

**MISSISSIPPI RIVER PARKWAY COMMISSION (MRPC)
GREAT RIVER ROAD
Intrinsic Qualities Exercise Summary Chart**

Participants in each of the Ten (10) states provided their preliminary selection of a potential second Intrinsic Quality for future All-American Road nomination considerations.

INTRINSIC QUALITY	AR	IA	IL	KY	LA	MN	MS	MO	TN	WI
ARCHAEOLOGICAL										
CULTURAL	<ul style="list-style-type: none"> Cultural (5) (Lakeport Plantation, Delta) 	<ul style="list-style-type: none"> Cultural (diversity of uses of river) 	<ul style="list-style-type: none"> Cultural (lily pads on river, beauty of road/river, recreation) 		<ul style="list-style-type: none"> Culture (bayous and pirogues; Atchafalaya Basin; bonfires on River Road; blues music) 		<ul style="list-style-type: none"> Culture (3) (music, literature) 	<ul style="list-style-type: none"> Cultural (2) (agriculture) Mark Twain 		
HISTORICAL	P	P	P	P	P	P	P	P	P	P
NATURAL	<ul style="list-style-type: none"> Natural (Arkansas White River National Wildlife Refuge) 	<ul style="list-style-type: none"> Natural 		<ul style="list-style-type: none"> Natural 	<ul style="list-style-type: none"> Natural (floods, bayous) 	<ul style="list-style-type: none"> Natural (2) 	<ul style="list-style-type: none"> Natural 		<ul style="list-style-type: none"> Natural (water) 	
RECREATIONAL		<ul style="list-style-type: none"> Recreational (2) 				<ul style="list-style-type: none"> Recreational 				
SCENIC	<ul style="list-style-type: none"> Scenic Serenity 	<ul style="list-style-type: none"> Scenic Scenic View of River 	<ul style="list-style-type: none"> Scenic 	<ul style="list-style-type: none"> Scenic (2) 	<ul style="list-style-type: none"> Scenic 	<ul style="list-style-type: none"> Scenic (3) 		<ul style="list-style-type: none"> Scenic (view of river with bluffs) 	<ul style="list-style-type: none"> Scenic 	<ul style="list-style-type: none"> Scenic (9) Drive from Prairie du Chien to La Crosse (river, bluffs, wildlife) Majestic quality of river in WI or from homes looking down on the river

P - Primary National Scenic Byway Designation - **Historical**
 (#) - Number of identical responses for an Intrinsic Quality

MISSISSIPPI RIVER PARKWAY COMMISSION ANNUAL MEETING - GREAT RIVER ROAD

BRAINSTORM SESSION

Assumptions:

These are notes from the Brainstorm Session facilitated by the America's Byways Resource Center at the 10-State Mississippi River Parkway Commission (MRPC) Annual Meeting on September 11, 2010. These are only brainstorm notes. They should not be construed as a to-do list for the MRPC. These are ideas that can be used in the future to help in collaborative efforts with the MRPC.

Brainstorm Question:

What do you want to see in place in 3-5 years, as a result of our 10-state collaborative byway efforts?

Six Priority Focus Areas (listed with no particular order regarding priority or timeframes)

The Six (6) Priority areas were named and developed by the MRPC from the top Five to Six ideas/concepts generated during the individual group brainstorming sessions. This information was all placed on the "Sticky Wall" for further discussion and comment by the MRPC.

➤ **Technical and Financial Support**

- Congressional Caucus made up of members representing districts along the River
- Effective lobbying efforts
- Reliable, realistic, sustainable funding
- MRPC Categorical Funding
- Effective working relations (as partners) of Federal and State agencies (i.e., a broader constituency)

➤ **Protect the Resource**

- Protecting Intrinsic Qualities
- Clear Water
- Communication among all Ten (10) states regarding assets
- All about the River (Great River Road, Mississippi River Trail, blueway, clean water, multi-modal, recreation, etc.)

➤ **Marketing**

- 60 percent of all domestic travel to and in Great River Road territory
- New strip map with marketing emphasis on Great Mississippi River Road = MRP
- Expansion of Multi-state themed itineraries

- Communication (Internal, External)
- One unifying “Canada to Gulf” yearly event
- A Great River Road organization which compares with the Nature Conservancy, PGA, NASCAR, American Cancer Society, etc. – selling ourselves with name recognition
- Funded Collaborative Marketing Plan
- Children’s parks and activities on the Great River Road

➤ **Focusing Your Organization**

- All Ten (10) states have sustainable MRPC Commissions with strong partnerships in Federal and State agencies
- More diversity of age in Commission Membership
- Effective management/organizational structure

➤ **Greater Recognition through Designation**

- A National Heritage Area – create a new National Designation that reflects global significance
- Highest level of designation (All-American Road)
- Total National Scenic Byway Designation - throughout all Ten (10) states
- Fill in gaps of Great River Road

➤ **Exceptional Seamless Visitor Experience**

- Signage
- Consistent Signage – Seamless Experience
- Multi-language required in all signage
- Themed Itineraries – using Intrinsic Qualities and Great River Road Eleven (11) stories
- National River Story Telling

MISSISSIPPI RIVER PARKWAY COMMISSION ANNUAL MEETING - GREAT RIVER ROAD

BRAINSTORM SESSION – **ADDITIONAL NOTES**

The following are **additional notes** from the Brainstorm Session facilitated by the America's Byways Resource Center on September 11, 2010. These ideas/concepts were developed by individuals and in groups, but were not incorporated into the Top Six Priority/Focus areas on the "Sticky Wall". These ideas are listed in a bullet format for use by the MRPC in future planning and coordination efforts (*ideas are listed with no particular order regarding priority or timeframes*).

- Update CMP's and Marketing Plans
- World Peace
- 4 G –Communication Corridor to enhance internet along the River
- River events year-round
- Large increase in tourism dollars
- More money from Washington and State Government and Private Sector (permanent funding sources)
- A network of improved signage – multi-lingual that directs people through the Valley
- Assistance to states to complete and improve Route
- A series of excellent informational kiosks for the entire length of the Great River Road that highlight the Intrinsic Qualities of each Region
- A series of "Pullovers" that reveal the scenic highlights of the Mississippi River Valley
- Interactive kiosks accessible to general public with all points on Great River Road linked
- A large increase in tourism dollars
- Ten (10) state All-American Road (AAR)
- More funding to Great River Road
- 50 percent of Intrinsic Resources are vital to public attractions
- Definite Focus
- An efficient, smooth highway with well maintained and well marked lanes, with same systems for all states
- Coordinated marketing efforts
- Individually distinctive Mississippi River corridor designation
- Interpretation continuity
- Full Ten (10) state participation
- Continue the marketing and promotion to area residents of the Route
- Additional press coverage/stories along the Route
- Possible event to promote Route – i.e. bike/boat race
- Look at all signage along the Route – is it enough? Additional spurs along route
- National Park status
- Broader River constituency around the MRPC table
- Greater partnerships between the Ten (10) states
- The tourism agencies of each state (working with partner agencies) fulfilling commitment (funding, human resources) to effectively market the Ten (10) state Byway
- A consistent effort state to state

- Evidence of recognition and support by local entities in states, counties, communities, public, etc.
- Measurable and positive economic (tourism) impacts of Ten (10) state Byway
- National political advocacy campaign
- GPS and mapping along the Great River Road
- Become an Icon
- Wayfinding Signage
- Greater awareness across the U.S. of River's qualities
- A cleaner River
- Support to control negative impacts on scenic nature of National Scenic Byway – i.e., bluff-top development, bad signage, junkyards, powerline location/sitting
- No further degradation of scenic qualities of River
- An ethical preservation of historic resources
- Assured quality of the highway itself
- Detailed Ten (10) state map
- Ten (10) state maps
- Website links between the states
- Coordination with adjacent states
- Facebook communications between interpretive centers
- Engage visitor experience
- Friends development
- Improved understanding all along the National Scenic Byway of its importance to economic development
- Fill in gaps
- Fill in the gaps in the Ten (10) state byway system
- Better collaborative marketing of the National Scenic Byway
- Increased marketing
- Funded marketing plan
- Better signage
- Wayfinding signage
- Update signage
- Sustainable funding sources are in place
- More scenic byway funding
- Combined State and Federal funding for projects
- Sustainable MRPC commissions in all Ten (10) states
- Academic affiliation and ownership
- All Ten (10) states have sustainable state commissions (i.e., byway agency)
- A Ten (10) state dynamite, national, marketing and public outreach plan that is written in Partnership with various agencies such as the Corps of Engineers, Audubon, Nature Conservancy, etc.
- Expansion of multi-state themes itineraries
- Consistent on-going national media attention print, broadcast and social information
- Active communication of interpretative centers
- Marketing Plan – how to Visit the Mississippi River
- Identify a wide range of attractions all along the River
- Encourage tourists to criss-cross the River for bi-state tourism
- Great River Road wine trails, local fresh food trails, art towns along Great River Road
- Create Great River Road multi-state events in garage sales along Great River Road

- Beer Trail
- Efforts to make Mississippi River “Greener”
- Criteria for preservation of natural features
- 85 percent of Great River Road name recognition by residents in Ten (10) states
- Technical assistance for local developers and amenities
- A network of valued historical sites from Canada to the Gulf
- International marketing plan benefitting all Ten (10) states
- International recognition of our Byway
- Push technology optimization
- Full state and national support
- Inventory Intrinsic Qualities
- Global recognition of Great River Road
- Consistent and complete signage
- Fun, Fun, Fun
- Local participation and profit
- Equal funding to all Ten (10) states
- A permanent funding source
- Frequent travel promotions – i.e. geocaching updates; focus changes for same location; architectural vs. history, vs. scenic
- Cohesive management of interpretive centers
- Removal of hazardous chemicals near Mississippi River ports
- Marketing of outdoor opportunities – birding/biking in secure, safe places
- Meditation and scenic locations enhanced
- Appreciation for local culture
- More economic stability for rural areas
- Underground wiring for utility security
- Wider roads for greater travel by vehicles
- Better MRPC – Great River Road recognition
- 75 percent of Intrinsic Resources in protection
- Chain of interpretive centers (the length of the river)
- Local community and regional appreciation of our resources