



# Mississippi River Parkway Commission

## Work Plan 2011

### **Culture and Heritage**

1. Continue evaluating Interpretive Centers (I.C.) through survey collection and on site visits (*spring 2011*)
2. Continue social media promoting the Great River Road (*ongoing with marketing*)
3. Complete multi-state themed itineraries, then make available on the website and to MRC (*summer 2011*)
4. Selectively add qualifying I.C. to the network (*fall 2011*)
5. Update I.C. signage for current I.C., using Arkansas NSB grant funding (*summer 2011*)
6. Seek a grant for a part-time staff person to work with and communicate to I.C. (*fall 2011*)
7. Review oral histories collected and discuss usage (*fall 2011*)

### **Marketing**

1. Continue geocaching event focusing on 10 finds in three states, including at least one Interpretive Center. (*Launch June 2011*)
2. Continue placing links to web cams located along the Mississippi River Parkway (*Ongoing*)
3. Continue social media promoting the Great River Road (*Ongoing*)
4. Produce a 10-state rack card (June 2011)
5. Research multi-state NSB grants for marketing (*Ideas ready by next grant submission date*)
6. Facilitate communication with chairs and vice chairs at each national meeting (*set meeting date/time at Annual Meeting*)
7. Investigate how points of interest can be made accessible on GPS systems—especially Interpretive centers (*ongoing*)
8. Add agritourism inventory to website (*as collected*)
9. Begin discussion of a new 10-state event (*ready for 75th anniversary*)
10. Review funding sustainability for marketing efforts (*ongoing*)

### **Environment, Recreation and Agriculture**

1. Execute first year of work related to NSB agritourism grant, to include inventory and website work (*ongoing*)
2. Finalize criteria and timeline for MRPC Stewardship Award, as instructed by the Board (*fall 2011*)
3. Begin discussion for a new 10-state recreational event for 2013 to coincide with 75th anniversary (*ready for 75 anniversary*)

## **Transportation**

1. Assess how the ten states meet the 17-point corridor management plan requirements for All American designation. *(Spring/Summer 2011 Coordinate with other standing committees)*
2. Work with the other standing committees to provide technical assistance to strengthen any All American designation deficiencies identified in the assessment. *(Spring/Summer 2011)*
3. Work with all standing committees to develop an annual summary of programmed investments including road, bridge, trail, interpretive, park, habitat, water quality, marketing and event investments, for both planning and implementation. The summary will include a past year actual and three year projection. Visitation counts and economic impact will be included where available. *(Spring/Summer 2011 with a final due date Annual Meeting 2011)*
4. Develop a video brief (DVD) for use by Commissioners and Technical members to use that tells the story of the GRR and its merits and need to preserve enhance and promote it. Integrate the oral history project conducted by C&H and develop new content highlighting success stories like the Potosi Brewery. *(Coordinate with C&H schedule)*