

**MISSISSIPPI RIVER PARKWAY COMMISSION
FIVE YEAR STRATEGIC PLAN
AUGUST 2005 TO AUGUST 2010**

VISION/MISSION

Improve the quality of life for residents and visitors to the Great River Road and the Mississippi River Valley.

STAKEHOLDERS AND CUSTOMERS

Residents and Visitors
Government Agencies
Elected Officials
Organizations and Associations
Commercial and Industrial Enterprises

OBJECTIVE 1

Develop and enhance the Great River Road and its amenities.

Goal 1 Maintain and increase the investment in the Great River Road and its amenities each year.

Strategy A Support and coordinate the development of the Great River Road Corridor and its amenities.

Tactic # 1. Identify and inventory roadway and amenity improvement needs and monitor progress in meeting these needs.

Tactic # 2. State Commissions should develop and maintain a close working relationship with their state departments of transportation, tourism, natural resources, commerce and historic preservation.

Tactic # 3. Educate commissioners and stakeholders regarding resources to develop amenities and roadway projects.

Tactic # 4. Support a merit based National Scenic Byway program and work towards increasing byway categorical funding at the federal level.

Strategy B Increase community and government interest, support and networking for the Great River Road.

Tactic # 1. Develop a web resource for state MRPC members that contains stakeholder outreach and informational program models from which customized programs can be put together on an as needed, state-by-state basis.

Tactic # 2. Develop outreach activities to groups and advocates relating to the Mississippi River Corridor (counties that touch the river.) Create Partnership opportunities within the river corridor for other groups to participate in MRPC activities.

Tactic # 3. Assist in developing and implement an education and information program for elected and appointed officials to support individual states.

Objective I / Goal 1, continued:

Strategy C Enhance the environmental and recreation characteristics of the Great River Road.

Tactic # 1. Support the Mississippi River Trails role in establishing suitable alternate transportation and recreational use of the Great River Road in all ten MRPC states, as appropriate.

Tactic # 2. Support the national Audubon's Great River Road Birding Trail mapping project, as appropriate.

Tactic # 3. Create and implement a MRPC Mississippi River Stewardship Award

Strategy D Maintain a strong and active National Mississippi River Parkway Commission.

Tactic # 1. Develop a MRPC fiscal plan to ensure organizational stability and reflect inflationary costs.

Tactic # 2. Determine possible sources of funds for MRPC operations and marketing. Update regularly.

Tactic # 3. Provide guidance and assistance to member states for MRPC organization funding.

Tactic # 4. Support the implementation of the Great River Road Interpretive Plan.

Goal 2 Achieve National Scenic Byway designation for the Great River Road in the ten member states.

Strategy B Support NSB designated states in a coordinated program.

Tactic # 1. Create a network to share information.

Tactic # 2. Development of maps and signage.

Strategy A Support state initiatives to achieve NSB designation for all portions of the Great River Road.

Tactic # 1. Identify state needs.

Tactic # 2. Support state byway designation for each member state.

OBJECTIVE 2

Promote the Great River Road and Mississippi River valley.

Goal 1 Maintain and/or increase the visitation and awareness of the Great River Road and the Mississippi River valley

Strategy A Work cooperatively with Mississippi River Country and other potential partnerships to enhance tourism promotion and awareness of the Great River Road.

Tactic # 1. Quantify the economic impact of travel in the MRPC region and the border counties contiguous to the Mississippi River.

Tactic # 2. Provide economic impact of travel data for national and state legislative contacts to stabilize MRPC funding.

Tactic # 3. Improve grant writing/project application development capabilities of the MRPC.

Tactic # 4. Coordinate communications documents with MRC to eliminate duplication and distribute more efficiently.

Tactic # 5. Coordinate MRPC and MRC funding to provide maximum benefits to the organizations.

Strategy B Maximize interpretation of the Great River Road, the Mississippi River and its amenities.

Tactic # 1. Organize a national conference and lecture series on the culture and heritage of the river.

Tactic # 2. Develop audio tapes for driving tours.

Tactic # 3. Develop a web site which provides a virtual tour of the river.

Tactic # 4. Create a national exhibit.

Tactic # 5. Develop a series of national media productions.

Tactic # 6. Establish a staff position to provide for coordination of the Interpretive Centers.

Strategy C Increase regional tourism marketing efforts.

Tactic # 1. Establish a National Scenic Byway Task Force to foster networking and partnerships with other state and federal organizations.

Tactic # 2. Encourage regional forums to share ideas among Great River Road stakeholders.

Tactic # 3. Utilize America's Byways Resource center to support a NSB task force within the MRPC.

Strategy D Expand the Great River Road and Mississippi River marketing programs.

Tactic # 1. Work cooperatively with Mississippi River County, USA to increase public awareness of the Great River Road and its amenities.

Tactic # 2. Redesign the MRPC and MRC web sites to provide additional information and links for potential visitors to the Great River Road.

Tactic # 3. Review collateral materials with MRC to consolidate and improve distribution, including the GRR map.

Tactic # 4. Develop and promote tours and cruises.