



# Mississippi River Parkway Commission

## Transportation Committee

### Work Plan for 2008-2009

#### **MRPC Vision/Mission Statement:**

Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers

#### **Objectives:**

- 1) To enhance and preserve the Great River Road and its amenities
- 2) To promote the Great River Road and the Mississippi River Valley communities

#### **Goals:**

G-1) Preserve the resource and support the public and private investment in the Great River Road and its amenities.

##### Work Plan items

- Distribute “Applying Context Sensitive Solutions to the Great River Road” presentation and train MRPC members on its use. Measure its use and effectiveness.
- Prepare “Annual Great River Road Transportation Investments Summary.” Develop distribution strategy to assure that projects currently programmed apply CSS principles and that future programs are scoped to include the context of the GRR, its amenities and its travelers.

G-2) Achieve a National Scenic Byway (NSB) designation of the Great River Road for all 10 states

##### Work Plan items

- Provide assistance to states preparing to seek NSB designation
- Distribute “Benefits of National Scenic Byway Designation” presentation and train MRPC members on its use. Measure its use and effectiveness.

G-3) Increase the awareness and economic impact of the Mississippi River Valley and the Great River Road

##### Work Plan items

- Distribute “Benefits of National Scenic Byway Designation” and “Applying Context Sensitive Solutions to the Great River Road” presentations and train MRPC members on its use. Measure their use and effectiveness.
- Distribute “Annual Great River Road Transportation Investments Summary” to illustrate the ongoing investment. Calculate the multiplier for economic impact from these investments.

G-4) Support and increase the involvement of stakeholders in the Great River Road and its amenities

##### Work Plan items

- Distribute “Benefits of National Scenic Byway Designation” and “Applying Context Sensitive Solutions to the Great River Road” presentations and train MRPC members on its use. Measure their use and effectiveness.

## **Strategies:**

### S-1) Identify federal, state and foundation funding

#### Work Plan items

- Identify, monitor and advocate for Federal, State and foundation funding that preserves and enhances the GRR and its amenities. NOTE: Technical committee members generally will not serve in an advocacy role.

### S-2) Increase community and government interest, support and networking of the Great River Road by utilizing partnerships

#### Work Plan items

- Distribute “Benefits of National Scenic Byway Designation” and “Applying Context Sensitive Solutions to the Great River Road” presentations and train MRPC members on its use to help describe specific projects or issues a partner may become involved in.
- Create a scholarship/mentor program with colleges in each state to work with technical committees. Goal: one student per state to assist with specific work plan item(s).

### S-3) Enhance the intrinsic qualities of the Great River Road

#### Work Plan items

- Distribute “Applying Context Sensitive Solutions to the Great River Road” presentations and train MRPC members on its use. Measure its use and effectiveness.
- Utilize the “Annual Great River Road Transportation Investments Summary” to identify projects being developed that can serve to enhance GRR intrinsic qualities.
- Identify, monitor and advocate for Federal, State and foundation funding that preserves and enhances the GRR and its amenities. NOTE: Technical committee members generally will not serve in an advocacy role.

### S-4) Continue to support NSB states and encourage and support seeking states

#### Work Plan items

- Distribute “Benefits of National Scenic Byway Designation” presentation and train MRPC members on its use.

### S-5) Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities

#### Work Plan items

- “Benefits of National Scenic Byway Designation” emphasizes the benefits of story telling and promotes the GRR Network of Interpretive Centers.
- Identify, monitor and advocate for Federal, State and foundation funding that can be applied to interpretive projects. NOTE: Technical committee members generally will not serve in an advocacy role.

### S-6) Expand the Mississippi River and Great River Road marketing

- NA

**Tactics:**

T-1) Develop a financial plan to ensure organizational stability to determine possible sources of funds

Work Plan item

- Identify, monitor and advocate for Federal, State and foundation funding that preserves and enhances the GRR and its amenities.

NOTE: Technical committee members generally will not serve in an advocacy role.

T-2) Provide guidance and assistance where feasible to member states in their individual or cooperative fundraising activities

- NA

T-3) Create a partnership for various groups to participate with MRPC

Work Plan item

- Distribute “Benefits of National Scenic Byway Designation” and “Applying Context Sensitive Solutions to the Great River Road” presentations and train MRPC members on its use to help describe specific projects or issues a partner may become involved in.

T-4) Create criteria and implement MRPC Stewardship Award

Work Plan item

- Transportation Committee to provide review and comment on criteria

T-5) Distribute an education and information program for stakeholders along the Great River Road

Work Plan item

- Distribute “Benefits of National Scenic Byway Designation” and “Applying Context Sensitive Solutions to the Great River Road” presentations and train MRPC members on their use.

T-6) Explore, develop and improve way-finding technologies (maps, signage, GPS, etc.)

Work Plan item

- Develop as a cooperative project with ERA, C&H and Marketing committees.

T-7) Creation of an electronic newsletter for communication to general commission and interested stakeholders

Work Plan item

- Develop content related to transportation.

T-8) Coordinate communications between committees through networking of committee chairs

Work Plan item

- Program meeting time at Semi-Annual meeting for Chairs to discuss a long term strategy.

T-9) Develop and share ways to track promotional efforts

- NA

T-10) Develop specific guidelines for state annual reports with distribution plan

- NA



# Mississippi River Parkway Commission

## Culture and Heritage Committee

Work Plan for 2008-2009

### Strategies:

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities

### Tactics:

- Distribution of an education and information program for stakeholders along the Great River Road
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

### Work Plan Items

- Evaluate existing Interpretive Centers

### Strategies:

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

### Tactics:

- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

### Work Plan Items

- Selectively add additional qualifying Interpretive Centers

### Strategies:

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

### Tactics:

- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

### Work Plan Items

- Provide staff training for Interpretive Centers

**Strategies:**

- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Explore, develop and improve way-finding technologies (maps, signage, GPS, etc.)

**Work Plan Items**

- Update Interpretive Center signage

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs

**Action Steps**

- Inventory existing oral history resources in each state

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs

**Action Steps**

- Identify and conduct additional oral histories

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Develop and share ways to track promotional efforts

**Action Steps**

- Edit oral histories into usable excerpts

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Action Steps**

- Promote stories of the river through themed itineraries

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Action Steps**

- Identify current themed itineraries available on website, etc through regional and state tourism organizations

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Action Steps**

- Adapt existing themed itineraries

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Action Steps**

- Develop new themed itineraries



# Mississippi River Parkway Commission

## Environment, Recreation and Agriculture Committee

### Work Plan for 2008-2009

#### Strategies:

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

#### Tactics:

- Create a partnership for various groups to participate with MRPC
- Create criteria and implement MRPC Stewardship Award
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

#### Work Plan Items

- Develop criteria for MRPC Stewardship Award as instructed by the Board of Directors

#### Strategies:

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue to support NSB states and encourage and support seeking states
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

#### Tactics:

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

#### Work Plan Items

- Present to the board a request to establish a Community Excellence Award

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue to support NSB states and encourage and support seeking states
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Work Plan Items**

- Committee requests authorization to establish the criteria for the award

**Strategies:**

- Identify federal, state and foundation funding
- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue to support NSB states and encourage and support seeking states
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Work Plan Items**

- Finish collecting data for agri-tourism enterprises along the GRR for all 10-states



# Mississippi River Parkway Commission

## Marketing Committee

### Work Plan for 2008-2009

#### Strategies:

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

#### Tactics:

- Develop and share ways to track promotional efforts
- Coordinate communication between committees through networking of committee chairs
- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Creation of an electronic newsletter for communication to general commission and interested stakeholders

#### Work Plan items

- Continue geocaching event with January-September time frame—each state providing a prize valued at \$100

#### Strategies:

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

#### Tactics:

- Develop specific guidelines for state annual reports with distribution plan
- Create criteria and implement MRPC Stewardship Award
- Develop and share ways to track promotional efforts
- Coordinate communication between committees through networking of committee chairs
- Create a partnership for various groups to participate with MRPC
- Creation of an electronic newsletter for communication to general commission and interested stakeholders

#### Work Plan items

- Develop and contribute content for blog on [experiencemississippiriver.com](http://experiencemississippiriver.com) web site

#### Strategies:

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Develop and share ways to track promotional efforts
- Coordinate communication between committees through networking of committee chairs
- Create a partnership for various groups to participate with MRPC
- Creation of an electronic newsletter for communication to general commission and interested stakeholders

**Work Plan items**

- Place links to web cams located along the Mississippi River Parkway

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Continue to support NSB states and encourage and support seeking states

**Tactics:**

- Provide guidance and assistance where feasible to member states in their individual or cooperative fundraising activities
- Create criteria and implement MRPC Stewardship Award
- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Coordinate communication between committees through networking of committee chairs
- Creation of an electronic newsletter for communication to general commission and interested stakeholders

**Work Plan items**

- Provide information to member states on marketing ideas for limited budgets combine state marketing efforts with the MRPC

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Provide guidance and assistance where feasible to member states in their individual or cooperative fundraising activities
- Create a partnership for various groups to participate with MRPC
- Develop specific guidelines for state annual reports with distribution plan
- Create criteria and implement MRPC Stewardship Award
- Distribution of an education and information program for stakeholders along the Great River Road
- Coordinate communication between committees through networking of committee chairs

**Work Plan items**

- Contribute content related to marketing for electronic newsletter including logo use policy for encouraged logo use in states

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue to support NSB states and encourage and support seeking states
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Explore, develop and improve way-finding technologies (maps, signage, GPS, etc.)
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Work Plan Items**

- Investigate how GRR, Interpretive centers, and tourism organizations can be recognized on GPS systems and other Internet mapping systems and share information

**Strategies:**

- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue to support NSB states and encourage and support seeking states
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Create a partnership for various groups to participate with MRPC
- Distribution of an education and information program for stakeholders along the Great River Road
- Explore, develop and improve way-finding technologies (maps, signage, GPS, etc.)
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts

**Work Plan Items**

- Provide aviators with tools to visit the GRR when flying to airports located near the Mississippi River Parkway

**Strategies:**

- Identify federal, state and foundation funding
- Increase community and government interest, support and networking of the Great River Road by utilizing partnerships
- Enhance the intrinsic qualities of the Great River Road
- Continue to support NSB states and encourage and support seeking states
- Continue and expand interpretation of the Great River Road, the Mississippi River communities and their amenities
- Expand the Mississippi River and Great River Road marketing

**Tactics:**

- Provide guidance and assistance where feasible to member states in their individual or cooperative fundraising activities
- Create a partnership for various groups to participate with MRPC
- Create criteria and implement MRPC Stewardship Award
- Distribution of an education and information program for stakeholders along the Great River Road
- Explore, develop and improve way-finding technologies (maps, signage, GPS, etc.)
- Creation of an electronic newsletter for communication to general commission and interested stakeholders
- Coordinate communication between committees through networking of committee chairs
- Develop and share ways to track promotional efforts
- Develop specific guidelines for state annual reports with distribution plan

**Work Plan Items**

- Facilitate communication with chairs and vice chairs at each meeting (annual and semi-annual)