

# GREAT RIVER ROAD NETWORK OF INTERPRETIVE CENTERS VISIT CHECKLIST

State commissioner visits annually or bi-annually by making an appointment with the I.C. Director or other appropriate personnel.

The goal is to develop a stronger relationship between the Interpretive Centers (I.C.) and the MRPC.

During the visit, the commissioner will review the checklist and share new or ongoing information about the MRPC. These talking points should include benefits of being an I.C. (e.g., featured on website, printed maps, social media, itineraries and more.)

Comments

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What other Interpretive Centers do you communicate with regarding Great River Road activities?

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Name of interpretive center

Visiting commissioner's name and email

Date of visit

Name, title, email and telephone number of I.C. personnel interviewed

What are your regular hours?

What is your admission pricing?

How many visitors do you see annually?

Does I.C. have a website?

*Please provide the url link.*

Do you have a button on your website with the Great River Road logo and link to the [experiencemississippiriver.com](http://experiencemississippiriver.com) website?

*Please provide url link to page where it is located. If not, when will you be adding logo and link?*

Does your I.C. have a Facebook page?

*Please provide url link.*

Do you carry GRR maps or rack cards for sale, distribution or on display? ☐ Yes ☐ No

Do you display a Great River Road banner or other signage? ☐ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☐ Yes ☐ No

*Please send photos, video or other media to the National Office.*

Commissioner's Signature

I.C. Personnel Signature



# GREAT RIVER ROAD NETWORK OF INTERPRETIVE CENTERS VISIT CHECKLIST CONTINUED

How could the state or national MRPC help your interpretive center? \_\_\_\_\_

\_\_\_\_\_

What do you need from us? \_\_\_\_\_

\_\_\_\_\_

How have you worked with the MRPC in the past? \_\_\_\_\_

\_\_\_\_\_

How does being affiliated with the Great River Road help your visitation? \_\_\_\_\_

\_\_\_\_\_

Do many people visit your IC because they are travelling the Great River Road? ☐ Yes ☐ No

Has the status as an All American Road led to more visitation? ☐ Yes ☐ No

Do people know about this designation and why it matters? ☐ Yes ☐ No

How does your organization currently connect visitors to the Mississippi River and the Great River Road?

\_\_\_\_\_

\_\_\_\_\_

Are the descriptions for your listing on the National Great River Road website and, ☐ Yes ☐ No  
if applicable, on your state's Great River Road website up to date?

*Please send updated information as needed, along with a photo (or photos) that you'd like us to use for promotional purposes.*

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What are you doing to engage diverse audiences? \_\_\_\_\_

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\_\_\_\_\_

Is the contact information on you website up to date and include a phone number and email contact? ☐ Yes ☐ No

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