in multiple Iowa Great Places webinars, and stayed in close communication with Iowa Great Places staff to ensure good standing with the Iowa Department of Cultural Affairs.

.08

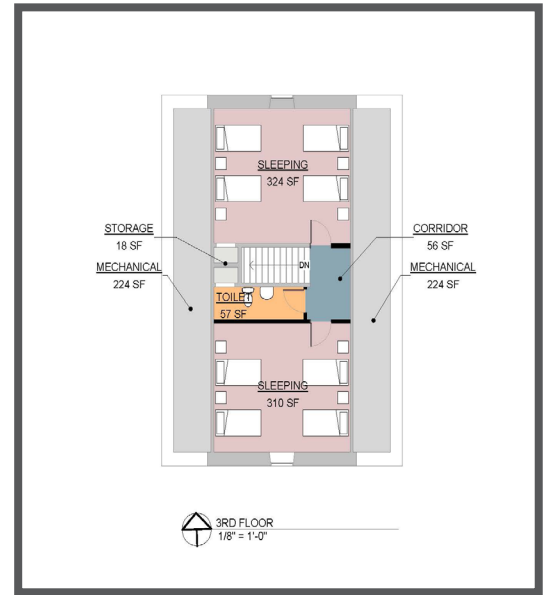
Accountability & Sustainability

Deliverables

1. Provide verbal and written reports at regularly scheduled TRRC Board meetings
2. Identify opportunities to leverage TRRC funds and work with the TRRC Board to develop a strategy to maximize their funding and Corridor impact
3. Present a written annual report to TRRC partner entities
4. Submit a formal request for funding to be included in each of the TRRC partner entity budgets
5. Work with TRRC Board to develop and approve annual contract/task list



The TRRC Director reports regularly to the Board to ensure transparency and to leverage support and resources for projects and programming. These reports are given during monthly Board meetings. Annual reports are given to contributing partners as well, during which time a financial request is made. The Director also works annually with the Board to draft and approve an updated contract/task list through the Northeast Iowa RC&D.



.09

Large Infrastructure Grant Writing

NE IA RC&D will write up to one large infrastructure grant (applications requiring 80 hours or less) per year, as funding needs require, that will further the development of infrastructure related to the TRRC's mission.* \$1,000 will be allocated from TRRC budget for NE IA RC&D's up front grant writing fee.**

*Examples of grants that require 80 hours or less include State Recreational Trail Grants, REAP Grants, and Iowa Great Places Grants.

**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.

Motor Mill Inn

The TRRC Board voted to support an Iowa Great Places Grant application for Clayton County Conservation's Motor Mill Inn Revival: Accommodating Travelers Past & Present project.

This project will restore the Inn at the Motor Mill Historic Site. Renovation and rehabilitation will protect the Inn from flooding, return the historic structure to its former glory, provide meeting rooms and overnight accommodations for travelers, and house a small visitor center for historic and cultural education purposes. Great Places grant funding, if awarded, will be used for restoration and rehabilitation.

\$328,086 is being requested with \$380,000 already secured by the Clayton County Conservation Board and the Motor Mill Foundation thanks to secured grants and contributions from various partners.

Letters of Support

The TRRC Director provides letters of support as requested for partner projects that meet it's mission and are included in the current vision plan.



The TRRC Board procures Mallory Hanson's coordination services through an annual contract with Northeast Iowa RC&D