

Office of the Lieutenant Governor
State of Louisiana

BILLY NUNGESSER
LIEUTENANT GOVERNOR



P.O. Box 44243
BATON ROUGE, LOUISIANA 70804-4243
(225) 342-7009

February 18, 2020

Federal Highway Administration
National Byways
U.S. Department of Transportation
1200 New Jersey Ave., SE,
Washington, DC 20590

Dear Nomination Review Committee:

This letter is written to support the All-American Road nomination application for the Louisiana Great River Road. As Lieutenant Governor, I have the opportunity to travel across Louisiana, as well as to national and international locations. People I encounter around the world are fascinated by the mystery and romance of the Mississippi River and the Louisiana Great River Road. Movies, films, books and songs have helped to make the Louisiana Great River Road a destination for decades. The twist and turns of the Mississippi River, the levees and the agricultural lands have shaped a land that has inspired 300-years of history. Louisiana has played a major role in American history from the Louisiana Purchase, doubling the size of the nation, to War of 1812, to the American Civil War and even to World War II.

The Louisiana Great River Road has all of the qualities, amenities and characteristics that tell the stories of an expanding America. Its story is an international story – one of powerful European nations fighting to control the Mississippi River and its ports. There are stories of wealth, of poverty, of river life, of plantation life, of slavery and the effects of emancipation. Along the Louisiana Great River Road, there are stories of gospel, Blues and the birthplace of Jazz. There are stories of pirates and smugglers stealing goods from French and Spanish ships in the Caribbean and selling their wares to the plantation owners along the Louisiana Great River Road.

Byways are designed to invite visitors to travel the back roads and to see and experience the “real” America, those communities not seen or experienced from the interstates. The Louisiana Great River Road has provided that experience since the 1930s, traveling through river towns, rural communities, farmlands, and today it is juxtaposed to industrial and petrochemical plants that share a connection to the river.

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The Louisiana Great River Road is deserving of this distinction and I enthusiastically support it being designated an All-American Road.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, reading "Billy Nungesser".

William "Billy" Nungesser
Lieutenant Governor

WBN/teo



Office of the Secretary
PO Box 94245 | Baton Rouge, LA 70804-9245
ph: 225-379-1200 | fx: 225-379-1851

John Bel Edwards, Governor
Shawn D. Wilson, Ph.D., Secretary

February 20, 2020

Federal Highway Administration
National Byways
U.S. Department of Transportation
1200 New Jersey Ave., SE,
Washington, DC 20590

Dear Review Committee:

As Secretary of the Louisiana Department of Transportation and Development, I have been involved with the Louisiana Byways Program for many years. It has been an excellent program and has helped direct visitors off the interstates and onto the byways, taking them through the many charming villages and towns in rural Louisiana.

I fully support the nomination of the Louisiana Great River Road as an All-American Road. It is one of the most treasured routes in Louisiana and has been so for decades. My department works diligently with the Louisiana Office of Tourism and local convention and visitors bureaus on issues such as signage, visitor wayfinding and outdoor advertising.

The Louisiana Department of Transportation and Development maintains most all of the roads and highways that connect together to create the continuous route of the Louisiana Great River Road. As you know, it is over 717 miles long and much of the Louisiana Great River Road is on both sides of the river. It is the longest Louisiana Byway in Louisiana and the longest part of the 10-state Great River Road. The Louisiana Department of Transportation and Development has been a long-time partner of the Louisiana Byways Program and it continues to support the program today.

Thank you for your consideration of the nomination of the Louisiana Great River Road as an All-American Road. I believe this designation is well-deserved for the Louisiana Great River Road.

Sincerely,

A handwritten signature in blue ink, appearing to read "Shawn D. Wilson", with a stylized flourish extending from the end.

Shawn D. Wilson, Ph.D.
Secretary

SDW/jm



U.S. Department
of Transportation
Federal Highway
Administration

MEMORANDUM

Subject: Louisiana Great River Road National Byway

Date: February 28, 2020

Sharon Calcote, Louisiana Byways Director
Louisiana Office of Tourism

P. O. Box 94291
Baton Rouge, LA 70804
225/342-8146
scalcode@crt.la.gov

Ms. Calcote,

I am writing in support of the All-American Road nomination for the Louisiana Great River Road National Byway. Our FHWA LA Division office has been working with the Byways Program for many years. We have developed a great partnership with the LA State Office of Tourism, Byway officials and stakeholders from across the state. We have participated in public meetings along the Great River Road route and have been included in decisions concerning the route.

Recently, I had the great pleasure to accompany the LA Department of Transportation & Development and the LA Byways Director on a Louisiana Great River Road site visit. We traveled the route to identify any issues with the route and found none. It is a continuous route with no gaps or intrusions.

Scenic byways were created here in Louisiana to showcase many of the unique attributes our state offers which includes the diversity of our cultures, music and food. Every scenic byway tells an exclusive story and the Louisiana Great River Road is making sure those stories are on full display and are heard. Many areas along this route have been placed on my own our personal "bucket list" for future family exploring.

We fully recommend the nationally significant Louisiana Great River Road to be designated as an All-American Road. It has played a major role as a scenic byway jewel here in the state of Louisiana. The Byway would fully compliment national scenic byway development.

Sincerely,

Charles E. Harkless

Charles E. Harkless Jr., MBA
FHWA EEO / Realty Program Manager

FHWA LOUISIANA DIVISION
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BILLY NUNGESSER
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF TOURISM

DOUG BOURGEOIS
ASSISTANT SECRETARY

March 2, 2020

Federal Highway Administration
National Scenic Byway Review Committee
U.S. Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

Dear National Byways Nomination Review Committee:

As the Assistant Secretary of the Louisiana Office of Tourism, I represent the Louisiana tourism industry. The tourism industry is very supportive of the designation of the Louisiana Great River Road as an All-American Road. In Louisiana, we have continued to grow our byway program and have been working diligently to work with all of our byways to produce the best network of treasured routes for visitors to drive. The pearl in our network is the Louisiana Great River Road National Byway. The dynamic and diverse culture and history found along the byway is the most complex and interesting of all Louisiana highways and byways. It carries a history and blend of cultures dating back nearly 325 years ago.

Under my direction, the Louisiana Office of Tourism has a designated person who works with the communities, mayors, tourist commissions, chambers of commerce, businesses and other interested parties throughout the 717 mile-route. Our byway director also works with the Mississippi River Parkway Commission, the 10-state group that works to market the entire river road to domestic visitors. An offshoot of the Mississippi River Parkway Commission is Mississippi River Country which promotes the entire Great River Road as a tourist destination to international markets.

The Louisiana Great River Road meets all of the requirements to be an All-American Road. It is a destination unto itself and has been a desired itinerary with tour companies for many decades and we anticipate that to continue into the future. We continue to update and enforce the corridor management plan and continue to find new and better ways to promote the byway, domestically and internationally.

I enthusiastically support the Louisiana Great River Road nomination for designation as an All-American Road. I think it is worthy and deserving of the distinction. If you have any questions, please feel free to call me at 225/342-8125.

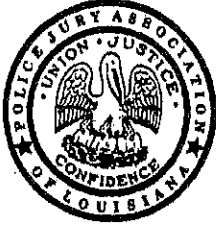
Thanking you in advance for your consideration of the nomination.

Sincerely,

A handwritten signature in blue ink, appearing to read "Doug Bourgeois", with a long, sweeping underline.

Doug Bourgeois
Assistant Secretary
Louisiana Office of Tourism

Police Jury Association of Louisiana, Inc.



707 North 7th Street • Baton Rouge, LA 70802-5327
PH (225) 343-2835 • FAX (225) 343-0050 or (225) 336-1344

February 18, 2020

Federal Highway Administration
National Byways
U.S. Department of Transportation
1200 New Jersey Ave., SE,
Washington, DC 20590

To Whom It May Concern:

The Louisiana Great River Road meanders through 18 Louisiana parishes for a distance of more than 700 miles. It runs on both sides of the river and links large and small communities together as it snakes with the curves and bends in the river. As a matter of efficiency and a show of unified support, the Louisiana Police Jury Association has been asked to write a single letter of support by police jury members from the 18 parishes that border the Mississippi River and the Louisiana Great River Road. To that end, I am writing to support the All-American Road nomination of the Louisiana Great River Road.

Police Jury members are interested in the well-being of their respective communities and parishes. This includes road maintenance, economic development and tourism promotion. Tourism in most of the parishes is the driving economic force. The Louisiana Great River Road and the attractions that line it are unequivocally critical to the economy and the economic stability of the parishes.

The Louisiana Great River Road has been considered a special destination in the minds and hearts of generations. It is a special and treasured road and it has a history of culture, of flood, or prosperity and of challenges. It is a peaceful drive and a dynamic bike or motorcycle ride as the road crooks with the turns of the river.

I, along with my Louisiana Great River Road Police Jury members, support the All-American Road nomination and sincerely hope you find it worthy of this special designation.

Thank you,

Guy Cormier
Executive Director



LOUISIANA MUNICIPAL ASSOCIATION
a unified voice for municipalities since 1926

February 20, 2020

Federal Highway Administration
National Byways
U.S. Department of Transportation
1200 New Jersey Ave., SE,
Washington, DC 20590

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Executive Director
John A. Gallagher

Dear Federal Highway Administration Byway Nomination Review Committee:

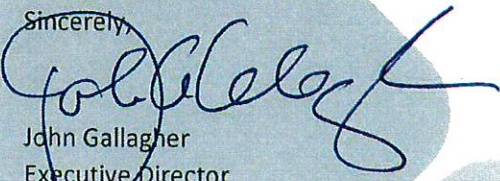
The Louisiana Municipal Association has been asked by the mayors located on or near the Louisiana Great River Road to be their collective voice to support the All-American Road designation of the Louisiana Great River Road. The Louisiana Great River Road is a treasured asset of more than 100 villages, towns and cities from 18 Louisiana parishes that work to both protect and promote it. It is a valued resource and it brings countless of visitors to Louisiana each year. It is an ideal route for Canadian Snowbirds who travel south for the winter and we have been witness to their annual trek.

Rural communities, in particular, depend on the Louisiana Great River Road to attract visitors to diners, restaurants, hotels, B&Bs, campgrounds and cabins, as well as the local museums, history houses and other sites. Each site tells a story of local history and culture.

The Louisiana Great River Road is a well-loved destination for residents and visitors alike. Weekend drives, family picnics, sitting on levee tops, biking and walking on levee tops are recreational pursuits enjoyed by all.

Your positive consideration of the Louisiana Great River Road All-American Road nomination is greatly appreciated as it is enthusiastically support by the mayors of the Louisiana Great River Road villages, towns and cities along the way.

Sincerely,


John Gallagher
Executive Director
Louisiana Municipal Association