

# Rock River Scenic Route bill signed into law

Legislation designating a scenic driving route along the Rock River, has been signed into law by Governor Scott Walker.

The Rock River Scenic Route will help drive tourism to the Rock River corridor, said Sen. Tim Cullen (D-Janesville), the lead author of the bill.



Gov. Scott Walker and Greg Farnham, left, coordinator of the Rock River Trail Initiative, during the bill signing to create the Rock River Scenic Route. Photo supplied by Sen. Tim Cullen

"The Rock River is a largely untapped economic resource, and the Rock River Scenic Route will benefit many communities along the Rock River, including Beloit, Janesville, Milton, Edgerton, and Fort Atkinson," Cullen said.

"We have long depended on our natural resources to help drive tourism dollars to our state, and establishing the Rock River Scenic Route will lead to more spending at local businesses like restaurants, gas stations, hotels, bike shops, and sporting goods shops."

Greg Farnham, Coordinator of the Rock River Trail Initiative, believes the bill enables the Rock River Trail Initiative to continue to provide recreational, educational, and economic benefits to Rock River communities.

The Rock River Trail Initiative was founded in 2010 by river enthusiasts in Wisconsin and Illinois who felt the Rock River was under-used and under-appreciated. The driving route starts at the river's headwaters near the Horicon Marsh in Fond du Lac County and winds southward through southern Wisconsin and northern Illinois, where it flows into the Mississippi River in Rock Island, Illinois.

The driving route is part of a



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three-pronged approach to encourage more recreational use of the river and to attract more tourism. The first prong was designating a water route for paddlers, boaters, anglers, and others showing access points and portage points. The second prong is the driving route. The third will be a biking and hiking route. Promotional material will highlight points of interest such as natural areas, historic sites, and local attractions.

Signage for the paddling, driving and biking routes will eventually be installed in both Wisconsin and Illinois.