

THE GREAT RIVER ROAD

Workshop for Interpretive Centers

Mississippi River Parkway Commission



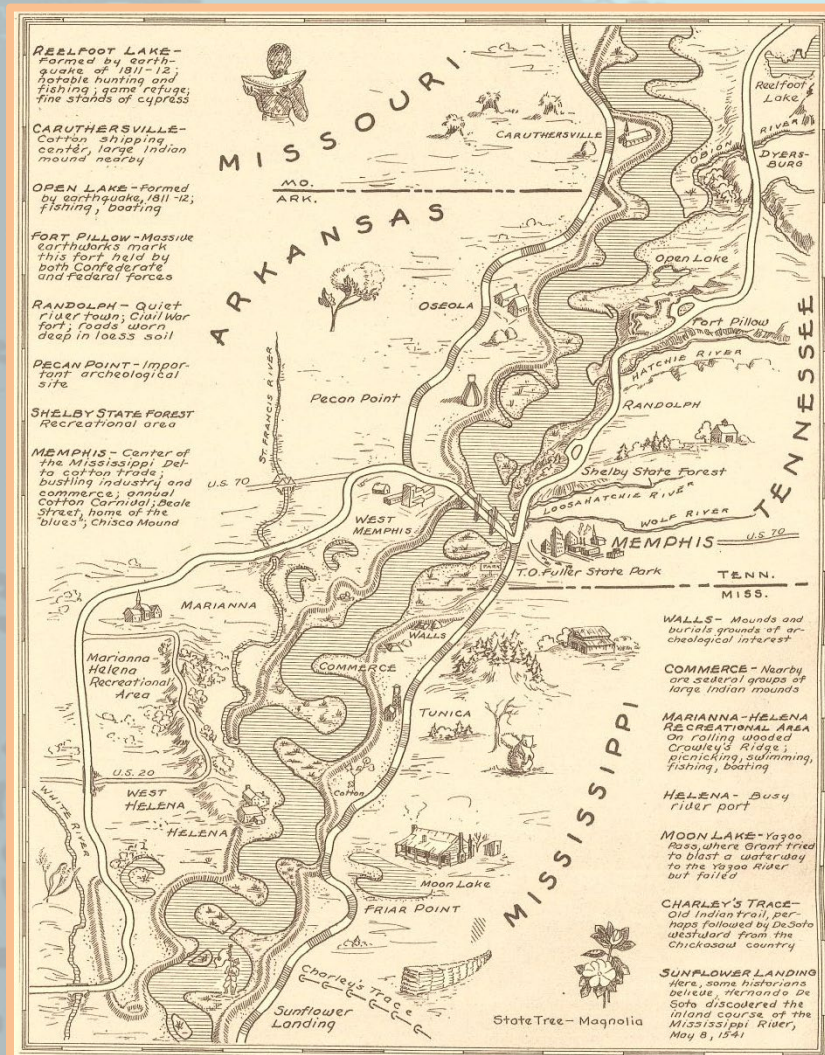
THE GREAT RIVER ROAD



A well-marked series of different roads and highways through ten states, roughly following the winding course of the Mississippi River



ESTABLISHED IN 1938



A Mississippi River Parkway Planning Commission guided early planning and development for the Great River Road, as well as construction, promotion, and marketing.



MISSISSIPPI RIVER PARKWAY COMMISSION



- ❖ The initial planning group is now known as the Mississippi River Parkway Commission (MRPC)
- ❖ Headquartered in Madison, Wisconsin
- ❖ Preserves, and enhances resources of the Mississippi River Valley and the Great River Road



TEN STATES: ONE RIVER



The National MRPC coordinates multi-state programs on behalf of Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, and Wisconsin.



INDIVIDUAL STATE COMMISSIONS

- ❖ Each state has its own commission established by state statute or Governor's Executive Order.
- ❖ Membership consists of state legislators, state and local officials, and/or general members appointed by the governor or state agency director in the individual states.
- ❖ The chair of each state commission serves on the National MRPC Board of Directors.



THE MRPC IN ACTION



- ❖ Works at federal, state, and local levels to leverage dollars
- ❖ Advocates for highway improvements, recreation trails, bikeways, scenic overlooks, and historic preservation.
- ❖ Coordinates domestic and international marketing
- ❖ Facilitates efforts to enhance economic development and resource awareness.



ALL-AMERICAN ROAD

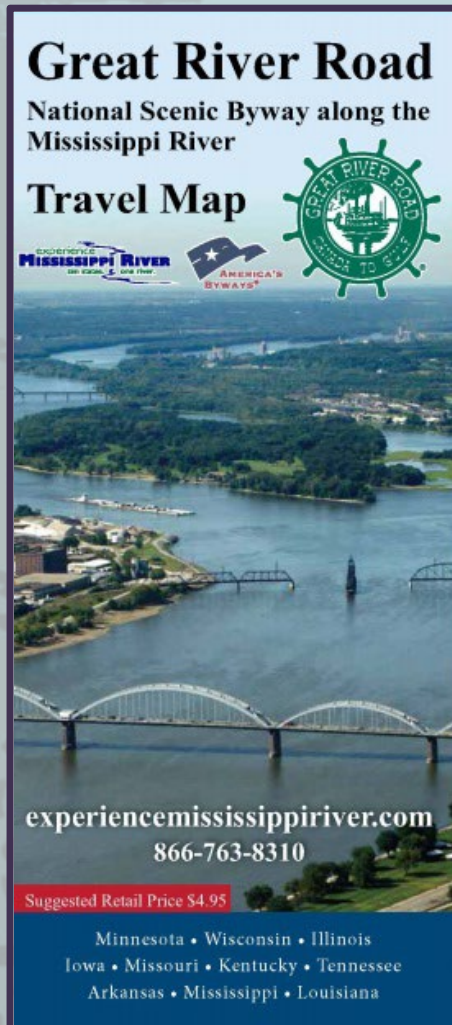


The Great River Road route is designated as a National Scenic Byway and an All-American Road. It is promoted nationally as one of America's greatest drives.

It is part of a collection of more than 184 diverse roads designated by the U. S. Secretary of Transportation.



INTRINSIC QUALITIES



Among other things, National Scenic Byways must possess some or all of these important qualities:

- ❖ Natural Significance
- ❖ Archeological Significance
- ❖ Historic Significance
- ❖ Cultural Significance
- ❖ Recreational Opportunities
- ❖ Scenic Beauty

The Great River Road has them all!!



INTERPRETIVE CENTERS



The stories of the Mississippi River are conveyed through nearly 100 officially designated Interpretive Centers along the 3,000 mile route.



DESIGNATION CRITERIA



- ❖ Centers are designated by the National MRPC based on nominations
- ❖ Must interpret the Mississippi River or some significant aspect or relationship to the river with a high level of quality
- ❖ Must be open on a regular basis



INTERPRETIVE CENTER RESPONSIBILITIES

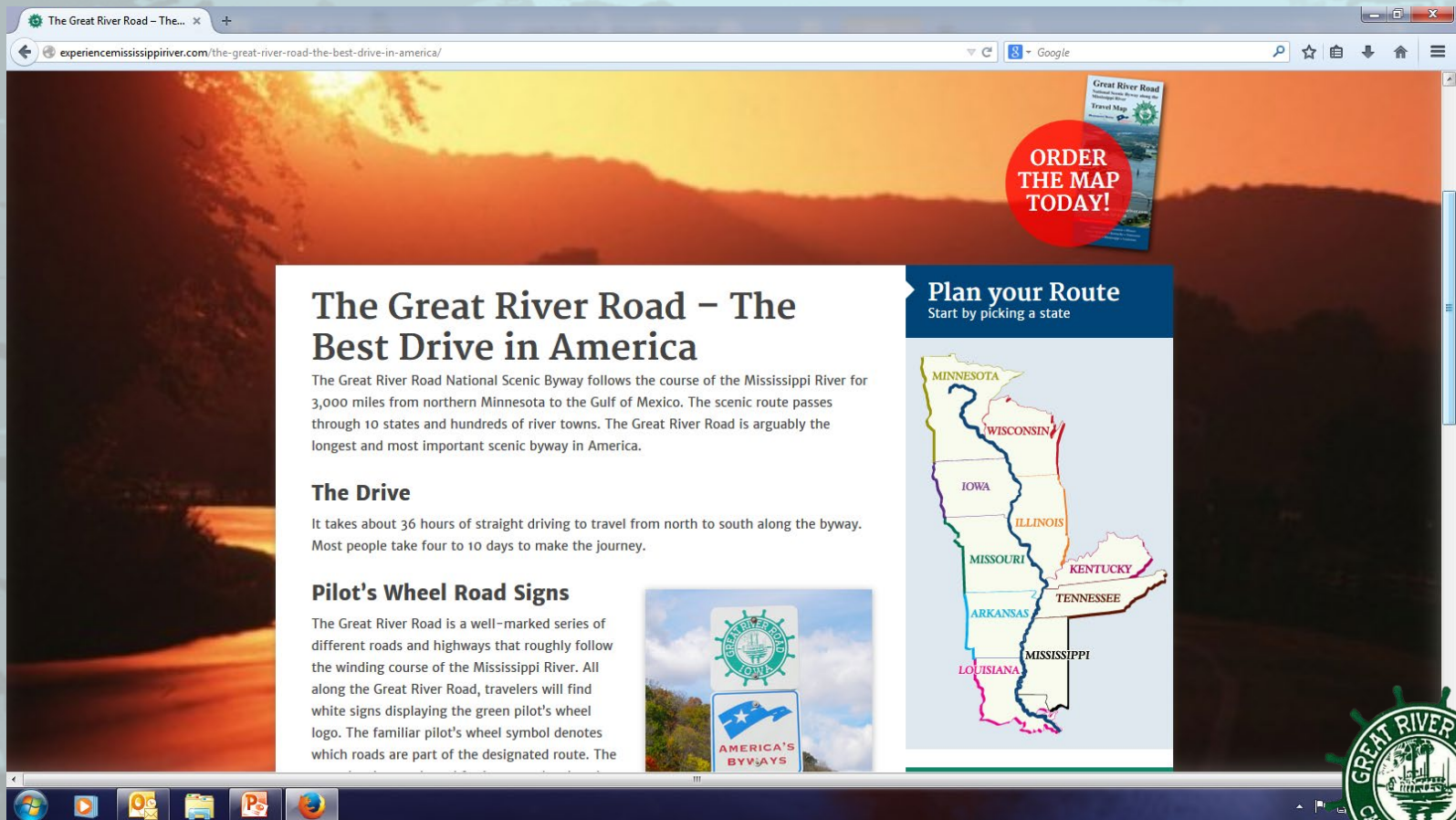


- ❖ Prominently display signage (inside or outside) designating membership in the Great River Road network
- ❖ Ensure that front line personnel are knowledgeable about and will promote the Great River Road and museums and interpretive centers in the region
- ❖ Have the Great River Road map available, at a minimum for reference, but preferably for sale or distribution to visitors
- ❖ Link to the national MRPC website when possible



GREAT RIVER ROAD WEBSITE

experiencemississippiriver.com



The Great River Road – The Best Drive in America

The Great River Road National Scenic Byway follows the course of the Mississippi River for 3,000 miles from northern Minnesota to the Gulf of Mexico. The scenic route passes through 10 states and hundreds of river towns. The Great River Road is arguably the longest and most important scenic byway in America.

The Drive

It takes about 36 hours of straight driving to travel from north to south along the byway. Most people take four to 10 days to make the journey.

Pilot's Wheel Road Signs

The Great River Road is a well-marked series of different roads and highways that roughly follow the winding course of the Mississippi River. All along the Great River Road, travelers will find white signs displaying the green pilot's wheel logo. The familiar pilot's wheel symbol denotes which roads are part of the designated route. The

Plan your Route
Start by picking a state

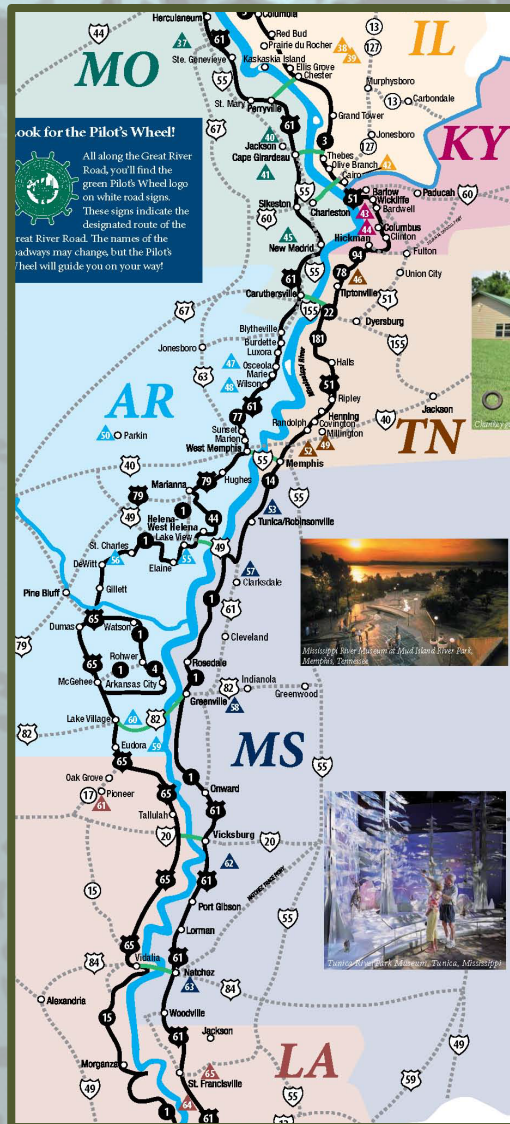
ORDER THE MAP TODAY!

MINNESOTA WISCONSIN IOWA ILLINOIS MISSOURI KENTUCKY ARKANSAS TENNESSEE LOUISIANA MISSISSIPPI

AMERICA'S BYWAYS

GREAT RIVER ROAD CANADA TO GULF

BENEFITS TO INTERPRETIVE CENTERS



- ❖ Listing on the Great River Road map distributed nationally
- ❖ Listing on the MRPC website
- ❖ Inclusion in national marketing efforts by the MRPC
- ❖ Promotion by other interpretive centers along the route
- ❖ Resources available through state and national commissions



MEMBER WEBSITE

mrpcmembers.com

RESOURCES AND FORMS

ALL-AMERICAN ROAD TOOLKIT

- AAR Logos (PNG and JPG)
- AAR Release Template (Word and PDF)
- AAR Talking Points (Word and PDF)
- AAR Social Media Examples (Word and PDF)
- AAR Celebration Slideshow
- Designation Survey
- Designation Survey Results

MARKETING RESOURCES

- Logos (PNG and JPG)
- Letterhead
- America's Byways Logo (PNG and JPG)
- Mississippi River Country Logo (PNG and JPG)
- Great River Road Website Button
- Drive the Great River Road App
- Drive the Great River Road Sweepstakes assets (ZIP)
- MRPC-MRC Fact Sheet
- Upload MRPC meeting photos here

AWARDS & NOMINATIONS

- Distinguished Service Award Nomination Form (August 15 Deadline)
- List of past Distinguished Service Award recipients
- Honorary Membership Award Nomination Form (August 15 Deadline)
- List of past Honorary Membership Award recipients
- Stewardship Award Nomination Form (June 15 Deadline)
- List of past Stewardship Award recipients

INTERPRETIVE CENTER RESOURCES

- Add/Update Interpretive Center Directory Profile
- Interpretive Center Nomination Form (September 1 Deadline)
- Network of Interpretive Centers Checklist
- Interpretive Themes
- How to Install Signage Overlays

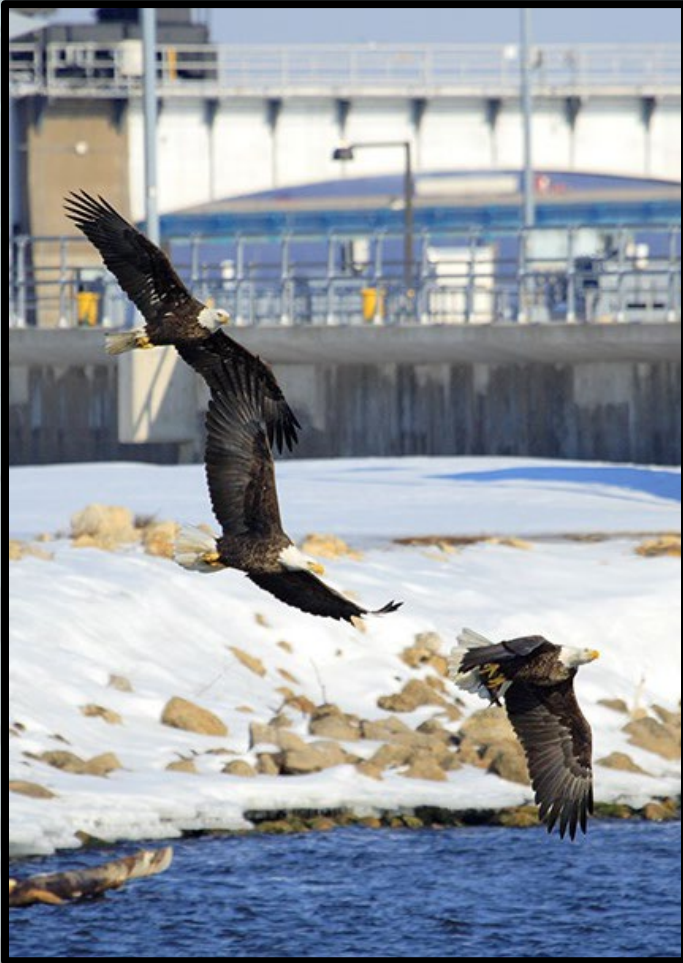


THEMES ALONG THE GREAT RIVER ROAD

**Main Theme:
The Mississippi
River is the flow
of life shaping
land and peoples.**



THEMES ALONG THE GREAT RIVER ROAD



Iowa Great River Road

The Mississippi River is a ribbon of life for people, plants and animals.



THEMES ALONG THE GREAT RIVER ROAD



As the river has influenced people, people have influenced the river.



THEMES ALONG THE GREAT RIVER ROAD



The Mississippi River has nurtured prehistoric and historic cultures.

Kentucky Department of Travel and Tourism



THEMES ALONG THE GREAT RIVER ROAD



City of Hannibal, Missouri

The Mississippi River inspires a variety of folk life, literary, fine art, and musical forms.



THEMES ALONG THE GREAT RIVER ROAD



The
Mississippi
River has
profoundly
shaped
American
history.



THEMES ALONG THE GREAT RIVER ROAD



Siege of Vicksburg, Kurtz and Allison, Library of Congress

The strategic importance of the Mississippi River has resulted in conflict between nations and peoples.



THEMES ALONG THE GREAT RIVER ROAD



Arkansas Department of Parks and Tourism

Mississippi River architecture
reflects distinctive styles affected
by cultural and natural resources.



THEMES ALONG THE GREAT RIVER ROAD

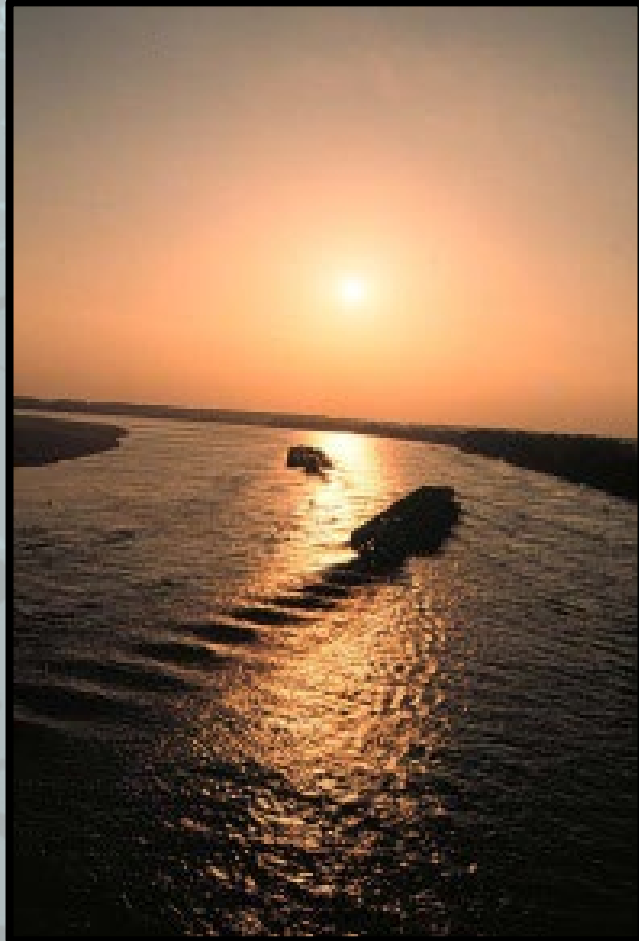


Wisconsin Great River Road

The Mississippi River is one of the world's great rivers noted for its beauty, grandeur and diversity.



THEMES ALONG THE GREAT RIVER ROAD



The history of Mississippi River transportation is a dramatic story reflecting the river's economic and commercial importance.



THEMES ALONG THE GREAT RIVER ROAD



Illinois Great River Road

Mississippi River towns and cities
reflect mid-19th century life.



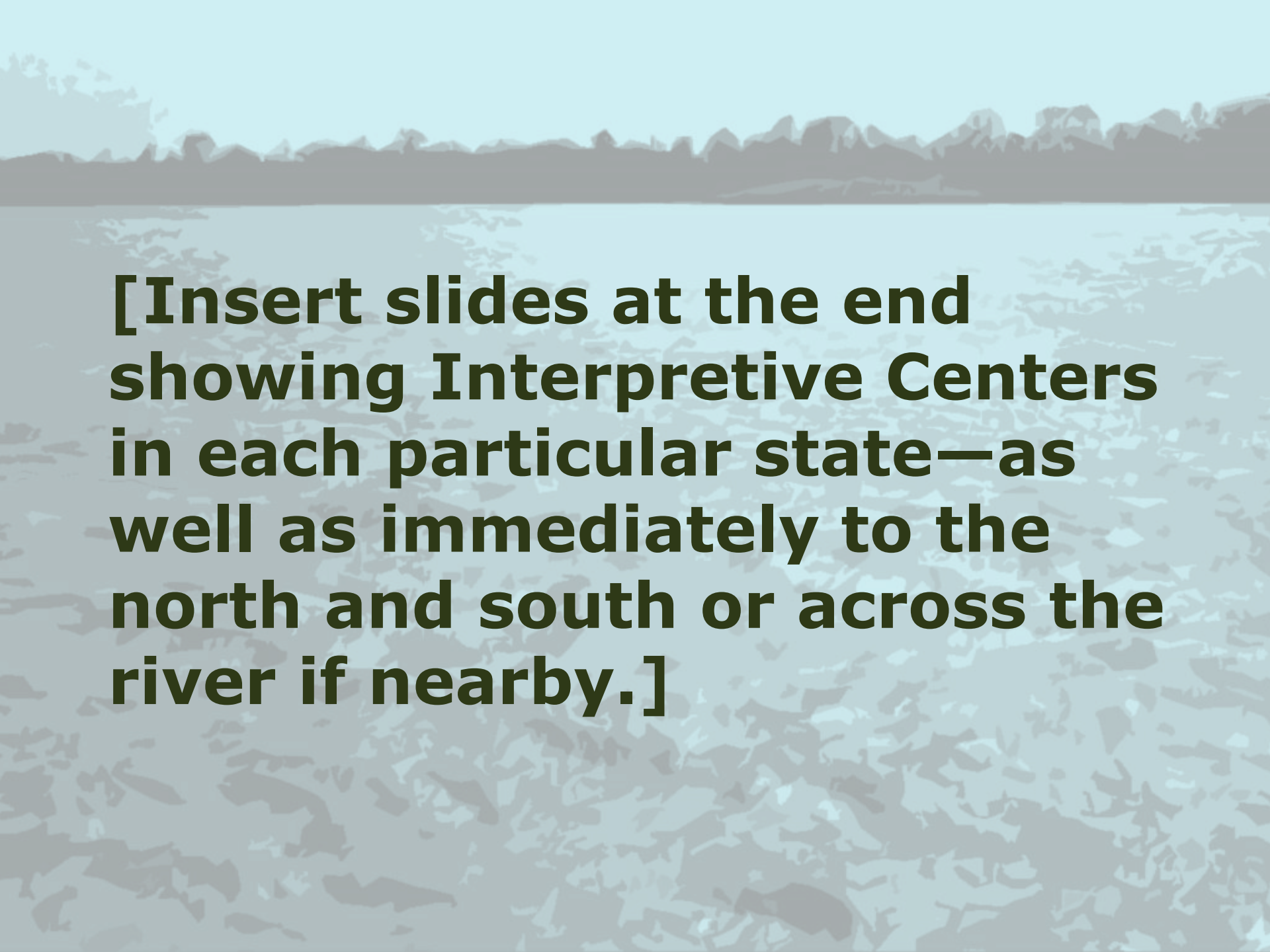
THEMES ALONG THE GREAT RIVER ROAD



The Mississippi River is a working river sustaining many industries.

Louisiana, Gnovic, Creative Commons





[Insert slides at the end showing Interpretive Centers in each particular state—as well as immediately to the north and south or across the river if nearby.]

A scenic landscape photograph showing a calm lake in the middle ground, with a range of mountains in the background under a clear blue sky. The foreground is filled with dense green foliage and trees, slightly out of focus.

Questions?