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Art

Acknowledgements

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David Dunn, Mayor

Gifford

Unincorporated

Union

Stephanie Carson, Mayor

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Stacey Nichols, Mayor

Albion

Eric Schmidt, Mayor

Marshalltown

Joel Greer, Mayor

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IRTH Commission

Iowa Natural Heritage Foundation

Region 6 Resource Partners

Marshall County Arts and
Culture Alliance

Marshalltown Public Art Committee

National Endowment for the Arts

Martha-Ellen Tye Foundation

City of Marshalltown

Hardin County Conservation

Marshall County Conservation

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Des Moines, Omaha, St. Louis
rdgusa.com

TRAILS, INC.

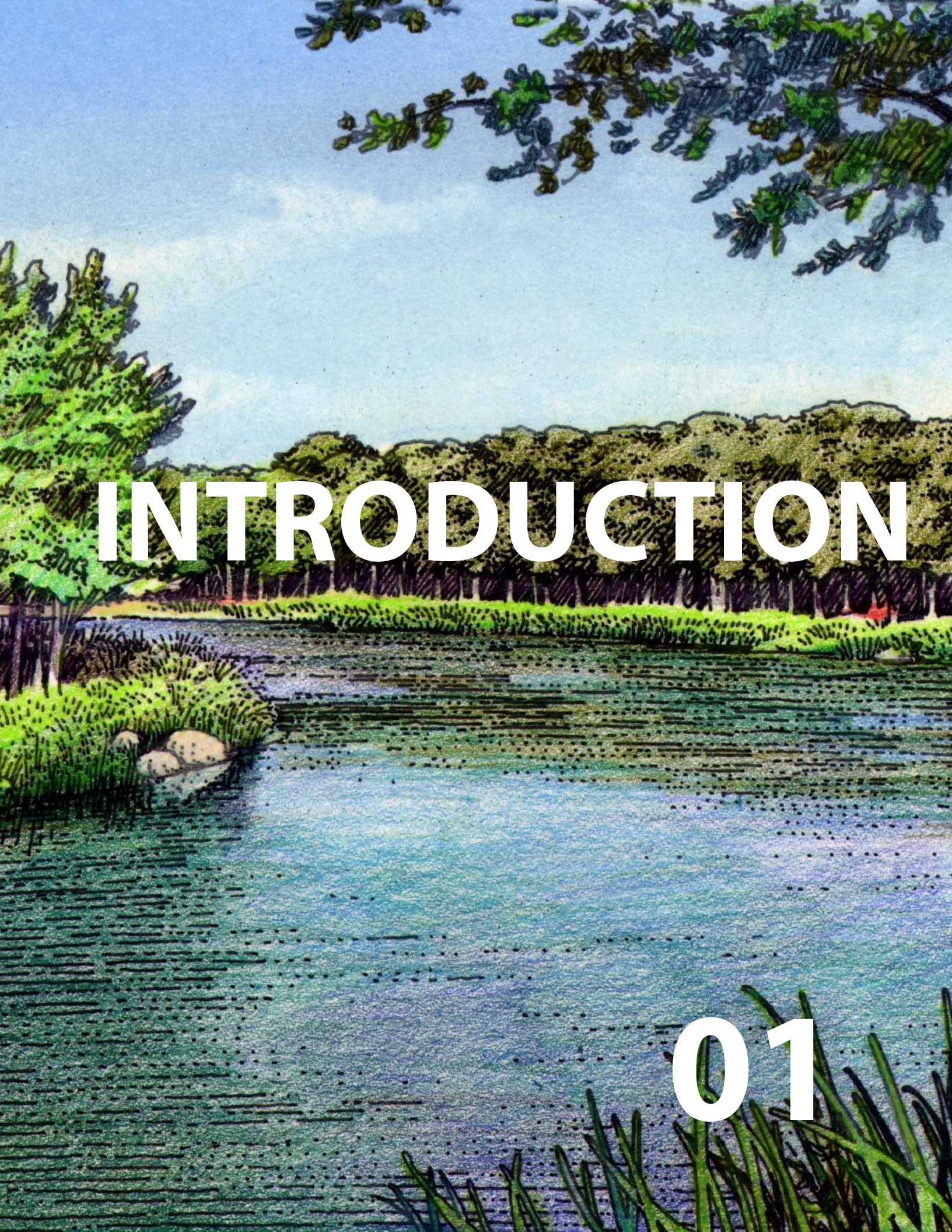


Martha-Ellen Tye
FOUNDATION



MARSHALLTOWN
IOWA





INTRODUCTION

01

INTRODUCTION

PURPOSE OF DOCUMENT

This document helps celebrate this wonderful Iowa asset.

This document should serve as a framework for future decision making, grant writing, implementation (phasing), and support for marketing efforts. It walks its readers through the background of the project and the planning process and supplements the master plan with additional information that should be pulled from and utilized in all future phases of the project.

This document is meant to be predominantly internal and should be a living, changing document to be updated as the project moves forward.

AUDIENCE OF DOCUMENT

This Technical Document provides guidelines on how to execute the development of the amenities along the trail.

This document should be utilized by community groups such as Trails Inc., the IRTH Commission, the River's Edge Steering Committee, grant writers and funders, and other groups and individuals that get involved in the implementation and updating of the master plan. The language in this document should be tailored to each community, yet cohesively tell the story of the trail in its entirety. Ideally, the language needed can be pulled directly from the page, streamlining efforts and collaboration.

BUILDING A BRAND

The evolution of "Iowa River Trail" to Iowa River's Edge Trail

This process has been an evolution and the name of this trail segment reflects that process. With Trails, Inc. and the IRTH Commission, we sought to purchase sections of land for the trail, it needed a name. To move forward with land acquisition, future grants and paving, the groups used the name "Iowa River Trail." The Steering Committee built off that original identity when they determined this section of the trail needed to be celebrated as its own unique identity.

Utilizing interview feedback and brainstorming sessions to highlight the natural amenities of the area, the group honed in on the river's edge. When traveling this trail, the anticipation of getting to the next water crossing is something to look forward to. The trail cuts through different landscapes and terrain and showcases significant ecological diversity. Multiple bridges and the feeling that one is immersed in their surrounding makes this trail a destination.

Staying true to the history of the area, it was determined that "Iowa River's Edge Trail" was an exciting and marketable brand to move this project forward.

Original Brand



Proposed Brand



"Provide communities and counties along the Iowa River a guidebook for placemaking and trail development. The Iowa River's Edge Trail should have a feeling of connectivity from community to community, but highlight the individual communities on the trail and their unique qualities."

INTRODUCTION



THE IOWA RIVER

The Story of Water

During the public engagement process, the resounding message was the beauty of nature and the anticipation of experiencing the next view of the river, crossing over a creek or the desire to explore the oxbows and wetland found throughout the corridor.

The Iowa, or loway, River is named after the loway Indians, who lived along it and used it extensively for fishing and transportation.

They also hunted game along its banks, harvested migrating water fowl, and trapped beavers along its many creeks. In early writings by settlers, the Iowa River was considered placid, and sometimes limpid with fits of flooding.



TRIBUTARY TO THE IOWA RIVER

As settlement continued to take hold, the Iowa River served as a primary mode of transportation. After the civil war, industry and agriculture significantly changed the use of the Iowa River. Today, the Iowa River provides a revealing example of how midwestern rivers have been changed to accommodate urban needs: recreation, water supplies, protection from floods, transportation, and aesthetic pleasure.

“Prairie rivers like the Iowa (River) used to contain very little silt and mud because the prairie grasses and their roots held back water and prevented erosion. So did the trees that lined the banks of rivers and streams. Even the once-numerous beavers helped keep water clear; their dams held back water and allowed silt and mud to settle.” - *Mark Ackleson*



INVENTORY & ANALYSIS

02

INVENTORY & ANALYSIS

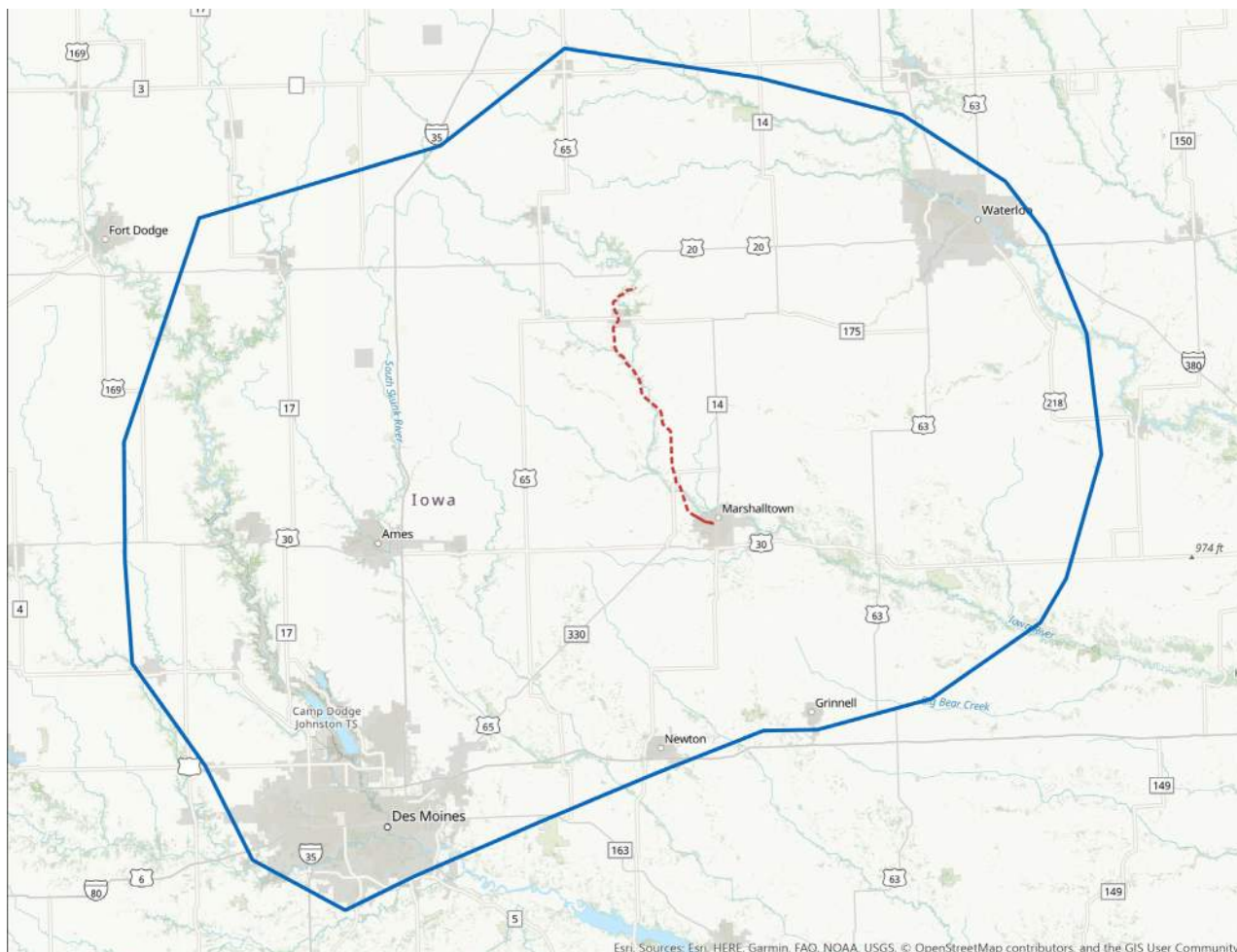
The Market for the River's Edge Trail

People will travel for experiences. People will travel to be outdoors. People will travel to unique places. River's Edge contains all three of these elements with its unique topography and location along the Iowa River. However, a key concern is making people aware of River's Edge. The market for the River's Edge Trail can include day visitors, overnight visitors, and if marketed correctly, unique trip regional visitors that include River's Edge as part of their travel plans.

A market is an area where households may reasonably consider River's Edge for recreation trips. Importantly, these market areas are for households that may travel to area communities with the primary purpose of recreation. Not that they came to the area for some other reason (business, festivals, etc.) and happen to use recreation amenities while they are here.

Day Trip Market

The map below shows the day trip market, where residents may entertain River's Edge for activities and return home the same day. Therefore, travel distance is a primary factor for the market area. The area captures Waterloo, Des Moines, Ames, Grinnell, Webster City, and Hampton.



KEY FACTS

1,009,661

Population



2.5

Average Household Size

36.4

Median Age

\$63,439

Median Household Income

EDUCATION

8%

No High School Diploma



25%

High School Graduate



31%

Some College



36%

Bachelor's/Grad/Prof Degree

BUSINESS



36,100

Total Businesses



574,138

Total Employees

EMPLOYMENT



64%

White Collar



21%

Blue Collar



15%

Services

3.1%

Unemployment Rate

INCOME



\$63,439

Median Household Income



\$33,165

Per Capita Income



\$130,825

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (18.4%)

The smallest group: \$200,000+ (5.5%)

Indicator	Value	Difference	
<\$15,000	7.8%	+0.3%	
\$15,000 - \$24,999	9.1%	-0.1%	
\$25,000 - \$34,999	8.6%	-1.0%	
\$35,000 - \$49,999	12.9%	-0.1%	
\$50,000 - \$74,999	18.4%	-1.2%	
\$75,000 - \$99,999	14.2%	-2.1%	
\$100,000 - \$149,999	16.7%	-0.6%	
\$150,000 - \$199,999	6.7%	+2.3%	
\$200,000+	5.5%	+2.4%	

Bars show deviation from Benton County

MORE THAN A TRAIL

Overnight Trip Market

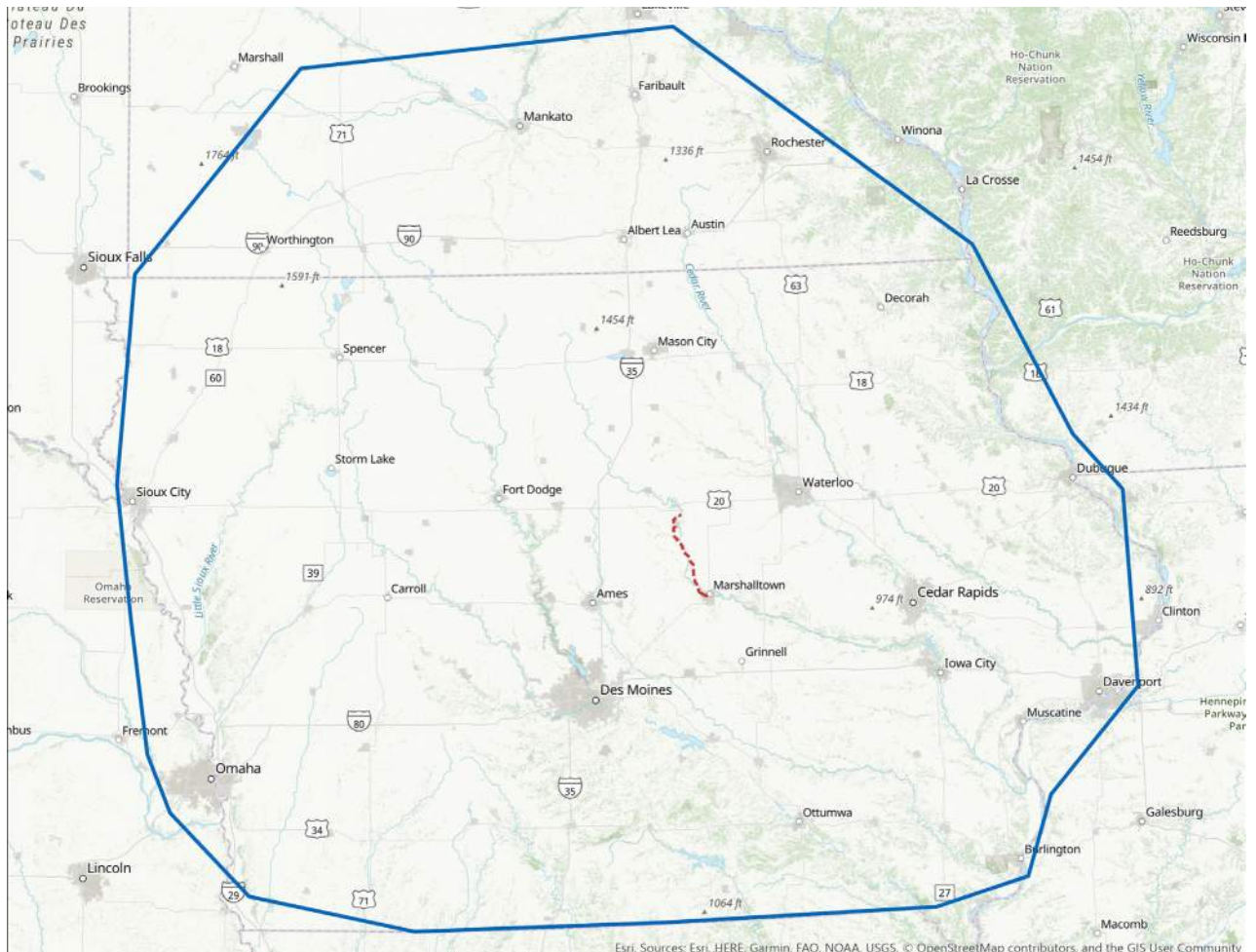
The map below shows the overnight trip market, areas where residents may entertain the River's Edge area for an overnight trip that may include camping or other recreational activities. Factors that will pull households to recreation destinations include attraction to unique recreation opportunities, high quality facilities, marketing, and the “package” of amenities available on their trip. The market area captures several larger metros like Omaha, Sioux City, Dubuque, Davenport, and Cedar Rapids.

Several factors contribute to the determination of the overnight trip market:

1. Areas in Iowa and southern Minnesota may look to the Iowa River Valley for a change in topography and amenities not available in their communities like a regionally connected trail system.

2. Households in metro areas like Omaha, and Davenport may not consider the Iowa River Valley as a first choice for outdoor recreation. However, desires to get out of the city can lead people to look for unique opportunities.
3. The package of amenities around the Iowa River Valley including fishing, the Des Moines metro, and others are attractive features for affordable weekend camping trips.
4. The market area is generally within a three-hour drive or less.

2014 outdoor consumer segmentation study conducted by Outdoor Industry Association



KEY FACTS

4,871,886

Population



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Average Household Size

38.4

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\$60,449

Median Household Income

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8%

No High School Diploma



29%

High School Graduate



32%

Some College



31%

Bachelor's/Grad/Prof Degree

BUSINESS



189,993

Total Businesses



2,745,923

Total Employees

EMPLOYMENT



61%

White Collar



25%

Blue Collar



14%

Services

2.9%

Unemployment Rate

INCOME



\$60,449

Median Household Income



\$31,855

Per Capita Income



\$134,619

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (19.5%)

The smallest group: \$200,000+ (4.7%)

Indicator	Value	Difference	
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\$35,000 - \$49,999	13.5%	-1.8%	<div></div>
\$50,000 - \$74,999	19.5%	-1.0%	<div></div>
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\$150,000 - \$199,999	5.6%	+3.6%	<div></div>
\$200,000+	4.7%	+3.7%	<div></div>

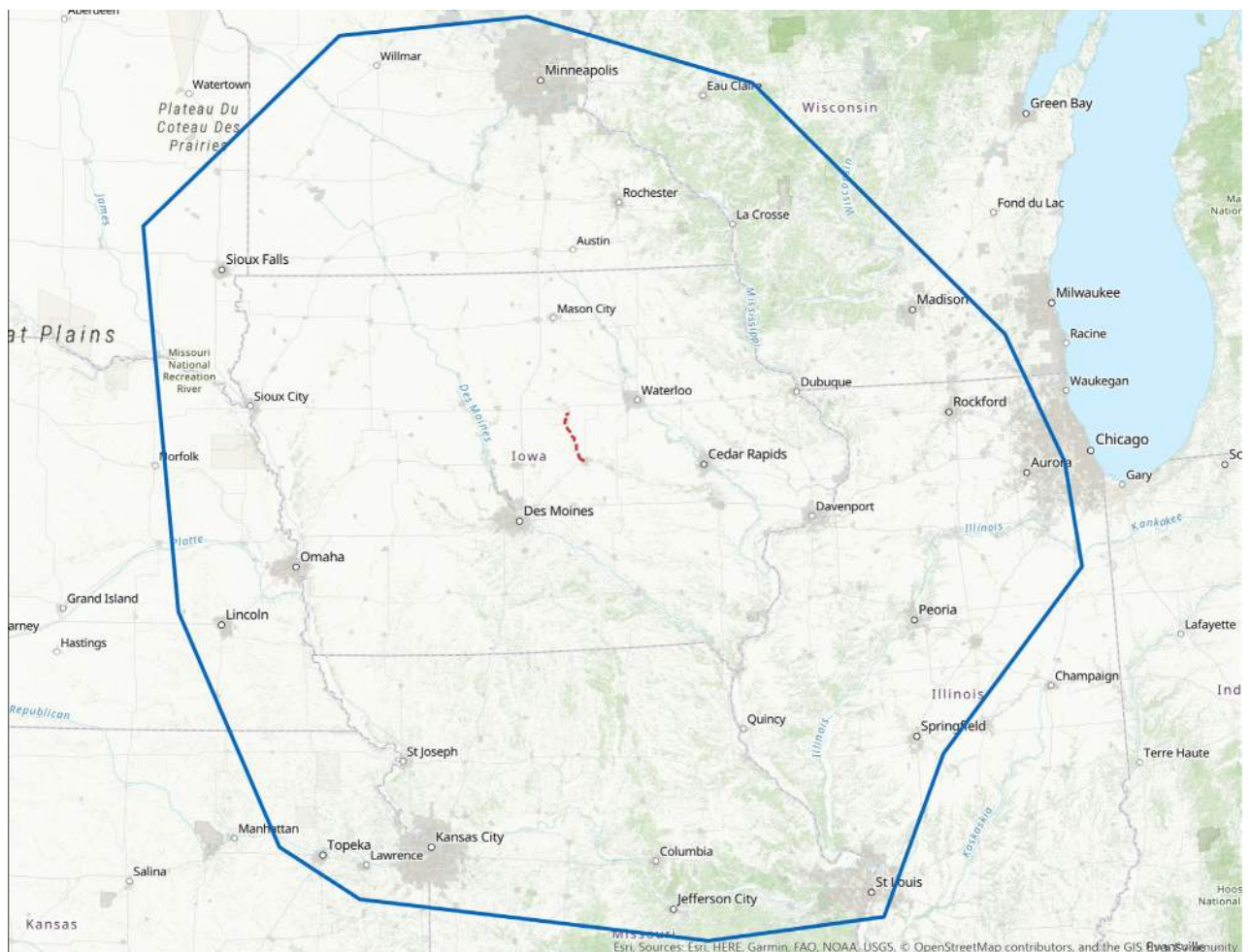
Bars show deviation from Adair County

Source: This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019.

INVENTORY & ANALYSIS

Aspirational Market

The map below shows an aspirational market, an area that the River's Edge Trail can aspire to draw visitors from as a result of strategic marketing strategies and word of mouth. These areas may be attractive for visitors that are in the area for other activities or are dedicated bicycle tourists looking for new adventures. The market area captures several larger metros like Minneapolis, Sioux Falls, Kansas City, St. Louis, western Chicago suburbs, and Madison.



KEY FACTS

4,871,886

Population



2.5

Average Household Size

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Median Age

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Median Household Income

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\$200,000+	4.7%	+3.7%	

Bars show deviation from Adair County

Source: This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019.

INVENTORY & ANALYSIS

COMMUNITY TO COMMUNITY

Connecting the Seven Communities

One of the key components of this plan is collaboration between communities. Each town is truly unique, and each town has a role to play in the River's Edge experience. Trails and greenways are community-based projects, and every project needs broad local support to be a success

- **Exploring Communities** - The River's Edge Trail will provide its users with a tool to experience neighboring communities in a safe and active environment with a beautiful view along the way. Small and rural towns, like those along this stretch of trail, have great potential for creating viable networks that serve residents and visitors.
- **Discovering Community Assets** - The dispersion of towns along the trail makes the route particularly appealing for active transportation. With no more than 6.8 miles between each town, users are comforted to know amenities are always close. But these towns add much more than a refuge for trail users. They represent a history of water- and rail-oriented development and current agricultural hubs for the local economy.
- **Planning for the Future** - Making a place welcoming, beautiful, and usable for the community while also creating an attractive setting for new business investment is a key step in development and ensuring a vibrant future for communities. This is no small task and there are a variety of economic development and revitalization tactics to utilize. However, creating access to high quality, multi-modal recreation trails is one tool that has been shown to be a powerful economic engine for small towns and rural communities.

COMMUNITY TO RURAL

Connecting the Seven Communities and Two Counties

This area of the state is geologically diverse with a plethora of natural amenities along the Iowa River. Formally, through the city, county and state parks, but also informally, one can discover hidden gems that shift from limestone outcrops to birding experiences to environmental education (not to mention transportation) 365-days a year.

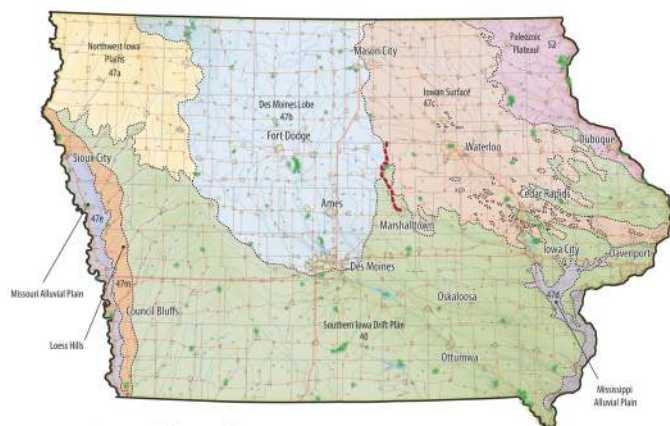
- **Celebrating Community and Rural Lifestyles** - According to the FHWA's Planning for Transportation in Rural Areas, 75 percent of America's 3,000 counties qualify as rural and cover 81 percent of the land area. In the case of Hardin and Marshall County, respectively, the River's Edge Trail provides comfortable linkages to extend public lands into their surrounding communities.

PEOPLE TO NATURE

Connecting the Seven Communities Together

- **Iowa River** - The Upper Iowa River is the most widely-recognized river in the state. As a premier recreational river in the region, it is used heavily for canoeing, swimming, fishing, and tubing. With conversations about mitigating the low-head dam in Steamboat Rock, this section of the Iowa River is prime to serve as an extension of recreational amenities for the region. Paddle sports are growing in popularity around the country. The River's Edge Trail will attract multiple user groups and their families.
- **Tributaries** - Several major creeks and streams feed into the Iowa River. Everyone is connected through their watershed address and better connection between individuals and communities will strengthen the understanding that what we do on land impacts those downstream.
- **Wetlands and Oxbows** - Iowa has lost nearly 95% of its original wetlands, but this land is some of the most productive habitat on the planet. Wetlands and oxbows support high concentrations of animals and serve as a nursery for many of these species. They also provide a range of ecosystem services that benefit all of us including water filtration, storm protection, flood control, and recreation.
- **Diverse Landscapes** - The landscape along the River's Edge Trail varies as one travels from north to south. This allows users to experience dramatic vertical limestone palisades, forest bluffs, open savanna and prairie areas, and the heartland of Midwest agriculture.

IOWA LANDFORM REGIONS



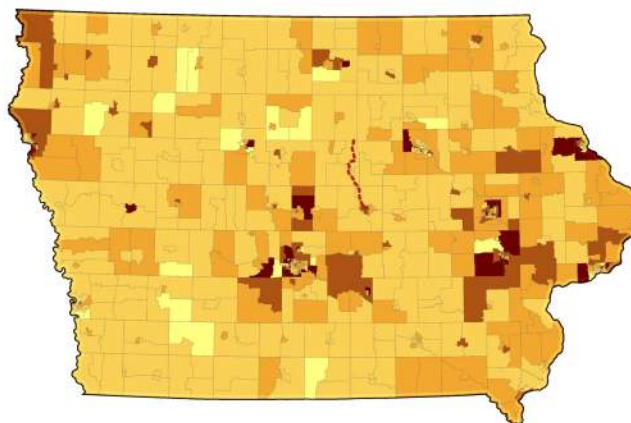
MAJOR AND MINOR IOWA RIVERS



IOWA RIVER WATERSHED



POPULATION GROWTH AREAS IN IOWA



COMMUNITY INVENTORY

Community Values

The dispersion of towns along the trail makes the route particularly appealing for active transportation. With no more than 6.8 miles between each town, users are comforted to know amenities are always close. But these towns add much more than a refuge for trail users. They represent a history of water- and rail-oriented development and current agricultural hubs for the local economy. Each town is truly unique and has a special role to play in the River's Edge experience.



STEAMBOAT ROCK, IOWA

Steamboat Rock is a primary gateway to the Iowa River Greenbelt in northern Hardin County. The City was platted in 1855 and named for a large rock on the river bluff which is said to resemble a queue of steamboats from a distance.

Highlights of the community include:

- The Boat Club—Also known as the Iowa River Conservation and Improvement, the Boat Club has served the area for many years, hosting regular events. Set just above the dam on the Iowa River, it is an excellent destination for those canoeing down the river. It is just south of the Pine Ridge Campground.

- Washington Square—Located in the heart of Steamboat Rock, the old schoolhouse (now called the Community Center) sits proudly on the grounds. This piece of land holds many memories of recess time when the building occupied grades K-12 for many years. The old equipment was torn down and replaced with a new playground, a shelter house and a basketball court, making it a great place for families to gather.

Population: 310



LEGEND

- Iowa River's Edge Trail Built / Paved
- - - Iowa River's Edge Trail Undeveloped
- Other Regional and Local Trails
- American Discovery Trail

INVENTORY & ANALYSIS

ELDORA, IOWA

Eldora is a community guided by small-town values, preservation of historical, cultural and natural heritage, and is home to Pine Lake State Park. The name Eldora was given to the town by a local mother in honor of her dead infant daughter. It is derived from the Spanish name for “the gilded.” The city is most famous as a filming location for the 1996 movie *Twister*. The climactic final scene was shot in the old Follett house in Eldora (which is now a private home).



Rock-n-Row Tubing Adventure

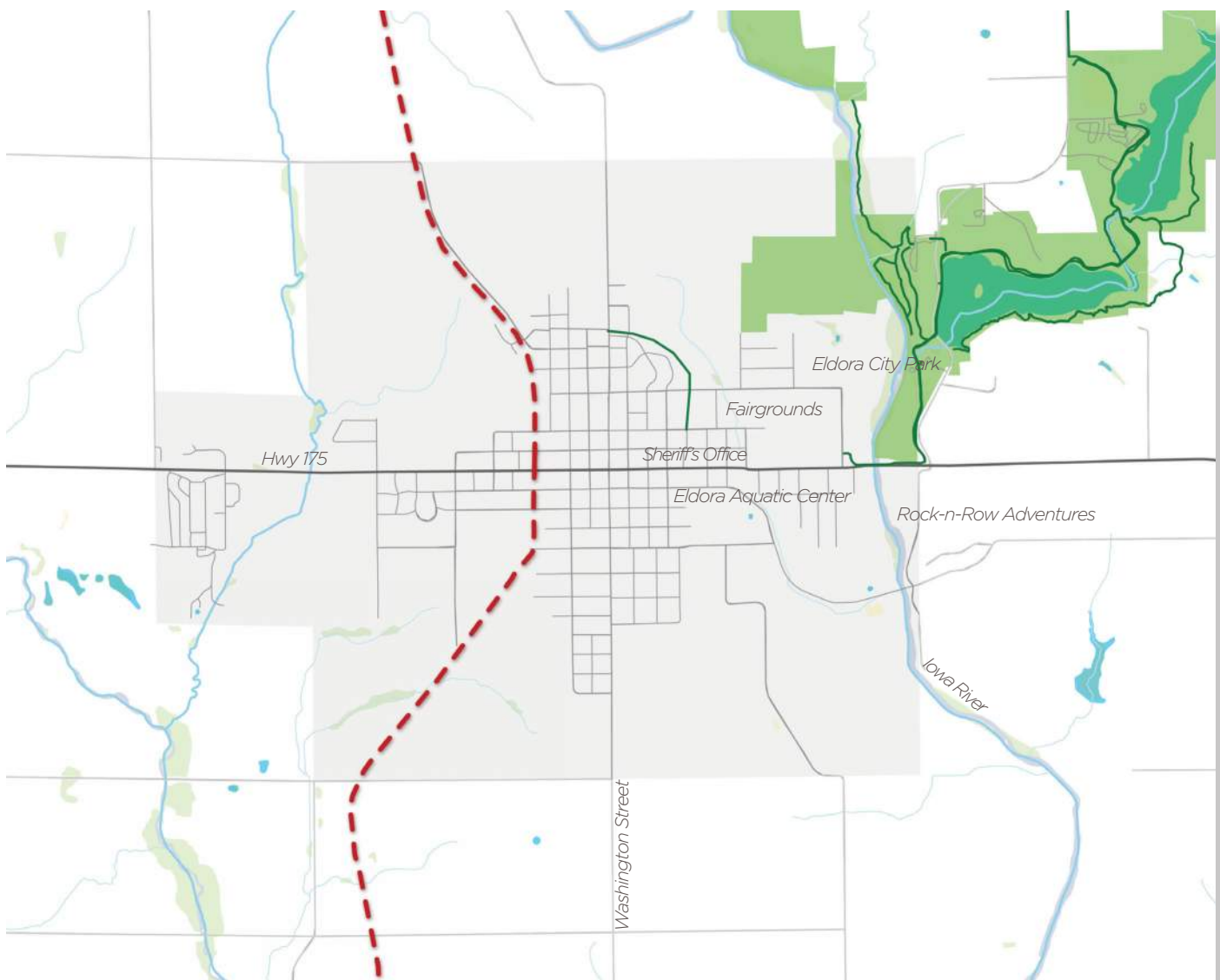
Highlights of the community include:

- Pine Lake State Park—This 668-acre park is a mix of woodlands of towering white pines and rare ferns, sandstone outcroppings and lakes along the Iowa River. Dedicated in 1929, it is among the earliest state parks in Iowa. Much of this park was shaped by the work of the Civilian Conservation Corps. The park features picnic areas, shelters and a lodge, along with cabins and additional camping opportunities.
- CCC POW Museum—This Civilian Conservation Corps and military museum offers an abundance of history for the community and history of governmental programs that helped develop the area. A building on the property is on the National Historic Register.
- Eldora Welcome Center & Railroad Museum—Located in Memorial Park, this attraction features the Owasa Depot and a caboose rail car. The Welcome center also provides information on businesses in the area and information about things to see and do.

Population: 2,732



Eldora Town Square



LEGEND

- Iowa River's Edge Trail Built / Paved
- - - Iowa River's Edge Trail Undeveloped
- Other Regional and Local Trails
- American Discovery Trail

Community Inventory

GIFFORD, IOWA

Gifford was named after C.T. Gifford, who was instrumental in bringing the railroad there. Gifford was once a major railroad junction town where the north-south railroad line of the Iowa River Railroad intersected with the east-west line of the Chicago Northwestern Railroad. Today Gifford is comprised of a few blocks of residential homes, an active quarry, and a local church. Every year on the Fourth of July, Gifford draws hundreds of people from around the area for one of the largest July 4th parades in this part of Central Iowa.

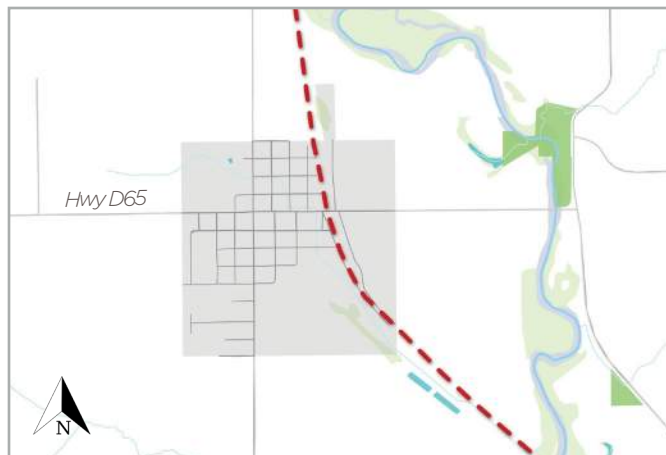
Unincorporated



UNION, IOWA

Union is a small rural village of approximately 400 residents that was the first community in what is now Hardin County. While the community was historically a hub for lumber, flour, and coal, today it is one of the richest agricultural areas in the world. Union is located on bluffs west of the Iowa River. Each summer, the community supports Tar Heel Days, which celebrates the first settlers who came from North Carolina. Union has a golf course with a restaurant and is near two Hardin County parks along the Iowa River, including Daisy Long Park which features a campground.

Population: 397



Community Inventory

LISCOMB, IOWA

Liscomb is a former railroad town along the Iowa River Railroad that was named after an official that worked with the railroad. The community grew with the railroad and at one time was home to many businesses. Today the community supports agriculture, anchored by the Mid-Iowa Co-op.

Population: 301



ALBION, IOWA

Albion was originally named Lafayette, but the name was changed to Albion in 1852. Jesse James and his family spent time in Marshall County in the late 1870's. The Albion hotel along Highway 330, where they stayed, is still standing but has been converted to a home. Albion overlooks the Iowa River abutting Highway 330 that links the Des Moines metro area with Waterloo-Cedar Falls. It is home to a newly constructed library and museum, a large community center, and the "Market Off Main," a unique store offering locally produced foods and items.

Population: 505



LEGEND

- Iowa River's Edge Trail Built / Paved
- - - Iowa River's Edge Trail Undeveloped
- Other Regional and Local Trails
- American Discovery Trail

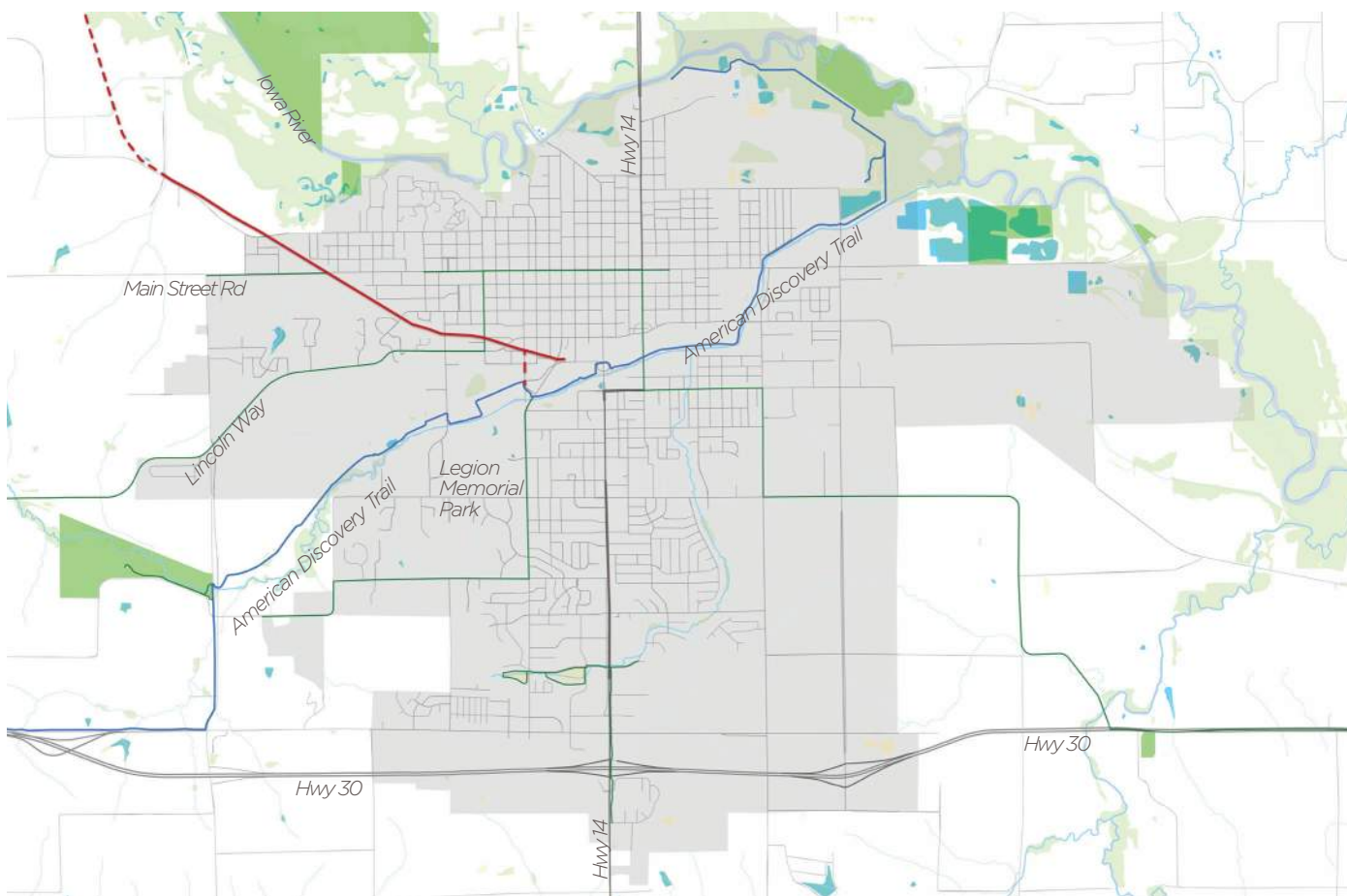
MARSHALLTOWN, IOWA

Marshalltown is the county seat of Marshall County. The first European settler Henry Anson described what he saw in the early 1850's as "the prettiest place in Iowa." With the help of Potawatomi chief Johnny Green, Anson persuaded early settlers to stay in the area. Many industries developed in Marshalltown including Fisher Controls, Lennox International and Marshalltown Company.

Highlights of the community include:

- Cultural Diversity – Marshalltown is home to a growing minority population. With more than 25% of the population identifying as Hispanic and a growing segment from Myanmar the cultural climate is one which offers unique opportunities. In the downtown more than 10 active businesses are owned by minorities. The school district has a majority minority population with more than 50 languages spoken.
- 13th Street District—Echo is a stainless-steel sculpture that stands 340 feet tall. This public art piece is the center of festivals held on 13th street. The Freedom Mural was implemented by Beau Ragland and commemorates the veterans of the armed services who have sacrificed so much for our country. Futsal courts, health services, retail, food & drink establishments, fill the district.
- Iowa Veterans Home – Marshalltown is home to the State Veterans Home which is a major employer and home to hundreds of Veterans who have served in the military. The 150-acre site is at the northern gateway of the 13th Street District.
- Marshall County Courthouse—John C. Cochrane of Chicago (who co-designed the State of Iowa Capitol building) designed the courthouse, which was constructed from 1881–1886. Ongoing renovations have preserved the integrity of the original architecture.
- Historic Downtown District/Main Street Community – The variety of historic buildings which surround the County Courthouse and line five blocks of Main Street feature retail, services, government buildings, offices and food & drink establishments.
- Marshalltown Public Library—This was the first newly constructed Gold LEED-certified library in Iowa and was the winner of the 2013 National Medal for Museum and Library Service. The Infinite Chandeliers, inspired by the 1941 short story *La Bibliotheca de Babel* by Jorge Luis Borges, hang in the lobby.
- Iowa Great Place Community – Designated an Iowa Great Place since 2014, Marshalltown has focused efforts on public art with the installation of Echo on 13th Street and Drills at the Marshalltown Roundhouse.
- Linn Creek Recreational Trail—This 8-mile segment of a 17-mile hard-surfaced linear trail extends from Riverview Park to the town of Melbourne. The trail has several short loops that provide a variety of outdoor opportunities in and around town. Trail users can observe views of the river bottom timber and marshes, as well as prairie grasses and wildflowers.
- On July 19, 2018, at 4:32pm local time, an EF3 tornado with peak winds of 144 mph devastated the north side of town. It destroyed the spire from the top of the courthouse (which is on the National Register of Historic Places), along with several homes, businesses and historic downtown buildings. It left a path of destruction 1,200 yards wide and just over 8.9 miles long. Fortunately, there were no deaths as a result of the storm.

Population: 27,552



LEGEND



- Iowa River's Edge Trail Built / Paved
- - - Iowa River's Edge Trail Undeveloped
- Other Regional and Local Trails
- American Discovery Trail

COUNTY INVENTORY

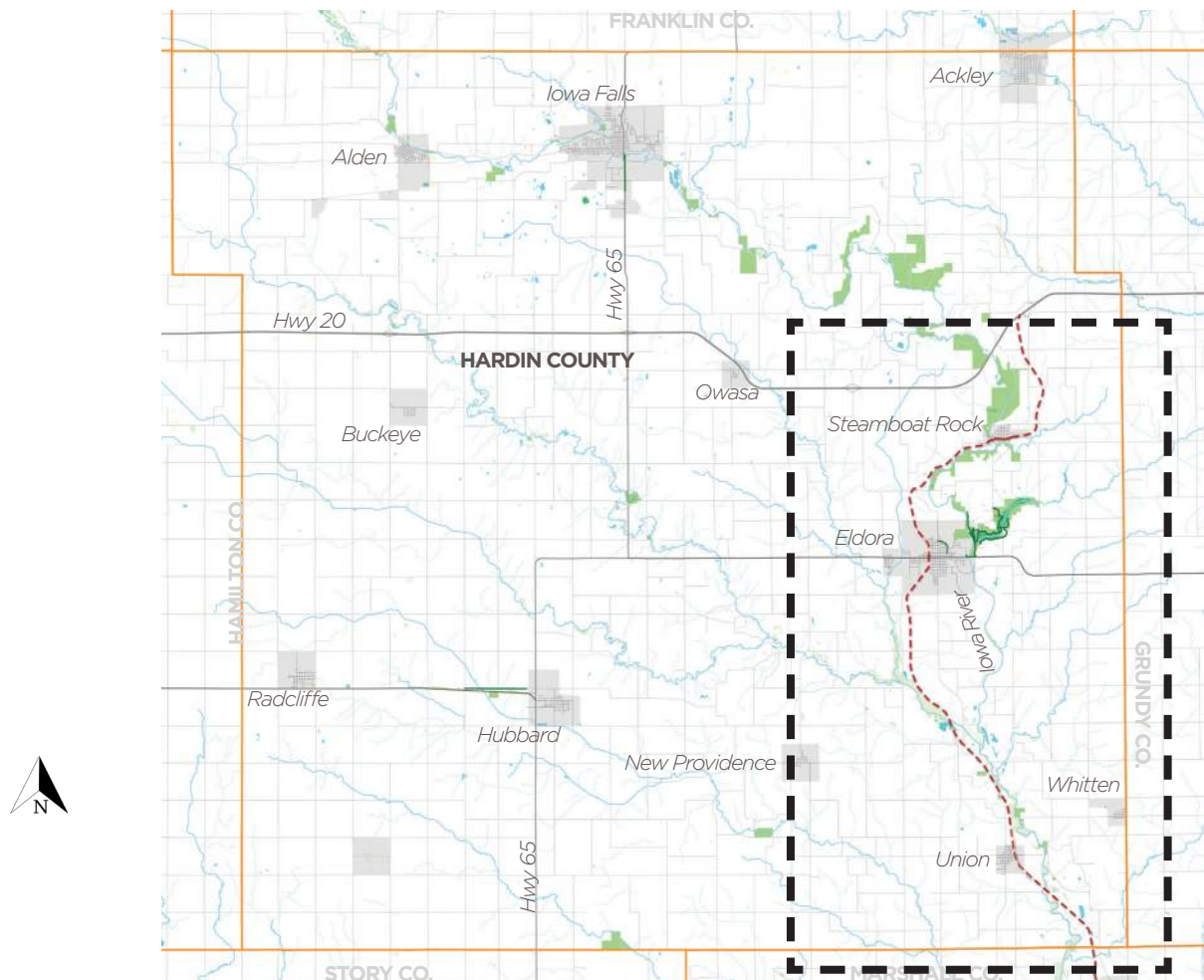
Hardin County

Hardin County is a county located in the U.S. state of Iowa. As of the 2010 census, the population was 17,534. The county seat is Eldora. The county was named in honor of Col. John J. Hardin, of Illinois, who was killed in the Mexican–American War.

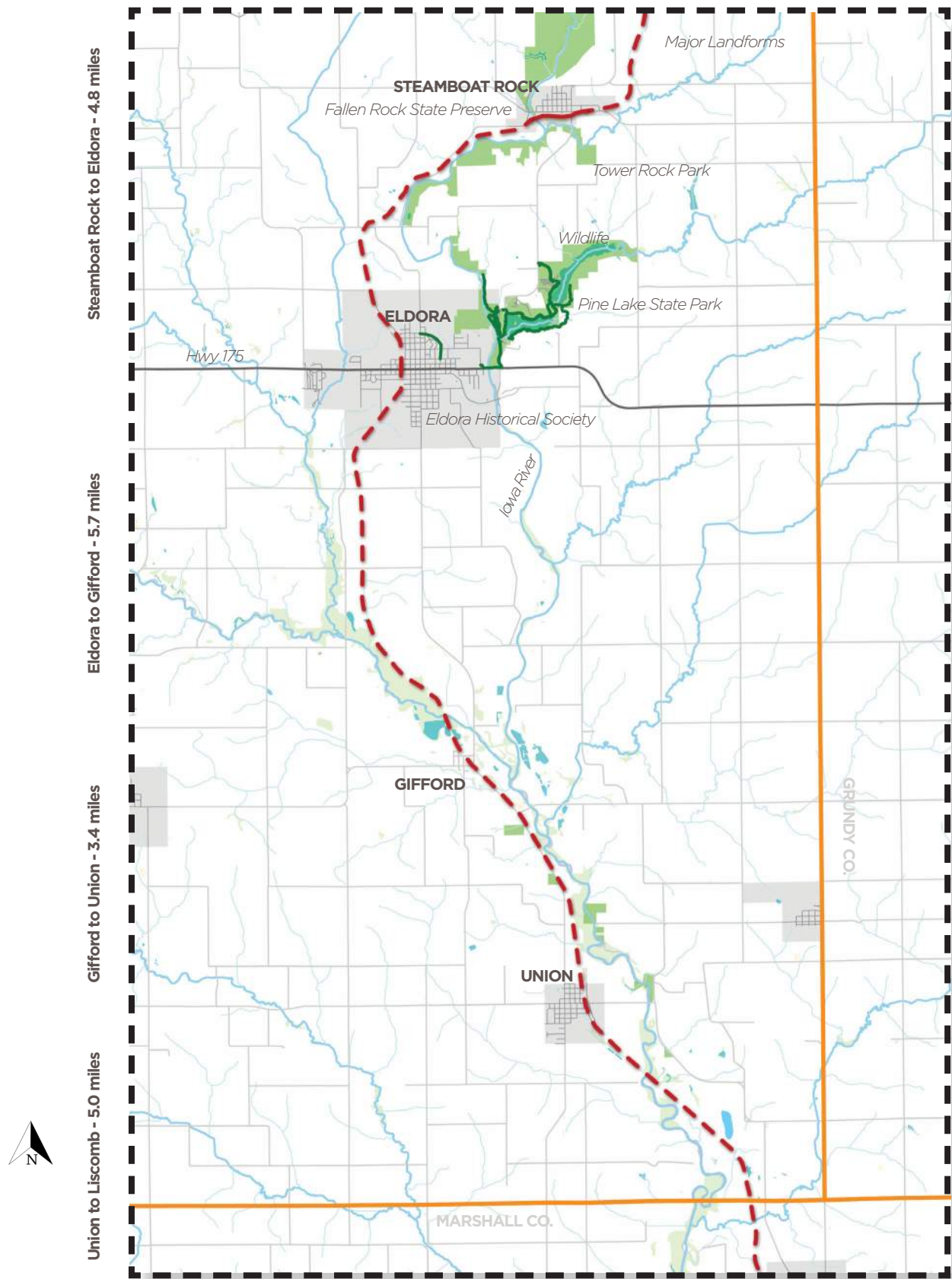
- Area: 570 mi²
- Population: 17,048 (2017)
- County seat: Eldora
- Points of interest: Pine Lake State Park, Calkins Nature Area,
- Gold Rush in Hardin County detailed in Nature Center
- Pioneer cemeteries in Hardin County

LEGEND

- Iowa River's Edge Trail Built / Paved
- - - Iowa River's Edge Trail Undeveloped
- Other Regional and Local Trails



River's Edge Route - North



INVENTORY & ANALYSIS

Marshall County

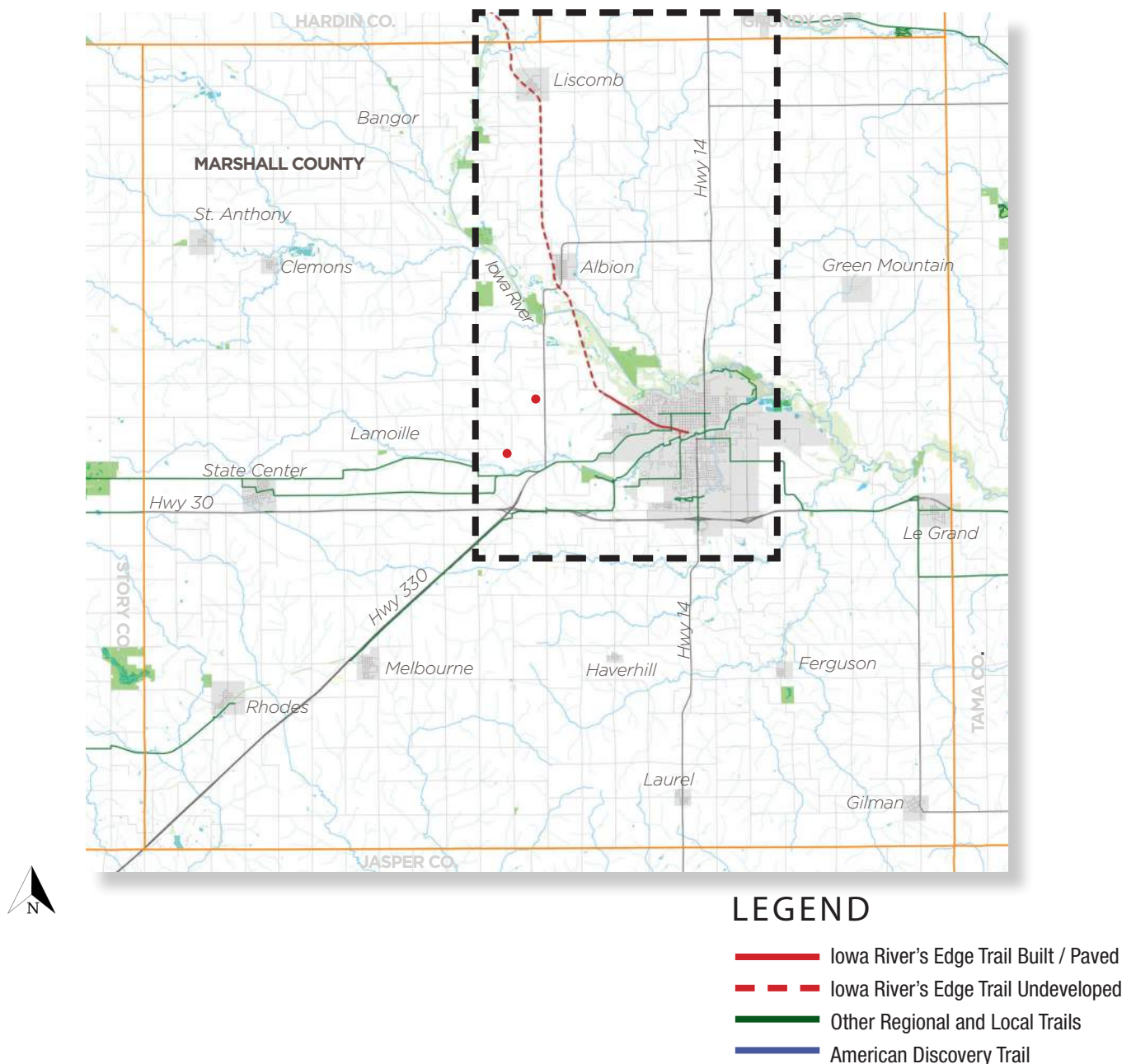
Marshall County is a county located in the U.S. state of Iowa. As of the 2010 census, the population was 40,648. The county seat is Marshalltown. The county was formed on January 13, 1846 and named after John Marshall, Chief Justice of the United States Supreme Court.

- Area: 573 mi²
- Population: 40,288 (2017)
- County Seat: Marshalltown

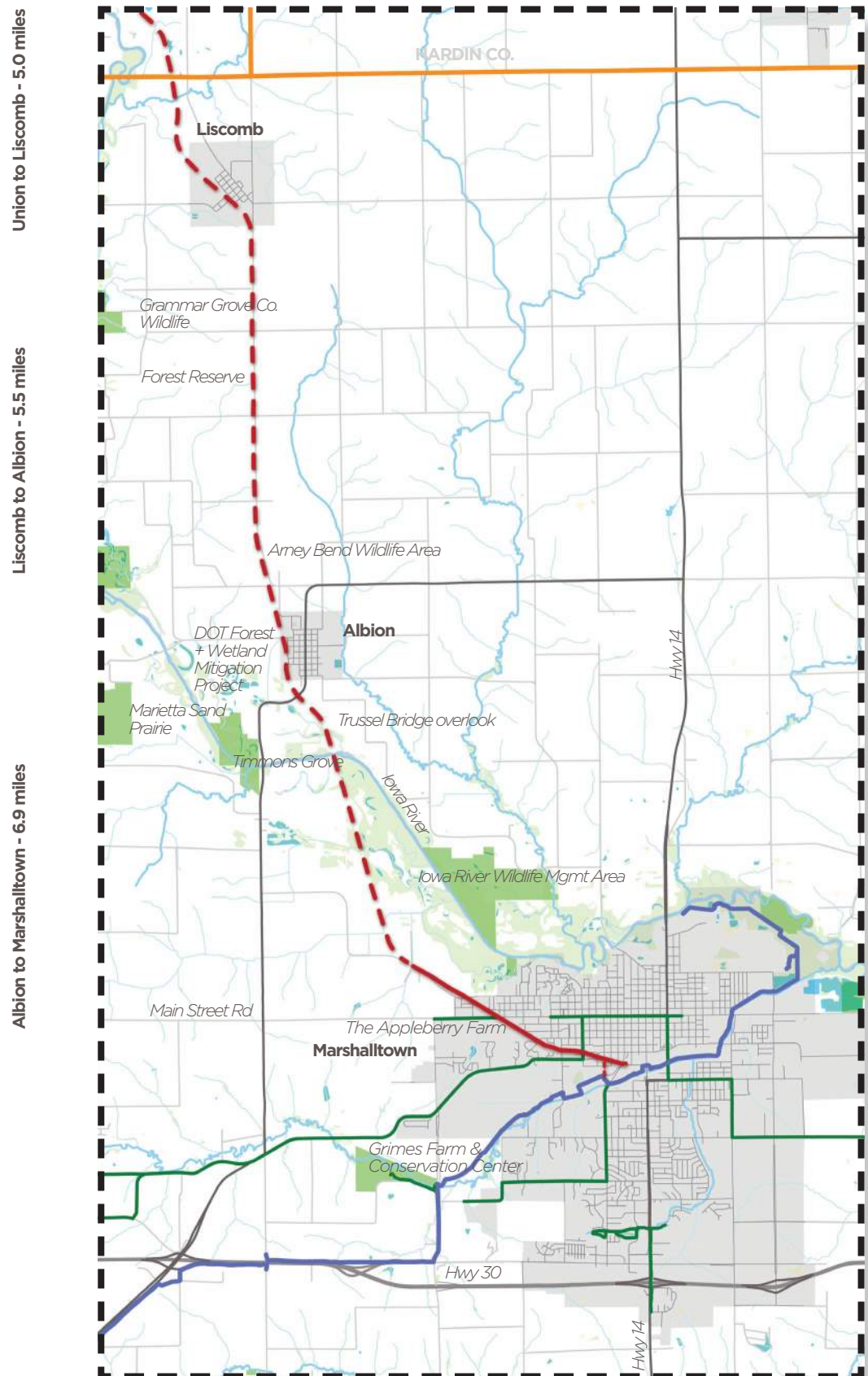
- Points of interest include:

- > **The Appleberry Farm**—This location features 20 different varieties of apples that you can pick for purchase, along with fresh cider and other treats. They offer fresh produce in the spring and summer, seasonal sweet corn and strawberries and holiday decorations and gifts.

Grimes Farm & Conservation Center—This interpretive nature center features environmental education displays and a natural outdoor playscape. An observation tower and hiking trails provide an up-close experience through forests, wetlands, prairies and crop fields.



River's Edge Route - South



TRAIL INVENTORY

American Discovery Trail

In 1989 the American Hiking Society envisioned a coast-to-coast multiuse trail that would link cities, towns, wilderness areas, forests, and deserts. The American Discovery Trail (ADT) is 6,800+ miles of continuous, multi-use trail, connecting 15 states, and stretches from Cape Henlopen State Park, Delaware, to Pt. Reyes National Seashore, California. It reaches across America, linking community to community in the first coast to coast, non-motorized trail. The ADT provides trail users the opportunity to journey into the heart of all that is uniquely American — its culture, heritage, landscape and spirit.

General Overview of State History

Iowa was landscaped during the Ice Age by four massive glaciers that smoothed out some of the hills and left perhaps the most fertile soil in the world. Farms take up about 90 percent of the gently rolling land that produces more corn and beans than any other state, as well as many other crops. Iowa is also the leading manufacturer of farm and road construction machinery. Iowa became a part of the United States in 1803 with the Louisiana Purchase and the twenty-ninth state in 1846. The state's nickname, the Hawkeye State, is said to honor Chief Black Hawk who led the Sauk and Fox tribes during the Black Hawk War of 1832.

ADT Detail: Waterloo to Marshalltown

The Waterloo-Cedar Falls metro area is where the ADT turns south onto the Sergeant Road Trail to Hudson, and then on farm-to-market roads to Voorhies and then west to Reinbeck. From there, through Morrison to Grundy Center, the ADT is on the Pioneer Trail, another packed limestone rail-trail. Again, on farm-to-market roads, the ADT heads south to Beaman, then turns west and joins the Comet Trail to Conrad, where back roads take the ADT into Marshalltown. There, the ADT is on local trails, then less-traveled roads going southwest to the Heart of Iowa Trail.

Marshalltown to Des Moines

The Heart of Iowa Trail, which is partially detoured because of construction, begins south of Marshalltown at Melbourne, continuing through Rhodes, Collins, and Maxwell, to Slater. There, after a few miles on back roads, it meets up with the Saylorville and Neal Smith trails, which take the ADT into Des Moines.

Iowa (512 miles)

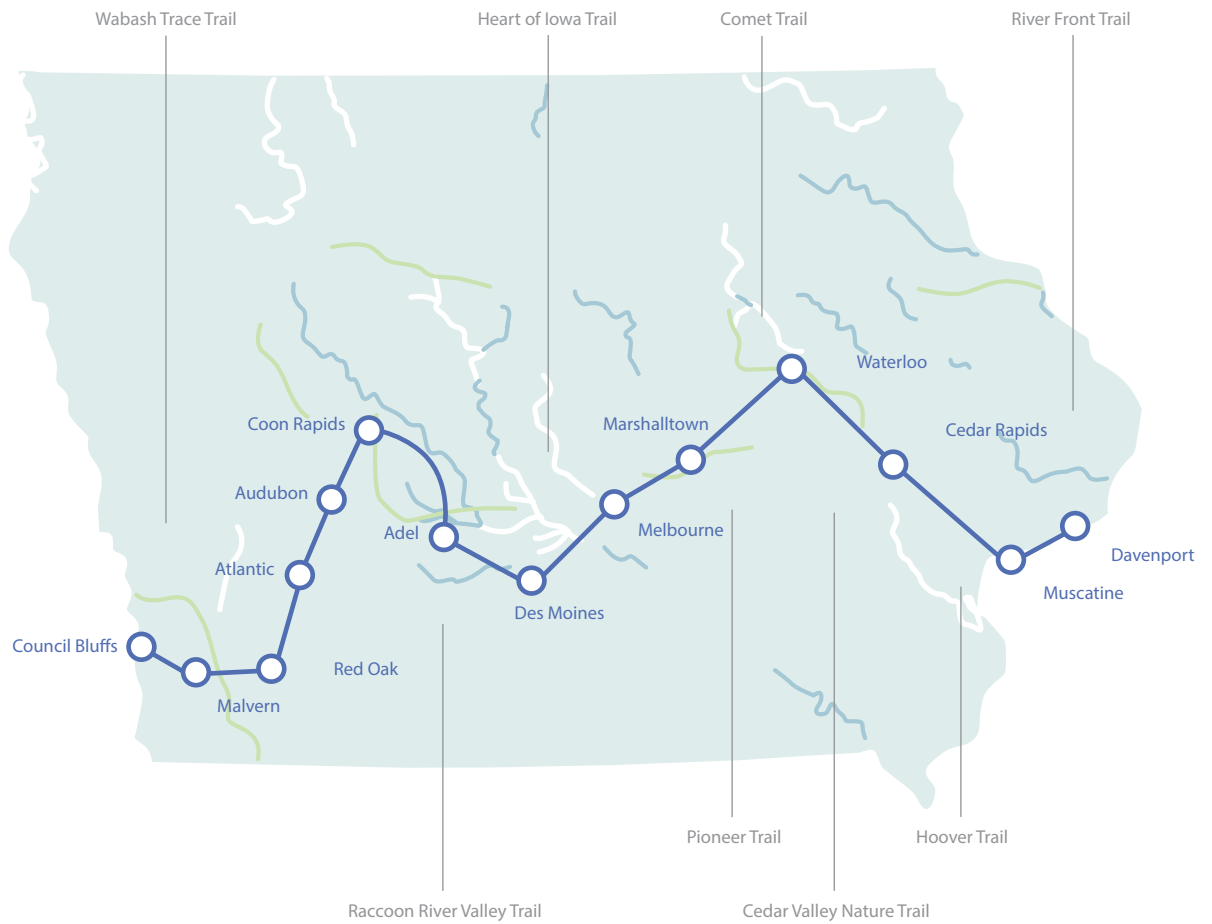
Affiliated trails

- Riverfront Trail
- Hoover Nature Trail
- Cedar River Trail
- Cedar Valley Nature Trail
- Cedar Valley Lakes Trail
- Pioneer Trail
- Comet Trail
- Heart of Iowa Nature Trail
- Saylorville-Des Moines River Trail
- Raccoon River Valley Trail
- T-Bone Trail
- Wabash Trace Trail
- River's Edge Trail

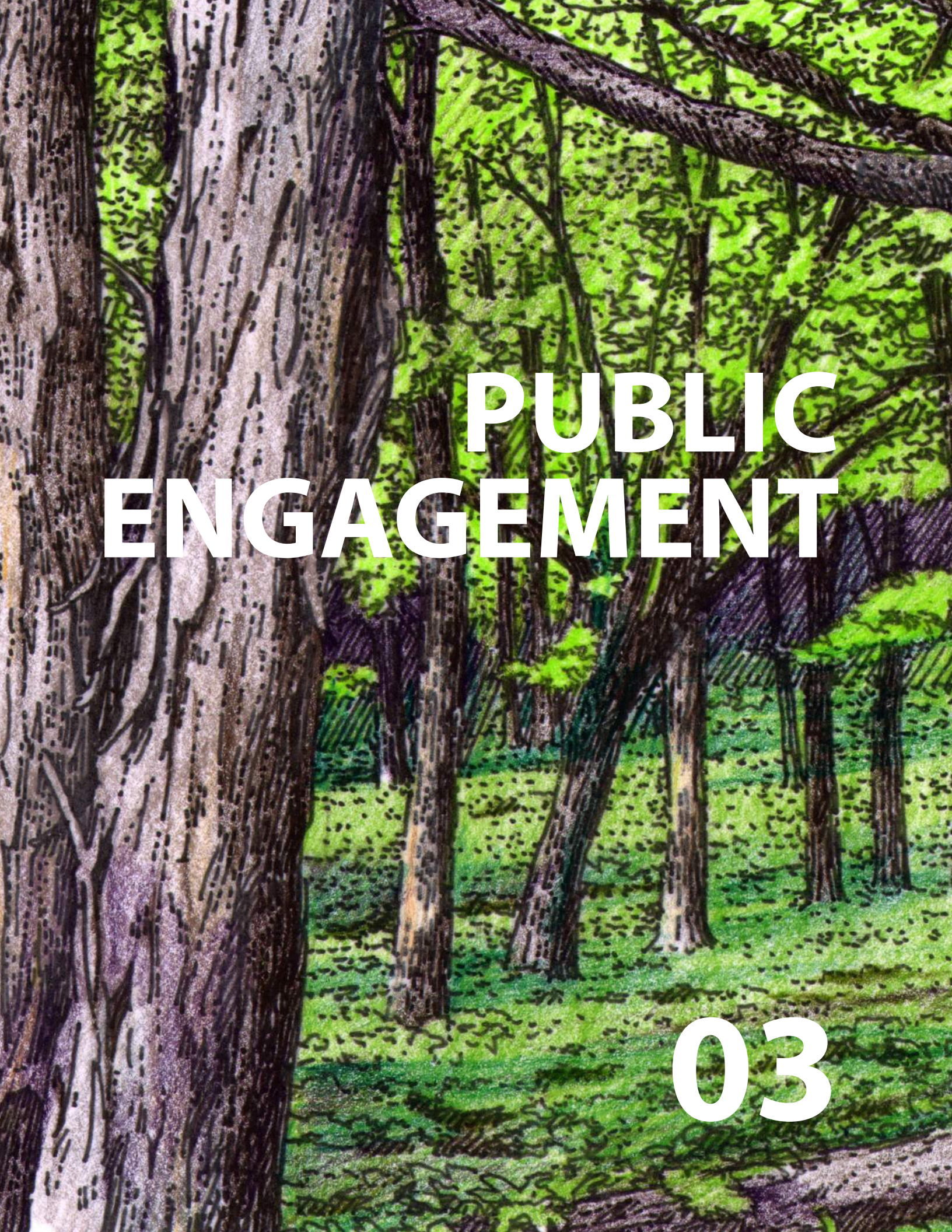


AMERICAN DISCOVERY TRAIL

6,800+ miles of continuous, multi-use trail stretches from Cape Henlopen State Park, Delaware, to Pt. Reyes National Seashore, California. When complete, the trail will pass the south gateway to River's Edge.



● American Discovery Trail
 ● Water Trails
 ○ Water Trails Study Area
 — Recreational Trails



PUBLIC ENGAGEMENT

03

EMERGING THEMES & HIGHLIGHTS OF DISCOVERY

The following report summarizes key findings from efforts to connect with stakeholders and the general public about the Iowa River Trail. What's the purpose of this discovery piece? To understand the project's challenges, opportunities and potential from the stakeholders' point of view. This summary reflects input and insights from participants in a series of public meetings, workshops and interviews during the June 2019 "Bike Chautauqua." These emerging themes also reflect interviews with stakeholders—from decision-makers to trail enthusiasts. These interviews took place from late July through early August 2019. As of this writing, 16 interviews have been conducted, and this work will continue to help ensure all who want to provide input can do so.

Enthusiasm for the project is reasonably high—and over the top among trail enthusiasts and many connected to economic development and tourism interests. At the same time, some are concerned that energy behind the project is not as high as it once was. Skepticism about the project is more focused on the challenges of fundraising, the timeline required to achieve success and concerns about leaders' ability to effectively connect all the communities in the corridor. Finally, some do express concerns about the timing of this project, on the heels of the 2018 tornado, but this is not a dominant theme. Most respondents are eager to find ways to make this project work.

PREPARING FOR DAY TWO OF BIKE CHAUTAUQUA



NOTE: Direct quotes from interviews and public comments appear in italics below:

~The value of this trail is in the 'meta-communication.' It shows we're communities 'on the move.'

~ It'll happen. I have no doubts it will happen.

~ We owe it to the community, the region and for that matter, the State of Iowa to do this the right way. If so, this trail will blow your mind.

~ I just want to say to these communities: You have so much potential here. Wake up!

THE BENEFITS

This is a Trail of Promise: The Physical Characteristics

Most of the participants in the Chautauqua and interviews see this project as holding great promise for the communities/region involved—in large part due to physical characteristics of the trail itself. They say the trail enjoys:

~ Proximity—from town to town and from trail to population centers

~ Proximity to the river for pedal/paddle experiences

~ Pacing of town to town (an easy riding distance between stops in each community along the way)

~ Active water recreation to the North (which is already in play and expanding)

~ The fact some pieces of this trail have already been built—both North and South, making this trail (essentially) an in-fill project

~ The character of the river and paved trail combined—in that the trail parallels the river upstream with an adventure orientation, and crossing the river downstream gives the trail exceptional nature-based experiences (oxbows and wetlands).

~ The environment will dictate the trail. Let's not screw up what this trail could be.

~ I think this has potential to be the greatest trail in the state of Iowa.

~ This could be the premier trail in the Midwest.

Cycles & Cents

YOUR TWO



MEET & GREETINGS

JUNE 18

7 – 8 AM Steamboat Rock

JUNE 19

7 – 8 AM Eldora
11 – Noon Union
5 – 6 PM Albion

JUNE 20

7 – 8 AM Albion

CELEBRATION EVENTS

JUNE 18

5 – 8 PM Eldora

JUNE 20

5 – 8 PM Marshalltown

JOIN US!

Share your ideas
about the Iowa River
Recreation Trail



BIKE WITH US!

JUNE 18

11 – 1 PM Steamboat Rock to Eldora

JUNE 19

8 – 11 AM Eldora to Union
with a stop in Gifford
2 – 5 PM Union to Albion
with a stop in Liscomb

JUNE 20

8 – 10 AM Albion to Marshalltown

Visit the
Facebook event
for more info!
[http://bit.ly/
IARiverRecTrail](http://bit.ly/IARiverRecTrail)

Call Mike Bell at **515.418.2154** to request a
stakeholder interview along the route.

The Economic Potential

In addition to the physical characteristics, respondents see the potential for economic development, tourism, and an improved quality of life that could mean more people call this corridor home (versus commuting here).

~ It may draw people here. It may keep people here. Many things draw people to a community and this would be part of that. It may not generate a lot of new businesses, but it could spark cafes and restaurants in some of the smaller communities.

~ We will become a tourist destination. This will be something the region and Marshalltown can hang their hats on.... The trail is important for recruiting workers.

~ Look at other trails. High trestle? 100,000 people? We won't do that, but we could still get pretty good numbers. We could bring people to the community and show off what we have.

~ The obvious [potential]: tourism, motels, B&B's, restaurants. I would like to see us get a reputation for biking—maybe attract some retirees, not just the occasional weekend visitor.

~ This will be a huge economic draw. My wife and I travel all over, riding bikes. We spend a lot of money—restaurants, hotels. I know what this can do for our area. It would be huge.

~ I don't know of another project that has the potential to have this great an economic impact on our communities.

PUBLIC ENGAGEMENT IN UNION



Public Health and Recreation, Connectivity and Quality of Life

They also see promise in this trail in what it could do for public health, its capacity for making connections and promoting overall quality of life. The trail offers a true experiential range—from opportunities for high adventure to deeply reflective nature experiences. At the same time, they see urban-rural connections, the social connections that come through recreation and the community-to-community connections along the corridor they deem essential to the trail's success. They see this trail linking people to the outdoors and making the physical community connections. The trail further supports bike-commuting/daily exercise as well as active recreation. These features build public health—and community—at the same time. And some say they're simply essential for community survival.

~ Health benefits of course! And getting people to live in Marshalltown. A trail like this is really an expectation now, especially for young people, young families. If we are going to attract young people, these are amenities they expect.

~ I have teenage kids. I would love to get them out-of-doors and onto a trail. I grew up in this area. I would have loved to have a way to get access to some of the rural areas via trail—the creeks, the rivers, the woods.

~ People are getting excited because work is being done from Steamboat Rock to Eldora. People can't wait to ride that trail and get off the highway. Lots of RAGBRAI riders in Iowa Falls are talking about it.

~ Of course wellness would be a benefit—that's a no-brainer. Even with the section of trail already done, I know of people who are walking to work, riding their bikes. It's faster than driving.

~ Marshalltown could be a destination community. Quality of life here must be improved. 4,000 people commute to Marshalltown. What if we could get some of those people to stay?

~ An opportunity to bring people together. Bring people in from Marshalltown and other communities... also, health is very important. Get people outside and moving.

~ A key benefit is connecting communities.

THE NEEDS FOR TRAIL SUCCESS

Marketing, Programming, and Events

Respondents see no substitute for a coordinated marketing effort throughout the corridor—complete with appropriate branding/logos and plans for some level of programming/events to make the trail sing.

~ We need to create a way to market. We need to create a logo and materials—a way to create awareness. We don't have that expertise locally and we need to do it right now. Cohesive marketing materials will push this a long way.... Branding. Everyone following the same design.

~ Let's be working together here and make sure we're promoting the whole area together.

Signage, Portals and Invitations to Explore

Signs alone might not pull people from the trail into town, but when coupled with inviting gateways or portals, and

invitations to explore what lies ahead, respondents say they believe success is in their sights. Many recognize this trail's ultimate success as an economic development engine depends on peeling people from the trail to experience the towns along the way.

~ Wayfinding—point out things specific in the communities, like railroads in Marshalltown. We can make history a part of it.

~ Would be nice to see something standardized along the trail in terms of signage.

~ Signs alone are not enough.

~ Wayfinding—I hope this does not become a cookie-cutter design. The signage should highlight special things in each community along the way.... Signs should also be educational in nature—pointing out natural things along the way—river stuff, wildlife, etc.

~ Not only wayfinding ON the trail, but TO the trail.

~ People need to know where they are and how far they have to go.

Existing Parks' Amenities Leveraged

Participants in these conversations say this region has key park amenities that will benefit the trail when fully integrated into the plan. They speak of Pine Lake State Park, county parks and city parks as having features that can reinforce the value of this corridor.

~ The trail at Pine Lake is paved 100%. It's great.

~ It's going to be a real draw for the area. It'll complement what we already have: camping, cabins, trails and river use. I definitely view it favorably and hope we can market it as a mini-vacation/getaway spot.

~ We have the Sac and Fox Overlook that is pretty great... we do weddings out there and it's really nice. People come off 20 to look at it and see the view.... It's all part of the big picture.

~ We have a private park at Second and Main (Marshalltown). It's unique. Des Moines doesn't have anything like that. We are capable of doing some amazing things.



SHARE YOUR THOUGHTS FOR FUTURE IMPROVEMENTS TO THE TRAIL

Boat Rock

ELDORA

GIFFORD

UNION

LISCOMB

ALBION

MARSHALLTOWN

Future Path

Events

Connecting the towns in this corridor is both a physical and figurative need for the success of this trail, according to these respondents. Working together will aid in acquiring grants. Working together provides experiential opportunities (e.g., poker runs, relays, scavenger hunts, concerts—on and on). Actual or potential destination features are present in every community along the trail. If the communities don't fully "buy in," this trail will fall short of its potential, if not fail.

~ We need to secure the smaller towns along the route. Some of them lack resources, so how do you get them involved?

~ If it's a dead-end trail, you'll have local use, but once it gets connected, it gets used heavily. We've seen it. If we have that connectivity from Marshalltown to Eldora, I think it will be an attraction.

Many respondents want this trail to serve wide-ranging users. They speak of seniors and/or families needing opportunities to use the trail with electronic boosts—carts, Segways or e-bikes, for example. Many also want the trail to meet winter recreation needs. If it serves the public 365 days per year, that greatly strengthens its overall role supporting economic development and outdoor recreation (i.e., quality of life)—but they do note some maintenance risks can come with some of the proposed uses. They also want pedal/paddle services and amenities. In short, they envision a trail where users can bike, hike, walk, stroll, paddle or ride. They seek experiences for all ages and abilities—as long as the trail can take it.

~ We may have some differences on trail use. Hardin County wants 365-day use. It needs to be open to snowmobiles, maybe low-speed carts, etc. We want a "recreation trail"—not just a bike trail. We need to have a way for old folks to use it who cannot walk or bike—carts. But no horses or ATVs.

This is a key driver for many, particularly several of the project champions in Marshalltown. They seek physical connections to the Fisher Center and value Marshalltown's reputation as an arts hub. They would like the trail's character to reflect that connection. At the same time, some do express concern of art dominating nature—they want to see the arts components in balance with the trail's exceptional natural beauty.

~ I like the art idea. We looked at Mason City where they have art on the trail. They have a lot of art tucked around that city.

CHALLENGES

Getting All On-Board

Participants tell us not everyone sees the potential of the trail. They mention residents, particularly in some of the smallest communities, who look at their town's decline as inevitable and fail to see how this project would contribute to any meaningful turn-around. Others call out the need to spend resources on roads or more traditional amenities. At issue, too, are current and future concerns over trail corridor maintenance. Some respondents see these issues as potentially discouraging to elected officials who need to support the project.

~ You need communication to all the stakeholders in all the communities up and down the trail.

~ I know landowners down the trail and I have relatives who know landowners who are concerned about people having access to their land. They're worried about problems—about litter and people coming onto their property. They're also worried about them having access to their land.

~ [Farmers] fear the expense and they don't want people jumping fences.

~ The general attitude is that what we have is good enough. You don't need to build anything new—we fend for ourselves. It's not necessarily a proactive [approach].

~ It's important to keep in mind that this is an amenity for the county and they need to be supportive of it. The current Board of Supervisors might not be supportive.

~ All that is ever mentioned [with respect to the trail] is that the weeds aren't getting mowed.

Maintaining Momentum, Leadership

Many of these respondents tell us the project had momentum with early paving projects, but without a specific project happening in-the-moment, that momentum has waned. They see the need for strategies to keep champions and the broader public engaged and enthusiastic as this project faces an extended timeline. This project will require leaders who don't give up easily and lead with energy. They see upcoming paving projects as potentially providing a much-needed shot-in-the-arm for project awareness and enthusiasm.

~ I haven't heard anything [about the Iowa River Trail] in six months.... Nobody is communicating anything or I am not in the loop. I bike with a lot of people, very active cyclists. Nobody's heard a thing.

~ People that aren't directly involved are not talking about it that much.

~ Seems like a lot of people want to have the trail, but no one wants to do the work. They need help. Also, we have had three major community projects in recent years and the same people donate to them. They are tapped out and also tired.

~ The biggest challenge besides funding is keeping the person-power enthused about the project—keep people involved, keep the energy level up.... People get spread pretty thin.

~ You have to maintain enthusiasm and it's hard on a long-term project like this.



COMMUNITY MEMBERS OF ALL AGES PARTICIPATED IN THE PUBLIC ENGAGEMENT PROCESS

PUBLIC ENGAGEMENT

Funding

Every project faces funding challenges and this is no exception. It's often the first obstacle mentioned—but not without hope. Many link funding prospects back to that all-on-board challenge: the better the collaboration and enthusiasm throughout the corridor, the greater their chances for project success. Aftermath of the 2018 tornado has also increased the near-term challenge. Some see it as particularly challenging to secure resources for this project when so many residents are still struggling to recover. Despite funding coming up frequently, the overall tenor is one of “we can do this.”

~ *Got to raise the money or get grants.*

Also, the infrastructure from what I know will be a big financial challenge.

~ *Money is probably our biggest challenge.*



So Many Bridges!

One reason many have funding concerns relates to the potential expense of bridge repair and replacement to effectively execute this project. Bridges are expensive and this project has several. At the same time, many do see these bridges as an opportunity to craft a truly distinctive trail that embraces natural vistas and iconic art with distinction—and great potential for regional or national recognition.

~ *The bridges will be very expensive.*

People know that a few years ago, trains were going over the bridge over the Iowa River. Now they don't understand why we can't just run bikes over it.... Also, we'll face

problems with all the political subdivisions which have to be involved in working with the bridges.

~ *Bridges. Back in the day, you could slap some concrete on the decking and call it good. We did that on the [Wabash] Trace. But that was then. We live in a regulatory environment. At one time I think we could have done that, but not now.... Too many entities involved, and it's slowing us down.*

~ *Cut the cost of the trail by making it crushed limestone, the more money could go for all the bridges that need to be fixed.*

Addressing the Straight-Aways

Liscomb-to-Albion is a straight-away portion adjacent to farm fields, posing a design challenge to maintain trail interest through this stretch. Similarly, some also express concerns about the upstream straightening of the Iowa River in the past, potentially limiting the scenic value of that stretch for the pedal/paddle options some hope to use as a trail selling-point.

~ *Another issue is this stretch of the Iowa River. It was channelized, so it's not the most attractive float. Straight as an arrow and boring as [heck]. I've had folks tell me that. It's wide, shallow and straight.... It's farmed right up to the river banks.*

IMPLEMENTATION STRATEGIES

Take Advantage of Project Pieces

Many involved in this project have already done their best to leverage the work that has been started. Paving some sections to the south and the north cries out for paving in between. These sections offer excitement when ground is broken and then they open up for use. Respondents note that as this project continues to build out in affordable stretches, it makes sense to pull out all the stops on publicity and awareness-building to maintain momentum. At the same time, they mention “educational marketing”—helping all within this trail’s reach to understand its benefits. They see this strategy as particularly important in some of the smaller communities along the trail, where the trail currently can feel more like a burden than an opportunity.

~ We have to get pavement down soon, so people realize what we have here.

~ Biggest challenge right now is we MUST figure out a way to get to Albion [and can leverage that connection]. Just get us there. Limestone even.

Fund Maintenance & Joint Marketing

Fund-raising for major capital projects is always a challenge but, increasingly, funders look for opportunities at the outset to help the project over the long run. Respondents note that maintenance requires planning ahead to make sure the resources are available to keep this project up to snuff over time. Similarly, they want to see a commitment to marketing and promotion up front as well. While a few have borrowed Kinsella’s “If you build it, they will come,” many see this trail’s success as clearly dependent on the ability to create broad and deep brand awareness. This requires resources and commitment, they say.

~ Maintenance—I’m very concerned about ongoing maintenance.... Worst thing is to have something and not be able to take care of it. We have limited resources. It’s a struggle.

~ I worry about long-term issues—who is going to take care of it after it is built?

~ We need to market the trail but we also need to figure out how to market it.

~ Also—it’s critical—we need to do advertising. Get a Facebook page or website.... Get some pamphlets or flyers and ads in the Eldora News.

Create the Pseudo Loop

Often a driver for trails to serve as destinations stems from the ability to “ride the loop”—to experience the convenience of ending the ride where one begins without repetition. At some level, any trail of great natural beauty will shift experiences for the user with a simple change in direction. But surfacing in these discussions is the opportunity to make this out-and-back trail function more like a loop—by intentionally designing for an experience change whether the user is heading north or south. During certain times of the year for some users, a pedal/paddle loop (head south on the river, head back north on the paved trail) can provide that experience as well.

~ They need a different experience on the way out than they get on the way back.



PUBLIC ENGAGEMENT

Develop an Attractor

Many look to a bridge or bridges for a potential iconic attraction to this trail. Others see the exceptional nature settings (oxbows, wetlands) as the answer and some look to integration of the arts as a piece of the trail's ultimate attraction. But most see this trail as needing a "signature attraction"—even if they're currently unsure of the specific approach needed to get there.

~ Make the Iowa River Bridge a signature bridge.... something like the High Trestle Trail—make the bridge iconic.

~ Once you have established a destination, it gets used.



Support Entrepreneurship

Looking beyond the physical construction and marketing, many participants ask leaders to think through how to spark and support the trail's economic promise. As the trail is physically taking shape, they see a need to also help locals develop those entrepreneurial opportunities—perhaps securing connections to capital and other forms of support. They want to look at how other trails have sparked economic development, mentioning the Root River Trail, the Great Western Trail and the High Trestle Trail as potential examples.

~ Look at the High Trestle Trail and how Woodward and Madrid have gotten visitation.

~ We ought to be learning from other people. I don't think there is much of that happening right now.

~ It's very important to instruct and encourage locals to see the economic opportunities. I don't think that's being considered right now.

~ I see problems in some of the rural areas where there is nothing [in terms of economic development].

Identify Community Features to Leverage/Support

In addition to local businesses, these visits have led to a series of more site-specific features to consider for project design and implementation, including:

- Marshalltown—Main Street and 13th Street Districts, Impressionist Art Collection, Art Identity, Grimes Farm, Highway 14 corridor redevelopment
- Albion—Community Center desired, Raymon Trailhead, Local Park
- Liscomb—City Park (see trailhead)
- Union—Main Street, Park, Country Club
- Gifford—Vacated Coffee and Gas
- Eldora—Downtown, Pine Lake State Park connections, Eldora's West Side
- Steamboat Rock—Sac and Fox Overlook, Boat Launch/Dam—potential for future whitewater and/or continuing trail

~ *Steamboat Rock is unique—has a mountain feel in the flatland. A trailhead there could be great. Eldora has amenities. Gifford—all the history there!... Café could be a "star" attraction.*

Historical finds also surfaced as potential features to address:

- Jesse James House in Albion
- Quakerdale
- Gifford's hotel history, history of gas and café

- Rainsbarger Counterfeiters and Lynching (Eldora and Steamboat rock)
- Birth of Lennox, Birth of Fisher (Marshalltown)
- Stagecoach Road (Union)
- Harry Houdini in Marshalltown
- Railroad-Agriculture connection

These additional opportunities have also surfaced during discussions that could have some potential related to implementation:

- Connection to Fisher Community Building in Marshalltown
- Old granary buildings near the trail—potential B&B? In Steamboat Rock?
- Albion wants a community center—and to host fundraiser breakfasts
- Water recreation of substance happening or poised to happen upstream
- Attractions for families, places for people to play—cool parks or playgrounds/natural playscapes, obstacle courses (mentioned by middle-schoolers of color), scavenger hunts, animal prints in concrete, stories along the way
- En Plein Air (not mentioned, but arts-oriented)
- Observation blinds (these were not specifically mentioned, but associated with nature observation)



PROJECT FOCUS

04

BRANDING

Building a Brand

The evolution of “Iowa River Trail” to Iowa River’s Edge Trail.

This process has been an evolution and the name of this trail segment reflects that process. When Trails, Inc. and the Hardin County Trails Commission we sought to purchase sections of land for the trail, it needed a name. To move forward with land acquisition, future grants and paving, the groups used the name “Iowa River Trail.” The Steering Committee built off that original identity when they determined this section of the trail needed to be celebrated as its own unique identity.

Utilizing interview feedback and brainstorming sessions to highlight the natural amenities of the area, the group homed in on the river’s edge. When traveling this trail, the anticipation of getting to the next water crossing is something to look forward to. The trail cuts through different landscapes and terrain and showcases significant ecological diversity. Multiple bridges and the feeling that one is immersed in their surrounding makes this trail a destination.

Staying true to the history of the area, it was determined that, “Iowa River’s Edge Trail,” was an exciting and marketable brand to move this project forward.

The Making of this Logo

The primary role of the River’s Edge Trail logo is to identify. Trends come and go, design tools and techniques will evolve, and this logo may drastically change with time, but for the life of this trail, the single most important goal of this logo will always remain this – to identify this unique segment of the Iowa River Trail.

Five characteristics of a great logo:

- Simple. Simple logos are the ones people can recognize as soon as they see them.
- Scalable. A great logo should be simple enough to be able to be scaled down or up and still look good.
- Memorable / Impactful.
- Versatile.
- Relevant.

Logo design is a strategic tool – it’s not art.

Logo design is not art – too many people mistake them for art since logos are a visual object.

The goal is not to design a thing of beauty... and not to design something we or the client personally likes the look of, but instead logo design needs to be treated as a strategic business tool that will allow a company to be identified in the vast world we live in. Of course, a logo can still look good, but that should be a secondary factor when designing a logo. Identification comes first.

Why do logos matter?

They are the face of an organization, product or service

When you picture a business in your mind, you often immediately picture the logo, be it the golden arches of a famous fast food company, or the apple with the bite out of it representing one of my favorite technology brands.

Establish Instant Brand Recognition

A well-designed logo will be memorable, helping customers to remember the brand.

Shapes and colors are easier for the human brain to process and memorize than words are.

Good First Impression

With so many businesses in the world, a company has one chance to impress and attract. If the logo design fails to impress onlookers in today’s internet driven world it’s very easy to go elsewhere.

Some business owners go down the DIY route, or use low-cost amateur designers, not understanding how damaging poor design can be for them when first impressions matter so much.

The saying ‘there’s nothing more expensive than cheap design’ – sums up the losses the company is causing by accepting the cheapest and quickest route.

Communicate brand values & additional meaning

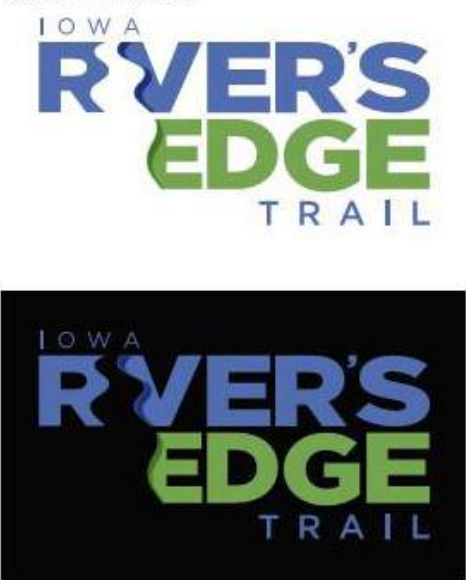
Although a logos primary purpose is to identity, they can also be leveraged to communicate important brand messages and values. Just keep it simple.

IOWA
RIVER'S
EDGE
TRAIL

PROJECT FOCUS

LOGO

COLOR VERSION



ADDITIONAL VERSIONS



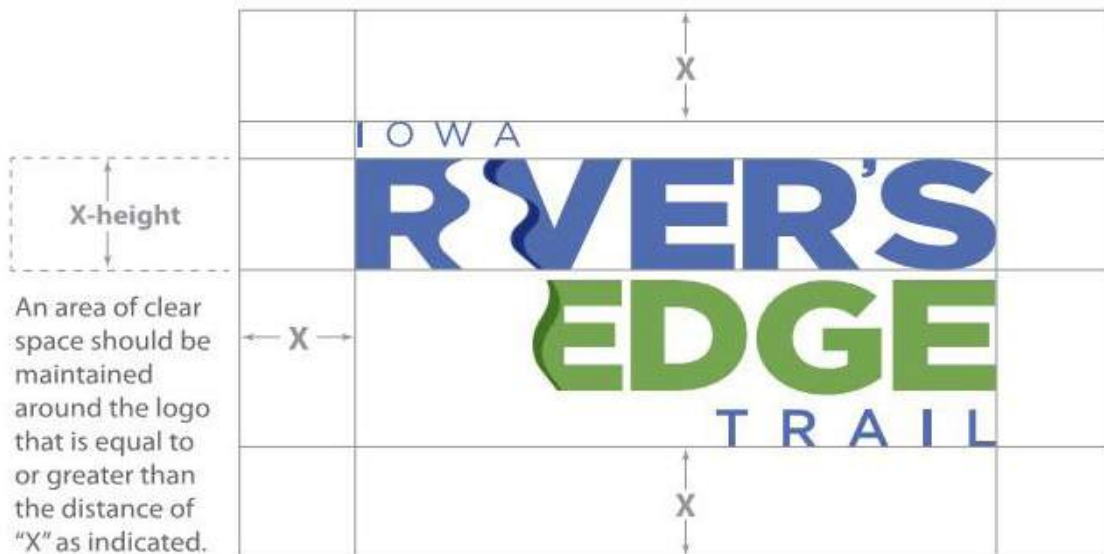
B&W VERSION



B&W REVERSE VERSION



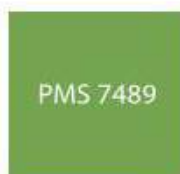
LOGO MARGINS



MINIMUM SIZE



COLOR

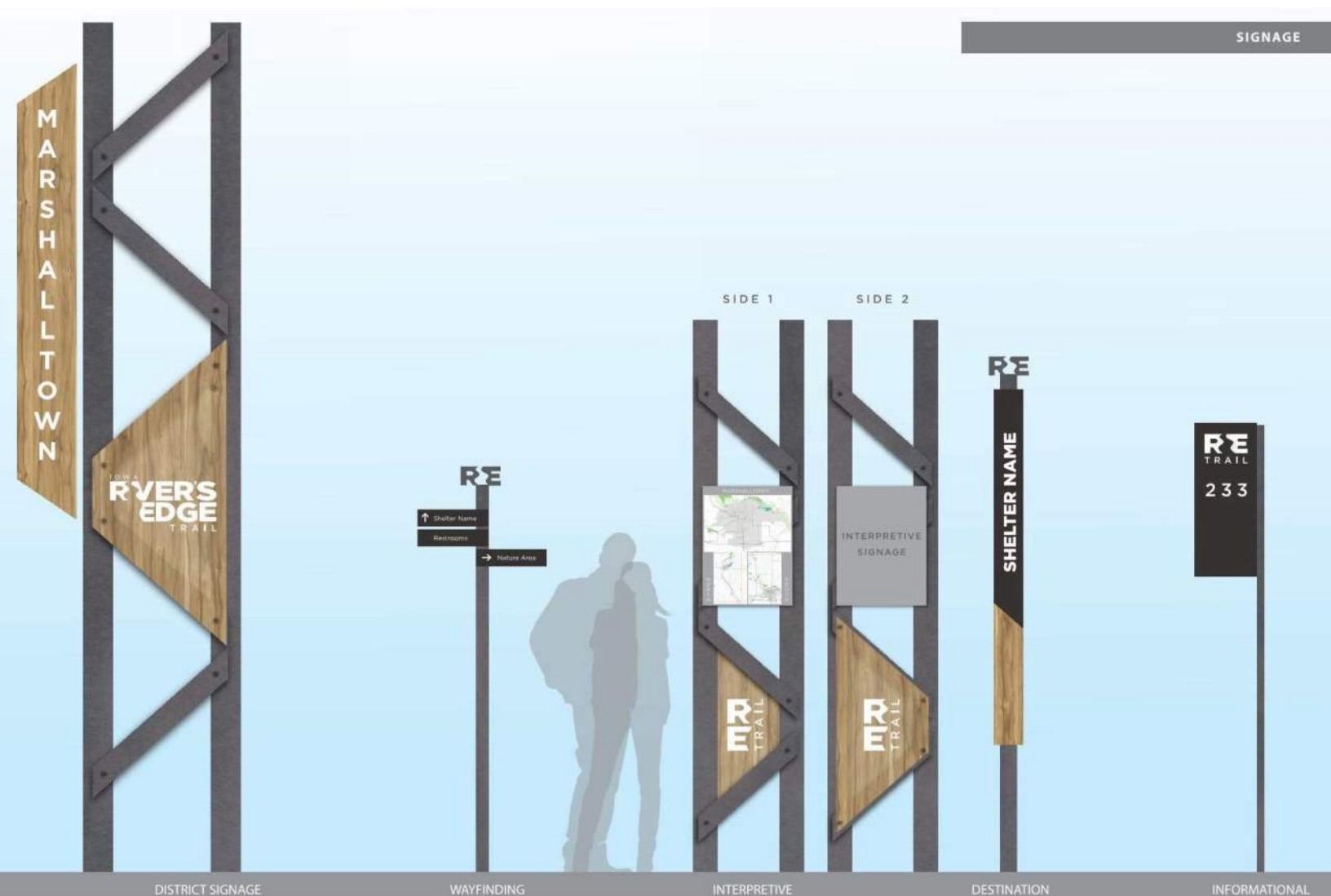


PROJECT FOCUS

WAYFINDING & SIGNAGE

Signage Goals

- **A Thorough Approach** - develop a system to address the varied needs of pedestrians, drivers, and trail users.
- **Aesthetic Appeal** - develop the right balance between costs, and quality of design (cost-effective materials/methods).
- **Simplicity** – develop a system that is eliminates visual clutter.



DISTRICT SIGNAGE

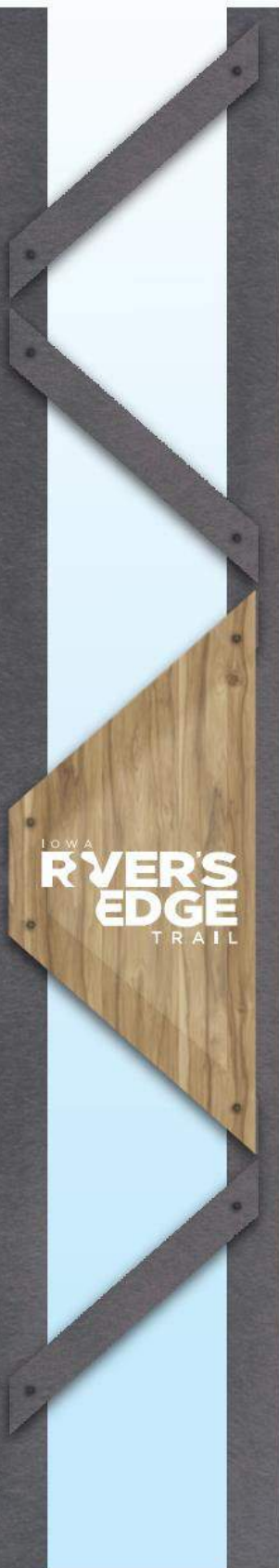
WAYFINDING

INTERPRETIVE

DESTINATION

INFORMATIONAL

MARSHALLTOWN



IOWA
RIVER'S
EDGE
TRAIL

RE

↑ Shelter Name

Restrooms

→ Nature Area

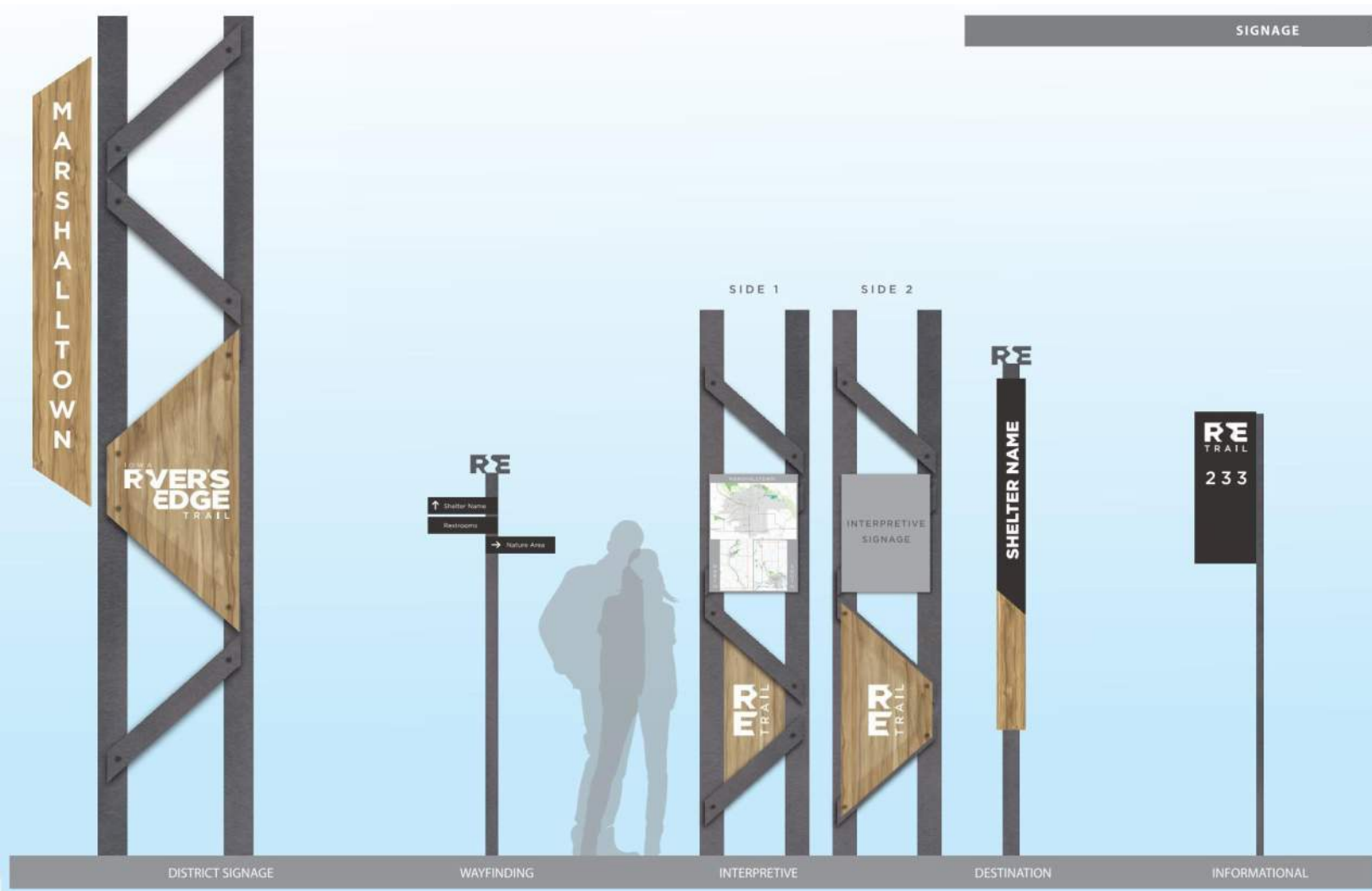


DISTRICT SIGNAGE

WAYFINDING

PROJECT FOCUS

WAYFINDING & SIGNAGE cont.



Information Centers (Kiosks)

Center / Hub / Kiosk

- Information
- Location

SIDE 1

SIDE 2



INTERPRETIVE

DESTINATION

INFORMATION

Markers

Large Marker

- Location
- Information

Small Marker

- Information



Destination Signs

Surface and Ground Mounted

- Information

TRAILHEAD GUIDELINES

TRAILHEAD INTRODUCTION

The purpose of the Iowa River's Edge architectural design guidelines is to encourage a quality and consistency of design and construction for each trailhead and supporting facilities. A trailhead is proposed to be located in each of the seven communities the trail passes through. The intent of the guidelines is to:

- Promote a consistence of facilities along the trail corridor.
- Encourage structures to harmonize with their surrounding community.
- Uphold a high standard of quality of development throughout the corridor and beyond.

The Iowa River's Edge Trail Design Guidelines are intended to establish a cohesive and unique corridor design vision for new trailhead development throughout the corridor and to provide the guidance necessary to achieve that vision.

This section will cover:

- Trailhead Definition and Goals
- Trailhead Program
- Trailhead Design Considerations
- Trailhead Location and Layout
- Trailhead Architectural Design Options
- Site Furnishings

TRAILHEAD DEFINITION AND GOALS

Trailheads refer specifically to the primary means of accessing a trail, typically at the terminus points of each trail or at a define location within each community the trail passes through.

Access points refer to minor connections between the trail and nearby residential communities, recreational parks and roadways.

- Trailheads and access point should be accessible and if possible, located in close proximity to public transit systems were applicable.
- Trailheads should be placed at each terminus of a trail

corridor, and any place where a large concentration of trail users is expected.

- An accessible pathway should be developed that connects parking and other accessible elements to the trailhead.
- Trail access points should be placed wherever trail access is expected, such as at adjacent communities, schools, commercial areas, and parks.
- Trail access points should include signage identifying the trail and may include a map and drinking fountain. Limited parking may also be included, but because trail access points are designed to give access from local amenities to the trail, it may be unnecessary.

TRAILHEAD PROGRAM

- Restroom (Wet Facilities, Pit Toilets)
- Shelter / Shade Structures
- Parking
 - Individual car
 - Car and trailer
 - Accessible parking
- Drinking Fountain
- Site Furniture
 - Bike station (bike fixation)
 - Bike racks
 - Benches
 - Picnic tables
 - Trash receptacles
 - Recycling receptacles
- Signage / Information Hub
 - The new trail information signs must include the following information:
 - › Map of Trail System and location of adjacent cultural and environmental destinations.
 - › Length of the trail or trail segment
 - › Type of trail surface
 - › Cultural amenities or destinations
 - › Environmental amenities or destinations

- Additional Facilities at Trailheads:
 - Playgrounds
 - Picnicking
 - Viewing platform, bird blinds
 - Community building
 - Performance area, amphitheater, stage

TRAILHEAD DESIGN CONSIDERATIONS

SAFETY

Spaces need to be designed to deter transient, illegal, or potentially threatening uses. The following features will help create transparency along the trail corridor and at trailhead sites:

- Vegetation that is directly adjacent to the trail or trailhead areas should be greater than 7 feet or less than 2 feet in height.
- Restroom/Shelters and other built structures should be situated for easy observation from areas of frequent use and convenient access by trail users, emergency responders and police.
- Access should allow authorities to patrol with ease and proficiency. This access can also provide emergency services and maintenance.
- Sidewalks and paths intended for vehicle use should be at least 8 feet wide. Those that are concrete should be at least 7 inches thick.

RESTROOMS & SHELTERS

Restrooms and shelters are an important public amenity at trailheads. The components, design, and placement of restroom structures are important decisions to consider when specifying facilities. The following guidelines are intended to ensure that restroom facilities are safe, easy to maintain, and consistent with the park system vision:

- Interior surfaces of restrooms should be glazed tile and the exterior surfaces should be non-porous for easy cleaning (i.e., glazed block, glazed tile, painted block or painted concrete).
- Specify stainless steel restroom fixtures.
- Provide drainage inside restroom.

- Skylights can maximize the use of natural light. Minimizing light fixtures helps prevent tampering, destruction and keep costs down. Facilities that are open in the evening should have lighting that is designed with vandalism in mind.

PLANTINGS

The use of native vegetation can enhance park design and support the ecological systems unique to the region. The following vegetation and irrigation guidelines assist in the creation of efficient, distinctive, and lush spaces.

- Vegetation along trail systems, waterways (creeks, rivers, bioswales and storm water) and within linear parks should consist of native plants and flora. The use of non-native species should be buffered by a broad band of native seed (i.e., tufted hair grass) between lawn and native vegetation.
- Non-irrigated areas should be designated and irrigation reserved for areas such as sports fields. The use of native vegetation will reduce the need for irrigation. To establish plants, consider using a temporary irrigation system or hand watering. Design the irrigation system so that irrigation heads spray underneath plants or into them, not above them.
- Trees planted in groups increase the efficiency of mowing and maintenance. When designing tree groups, it is important to provide a flush border around groups to ease irrigation and mowing.
- Planting areas in parking lots should be designed to provide continuous coverage within three years. The plants should be hardy, with a track record that indicates their survival in extreme environments. At least 400 cubic feet of the appropriate soil per tree in a planting strip is recommended.
- Trees should not be planted next to restrooms because they may provide unwanted access to the roof as well as create hiding places near the structure. Shrubs surrounding restrooms should be less than 4 feet in height and should be limbed up to allow visual access under them. Plantings should allow maintenance access to the roof.

PROJECT FOCUS

MOWING AND TURF MAINTENANCE

Turf areas allow flexible use along the trail and at trailheads. Groomed areas provide, picnicking and free play while rough mowed areas provide an aesthetic to the trail corridor while buffering agricultural, natural and riparian areas. To promote efficient mowing and turf maintenance the following guidelines should be followed:

- Rough mown areas are mowed once or twice a year. Use native grasses in these areas.
- Groomed turf areas are mowed weekly during the spring and summer months and when needed during dry periods. The minimum distance between vertical objects is 7 feet for mower access. Design for continuous mowing, taking care to avoid the creation of dead ends, tight corners or areas where a mower cannot easily reach.
- Providing vehicular access for maintenance personnel is an important consideration. Curb cuts should be provided in logical areas such as parking lots or road side.
- Herbicide use should be limited.

RESTROOMS

Restrooms are an important public amenity in high-use park facilities. The components, design, and placement of restroom structures are important decisions to consider when specifying facilities. The following guidelines are intended to ensure that restroom facilities are safe, easy to maintain, and consistent with the park system vision:

- Interior surfaces of restrooms should be glazed tile and the exterior surfaces should be non-porous for easy cleaning (i.e., glazed block, glazed tile, painted block or painted concrete). The use of heavy concrete partitions between stalls is recommended. Specify only stainless steel restroom fixtures.
- The drain inside the structure should always operate correctly. If the facility is near an athletic field, such as volleyball courts or a spray park, there should be an area outside the restroom with a faucet/ shower and drain for users to rinse off sand and chlorine.

- Including separate storage areas adjacent to the restroom structure can increase efficiency. Storage areas may house recreation equipment for fair weather activities and maintenance supplies for park crews.
- Skylights can maximize the use of natural light. Minimizing light fixtures helps prevent tampering, destruction and keep costs down. Facilities that are open in the evening should have lighting that is designed with vandalism in mind.

PLAY AREAS

Playgrounds should meet the needs of children of different ages and abilities. The following will help create facilities that ensure accessibility and safety for children of all ages.

- Parks that have playground equipment, sports fields and spray parks should be accessible to all children under sixteen.
- Play areas should be level to reduce the surface substance from slumping to low points. Consider using beach sand as a cost-effective, low-maintenance playground surface. Do not use engineered wood chip surfaces because decomposition will result in regular and expensive replacement.
- Play structures and equipment come in many different materials. Avoid specifying wood because: wood footings will rot, they are prone to termite infestation, the shrink/swell defect of moisture loosens bolts and creates a safety hazard, and pressure treated wood contains chromate copper arsenate (CCA), a carcinogen.
- Wooden play structures that exist presently should be sealed every two years to prevent arsenic leaching.
- Natural play areas created from boulders, logs and land forms and playground equipment made from 100% recycled plastic or steel is recommended. Steel can become very hot in the summer months. If it is necessary to use steel, planting trees or other structures to shade the play area is recommended.

SITE FURNISHINGS

The selection of site furnishings (i.e., benches, trash receptacles, light poles, etc.) should be based on an established standard for Talent. The water fountains, benches, light fixtures and posts, signage and bike racks used in the parks should be consistent with those used in City civic spaces, along streets, and vice versa. Consistency in site furnishings will help establish an identifiable civic image, through the use of repeatable aesthetic elements, for Talent and the park system as a whole. These furnishings should offer comfort, aesthetic beauty and be of formidable stature to prevent vandalism.

- Seating should be made from a material that is comfortable both in winter and the heat of summer while being able to withstand vandalism. Benches should be provided to offer places of rest, opportunities to experience views, and congregate.
- Drinking fountains should be available at a ratio of 1 per acre with the exception of mini parks (typically smaller than 1-acre) which should have one. Drinking fountains should be complementary to other site furnishings, such as benches, and be operational in freezing conditions. Consider drinking fountains that are friendly not only to human users but to canines as well.
- Signage should be located in every park in areas visible to all users. For example, place a sign at the entrance of the park that is visible to vehicular traffic, also place signs along greenways and trails to inform pedestrians and bicyclists. Signage should be easy to read and informative. Interpretive signs fall into this category as well. They can be useful in natural and historic areas. When used in natural areas these signs should be placed outside environmentally sensitive areas (i.e., wetlands and endangered habitat) and should be placed in areas that are accessible to all.

TRAILHEAD LOCATIONS

PROGRAM

Trailhead

A Trailhead is defined as an outdoor space that is designated by an entity responsible for administering or maintaining a trail to serve as an access point to the trail. Primary Trailhead facilities will include restrooms, shelter and shade structures, seating, drinking fountains and parking. They will serve as information hubs, portals to secondary facilities and community spaces. Trailheads are a cohesive part of the overall River's Edge Trail brand, but also highlight the unique and interesting qualities of the community they are located in.

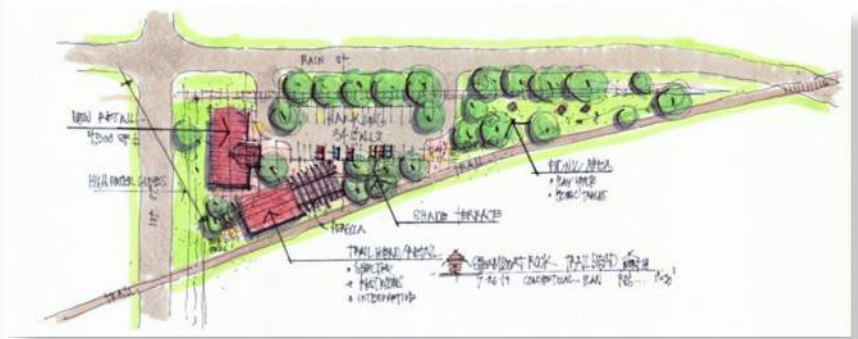
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- Trailheads should be placed at each terminus of a trail corridor, and any place where a large concentration of trail users is expected.
- An accessible pathway should be developed that connects parking and other accessible elements to the trailhead.
- Trail access points should be placed wherever trail access is expected, such as at adjacent communities, schools, commercial areas, and parks.
- Trail access points should include signage identifying the trail and may include a map and drinking fountain. Limited parking may also be included, but because trail access points are designed to give access from local amenities to the trail, it may be unnecessary.

Steamboat Rock, Iowa

- Trailhead Proposed Program
- Restroom (Wet Facilities, Pit Toilets)
- Shelter / Shade Structures
 - Parking
 - Individual car
 - Car and trailer
 - Accessible parking
- Drinking Fountain
- Site Furniture
 - Bike station (bike fixation)
 - Bike racks
 - Benches
 - Picnic tables
 - Trash receptacles
 - Recycling receptacles
- Signage / Information Hub
 - The new trail information signs must include the following information:
 - > Map of Trail System and location of adjacent cultural and environmental destinations.
 - > Length of the trail or trail segment
 - > Type of trail surface
 - > Cultural amenities or destinations
 - > Environmental amenities or destinations

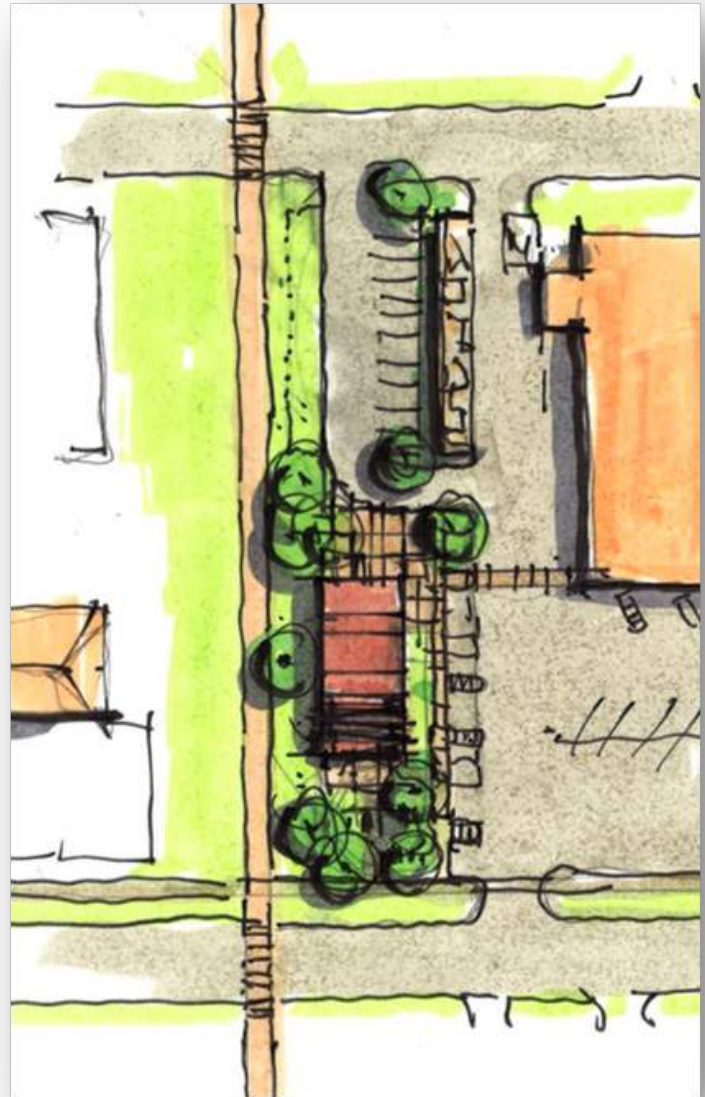


- Iowa River's Edge Trail Built / Paved
- - - Iowa River's Edge Trail Undeveloped
- Other Regional and Local Trails
- American Discovery Trail






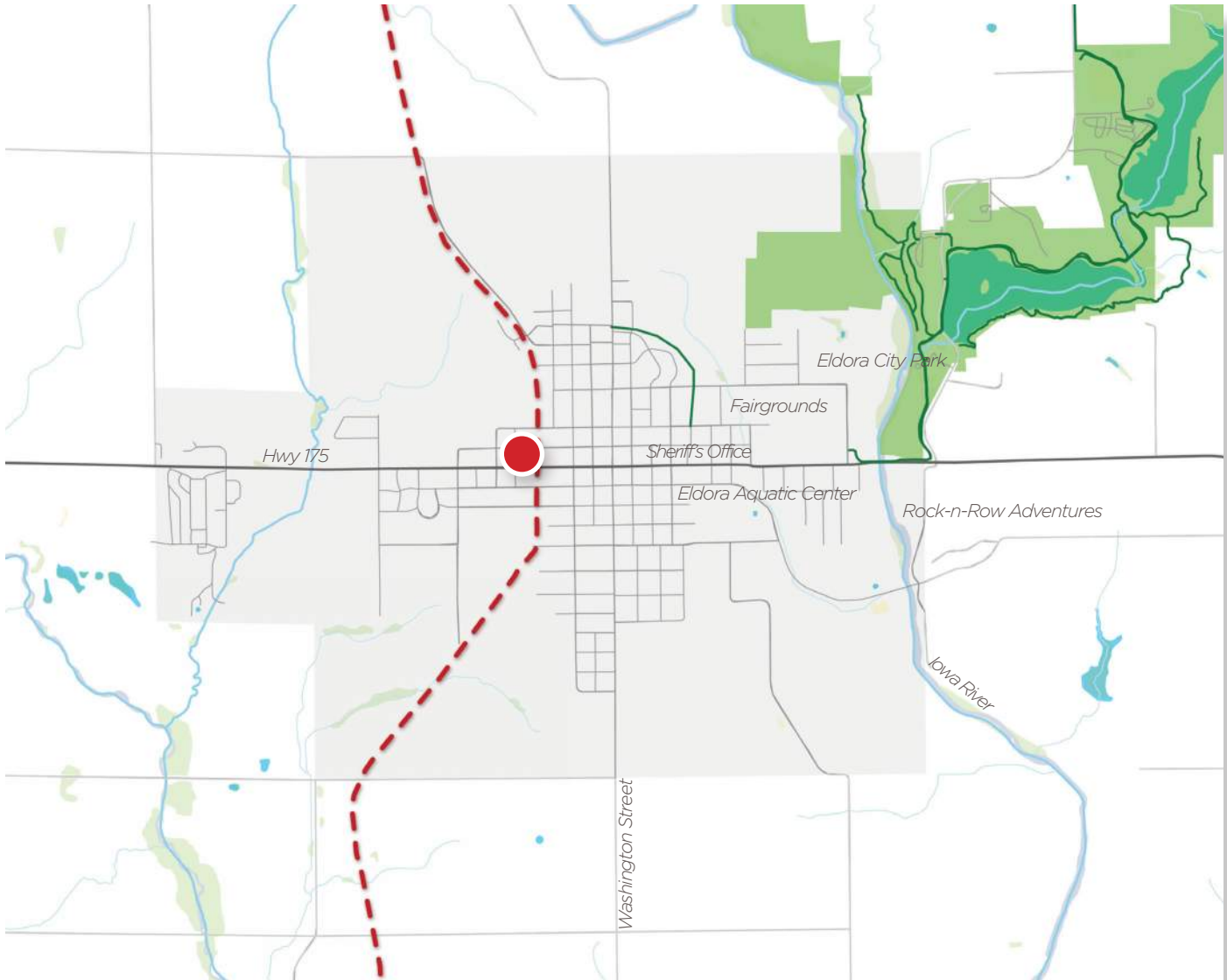
Eldora, Iowa

- Trailhead Proposed Program
- Restroom (Wet Facilities, Pit Toilets)
- Shelter / Shade Structures
- Parking
 - Individual car
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LEGEND

-  Iowa River's Edge Trail Built / Paved
-  Iowa River's Edge Trail Undeveloped
-  Other Regional and Local Trails



PROJECT FOCUS

Gifford, Iowa

- Restroom (Wet Facilities, Pit Toilets)
- Shelter / Shade Structures
 - Parking
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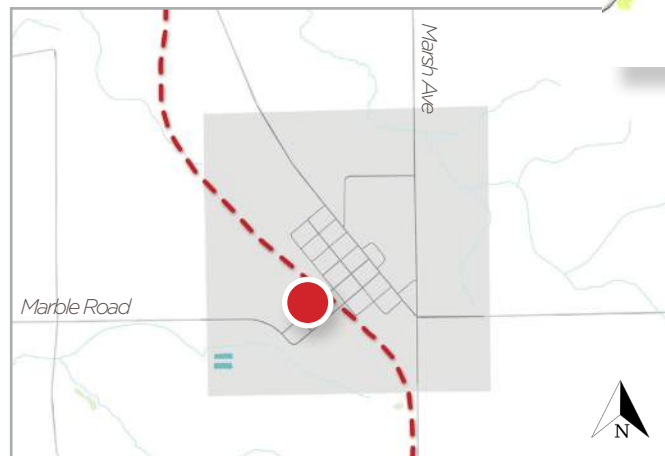
Union, Iowa

- Restroom (Wet Facilities, Pit Toilets)
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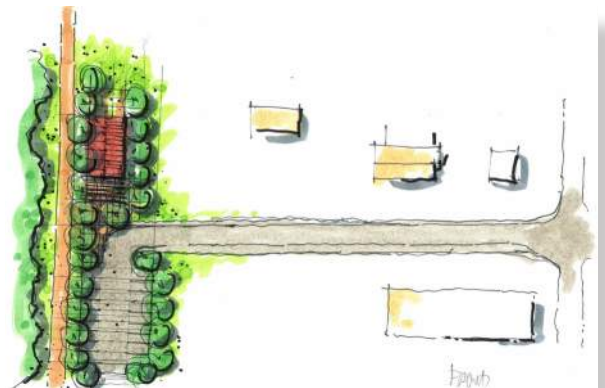
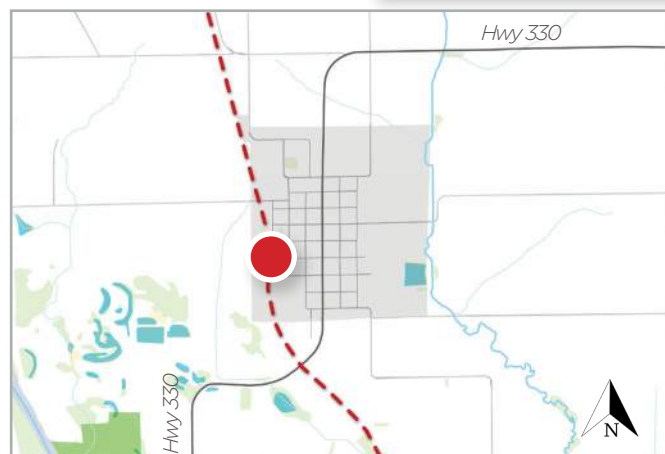
Liscomb, Iowa

- Restroom (Wet Facilities, Pit Toilets)
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 - Bike station (bike fixation)
 - Bike racks
 - Benches
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 - Trash receptacles
 - Recycling receptacles



Albion, Iowa

- Restroom (Wet Facilities, Pit Toilets)
- Shelter / Shade Structures
 - Parking
 - Individual car
 - Car and trailer
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 - Recycling receptacles



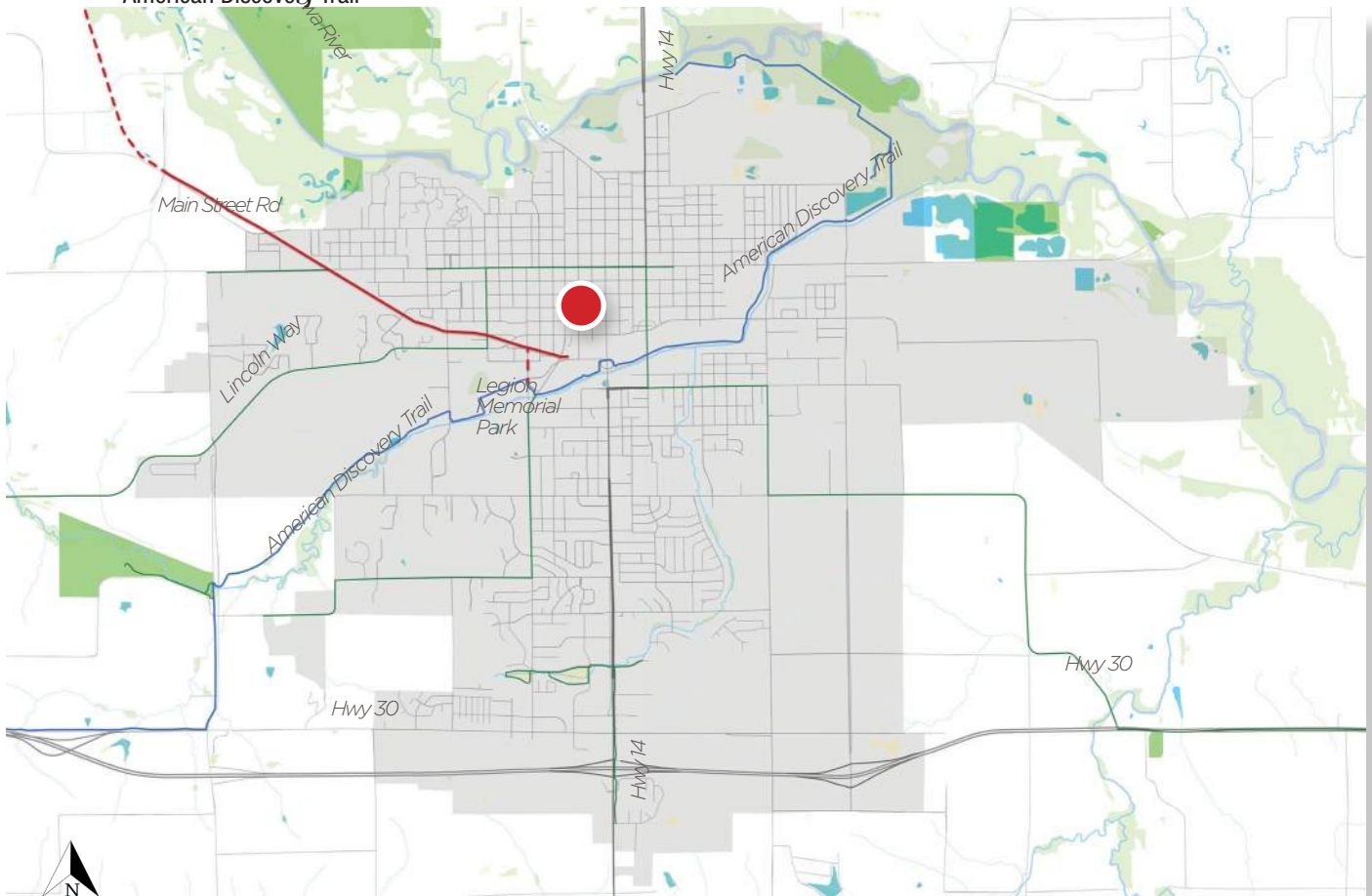
Marshalltown, Iowa

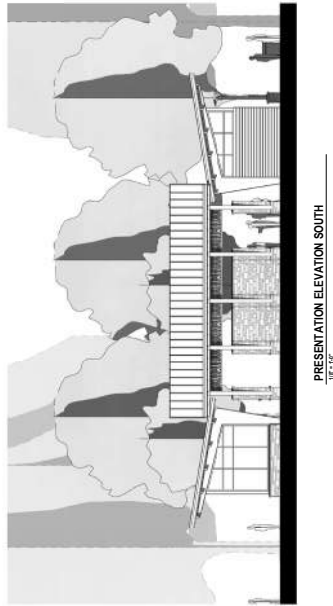
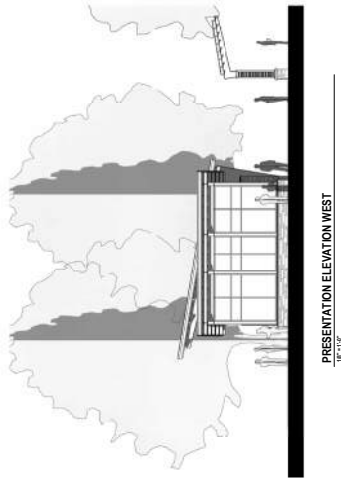
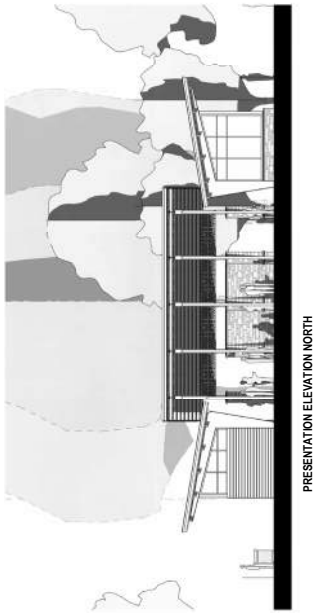
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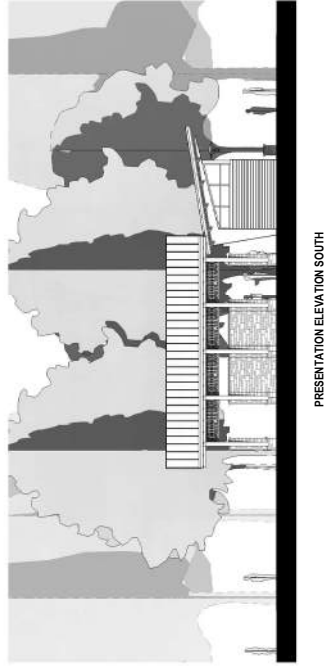
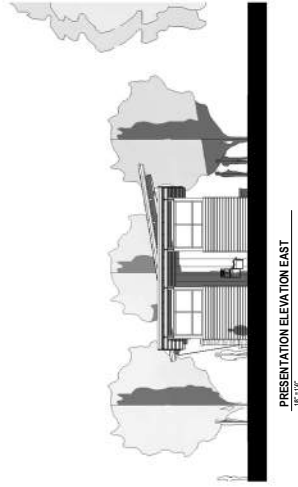
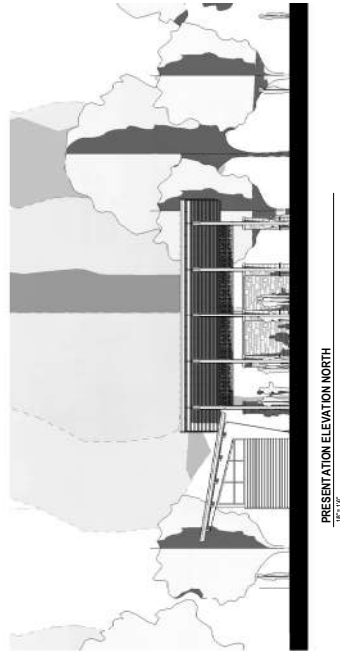


LEGEND

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- - - Iowa River's Edge Trail Undeveloped
- Other Regional and Local Trails
- American Discovery Trail

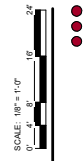






SCHEMATIC ELEVATIONS - CONTEMPORARY OPTION RESTROOM & SHELTER ONLY

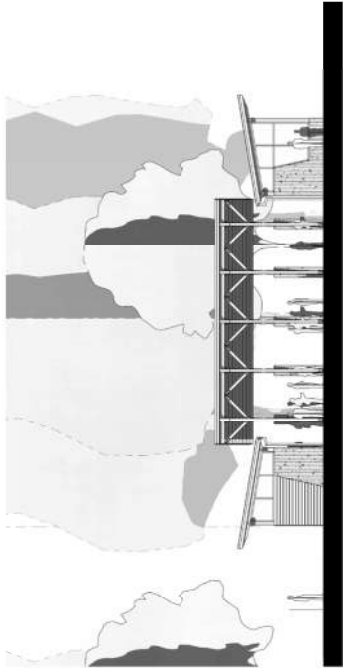
12/11/19



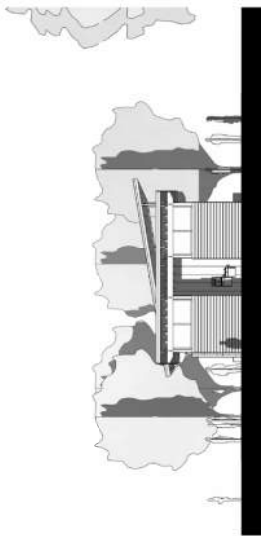


Schematic Design

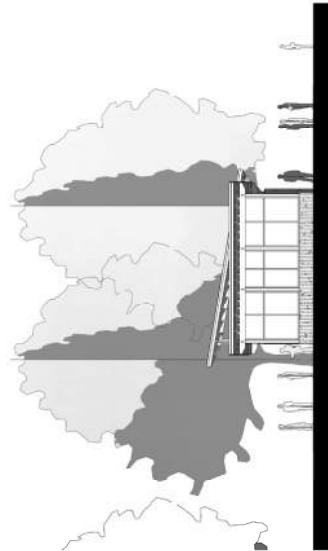
Rivers Edge- Trailhead



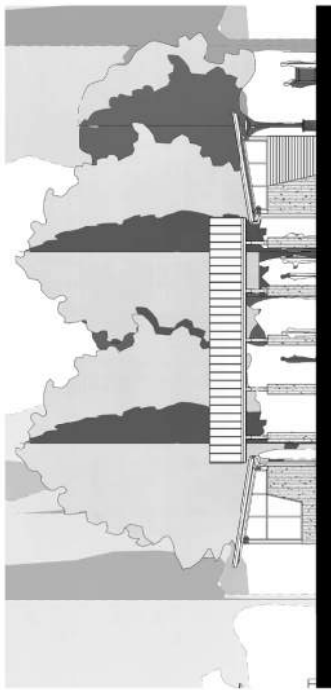
PRESENTATION ELEVATION NORTH
1/8" = 1'-0"



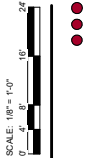
PRESENTATION ELEVATION EAST
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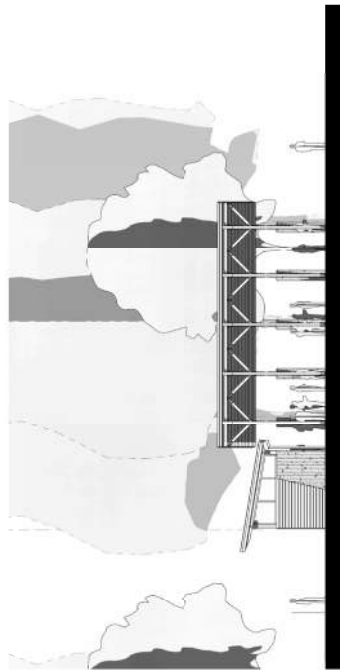


PRESENTATION ELEVATION WEST
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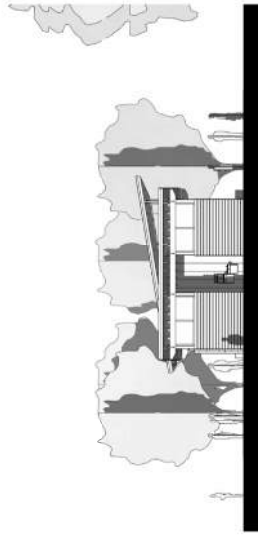


PRESENTATION ELEVATION SOUTH
1/8" = 1'-0"





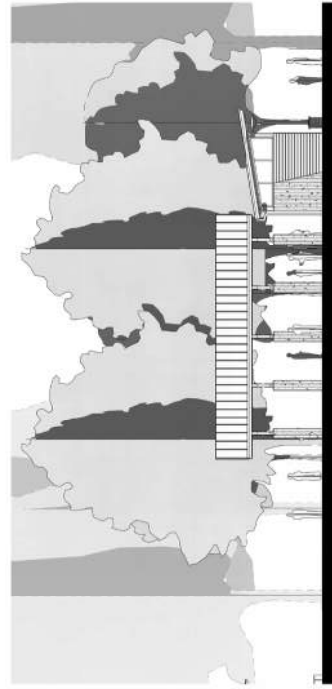
PRESENTATION ELEVATION NORTH
1/8" = 1'-0"



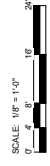
PRESENTATION ELEVATION EAST
1/8" = 1'-0"



PRESENTATION ELEVATION WEST
1/8" = 1'-0"



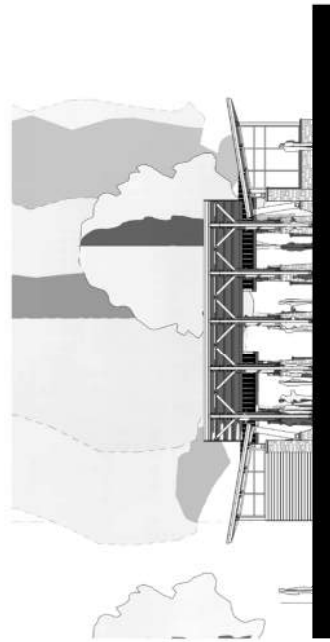
PRESENTATION ELEVATION SOUTH
1/8" = 1'-0"



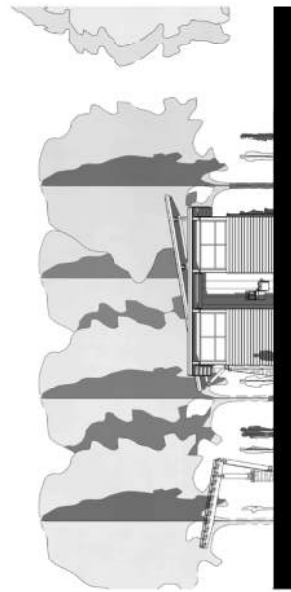
SCHEMATIC ELEVATIONS - INDUSTRIAL OPTION RESTROOM & SHELTER ONLY

12/11/19

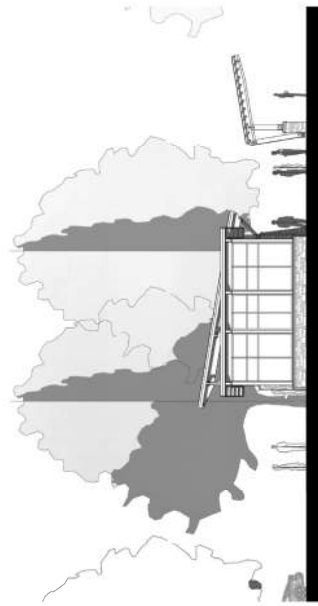




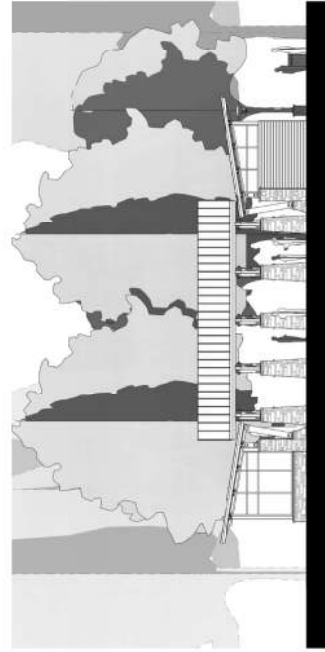
PRESENTATION ELEVATION NORTH
1/8" = 1'-0"



PRESENTATION ELEVATION EAST
1/8" = 1'-0"

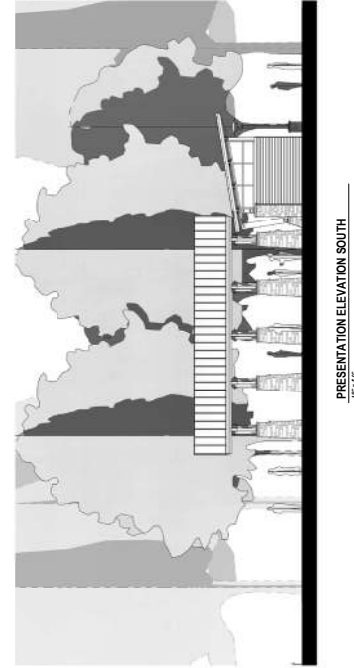
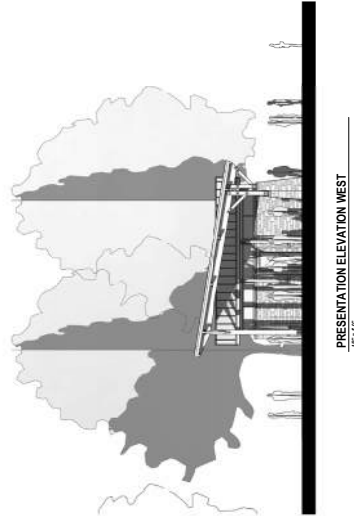
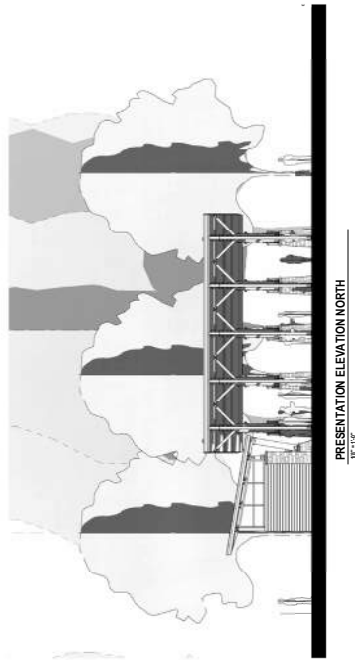


PRESENTATION ELEVATION WEST
1/8" = 1'-0"



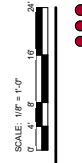
PRESENTATION ELEVATION SOUTH
1/8" = 1'-0"





SCHEMATIC ELEVATIONS - RUSTIC OPTION RESTROOM & SHELTER ONLY

12/11/19



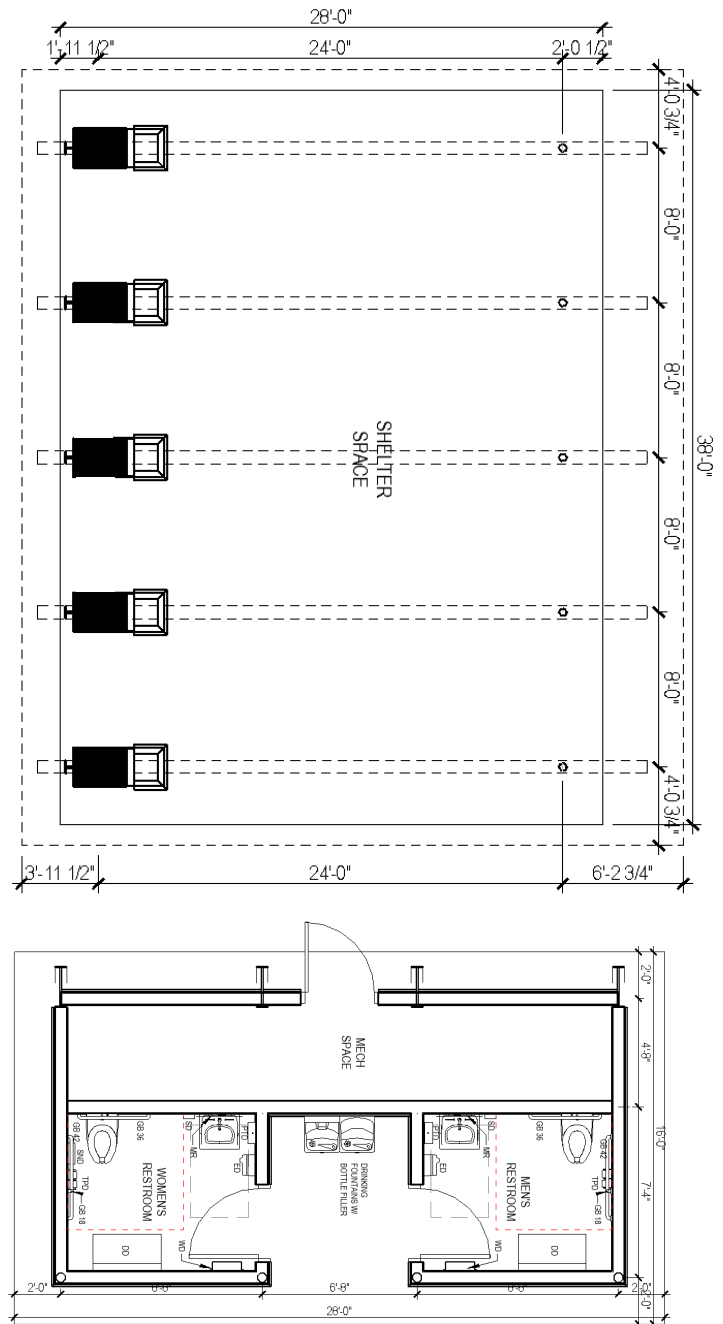
PROJECT FOCUS

ARCHITECTURAL GUIDELINES:

IRON AGE, MODERN RUSTIC & INDUSTRIAL CHARACTER

Question to ask:

1. When would you use this Architectural Character?
2. What other City resources would influence this guideline?
3. Other Considerations.



IRON AGE



MODERN RUSTIC



INDUSTRIAL



PROJECT FOCUS

ARCHITECTURAL GUIDELINES:

Iron Age Character

When would you use this Architectural Character?

- If the structure is located in a park within a designated historic district or neighborhood character similar to the photo at right.

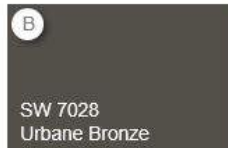
What other City resources would influence this guideline?

- Individual Community Guidelines

Other Considerations.:

- Maintenance
- Cost
- Environmental and Flood Plain





ROOF
Metal Roof: Berridge Manufacturing Co.
www.berridge.com

EAVES
Facia / Rake: Hardie Trim

SOFFIT
Under-Decking Tongue and Groove
Option: Hardie Soffit

STRUCTURE
Post
Heavy Timber Truss Members
Corner Board & Trim: Hardie Plank

SIDING
Lap Siding: Hardie Plank

BASE
Cap Stone: Cast Stone or Dressed Stone
Coping
Stone Veneer
Stone Option: Mill Creek Tailored Blend, Buechel Stone Corp

PROJECT FOCUS

ARCHITECTURAL GUIDELINES:

Modern Rustic Character

When would you use this Architectural Character?

- If the structure is located in a park within a designated historic district or neighborhood character similar to the photo at right.

What other City resources would influence this guideline?

- Individual Community Guidelines

Other Considerations.:

- Maintenance
- Cost
- Environmental and Flood Plain





A

Copper Brown

Metal Roof: Berridge Manufacturing Co.
www.berridge.com
 Or Equal

B

SW 7027
 Urbane Bronze

EAVES
 Facia / Rake: Hardie Trim

C

SW 7026
 Griffin

SOFFIT
 Under-Decking Tongue and Groove
 Option: Hardie Soffit

D

SW 7025
 Backdrop

STRUCTURE
 Post
 Heavy Timber Truss Members
 Trim: Hardie Plank

E

SW 7024
 Functional Gray

SIDING
 Lap Siding: Hardie Plank

F

Mill Creek Tailored Blend
 Buechel Stone Corp

BASE
 Cap Stone: Cast Stone or Dressed Stone
 Coping
 Stone Veneer
 Stone Option: Mill Creek Tailored Blend, Buechel Stone Corp

Optional Colors; Dark Structure vs Light

PROJECT FOCUS

ARCHITECTURAL GUIDELINES:

Industrial Character

When would you use this Architectural Character?

- If the structure is located in a park within a designated historic district or neighborhood character similar to the photo at right.

What other City resources would influence this guideline?

- Individual Community Guidelines
-

Other Considerations.:

- Maintenance
- Cost
- Environmental and Flood Plain





A

Dark Bronze

ROOF

Metal Roof: Berridge Manufacturing Co.
www.berridge.com

B

SW 7028
Urbane Bronze

EAVES

Facia / Rake: Hardie Trim

C

SW 7046
Anonymous

SOFFIT

Under-Decking Tongue and Groove
Option: Hardie Soffit

D

SW 7045
Intellectual Gray

STRUCTURE

Post
Heavy Timber Truss Members
Corner Board & Trim: Hardie Plank

E

SW 7044
Amazing Gray

SIDING

Lap Siding: Hardie Plank

F

Board Form
Cast in Place

BASE

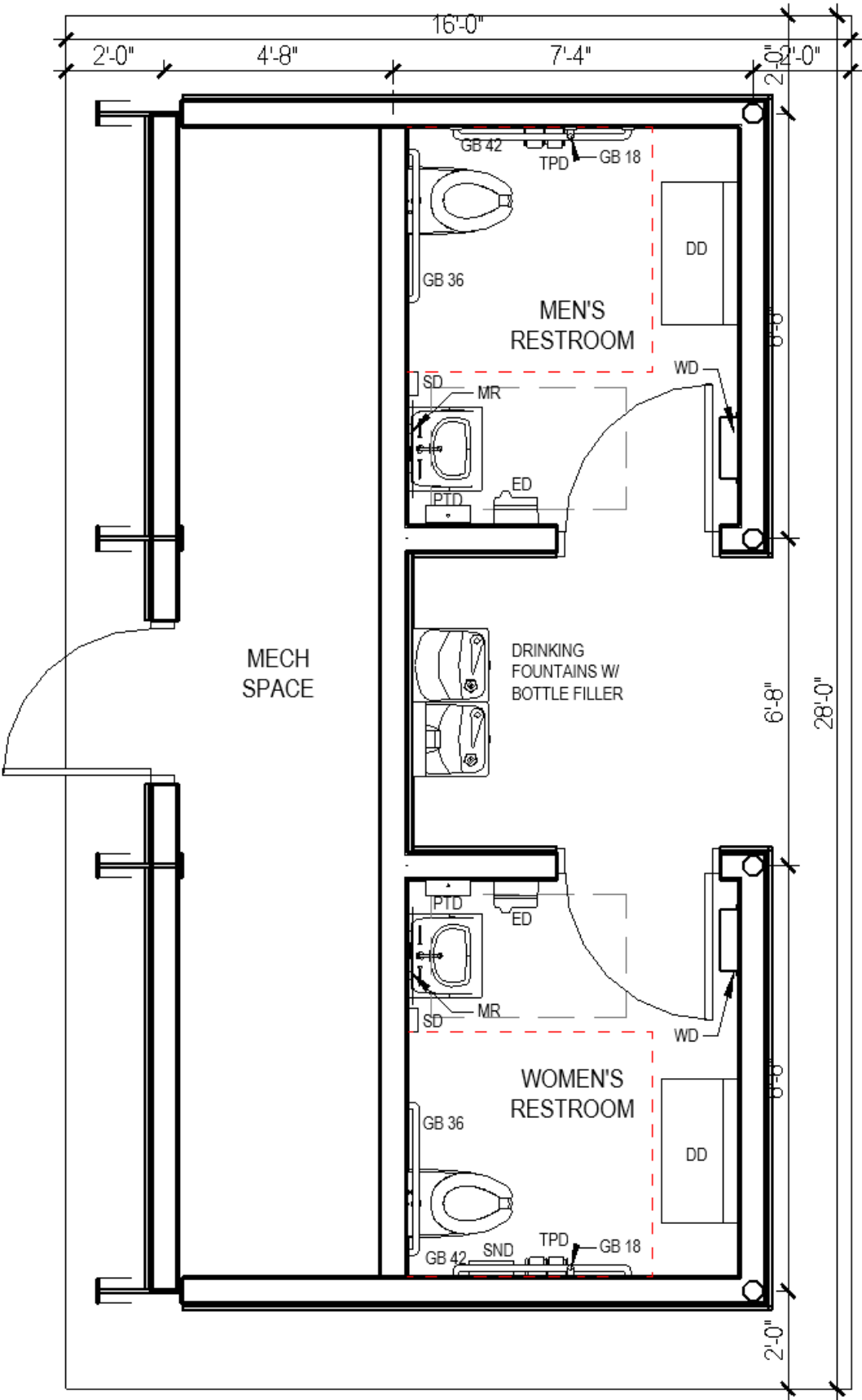
Concrete Formed

APPENDIX PARKITECTURE INTERIOR

ARCHITECTURAL GUIDELINES:

Interiors

- Interior Package





Transom Windows
Velux Sun Tunnel 10"
www.veluxusa.com



Drinking Fountain: Elkay
Bottle Filling Station with
SwirlFlo Drinking Fountain, Bi-
Level, ADA, GreenSpec Listed



Sanitary Napkin Disposal
Disposal with Lock - Surface
Mounted - | American
Specialties



Hand Dryer
Xlerator Electric w/ 8
Second Dry Time



Sink: Kohler
Vitreous China Wall Hung



Toilet: Kohler
Kohler Vitreous China Wall
Wall Hung



Sink: Acorn
Wall-Mounted Washbasin



Toilet: Acorn
Acorn Wall Hung
Stainless Steel



Toilet Tissue Twin Dispenser
Bradley Double Jumbo Roll



Changing Station: Koala
Horizontal Wall Mounted
Stainless Steel



Soap Dispenser:
GOJO® ADX-12™ Push-Style
Dispenser GOJO® Foam Soap



Mirror:
Bradex Mirror
24"x36" Stainless Steel



Floor – Sealed Concrete



Walls
Burnish Block



Step 'n Wash
Self-Retracting Safety Step

Fold Out Step Stool
Restroom Direct
Stainless Steel SNW-SS 975

APPENDIX PARKITECTURE INTERIOR

SITE FURNISHINGS GUIDELINES:

Fixed & Moveable

- Site Furnishing Package





Bike Rack
Plastisol (Classic) Rack
www.cyclesafe.com



Litter Receptacles:
Scarborough Litter Recep.
Side Opening, 30 Gallon



Recycling Litter Receptacles:
Scarborough Line, Recycling Receptacle,
Color Black, Side Opening, 30 Gallon



Benches:
Recycled Plastic Product



Grills & Cooking
www.pilotrock.com



Picnic Tables
www.pilotrock.com

Step 'n Wash
Self-Retracting Safety Step



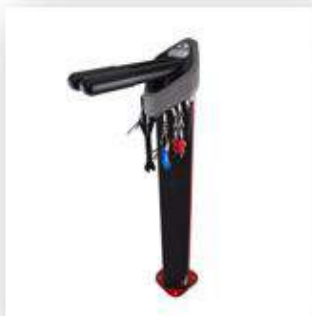
Fold Out Step Stool
Restroom Direct
Stainless Steel SNW-SS 975



Limestone Seating:
Weber Stone Company Inc. 17" Cut Wall Stone with an 18" depth cut at 5' length for the large stones and 2.5' length for the small stones.



Lighting



Deluxe Public Work Stand
Bike Repair Station



Dyna Cushion
playground mats for
underneath egresses &
swings 4'x6'x2"



Bigbelly
www.bigbelly.com



Drinking Fountain:
Most Dependable Fountains –
10155 SM (Pet Fountain Included)
with added hose bib.



APPENDIX

BRIDGE SYSTEMS
RAILINGS

APPENDIX

BRIDGE RAILING GUIDELINES:

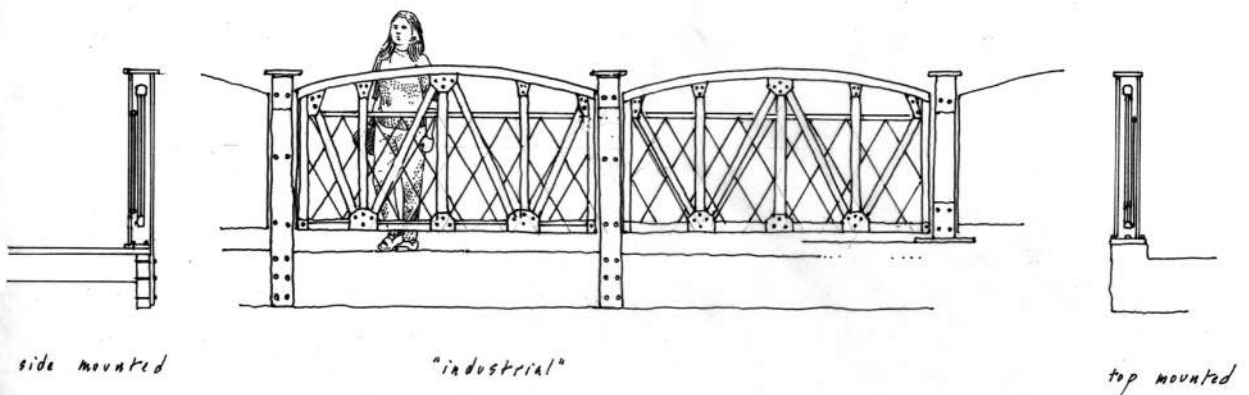
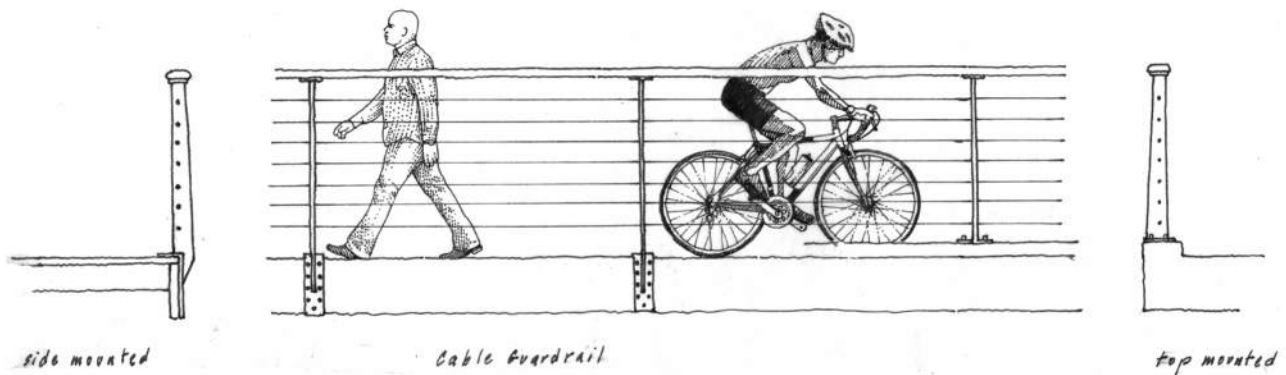
Concrete 'T' & Wood Structures

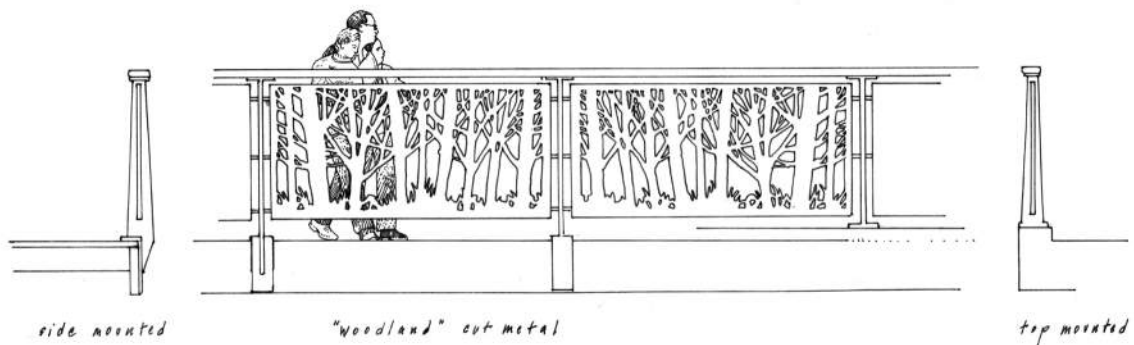
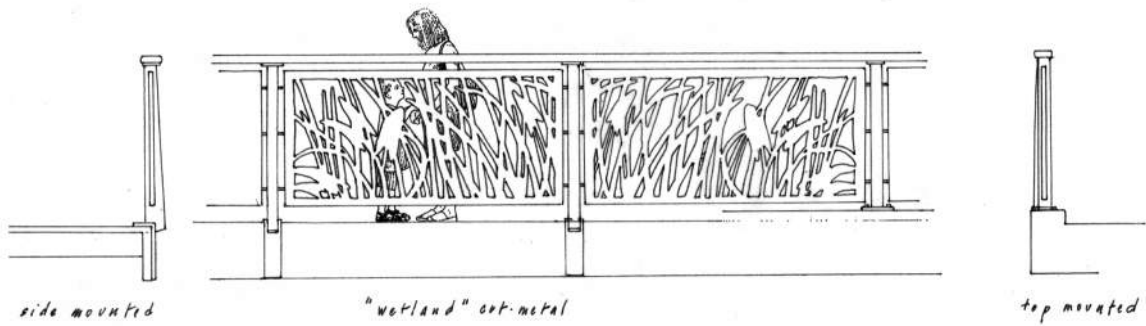
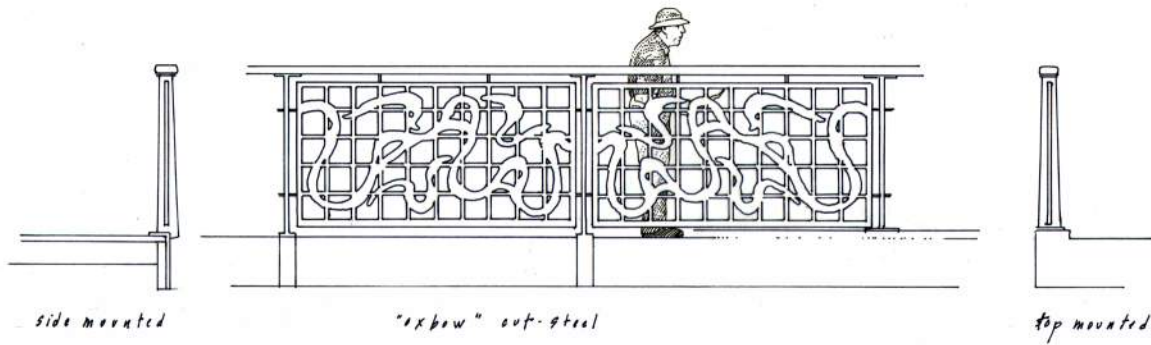
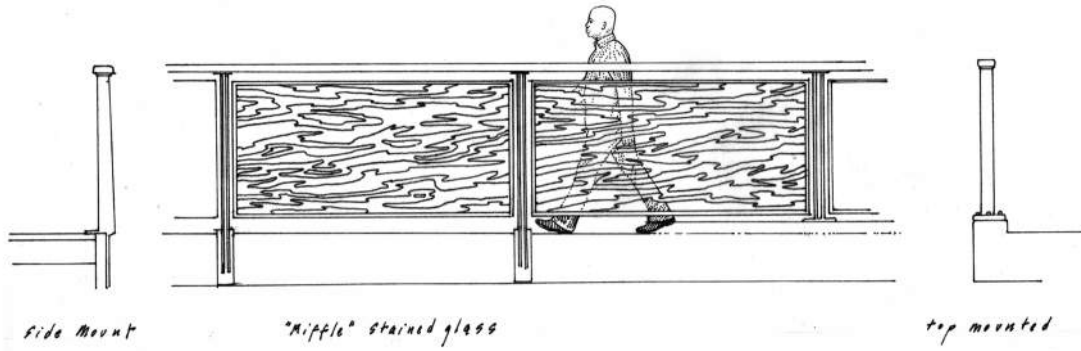
The bridges over the Iowa River represent the physical and symbolic connections between people and the landscape. The crossings create a rhythm along the trail, inviting people to stop for a moment and take in the incredible views of the river and experience the awesome expanse of nature and the intimate patterns of water below.

The bridges, a core to the infrastructure of the trail, are the best opportunity for the integration of public artwork in this project. Each bridge can become a destination from town to town, marking distinct distances and new vistas. They will serve to set the tone for the character of the overall trail, reinforcing themes that are introduced at the different respective trailheads.

Throughout history, bridges are part of peoples' memories. They have become the special places where stories are told, and people and events are celebrated and commemorated. The bridges along the Iowa River's Edge Trail speak to the relationship between the railroad and our agricultural heritage.

The artwork integrated within the structure of the bridges, both large and small, will become part of the textural fabric and the identity of the Iowa River's Edge trail. Many opportunities for sculptural railings, abutments, markers, lighting, historic narratives, shade and sound will raise awareness and sensitivity to the natural world that surrounds the user.





APPENDIX

THE INTEGRATION OF ART

“If you love art, or if you aspire to the arts, you loved nature first.” - *Elbert Hubbard, Poet Laureate of the American Arts and Crafts Movement*

To ride the Iowa River’s Edge Trail is to be immersed in our natural environment and to wind one’s way along a beautiful and ancient river. The integration of art, manifested in many different forms and materials, is the most important visual expression of our love and respect for nature. Art will “tell the story” of the landscape and heighten the trail experience for the visitor. The thoughtful integration of art will speak to the character and beauty of both the natural environment and the history of the communities along the trail.

Riding or walking the Iowa River’s Edge Trail is an “artful” experience unto itself. Art is part of our everyday existence and so inherent in the discoveries we find in nature. It is through nature that we make the most meaningful connections with our “self.” The artwork that is part of the trail experience helps to make this connection even more profound.

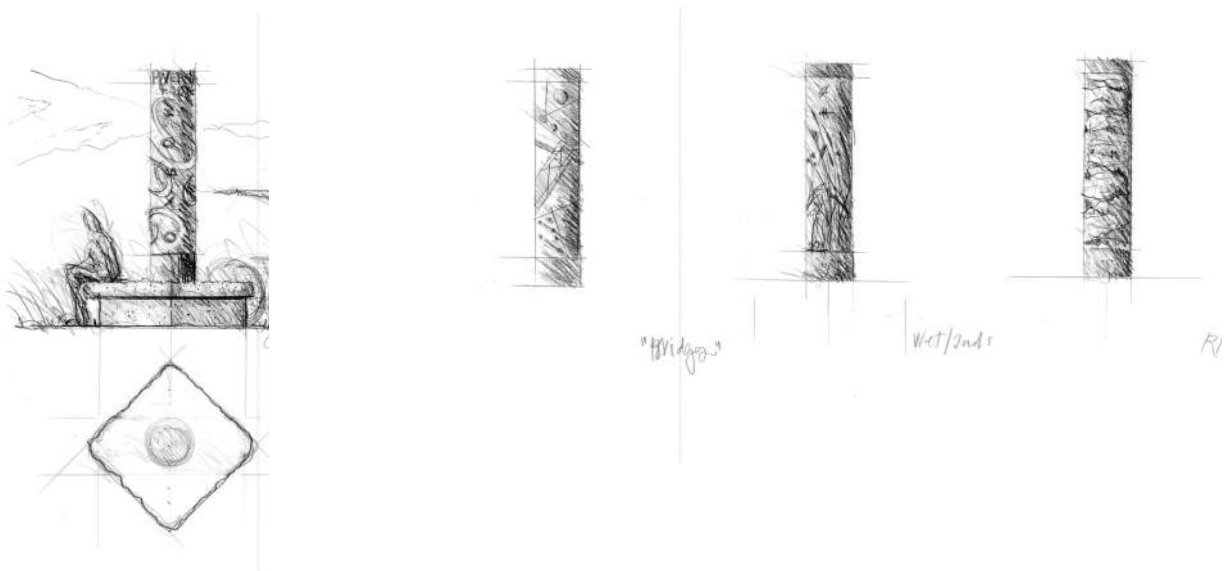
There are many opportunities for the integration of artwork throughout the Iowa River’s Edge Trail. The strategy for the successful development of an art “program” should be based on the concepts of nature and water, which emerged and were emphasized through public input during the planning process. The future integration of artwork needs to reflect a comprehensive awareness of location, scale, materials, maintenance, budget, phasing and more. It must be sensitive to moments for the “big impression” as well as the inti-

mate, personal discovery. In this way, the artwork will educate, inform and entertain, attracting and growing new audiences to the trail and the adjacent towns.

- Artwork integrated into the architecture and site at the individual trailheads.
- Kiosks
- Artwork within the infrastructure of the bridges: Railings, entrances, abutments, bridge deck, lighting
- Sculptural:
 - Benches
 - Pavement patterns
 - Shade structures/canopies
 - Observation platforms/blinds
 - Markers along the trail/historic narrative
 - Individual freestanding sculpture
 - Sculptural lighting along trail
 - Outdoor “galleries”—locations for temporary or changing thematic exhibitions
 - Children’s art programming
 - Photography
 - Commissioned “sound” or music integrated into locations above
 - Signage and Wayfinding



© BONDY STUDIO 19







APPENDIX

EXAMPLE OF GRANT LANGUAGE FOR THE HIGH TRESTLE TRAIL BRIDGE

Entitled “From Here to There” for the High Trestle Trail Bridge, the project serves as a model for other public art projects in many significant ways. The public art process and the resulting sculptural installation to the bridge physically and symbolically connects five distinct communities and over 600 miles of trail. The project has become a major new destination and cultural landmark for the state. It has been recognized for the contribution to the economic development of the region, with visitors to the closest community increasing by 15,000 to 20,000 per month. The scale and technical integration of the installation is also significant. Because substantial funding came from the Department of Transportation, the Art-in-Transit project had to meet and comply with numerous code applications, including having all welds inspected, over the half-mile length of the bridge (fifth longest pedestrian bridge in the country) at over 130 feet above the river valley.

The site-specific project not only involved the public in on-site workshops and presentation throughout the trail communities, it galvanized support in relationship to the subject of local coal mining history and the story of Italian immigrants that worked in the mine, with generations of families that still reside throughout the area. The installation is thoughtful of the site as it changes from day to night. State-of-the-art LED lighting creates a dramatic presence. As part of a state initiative on health, the artwork has become a focus for families, including programming through numerous agencies and bicycle collectives, organizing nighttime rides and picnics. A virtual reality video of riding across the bridge on bicycle was created for the public artwork, strategically used for fundraising for the project and contributed to the success of receiving the largest Vision Grant awarded in the state. The public art installation has been recognized by Public Art Year in Review and the BBC as one of the best eight footbridges in the world.





Sports and Leisure Market Potential

Day Market
Area: 6,810.05 square miles

Prepared by Esri

Demographic Summary		2019	2024
Population		1,009,661	1,070,554
Population 18+		777,058	823,214
Households		395,849	418,872
Median Household Income		\$63,439	\$74,162
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	58,154	7.5%	98
Participated in archery in last 12 months	20,985	2.7%	99
Participated in backpacking in last 12 months	29,515	3.8%	111
Participated in baseball in last 12 months	32,051	4.1%	103
Participated in basketball in last 12 months	65,742	8.5%	106
Participated in bicycling (mountain) in last 12 months	35,079	4.5%	108
Participated in bicycling (road) in last 12 months	82,108	10.6%	109
Participated in boating (power) in last 12 months	38,710	5.0%	106
Participated in bowling in last 12 months	75,621	9.7%	110
Participated in canoeing/kayaking in last 12 months	56,058	7.2%	106
Participated in fishing (fresh water) in last 12 months	106,469	13.7%	118
Participated in fishing (salt water) in last 12 months	28,584	3.7%	94
Participated in football in last 12 months	40,575	5.2%	111
Participated in Frisbee in last 12 months	35,420	4.6%	114
Participated in golf in last 12 months	72,089	9.3%	112
Participated in hiking in last 12 months	97,097	12.5%	101
Participated in horseback riding in last 12 months	18,440	2.4%	102
Participated in hunting with rifle in last 12 months	31,583	4.1%	96
Participated in hunting with shotgun in last 12 months	25,910	3.3%	99
Participated in ice skating in last 12 months	24,206	3.1%	109
Participated in jogging/running in last 12 months	106,240	13.7%	107
Participated in motorcycling in last 12 months	24,639	3.2%	104
Participated in Pilates in last 12 months	20,696	2.7%	108
Participated in ping pong in last 12 months	34,880	4.5%	115
Participated in skiing (downhill) in last 12 months	22,175	2.9%	103
Participated in soccer in last 12 months	31,805	4.1%	102
Participated in softball in last 12 months	24,599	3.2%	112
Participated in swimming in last 12 months	133,318	17.2%	105
Participated in target shooting in last 12 months	37,803	4.9%	112
Participated in tennis in last 12 months	29,830	3.8%	111
Participated in volleyball in last 12 months	33,100	4.3%	122
Participated in walking for exercise in last 12 months	195,393	25.1%	102
Participated in weight lifting in last 12 months	83,613	10.8%	104
Participated in yoga in last 12 months	59,671	7.7%	95
Participated in Zumba in last 12 months	24,440	3.1%	96
Spent on sports/rec equip in last 12 months: \$1-99	54,292	7.0%	115
Spent on sports/rec equip in last 12 months: \$100-\$249	49,099	6.3%	103
Spent on sports/rec equip in last 12 months: \$250+	67,720	8.7%	108
Attend sports events	141,853	18.3%	110
Attend sports events: baseball game - MLB reg seas	46,837	6.0%	108
Attend sports events: basketball game-NBA reg seas	12,792	1.6%	97
Attend sports events: football game (college)	32,518	4.2%	118
Attend sports events: high school sports	29,957	3.9%	115

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

December 20, 2019



ACS Population Summary

Day Market
Area: 6,810.05 square miles

Prepared by Esri

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	953,671		8,198	■■■
Total Households	374,401		2,587	■■■
Total Housing Units	403,340		2,597	■■■
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	915,364	100.0%	7,737	■■■
Enrolled in school	266,580	29.1%	4,264	■■■
Enrolled in nursery school, preschool	15,903	1.7%	884	■■■
Public school	10,755	1.2%	700	■■■
Private school	5,148	0.6%	546	■■■
Enrolled in kindergarten	13,380	1.5%	808	■■■
Public school	12,085	1.3%	752	■■■
Private school	1,295	0.1%	307	■
Enrolled in grade 1 to grade 4	50,727	5.5%	1,639	■■■
Public school	46,200	5.0%	1,579	■■■
Private school	4,527	0.5%	465	■■■
Enrolled in grade 5 to grade 8	49,962	5.5%	1,648	■■■
Public school	45,442	5.0%	1,576	■■■
Private school	4,520	0.5%	508	■■■
Enrolled in grade 9 to grade 12	48,019	5.2%	1,621	■■■
Public school	43,830	4.8%	1,552	■■■
Private school	4,189	0.5%	464	■■■
Enrolled in college undergraduate years	73,727	8.1%	2,426	■■■
Public school	61,474	6.7%	2,278	■■■
Private school	12,253	1.3%	805	■■■
Enrolled in graduate or professional school	14,862	1.6%	960	■■■
Public school	9,419	1.0%	798	■■■
Private school	5,443	0.6%	525	■■■
Not enrolled in school	648,784	70.9%	4,515	■■■
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	129,314	100.0%	2,044	■■■
Living in Households	123,375	95.4%	1,957	■■■
Living in Family Households	81,791	63.2%	1,828	■■■
Householder	41,731	32.3%	994	■■■
Spouse	34,169	26.4%	915	■■■
Parent	2,853	2.2%	397	■■■
Parent-in-law	1,090	0.8%	254	■
Other Relative	1,642	1.3%	286	■■■
Nonrelative	305	0.2%	107	■
Living in Nonfamily Households	41,584	32.2%	1,092	■■■
Householder	40,027	31.0%	1,049	■■■
Nonrelative	1,558	1.2%	229	■■■
Living in Group Quarters	5,939	4.6%	616	■■■

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ■■■ high ■ medium ■ low

December 20, 2019



Sports and Leisure Market Potential

Aspirational Market
Area: 187,487.81 square miles

Prepared by Esri

Demographic Summary		2019	2024
Population		22,208,716	22,835,674
Population 18+		17,199,016	17,731,847
Households		8,644,574	8,886,592
Median Household Income		\$64,957	\$74,797
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	1,315,726	7.7%	100
Participated in archery in last 12 months	477,875	2.8%	102
Participated in backpacking in last 12 months	635,639	3.7%	108
Participated in baseball in last 12 months	678,358	3.9%	99
Participated in basketball in last 12 months	1,353,867	7.9%	98
Participated in bicycling (mountain) in last 12 months	749,419	4.4%	104
Participated in bicycling (road) in last 12 months	1,783,194	10.4%	107
Participated in boating (power) in last 12 months	884,868	5.1%	109
Participated in bowling in last 12 months	1,621,742	9.4%	107
Participated in canoeing/kayaking in last 12 months	1,291,212	7.5%	110
Participated in fishing (fresh water) in last 12 months	2,245,231	13.1%	113
Participated in fishing (salt water) in last 12 months	647,571	3.8%	96
Participated in football in last 12 months	821,046	4.8%	101
Participated in Frisbee in last 12 months	763,487	4.4%	111
Participated in golf in last 12 months	1,590,717	9.2%	111
Participated in hiking in last 12 months	2,180,378	12.7%	103
Participated in horseback riding in last 12 months	416,789	2.4%	104
Participated in hunting with rifle in last 12 months	751,039	4.4%	103
Participated in hunting with shotgun in last 12 months	595,605	3.5%	103
Participated in ice skating in last 12 months	519,177	3.0%	105
Participated in jogging/running in last 12 months	2,285,768	13.3%	104
Participated in motorcycling in last 12 months	556,206	3.2%	106
Participated in Pilates in last 12 months	446,649	2.6%	105
Participated in ping pong in last 12 months	711,090	4.1%	106
Participated in skiing (downhill) in last 12 months	495,322	2.9%	104
Participated in soccer in last 12 months	659,030	3.8%	96
Participated in softball in last 12 months	526,642	3.1%	108
Participated in swimming in last 12 months	2,944,854	17.1%	105
Participated in target shooting in last 12 months	845,350	4.9%	113
Participated in tennis in last 12 months	601,169	3.5%	101
Participated in volleyball in last 12 months	654,384	3.8%	109
Participated in walking for exercise in last 12 months	4,423,040	25.7%	105
Participated in weight lifting in last 12 months	1,865,952	10.8%	105
Participated in yoga in last 12 months	1,359,995	7.9%	98
Participated in Zumba in last 12 months	534,876	3.1%	95
Spent on sports/rec equip in last 12 months: \$1-99	1,142,404	6.6%	109
Spent on sports/rec equip in last 12 months: \$100-\$249	1,098,007	6.4%	104
Spent on sports/rec equip in last 12 months: \$250+	1,511,903	8.8%	109
Attend sports events	3,097,639	18.0%	108
Attend sports events: baseball game - MLB reg seas	1,015,682	5.9%	105
Attend sports events: basketball game-NBA reg seas	272,203	1.6%	93
Attend sports events: football game (college)	678,466	3.9%	112
Attend sports events: high school sports	649,279	3.8%	112

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



Sports and Leisure Market Potential

Overnight Market
Area: 71,588.18 square miles

Prepared by Esri

Demographic Summary		2019	2024
Population		4,871,886	5,037,243
Population 18+		3,767,552	3,892,033
Households		1,930,079	1,993,444
Median Household Income		\$60,449	\$69,025
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	264,279	7.0%	92
Participated in archery in last 12 months	103,054	2.7%	100
Participated in backpacking in last 12 months	129,953	3.4%	101
Participated in baseball in last 12 months	139,585	3.7%	93
Participated in basketball in last 12 months	278,942	7.4%	93
Participated in bicycling (mountain) in last 12 months	151,253	4.0%	96
Participated in bicycling (road) in last 12 months	369,545	9.8%	101
Participated in boating (power) in last 12 months	190,005	5.0%	107
Participated in bowling in last 12 months	341,228	9.1%	103
Participated in canoeing/kayaking in last 12 months	273,917	7.3%	107
Participated in fishing (fresh water) in last 12 months	534,695	14.2%	123
Participated in fishing (salt water) in last 12 months	129,149	3.4%	88
Participated in football in last 12 months	173,017	4.6%	97
Participated in Frisbee in last 12 months	160,925	4.3%	107
Participated in golf in last 12 months	339,434	9.0%	108
Participated in hiking in last 12 months	426,682	11.3%	92
Participated in horseback riding in last 12 months	86,841	2.3%	99
Participated in hunting with rifle in last 12 months	179,430	4.8%	112
Participated in hunting with shotgun in last 12 months	143,318	3.8%	113
Participated in ice skating in last 12 months	105,655	2.8%	98
Participated in jogging/running in last 12 months	453,928	12.0%	94
Participated in motorcycling in last 12 months	126,824	3.4%	110
Participated in Pilates in last 12 months	91,147	2.4%	98
Participated in ping pong in last 12 months	151,550	4.0%	103
Participated in skiing (downhill) in last 12 months	98,339	2.6%	94
Participated in soccer in last 12 months	134,581	3.6%	89
Participated in softball in last 12 months	122,143	3.2%	115
Participated in swimming in last 12 months	610,392	16.2%	100
Participated in target shooting in last 12 months	196,980	5.2%	120
Participated in tennis in last 12 months	121,631	3.2%	94
Participated in volleyball in last 12 months	153,414	4.1%	117
Participated in walking for exercise in last 12 months	946,905	25.1%	102
Participated in weight lifting in last 12 months	369,183	9.8%	94
Participated in yoga in last 12 months	251,442	6.7%	83
Participated in Zumba in last 12 months	107,565	2.9%	87
Spent on sports/rec equip in last 12 months: \$1-99	257,113	6.8%	112
Spent on sports/rec equip in last 12 months: \$100-\$249	231,245	6.1%	100
Spent on sports/rec equip in last 12 months: \$250+	335,236	8.9%	110
Attend sports events	655,725	17.4%	104
Attend sports events: baseball game - MLB reg seas	203,630	5.4%	97
Attend sports events: basketball game-NBA reg seas	52,190	1.4%	82
Attend sports events: football game (college)	152,124	4.0%	114
Attend sports events: high school sports	151,524	4.0%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

December 20, 2019