

MISSISSIPPI RIVER PARKWAY COMMISSION

MISSISSIPPI RIVER COUNTRY



1938 — MRPC FOUNDED



1986 — MRC FOUNDED

REPRESENTS THE ROAD

Our mission is to lead in preserving, promoting and enhancing the Great River Road National Scenic Byway along the Mississippi River benefiting communities and travelers.

REPRESENTS THE STATES

Our mission is to promote travel to the 10 Mississippi River states and be an effective travel marketing organization for the region.

MARKET



Leisure Travelers
Domestic travel as directed by the Marketing Committee
experiencemississippiriver.com

MARKET



International Travelers
Predominantly Japan
mrcusa.jp

LEADERSHIP



STATE CHAIRS

MN	WI	IA	IL	MO	AR	KY	TN	AR	MS	LA
----	----	----	----	----	----	----	----	----	----	----

LEADERSHIP



ORGANIZATION

MEETS QUARTERLY

- Board of Directors:**
 Pilot Pilot Pro Tem Secretary
 Treasurer Pilot Emeritus State chairs
- Appointed state commissioners**
Technical members
Honorary members

COMMITTEES

- Communications/Marketing**
Culture & Heritage
ERA (Environmental, Recreation & Agriculture)
Transportation

ORGANIZATION

MEETS QUARTERLY

- Board of Directors:**
 10-state travel directors or their designees

COMMITTEES

- Working Committee:**
 Department of Tourism representative (usually International Marketing Director or Marketing Manager) for each state

MANAGING DIRECTORS

Lyn Pilch & Susanne Thiede-Barnet

National Office: 866-763-8310

MRPC & MRC AS PARTNERS

The Mississippi River flows through the heart of America, traveling from the wild forests of Minnesota to the vast waters of the Gulf of Mexico. Two partner organizations—the **Mississippi River Parkway Commission** and **Mississippi River Country**—work to promote the river and each states' assets, including the Great River Road National Scenic Byway, river communities and the states that make up this cross-section of America.