



Project Summary 2009

SB-2009-TN-55640: TRTA Interpretative Information Project

State Submission Date

Mar 4, 2009

Division Submission Date

not submitted

State Priority

0

This application must be completed online at <http://www.bywaysonline.org/grants/>, and submitted electronically and in printed form.

Project Category

Which category best describes the location of this project?

- Project that is associated with a highway that has been designated as a National Scenic Byway, All-American Road, or one of America's Byways.
- Project along a State or Indian tribe scenic byway that is carried out to make the byway eligible for designation as a National Scenic Byway, an All-American Road, or one of America's Byways.
- Project that is associated with the development of a State or Indian tribe scenic byway program.

Choose from the following categories of eligible work the type that best fits your project.

- Byway Programs
- Corridor Management
- Safety Improvements
- Byway Facilities
- Access to Recreation
- Resource Protection
- Interpretive Information
- Marketing

Is this application a resubmission of an unfunded project from a previous year?

- Yes
- No

Project Location

State(s) involved in project:

Tennessee

Indicate the byway's regional location within the State. Reference prominent landmarks such as parallel major highways, natural features, counties, or large cities, that makes the byway(s) easy to locate in a road atlas.

Nine counties surrounding the Western leg of the Tennessee River — Stewart, Houston, Humphreys, Perry, Wayne, Hardin, Decatur, Benton, and Henry

Briefly describe the project's location(s) on the byway using references to route numbers, byway gateway communities, project location communities and landmarks so any reviewer can identify the project sites.

US Hwy 64 Savannah to Collinwood, TN Hwy 13 Flatwoods to Erin, Hwy 49 Erin to Dover, US Hwy 79 Dover to Paris, US Hwy 641 Paris I-40; At I-40 TN Hwy 69 thru Parsons to TN River, from TN River Hwy 114 to Hwy 128 thru Savannah end at Pickwick Dam

Associated Byways

State	Byway Name
	Tennessee River Trails

Is this project consistent with the Corridor Management Plan(s) for the byway(s) involved?

- Yes
- No / CMP not available

Congressional Districts

State	District	Representative (at time of application)
TN	7	Blackburn, Marsha
TN	8	Tanner, John S.

Abstract

Project Description

Complete the sentence "This project will..." before adding remaining information.

This project will introduce visitors to the Tennessee River Trails (TRT) byway route by creating a general awareness of the nine-county Tennessee River region as a tourism and recreation destination. Identification and interpretation of the areas intrinsic resources is best explored through the distribution of a CD, brochure, and maps, access to information via Web applications and podcasts, and the provision of customer service training regarding the unique byway qualities and value as an economic resource. This project will educate the byway traveler about the intrinsic resources that would otherwise go unnoticed along this isolated, rural corridor.

Byway Benefits

Complete the sentence "This project benefits the byway traveler by..." before adding remaining information.

This project benefits the byway traveler by providing detailed, directional information regarding the TRT corridor including interpretive information on the byway's regional story and resources. A CD, brochure, and map(s) of the byway will be easily accessible at various distribution points located at visitor centers, regional tourism offices, and local area Chamber of Commerce offices. While Web applications and podcasts will allow travelers access to byway information via alternative multi-media outlets. Customer Service Training will help educate employees at various area visitor centers while informing the general traveler of the scenic corridor's unique intrinsic resources.

Narrative

Project Summary

Completely describe all the major elements of your proposed project in a concise but complete summary.

Since 2002, TRTA has formalized as an organization around its mission to “develop a river trail system to enhance recreation and tourism within the nine counties in Middle and West Tennessee bordering the Tennessee River.” As a result, TRTA has evolved into a 501(c)3 non-profit organization encompassing nine counties, four development districts, including other significant interested state and federal agencies, and affiliations. Ongoing organizational meetings and regional discussions have focused on addressing area economic development needs and issues relative to the sustainable development of the nine-counties of the Tennessee River corridor and its resources. At present, TRTA is working with a consultant to create a CMP thus allowing TRTA to effectively utilize existing rural transportation route networks to create greater visibility of a uniquely rich and historically significant area as a tourism and recreation destination linked through a byway corridor. This project would enable the TRTA to continue advancing its goals to promote the region through a byway initiative while interpreting the inherent intrinsic resources within the area to tell the region’s story.

This project represents the first phase of a multi-phased Interpretive Plan to introduce the visitor as well as increase the general awareness of the TRT corridor – a nine-county tourism and recreation destination linked through a scenic byway initiative. Situated along the Tennessee River between Middle and West Tennessee, interested byway travelers to the corridor include civil war buffs, long-distance bikers, birders, recreational hunter and fishermen. At present, the Tennessee River Trails Association (TRTA) is working with NSB grant funds for the (FY 2005) development of its Corridor Management Plan (CMP), which includes identification and interpretation of the byway route along with its prevailing intrinsic qualities and plans to have the CMP completed by the end of 2009. TRTA Board Members fully support moving forward to secure successive funding that develops interpretative information relative to the new byway route and begins to tell region’s story as defined by the supportive intrinsic qualities. Future interpretive plans will be documented in the CMP.

This project also provides the first initiative to invite travelers to the TRT byway, tell the byway’s intriguing story, and promote a better understanding of the corridor’s unique intrinsic qualities. The byway traveler will enjoy convenient access to materials available either via Web applications/podcasts or at various distribution points located throughout the region from which to garner the story of the byway corridor in a deliverable, accessible format. Consultant selection through the RFP process will provide TRTA with further ideas and knowledgeable expertise in which to advance this project. The activities for this project include:

1) Development of an Audio CD nested in a printed cover, including a descriptive brochure and driving maps to 54 locations along the 200 mile TRT byway route using a narrative, photos, and maps to inform as well as orientate the traveler regarding the byway route. Storytellers from the region will narrate a byway journey throughout the TRT region using local characters of interest (Confederate and Union Soldiers, Fisherman Jack, Bill the Riverboat Engineer, etc) to inform the visitor of places to see and go along the route. Through each character’s interpretative story, various intrinsic qualities and resources can be further explored along the byway. The audio CD, brochure and map will be accessible via the TRTA website and links to TNVacation.com, as well as distributed at various points throughout the region such as state visitor centers, regional tourism offices within the nine counties, and local chambers of commerce or Convention and Visitors Bureau (CVB) located within each county.

2) Create Web applications and podcasts to provide enhanced web pages and micro-sites which allow visitors access to creating a unique vacation package selecting from the various resources available throughout the byway corridor. This technology also allows for interactive and down loadable mapping capacity. Moreover, this project provides a complete area map of the nine counties including 54 clickable map destinations along the byway and easy access to multi-media information distributed at various points throughout the region at state visitor centers, regional tourism offices, and local Chambers of Commerce and CVB offices situated within each county, including the TRTA website, TNVaction.com, and links to the National Scenic Byways Program.

3) Visitor center training workshops will provide necessary customer service training to employees situated along the byway route, further enabling them to recognize TRT as a tourist and recreation destination, as well as understanding the benefits of referring travelers along the TRT byway. Nine 2 to 3 hours sessions will be held in each county to better assist individuals situated at various visitor center locations to inform the byway traveler of the significance of the corridor’s intrinsic qualities that form the byway’s story.

Benefit to Byway Traveler

Describe how the proposed project will benefit a byway traveler, add to their travel experience or fulfill an important objective of your CMP.

This project works to enhance the byway travelers' experience by interpreting resources and places along the designated TRT route, as well as providing opportunities for the byway visitor to explore other intrinsic resources along the corridor.

Through the development of an audio CD, brochure and maps, Web applications and podcasts, along with visitor center training workshops, such activities will better orientate, as well as, inform the byway traveler about the region. This project also helps define for the traveler a "sense of place" within the Tennessee River region, by exhibiting how the intrinsic qualities developed over time and today presently shapes the landscape of the TRT corridor.

The traveler will also have easy access to multi-media information distributed at various points throughout the region such as state visitor centers, regional tourism offices, and local Chambers of Commerce and CVB offices situated within each county, including the TRTA Website and TNVaction.com.

The TRT byway corridor is not just any road, but instead a road that encompasses a wide variety of landscapes that includes pristine, natural areas, rural communities, and agricultural environments. Therefore, the TRT byway corridor works as a transportation corridor linking communities and intrinsic resources as well as accommodating multi-modal users, and not just recreational uses.

Prior Projects

Describe any relationship between this project and previously funded National Scenic Byways Program grant projects. In addition, discuss how the proposed work relates to any multi-year work plan byway leaders have developed.

Soon after TRTA's organization in 2002, a decision was made to seek grant funds to help define organizational goals and plans for seeking potential development opportunities within the region.

In 2003, TRTA applied for and received an Economic Recovery grant through the USDA/Forest Service to create a strategic plan, regional resource inventory, brochure, and website for the Tennessee River Trails corridor. Also in 2003, a technical assistant grant awarded through the National Park Service (NPS) River, Trails, and Conservation Assistance (RTCA) Program assisted TRTA with ongoing planning and management issues relative to region's potential resource development.

In 2005 TRTA was awarded a FHWA/National Scenic Byway Program grant to complete a CMP for a nine-county region along the Tennessee River.

Currently, TRTA is working through the process of completing the CMP and the proposed interpretive information development project will help to educate the byway traveler about the intrinsic assets and resources available along the nine-county Corridor.

Project Coordinator

Please provide contact information for a person responsible for this project.

Name: Tonya G Blades

Title: Regional Preservation Planner

Organization: Greater Nashville Regional Council

Address: 501 Union Street
6th Floor
Nashville, TN 37219

Phone: 615-862-8828

Fax: 615-862-8840

E-mail: tblades@gnrc.org

Work Plan

Milestone/ Task	Start Date	Duration	Responsible Party	Justification
Establish funding agreement with State	AAD*			
Outreach and Awareness	AAD + 1 month*	24 months	Greater Nashville Regional Council for TRTA	1) Coordinate and review with consultant for project oversight; 2)facilitate attend approximately 16 meetings related to workshops and general TRTA steering committee on project; 3) provide for travel expenses incurred to attend meetings within TRT region regarding project; 4) provide for printed materials, mailings, advertisements, and meeting space.
Develop CD and Brochure	AAD + 2 months*	5 months	Consultant working with TRTA	1) Develop program elements for CD/brochure creating descriptive text for individual locations; 2) create four historic characters and speaking parts; and 3) review photos for individual locations and develop brochure mockup(s)
Review and Production of CD/Brochure	AAD + 8 months*	10 months	Consultant working with TRTA	1) Develop preliminary story board(s) that include photos and text; 2) review voice mockups for one location; 3) review preliminary audio tour of all locations; and 4) final review of brochure and CD audio tour with TRTA followed by production of brochures and CD
Develop Internet Web Applications and Podcasts	AAD + 12 months*	6 months	Consultant working with TRTA	1) Complete area map with nine county clickable destinations, including six clickable destinations within each county, review with TRTA; 2) create each page and map detail, photos, written description, audible description and audio download, meet and review with TRTA; and 3) provide training for updates with TRTA
Visitor Center Training Workshops	AAD + 12 months*	8 months	Consultant working with TRTA	1) Provide project management and prepare workshop presentation format; 2) interview staff and record results; 3) write copy of presentation for training and review with TRTA; 4) generate powerpoint presentation for training sessions; and 5) conduct nine workshop training sessions in the field

* AAD = Actual Award Date (estimated to be August 01, 2009)

Budget

Cost Breakdown

#	Description	Total Cost	Requested	Match
1.	Create and Produce CD/Brochure	138,000	110,400	27,600
2.	Outreach and Awareness	10,000	8,000	2,000
3.	Develop Internet Web Applications/Podcasts	34,000	27,200	6,800
4.	Visitor Center Training Workshops	8,000	6,400	1,600
Total		\$190,000	\$152,000	\$38,000

Matching Funds

Source	Type	Description	Amount
Tennessee River Trails Association	Cash		38,000
Total			\$38,000

Funding Allocation

Do the byways involved in the project cross any Federal Lands? (Check all that apply)

- Bureau of Indian Affairs
- Bureau of Land Management
- Fish and Wildlife Service
- National Park Service
- USDA Forest Service

If this project is selected for funding, please indicate your preference for carrying out the project (check one):

- FHWA allocates the funds for the project to the State DOT
- FHWA allocates the funds for the project to one of the Federal Land Management agencies marked above (provide contact information below)
- FHWA allocates the funds for the project to an Indian tribe or tribal government (provide contact information below)

If funding should be allocated to a Federal land management agency or Indian tribal organization, please provide contact information for that organization:

Name:
Title:
Organization:
Address:
Phone:
Fax:
E-mail:

Application Checklist

The following statements are for informative purposes. Please read and check each statement.

- I understand that this is a reimbursement program - funds are not available up-front.
- I have reviewed and responded to the Complete Application statements as outlined in the Grants Guidance.
- I have been in touch with the State scenic byway coordinator and have responded to recommendations or requirements of the State.
- I have verified with the State byway coordinator that this proposed project can receive authorization to proceed from the State and FHWA division before the end of the fiscal year for which the application is made.

Attachments

Use this as a checklist to verify that all attachments are provided with your printed application.



Letters of Support

These letters support the interpretive information project.

Digital version: [Letters of Support NSB2009.pdf](#) (197.0 KB)



TRTA Regional Map

This is a regional map of the TRTA region and state inset

Digital version: [Final lo-resolution11x17.jpg](#) (1.1 MB)



□ **TRTA regional photos**

Photos provide visuals of resources within the TRT region.

Digital version: [Clifton Wayne Co.jpg](#) (74.1 KB)



□ **TRTA regional photos**

Provides visuals of resources within the TRT region.

Digital version: [Collinwood Depot Wayne Co.jpg](#) (99.2 KB)



□ **TRTA regional photos**

Provides visuals of resources within the TRTA region.

Digital version: [Fort Donelson Stewart Co.jpg](#) (74.8 KB)



□ **TRTA regional photos**

Provides visuals of resources within the TRT region.

Digital version: [TN Nat Wildlife Refuge.jpg](#) (117.2 KB)



□ **TRTA regional photos**

Provides visuals of resources within the TRT region.

Digital version: [Erin Lime Kilns Houston Co.jpg](#) (138.9 KB)



□ **TRTA regional photos**

Provides visuals of resources within the TRT region.

Digital version: [TRTA Letter of support.pdf](#) (32.3 KB)

Signatures

Application Completeness

I certify that this application is complete and correct, and is eligible for National Scenic Byways funding. (This should be completed by the State's scenic byways coordinator.)

Please print name:	Title:
Signature:	Date:

Matching Funds Certification

I certify that the matching funds for this project are available for use at the time of application.

Please print name: Sam H. Edwards	Title: Executive Director
Signature:	Date: