



BOONE FORKS

2020

Where Rivers Meet. Adventures Begin.

An **ANNUAL REPORT** of the Boone Forks Region— *The Scenic River Valleys of the Counties of Boone, Hamilton & Webster*

Mission: People and places work and grow together To collaborate across political and geographic boundaries for effective connection and integration of arts, heritage, nature, community and economic vitality.

Vision: Lands and communities fulfilling dreams . A region renowned for its breathtaking river valleys, high trestle rail lines, working farms and natural lands—connected to historic communities of character and opportunity.

Boone Forks Region prepares to roll-out new website for 2021...



THINGS TO DO ▼ OUTDOOR ACTIVITIES ▼ EAT + DRINK STAY PLAN YOUR VISIT ▼ EVENTS ▼ ABOUT

Where Rivers Meet, Adventure Begins

SEE THINGS TO DO

Coming Soon...

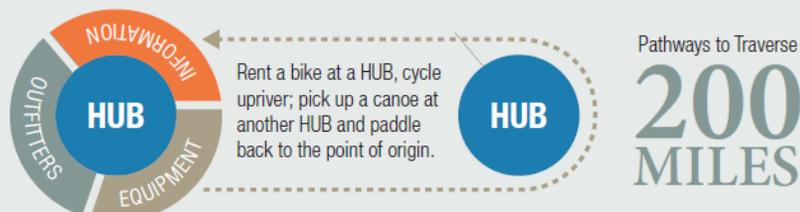


PLAN YOUR VISIT

At the confluence of the Des Moines and Boone Rivers the Iowa Counties of Boone, Hamilton and Webster have collectively formed the Boone Forks Region, renowned for its breathtaking river valleys, high trestle rail lines, working farms and natural lands—connected to historic communities of character and opportunity. The regional partners have collaborated across political and geographic boundaries to effectively connect and integrate the arts, heritage, nature, community and economic vitality.

Boone Forks Region Initiatives

Hike, Bike, and Paddle: A Multi-Use Network



Legacy Learning Revisited: Hands-on Arts, History and Nature

NATURE

Naturalists

HISTORY

Historians

ARTS

Artists
Artisans
Makers



The Kate Shelley Welcome Center will be the permanent home for Legacy Learning.

Let's Keep Going!

- 1 Expand programs.
- 2 Rebrand.
- 3 Promote to all ages.
- 4 Mobilize.



Legacy Learning in the Boone River Valley has already launched this exceptional concept to link to expert work.

Quirky Wonders: Tours and Itineraries Tailored to Your Curiosity



Tours are often designed to fit your "demographic." Let's switch that up and get you in the right places with tours based on motivations and interests.



A mix of itineraries and tour options to get to both regional residents and visitors – then grows as technology continues to help us understand what matters most to YOU.



Intrigued by ghosts and history? The cemetery tour is for you.



Inspired by your spirit of adventure? You'll want to hike, bike and paddle with a side-trip to Briggs Woods.

Let's Get Started!

- 1 Polish and publish the current tours that appear in the plan.
- 2 Post and promote.

Brand and Market: Unite to Tell the Region's Story

BEST-KEPT-SECRET NO MORE!

All of the partners want to make sure the Boone Forks Region ends up on the proverbial map – through joint branding, marketing and promotion.

Let's Get Started!

- 1 Secure university support for a branding exercise.

Protect the Source: Boone Forks and Beyond



SUCCESS =

The natural resources values of the entirety of Boone Forks Region's river valleys and woodlands deserve protection – through conservation easements, wildlife management or park designations, public ownership, etc.

Let's Get Started!

- 1 Identify land sections at highest risk.
- 2 Partner to put reasonable protections in place.

The Kate Shelley Welcome Center

Home of the Lincoln Highway Heritage Byway and Legacy Learning



– Diverse Opportunities for Overnight Stay

Repurposing a section of the Kate Shelley Bridge as an interpretive focal point and linking it to the incoming national destination: The Lincoln Heritage Byway.

– Kate Shelley Welcome Center

A vantage point of the past, present and future - like no other. Both metaphorical and physically dramatic, it provides exceptional potential to "pull" byway visitors into the region and encourage their stay.

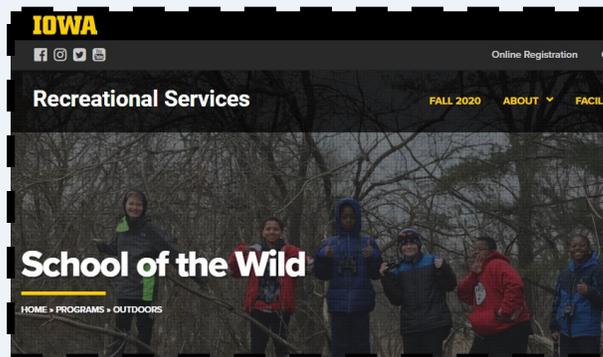
Progress 2020...The Year of COVID-19



- Each county is pursuing options for bike, kayak & equipment rental through an app with Koloni, an Iowa based business.
- The region is preparing for a 2021 Great Places Grant Application related to enhancements to the Des Moines and Boone River Water Trails.



THINGS TO DO ▾ OUTDOOR ACTIVITIES ▾ EAT + DRINK STAY PLAN YOUR VISIT ▾ EVENTS ▾ ABOUT



- The region's County Conservation Boards are preparing to implement the U of I "School of the Wild" Program.
- Hamilton Co. hosted their first School of the Wild Program with the Webster City School District in the Fall of 2020.

ITINERARIES



HISTORY BUFF

MORE INFO

- The region's new website includes theme and activity-based itineraries to explore the areas assets

Project 7



ANYTHING IS POSSIBLE

- The Boone Forks Committee approved an agreement with the Fort Dodge Convention & Visitors Bureau to coordinate the region's activities and finances.
- The region hired Project7design to create a regional website. The website development is in the final stages. A Spring 2021 launch date is planned.
- The committee is working with the Iowa Central Community College Visual Arts Program to create videos that will be used to market and define the region.

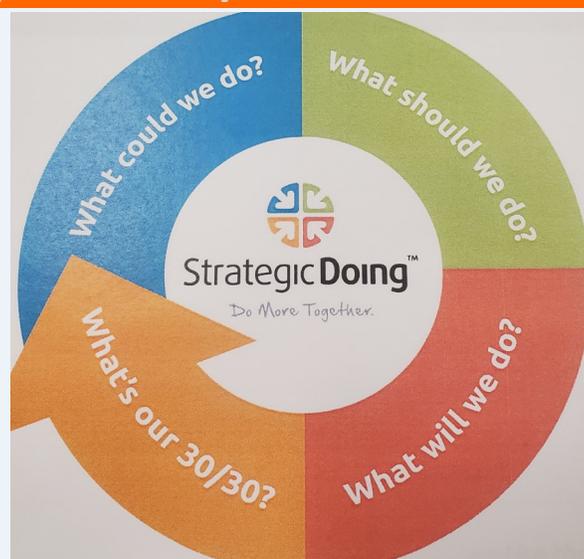


- A river clean-up was originally planned in each county to clean and create awareness for Iowa's rivers and water quality. Unfortunately the events were cancelled due to COVID-19.
- The region's partners continue to advocate for funding Iowa's Natural Resource and Outdoor Recreation Trust Fund.

Boone Forks—“Strategic Doing” Workshop—February 4, 2020



Team member, Lindsay Henderson, leads the Boone Forks Committee through a “Strategic Doing” Workshop in Webster City to identify regional priorities and goals for 2020.



2020 Boone Forks Regional Committee—Zoom meetings



Tanner Scheuermann—Boone Co. Conservation
 Lindsay Henderson—Webster City
 Erin Ford—Webster Co. Conservation
 Brian Lammers—Hamilton Co. Conservation
 John Laird—Hamilton Co. Conservation
 Kurt Phillips—Boone Co. Chamber & Economic Growth
 Amy Pingel—Iowa Central Community College
 Matt Cosgrove—Webster Co. Conservation
 Jennifer Hanson—Boone River Valley Festival
 Katie Healy—Boone Co. Conservation
 Jill Nelson—Greater Fort Dodge Growth Alliance
 Karen Hansen—Webster Co. Conservation
 Lori Branderhorst—Fort Dodge Parks & Recreation
 Connie Lind-Fraher—FD Convention & Visitors Bureau

Regional Partners

Boone County Board of Supervisors
 Boone County Conservation Board
 Boone County Convention and Visitors Bureau
 CDS Global
 City of Boone
 City of Fort Dodge
 City of Webster City
 Fareway Stores, Inc.
 Fort Dodge Convention & Visitors Bureau
 Friends of Ledges State Park
 Greater Fort Dodge Growth Alliance
 Hamilton County Board of Supervisors

Hamilton County Conservation Board
 Hamilton Hometowns
 Iowa Department of Natural Resources
 Legacy Learning
 Linco
 Prairie Rivers of Iowa
 Rotary Club of Boone
 Seven Oaks Recreation
 The Iowa Arboretum
 Webster County Board of Supervisors
 Webster County Conservation Board

