



MRPC 2026 Work Plan

Project areas identified for future focus:

- **Byway funding**

- Board/ Executive committee, National Office
 - Develop a list of potential sponsors and donors
 - Look at needs, including new website, new app, & map reprint
 - Use past NSB grant application for new website and app
 - Review past sponsorship materials, co-op advertising

- **Marketing the Great River Road**

- National Office and Marketing Committee
 - America's Greatest Road Trip
 - America 250
 - National Mississippi River Day
 - National Scenic Byway Day
 - Logo Usage Initiative
 - Add MR100 planning for 2027, recognizing the 100th anniversary of the 1927 Mississippi River flood

- **Outreach efforts/ Partners**

- Board/ Executive Committee, Committee Chairs, and National Office
 - Meet with organizations whose missions overlap with MRPC

- **Pollinator initiatives**

- ERA committee
 - Operation Pollination

- **Mississippi River Trail improvements**

- Transportation committee
 - Next steps for the U.S. Bike Route

- **Development and support of Interpretive Centers**

- Culture and Heritage Committee
 - IC Training and participation

Mission Statement: To lead in preserving, promoting, and enhancing the Great River Road (GRR) National Scenic Byway (NSB) along the Mississippi River, benefiting communities and travelers.