**Mississippi River Parkway Commission (MRPC) Three Year Strategic Plan (drafted April 2012)**

**Mission\Vision Statement:** To be the leader in preserving, promoting, and enhancing the

Great River Road (GRR) National Scenic Byway (NSB) along the Mississippi River benefiting communities and travelers

**Objectives**

1. To promote the GRR NSB and Mississippi River corridor communities
2. To enhance and preserve the GRR NSB and its amenities
3. To strengthen the 10-state MPRC organization and its partners
4. To provide education on the intrinsic qualities of the GRR NSB and the Mississippi River corridor

**Goals**

1. Increase the awareness and economic impact of the Mississippi River corridor and the GRR NSB
2. Preserve the resource and support the public and private investment in the GRR and its amenities
3. Achieve and sustain state and national scenic byway designation
4. Partner along the GRR NSB to enhance its amenities

**Strategic Approach**

1. Identify and acquire public and private funding
2. Increase community and government interest, support and networking of the GRR by utilizing partnerships
3. Enhance partnerships and protect intrinsic qualities of the GRR NSB
4. Continue to support state and national scenic byway designation
5. Continue and expand interpretation of the GRR NSB, the Mississippi River communities and their amenities
6. To strategically target expanded Mississippi River and GRR NSB marketing using current and emerging marketing techniques
7. Expand and enhance ERA importance of the Mississippi River corridor
8. Support multi-modal opportunities in the Mississippi River corridor including Mississippi River Trail (MRT) partnership

**Tactics (in prioritized order):**

1. Talk to local attractions/interpretive centers in the Mississippi River corridor to get them included on Google Maps/Places
   1. Work with Karl Samp to create opportunities to educate attractions/itineraries to get on Google Places
   2. Use as an awareness building for organization and each state’s assets
   3. National Office to offer a webinar for GRR attractions/interpretive centers
2. Mobilize technology for mobile site
   1. Assign to Marketing committee and maybe Transportation committee
   2. Karl Samp to provide guidance on this issue
3. Analyze potential and current partners’ visions/mission/priorities/directions to focus on those who the MPRC/GRR can add value to their work to create an action plan to become effective partners to those we focus on
   1. Within committees
   2. Mississippi River Commission, Walton Foundation, ADM and Ingraham
      1. Assign to Executive Committee for review and to determine partners (maybe 5)
      2. Assign a college intern to this project to create an extensive inventory
      3. Could be a paid position
      4. Research could be done online
      5. Give a report at the Annual meeting
      6. Deliverable would be a report of the findings
4. Create a list of partners along the Mississippi River corridor
   1. Assign each committee to create a master list of partners
   2. Use the webinar opportunities to communicate with partners
   3. Unveil list at the Annual Meeting
5. Preserve, promote and enhance intrinsic qualities of GRR
   1. Assign to Culture & Heritage (C&H) committee
   2. Partner with conservation groups
   3. Create partnerships with convention and visitor bureaus (CVB)
   4. Look at website/social media/Google Places as promotional tools
   5. Work with other Mississippi River organizations
6. Study and focus on time and money for fundraising through endowment and grants
   1. Assign to Endowment committee
   2. Look at organizations with commonality and leverage
   3. Identify possible partnerships through other scenic byway groups
   4. Tell success stories and promote our accomplishments
7. National Office develop a presentation and make it with changes to byway funding and awareness of the organization
   1. Assign National Organization to review current presentation
   2. Add content for current challenges
   3. Unveil updated presentation at Annual Meeting and demonstrate how to do the presentation in each state
   4. Review other applications for the presentation
8. Tell stories of GRR including the Mississippi River corridor to partners, communities and travelers
   1. Assign to C&H
   2. Utilize YouTube to promote stories
   3. Identifies partners with stories to tell
   4. Use as a tool to drive people to the Mississippi River
9. Put oral histories on YouTube to share with larger audience
   1. Assign to C&H committee
   2. Post videos on national website
   3. Identify three histories per state to feature
   4. Discuss project with Dr. Ruth Hawkins
10. Request each state come up with two partners in state to focus on needs
    1. Assign to Marketing and Transportation committees
    2. Work with Departments of Transportation and Tourism to get lists
11. Individuals, corporations and non-profit partners including the Travel Promotion Act
    1. Assign to Marketing committee
    2. Promote travel on GRR and in river corridor
    3. Partner with MRC
    4. Travel USA partnership
    5. Educate state-wide tourism organizations on Mississippi River corridor tourism assets
    6. Create multi-state FAM tours
12. Create a fundraising experience and review possible hiring of development director
    1. Assign to Marketing
    2. Organize national event