



October 2015

The mission of the MRCT *is to identify, conserve and enhance the region's natural, cultural and recreational resources to improve the quality of life and prosperity in West Tennessee....*

## Projects and Accomplishments – (MRCT):

### MRCT - Corridor Planning Documents

- Conceptual Master Plan & Executive Summary 2005
- Economic Analysis Report – Younger Associates 2006
- Corridor Map of Asset Resources 2005
- Created Project Focus Categories (7) 2006
- MRCT Strategic Plan - 2006
- MRCT Charter and Bylaws – 2007 – IRS 501(C)(3) nonprofit designation awarded
- Established a Board of Directors and Advisory Council 2007
- Corridor Management Plan for the FHWA Great River Road – National Scenic Byway 2008
- Environmental Systems Enhancement Plan – Six MRCT counties 2008
- MRCT Business Plan 2009
- Restoration Plan – Fort Wright Historic Site – Tipton County 2009
- Trail & Boardwalk Plan for Reelfoot Lake State Park and the northern basin 2010
- Cycle/pedestrian - Trail Plan for Shelby County – Mississippi River Trail 2011
- Certified Kitchen/Café & Art Gallery Plan 2012
- Lauderdale County - Environmental and Economic Plan (CMP) 2013-2015
- Dyersburg River Center & *Blueway* – Management/Operations Plan 2014

### Marketing – Awards, Products and Activities

- Large format Marketing Brochure 2005
- 10-minute DVD – video presentation
- Created a “*Friends of the Mississippi River Corridor*” volunteer support group
- Established a six-county Task Force Committee Network in the Corridor
- 1<sup>st</sup> Place – **Communications and Public Relations Campaign** – VOX Award from the Public Relations Society of America – Memphis Chapter - 2007
- **Pilot Award** – Mississippi River Parkway Commission – 2010/11
- Hundreds of news articles in various publications within the State and nationally
- **Website:** [www.msrivertn.org](http://www.msrivertn.org) **Facebook:** Mississippi River Corridor Tennessee
- Funded the initial marketing brochure for Discovery Park of America – Union City
- Produced the *Great River Road Birding Trail* (map/brochure) with TWRA
- Brochure: **Great River Road Byway & Trail** (with Tennessee Dept of Tourist Development)
- *Making The Case* – MRCT Development Booklet
- Six editions – **River Times** – annual MRCT magazine 2010/2015
- Produced “*A Bird’s Eye View*” Video – 6 counties – West Tennessee 2015

## MRCT - Project Work and Major Initiatives

- *River Citizens* Campaign- MRN Regional Coordinator – [www.1mississippi.org](http://www.1mississippi.org) 2007-2016
- *Mid-South Outdoor Recreation and Education (MORE)* Program 2013-2016
- Completed a \$2M dollar EPA grant for Emerging Technologies (marine) 2011
- Purchased and installed ten Civil War Trail Markers throughout the Corridor 2010
- Construction of a Dyersburg River Center, boat dock and *Blueway* on the Forked Deer River 2013
- Produced a documentary film for the Fort Pillow Historic State Park – Visitors Center 2010
- Construction of a new \$2M Interpretive Visitors Center at Reelfoot Lake State Park 2014-2017
- Design/manufacture of a new lobby exhibit at the Fort Pillow State Historic Park 2012 – 2014
- Partner - nonprofit member – *Lower Mississippi River Resource Assessment (LMRRA)* Plan with the Corps of Engineers and The Nature Conservancy 2012 – 2015
- CCC Mississippi River Camp – Meeman Shelby Forest State Park – TDEC Restoration Plan 2015

## Special Events and Public Outreach/Educational Programs

- Produced a Five-year Strategic Planning Retreat – FedEx Technology Center – 2006
- Hosted a major *Charette* Public Meeting in Dyersburg to Map Corridor Assets 2006
- **“Paddle & Float”** – canoe ride and lunch on the Mississippi with John Ruskey 2007
- *Design for Sustainable Systems* – Public Forum and Lecture – Brooks Museum of Art 2008
- *The Story of Fort Pillow* – Documentary Film Premiere and Reception 2009
- **Greenways & Byways: A Regional Forum for Success** – Mud Island River Park – Forum and Celebration for the new *Great River Road-National Scenic Byways* designation 2009
- **“The River Inside”** Photography Exhibition - Mississippi River Museum on Mud Island River Park – Reception and Book Signing by artist/author John Guider 2009
- Hosted the *Mississippi River Parkway Commission* - Annual Meeting – Memphis 2009
- Co-hosted with Corps an *Earth Day Harbor Clean Up* along the river at downtown Memphis 2009
- **“Gather at the River”** Conference – major Sponsorship and fiscal agent – Bridges 2010
- **“Whistle Stop” Bus Tour** – Hosted a two-day tour of the Corridor counties to expose and educate participants about the diverse assets located within our six-counties 2010
- Hosted a Reception for the 65<sup>th</sup> Annual Meeting – Southern Legislative Conference 2011
- **“RiverWorks Discovery”** – Reception, exhibit tour and river program – Mississippi River Museum and River Terrace at Mud Island River Park 2013
- **“Ride to Randolph”** – MRCT annual fundraiser - bike ride - Memphis to Randolph 2012 - 2015

## Partner Organizations and Memberships

- Delta Regional Authority - Leadership Institute Executive Academy – 2013/2014 Graduate (Appointment by Governor Haslam)
- *Blue Stream* Task Force – Mississippi River – Mayor AC Wharton - Memphis 2015-16
- *Sustainable Shelby* – Greenprint Consortium - Committee member 2013-15
- Mississippi River Parkway Commission – MRPC – Tennessee delegate 2007-16
- TDEC – *Commissioner’s Council on Greenways & Trails* – (Appointed member) 2009-16
- TDOT - RPO Transportation Technical Committee – (Appointed member) 2010 - 16
- *Lower Mississippi River Resource Assessment* – Corps – Nonprofit partner 2011-15
- The University of Memphis (College of Arts and Sciences) – Council Board member
- *WestStar* Leadership Program – Class member 2008 – Graduate – West TN