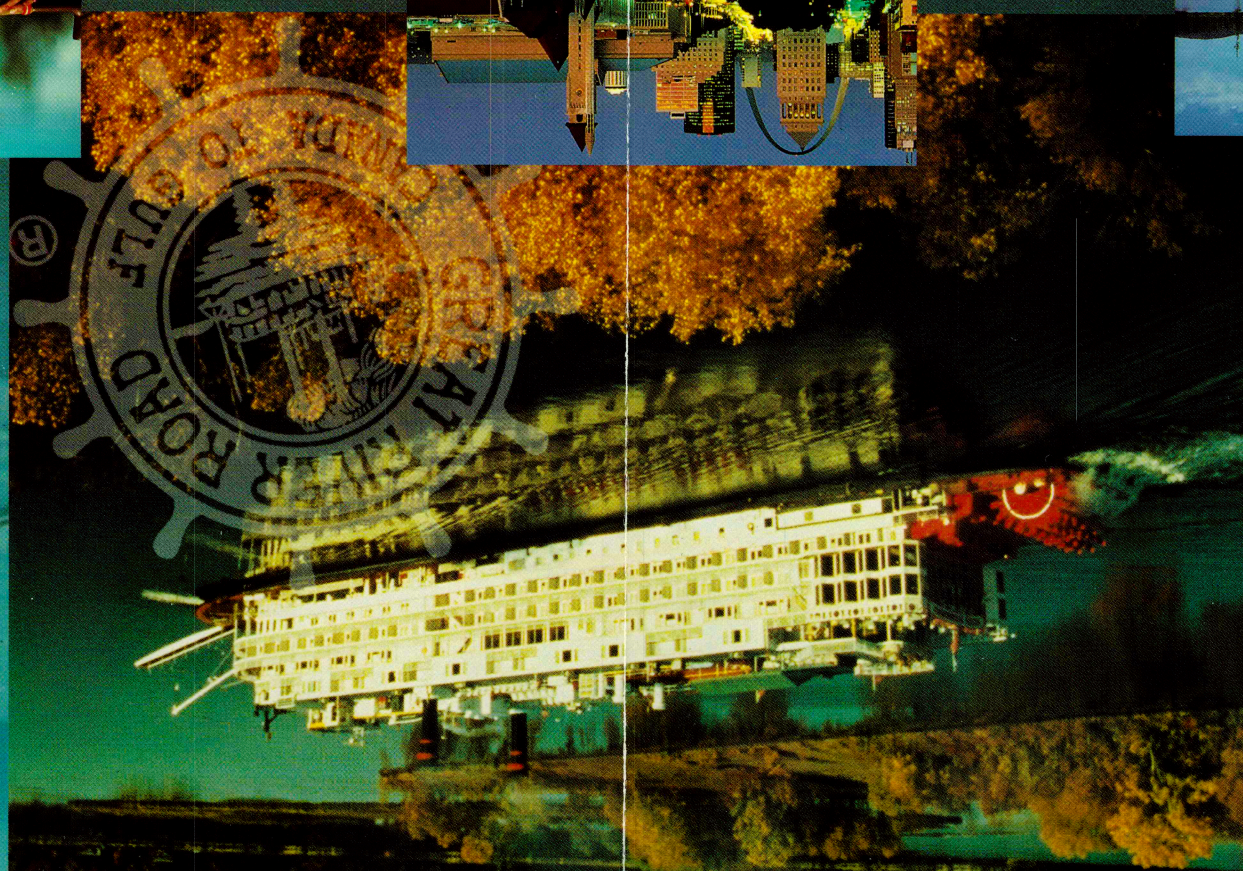
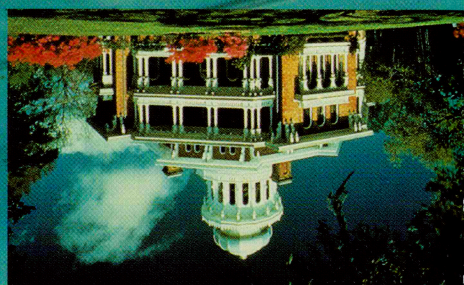
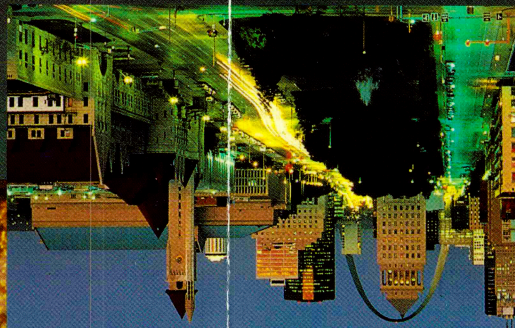


— Mark Twain, *Life on the Mississippi*

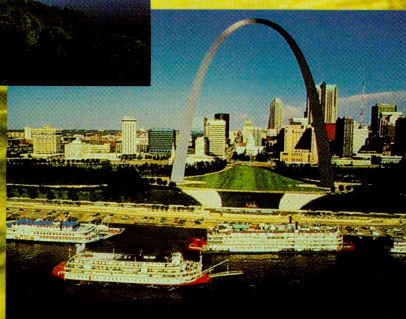
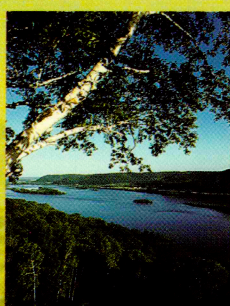
“...the great Mississippi, the majestic, the magnificent, rolling its mile-wide tide along, and the ‘point’ below, bounding the river-glimpse, and turning it into a sort of sea, and the ‘point’ above the town, the dense forest away on the other side; the ‘point’ above the town, shining in the sun; the dense forest away on the other side; the ‘point’ above the town, and the ‘point’ below, bounding the river-glimpse, and turning it into a sort of sea, and withal a very still and brilliant and lonely one.”



Attachment 6  
Wisconsin Submittal  
Great River Road

TO PRESERVE,  
PROMOTE AND  
ENHANCE...

## THE MISSISSIPPI RIVER PARKWAY COMMISSION



The Mississippi River Parkway Commission  
Pioneer Building  
336 N. Robert Street  
St. Paul, Minnesota 55101  
Tel. 612-224-9903 Fax 612-224-9413

A MULTI-STATE ORGANIZATION  
OF THE TEN MISSISSIPPI RIVER STATES  
AND THE PROVINCE OF ONTARIO.



### ABOUT THE MRPC

The Mississippi River Parkway Commission (MRPC) is a multi-state organization which works collectively to preserve, promote, and enhance the scenic, historic, and recreational resources of the Mississippi River, to foster economic growth in the corridor, and to develop the national, scenic and historic parkway known as the Great River Road.

The ten states and one province which comprise the MRPC include: Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, Wisconsin, and Ontario. The MRPC is the only organization which ties together all of the Mississippi River states.

Each state and province has its own separate commission which is established by state statute or Governor's Executive Order. Membership consists of state legislators, state and local officials and general members appointed by the governors, or state agency directors of the individual states and province.

The National MRPC is the umbrella organization that coordinates multi-state programs on behalf of the member states and province. The National MRPC Board of Directors includes the chairs of the individual state and province commissions. The National MRPC Chair is known as "The Pilot" and is elected by the general membership each year.

The MRPC coordinates efforts on federal, state, and local levels to leverage dollars for highway improvements, recreation trails, bikeways, scenic overlooks, and historic preservation. The MRPC also coordinates both domestic and international marketing, and facilitates efforts to enhance economic development and resource awareness.

The work of the MRPC is accomplished through the following six technical Committees: Transportation, Promotion, Historical/Archeological/Cultural, Environmental/Recreation, Economic Development, and Agriculture. Participation in these committees is open to both MRPC members and non-member advisors.

Also operating under the umbrella of the MRPC, is the Mississippi River Country, U.S.A. international marketing program. Guided by the travel directors of the ten Mississippi River states, this program utilizes the worldwide awareness of the Mississippi River to market the states in their entirety to countries throughout the world.

The National MRPC is a 501 (c) 3 non-profit organization. The general membership gathers twice each year at the Annual and Mid-Winter meetings. Individual state and province commissions meet quarterly or as their workplan dictates.

Look inside to learn more...





# The Work Of The MRPC

## DEVELOPING THE GREAT RIVER ROAD

The MRPC works with federal, state, and local units of government to sign, promote, and develop highways and amenity projects along the Great River Road. One of the nation's oldest and longest national scenic byways, the Great River Road is a 3,000 mile network of roads extending from Canada to the Gulf of Mexico.

The MRPC has been successful in leveraging over \$1 billion in roadway improvements, scenic overlooks, parks, bikeways, and recreation trails along the Great River Road in the ten Mississippi River states and Ontario. During the early phases of Great River Road development, the MRPC played an important role in planning, route designation, and funding.

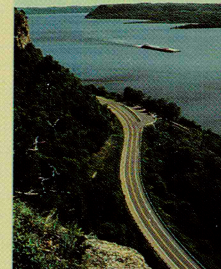
Today, the MRPC works with state and local agencies to complete Great River Road development plans utilizing transportation enhancement, scenic byway, and state and local funds. The MRPC facilitates regional studies, reports, and plans to support local, state and national development of the Great River Road.

## PROMOTING DOMESTIC TRAVEL

In order to stimulate and encourage greater national recognition of the Mississippi River and to capitalize on the investment in the Great River Road, the MRPC implements a domestic marketing effort. Tourism along the Great River Road has a substantial impact on the counties bordering the river, resulting in over \$10 billion in travel expenditures each year.

A domestic marketing plan is developed each year to encourage consumers, group tour operators and media to travel the Great River Road. Specific products of the domestic tourism plan include Great River Road maps and itineraries, group travel packages, television, magazine, and newspaper coverage, a Great River Road video and a Mississippi River and Great River Road CD ROM.

While there is much activity on a national level to promote the Great River Road, individual state commissions conduct a variety of promotion efforts on their own. State and province commissions work in cooperation with state and local agencies to produce state Great River Road maps, organize festivals, and conduct community outreach efforts.



scenic overlooks, parks, bikeways, and recreation trails along the Great River Road in the ten Mississippi River states and Ontario. During the early phases of Great River

## ATTRACTING OVERSEAS VISITORS

The Mississippi River Country, U.S.A. international marketing program grew out of the success of the domestic program. In recognition of the worldwide awareness of the Mississippi River, an international marketing program was organized in 1986 to bring overseas visitors to attractions throughout the states, not just those along the River.

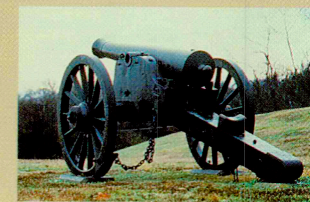
Capitalizing on the diversity of the central U.S. with this multi-state approach, the international marketing program has generated an increased interest in states previously overlooked in the international travel market. Since this MRPC program began, overseas visitors to the ten Mississippi River states has increased 46% compared to 18% for the nation as a whole.

The success of the international program is accomplished through a regional marketing plan that includes tour wholesaler and media familiarization tours, sales missions, foreign language brochures, and participation in international travel shows. MRPC international efforts target markets in Asia, Europe, South America, and Australia.



## PRESERVING THE REGION'S HERITAGE

The MRPC also works to preserve the significant historical, archeological and cultural resources of the region. It also advances education about the importance of historical, archeological and cultural resources to minimize their destruction and loss. The MRPC supports a variety of national, state and local historical preservation efforts.



## ENCOURAGING ECONOMIC DEVELOPMENT AND TRADE

The MRPC strives to encourage regional economic development and trade in the Mississippi River valley. Regional efforts are pursued in cooperation with state, local, and private industry interests. Through various trade shows, exhibitions, and promotions, the MRPC promotes Mississippi River businesses and their products both domestically and abroad.



## SUSTAINING THE RIVER'S ENVIRONMENT

In promoting the Mississippi River and the Great River Road, the MRPC works to encourage and support the many existing and emerging efforts to improve the quality of natural resources of the Mississippi River valley. The MRPC seeks a balance of river uses for recreation, navigation, and economic development purposes.

## ENHANCING AGRICULTURE

In promoting economic development in the region, the MRPC is working to pay special attention to the agricultural resources of the Mississippi River valley. The MRPC promotes awareness of the importance of agriculture to the vitality of the region. Efforts are also being undertaken to support state and local farm programs and policies that enhance the region's health.



## PARTNERSHIPS ARE THE KEY TO OUR SUCCESS!

The success of the MRPC depends on the widespread participation of many diverse individuals, organizations, and groups. Community-based involvement is the cornerstone of the MRPC's efforts to preserve, promote, and enhance the resources of the Mississippi River Corridor and to develop the Great River Road.

Working through the individual state commissions, the MRPC encourages and facilitates the development of partnerships on many different levels. Whether participating as a member of a commission, serving as a technical advisor, participating in a project or program, or simply offering input on program matters, grassroots participation is essential.



If you would like to learn more about the programs and activities of the MRPC, or wish to become involved

in any issues noted above, please let us know. Contact the individual state or province commission chair in your state, or the National MRPC at the address listed on this brochure. Partnerships are the key to our success!

