



December 22, 2025

Story County Board of Supervisors
Story County Administration
900 Sixth St.
Nevada, IA 50201

Subject: Support for a Statewide Lincoln Highway Audio Tour App

Dear Story County Board of Supervisors,

As Coordinator of the Lincoln Highway Heritage Byway, I am writing to share the success of our Iowa Valley Scenic Byway Audio Tour & App and to request your support in expanding this valuable resource to include the Lincoln Highway Heritage Byway-A National Scenic Byway.

The Lincoln Highway was the first improved transcontinental route across the United States and travels from river to river crossing 13 counties and 43 communities in Iowa. To bring its stories to life, we are asking each county to contribute **\$500 toward the development of a statewide Lincoln Highway Audio Tour App**. This funding will cover the cost of development, making the app available on both the Google Play Store and Apple App Store, as well as printing and distributing a companion brochure to communities and Iowa Welcome Centers.

Our Iowa Valley Scenic Byway App has grown steadily over the past two years thanks to its (online-only) App and promotion through Facebook and newsletters. We continue to enhance it with community links, new photos, and interactive features such as quizzes and a scavenger hunt in the future. Please explore the app at <https://seeyouonthebyway.stqry.app>. At the bottom of the page, you'll see that we have already begun testing Lincoln Highway sites from our Interpretive Plan.

Availability of the App on the Google Play Store and the Apple App Store will allow us to reach more families and travelers by offering:

- Improved GPS navigation in areas with limited internet access
- On the road access to videos and links to local amenities
- Accessibility features such as text and audio options
- Analytics tools to measure engagement and success

Lincoln Highway travelers have been requesting this tool for several years, and we are excited to finally make it possible. Your **\$500** investment in 2026 will help increase visitor traffic to the communities along the Lincoln Highway and introduce the rich history to new audiences.

Thank you for your consideration. I look forward to your response and to working together to highlight the Lincoln Highway in Story County.

Sincerely, *Jeanie L. Hau*

Jeanie Hau
Coordinator, Lincoln Highway Heritage Byway-A National Scenic Byway & Iowa Valley Scenic Byway