

# Project Category

NSBF Byway Community Award: Interpretation

# Project Name

Covered Bridges Scenic Byway Discovery Guide

# Byway Name

Covered Bridges Scenic Byway

Designation: 2016

Distance: 82 miles

# Overview

The project was the creation of a 16-page full-color booklet called “Discovery Guide” for the Covered Bridges Scenic Byway. The booklet contains an introduction to the byway, a two-page spread on each of our six byway stories/themes (including an overview of that story, historic and current photographs, a featured asset, and a table of the sights to see if the visitor is interested in that particular story), contact information, and directions to the byway and our welcome centers. Each story’s spread was designed to mimic an interpretive panel, which we hope to one day manufacture and display at each site.

# Intrinsic Qualities

Since we are a brand new byway and are still in the process of creating an Interpretive Plan, we wanted to create something that visitors could use now to learn more about our byway and its stories. It will likely take years to raise the funds to manufacture interpretive signage at our key assets, so the Discovery Guide is a relatively inexpensive and portable way for visitors to take key information along with them. The guide also enables visitors to choose their own experiences along the byway, and to focus on what matters most to them.

# Byway Best Practice

- Innovative – I have not seen a booklet like this before. It has solved a huge problem for us, which was that we wanted to share interpretive information with our visitors now, but are too early in the process to be able to afford interpretive signage at our key sites.
- Low-Cost – The booklet allows us to share interpretive information on all of our stories and key sites at a much lower cost than physical signage. For just \$1,000, we are able to share this information with over 2,000 visitors.
- Flexible – The booklet can be easily updated, whereas physical panels would have to be replaced.
- Expandable – We can add to the booklet, if desired, or create an audio tour based on the booklet. The booklet was also designed so that each spread could easily be recreated as an interpretive panel at key sites.
- Creates a souvenir & marketing tool – The booklet is meant to be kept by the visitor as a souvenir and resource. It can easily be viewed or shared, marketing the byway to potential visitors.

## Keys to Success

Having a project manager with multiple skills helped keep the costs of the project low – we were able to produce the booklet ourselves in terms of graphic design, photography, and copywriting. The only outsourcing we did was the printing of the booklets.

We were able to clearly articulate our byway stories and themes early in the process of creating our Corridor Management Plan and our Interpretive Plan. This enabled us to move forward quickly and early with this project, and get the booklets in the hands of our visitors.

Lastly, having strong partnerships within our community made it possible to solicit funding for the project, and the Friends of the Byway sustaining membership program that we started will ensure that we are able to reprint the booklets as needed.

## Additional Information

### Contact Information

Teddi Yaeger

515-462-1185

tourism@madisoncounty.com

73 Jefferson Street, Winterset IA 50273

### Project Year(s):

5/25/2019 - 5/25/2021

### Website

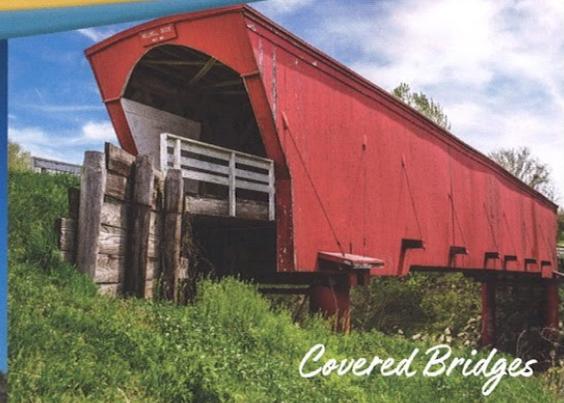
[www.madisoncounty.com](http://www.madisoncounty.com)

# Photographs

## Discovery Guide



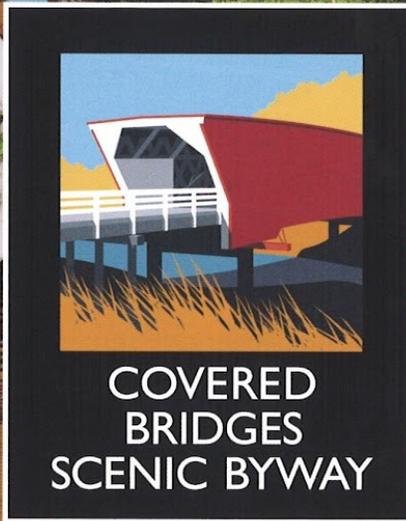
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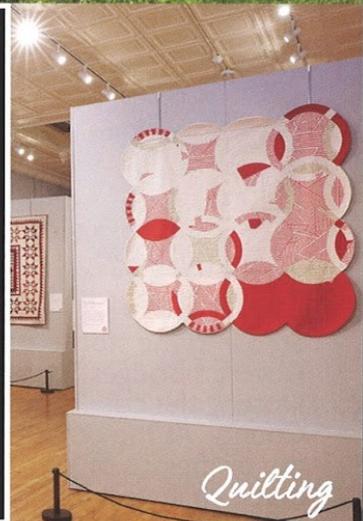
*Covered Bridges*



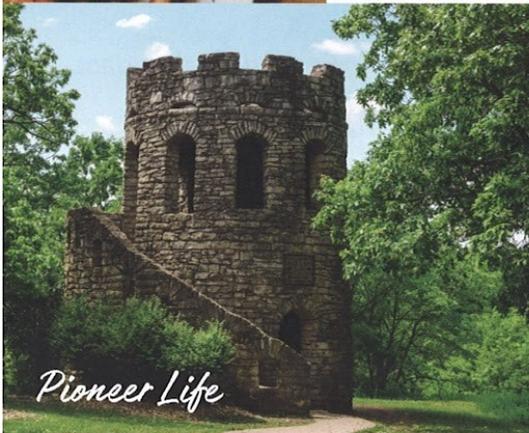
*Field to Fork*



**COVERED  
BRIDGES  
SCENIC BYWAY**



*Quilting*



*Pioneer Life*



*Recreational  
Adventures*