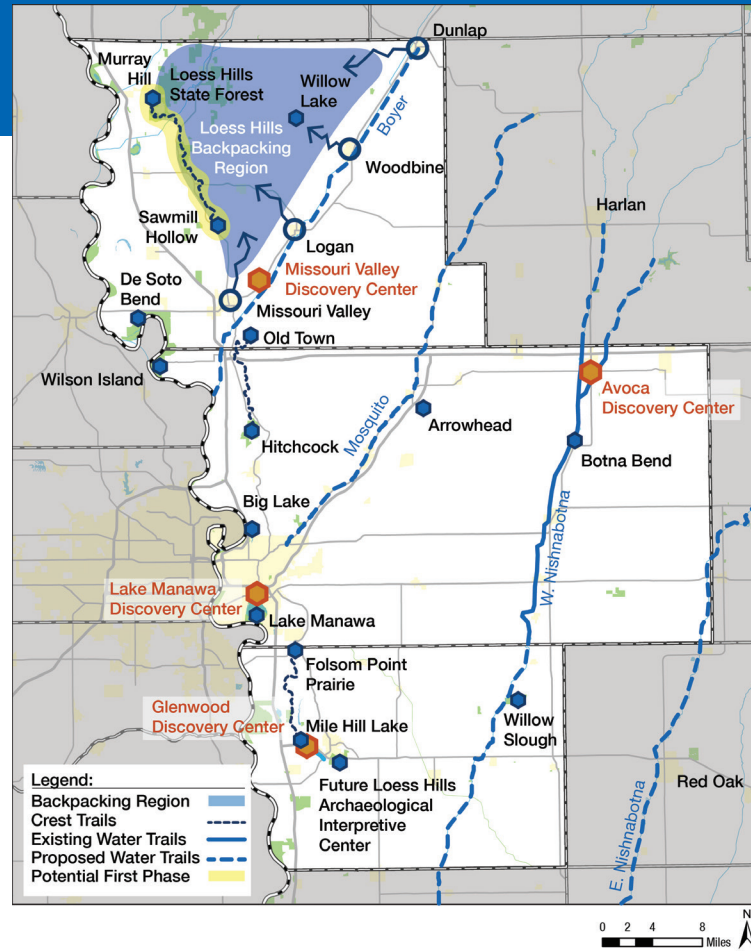


RIDGES & RIVERS: EXPLORE!

RUGGED ACCOMPLISHMENTS, SERENE ADVENTURE

Across the region, we aid the backpacker navigate a remote and unique Loess Hills wilderness, through exploration, orienteering, and footpaths.

With careful planning and partnership of key agencies, we provide tools, adventure camping sites and landscape-sensitive facilities to support crest-and-valley wilderness hikes, just-a-bedroll-required overnight stay and true off-the-grid adventure. Due to the many public wilderness sites, we anticipate early routes in Northwest Harrison County and expansion to all counties in the region over time.



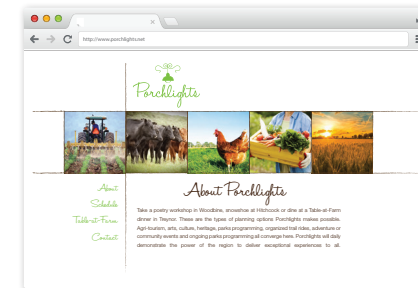
PORCHLIGHTS

NATURE AND TALENT IN THE LIMELIGHT



Coordination of talented artisans, naturalists, chefs and performers translates into an exceptional online and off-line events calendar which delivers education, recreation, local food experiences, arts, and entertainment.

Models of this robust web/app-based coordination have been dubbed "museums without walls." As a virtual portal to the region, www.porchlights.net imparts a sense of welcome. It engages visitors and residents in countless ways: want a sewing lesson? Check for an option via Porchlights. Where are the local musicians performing? Porchlights lets you know. Naturalists leading a birdwatching tour south of Glenwood? Get the meeting point on Porchlights.



The system uses a centralized hub, envisioned at the new Lake Manawa Discovery Center, where Porchlight visitors can meet and would be driven out to the various destinations via The Loess Bus. This feature will ensure that access is easy, especially for visitors that are coming from the Omaha or Council Bluffs communities.

Let's Talk About Table-at-Farm

We're all familiar with local food sourcing, but what about connecting directly to the farm and farmers? In partnership with the region's chefs and the growing agri-tourism movement, we propose a small catering truck to facilitate chefs arriving at local farms or nearby parks and preparing locally-sourced meals. We'll use the Porchlights website for planning/coordination and reservations. The truck itself, with themed exterior wrapping, will help promote Porchlights, Parks, Agri-tourism, and the Loess Hills Missouri River Region as a whole.

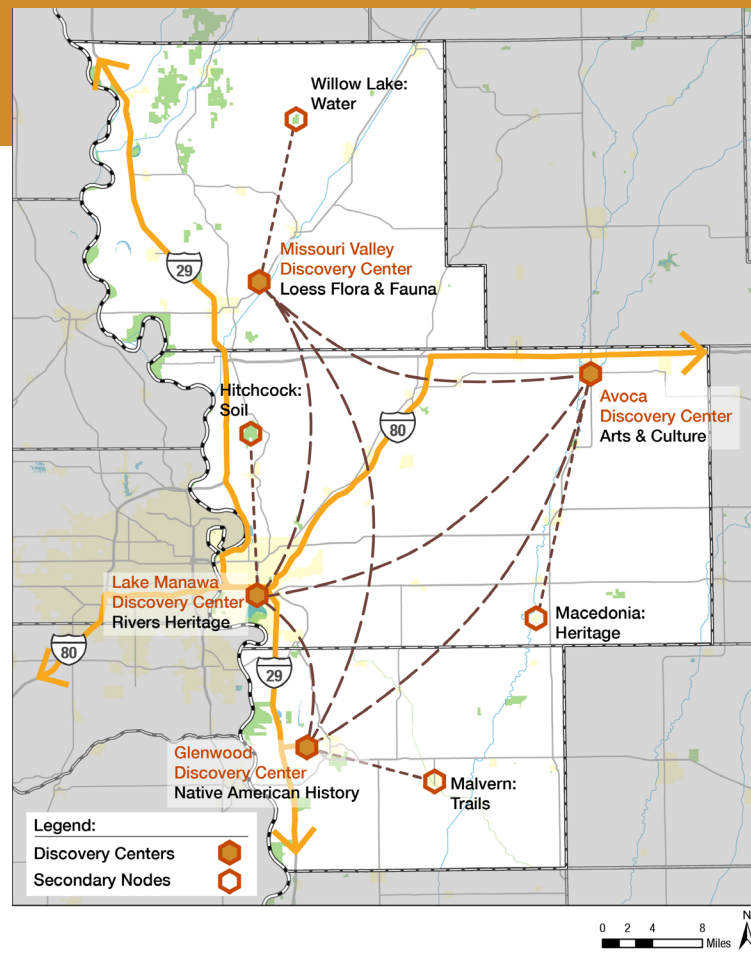


LOESS DISCOVERY WEB

A WELCOMING EDUCATION & EXPERIENCE NETWORK

A mix of physical sites and robust online experiences connect residents and the public to the region through exceptional education and orientation.

Building from the existing Missouri Valley Loess Hills interpretive center, this initiative tells the story of Native American history at Glenwood, rivers at Lake Manawa State Park, and arts at Avoca. These primary nodes of the web lead the public to other interpretive sites.



LOESS HILLS MISSOURI RIVER REGION



HARRISON

POTTAWATTAMIE

MILLS

NEBRASKA

PLAN PRIORITIES

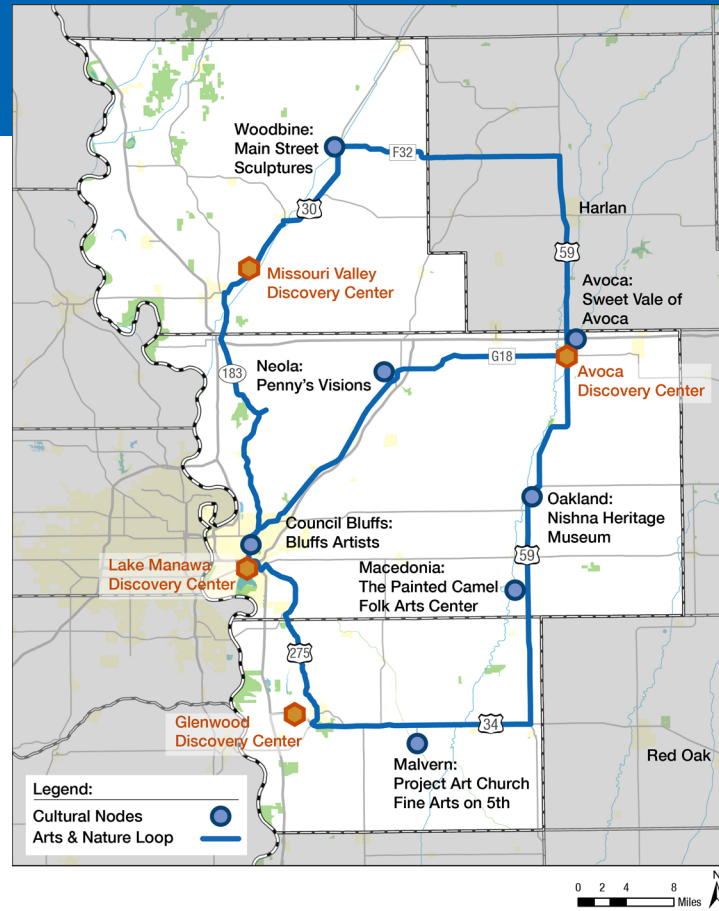
LOESS ARTS & NATURE LOOP

A FIGURE 8 OF EXPERIENCE

Building from the awareness and traction of the Loess Hills Scenic Byway and Living Loess Tour, we create a double-looped driving tour to connect and celebrate our cultural parks and community arts.

The route involves Highway 59 on its Eastern Edge and engages more than a dozen communities and 20 parks and wildlife areas via Highway 34, Railroad Avenue/191, and the scenic, paved F32.

The Figure 8 Loop anchors at Lake Manawa and at the proposed Macedonia Folk Arts Center where artisans-at-work will connect the public with their pioneer culture and folk art heritage. Artist-enhanced camping facilities provide much-needed affordable, signature overnight stay through glampgrounds (glamorous camping). Glampgrounds potentially launch at Willow Lake County Park, Lake Manawa State Park or other locations. They may also serve as a private business opportunity.



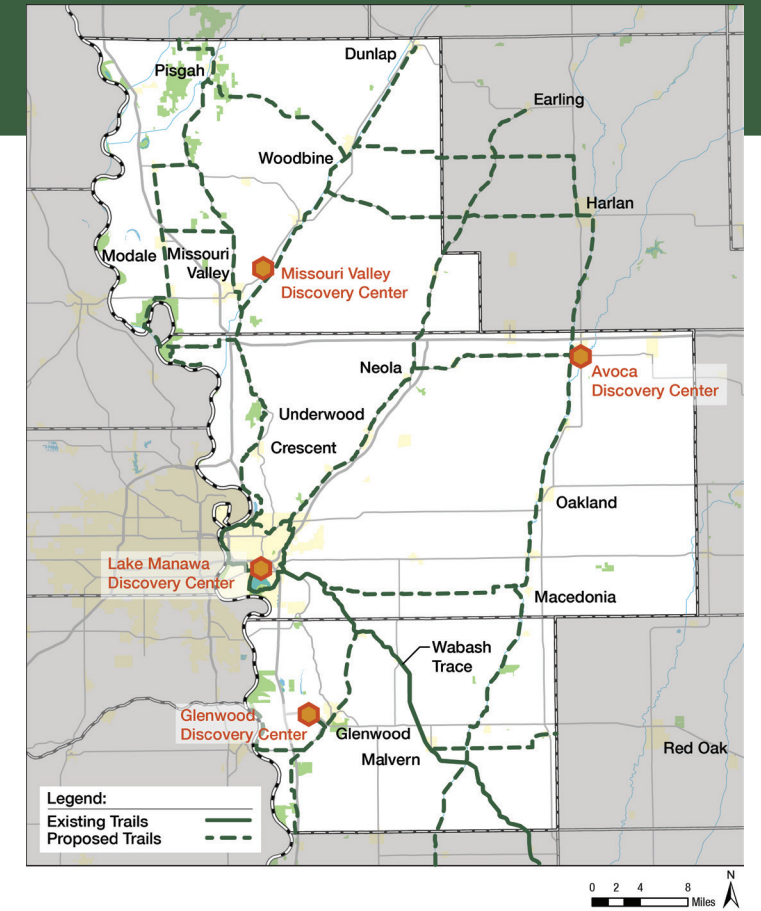
FRONTIER IOWA TRAILS

THE REGION'S FOUNDATION

This multi-use trails system serves as the foundation for the region's overall success in terms of connection, promotion of public health, economic development and tourism.

This initiative builds from current water, paved and gravel trails and footpaths coupled with past and current planning.

The result: loops, day trips and mini-RAGBRAI experiences for a mix of users, but with some emphasis on cycling. As this network continues to build out with priority segments highlighted in this plan, the region works collaboratively to sign and promote the Frontier Iowa Trails network already in play.



The Folk Arts Center

This system hub showcases the exceptional talents of artists and artisans of the region – and will serve as an attractor for new talent and energy while providing powerful education and recreational experiences for residents and visitors alike. This center delivers hands-on engagement rooted in agriculture, the delights of nature and historic crafts. This will be a destination in and of itself, but when coupled with the driving loop, the communities and the ongoing programming, we envision national stature for this first-in-Iowa hub.

Lake Manawa

Lake Manawa serves as the region's only state park and it is Iowa's park with the greatest geographic reach, with a median travel distance to the park of 117 miles and 1.3 million-plus in annual visitation. The plan calls for park buffering, expanded/enhanced overnight stay, additional information/welcome features and potentially revamped entrance/circulation.



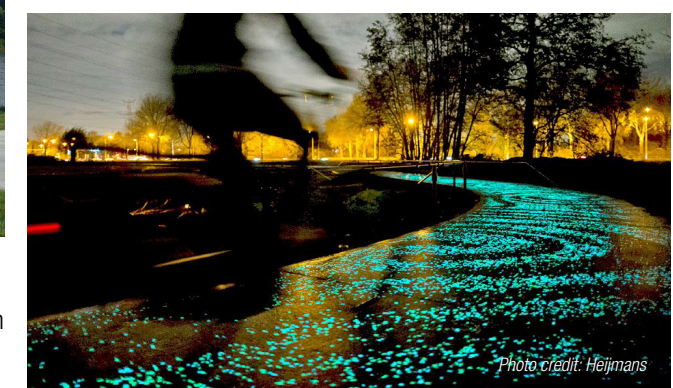
The Loess Bus:

Due to the magnitude and breathtaking nature of this loop, we propose using Porchlight's bus, The Loess Bus, to allow for chartered bus tours along the route.



Fit Feature

Integrate arts and character throughout the trail system. Include a "Starry night" connection (see illustration) as a focal point within the system.



LOESS HILLS
MISSOURI RIVER REGION

VISION:

An exceptional, preserved landscape framing communities that embrace and integrate culture, history, agriculture, nature and recreation.

MISSION:

To create and promote enhanced connections and destinations of culture, nature and community for the betterment of all.