

## **Marketing Committee Work Plan as outlined in 2015 MRPC Strategic Plan**

### **Timeline:**

#### **Immediate/Three months**

- ✓ Create a plan to be a resource for encouraging businesses to nominate themselves to the MRCC Geotourism website and provide information on future opportunities and directives. (states, Marketing, NO)
- Leverage the National Scenic Byway Foundation: their IPW options, website, webinars, advocacy, etc. –add to the next call agenda and have NO contact them to see what options exist

#### **Six months/By Annual Meeting**

- Research navigation systems that include the GRR. (Transportation, Marketing, NO)
- Compile all states videos on a comprehensive YouTube channel on [www.experiencemississippi.com](http://www.experiencemississippi.com) showing the different regions of the GRR and promote to new stakeholders/travelers. (Marketing, NO) December
- Develop passport, itineraries and regional marketing effort options (boutique trails, wine tours, and get outdoors/get active promotions.) (Marketing, states, NO)—December agenda on the cooperative plan
  - National Parks system has a passport booklets and a stamp system—shelly to agenda about how that works and if it was worthwhile
  - Itinerary for possible bus tour to receptive operators—Diana (Sweet Magnolia tours as option?)
  - Themed itineraries using the promotions as the foundation for them: birding, biking, driving

#### **Ongoing/Annual**

- Get baseline room tax collection data from key GRR destination marketing organizations (DMOs) to show travel trends, economic impact of travel, and the importance of tourism in the region. (states, NO, Marketing, Mississippi River Country [MRC]) –economic impact for the list
- Encourage local residents to drive the GRR. (Marketing, states, NO)—check—add C&H to this item
- Target markets based on GRR intrinsic qualities. (Marketing, states, NO)—December discussion with the advertising budget, especially as it relates to birding, biking and Drive the GRR
- Focus on marketing, including branding, the website, blogs, and social media marketing, nationally and internationally, to promote the GRR and its communities. (NO, Marketing, C&H, committees, BOD, states)
- Continue focusing on the opportunities available through the MRCC Geotourism project. (states, Marketing, NO)

## **2016**

- Work with MRCC to create an annual special event featuring the GRR, changing the theme each year based on an intrinsic quality (Year of the...) and incorporate ICs as hosts for the events. (states, Marketing, C&H, NO)—done through spring promotion
- Secure additional funding and promotion for the September “Drive the Great River Road” month and measure the ROI. (NO, Marketing, states, BOD)—requesting funding and asking for a 6 week promotion instead of 4 weeks
- Start database of GRR signage photos. (Transportation, Marketing, C&H )—not a marketing assignment

## **2017**

- Develop a 10-state Corridor Management Plan (CMP) following Federal Highway Administration plan requirements. (Transportation, ERA, C&H, Marketing, BOD)