

MISSISSIPPI RIVER PARKWAY COMMISSION

2016 ANNUAL MARKETING REPORT

January-December, 2016



ADMIN

Fulfillments

- 10,073 maps sent in 2016
 - 152 phone and email requests (includes bulk orders requested by interpretive centers and other businesses).
 - 9,921 online requests

Phone Calls

- Responded to more than 530 phone inquiries
- Researched and returned voicemails

PRINT

Map

- Updates
 - Created contact list (members, DOT, tourism and interpretive centers)
 - Collected and organized updates from contact list
- Interpretive Centers



- Updated ICs information (compared to current information)
- Added new ICs
- Copy
 - Refresh copy
- Design
 - Created draft 1 map based on updates provided
 - Created webpage for review
 - Uploaded new map files
 - Created feedback form
 - Created feedback page
 - Organized feedback
 - Created draft 2 map based on feedback
 - Update webpage for review
 - Collected final feedback
 - Made final changes to map
- Web
 - Updated new pdf map and cover files on website



E-NEWSLETTERS





Subscribers – Tourism list

- Average open rate: 32% (industry average: 18%)
- Average click rate: 11% (industry average: 3%)

MRPC Members E-newsletters

- 11 E-newsletters sent to MRPC Members list in 2016
 - 3/3 – announcing Semi-Annual Meeting details, hotel options, registration information and agenda
 - 3/29 – Semi-Annual Meeting early bird reminder, hotel deadline, up-to-date mrpcmembers.com site, event submission, year of birding, birding giveaway, marketing successes, save the date Annual Meeting and GRR fun fact.
 - 4/8 – early bird registration reminder and event submission reminder
 - 5/17 – announce save the date for Annual Meeting, hotel info, Semi-Annual wrap-up, event submission, photos & videos submission, birding giveaway update, nomination deadlines and GRR social media
 - 6/14 – toolkit for Drive the Great River Road Month
 - 6/30 – spread the word about new biking promotion
 - 7/27 – early bird registration for Annual Meeting, hotel info, nomination deadlines, biking giveaway, Drive the Great River Road Month
 - 8/22 – Annual Meeting reminder, nomination deadline (final reminder), DGRR
 - 10/18 – wrap up of Annual Meeting, special recognition, NatGeo site launch, marketing success, fall photo requests, cycling events, condolences, 2017 National Meetings
 - 11/22 – announcement of Semi-Annual Meeting 2017 and sustain the GRR
 - 12/7 – end of year giving

[View this email in your browser](#)

2016 MRPC Annual Meeting Wrap Up

We had a great Annual meeting in Natchez, Mississippi earlier this fall. The event was productive, informative and a lot of fun. Thank you to the entire Mississippi-MRPC for hosting such a fine event.

Special recognition

Congratulations to the following people and organizations who were recognized during the Annual Meeting:

- **Distinguished Service Award**
Bob Miller (Wisconsin)
Ann Ventress (Mississippi)
- **Pilot's State Award**
Iowa-MRPC

More information from the Annual Meeting can be found [here](#).

The most recent committee meeting minutes are also online:

- [Culture & Heritage](#)
- [Transportation](#)
- [Marketing](#)
- [ERA](#)

NatGeo Site Launch

The new National Geographic Mississippi River [Geobourism site](#) has launched. The site features an interactive map, information on our network of interpretive centers, trip itineraries and details about the MRPC. We worked with the NatGeo staff to bolster the Great River Road content, adding links back to [experiencemississippiriver.com](#), creating Great River Road itineraries, adding missing interpretive centers and branding posts with the Great River Road logo. Thank you to everyone who contributed content to this new venture. A series of regional roll-out events will help publicize the new site, with events planned in Illinois, Minnesota and Louisiana. See a schedule of events and contact information [here](#).

Marketing Success

Our efforts to market the Great River Road continue to find success. We just completed another successful Drive the Great River Road Month. This annual campaign continues to be an effective way to encourage fall travel on the byway. The subscribers on the Great River Road e-newsletter list now stands at more than 13,400 and is picking up an average of 54 new subscribers each month. The average open rate of our e-newsletters is 33 percent (industry average is 18 percent), and the average click rate is 11 percent (the industry average is 3 percent). The Great River Road continues to draw large numbers of Facebook fans – successful promotions and a Facebook page likes campaign helped draw 4,000 new fans from April-June. Nearly 25,000 now like our page.

Fall photos

Please share your fall photos from the Mississippi River. These photos are of tremendous value as we promote fall travel on the byway – scenic photos continue to be among our most popular and engaging social media posts. Photos that show beautiful fall colors and people enjoying different aspects of travel along the Mississippi are always of use, including people driving, shopping, dining and enjoying outdoor recreation. Please send your photos to info@mrpcmembers.com.

Cycling events

We're still gathering information on bicycling events along the Great River Road. If you haven't submitted information from your state, please do so using [this link](#).

Condolences

Marty Beckman

Marty, a technical member of WI-MRPC for more than 40 years, passed away October 6. A retired Wisconsin Department of Transportation engineer, Marty was instrumental in the designation of the Wisconsin Great River Road National Scenic Byway. Marty was a dedicated and knowledgeable leader and he served as the unofficial historian of the MRPC. He was also the recipient of the Distinguished Service Award in 1986. He will be missed.

Joyce St. Columbia

Joyce, wife of Arkansas Chair Joe St. Columbia, passed away Sept. 22. Joyce attended many of our national meetings and her warm, sincere personality will be missed.

2017 National Meetings

Planning is underway for the 2017 Semi-Annual Meeting in Spring, which will be held in Kentucky. Stay tuned for details, including dates and lodging information! Iowa will host the fall Annual Meeting.

Experience Mississippi River Tourism E-newsletters

- 3 newsletters sent to the tourism list announcing promotions in 2016
 - 3/21 – announced Birding Bonanza Giveaway
 - Sent to 10,153 subscribers
 - 34% open rate (industry average 18%)
 - 11% click-through rate (industry average 3%)
 - 7/7 – announced Bike the Great River Road Giveaway
 - Sent to 11,626 subscribers
 - 29% open rate
 - 7% click-through rate
 - 9/1 – announced Drive the Great River Road Month
 - Sent to 14,986 subscribers
 - 32% open rate
 - 12% click-through rate

Win \$250 for your next Great River Road trip! [View this email in your browser](#)
[Forward to a Friend](#)

Enter to win \$250 for a trip on the Great River Road!

You'll find some of the [best birding in the country](#) along the Great River Road, which follows the Mississippi River from its headwaters in Minnesota to the Gulf of Mexico.

You can see hundreds of species of birds along the Mississippi Flyway and find countless more at the wildlife refuges, parks and forests that line the Great River Road.

Now, we're giving you a chance to embark on your own birdwatching adventure along the Great River Road! Enter today, and you could win \$250 to spend on your trip, plus some Great River Road gear of your own.

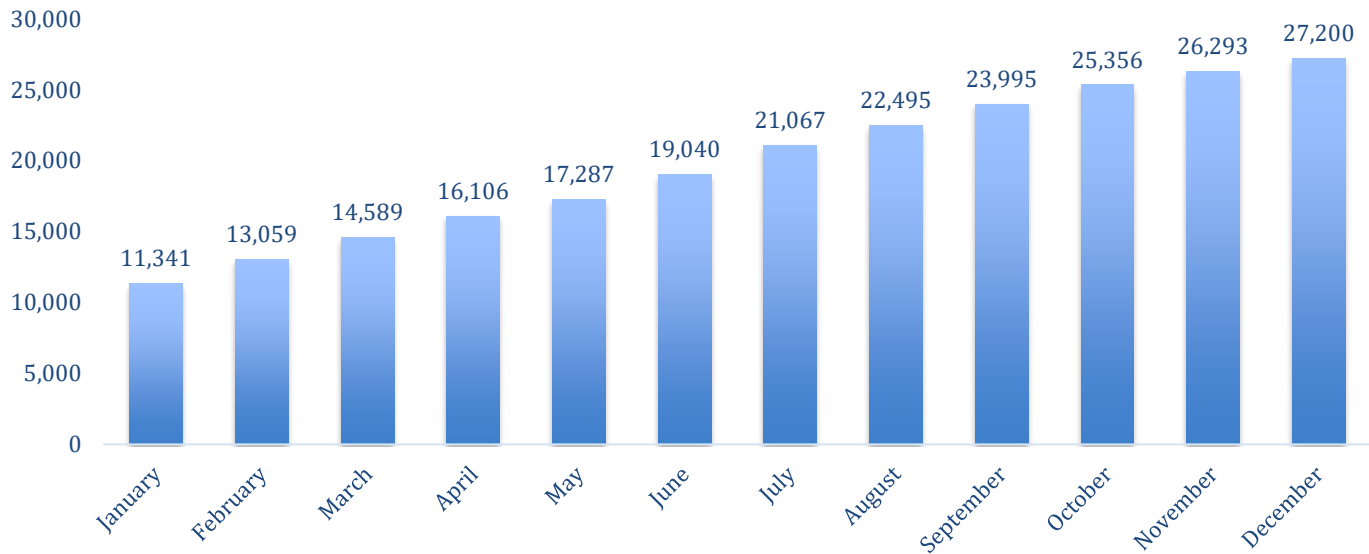
Enter now!

[f](#) [p](#) [You Tube](#)

Mississippi River Parkway Commission
701 E. Washington Ave. Ste. 202
Madison, WI 53703
experiencemississippiriver.com • 866.763.8310

SOCIAL MEDIA

2016 Facebook Fan Growth



Facebook posts

- We posted to the Great River Road Facebook page 166 times in 2016

Top 5 Facebook posts

- 9/9/16 (“Photo Friday! The unique Black Hawk Bridge in Lansing, Iowa, was completed in 1931 and spans the Mississippi River between Iowa and Wisconsin” w/photo): 35,060 people reached, 1,878 reactions, 165 comments, 233 shares, 2,013 post clicks
- 11/4/16 (“A beautiful story about the headwaters of the mighty Mississippi” w/link to USA Today article): 25,562 people reached, 811 reactions, 101 comments, 229 shares, 1,598 post clicks
- 9/1/16 (“It’s September, so you know that that means: it’s Drive the Great River Road Month! We’re encouraging folks to explore the nation’s oldest and longest National Scenic Byway all September long. Plus, we’re giving away \$500 in our Drive the Great River Road Month Sweepstakes!” w/link to website): 23,213 people reached, 794 reactions, 37 comments, 207 shares, 1,253 post clicks*
- 4/20/16 (“Happy 125th birthday to the park that houses the headwaters of the mighty Mississippi River!” w/shared post about Itasca State Park): 17,084 people reached, 521 reactions, 38 comments, 989 post clicks
- 11/19/16 (“There’s a lot to learn about the Mississippi River and the Great River Road...” w/link to blog on experiencemississippiriver.com): 16,558 people reached, 515 reactions, 18 comments, 142 shares, 793 post clicks

*post was promoted with Facebook advertising

Pinterest

- Followers added 2016: +230 (+53%)
- Pins added 2016: 208

Blogs

- Wrote monthly blog posts and shared on Facebook
 - Top 5 birds to see on the Great River Road
 - Golfing the Great River Road
 - Must-see birding on the Great River Road
 - Find fresh flavor on the Great River Road
 - Bike the Great River Road this summer
 - Your Twin Cities adventure, by bike
 - Exploring the Mississippi River Wine County
 - 6 things you might not know about the Great River Road
 - Welcome to Drive the Great River Road Month
 - Haunts of the Great River Road
 - Great River Road fun facts
 - National treasures on the Great River Road

Top 5 birds to see on the Great River Road

With warm spring temperatures come the flocks of migratory birds, flying north along the Mississippi River. The Mississippi Flyway is the migration route followed by 40% of all waterfowl and shorebirds in North America. Wildlife refuges, state forests, federal forests and parks protect the crucial habitat and food sources for these birds.



Photo: Tom Jerisha

Grab a pair of binoculars, because you won't believe the variety of fowl that nests along the Mississippi. Here are a few of our favorites, and where you can find them:

1. Bald eagle. Watch our nation's bird soar over the pines and lakes along the Mississippi. Nearly every state from Arkansas to Minnesota boasts superb bald eagle viewing. The conditions of the Mississippi are simply plentiful. If you want to learn more about the majestic bird, the [National Eagle Center in Wabasha, Minnesota](#) is a regional favorite for group visits. Climb into an eagle's nest, meet the resident raptors, or join a guided field tour to see the birds in the wild. Further south, at the [Mississippi River Visitor Center in Rock Island, Illinois](#), you'll find a bald eagle hot spot. This location is best in late winter and very early spring, when the eagles gather near the open water to feed.

Takeaways

- We more than doubled our fan numbers in 2016, thanks to a successful Facebook advertising campaign and three successful promotions. We should easily surpass 30,000 fans in early 2017 and will continue to use our Facebook advertising to gain fans, as well as to boost interaction for some of our posts.
- We saw a fair amount of variety in our most popular posts in 2016, ranging from photos to blog posts on our website to magazine/newspaper articles about various locations on the Great River Road. We also in 2016 started some new social media features like Interpretive Center Tuesdays that cast a light on some of the other things to see and do along the Great River Road.
- The two new themed promotions (biking and birding) in 2016 allowed us to take a deeper dive into some of the recreational activities along the Great River Road and highlight some areas and attractions that might not get as much play during the rest of the year, when we're focusing on more "general interest" travel.

PROMOTIONS

Birding Bonanza Giveaway Overview

- Run dates: 3/21-5/31
- Overview: Launched in conjunction with the Year of Birding, this giveaway was designed to raise awareness of the plentiful birding options along the Great River Road
- Prize: \$250 prepaid credit card, Great River Road jacket (from online store), copy of "Roadtrip with a Raindrop" by Gayle Harper, Great River Road map
- Entries: 1,234
- Fans added: 3,136
- E-newsletter subscribers added: 895
- Pageviews: 5,786



Takeaways

- We were able to achieve both of our main goals of the promotion: to raise awareness of birding options along the Great River Road and to increase fan numbers (we increased our fan base by more than 3,000 fans during the promotion period) and interactions (we saw an increase of more than 150% in engagements compared to the same period in 2015) on the Great River Road Facebook page.
- This was our first niche promotion with the Great River Road in a number of years; previous giveaways were associated with the more general Drive the Great River Road Month promotion in September. The niche targeting of this promotion resulted in fewer entries (1,234 in the birding promo v. 2,132 in the general Drive the Great River Road Month Sweepstakes in September 2015), but that's to be expected with a more specifically targeted promotion (and 1,200+ entries is still an impressive number).
- It was also nice to see that several states and destinations helped promote the giveaway. In our entry forms, we had several dozen people cite mentions of the contest by tourism organizations in Iowa and Minnesota, as well as author Gayle Harper, who wrote the book we included in our prize package.

Bike the Great River Road Giveaway

- Run dates: 6/6-7/31/16
- Overview: Summer promotion designed to highlight biking trails/events along the Great River Road
- Prize: \$250 prepaid credit card, Great River Road jacket (from online store), Great River Road map
- Entries: 1,144
- Fans added: 3,412
- E-newsletter subscribers added: 3,208
- Pageviews: 5,663



Takeaways

- The number of e-newsletter signups grew by an impressive 28% during the promotion – people who are interested in the Great River Road and open to receiving additional information. We will take advantage of this warm market in the future with more regular e-newsletters encouraging travel.
- We asked entrants what kind of biking events and activities they were interested in along the Great River Road and while the vast majority responded with “casual rides,” a substantial number indicated an interested in guided bike tours along the byway. Thought should be given to providing this as an offering in bike-friendly communities along the road.
- Judging by the success of the promotion, biking opportunities along the Great River Road should be incorporated more regularly into the marketing materials (social media, e-newsletters, etc.).

Drive The Great River Road Sweepstakes

- Run dates: 9/1-9/30/16
- Overview: Fall sweepstakes tied to our annual promotion encouraging visitors to drive the Great River Road; focus on fall color as well as fall activities, with a general focus on the GRR itself
- Prize: \$500
- Entries: 1,799
- Fans added: 1,282
- E-newsletter subscribers added: 604



- Pageviews: 7,607


Takeaways

- The Great River Road Facebook page gained almost 1,300 new fans during the promotion, with a total of nearly 1,800 entries. This indicates an influx of new fans, rather than only reaching current ones.
- The promotion gathered approximately 600 new e-newsletter signups – a large pool of new potential travelers to market to moving forward.
- The e-newsletter was, by far, the most popular method people listed for learning about the contest. Incorporation of regular e-newsletters would be a great way to reach this warm market and encourage them to travel the Great River Road.

Promotions summary

- Our three promotions (two of which were new):
 - Received more than 4,000 combined entries
 - Added more than 7,500 fans to our Facebook page
 - Added 4,500 people to our e-newsletter list
- Our annual Drive the Great River Road Month Sweepstakes received the most entries (1,799) of the three contests and has proven to be very successful each of the last three years, receiving a significant amount of entries every time. This is a good showcase to highlight some of the attractions, cities and more along the Great River Road, and the \$500 prize (meant to encourage fans to spend the money on their next Great River Road trip) draws significant interest.
- The other two promotions – Birding Bonanza and Bike the Great River Road—were themed promotions we had not run before, but both were very successful, registering more than 1,100 entries in each. While these promotions reached more of a niche audience (that’s especially the case with Birding Bonanza), they allowed us to highlight different recreational aspects along the Great River Road and should continue to prove fruitful in the future.

Win \$500 for your next Great River Road trip! [View this email in your browser](#)
[Forward to a friend](#)






Want to explore the Great River Road? Enter to win \$500!

Want to explore the [Great River Road](#) this fall?

September is [Drive the Great River Road Month](#), so there's no better time to do it—and now we're giving you a chance to win \$500 to spend on your next Great River Road getaway!

Sign up for the [Drive the Great River Road Month Sweepstakes](#) today, and you could win \$500 to spend at mouth-watering restaurants, unique attractions and more along America's oldest and longest National Scenic Byway.

Enter now!

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PR/PUBLICITY

Press releases written and distributed at launch and conclusion of each promotion.

- A press release announcing the launch of the Birding Bonanza Giveaway was sent to media in all 10 Great River Road states the week of 3/22.
 - Picked up by River Cities' Reader
- A press release announcing the launch of the Bike the Great River Road Giveaway was sent to the same media list the week of 6/6.
- A press release announcing the launch of the Drive the Great River Road Sweepstakes was sent to the same media list on 9/1.
 - Picked up by:
 - Marion Evening Times (Arkansas)
(<http://www.theeveningtimes.com/site/2016/09/05/fall-in-love-with-the-mississippi-river-drive-the-great-river-road-month-returns/>)
 - Wilton-Durant Advocate News (Iowa)
(http://www.northscottpress.com/wdadvocatenews/news/briefs/article_c0ecec30-75eb-11e6-9898-936f1f8ee300.html)
 - Hastings Star Gazette (Minnesota)
(<http://www.hastingsstargazette.com/news/4125172-september-drive-great-river-road-month>)
 - La Crosse Tribune (Wisconsin) (http://lacrossetribune.com/drive-the-great-river-road-month-returns/article_561faec5-9888-573d-a52f-a69ffa2b141c.html)
 - Other articles:
 - <http://www.usatoday.com/story/travel/destinations/2016/12/07/great-river-road/95082468>
 - <http://www.jsonline.com/story/travel/wisconsin/day-out/2016/11/04/tundra-swans-mississippi-river-autumn-fall/93134636>
 - <http://www.usatoday.com/story/travel/destinations/2016/11/04/mississippi-river-source-headwaters/93241254>
 - <https://www.thrillist.com/travel/nation/the-most-beautiful-building-in-every-state>
(mentions some attractions along Great River Road)
 - <http://www.telegraph.co.uk/travel/destinations/north-america/united-states/mississippi/articles/The-Mississippi-Trip-of-a-Lifetime>

Other pickups:

- <http://www.usatoday.com/story/travel/destinations/2016/12/07/great-river-road/95082468>
- <http://www.jsonline.com/story/travel/wisconsin/day-out/2016/11/04/tundra-swans-mississippi-river-autumn-fall/93134636>

- <http://www.usatoday.com/story/travel/destinations/2016/11/04/mississippi-river-source-headwaters/93241254>
- <https://www.thrillist.com/travel/nation/the-most-beautiful-building-in-every-state> (mentions some attractions along Great River Road)
- <http://www.telegraph.co.uk/travel/destinations/north-america/united-states/mississippi/articles/The-Mississippi-Trip-of-a-Lifetime>

Promotion Toolkits

- We created toolkits and posted online for members to use to help promote the giveaways.
- Toolkits included:
 - Sample News Release
 - Social Media Tips
 - Story Ideas/Sample Itineraries
 - Sweepstakes Summary
 - Talking Points
 - Graphics and links

Additional efforts

- Provided photos/info for Travel Channel blog post: <http://www.travelchannel.com/roam-blog/adventure/10-don-t-miss-scenic-drives>
- Worked with Gary Garth of USAToday.com for story ideas/photos about the Great River Road trip from headwaters to Illinois (story: <http://www.usatoday.com/story/travel/destinations/2016/12/07/great-river-road/95082468>)
- Responded to requests for information from Edgewood College in Madison, True North Travel Agency in Minnesota
- Worked with editor of Southern Travel+ Lifestyles magazine to provide story ideas/images for article in May/June 2017 issue

Logo usage

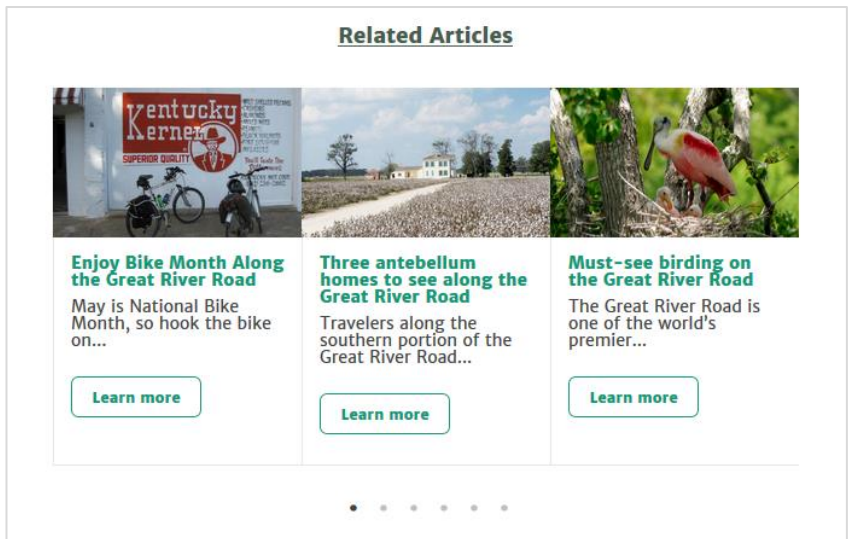
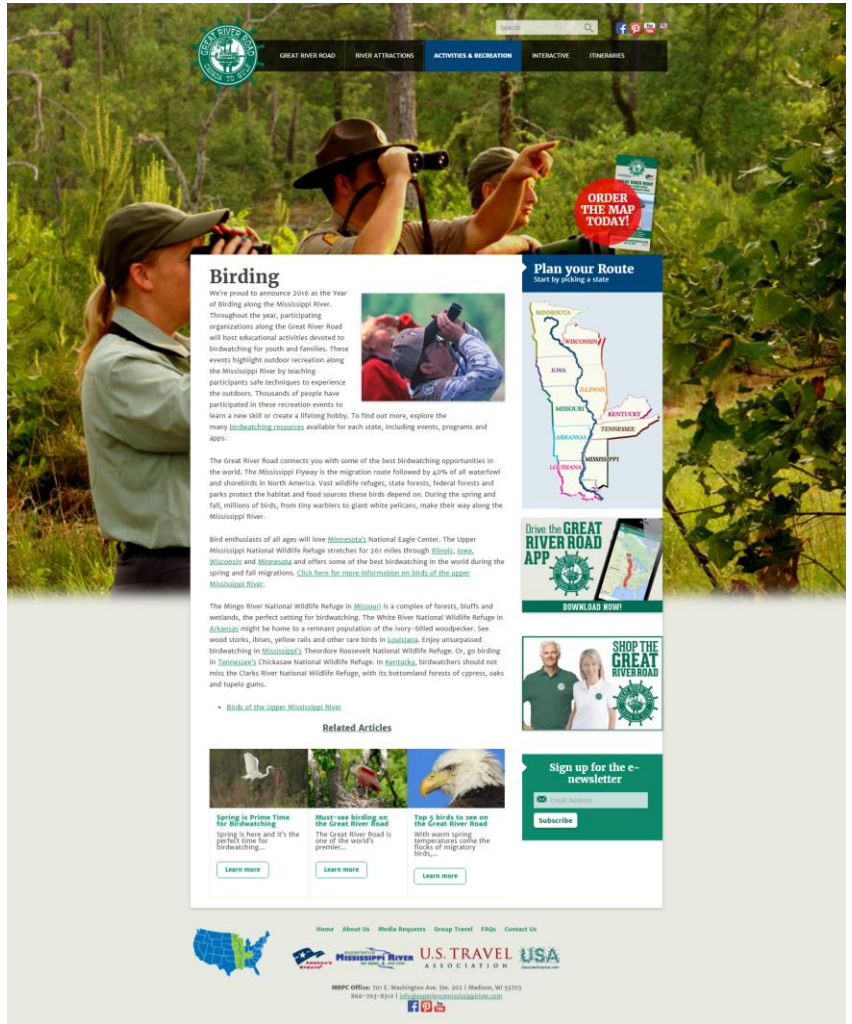
- Continued to review/approve logo usage
- Provided proper logo files for use

WEB MAINTENANCE

Ongoing web checks & maintenance (experiencemississippiriver.com)

- Monthly website checks
 - Tested and updated links as necessary
 - Checked copy and photos, ensured content was current
 - Removed expired packages
- Year of Birding
 - Updated the birding page with MRCC's information on 2016 the Year of Birding
 - Collected and uploaded birding brochures to page
- Related Articles
 - Coded for related articles to appear on interior pages
 - Updated 47 articles/posts with proper categories and appear on the following pages:

- About the Great River Road
- Drive the Great River Road Month
- Itineraries
- All state pages
- Auto & motorcycle tours
- Biking
- Birding
- Hiking
- Sports & gaming

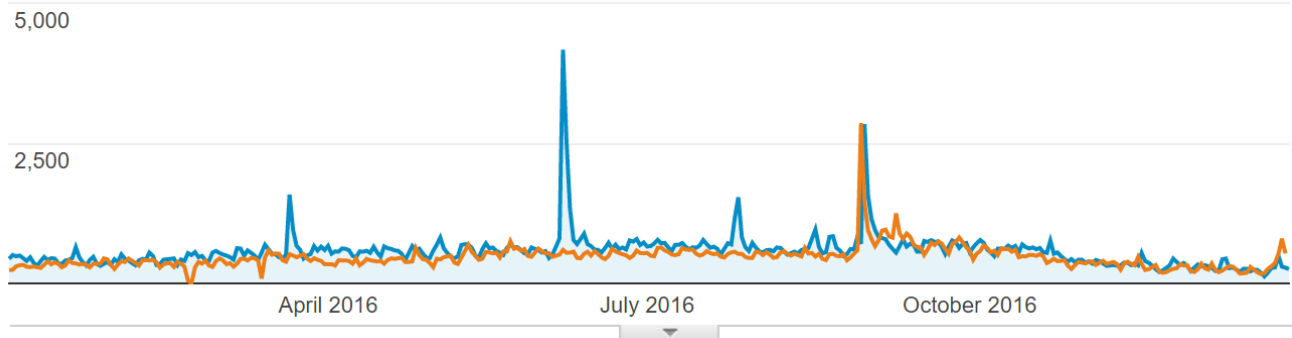


WEB STATS

Visits

Jan 1, 2016 - Dec 31, 2016: ● Sessions

Jan 1, 2015 - Dec 31, 2015: ● Sessions



QUICK OVERVIEW COMPARED TO 2015 STATS

Sessions	Users	Pageviews
209,688 vs 169,712	172,582 vs 138,912	481,542 vs 419,241
24% increase	24% increase	15% increase

- Web site visits continue to grow. In 2016, visits increased by 24% (from 169,712 to 209,688)
 - Note the spikes in website visits around April, June/July and September correspond with the duration of the promotions we ran this year
- Facebook continues to be the number one referring site (mainly mobile facebook referral - up by 23% from 2015)
- River attractions page continues to be the most viewed page behind the homepage at 49,029 pageviews
- Organic traffic (visits received from search engine results) brought over 130,657 visits. That's 62% of 2016 sessions. This means our site holds great content where our pages are appearing in people's search results.

Mobile visits

- Mobile visits surpassed desktop visits in 2016.
 - 53% of sessions were mobile visits (mobile and tablet)
 - 47% of sessions were desktop visits
- Growth in mobile visits from last year increased by 71%, desktop visits increased only by 10%
 - This shows our audience is accessing our site more frequently via mobile devices

MEETINGS

Semi-Annual & Annual National Meetings

- Semi-Annual Meeting
 - April 27-29, 2016
- Annual Meeting
 - September 14-16, 2016
- Collection and processed
 - Sate reports
 - Award Nominations
 - Interpretive Center Site Visits
- Meeting set-up)
 - Booking
 - Speakers
 - Pricing
 - Trips
- Registration
 - Set pricing

**Mississippi River Parkway Commission
Semi-Annual Meeting**
La Crosse, WI | April 27-29, 2016

Join us in La Crosse!
The next MRPC Semi-Annual meeting will take place in La Crosse, WI, from April 27-29. The meeting will feature a full agenda, including sessions on developing tourism on the Great River Road, the success of agritourism on the Great River Road, a Geo-tourism update and more. We'll meet and stay right in the heart of beautiful downtown La Crosse, a thriving river town located on the banks of the Mississippi River. Be sure to attend this year's semi-annual meeting. Register today!

Agenda (Subject to change.)

Wednesday, April 27
4pm **Board of Directors Meeting**
5-7pm **Registration**
8-10pm **Hospitality Suite**

Thursday, April 28
Breakfast - on your own
7-9am **Registration**
8-8:30am **New Member Orientation**
8-8:30am **Committee Chairs Meeting**
8:45-11:50am **General Session**
• Welcome: Sherry Quamme, WI-MRPC Chair
• Introductions: Karl Samp, MRPC Pilot
• La Crosse Welcome: Sen. Jennifer Shilling
• Greetings from a WIGRR Commissioner: Sen. Kathleen Vinehout
• Developing Tourism on the Great River Road as an Economic Driver: Patrick Reinsma, WI Department of Tourism
• Roadtrip with a Raindrop: The story of traveling the GRRNSB, Gayle Harper
• WI Interpretive Centers: Potosi Brewery & Museum, Great River Road Visitor & Learning Center, Stonefield State Historic Site and Villa Louis
• Mississippi River Cities & Towns Initiative Update, Tim Kabat, La Crosse Mayor

Noon-1:15pm **Lunch**
Agritourism along the Great River Road "Organically Speaking": Hans Eisenbeis, Organic Valley

1:30-4pm **Technical Committee Meetings**
4-4:30pm **Roundtable discussion on Funding and Support Opportunities for Byways**
4:30-6pm **Welcome to Wisconsin Tastings and Samplings**
Dinner - on your own

Registration
Register at mrpcmembers.com

Delegates (all sessions & meals included):
\$185 - Early Bird - by April 12
\$225 - After April 12

Spouses/Guest of Delegate:
\$99 - Early Bird - by April 12
\$130 - After April 12

One Day (Day of sessions and meals included):
\$100

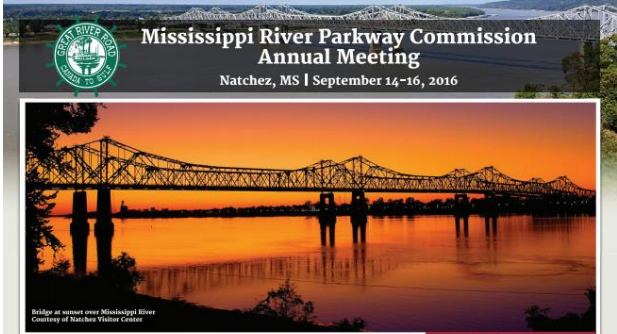
Remember—April 12 is the deadline for early-bird pricing.

Cancellation Policy
Cancellations made on or prior to Tuesday, April 12, will receive a full registration fee refund minus a \$20 processing fee.
Cancellations made after Friday, April 12, will **not** be eligible for a refund.

Mississippi River Parkway Commission • 701 East Washington Avenue, Suite 202 • Madison, WI 53703
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Mississippi River Parkway Commission 2016 Annual Marketing Report January-December, 2016

- Create registration form (hard copy and electronically)
- Print and mail form out to members
- Email registration information
- Collect payments
- Meeting Prep
 - Finalize roster
 - Create and print agenda, meeting minutes and other related materials
 - Organize and sort unique folders per committee
 - Print, label and customize



**Mississippi River Parkway Commission
Annual Meeting**
Natchez, MS | September 14-16, 2016

Join us in Natchez!
The 2016 MRPC Annual Meeting will be held September 14-16 in beautiful and historic Natchez, Mississippi, which is celebrating its 300th anniversary this year. The meeting has a full agenda that includes mobile sessions where we'll travel the Mississippi Great River Road by bus while experiencing the history and heritage of the area. The meeting also features speakers from throughout Mississippi, highlighting a variety of topics regarding transportation, history, environment and tourism. Be sure to attend this year's annual meeting. Register today!

Agenda *(Subject to change)*

Wednesday, September 14
4pm **Board of Directors Meeting** *(Hotel)*
4-6pm **Registration** *(Hotel)*
6-9pm **Welcome Reception**
Greetings from local and state dignitaries at Rip Rap, the antebellum home of Brenda & Richard Edgin *(Reception Atrium)*

Thursday, September 15
8am-1:45pm **Mobile Session** *(60 bus)*
Attendees will explore firsthand the Mississippi Great River Road (GRR) while experiencing the history and heritage of the area. This session provides the opportunity to learn how local attractions complement the GRR and gain knowledge of the visitors' experience.

Registration
Register at mrpcmembers.com

Delegates (all sessions & meals included):
\$175 - Early Bird - by September 1
\$210 - After September 1

Spouses/Guest of Delegate:
\$120 - Early Bird - by September 1
\$155 - After September 1

One Day (Day of sessions and meals included):
\$300

Remember—September 1 is the deadline for early-bird pricing.

Cancellation Policy
Cancellations made on or prior to Thursday, September 1, will receive a full registration fee refund minus a \$20 processing fee.
Cancellations made after Thursday, September 1, will **not** be eligible for a refund.

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MRC JATA SEMINAR

Tokyo, September 22-26

- Delegates:
 - Lyn Pilch, Doug Bourgeois, Zach Holifield, Yuko Miyamoto, Lisa Catron, Chefs Cody and Sam Carroll, Kevin Kelly, Jan Kemmerling, Roger Carmack, John Haas and Naomi Hattori
- Outdoor Adventure and More Presentation
 - Participants:
 - Minnesota, Mall of America, Illinois, Illinois Great River Road, Arkansas, Houmas House, Louisiana, Memphis, Mississippi
 - Collected photos and bullet points
 - Researched and wrote bullets points
 - Created PowerPoint
 - Submitted PowerPoint for translation
 - Wrote powerpoint summary/profile sheet, sent for translation, printed and distributed
- State summary
 - Wrote powerpoint summary
 - Sent for translation
 - Printed copies
- Chef's bullets
 - Wrote chef's notes covering agriculture and ingredients found in the 10 states along the Mississippi River
- Flyers
 - Printed and distributed app flyers



Experience Mississippi River Country OUTDOOR ADVENTURE & MORE



experience
MISSISSIPPI RIVER
ten states one river.



ミシシッピ・リバー・ロードのツアーガイド・アプリを無料でダウンロードしましょう!

グレート・リバー・ロード・ナショナル・シーニックバイウェイはアメリカの有数な景勝道です。アメリカ大陸を縦断するミシシッピ川沿いを通ります。

ツアーアプリを利用して旅の計画を立ててください。

Apple appをご利用の方は
こちらをスキャンしてください。

Android appをご利用の方は
こちらをスキャンしてください。



このアプリを利用すると、約4,800km (3,000mile) 続くグレート・リバー・ロードの全ルートを通ることが出来ます。絶景が見渡せる展望場所や興味深い博物館、素晴らしい史跡などを訪れてみましょう。ワイナリー、ガーデン、ファーム、マーケットなどにお立ち寄りください。各州の観光情報も是非ご覧ください。さあ、アプリをダウンロードしてグレート・リバー・ロード旅行の計画を立ててみませんか。

ExperienceMississippiRiver.com | MRCUSA.JP



FAM TOURS

Spring Tour – March 2016

- Dates: March 16-23, 2016
- States: Louisiana, Mississippi, Arkansas
- Participants:
 - Mr. SATOSHI KURAMOTO, editor-in-chief, Joho Center Publishing Co., Ltd.
 - Ms. CIEL, editor/writer, “Discover the World Spa & Hotel”
 - Ms. MAKIKO YAMAMOTO, editor, JunoJapan
 - Ms. KEIKO SATO, freelance editor/writer
 - Ms. CHIE USUI, translator/escort, Connect Worldwide
 - Mr. ALAN HAMARI, driver/escort, Mississippi River Country
- Theme: girls’ getaway
- Destinations visited:
 - Louisiana
 - Gonzales
 - Darrow
 - New Orleans
 - Mississippi
 - Gulfport
 - Biloxi
 - Long Beach
 - Ocean Springs
 - Pass Christian
 - Ridgeland
 - Cleveland
 - Arkansas
 - Hot Springs National Park
 - Benton
 - Little Rock

Fall Tour – October 2016

- Dates: October 20-27, 2016
- States: Missouri, Arkansas, Kentucky
- Participants:
 - Ms. MICHIKO ONO, imedia
 - Mr. KO NOTOMI, The Sankei Shimbun
 - Mr. YUJI MATSUNAGA, Yahoo News/Huffington Post Japan
 - Ms. MAKIKO YAMAMOTO, Adventure King
 - Ms. CHIE USUI, translator/escort, Connect Worldwide
 - Mr. ALAN HAMARI, driver/escort, Mississippi River Country
- Theme: outdoor recreation
- Destinations visited:
 - Missouri
 - St. Charles
 - Kimmswick
 - Bonne Terre
 - Belleview
 - Lesterville
 - Arcadia
 - Pilot Knob
 - Eminence
 - Arkansas
 - Mountain View
 - Lakeview
 - Kentucky
 - Gilbertsville
 - Calvert City
 - Cadiz
 - Hopkinsville
 - Pembroke
 - Erlanger

MARKETING RESEARCH

- Media rates for advertising consideration
 - Obtained Marketing Committee members recommended publications for ad placement
 - Contacted publications for media rates
 - Organized presentation on publications, rate cards and demographic reach
 - Researched and presented multi-state bicycle races as organizational examples

MRCC (MISSISSIPPI RIVER CONNECTIONS COLLABORATIVE)

NatGeo Tourism Site (mississippiriver.natgeotourism.com)

- We worked with National Geographic to populate this new site (mississippiriver.natgeotourism.com) with information that promotes the Great River Road. Pilch & Barnett branded individual posts, added important content about the byway and created content for each state byway on the route.
 - Surveyed site content to identify missing interpretive centers; sent list to state partners to ensure a complete listing
 - Created “Trip plans” by reworking content from itineraries from experiencemississippiriver.com itineraries
 - Manually added Great River Road logo and experiencemississippiriver.com link to each interpretive center posting
 - Worked with NatGeo staff to add links to interpretive center listing page
 - Wrote and posted information about the Mississippi River Parkway Commission
 - Created posts for individual state byways that feature highlights for travelers
 - Provided edits and quote to MRCC official press release

Year of Birding

- Year of birding is a series of events hosted by partner organizations along the Mississippi River. The events aim to bring people out to experience the beautiful sights and sounds of birding on the river.
- To help MRCC’s efforts in promoting the Year of Birding, we spruced up our birding content, shared and mentioned the YofB when it fit.
 - Updated birding page with MRCC Year of Birding content and uploaded birding brochures
 - Utilized Birding Bonanza Giveaway to promote birding options and the 2016 Year of Birding along the Great River Road
 - Wrote and shared posts on birding hotspots on Facebook
 - Included mention on Year of Birding 2016 in newsletter to members - 3/29

NATIONAL ADVISORY COMMITTEE ON TRAVEL & TOURISM (NACTTI)

- Completed Fast Act Tourism Infrastructure Committee nomination application of Diana Threadgill in collaboration with MN-MRPC and Board of Directors.

FINANCIAL

- Filed annual tax paperwork
- Monthly reconciliation
- Provided paperwork and assistance to internal and external auditors for TN-DOT

LANDS END

Great River Road online store

- The orders completed by Pilch & Barnet were for the Great River Road Birding Bonanza Giveaway and Bike the Great River Road Sweepstakes. Both promotion prize packages included a men's/women's Great River Road jacket.

BUSINESS OUTFITTERS BY LANDS' END									Statement Date: 02/06/17			
INVOICED 01/01/2016 - 01/24/2017									\$177.45	\$39.80	\$15.23	\$232.48
Cal Yr	SEGMENT	CUST#	CUST NAME	CONTACT NAME	ORD DT	ORD#	INV DT	INV#	SUBTOTAL	S & H	TAX	TOTAL
2016	PLCHB	6852084	Loey Minske	Minske, Loey	3-May-16	S6144773	12-May-16	SIN3835285	\$77.00	\$9.95	\$6.08	\$93.03
2016	PLCHB	6765500	Pilch & Barnet	PILCH, LYN	15-Jul-16	S6350210	20-Jul-16	SIN4030906	\$38.49	\$9.95	\$3.03	\$51.47
2016	PLCHB	6765500	Pilch & Barnet	PILCH, LYN	21-Aug-16	S6434801	29-Aug-16	SIN4127563	\$38.49	\$9.95	\$4.48	\$52.92
2016	PLCHB	6895198	Madigan Winery LLC	MADIGAN, BRIAN	9-Sep-16	S6483754	16-Sep-16	SIN4177946	\$23.47	\$9.95	\$1.64	\$35.06