

MISSISSIPPI RIVER PARKWAY COMMISSION



1938 — MRPC FOUNDED

MISSISSIPPI RIVER COUNTRY



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.

MARKET

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

LEADERSHIP



PILOT

BOARD - OF - DIRECTORS

STATE CHAIRS

MN	WI	IA	IL	MO	KY	TN	AR	MS	LA
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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



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

International Travelers
Canada, India, Japan and Korea
mrcusa.jp | mississippirivercountry.com 

LEADERSHIP



CHAIR



VICE CHAIR

BOARD - OF - DIRECTORS

ORGANIZATION

MEETS QUARTERLY

Board of Directors:
10 state travel directors or their designees
(only dues-paying states have voting rights)

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 its assets, including the Great River Road (an All-American Road and National Scenic Byway), river communities and the states that make up this cross-section of America.