



**National Geographic Sustainable Geo-Tourism Program for
The Mississippi River**
10 States, 12 Million People, 1 River

INVITATION

Project Orientation and Outreach Workshop
March, 11 – 12, 2015

*Minnesota Valley Refuge Headquarters and Bloomington Education and Visitor Center
3815 American Blvd. East
Bloomington, MN 55425*

National Geographic, Mississippi River Connections Collaborative, Delta Regional Authority, and Big River Strategic Initiative, along with many other partners, want to use stories to bring to life the unique attractions found along the shores of the Great River and throughout the Delta. The culture, heritage, and ecological diversity will be compiled into an interactive National Geographic Society-branded website of the region to encourage world visitors to visit and explore!

RSVP or more information: Contact Rory Robinson: rory_robinson@nps.gov
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Workshop Goals:

Inform local people about the Geotourism Program, what it is and how it works.

Define the step by step process to implement, maintain and sustain the Mississippi River Geotourism Project.

Inspire travelers to experience the Mississippi River by defining what's so special about your place? Nominating sites, attractions and businesses that represent what's unique and authentic about the region.

**Implementation Planning for the Mississippi River Geotourism Project
AGENDA**

Schedule

Day 1: Wednesday, March 11 - 12:00 PM – 4:00 PM

Day 2: Thursday, March 12 - 9:00 AM – 1:00 PM

Day 1: Introduction

12:00 - 12:20pm Opening Remarks, Welcome, Introductions
Local Representative Mississippi River Geotourism Program

12:20 – 1:20pm Overview of National Geographic – Sustainable Geotourism Program /
Projects in Other Places / The Mississippi River Geotourism Program /
Q & A - *Jim Dion – National Geographic*

Facilitated Project Planning Sessions

1:20 – 2:10pm *Session #1 – Telling the Story of Our Place on the Web*
Introduction to the Content Management System - How local content
contributors can make a nomination to be included on the website - the
steps, process and criteria.

2:10 – 2:30pm **Break**

2:30 – 3:30pm *Session #2 – Nominating Sites, Attractions & Businesses*
Identifying what is so special about your place? What should be
nominated and who should be involved.

3:30 – 4:00pm *Session #3 – Getting the Word Out*
How to spread the word, materials to help reach out to others
and connecting on Facebook.

Day 2:

8:30 – 10:30am *Session #4 – My Mississippi River*
Develop initial itineraries and routes that help travelers discover
the region, including 2-3 day itineraries and longer.

10:30 – 10:45am **Break**

10:45 – 12:15am *Session #5 – Vision, Strategy & Continuation of the Geotourism Program:*
The Vision, Goals and Objectives for the Mississippi River
Geotourism Program as well as how to maintain and grow the
program in the future and who should be involved.

12:15 – 12:30 pm Review / Next Steps / Q & A / Unfinished
Business / Closing Remarks

