



Iowa Mississippi River Parkway Commission
GREAT RIVER ROAD
INTERPRETIVE PLAN AND TOOL
KIT

Iowa Great River Road
CORRIDOR MANAGEMENT PLAN



The Great River Road Interpretive Plan and Tool Kit was produced in 2002 by the National Mississippi River Parkway Commission and is provided as a reference document in the 2015 Iowa Great River Road Corridor Management Plan Library. Its contents and layout have not been altered from their original form.



The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.

Document files can be downloaded at www.iowadot.gov/iowasbyways/IAGRR-CMP.html and www.ddaforum.com/DocumentLibrary.aspx.



Iowa Great River Road Designated Route Update

Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.



Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets

Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.



Condition of the Road Report

A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.



Iowa Great River Road Route Traffic Data and Safety Report

A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.



Iowa Great River Road Document Library

An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.



Report of Spring 2012 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.



The 2013 Iowa Great River Road Visitor Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.



The 2013 Iowa Great River Road Resident Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.



Report of Spring 2014 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.



Iowa Mississippi River Parkway Commission Stakeholder List

A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)



Core Management Directions, Actions, and Financial Considerations

Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.



Great River Road Interpretive Plan and Tool Kit

A comprehensive guide for themes and stories for interpreting the entire Great River Road.



Great River Road Interpretive Plan and Tool Kit

Produced by:
The Mississippi River Parkway Commission

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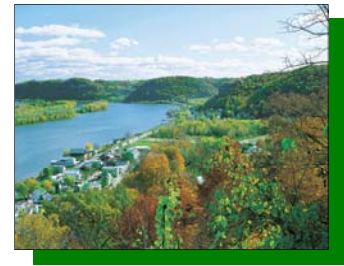
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Executive Summary

The Mississippi River Parkway Commission (MRPC) has created this Interpretive Plan and Tool Kit to offer guidance in telling the stories along the Great River Road. The notebook is divided into four broad sections:



INTRODUCTION

Goals and objectives are identified for the Interpretive Plan and Tool Kit. The Interpretive Plan provides a unifying framework for interpretive efforts at the national, state, and local levels, while the Tool Kit offers interpretive assistance to states and attractions along the route. This section also includes a history of the MRPC and the Great River Road.

THE INTERPRETIVE PLAN

The national interpretive plan identifies the major stories along the Great River Road and sets forth strategies being utilized or planned at the national level to convey these stories and ensure consistency along the route. The Interpretive Plan includes:

Stories of the River: Focuses on the overall theme, "The Mississippi River is the flow of life shaping land and people," and provides 11 major supporting themes.

Interpretive Strategies: Discusses the network of interpretive centers and other national methods for telling the stories of the river.

Branding the Route: Establishes importance of consistent use of the logo and other specific design standards to enhance the visitor experience.

THE TOOL KIT

The Tool Kit is divided into three sections to provide assistance in (1) selecting appropriate interpretive methods, (2) understanding the needs and interests of specific visitor groups, and (3) finding funding sources to support interpretive projects.

APPENDICES

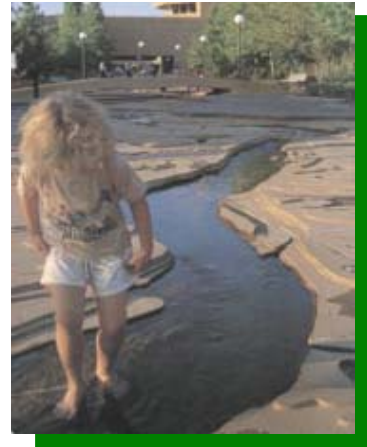
Material in the Appendices will include a Resource Inventory, the MRPC Strategic Plan, Interpretive Plans for individual states along the Great River Road, and information on the sites included in the network of Interpretive Centers.

Purpose of the Interpretive Plan and Tool Kit

Materials in this notebook have been prepared by the Mississippi River Parkway Commission (MRPC) to provide guidance in telling the stories along the Great River Road.

The notebook is intended for use by the National MRPC, MRPC commissions in each state, and others involved with individual attractions and resources along the Great River Road. It includes the National Interpretive Plan for the 10-state Great River Road route, as well as a Tool Kit to assist states and individual attractions in developing or enhancing their own interpretive plans.

It is important to note that this is not a marketing or promotion plan, although there is some overlap. Marketing/promotion plans are designed to attract visitors to a site, while "interpretation" is what happens when they arrive.



Effective interpretation can improve the quality and continuity of the visitor experience by presenting information that is both educational and entertaining. The result is that the site is likely to attract more visitors and entice them to stay longer. On the other hand, lack of information to assist visitors in understanding a site can result in negative comments from disappointed visitors, undermining even the most sophisticated advertising efforts.

Goals of the Interpretive Plan and Tool Kit

1. Set forth a specific, coordinated interpretive plan for the entire route
 - To ensure a seamless experience for visitors interested in stories that cross state boundaries
 - To guide the 10 states, regardless of their various stages of development, by providing a unifying framework
2. Provide consistent design and interpretive standards
 - To assist visitors in traveling the route and recognizing Great River Road resources and attractions
 - To build brand awareness

3. Provide interpretive assistance for attractions along the route
 - By enabling each site to understand how their stories fit into the broader stories characteristic of the entire route
 - By offering information on interpretive methods and when and how they can be used
4. Provide market research to assist in effective interpretation
 - To assist the National MPRC, the 10 states, and individual resources/attractions in selecting the best interpretive methods for their visitors
 - To provide current data on various travelers to help meet visitors' needs

Objectives of the Interpretive Plan and Tool Kit

1. To create a sense of place and develop local pride and visitor appreciation for the Great River Road's natural, historic, cultural resources, archeological, recreational and scenic resources
2. To enhance the visitor experience, thus increasing visits, revenue, and return on investment (ROI) to specific Great River Road destinations
3. To build interpretive partnerships between local, state and national organizations and industries, including assisting in developing the stories that breathe life into the major themes along the route
4. To draw visitors to experiences involving people, communities, occupations, environments, water, food, drink, entertainment, economics, and industry
5. To guide the National MPRC in creating unified marketing elements and seeking funding for thematic development of resources
6. To develop interpretive products and services consistent with the needs of the states, attractions and resources along the route



History of the MRPC and the Great River Road

The story of the Great River Road demonstrates what can be accomplished when state and federal officials work cooperatively with local communities to bring the best transportation, historical, and cultural facilities to the American people.

The Mississippi River Parkway Planning Commission was formed in 1938 to develop plans for what was to become the Great River Road. Secretary of Interior Harold Ickes urged governors of the 10 states along the Mississippi River to form the Commission. State planning officials had been developing the concept of a Mississippi River Parkway as an extension of an idea for a recreational river road put forward by the Missouri Planning Board in 1936.



The Commission was instrumental in the early planning and development of the parkway as well as its construction, promotion, and marketing. Now known as the Mississippi River Parkway Commission (MRPC) headquartered in Minneapolis, the Commission promotes, preserves, and enhances the resources of the Mississippi River Valley and the Great River Road.

The National MRPC is the umbrella organization that coordinates multi-state programs on behalf of the 10 member states (Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, and Wisconsin). 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 advocates 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 domestic and international marketing and facilitates efforts to enhance economic development and resource awareness.

1939-1951: Feasibility Studies

The U.S. House of Representatives Committee on Public Lands held hearings in 1939 and 1940 to discuss a bill that would have authorized a feasibility study of the Mississippi River Parkway concept. While popular, the parkway idea was soon overshadowed by World War II.

It wasn't until 1949 that Congress approved funding for a feasibility study. The study, "Parkway for the Mississippi River," was completed in 1951 by the Bureau of Public Roads (BPR), predecessor agency to the Federal Highway Administration.

Scenic Route, Not a Parkway

The 1951 study concluded that a parkway for the Mississippi River would benefit the nation as a whole. Because it would be too expensive to build an entirely new parkway, BPR recommended instead that the project be designated a scenic route. The scenic route would consist of existing riverside roads. New construction would be limited to connecting existing roads so that a continuous route could be developed. The existing roads would be upgraded to parkway quality. The modified approach would save a great deal of land acquisition and new construction costs.

The concept of a scenic route rather than a national parkway was adopted. As a result, the Great River Road is not owned by the National Park Service, as is the case with national parkways such as the Blue Ridge and Natchez Trace. Instead, the states have developed the Great River Road through a nationally coordinated program. BPR recommended "that the selected route shall be improved in a superior manner and that it should be dedicated to recreational purposes as well as to moving traffic." The needed construction and improvements "can be done with regular apportionments under the Federal Highway Act or by the states on their own... "

1954-1970: Planning Studies and Initial Route Markings

With the Federal Highway Act of 1954, Congress responded to the recommendations of BPR by appropriating planning funds. BPR was authorized to work with each of the states to develop specific criteria for the parkway and to determine one specific route within each state for the Mississippi River Parkway. By the late 1950s, the familiar green and white pilot's wheel marker began to spring up on various sections of the designated route. Planning continued through the 1960s.

1974-1983: Development of the Great River Road

With completion of all planning reports in early 1970, actual development of the Great River Road was ready to begin. Although a number of states put up Great River Road highway signs and used available state funds for scenic bluff protection and road improvements, full-scale development funds were not yet available. Legislation to fund the development of the Great River Road was included for the first time as part of the Federal-Aid Highway Act of 1973. From 1973 to 1982, Congress authorized a total of \$314 million for the Great River Road. Most of those funds (\$251 million) were allocated directly to the states.

1976: Federal Guidelines

With funds available, development could begin in earnest. In 1976, the Federal Highway Administration (FHWA) issued program guidelines setting criteria for the Great River Road. The states then set up their own procedures for selecting the Great River Road route within their state boundaries.

"The Great River Road should be located within designated segments to take advantage of scenic views and provide the traveler with the opportunity to enjoy the unique features of the Mississippi River and its recreational opportunities," the guidelines said. The criteria also specified that the Great River Road should provide for a variety of experiences or themes, including history, geology, and culture, and that the road should provide convenient access to larger population centers. Protection of the Mississippi River corridor was required by "appropriate route selection, effective control and development, and scenic easement acquisition."

1990s: Long Range Planning

At the 1998 Mid-Winter meeting in Greenville, Mississippi, a five-year Strategic Plan was developed for the MRPC. The purpose of the plan was to create a vision and long-term goals for the Commission. It also clearly defined stakeholders and customers. The plan set forth objectives, strategies and tactics to help the Commission meet these long-range goals. During 2003 the initial Strategic Plan was updated and extended for an additional five-year period by the Mississippi River Parkway Commission. The new Strategic Plan is included as Appendix 2.

The National Scenic Byways program was established by the federal government in the early 1990s. One of the MRPC's goals is to see all 10 states designated as National Scenic Byways. Four sections of the Great River Road (Minnesota, Wisconsin, Iowa and Illinois) received National Scenic Byway designation in 2000. The Arkansas portion received designation in 2002. This designation opened the door for eligibility to receive federal grants to improve roadways and to add amenities, such as scenic viewing areas, lighting, parking lots, rest rooms, and interpretive signs.

Among the criteria for becoming a National Scenic Byway, designated routes must possess at least one of six intrinsic qualities. These six include archeological, cultural, historic, natural, recreational and scenic qualities. While the Great River Road can clearly document all six, the primary focus for the entire 10-state route is its historic qualities, including the manner in which the river has shaped lands and people over time.

Adapted from Karen Haas Smith's article "The Great River Road Celebrates 60 Years"

Stories along the Great River Road

In May 2002, the America's Byways Resource Center, in cooperation with the Mississippi River Parkway Commission, sponsored a two-day workshop in St. Louis to discuss interpretation along the 10-state Great River Road corridor. Many individual states, communities, nationally designated byways, federal agencies, and private organizations already work to interpret the Mississippi River and the Great River Road. This was an effort to unify and coordinate these efforts.

Attendees included representatives from each of the 10 MRPC states, byway leaders from nationally designated scenic byway segments of the route, and resource people and interpretive specialists from private and public organizations.

The workshop resulted in the identification of an overall theme and 11 related major themes for telling the stories of the Great River Road. These themes were approved by the MRPC at its national meeting in August 2002.

MISSISSIPPI RIVER BYWAYS – INTERPRETIVE WORKSHOP

a river of stories

It's a river of stories.

From the headwaters in Minnesota to the delta in New Orleans, the Mississippi River stretches over 2,300 miles. This incredible expanse of flowing water sustains our peoples, our wildlife and our way of living. The mighty Mississippi has connected people from north to south, and has also been a barrier to movement from east to west. More than a ribbon of water woven through the fabric of our nation, the Mississippi River offers a gathering place for stories that reflect our country's heritage.

Stories that reach back thousands of years about Native Americans, explorers, settlers, merchants, river boatmen, lumbermen, and travelers who followed this route.

Stories about the rich history, culture, natural resources, and scenic beauty found along the enduring "father of waters."

The Mississippi River's collective stories describe the flow of life that shaped, and continues to shape, this land and its people.

Stories ready for telling...

America's Byways Resource Center

Overall Theme:

THE MISSISSIPPI RIVER IS THE FLOW OF LIFE SHAPING LAND AND PEOPLES.

To assist in utilizing the overall theme and the 11 major themes, examples of stories in each category also were developed. These examples are not exhaustive or definitive, but may be helpful in triggering other ideas. They are meant ONLY as ideas and examples. Each state, as well as each attraction along the Great River Road, will think of other stories that can be told within these broad themes.

While the overall theme and the 11 major themes convey important messages, they are not necessarily in a style and format that will appeal to specific audiences or lend themselves to slogans and marketing statements. Those involved with interpretation are encouraged to consider the background and interests of their audiences, and to present their interpretation in lively, dynamic formats that touch the public.

Theme 1: The Mississippi River is a ribbon of life for people, plants and animals.



- a. The Mississippi River system hosts vastly diverse habitats, including sloughs, side channels, and oxbow lakes, which support a wide variety of plant and animal species comprising a significant component of the continent's biodiversity. Congress recognizes the Upper Mississippi as a nationally significant ecosystem.
- b. Prior to settlement by Europeans and hydrologic modification, the Mississippi River flooded approximately 21 million acres, depositing rich alluvial sediments that supported millions of acres of forest wetland. Today fewer than 5 million acres of these forests remain as important sources for timber and wildlife habitat. The rich alluvial soils support agricultural production.
- c. The Mississippi River is home to many rare, threatened, and endangered species, including both state-listed and federally listed species. Federally listed species are bald eagle, peregrine falcon, Louisiana black bear, pallid sturgeon, Mississauga rattler, and two freshwater mollusks: Higgins eye and fat pocketbook.



- d. The Mississippi River has international importance as a migratory corridor for mid-continent water-fowl populations. The river corridor is also important for maintenance, conservation, and preservation of diverse mid-continent fish and wildlife populations.
- e. Development and change in the Mississippi River, during and immediately after the last glacial advance and retreat, have influenced the location and character of the present river, including the deposit of "Ice Age" loess soil.
- f. The Mississippi River is a dynamic system involving sedimentation, erosion, channel changes, floods, and droughts.
- g. The Mississippi River's watershed – about 1,250,000 square miles – extends from the Allegheny Mountains and drains parts of two Canadian provinces and 31 states.
- h. The natural history of the Mississippi River, including its geography, geology, flora, fauna, and ecology, is a vital component in the river's importance and relationship to the entire United States.
- i. The origin, character, and development of the river's landforms affect human use of the river corridor.

Theme 2: As the river has influenced people, people have influenced the river.



- a. Local, state, and federal agencies regulate, protect, preserve, and enhance natural resources. State-of-the-art resource management and environmental engineering approaches in both the upper and lower Mississippi River restore wetlands. A large portion of the upper river corridor is a federally designated refuge.



- b. Individuals and private and interagency groups (such as the Upper Mississippi River Conservation Committee, the Izaak Walton League, GREAT, and Environmental Management Programs) have played pioneering roles, especially on the upper river, in protecting the welfare and integrity of the river environment for future generations to enjoy.

- c. Many areas along the river are relatively pristine and isolated despite the environmental transformation caused by historic and contemporary human activity.
- d. Sedimentation alters fish and wildlife habitats, impedes commercial and recreational navigation, increases frequency of dredging, and can contribute to degraded water quality conditions. Historical erosion and displacement of rich topsoil of the Midwest have had negative effects on Midwest agriculture and way of life, but have helped create and maintain the delta in Louisiana.
- e. Exotic plant and animal species pose severe threats to the river's natural inhabitants and municipal, industrial, and recreational activities on the river.
- f. Pollutants from a number of sources, including spills, continue to degrade Mississippi River water quality. This results in fish consumption advisories, non-attainment of water quality standards, algae blooms, nutrient enrichment, high turbidity, and decreasing populations of intolerant aquatic species.
- j. The cumulative effects of recent human intervention in the Mississippi River natural system are many: channel modifications have altered erosion cycles, channel bed stability, and sediment loads.
- k. The Mississippi River is a major recreational resource. The river's easy access and diverse resources attract millions of people annually, but the increasing number of people using the river creates problems and concerns among different user groups.



Theme 3: The Mississippi River has nurtured prehistoric and historic cultures.



- a. A great diversity of cultures existed in pre-European times beginning around 12,000 years before the present (B.P.), with the Paleo-Indian hunters of the mammoth and mastodon. Archaic hunters and foragers of 9000 B.P. followed. Then the Woodland Mound builders of the Hopewell culture came. Later, the Mississippian and Oneonta cultures with prosperous farms flourished in the half-century before the time of Columbus.
- b. From the earliest settlement, patterns of economic exchanges and alliances facilitated by the Mississippi River system influenced cultural developments in

the Midwest and Old Southwest that distinguished these regions from their counterparts on the East Coast.

- c. The most sophisticated prehistoric Indian civilization north of Mexico, centered at Cahokia Mounds, established a regional center for Mississippian culture at the primary confluences of the Mississippi, Missouri, Illinois, and Ohio Rivers.



- d. Human inhabitants of the Mississippi River Valley have adapted to its rich biotic resources; these adaptations, which involve hunting, fishing, and resource-gathering techniques, a great variety of watercraft and water-related material culture, and centuries of folk wisdom, constitute an essential unit of Mississippi River ecological analysis.



Theme 4: The Mississippi River inspires a variety of folk life, literary, fine art, and musical forms.



- a. The indigenous music of the Mississippi River includes folk, gospel, blues, jazz, rock, country, and folk songs of traditional river people. An interweaving of Creole, Cajun, Anglo-Celtic, and African-American musical traditions inspired these unique sounds.



- b. The Mississippi River Valley nourished a rich oral tradition that contributed to a distinctive regional literature and nurtured and disseminated regional linguistic diversity.



- c. The fluidity of populations in "golden era" river towns (before lock and dam) gave the settlements a diverse and boisterous character. Long-lasting stereotypes of "river rat" behavior and character emerged, furnishing never-ending fuel for literary imaginations and contributing to the American frontier's mythology.



- d. The Mississippi River has served as a channel for the movement of ideas, and the dissemination and diffusion of material, folk, and popular culture can be traced both east and west from the Mississippi River, as well as along its north-south course.
- e. A wealth of intricate traditional knowledge regarding the Mississippi River survives among the few people whose livelihoods still depend on the river. While river people have adapted this knowledge to modern times, it still shares much with what the pilots of Mark Twain's time knew, connecting river users through the ages.
- f. The Mississippi River Valley has a multicultural history, with many ethnic peoples playing significant roles and contributing to the arts, letters, music, historic events, and traditional culture.

Theme 5: The Mississippi River has profoundly shaped American history.



- a. The historical Mississippi River fur trade merged Indian and European cultures. Native people, trappers, and the parent trading companies interacted to have an impact on European settlement, regional economic growth, European American and American Indian culture, and American Indian/European American relationships. As the fur trade moved up the Missouri River, the trans-Mississippi west opened to American settlement.
- b. The central story of post-Columbian American Indian history in the Mississippi River valley is the process by which European and American settlers displaced native tribes and disrupted their cultural base.
- c. The history of the Mississippi River is significant not only to Americans but to Europeans, as the river was an important border zone between rival colonial powers and played a major role in opening the continent to French, Spanish, British, and American exploration trade, and settlement.
- d. The Mississippi River system (including the Ohio and Missouri Rivers) provided access to the interior and southern outlet for surplus goods, linked the eastern states with the west instead of with Europe, allowed for political unity via the Louisiana Purchase, supported the spread of the southern cotton economy and slavery-based labor system, and sustained a distinct American culture.

- e. Slavery became a significant political, economic, and social issue in American history because of its expansion into the Mississippi River Valley. The river was central to the operations of the plantation and the creation of a planting "aristocracy" in the antebellum South, which dominated political, economic, and social affairs in the lower Mississippi River Valley. The river also served to transport enslaved people downriver and offered a route north to freedom for escaping fugitives.
- f. By providing growth and opportunity, the Mississippi River Valley supported an American democracy composed of individuals with strong beliefs in social ideals, responsibility, and populist reform.

Theme 6: The strategic importance of the Mississippi River has resulted in conflict between nations and peoples.



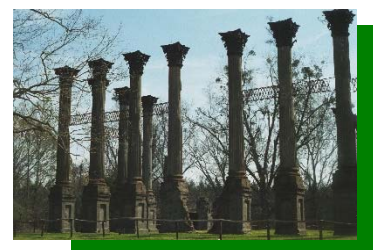
- a. The Mississippi River has played a central role in American Indian, American, and international military history. The river was a prize of war and a boundary in treaties. It also served as home to Civil War presidents and generals, and became key to the Civil War's outcome. Later, it supported mobilization in World War II.



Theme 7: Mississippi River architecture reflects distinctive styles affected by cultural and natural resources.



- a. Architectural styles in Mississippi River towns were affected by climate, topography, natural resources, ethnic culture, and construction dates.
- b. Consistent architectural styles in Mississippi River towns reflect rapid communication and flow of ideas along the river, the rapidity with which the river was settled, the cultural backgrounds of the first immigrants to make permanent settlements, and a deep cultural and communicative gap between river people and inland farming people.



- c. Vernacular architecture along the Mississippi River reveals many ethnic influences.
- d. Surviving river town architecture represents the boom years of wealth along the river, wealth generated through transportation and other river-based commercial activities.
- e. The ethnic diversity of the small river towns provides international visitors with shared architecture, language, cultural events, and history.



Theme 8: The Mississippi River is one of the world's great rivers noted for its beauty, grandeur and diversity.



- a. The richness and beauty of much of the Mississippi River corridor remain one of the nation's "best-kept secrets." Scenic resources along the Mississippi River are many and varied, offering majestic bluff vistas as well as tranquil, low-lying views.



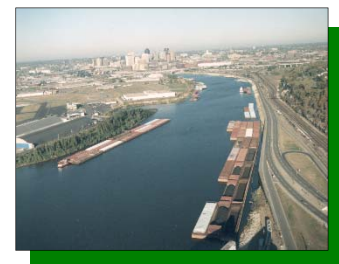
Theme 9: The history of Mississippi River transportation is a dramatic story reflecting the river's economic and commercial importance.



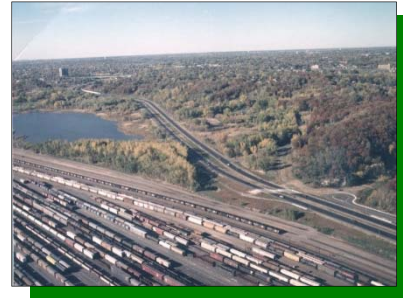
- a. The Mississippi River is a vital interstate trade route linking North and South, and through its tributaries the Missouri, Illinois, Ohio, and Arkansas rivers, linking East and West.



- b. Mississippi navigation has evolved from the transportation of goods in dugouts, pirogues, rafts, bateaux, flatboats, and keelboats to the heyday of the steamboat era to establishment of the present inland waterway system with its towboat and barges.
- c. Eastern attempts to reach the Mississippi, the interior river of commerce, resulted in internal improvement such as canals, turnpikes, bridges, and railroads.



- d. Evidence of historic river transportation is preserved in the numerous documented and undocumented shipwrecks that are recorded for the Mississippi River channels and its backwaters.
- e. The Mississippi River plays an important role in bulk commodity transportation and world trade and provides the nation's most inexpensive means of transportation.
- f. The Mississippi River System is a federally designated navigation channel, providing economic benefits to river communities and the region.



Theme 10: Mississippi River towns and cities reflect mid-19th century life.



- a. For most towns, the river was the location and site factor in economic development before the 1870s. Only limited, capital-intensive conventional economic development has ensued, but the river now offers important opportunities for tourism development.



- b. The physical layout of river towns provides access to the river and to adjacent lands, securing an economic and cultural advantage over inland towns.



- c. Navigation and flood control improvements on the Mississippi have changed the river's landscape to such an extent that both the upper and lower Mississippi River today differs markedly from the natural river viewed by Indians, explorers, and early settlers.

Theme 11: The Mississippi River is a working river sustaining many industries.



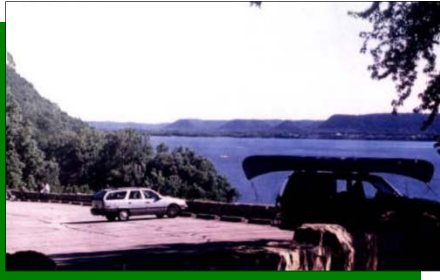
- a. Many industries depend on the river for water power and transportation and use the river for its natural resources.
- b. Historic river-based industries, including commercial fishing, pearl button, ice lead, and timber, have given way to the present-day oil, cement, limestone, grain, and coal industries. Other industries, including milling and hydroelectric generation, have spanned the decades.

DO NOT COPY THIS PAGE.
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WILL BE PUT IN ITS PLACE.

Interpreting the
Great River Road

Great River Road Visitor Profile

The National Interpretive Plan for the Great River Road includes strategies based on the recognition that most visitors to the Great River Road are traveling the route by automobile. Additionally, most visitors are driving only a section of the route, rather than the entire



length of the route. These assumptions are reaffirmed by recent studies, including a Mississippi River Parkway Commission Travel Survey Questionnaire, conducted by the Environment and Recreation Committee, and a conversion study conducted through the University of Minnesota. These studies provide the following Great River Road visitor profile:

- Travels by automobile/RV/camper/truck
- Averages two people per party
- Travels for two days
- Top Attractions/Activities
 - State/Local/National Parks
 - Scenic Views, including the Mississippi River
 - Historic Sites, Museums and Historic Districts
 - Antiquing
 - Local crafts
 - Casinos
 - Fishing

In addition to this overview of general travelers along the route, Visitor Profiles for different types of travelers are provided in the Tool Kit section to assist states and local attractions in tailoring their messages to their specific audiences.

The Tool Kit also includes a listing of popular interpretive methods, along with some advantages and disadvantages of each and some considerations for deciding which methods to use. Interpretive methods chosen for individual sites will depend on a number of factors, including the type and location of the attraction, the types and needs of visitors, the information to be conveyed, and the financial resources available for interpretation.

National Interpretive Strategies

This section sets forth specific interpretive methods utilized by the National MRPC in telling the stories of the Great River Road and the Mississippi River Valley. It includes methods currently in place, as well as proposed methods.

This national plan does not take precedence over, nor should it limit, interpretive plans that already are in existence locally, regionally or statewide. In fact, to be effective, the national plan must be complemented by the interpretive efforts of states, regions, communities, organizations and individuals acting within their areas of impact. Interpretive activities described in this section are only those that can and should be accomplished nationally. It is presented with the recognition that much, if not most, of the interpretation of the river and the road needs to happen at the state and local level.

Network of Interpretive Centers

More than 50 museums, parks and other attractions throughout the 10 states on the Great River Road have been selected as participants in a national network of interpretive centers. Sites are chosen based on their significance in interpreting important aspects of the river and the Great River Road. The Mississippi River Museum and Aquarium at Dubuque, Iowa, serves as a lead center for the upper river, while Mud Island at Memphis, Tennessee, serves as a key center for the lower river.

In addition to telling the stories of the river and the Great River Road, the interpretive centers provide information about other attractions along the route and direct visitors to related stories of interest.

This network resulted from a National Park Service recommendation more than 10 years ago. The Culture and Heritage Committee of the Mississippi River Parkway Commission met twice annually for five years to develop criteria for selection and inclusion. State historical

GREAT RIVER ROAD INTERPRETIVE CENTERS



The Mississippi River Parkway Commission has formed a national network of regional museums and interpretive centers along the Great River Road to help visitors learn about and better experience the river valley and its vital role in history. The complete list of national and regional Great River Road Interpretive Centers is published below with convenient map locators (▲). Each center has received this special designation because of its important contribution to the interpretation of significant historical and cultural aspects of the Mississippi River. We hope you will visit many of them as you travel the Great River Road.

societies, preservation officers and tourism officials were contacted to nominate sites. These sites, along with brief information, are included in a brochure available to visitors and on the Great River

Road website.

Goals for the Network of Interpretive Centers include:

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- Full-time staff to coordinate the network and work with state MRPC chairs to maintain communication among Interpretive Centers, the MRPC Culture and Heritage Committee, state Scenic Byway coordinators, state and local tourism officials, state and local historic preservation offices, museums, and others.
- Ongoing communication with the Interpretive Centers to include a website, e-mail, a monthly newsletter, and regular individual and telephone contact.
- Expansion of the network to include emerging centers, research repositories, and other sites of interest not currently included in the network, thus linking planners, interpreters, historians, naturalists and others who are collectively telling the stories of the Mississippi River.
- Placement of signage at all centers in the network to provide an interpretive element, identify the center as a member of the Great River Road network, and assist visitors in finding their way along the route.

Interpretive Brochures



The Mississippi River Parkway Commission currently utilizes a brochure that provides a map of the Great River Road and a listing of the names and locations of the Interpretive Centers. To complement general information, an interpretive brochure, or a series of brochures, will be developed to focus on specific major themes along the route. Interpretive materials should be designed with the input of participating interpretive centers.

Virtual Tours

Recognizing that most travelers will not drive the entire route in one trip, stories related to the major themes will be developed for inclusion on the Great River Road website (www.mississippiriverinfo.com), thus offering travelers a virtual experience at sites not visited in person. States, communities and individual sites and attractions will be linked to the interpretive site. Topics to be included in the Virtual Tour include historical sites, architectural gems, wildlife refuges,



2/12

recreational sites, Native-American sites, ethnic and cultural sites, agricultural features, scenic locations, geological features, historical cruises, unusual features, and the changing nature of the river.

National Magazine

A national magazine is recommended to generate awareness of the Mississippi River Parkway Commission, the Great River Road, and the Mississippi River. The quarterly magazine, with approximately 60 pages, should highlight major events, the MRPC interpretive plan and interpretive themes.

National Traveling Exhibit

Traveling exhibits on the Great River Road should be created in conjunction with existing museums to tell the stories of the Mississippi. These exhibits could be available at interpretive centers and museums along the river. They could even travel as crated panels, as a discover truck or van, or even as a floating exhibit.

Tours and Cruises

Special tours and cruises should be considered to focus attention on the stories of the Mississippi River. These might include cruises on the Delta Queen, American Queen, or Mississippi Queen; RiverBarge Excursions with educational programs; motor coach tours to selected museums and sites; canoe regattas with speakers; antique car trips to historical locations; or other special tours designed to interpret the river.



Audio Tapes

Audio tapes or CDs should be developed to tell the history and culture of segments of the Great River Road. These could be marketed through information centers, interpretive centers, and museums. They could be sold or rented, with the loaning institution refunding a portion or all of the sale price when returned.

National Conference

A national conference should be held along the Great River Road to present important issues relating to the history, culture or interpretation of the River. Such a conference could be in coordination with the MRPC annual meeting, but marketed to the general public or to

historians and museum personnel in the region. This could also assist other organizations in conducting such conferences in their region.

National Media Production

2/13

Television or radio features should be created on the history or culture of the Mississippi River and Great River Road. These can be supported by grants and sponsoring foundations for presentation on Public Television, The History Channel or other channels.

Maps and Signage

Maps should include interpretive information that makes them more interesting to read. Wayside signage, typically the responsibility of each state, should be considered at the entry to each state or for special sites along the route.

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Branding the
Great River Road Route

Branding the Great River Road Route

This section includes design standards and guidelines adopted by the MRPC that enhance interpretation of the river and resources along the Great River Road. The standards and guidelines aim to enhance the traveler's experience by creating a sense of place that draws upon the intrinsic qualities of the river corridor. Through consistent use of the Great River Road logo and other design guidelines, visitors will have a more seamless experience and can be assured that they remain on the route as they travel from state to state.

In general, signs and markers along Great River Road streets and highways shall conform to standards in the *Manual on Uniform Traffic Safety Control Devices for Streets and Highways (MUTCD)*. Signs, markers and exhibits for use at scenic parks, turnouts and other locations off the through roadways should be designed as required and provided where needed to best describe and interpret the Great River Road. Character and placement of these devices should be accomplished in accordance with sound and accepted principles of design, safety, protection, interpretation, and maintenance.

The Pilot's Wheel Logo



The Great River Road logo, approved by the Mississippi River Parkway Commission in 1958, consists of a pilot's wheel with the words "Great River Road" at the top and either the name of the state at the bottom or "Canada to Gulf" in the same style and size letters. Lettering is in Modified Barnum Alphabet. Approved colors are forest green (interstate green) and white on a white background.

The size of the logo may vary according to its use. When used as a guide sign or route marker on an interstate, federal, state, or county road, its size and location shall be consistent with route markers in use in the state in which it is located and as recommended in the *MUTCD*.

When incorporated in the design of signs, markers, and exhibits other than guide signs, its size and position should be governed by sound and acceptable principles of design and composition.

Great River Road segments that have achieved National Scenic Byway status are encouraged to display this recognition in conjunction with the pilot's wheel. This display should be consistent from state to state and in accordance with national scenic byway guidelines and the *MUTCD*.



Way-finding Signage

Many Great River Road travelers have not previously driven the route and require a driving experience that is safe, predictable and clearly marked. Travelers will not find interpretation of interest if they are lost, unsure they are still on the Great River Road, or cannot find sites where stories are told. Therefore, directional and informational signage can set the stage for good story telling by directing the traveler to the story. In addition, as the miles go by, a recognizable family of way-finding signage is part of the pallet that creates a sense of place along the byway. Development of customized mile markers that reflect the Great River Road can reduce the need for additional signs while forcing this sense of place.



To guide travelers on the Great River Road, the approved logo and color scheme should be used along the route and junction assemblies and on all roads and bridges connecting to sections of the Great River Road. Other directional and informational signs along the route

shall follow the *MUTCD*, which standardizes the color, shape, and wording of guide signs for quick and positive recognition.

Way-finding signs, markers and exhibits in off-roadway locations should be designed to include, when possible, the logo and color scheme. As often as possible the text should use the upper and lower case letters and numerals of a Modified Barnum Alphabet.

There is the potential for numerous guide signs along the route. Some segments of the Great River Road have received National Scenic Byway designation, while other segments have been designated as the Mississippi River Trail, a bicycle route along the Mississippi River. The Mississippi River Trail also has been designated as a National Millennium Trail. In addition, the National Audubon Society has utilized the Great River Road as the means to follow a Great River Birding Route. Placement of these signs is largely determined by the *MUTCD*.

Efforts should be made to avoid a proliferation of route designation signs that inherently serve the same purpose, yet result in traveler confusion, resource degradation, and increased installation and maintenance costs. Cooperation and coordination between groups working to promote, preserve and enhance the Mississippi River is critical to provide a safe and enriching experience.



Interpretive Signage



An interpretive sign, marker or exhibit is a device erected in scenic parks, turnouts or other off-road areas along the Great River Road to assist in telling the significant stories along the route.

These devices vary from simple signs with brief texts marking a particular site or feature to more complex devices conveying a fundamental concept or philosophy of the natural or human history of the Great River Road. Signs should be in keeping with the site and should include the Great River Road logo where possible. All interpretive signs, markers, and exhibits should be located as follows:

1. Select examples of sites, objects, features or structures that tell part of the Great River Road story or contribute to an important supplementary theme or story.
2. Select sites that meet obvious needs for information or interpretation, but avoid overuse. If several locations are available, select the one having the greatest visitor

appeal.

3. Locate the device in a manner that will quickly identify the feature being interpreted. Placement should be done so that the text can be read and the object of interpretation seen without requiring the visitor to change position.

4. Make the device prominent enough to serve its purpose but not dominate the feature being interpreted.

5. Locate the device where it may be reached and used with the least physical effort. The position selected should not require visitors to stoop, stretch or exert themselves unduly in climbing.



6. Place the device where it can be easily seen and readily used by the visitor. The subject should be quickly recognized. The site should interpret the feature with clarity.

7. Avoid the following dangers to visitors and devices:

- Natural hazards
 - Slides and rockfalls
 - Floods
 - Wind damage
 - Overhanging cliffs and steep grades
 - Dangerous walks that are slippery when wet
- Traffic and other manmade hazards
 - Blind curves
 - Inadequate parking space
 - Inadequate warning or approach signs

GPS Coordinates

To reduce the need for extensive wayfinding signage, GPS coordinates for interpretive sites and attractions along the route should be identified and entered into an MRPC database. These coordinates can be utilized to pinpoint sites through print, broadcast and/or electronic media, allowing travelers to customize trip planning.

Interpretive Icons and Slogans

The MRPC should undertake efforts to classify and interpret resources according to the six intrinsic qualities recognized through the National Scenic Byway program: archeological, historic, natural, cultural, scenic and recreational. These qualities have readily identifiable icons that can be utilized to lead travelers to resources that match personal interests. These icons can be utilized on forewarning signs, interpretive panels, maps, the Internet or at the site.



The MRPC also should undertake to classify resources and attractions according to the major themes identified for the Great River Road. To assist in packaging and promoting these thematically based Great River Road interpretive resources, it will be important to supplement the use of the Pilot's Wheel logo with appropriate promotional slogans and other theme identifiers.

Site Design



Design features such as art, overlooks, binoculars, etc. enhance the storytelling for the traveler. Design elements that travelers can relate to personally or experience with their senses remain with them long after the trip is over.

Many other design features can be utilized to connote and reinforce the stories and context of the river for the traveler. Some do not require travelers to leave their cars, such as bridges, walls, lighting, railings, paving, landform, plantings and vegetation management.

New planting designs should strive to specify native vegetation. Opportunities to explain the difference between native and non-native species, riverine plants and their function, the flood pulse or habitat created can be created with interpreted plantings close to the visitor at rest areas, overlooks, etc.

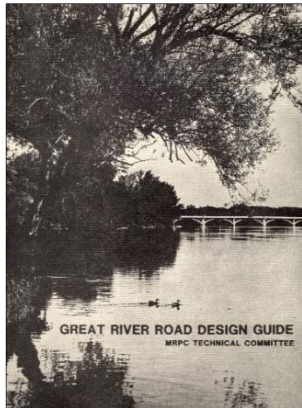
Highlighting natural features such as rock, river views, and man-made features such as historic buildings or districts, farms and crops, railroads, lock and dams, levees, etc. into the traveling experience can help tell the story. Focus on those features that are unique to the river experience.



While design standards help create a sense of place, keep the driver on the right path and direct travelers to resources that fit their interests, it is important that these guidelines be adapted to the local context, thus adding flavor and diversity to the route.

Context Sensitive Highway Solutions

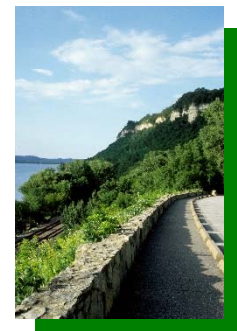
Many Departments of Transportation are utilizing context sensitive solutions when scoping and developing road and enhancement projects. It is vital that the MRPC be involved in this process to assure that Interpretive Plan guidelines are implemented in all future projects along the Great River Road. Application of these guidelines requires extensive relationship development and ongoing communication between the MRPC and resource managers along the Great River Road.



The Great River Road should blend into the surrounding topography and existing natural environment as much as possible to minimize the impact of the improved roadway. Enhancements such as rest areas, overlooks, scenic easements, bikeways, pedestrian walkways and signing should be incorporated into the Great River Road to the extent possible and appropriate.

The following context sensitive guidelines were adopted by the MRPC Technical Committee in 1981 and remain appropriate today:

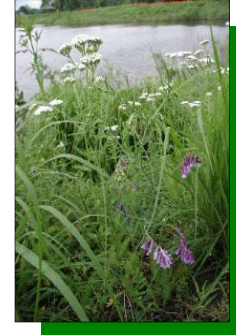
1. Horizontal and vertical curve alignment is an integral characteristic of parkway-like facilities such as the Great River Road. Special considerations during the construction and preconstruction phases will achieve an alignment that molds itself to the land with natural support instead of cuts and fills. Monotony can be prevented and scenic value enhanced by avoiding long tangents through changes in elevations and by revealing a succession of attractive local scenery.



2. Adequate right of way is to be acquired to permit proper grading and to allow for landscaping. Contoured grading and drainage should fit the road to the topography. Rounding at the top and bottom of cuts and fills, and careful transitions from cut and fill sections, crib or other retaining walls should also be considered. The right-of-way corridor, if wide enough, can also provide as a protective buffer. This use of right-of-way acquisition will reduce the need for scenic easements, zoning, and access control for corridor protection.

- 3.

Vegetative cuts due to maintenance, construction and realignment should be done with sensitivity. Excessive cutting should be avoided, except where safety requires it or when it is done to open views. Edges between clearings, grasslands or croplands of vegetative stands should appear as natural-like as possible. Variation and indentations of the tree line, along with the transition of plant material height will also help accomplish a natural appearance. Where feasible, trees deemed unique or significant should be preserved.



4. Bridge and drainage structures should be integral elements throughout the roadway and should complement their environment in mass, form, color, texture, and material. Views to the river should be increased through reconstruction or new construction, if possible, by lower bridge railing heights or by more visual penetration through the railing design.



5. Restoration of those roadways abandoned due to realignment is integral to a parkway. These abandoned alignments should be restored to a natural-like appearance or to one that is complementary to adjacent land use. They may also be appropriate for reuse as a part of the Mississippi River Trail.
6. Guardrails and roadway lighting, as well as all other highway hardware, are deserving of design attention. They can be integrated into an attractive design and yet allow the element to perform its designated function while reflecting the context of the river where possible.
7. Utilities, including power lines and telephone cables, should be removed, placed underground or screened, wherever possible, to mitigate their negative impact if they occur on the highway's right of way. Utilities' visual obstruction is not compatible with a scenic and recreational highway corridor.

8. Instructions should be given special consideration as to safety, configuration, landscaping, and architectural elements. A direction change in the Great River Road at a three-way or four-way intersection should be reflected in the design of these elements and easily identified.



9. Recreational amenity sites—rest areas, overlooks, river access, and day use parks need special design considerations of their provisions. It is recognized that each site is unique and deserving of individual attention. However, consistency of such elements as picnic facilities, comfort facilities, lighting, signing, and plant material would all aid in promoting the parkway concepts.

10. Landscaping is an essential component of a parkway-like facility. Plantings may be utilized to prevent erosion of the roadside slope. Landscaping material should also be used to screen existing views that detract from the driving or site experience. In these areas, a free-formed design would be used to achieve a natural-appearing landscape. Landscape materials are to be used at recreation amenities to aid in achieving a parkway-like environment. Plants should also be used to delineate roadway junctions or to indicate a direction change of the designated route. Application of these design concepts may reflect a normal planting choice; material used is to be a species native to the area whenever possible.



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Conclusion

Conclusion

This Interpretive Plan shall be distributed to all MRPC commissioners and all official Interpretive Centers, as well as being made available on the MRPC member website (www.mrpcmembers.com). It is anticipated that commissioners in each state also will share this plan with participating attractions along the route.

The printed plan is in loose-leaf notebook format to make it easy to update as necessary. At minimum, the Culture and Heritage Committee will review interpretive strategies annually, and the Transportation Committee will review branding strategies annually. These committees will provide reports to the full commission regarding progress toward goals and established timelines. The entire plan is subject to reevaluation and approval every five years by the entire Mississippi River Parkway Commission in conjunction with the renewal of the five-year Strategic Plan.

For this national MRPC plan to be effective, much work must be done over the next five years to translate the adopted overall theme and 11 major interpretive themes into promotional niches that can be utilized to entice visitors. These promotional themes and accompanying promotional slogans, along with the familiar pilot's wheel logo, should be utilized to link the Great River Road with the Mississippi River in the minds of travelers. To aid in accomplishing this, the 10-state resource inventory should be updated, with resources classified according to major themes. Thus, stories can be told across state lines and resources can be packaged to appeal to special niche groups.

Recognizing that the most effective interpretation efforts take place at the state and local levels, it is important for each state to develop its own interpretive plan. These plans will supplement the national plan. State plans currently available are included as an Appendix, and other state plans will be added as they are completed.

Using the Tool Kit

This Tool Kit is for use in (1) considering changes and revisions to the National MRPC Interpretive Plan, (2) assisting states in developing interpretive plans, and (3) providing guidance for individual attractions and areas along the route that wish to develop their own plans.

The Tool Kit includes three sections:

Interpretive Methods provides users with a wide array of interpretive methods that might be utilized in telling specific stories. It includes advantages and disadvantages, along with special considerations, for each method. Choosing the methods that are right for a given attraction will depend primarily on the story being told and the targeted audience, along with the financial resources that are available.

Visitor Profiles provide insights into the types of visitors that might be traveling the Great River Road. Statistics on each visitor type provide valuable information regarding the needs and interests of various groups. This is by no means an exhaustive list, but it is meant to stimulate thinking about the special needs of different groups that might be traveling the route. Interpretation at each site or attraction should be geared to the groups most likely to visit that particular site or attraction.

Funding Sources provides a bibliography of Internet sites that can direct users to funding sources. In light of the fact that funding agencies are continuously changing, including adding or dropping various grant programs and funding interests, it is important to always check for the most up-to-date information and application guidelines, rather than relying on printed material that may be several years old. The Internet has proven extremely effective in directing users to the most current information.

In developing an Interpretive Plan, first identify the stories that should be told, followed by a determination of the targeted audience or likely visitors to the site. These decisions, tempered by financial resources available, will guide the interpretive methods that are chosen.

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Interpretive Methods

Demonstrations

Demonstrations involve showing people how to do something. They are especially good for showing historic ways of doing things, lost arts, or highly specialized areas.



Advantages:

- Give visitors a better understanding of how things work or processes involved
- Can often involve visitors directly by having them participate in the demonstration

Disadvantages:

- Visitor generally must be present at a specific time or on a specific day to see the demonstration
- Must be thorough enough to explain, yet short enough to hold visitors' interests
- Require presenter with sufficient expertise

Considerations:

- Is attraction or local resource best described by demonstrating the processes or steps involved?
- Is someone available who has an understanding of the processes, as well as ability to relate to audiences?
- How will demonstrations be scheduled for maximum audiences?

Exhibits

Interpretive exhibits are displays comprised of text, illustrations, photographs, audiovisual aids, and/or three-dimensional components. Many state-of-the-art exhibits include hands-on interaction. Exhibits may be permanent to a location or temporary displays, such as traveling and suitcase exhibits.

Advantages:

- Can build in interactive components
- Effective in conveying major themes and sub-themes
- Provide diverse means for telling stories
- Normally attractive and interesting
- Effective in educating children



Disadvantages:

- Can be expensive to produce
- Must be indoors in most cases
- May not be available at all times
- Require ongoing maintenance

Considerations:

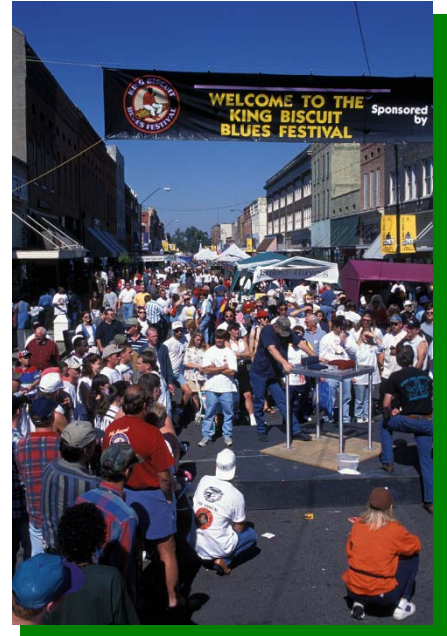
- Can the story best be conveyed through a three-dimensional medium?
- Will the exhibit be indoors or outdoors and, depending on location, what environmental factors will need to be considered?
- Who will maintain the exhibit? Will the exhibit be sturdy enough to survive hands-on interaction?
- Does the exhibit design complement the story being told?
- Does the exhibit tell a story, rather than just giving facts and information?

Festivals

Festivals are an excellent way to convey information about the cultural heritage of a particular region or ethnic group. In addition to games and entertainment, they can convey the music, food, lifestyles and other characteristics of the region or the occasion.

Advantages:

- Provide activities and entertainment for the entire family
- Convey the flavor of a community and its culture through a variety of methods
- Can bring communities together through the planning process



Disadvantages:

- Generally held only once a year, requiring visitors to schedule accordingly
- Success often largely dependent on uncontrollable factors such as weather conditions
- Can be expensive to produce

Considerations:

- Are sufficient community resources and volunteers available for putting on such an event?
- Are resources being interpreted best related to a specific time of year?
- Can area accommodate the number of visitors that would be attracted to a festival?
- Are there adequate means of attracting visitors for the specific dates of the festival?

Guided Tours

Guided tours involve a staff person or volunteer leading the way through an attraction and providing commentary. Tours might be through a series of locations, a series of exhibits within a location, a house museum, a specialized facility, or any number of other attractions.

Advantages:

- Provide direct interaction with visitors and can readily address questions
- Can give more in-depth information about an attraction
- Can be altered to fit specific audiences and interests



Disadvantages:

- Can be expensive unless guides are volunteers
- Guides must be adequately trained
- Require proper scheduling to ensure a sufficient number of guides at times tours are offered

Considerations:

- Are there a number of stories that can be told about an attraction, depending on audience interests?
- Are adequate training procedures in place?
- Will guides present in first person or third person (acting out a character versus passing along information)?
- Is someone available to handle scheduling?
- Does nature of attraction require the presence of a guide at all times?

Interpretive Centers

Interpretive centers generally house exhibits related to a specific theme within a centrally located building. In addition, they may offer self-guided trails, interpretive signs and publications, tours, presentations, special events, and numerous other activities.



Advantages:

- Appeal to visitors of all ages and learning styles
- Tell comprehensive stories through a variety of media
- Serve as a major visitor destination, thus boosting the local economy
- Provide a central location for interpreting related local resources and stories

Disadvantages:

- Normally open only during certain hours
- Generally require staffing which can be expensive
- Can be costly to build, operate and maintain

Considerations:

- Do the resources in the area have enough visitor appeal to justify construction of an interpretive center?
- Would an interpretive center make local resources more attractive to visitors?
- Is there public support for this effort?
- Is there an appropriate agency or organization responsible for developing and operating the center?
- Will the building itself complement and enhance the stories being told?

Interpretive Staff

Staff interpreters may be volunteers or paid staff who convey information to visitors through first person or third person methods. First person interpreters act out and dress the part of the person they are interpreting. Third person interpreters provide information to visitors without portraying another person.



Advantages:

- Can alter presentations and information for specific audiences
- Allows for one-on-one interaction and answering questions
- Can motivate visitors to experience activities they might not otherwise participate in on their own

Disadvantages:

- Can be expensive unless volunteers are available
- Must be trained
- Must be available at all hours they are needed

Considerations:

- Will the information be presented in first person or third person?
- Will interpreters be used for special presentations and tours only, or will they have additional responsibilities?
- Will you use professionally trained and educated interpreters or volunteers?
- If you use volunteers, who will do the training?

Presentations/Lectures

Presentations and lectures provide in-depth information on a particular topic related to the main theme or one of the sub-themes of an attraction or local resource.



Advantages:

- Can orient visitors to the site or local resource
- Can present specific information on a special topic
- Can provide context and background for visitors

Disadvantages:

- Require staff preparation time or costs of bringing in outside speakers
- Visitors are locked into the time schedule set for the lecture.

Considerations:

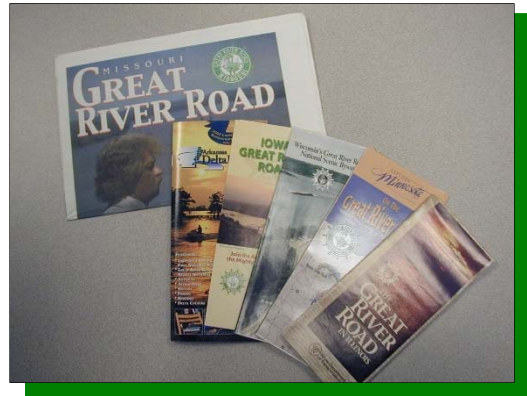
- Does presentation topic have sufficient interest to attract an audience?
- Is there a place suitable for the presentation?
- Does speaker have sufficient knowledge of topic?

Publications

Publications can be such materials as guidebooks and maps that move visitors from one attraction to another, or brochures that interpret information about a single attraction. Unlike tourism publications designed to entice people to visit or to list available attractions and resources, interpretive publications provide specific information about the resources and/or attractions.

Advantages:

- Relatively inexpensive to produce
- Generally convey great amount of information
- Easily carried and distributed
- Can be mailed to prospective visitors before arrival at the site
- Can communicate different themes tailored to different visitor groups



Disadvantages:

- Not always easy to update
- May not be readily available to visitors and potential visitors
- Typically must be used in conjunction with other interpretive methods
- Rely on visitors being able and interested enough to read

Considerations:

- How will information be disseminated? (This will influence size)
- Does information need to be available at all times of day? And if so, how will that be accomplished?
- Would it be helpful for visitors to have additional detailed information to take away with them?
- Would having information about the site in advance enhance visitors' interest and experience?

Radio Transmissions

Low-powered AM radio transmissions, also called Traveler Information Sources (TIS), are sometimes used at specific attractions and in communities to interpret information to visitors and orient them to an area. Depending on the amount of transmitter power, such stations generally can broadcast over a range from 0.5 to 2.5 miles.

Advantages:

- Great for driving tours within short distances
- Can provide up-to-date information
- Can be programmed easily
- Do not require FCC licensing, meaning greater programming flexibility

Disadvantages:

- Visitors must be in their vehicles or within radio range
- Messages cannot be transmitted over long distances
- Initial costs for station construction and equipment purchase are high
- Staff time is required to update the transmission frequently

Considerations:

- Is the area small enough to make effective use of radio transmissions?
- Is someone available to keep information updated?
- What type of information will be conveyed?
- How will different messages be sequenced for transmission?

Recorded Messages

Using recorded messages as part of an exhibit or as part of a self-guided tour is increasing in popularity. Such messages are generally cassette tapes or compact disks.



Advantages:

- Can be extremely effective for self-guided tours
- An effective method for interpreting to visually impaired audiences
- Can be used effectively to convey stories, anecdotes and quotes
- Effective in both small areas (such as an exhibit in an interpretive center) or large areas (such as an entire byway)
- Motorists generally have either cassette or compact disk players in their vehicles

Disadvantages:

- If used in an interpretive center, must include ear-sets or other methods to avoid disturbing other visitors
- If used outside an interpretive center, must have effective distribution method for lending and retrieving the recordings
- Initial investment can be costly

Considerations:

- Are themes best communicated through stories, quotes and anecdotes?
- How will recorded messages be distributed, and what incentives will be provided for return of equipment and/or recordings?
- Who will be responsible for maintaining equipment?
- Who will produce recordings?

Reenactments/Living History

Reenactments and living history provide information about a time, place, person, or event through first-person characters that reenact an actual event or act out a simulated event that provides well-researched insights into a time, place or person.

Advantages:

- Can be extremely interesting and entertaining
- Can go into detail about a specific time, place, person, or event
- Can engage audience in unique ways



Disadvantages:

- Limited to perspectives of characters being portrayed
- Require in-depth research, training, and costuming for characters being portrayed
- Audience interaction may be limited by need to stay in character

Considerations:

- Is event or time period being portrayed best explained by acting it out?
- Are people available with sufficient acting background or stage presence to carry out a role?
- How will reenactments be scheduled for maximum audience
- Can event/time period, etc. being presented be researched adequately enough to present an accurate scenario?

Self-Guided Tours

Self-guided tours enable visitors to follow along a series of exhibits or attractions at their own pace, generally accompanied by a printed brochure or an audio recording to move them from point to point.

Advantages:

- Allow visitors to spend as much time as desired at each attraction
- Can include printed materials (such as a brochure) or an audio device (such as a cassette tape or CD)
- An effective way to relate a series of attractions in different locations

Disadvantages:

- Often a challenge to provide clear and readable directional signs
- Guide publications, recordings or signage must be precise without being wordy
- Opportunities limited for asking questions or getting additional information

Considerations:

- Are there a number of related attractions or resources that can be tied together to create a tour?
- Are visitors provided with adequate instructions for moving from one exhibit or attraction to the next?
- What kind of materials (such as brochure, signage, recordings, etc.) do visitors need to aid in understanding the exhibit or attraction?

Signage

Signage generally refers to one or more panels on which a resource is interpreted through text, photographs, illustrations and/or three-dimensional components. Such signs are mounted on displays that physically anchor them to a specific site.



Advantages:

- Can be utilized indoors or outdoors
- Provide continuous information at all hours when used outside
- Good at catching people's attention
- Excellent for marking specific spots of interest along a route

Disadvantages:

- Can be expensive to design, install and maintain
- Subject to vandalism and/or environmental deterioration
- Limited space for conveying a message
- Require adequate pullovers for vehicles to stop

Considerations:

- Does information need to be available to visitors at all times of day?
- What kind of maintenance will be required and who will be responsible?
- Will all visitor groups be able to use the sign (including children and physically disabled)?
- Is the sign material suited to local environmental factors and resistant to vandalism?
- Will the sign complement landscape features?
- Is signage as close as advisable to the resource being interpreted?

Slide Presentations

Slide presentations are primarily visual statements that can be prepared as traditional slides or through computer-generated programs such as PowerPoint. They may be programmed to operate automatically with a sound track or recorded script, or slides can be advanced manually by a presenter or by the visitor.

Advantages:

- Can be developed and modified quickly and easily
- Relatively inexpensive
- Can stand on their own or be used with a presenter
- Can be carried to different locations

Disadvantages:

- Require an initial investment in equipment
- Often depend on adequate room lighting

Considerations:

- How will presentation be operated? By a presenter? By the visitor? Automatically?
- Can equipment be set up properly without being intrusive?
- Is room suited to a slide presentation?

Special Events

Special events are programs and activities scheduled to expand upon a theme or a sub-theme. These may be annual or one-time events or celebrations. Such events may be keyed to a special date of importance or to special topics related to stories being told at a site.



Advantages:

- Can be tailored to specific resources or attractions
- Offer great opportunities for creativity
- Can be designed to fit a budget

Disadvantages:

- Require adequate promotion to get people to attend
- Require concentrated staff and volunteer time to produce

Considerations:

- Can a program be designed that is both informative and entertaining?
- Is there something unique that is worth celebrating?
- Are there logical audiences to be invited to the event?
- How will the event be promoted and publicized?

Video

Video presentations make effective use of both site and sound. They can be used in a number of formats, such as a theater, a classroom, a component of an interpretive exhibit, a civic club presentation, etc.

Advantages:

- Provides excellent visuals
- Requires little involvement from interpretive staff for videos with soundtrack
- Easy to move to different locations
- Projects a large size image
- Can show visitors a facility without making an actual tour, making them effective for visitors with mobility impairments.

Disadvantages:

- Expensive to produce
- Cannot be easily updated
- Often available only when interpretive centers are open or staff available
- Equipment can be expensive to purchase and maintain

Considerations:

- Is the information to be conveyed best interpreted through both sight and sound?
- Where will the presentation be used? How will this affect its length?
- Who will maintain the equipment?
- Will it require a staff member, or can a visitor start it by pushing a button?

World Wide Web

The World Wide Web offers a variety of interpretive opportunities. Sites can either serve primarily to promote and provide information for prospective visitors or they can provide "virtual tours" for those who are unable to travel to the actual facility.

Advantages:

- Widely accessible to people in their own homes
- Relatively easy and inexpensive to develop
- Excellent for sharing attractions with people who cannot come to the actual site
- Provides easy means for evaluating number of visitors to a site.
- Can be made interactive, including ordering tickets, making reservations, etc.



Disadvantages:

- Requires computer literacy on the part of potential users
- Does not provide firsthand experience
- Access through an on-line service can be expensive
- Requires staff or consultant expertise for designing pages and creating interactive sites
- Requires someone to keep the site updated on a regular basis



Considerations:

- Will a staff person be available to monitor the site on a regular basis?
- Will the site be used for educational or promotional purposes?
- Will use of a site help your facility meet its goals?

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ITS PLACE.

Visitor Profiles

U. S. Domestic Travelers

- 47 years – average age of Household Head*
- Marital Status
 - 64% married
 - 19% single/never married
 - 17% divorced, widowed, separated
- 55% of Household Heads* have a college degree, including 19% with graduate work started or completed
- 39% of Household Heads* have a managerial or professional occupation
- 36% have children in the household
- Annual household income: \$68,200 mean, \$56,600 median**
- Households
 - 21% have one person
 - 36% have two people
- 77% own a home/19% rent
- 82% own a personal computer
- Life-stage
 - 39% couples
 - 35% parents
 - 26% singles
- If there is both a male and female head of household, then the male head of household is used.
- ** Median is the point where one-half of traveling families earn more and one-half earns less.

U. S. Domestic Travelers—Other Trends

- Leisure travel accounts for the majority (77%) of all U.S. domestic travel. Leisure travel includes visits to friends and relatives, as well as travel for outdoor recreation, entertainment and personal reasons.
- Travel for general business purposes (likely for meetings, presentations, consulting, sales, etc.) or to attend a convention or seminar accounts for 12 percent of all domestic person-trips (or 122 million). Travel that combines business with pleasure accounts for eight percent of all U.S. domestic person-trips (or 75.5 million).
- Overnight trips account for 85 percent of person-trips. Short trips of one to two nights are more popular than trips of three to six nights or seven nights or more. Over half (55%) of all overnight household trips include lodging at a hotel, motel, or bed and breakfast establishment. Among overnight leisure

household trips, staying with friends or relatives is more popular than lodging in a hotel, motel, or bed and breakfast establishment.

- Of 11 common trip activities, the most popular is shopping, included on one-third (34%) of all person-trips. Engaging in outdoor activities (17%) and visiting historical places/museums (14%) are also quite popular trip activities.
- Summer is the most popular travel season, accounting for one-third (32%) of person-trips. A similar share of travel occurs in the fall (24%), as in the spring (23%). Winter is the least popular season of travel (21%).
- One quarter (24%) U.S. domestic household trips included children. As expected, leisure household trips more often include children than combined business/pleasure trips.
- Nearly half of person-trips are taken to destinations within the traveler's state of residence. Three in ten person-trips are taken to destinations that are out of the traveler's state, yet still within their census division. One third of travel is out of their census division of residence. While the majority of trips include one destination, some include multiple destinations.
- Trips are most often taken by households residing in major cities or Metropolitan Statistical Areas (MSAs) of 2 million people or more.
- Most trips are taken by households that own their home. Most trips are taken by households that own personal computers and a majority of trips are made by households that own cellular phones. Thirteen percent of trips are generated by households that own an RV.
- Compared to demographics of all U.S. households, traveling households are more likely to be married. Households taking trips also tend to be more highly educated and are more apt to be employed full-time. Consequently, households taking trips tend to have higher average annual household incomes. Moreover, home ownership is also higher for households who take trips compared to overall households. Interestingly, households that travel are much more apt to own a personal computer than are all households.

Source: Domestic Travel Market Report, 2003 Edition; Travel Industry Association of America

Automobile Travelers

- Profile of 2003 Auto person-trips/Auto travelers:
 - 47 years old, average age
 - \$53,400 is the median annual household income
 - 66% are married
 - Purpose
 - 83% leisure
 - 7% business, convention, seminar
 - 7% combined business, pleasure as main purpose
 - 3.5 nights, average duration of trip
 - Lodging
 - 49% in hotel, motel, B&B
 - 43% in the home of a friend or relative
 - 5% in condos or timeshares
 - 5% in RVs or tents
 - Household
 - 35% one person from household on trip
 - 36% two household members on trip
 - \$317 average spending on trip
 - 29% include children
 - Activities
 - 34% shopping
 - 18% outdoor
 - 12% historical places, museums
 - Seasons
 - 33% summer
 - 24% fall
 - 23% spring
 - 20% winter
 - Destination
 - 47% in-state trips
 - 24% in-census division trips
 - 29% out-of-census division trips

- Auto travel person-trips have grown 11 percent since 1994, increasing from 725.2 million person-trips to 802.2 million person-trips in 2002. In 2002, the share of auto person-trips was up two percentage points from 2001. Consequently, the share of air person-trips was down two percentage points during this timeframe.
- Auto travel – including travel by truck and recreational vehicle – accounts for the majority (75%) of travel in the US, registering 772 million person-trips. Air travel, on the other hand, accounts for 16 percent of travel in the U.S., registering 161.9 million person-trips. A larger share of business/convention person-trips than combined business/pleasure person-trips are taken by air.
- Nine in ten (94%) auto person-trips are taken by a personally owned car or truck. Smaller shares of auto person-trips include a rental car (4%) as a primary mode of transportation or are taken by camper/RV (2%).
- Four in ten (44%) owned car/truck person-trips are taken to visit friends or relatives. Eight in ten (83%) car/truck person-trips involve an overnight stay. Owned car/truck traveling households primarily lodge at hotels, motels, or bed and breakfast establishments, accounting for half (49%) of overnight household trips, followed by a stay at a home of friends or relatives (43%).
- On average households spend \$317 per car/truck trip versus \$457 for the average domestic trip overall, not including transportation to the destination.
- Shopping accounts for one third (34%) of owned car/truck person-trips. Engaging in outdoor activities (18%) and visiting historical places or museums (12%) are the next most popular activities.
- Three in ten owned car/truck (29%) household trips include children from the household.
- Four in ten (43%) owned car/truck trips are taken by household headed by someone age 35 to 54. Half (52%) of household generating owned car/truck trips are headed by someone with a college degree or more and one third (31%) by households with an annual income of \$75,000 or more.

Sources: Auto Travel in the U.S., 2003 Edition; Travel Industry Association of America

Business and Convention Travelers

- Travel for business purposes accounts for twenty percent of all U.S. domestic person-trips. This includes travel for general business purposes (meetings, presentations, consulting, sales, etc.) travel to attend a convention or seminar and travel combining business and pleasure.
- 2002 was the fourth straight year that business/convention/seminar travel volume has declined. There were 122 million person-trips.
- Travelers taking business trips tend to drive their own car or truck (46%). 38 percent of business travel includes air transportation. About twelve percent include a rental car as a secondary mode of transportation.
- Most business trips involve an overnight stay. For business travelers who stay overnight in any form of lodging, the trip lasts an average of 3.1 nights. Away from home, business travelers primarily lodge at hotels, motels, or bed and breakfast establishments (91%). Five percent stay in the home of a friend or relative.
- On average, business travelers spend a total of \$516 per household trip, excluding transportation to their destination.
- The majority of business trips are taken by solo travelers (84%). Eleven percent include two household members on the trip. Four percent include children from the household.
- Business trips tend to be taken by individuals in households that are married and between the ages of 35 and 54. They also tend to have a college degree and be employed in a professional or managerial capacity. Their median annual household income is \$87,200.

Source: Domestic Travel Market Report, 2003 Edition; Travel Industry Association of America

E-Travel Consumers

- Approximately, 54 percent of the 211.6 million adults in the U.S. currently use the Internet, the same proportion as in 2002. This translates to 114 million adults. Internet penetration among U.S. adults is no longer experiencing the rapid growth seen in the late 1990s and may have seen its plateau in 2002.
- 84% of the 114 million adults who currently use the Internet indicate they are travelers, meaning they have taken at least one trip of 50 miles or more away from home in the past year, not including daily commuting. This translates to a market of 95.8 million travelers who use the Internet, or online travelers.
- Among the 144.4 million U.S. travelers today, 66 percent use the Internet. Frequent travelers taking five or more trips annually, have an even higher likelihood of using the Internet (74%).
- As growth in the number of online travelers has slowed, so has the number of online travelers who actually use the Internet for travel planning. Similar to 2002, a majority (67%) of online travelers say they consulted the Internet to get information on destinations or to check prices or schedules in 2003. This translates to 64 million online travel planners, or 30 percent of the U.S. adult population.
- Nearly half of those planning trips online say they do most or all of their travel planning on the Internet, compared to 42 percent in 2002. Online travel agency websites (such as Microsoft Expedia, Travelocity, or Priceline), search engine websites, and company-owned websites (airlines, hotels, etc.) continue to be the most popular types of websites used. Just over half of online travel planners also use destination websites to plan their trips.
- Online travel planners do a variety of trip planning activities on the Internet. Searching for maps or driving directions and looking for places to stay became more popular in 2003, but fewer online travel planners searched for airline schedules and fares. Destination-related searches, such as searching for things to do, dining, entertainment, and local events, were also more popular in 2003.
- 66% of online travel planners, or four in ten (44%) online travelers, are booking or making travel reservations online. This may include booking an airline ticket, hotel room, rental car or package tour online. Today, there are 42.2 million online travel bookers.

Source: Travelers' Use of the Internet, 2003 Edition; Travel Industry of Association of America

Family groups

- Parents are more likely than other travelers to travel during the summer when the kids are out of school (July and August), drive their own vehicle to their destination, participate in outdoor activities and visit theme or amusement parks.
- Young parents are somewhat more likely than middle parents to have a college degree or a managerial/professional occupation. But the two groups have similar household incomes.
- Older parents represent a composite of several life-stages. For example, older parents mirror other parents in that they take more trips during July and August. Older parents more often stay in a hotel, motel or bed and breakfast, and spend \$500 or more while on their trip.

Source: Domestic Travel Market Report, 2002 Edition; Travel Industry Association of America

Gambling Travelers

- Like most travelers in the U. S., leisure purposes dominate the travel plans of gambling travelers. Gambling travelers, however, are three times more likely than average to travel for entertainment. Only thirteen percent of gambling travelers cite business as the main purpose of trip, a lower share than the average U. S. traveler.



Gambling travelers also are more likely than U. S. travelers overall to travel by air, include a stay at a hotel, motel, or bed and breakfast establishment, and have higher trip spending levels.

- Similar to all U. S. travelers, shopping is the most popular trip activity for gambling travelers, accounting for one-third of person-trips that include gambling. Notably, nightlife is twice as popular for gambling travelers than travelers overall, while outdoor recreation is much less popular.
- Households taking gambling trips tend to be 55 years of age and older with an average age of 51. 41% have a college degree or more education. 57% are married and 23% have children at home.
- Gambling-only travelers--those indicating that gambling is the only trip activity from a list of 11 common activities - take 43 percent of all U. S. domestic gambling person-trips. Multi-activity travelers--travelers participating in gambling and other trip activities--take 57 percent of all gambling person-trips.
- More gambling-only travelers than multi-activity travelers cite entertainment as the primary purpose of trip and travel by their own auto or truck or by bus. On the other hand, greater shares of multi-activity travelers visit friends or relatives or travel for outdoor recreation. And multi-activity travelers more often include air travel as their primary mode of transportation and use of a rental car as a secondary mode of transportation.

Source: Profile of Travelers Who Participate in Gambling, 2000 Edition; Travel Industry Association of America Domestic Travel Market Report, 2002 Edition; Travel Industry Association of America

Historic/Cultural Travelers

- 81 percent of U.S. adults who took at least one trip of 50 miles or more, one-way, away from home in the past year included at least one cultural, arts, historic or heritage activity or event on the trip. This represents 118.1 million adult historic/cultural travelers. These historic/cultural traveling households took over 216.8 million historic/cultural person-trips in 2002 (one person-trip equals one person on one trip 50 miles or more, one-way, away from home or including an overnight stay) or one in five (21%) of all domestic person-trips. One quarter of historic/cultural travelers are frequent historic/cultural travelers taking three or more of these trips a year.
- Nearly half of adults who traveled in the past year report they attended a performing arts event during any past-year trips. Four in ten adults who traveled in the past year report they visited a designated historic site, such as a building, landmark, home or monument.
- Most trips with historic/cultural activities are for leisure purposes and are by car or truck; one in five trips includes air transportation. Nearly all historic/cultural person-trips involve an overnight stay. For those staying overnight, the trip lasts an average of 5.2 nights and most often include a stay at hotels, motels, or bed and breakfast establishments.
- Four in ten historic/cultural trips are taken by Baby Boomer households (age 35-54). Six in ten trips are generated by households with a college degree, and one third by households with an annual household income of \$75,000 or more. One third of trips are generated by households with children.
- Three in ten historic/cultural travelers say the destination of their most recent trip was influenced by a specific cultural/historic activity. One in five say the timing of their most recent trip was influenced by such activities at the destination.
- One in five say they planned the activities both before the trip and at the destination. Four in ten say they added extra time to their trip because of an historic/cultural activity.

Source: Domestic Travel Market Report, 2003 Edition; Travel Industry Association of America

Mature Travelers

- One of the most important demographic trends affecting the travel industry today is the aging of the U. S. population. In the year 2001, the first members of the huge Baby Boom generation (78 million) turned 55 years old and entered their "mature" years.
- When it comes to annual household income, Mature travelers have the highest net worth of all age groups. Their discretionary income is also very high since they no longer incur the cost of setting up a household or raising children. They also have lower consumer debt than other population segments. The financial power of Mature consumers, along with their tendency to have more leisure time available for travel, make this segment one of particular interest to the U. S. travel industry.
- The Mature market is already quite large, accounting for nearly one-third of all domestic travel in the U. S. Furthermore, this market will grow significantly in size over the next two decades. To reach this important market in the coming years, marketing messages will likely shift from a youth-oriented focus to a greater concern for the needs, problems, and dreams of middle-aged and older adults.
- Most trips taken by Mature travelers continue to be pleasure trips by auto. Half of trips by Matures include lodging in hotels, motels, or bed and breakfast establishments and four in ten trips include lodging in homes of friends or relatives.
- The demographic profile of Mature travelers has shifted dramatically over the past five years. Many more trips are taken by Mature travelers who have completed college and have an annual household income of \$75,000 or more. Today, Mature travelers are also more technologically savvy than they were five years ago.
- Shopping is the favorite activity on trips by Matures; in fact, three in ten Mature trips include shopping. Other preferred trip activities involve visiting historical places or museums, attending cultural events or festivals, gambling, and outdoor activities. Trips by Matures are more likely than trips by younger age groups to involve cultural events or festivals, visits to historical places, gambling, and group tours.
- Senior Matures, those aged 65 or older, generate 16 percent (92.6 million) of all U.S. domestic trips. Junior Matures, those aged 55-64, take 15 percent (86.2 million) of all U. S. domestic trips.

- Junior Mature trips are more apt than Senior Mature trips to include shopping, outdoor activities, nightlife activities, and visits to theme or amusement parks. But, Senior Mature trips are more likely to involve visiting historical places or museums, attending cultural events or festivals, and group tours.
- Four in five Mature trips include an overnight stay (79%); the remainder are day trips. Overnight trips are more likely than day trips to include visits to friends or relatives. Not surprisingly, spending by Matures on overnight trips is higher than spending on day trips. Mature overnight trips are more likely to include shopping and visiting historical places or museums. Interestingly, group tours are twice as popular on day trips than overnight trips. Day trips are just as likely as overnight trips to include gambling and attending sports events.
- About two-thirds of all trips by Mature travelers are taken by those who are married (64%). The rest of the trips are taken by those who are never married (6%) or divorced, widowed, or separated (30%). Trips by single Mature travelers are more likely than those taken by married travelers to be for pleasure and involve bus travel. On the contrary, trips by married Matures are more apt to be for business and include travel by car, truck, or recreational vehicle.
- Gambling as a trip activity is more popular on trips taken by retired Matures versus those who are still working. Group tours are nearly three times as popular on trips by retired Matures than on those by employed Matures.
- About half (48%) of Mature traveling households own a personal computer. Not surprisingly, most Mature PC owners are Junior Matures aged 55-64. Trips by Mature travelers who own PCs are more likely than those taken by non-owners to be for business and consequently, to include air transportation and a rental car as a secondary mode of transportation. Conversely, trips by Matures who do not own a PC are more often for pleasure.
- PC owner trips are more likely than non-owner trips to include outdoor activities and golf, tennis, or skiing. However, non-owner trips are more apt to involve gambling and group tours.

Source: The Mature Traveler, 2000 Edition; Travel Industry Association of America

Minority Travelers

- U. S. travelers, regardless of race or ethnicity, behave similarly in many ways. The profiles of African-American, Hispanic, and Asian-American travelers mirror those of all U. S. travelers on many key travel behaviors and demographic characteristics. Other travel behaviors, however, do vary significantly by ethnic group.
- In any given month during 1999, on average, a quarter of African-American (26%) and Hispanic (27%) households report taking a trip, resulting in an estimated 69.6 million and 71.2 million person-trips annually, respectively. Four in ten (42%) Asian-Americans report taking a trip on average each month, resulting in an estimated 30.4 million person-trips for 1999. For comparison, 32 percent of U. S. households overall take a trip on average each month.
- African-Americans and Hispanics each generate seven percent of all person-trips in the U. S. Asian-Americans generate three percent of all person-trips.
- As is true for all U. S. resident travelers, pleasure travel is the most common form of travel for African-Americans, Hispanics and Asian-Americans. Most of these pleasure trips are to visit friends or relatives. For all minority groups, entertainment is the second most common reason for taking a pleasure trip.
- Asian-Americans tend to travel for business purposes more often than the other groups. But African-Americans tend to travel more often than other groups for the purpose of attending a convention or seminar.
- Travel destinations for all travelers are closely related to place of residence. In other words, people take trips most often in the region where they live. Thus, Asian-Americans and Hispanics tend to travel in the Pacific and Mountain regions, and African-Americans in the South Atlantic, East South Central and West South Central Regions.
- Most minority travelers drive their own cars when they take a trip, as do travelers overall. Asian-Americans are more apt than other groups to travel by air. African-Americans have more of a tendency to travel by bus, train and rental car as the primary mode of transportation.

- Asian-Americans are the most inclined to use a rental car as a secondary mode of transportation, no doubt since they are the most likely group to travel by air. Strong business travel among Asian-Americans is a major driver of air and rental car use by this group.
- Asian-Americans spend the most on their trips, followed by Hispanics and African-Americans.
- Generally, summer is the most popular season of travel. Asian-Americans are the most likely to travel during the winter, while African-Americans are the most likely to travel during the spring.
- Shopping is, undoubtedly, the favorite pastime on many of these trips. However, some differences appear by minority group.
- African-Americans are the most likely to shop, go on a group tour, or attend cultural events or festivals. Along with Hispanics, African-Americans are more likely than Asians to visit theme or amusement parks. Hispanics are the most likely to visit beaches. All three groups are more likely than all U. S. travelers to participate in nightlife activities and gambling while traveling.
- African-Americans are the least likely to participate in outdoor activities, play golf, play tennis, or ski, or go to national or state parks while traveling.
- Hispanics are the most likely to travel with children. All three minority groups are less likely than travelers overall to take trips with just adults from the same household.

Source: The Minority Traveler, 2000 Edition; Travel Industry Association of America

Physically Disabled Travelers

- The number of disabled travelers is large and growing. In 1990, the last year for which statistics are available, more than 12 million Americans with disabilities took a trip.
- In 1995, according to the latest available census figures, there were approximately 48.5 million people 15 years and older with disabilities in the U.S., with annual discretionary income totaling \$175 billion.
- According to Inclusive Technologies, the number of people with disabilities, by type of disability, are as follows:
 - Mobility: 16.3 million
 - Limited hand-use: 13.6 million
 - Cognitive: 9.0 million
 - Hearing: 7.4 million
 - Visual 6.5 million
 - Speech and language - 2.0 Million

Source: The 2001 Travel and Tourism Market Research Handbook, Richard K. Miller & Associates, Inc.

RV Travelers

- Travel by camper/RV accounts for 17.9 million person-trips. The majority (89%) are taken for leisure purposes. Camper/RV person-trips are most often generated for the primary purpose of outdoor recreation (43%). The top activities on camper/RV person-trips are engaging in outdoor activities (e.g. hunting, fishing, hiking) (41%) and visiting national or state parks (29%).



- On average, households spend \$429 per camper/RV trip, not including transportation to the destination. On one in four (26%) spend \$500 or more.
- Virtually all (96%) person-trips taken by camper/RV involve an overnight stay. Camper/RV overnight trips last an average of 6.2 nights, much longer than for primary rental car (4.6 nights) or car/truck (3.5 nights) travel. Three in ten (29%) camper/RV trips involve stays of seven nights or more.
- Camper/RV traveling households primarily lodge in RVs or tents (88%) on overnight trips, yet some spend part of their trip in hotels, motels or bed and breakfast establishments (11%) and/or in homes of friends or relatives (6%).
- More than half (54%) of camper/RV trips are generated by two or more adults from the household.
- A majority (55%) of camper/RV trips are taken by households headed by someone age 55 or older. One third (35%) are generated by households headed by someone that is retired.
- Most (68%) camper/RV trips are taken by households that actually own a motor home/travel trailer/RV.
- More than half (54%) of camper/RV trips include two or more adults from the household, a much larger share than an owned car/truck (36%). One quarter (23%) are taken by an adult traveling alone (or with someone outside the household). One quarter (23%) also include children from the household.

Source: Auto Travel in the U.S. 2003 Edition, Travel Industry Association of America

Shopping Travelers



Shopping is an integral element of the travel experience for U. S. residents, according to a first-ever comprehensive research study of the relationship between travel and shopping. The study, *The Shopping Traveler*, was conducted by the Taubman Centers Inc., a real estate investment trust that develops and manages shopping centers throughout the U. S.

Based on a representative sample survey of 1,000 U. S. adults who took at least one trip in 2000, the January 2001 study indicates that more than half (51%) of all shopping travelers say that shopping was the primary or secondary purpose of one or more of their trips taken within the past year. The study disproves an old stereotype regarding what people buy while on trips. According to the survey, shopping travelers most often spend money on clothes or shoes for themselves or others (77%), rather than on souvenirs. TIA estimates that travelers spent approximately \$37.3 billion*, in total, on retail trade purchases while shopping in 1999, the latest data available.

The Shopping Traveler Report Highlights:

- Shopping continues to be the most popular of common activities for U. S. travelers. About 91 million people, or 63 percent of travelers in 2000, included shopping as an activity on a trip. Because people can go shopping on more than one trip away from home, TIA estimates that 34 percent of all person-trips or over 345 million U.S. person-trips include shopping.
- Six in ten (59%) shopping travelers obtain information about shopping areas from friends, family or co-workers. Hotels are another popular source for getting information (25%).
- Most (73%) traveling shoppers want to shop at stores they do not have in their home city or town. Over half (53%) of traveling shoppers also say they go shopping on trips to find items that represent the destination they are visiting.
- Traditional enclosed shopping centers or malls are the most popular places to shop on a trip (62%). Half shop at major downtown shopping districts or outdoor "main street" shopping areas (53%) and/or strip malls or plazas that are not enclosed (48%). Four in ten (38%) shopping travelers shop at outlet centers.
- Shopping travelers are likely to be Baby Boomers and have higher-than-average household incomes.
- Shoppers are almost as likely to stay at a hotel, motel, or bed and breakfast establishment (49% of person-trips) as they are with friends or relatives (48%).

- Overnight shopping trips average 4.8 nights and they spend, on average \$563, excluding the cost of transportation to the destination.
- Most (81%) shopping travelers say that their most recent trip that included shopping was for leisure purposes.

* Preliminary figure. Consists of traveler spending on retail trade purchases including gifts for others, clothing, souvenirs, personal services, medicine, cosmetics, and other items of this nature.

Source: Domestic Travel Market Report, 2002 and 2003 Editions; Travel Industry Association of America

Soft Adventure Travelers (hikers, bikers, birders, etc.)

- Adventure travelers participated in an average of three different soft adventure activities in the last five years. The top soft adventure activities in the last five years were camping (64.7 million adults or 33%), hiking on gradually changing terrain (44.8 million adults or 23%) and biking (27.2 million adults or 14%).
- Adventure travelers participated in an average of three different hard adventure activities in the last five years. The most popular ones were whitewater rafting/kayaking (14.8 million adults or 8%), snorkeling/scuba diving (12.4 million adults or 6%) and off-road biking or mountain biking (10.8 million or 5%).
- Spouses (60%) are the #1 companion for soft adventure, while friends (48%) are the #1 companion for hard adventure. A significantly larger share of soft adventure travelers took spouses (60% vs. 42%) and children/grandchildren (41% vs. 18%) on their most recent adventure vacation than did hard adventure travelers. Parents or grandparents were included in one out of ten adventure trips of both kinds.
- One-half of soft adventurers (48% or 44 million U. S. adults) report that interest in the adventure activity prompted their trip. This is a higher than among hard adventurers (39% or 12 million U. S. adults). A larger share of hard adventure travelers say the adventure activity was the secondary reason for the vacation (36% vs. 29%). About one-fourth of each group said the adventure participation was just a trip activity but not a motivator for taking the trip.
- Compared to the total U. S. adult population, hard adventure travelers are more likely to be young, single and with higher household incomes. The typical hard adventure traveler is a 35 year old, with some college education and employed full-time. A higher than average number are men, belong to Generation X, that is 18-34 years old, work in a professional or managerial job and are single. Nevertheless, one-half are married, and one-half have children at home. More than one-half have two or more working adults in the household. One-half earn annual household incomes of \$50,000 or more.
- The demographic profile of the soft adventure traveler is similar in many ways to the total U. S. adult population. Specifically, seven in ten have attended some college, and two-thirds are married. All income levels are represented within the soft adventure group. Soft adventurers differ from the total U. S. population in that they are younger, typically ages 18-44, and a higher share are employed full-time, in households with two wage earners and with children at home.



Source: *Adventure Travel Report, 1997; Travel Industry Association of America*

Sporting Events Travelers

- U.S. resident travel has increased significantly in volume during the 1990s. In addition, Americans have been taking a much wider variety of trips than in earlier decades. Sports events-related travel has been growing in popularity.
- Two-fifths of U.S. adults are sports events travelers. In the past five years, 75.3 million U.S. adults attended an organized sports event, competition or tournament as either a spectator or as a participant while on a trip of 50 miles or more, one-way, away from home.
- Men outnumber women as sports events travelers. 45 percent of men (42.7 million) and 31 percent of women (32.6 million) attended sports events while traveling in the past five years.
- Baseball leads as the most preferred sports event during travel, followed by football, basketball and auto/truck racing. Men and women report similar preferences in these activities.
- Professional and amateur sports events are attended equally while traveling. Among amateur events, high school and college sports are most popular.
- Attending the sports event is the primary purpose of the trip for most sports events travelers (76%).
- Most sports events travelers are spectators (84%). One-fourth of all sports events travelers attended events to watch their children or grandchildren play.
- Two out of five sports events travelers made a special purchase of sports equipment or clothes for their trip, spending an average of \$119 each.
- Attending sports events ranks 10th as a trip activity. Six percent of all 1997 U.S. resident person-trips (60 million) included sports events as a trip activity.
- Summer is generally the most popular season for sports events travel. "Sports events only" travelers (i.e., participating in no other trip activities) and the lowest spending group of sports events travelers (i.e., those spending less than \$100 per trip), however, show a slight preference for the fall.

- Most sports events travelers are on pleasure trips (78%), usually focused on entertainment and outdoor recreation. "Multi-activity" travelers (i.e., those enjoying other trip activities in addition to sporting events) are more likely to be visiting friends and relatives, while those in the highest spending category (\$500 or more), are more likely to be traveling on business.
- Most sports events travelers drive to their destinations, as is true for U.S. travelers overall. Air travel is more common among multi-activity travelers, and among those spending \$500 or more per trip.
- The average party size of sports events travelers is similar to all U.S. travelers, but a higher percentage of sports events parties have children (30% vs. 21%).
- Most sports events travelers stay overnight in a hotel, motel or bed and breakfast (52%). Although a higher percentage stay in a hotel/motel/ B&B, sports events travelers average fewer nights in the hotel than do U.S. travelers overall. Multi-activity travelers and those in the highest spending category are most likely to stay at a hotel/motel/B&B and report longer trips, on average. Sports event only travelers and those in the lowest spending group are much more likely to travel just for the day.
- Sports events traveler spending is similar to the spending done by all U.S. travelers. Multi-activity travelers spend more than sports event only travelers (\$615 vs. \$235, mean).
- Similar to all U.S. travel, the largest share of sports event travelers come from and go to the South census region. Sports events travelers, however, are more likely than all U.S. travelers to originate from and travel to the Midwest census region.
- Sports events travelers are generally younger than total U.S. travelers. They are also more likely to have children and be employed full-time. Sports events only travelers are more likely than multi-activity travelers to be married and have children.
- Sports events travelers like all travelers, are most likely from the Parents Life-stage. Coinciding with the higher share of children, sports event travelers, and especially sports event only travelers, are more likely than other travelers to be in the Parents Life-stage.

Source: Profile of Travelers Who Attend Sports Events, 1999 Edition; Travel Industry Association of America

Travelers with Pets

- Americans love their pets and treat them like family, as evidenced by the increasing number of pet spas, doggie daycare and animal “cafes.” In keeping with that trend, owners apparently also want to share their travel experiences with their pets, with quite a few travelers taking them along on trips. Fourteen percent of all U. S. adults say they traveled with a pet on a trip of 50 miles or more, one-way, away from home in the past three years, according to a January 2001 *Travel Poll* by the Travel Industry Association of America (TIA). This translates to 29.1 million Americans traveling with pets in the past three years. The love for traveling with pets knows no class or educational barriers, as travelers reporting taking pets with them are spread across all socio-economic and educational levels. *Travel Poll* results are based on a representative sample survey of 1,300 U. S. adults.
- Among adults traveling with pets, dogs are the most common type of pet to take along with about eight in ten (78%) travelers reporting taking a trip with “Fido.” Cats came in a distant second with 15 percent of travelers taking their feline friend along. A few report traveling with birds (2%) and either a ferret, rabbit, or fish (3%).
- Not surprisingly, adults traveling with pets are most likely (76%) to say an auto or truck was their primary mode of transportation. Travel via a recreational vehicle came in a distant second with 10 percent using this mode. Six percent indicated they traveled by air with a pet.
- Travelers with pets are most likely to stay with friends or relatives (32%) while traveling. However, it’s interesting to note that an almost equal number—three in ten— of travelers (29%) share a hotel or motel room with their pet. Others say they spent most of their nights in a camper, trailer, recreational vehicle, or tent (16%) or in a cabin, condominium, or vacation home (10%). On the most recent trip with a pet, women are twice as likely as men to indicate they lodged at the home of a friend or relative (43% vs. 21%).

Source: Domestic Travel Market Report, 2002 Edition; Travel Industry Association of America

Weekend Travelers

- Half of all U. S. adults report taking at least one weekend trip* in the past year, according to a January 2001 Travel Poll by the Travel Industry Association of America (TIA). That's almost 103 million adults who find themselves on the road for at least a Friday, Saturday, or Sunday night stay. Almost 30 percent of Americans have taken five or more weekend trips in the past year and 35 percent say they've taken their children with them during weekend travel.
- With 52 weekends a year to choose from, travelers have the flexibility to make spur-of-the-moment decisions about going away. Four in ten (42%) weekend travelers make last-minute plans and select their destination within two weeks of their trip. Nearly 20 percent of weekend travelers selected a destination three to four weeks before traveling. Another 38 percent plan ahead selecting a destination more than one month before the trip.
- Thirty percent of weekend travelers say they took advantage of discounts, coupons, or special offers while planning or while on their most recent weekend trip. Friends, family, or co-workers (20%) are the most popular source for information about such offers, followed by Web sites (17%), and travel guides, books, or magazines (16%). One in ten say they found out about special offers or discounts by reading newspaper travel sections (11%) and/or by making phone calls to or visiting an airline, hotel, car rental, or other travel company (9%).
- Compared to five years before, day trips and weekend trips appear to be more popular than trips lasting about one week or longer. In fact, forty percent of weekend travelers report they are taking more day trips and/or weekend trips (38%) now than five years ago. Interest in longer trips lasting more than one week seems to be declining - 43 percent of weekend travelers claim they are taking fewer long trips than they did five years ago.
- Traveling by car (74%) is the most popular mode of transportation for weekend trips, followed by air (16%). Weekend travelers most often (47%) stay at a hotel or motel, while 33 percent stay with friends or relatives.

**NOTE: A weekend trip is defined as an overnight leisure trip of one to five nights away from home traveling at least 50 miles or more, one way and including a Friday, Saturday, or Sunday night stay. The Weekend Travel Poll is based on a representative sample of 1,300 US adults.*

Source: Domestic Travel Market Report, 2002 Edition; Travel Industry Association of America

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ITS PLACE.

Funding Resources

Grants: General Resources

- **TGCI: The Grantsmanship Center** – grant information and grantsmanship training; conducts workshops in grantsmanship and proposal writing around the country.
URL: <http://www.tgci.com/>
- **GrantsWeb: SRA International Grants Web** – grant information on general resources, private funding, government resources and policy information & regulations.
URL: <http://www.srainternational.org/newweb/grantsweb/index.cfm>

Foundation & Nonprofit Grants

- **The Chronicle of Philanthropy: The Newspaper of the Nonprofit World** – newspaper published every other week; news source for charity leaders, fund raisers, grant makers & other people involved in philanthropic enterprises; publishes *The Chronicle Guide to Grants*, a subscription database of all corporate & foundation grants listed in *The Chronicle* since 1995.
URL: <http://philanthropy.com/>
- **Community Foundation Locator** – searchable database of community foundations, sponsored by the Council on Foundations.
URL: <http://www.communityfoundationlocator.com/search/index.cfm>
- **Council on Foundations** – a nonprofit membership association of grantmaking foundations & corporations; source of information for foundations on day-to-day grantmaking activities.
(a) URL: <http://www.cof.org/>
- **The Foundation Center: Your Gateway to Philanthropy on the World Wide Web** – publishes databases (such as the *Foundation Finder*), directories & guides (such as the *Foundation Directory*) to aid in researching private foundations and learning about grantseeking & grant proposal writing.
URL: <http://www.fdncenter.org/>
-

GrantSmart – this site features a searchable database of tax-related information for each of 60,000 private foundations that file Form 990-F with the IRS.

URL: <http://www.grantsmart.org>

- **GuideStar: The National Database of Nonprofit Organizations** – a searchable database of more than 700,000 U.S. nonprofit organizations; provides financial data on foundations & nonprofits from the IRS Form 990-F.

URL: <http://www.guidestar.org/>

- **Internet Nonprofit Center: Information For & About Nonprofit Organizations** – offers information for and about nonprofit organizations in the U.S., featuring a *Nonprofit Online News* and a Nonprofit Library

URL: <http://www.nonprofits.org/>

Federal Government Grants: General

- **Catalog of Federal Domestic Assistance (CFDA)** – a searchable database of information on Federal grant programs that provide assistance (15 types of assistance & 1,453 assistance programs administered by 63 Federal agencies), containing financial & nonfinancial assistance programs of the Federal government; has a web page on developing & writing grant proposals.

(b) URL: <http://www.cfda.gov/>

- **E-Grants Program Management Office** – the electronic storefront for federal grants. One of 24 initiatives of the E-Government program for improving access to government services through the internet.

URL: <http://www.grants.gov>

- **Federal Demonstration Partnership (FDP)** – a cooperative initiative among Federal agencies and institutional recipients of Federal funds, established to streamline the administrative process & minimize the administrative burden on principal investigators.

URL: <http://www.thefdp.org>

- **Federal Register via GPO Access** – announcements of new Federal grants are published in the *Federal Register* daily (Monday – Friday); the Government Printing Office maintains a searchable database, GPO Access, for searching the *Federal Register*.

(c) URL: <http://www.gpoaccess.gov/fr/index.html>

- NonProfit Gateway: Network of Links to Federal Government Information & Services – this is a Federal government web site that provides links to Federal agencies that offer grant programs or programs for nonprofits.
URL: <http://www.nonprofit.gov/>

Federal Government Grants: Selected Agencies

- Department of Agriculture – Rural Business–Cooperative Service
URL: <http://www.rurdev.usda.gov/rbs/busp/bprogs.htm>
- Department of Commerce
URL: <http://www.osec.doc.gov/oebam/grants.htm>
- Department of Education: Grants & Contracts Information
URL: <http://www.ed.gov/index.jsp>
- Department of Health & Human Services: GrantsNet
(d) URL: <http://www.hhs.gov/grantsnet/>
- Department of Transportation
URL: <http://www.dot.gov/ost/m60/grant/>
- Institute of Museum and Library Services (IMLS)
URL: <http://www.imls.gov/grants/index.htm>
- National Endowment for the Arts (NEA)
URL: <http://arts.endow.gov/guide/>
- National Endowment for the Humanities (NEH): Grants & Applications
(e) URL: <http://www.neh.fed.us>
- National Institutes of Health (NIH): Funding Opportunities
URL: <http://grants.nih.gov/grants/index.cfm>
- National Park Service
URL: <http://www.cr.nps.gov/helpyou.htm>

- National Scenic Byways Program
URL: <http://www.byways.org>
- National Science Foundation (NSF): Grants & Awards
URL: <http://nsf.gov/home/grants.htm>
- National Telecommunications & Information Administration (NTIA):
Technology Opportunities Program (TOP)
URL: <http://www.ntia.doc.gov/otiahome/top/grants/grants.htm>
- National Trust for Historic Preservation
URL: <http://www.nthp.org>
- Save America's Treasures – a public/private partnership between the National
Park Service and the National Trust for Historic Preservation
URL: <http://saveamericastreasures.org>
- Small Business Administration (SBA): Financing Your Business
URL: <http://www.sba.gov/financing/>

Source: Delta Grants Resource Center, Dean B. Ellis Library, Arkansas State University

Section 1.02 MISSISSIPPI RIVER PARKWAY COMMISSION
1) FIVE YEAR STRATEGIC PLAN
AUGUST 2003 TO AUGUST 2008

Article II. **VISION/MISSION**
 Article III. To improve the quality of life for our residents and visitors

Article IV.
STAKEHOLDERS
 Article VI. Government Agencies
 Elected Officials
 Organizations and Associations
 Commercial & Industrial Enterprises

[Section 6.01](#)

Article VII. **CUSTOMERS**
 Residents
 Visitors

KEY
C&H - Culture and Heritage Committee
T - Transportation Committee
ER&A - Environment, Recreation and Agriculture Committee
F&F - Finance and Fundraising Committee
C&PR - Communications and Public Relations Committee
LEG - Legislative Committee

Article VIII.

Article IX. OBJECTIVE 1
 To develop and enhance the Great River Road and its amenities **(all members)**

Article X. GOAL 1 Increase and maintain the investment in the Great River Road and its amenities each year through 2008. (All members)

Article XI.

Article XII.
(F&F and LEG)

Strategy A Seek new and existing federal, state and foundation funding.

Tactic # 1 Develop an MRPC fiscal plan to ensure organizational stability and to reflect inflationary costs. **(F&F)**

Tactic # 2 Continue to determine possible sources of funds for MRPC operations and marketing. Update periodically. **(F&F)**

Tactic # 3 Provide guidance and assistance where feasible, to member states in their individual or cooperative fundraising activities. **(F&F)**

Tactic # 4 Secure \$2,760,000 for implementing the Great River Road Interpretive Plan. **(LEG and F&F)**

Tactic # 5 Maintain a merit based Scenic Byways program as part of the Transportation Reauthorization legislation being developed federally. **(LEG)**

Strategy B Increase community and government interest, support and networking of the Great River Road by utilizing affiliate memberships. **(ER&A and LEG)**

Tactic # 1 Begin outreach to activity groups or advocates relating to the Mississippi River, i.e. Ducks unlimited, Delta Waterfowl, hydrology experts, etc. Create an affiliate membership for various groups to participate in MRPC events. **(ER&A)** A/1-1

Tactic # 2 Create and implement an MRPC River Steward Award. (ER&A)

Tactic # 3 Develop and implement an education and information program for elected and appointed officials along the Great River Road. (LEG)

**Article XIII.
Article XIV.**

Article XV. Strategy C Support and coordinate the development of the Great River Road. (T)

Tactic # 1 Have MRPC members develop outreach programs with local stakeholders.

Tactic # 2 Educate commissioners regarding resources to develop projects.

Strategy D Enhance the environmental and recreation characteristics of the Great River Road. (ER&A)

Tactic # 1 MRT is taking an active role in establishing an understanding of the facilities, and suitability for alternate transportation and recreational abilities of the Great River Road in all ten states. The MRPC should support this effort and offers to assist, in a manner appropriate, the MRT to achieve their project goals.

Tactic # 2 Audubon's Great River Birding Trail mapping project directly supports the essence of enhancing the environmental and recreational characteristics of the Great River Road. The MRPC should support this effort and offer to assist, in a manner appropriate, the Audubon to achieve their project goals.

Measurement will be based on annual reports of government agencies investments in the GRR compiled by each state commission. These will be summarized by the National MRPC Office - base year 2002.

Goal 2 *Achieve a National Scenic Byway designation for all ten states of the Great River Road by the end of 2008. (All members)*

Strategy A Support designated states of Illinois, Iowa, Wisconsin, Minnesota and Arkansas in a coordinated program. (C&H and T)

Tactic # 1 Create a network to share information. (T)

Tactic # 2 Development of maps and signage (C&H)

Strategy B Support the States of Louisiana, Mississippi, Tennessee, Kentucky and Missouri in achieving federal Scenic Byway designation for all their respective portions of the Great River Road. (T)

Tactic # 1 Develop road show by current NSB states, with support of MRPC to share experiences.

Tactic # 2 Identify state needs.

Tactic # 3 Develop a special committee and methods to assist states with plan development.

Tactic # 4 Support state byway designation for each member state.

Article XVI. Measurement is based on number of states that are designated. The base year will be 2002. 5 states have portions designated nationally

Article XVII.

Article XVIII. OBJECTIVE 2

To Promote the Mississippi River Valley and the Great River Road (All members)

Article XIX. GOAL 1 Maintain and/or Increase the Awareness and Visitation of the Mississippi River Valley and the Great River Road each year through 2008. (All members)

Strategy A Enhance existing and seek new cooperative funding and partnerships for tourism promotion and awareness of the Great River Road. (F&F)

Tactic # 1 Quantify the economic impact of travel in the MRPC region and more specifically in the border counties contiguous to the Mississippi River.

Tactic # 2 Use economic impact of travel data in fundraising and in legislative contacts on both the National and State Levels.

Tactic # 3 Improve grant writing/project application development capabilities of the MRPC.

Strategy B Maximize interpretation of the Great River Road, the Mississippi River and its amenities. (C&H)

Tactic # 1 Organize a national conference and lecture series on the culture and heritage of the river.

Tactic # 2 Development of audio tapes for driving tours.

Tactic # 3 Development of a web site which provides a virtual tour of the River

Tactic # 4 Create a national exhibit.

Tactic # 5 Develop a series of national media productions.

Tactic # 6 Establish a staff position to provide for coordination of the interpretive centers.

Strategy C Increase regional tourism marketing efforts. (C&PR)

Tactic # 1 Establish a National Scenic Byway Task Force to meet in conjunction with MRPC meetings to foster networking among byway representatives.

Tactic # 2 Encourage regional forums to share ideas in a central location, including other stakeholders on the Great River Road.

Tactic # 3 Invite and utilize America's Byways Resource Center staff to support a NSB task force within the MRPC.

Article XX. Strategy D Expand the Mississippi River and Great River Road domestic and international marketing programs. (C&PR)

Tactic # 1 Support the efforts of Mississippi River Country, USA (MRC).

Tactic # 2 Improve distribution of collateral materials and consider conversion studies of the GRR map.

Tactic # 3 Encourage further development of the GRR magazine.

Tactic # 4 Develop and promote tours and cruises. (C&H)

Measurement will be the economic impact in counties along the Mississippi River with a base year of 2002.

RESOURCE INVENTORY

Will be inserted at a later date.

STATE INTERPRETIVE PLANS

These will be provided as they become available.

MISSISSIPPI RIVER PARKWAY COMMISSION

GREAT RIVER ROAD INTERPRETIVE CENTERS

MINNESOTA

Lake Itasca State Park

36750 Main Park Drive
Park Rapids, Minnesota 56470
Phone: 218-266-2100
www.dnr.state.mn.us

Admission Fee: Yes

Walk across the headwaters of the mighty Mississippi as it starts its winding 2,552-mile journey to the Gulf of Mexico. Brower Visitor's Center offers interpretation, exhibits, gifts and more.

Forest History Center

2609 County Road 76
Grand Rapids, Minnesota 55744
Phone: 218-327-4482
www.mnhs.org

Admission Fee: Yes

Experience a turn-of-the-century logging camp, complete with the camp blacksmith, saw filer, clerk cook and lumber-jacks.

Mill City Museum

704 South 2nd Street
Minneapolis, Minnesota 55414
Phone: 612-341-7555
www.millcitymuseum.org

Admission Fee: Yes

New in 2003. Come to experience the important history of the river and the birth of its flour milling industry in Minneapolis. Explore Mill Ruins Park adjacent to the Museum.

Historic Fort Snelling

Highway 55 and I-494
Minneapolis, Minnesota 55111
Phone: 612-726-1171
www.mnhs.org

Admission Fee: Yes

This restored stone fortress, overlooking the confluence of the Mississippi and Minnesota Rivers, opens its gates to welcome you to frontier life. Talk with soldiers, cooks, laundresses and storekeepers about life at this 1827 outpost.

Minnesota History Center
345 Kellogg Boulevard West
Saint Paul, Minnesota 55102
Phone: 651-296-6126
www.mnhs.org
Admission Fee: Yes

With breathtaking views of downtown Saint Paul and the State Capitol, the Minnesota History Center is an architectural masterpiece. It is home to an innovative history museum and an accessible research center.

The Science Museum of Minnesota
120 West Kellogg Boulevard
Saint Paul, Minnesota 55102
Phone: 651-221-9444
www.smm.org
Admission Fee: Yes

Experience hundreds of hands-on exhibits and outstanding Omnitheater films. Explore the Mississippi Gallery, which focuses on the Mississippi River as it winds through Minnesota. And new in 2003! The National Park Service will feature its new Mississippi River Visitor's Center on site.

WISCONSIN

Riverside Museum
410 Veterans Memorial Drive
Riverside Park
La Crosse, Wisconsin 54601
Phone: 1-800-658-9424 or 608-782-2366
www.lchsonline.org
Admission Fee: No

Riverside Museum celebrates the Mississippi River with displays of wildlife that live along the river, the logging industry, and the steamboating days of old.

Villa Louis
P.O. Box 65
Prairie du Chien, Wisconsin 53821
Phone: 608-326-2721
www.wisconsinhistory.org
Admission Fee: Yes

Villa Louis is one of America's most authentically restored Victorian houses. Built by the family of Hercules Dousman, a 19th century frontier entrepreneur, the mansion is furnished and decorated with family heirlooms. Call ahead for tour times.

IOWA

Effigy Mounds National Monument

151 Highway 76

Harpers Ferry, Iowa 52146

Phone: 563-873-3491

www.nps.gov/efmo

Admission Fee: April through October only.

The Effigy Mounds National Monument preserves 200 prehistoric Indian mounds, including animal-shaped effigies. Eleven miles of hiking trails provide spectacular overlooks of the Mississippi River. Open all year.

Upper Mississippi River Fish Hatchery and Aquarium

331 South River Park Drive

Guttenberg, Iowa 52052

Phone: 563-252-1156

www.state.ia.us/fish

Admission Fee: No

Depicts several aquatic ecosystems and features an interactive kiosk with "Fishing in Iowa" information. Displays open year round, aquarium stocked from May to mid-October. Guided tours by appointment.

National Mississippi River Museum and Aquarium & National Rivers Hall of Fame

Third Street Ice Harbor

Dubuque, Iowa 52004

Phone 563-557-9545

www.mississippirivermuseum.com

Admission Fee: Yes

The Mississippi River Museum–Dubuque features the National Landmark Steamboat, *William M. Black*, several towboats, and the largest collection of historic small craft on the Mississippi. Visitors enjoy interactive displays, walk-through exhibits and films. The National Rivers Hall of Fame includes inductees from all walks of river life. The Great River Road National Archives are also located here.

Mines of Spain

8991 Bellevue Heights

Dubuque, Iowa 52003

Phone: 563-556-0620

www.minesofspain.org

Admission Fee: No

This 1,380-acre preserve of woods and prairie land is located along the Mississippi River just south of Dubuque. Entire area is designated as a National Historic Landmark.

Mississippi Valley Welcome Center

900 Eagle Ridge Road
LeClaire, Iowa 52753
Phone: 563-322-3911
Admission Fee: No

This center is located high on a bluff overlooking the Mississippi River at the intersection of I-80 in LeClaire. Features beautiful views, information on area attractions and a gift shop.

Putnam Museum of History and Natural Science

1717 West 12th Street
Davenport, Iowa 52804
Phone: 563-324-1933
www.putnam.org
Admission Fee: Yes

Enjoy the Black Earth /Big River nature experience, the award-winning River, Prairie and People History Hall, Treasures of the Asian/Egyptian gallery and unique shopping.

Nahant Marsh

4220 Wapello Avenue
Davenport, Iowa 52802
Phone: 563-323-5196
Admission Fee: No

More than 500 acres of urban wetlands along the Mississippi River and home to a diverse species of flora and fauna, fish and wildlife. Includes an educational and research facility, boardwalk and trails.

Muscatine Pearl Button Museum

117 West Second Street
Muscatine, Iowa 52761
Phone: 563-263-1053
www.pearlbuttoncapital.com
Admission Fee: No

Located in historic downtown Muscatine. Visitors will learn the complete button making process, from collecting shells in the river, through processing, cutting and dyeing, to the finished product.

Toolesboro Indian Mounds National Historic Landmark

Highway 99
Wapello, Iowa 52653
Phone: 319-523-8381
www.lccb.org
Admission Fee: No

These burial mounds are among the best preserved and accessible remnants of the Hopewell Culture, which flourished from about 200 BC to 300 AD. The 5-acre site also includes an education center with exhibits. Open mid-May through Labor Day, noon – 4:00 p.m.

Old Fort Madison

716 Riverview Drive

Fort Madison, Iowa 52627

Phone: 319-372-8917 x275 (winter) 319-372-6318 (summer)

www.oldfortmadison.com

Admission Fee: Yes

Old Fort Madison is a full size reconstruction of the first American military garrison in the Upper Mississippi Valley. Open weekends, May and September. Open Wed. through Sun., June – August.

Keokuk River Museum

Victory Park

Keokuk, Iowa 52632

Phone: 319-524-5599

www.keokuktourism.com

Admission Fee: Yes

Housed in the *George M. Verity* steamboat, a towboat built in 1928. Visitors can tour the boiler and engine rooms, staterooms and pilothouse.

ILLINOIS

Mississippi River Visitor Center

Arsenal Island / Lock & Dam #15

P.O. Box 2004

Rock Island, Illinois 61204

Phone: 309-794-5338

www.mvr.usace.army.mil/missriver/

Admission Fee: No

The primary mission of this visitor center is interpreting the development and practice of the river's navigational dams and locks. In winter, the visitor's center is an excellent place to observe the wintering bald eagle population.

Black Hawk State Historic Site

1510 46th Avenue

Rock Island, Illinois 61201

Phone: 309-788-0177

Admission Fee: No

This American Indian museum displays the life of the Fox and Sauk Indian tribes that lived near the Rock River and the Mississippi River in the 1800s.

Villa Katherine

532 Gardner Expressway

Quincy, Illinois 62301

Phone: 217-224-3688

Admission Fee: For Tours Only.

Villa Katherine was built in 1900 as a residence. The architecture is Islamic, reflecting several countries. Today, it serves as a tourist information center.

Pere Marquette State Park Interpretive Center

Route 100 West

Grafton, Illinois 62037

Phone: 618-786-3323

www.dnr.state.il.us

Admission Fee: No

This interpretive center includes a 350 gallon river fish aquarium, Native American artifacts, bald eagle exhibit and gift shop.

Cahokia Mounds State Historic Site

30 Ramey Street

Collinsville, Illinois 62234

Phone: 618-346-5160

www.cahokiamounds.com

Admission Fee: No

Cahokia Mounds State Historic Site is a world-class center using exhibits, artifacts, dioramas, murals and audiovisual programs to tell the story of the largest prehistoric Indian site in America.

Fort de Chartres State Historic Site

1260 State Highway 155

Prairie du Rocher, Illinois 62277

Phone: 618-284-7230

Admission Fee: No

Fort de Chartres Historical Site is a partially rebuilt 18th century fort that was originally built by the French. The museum interpretive center is located in a rebuilt historic building.

Pierre Menard State Historic Site & Fort Kaskaskia

4372 Park Road

Ellis Grove, Illinois 62241

Phone: 618-859-3031

Admission Fee: No

The Pierre Menard Home affords visitors a glimpse into the upper class French American life. Fort Kaskaskia offers a spectacular panoramic view of Kaskaskia Island and the Mississippi River.

U.S. Custom House Museum

1400 Washington
Cairo, Illinois, 62914
Phone: 618-734-1019
Admission Fee: Yes

The Custom House Museum houses a unique collection of local history, including Civil War artifacts and the Civil War desk of Gen. U.S. Grant. Built in 1872 by U.S. Treasury architect, A.B. Mullett.

MISSOURI

Mark Twain Boyhood Home

208 Hill Street
Hannibal, Missouri 63401
Phone: 573-221-9010
www.marktwainmuseum.org
Admission Fee: Yes

History comes alive in Hannibal. Return to the days of Tom & Huck by visiting six historic buildings, including Mark Twain's Boyhood Home and Museum.

Clarksville River Heritage Center & Great River Road Interpretive Center

302 North 2nd Street
Clarksville, Missouri 63336
Phone: 573-242-3132
www.clarkvillemo.com
Admission Fee: No

This site offers an outdoor platform that overlooks Lock and Dam #24. Great location to view migrating birds and wintering bald eagles. Indoor exhibits too.

Golden Eagle River Museum

Bee Tree Park
St. Louis, Missouri 63129
Phone: 314-846-9073
www.co.st-louis.mo.us/parks
Admission Fee: No

Models, photographs, original riverboat bells, steam whistles, tableware and other equipment recount the story of steamboat days on the western rivers, when packets carried much of the nation's passengers and freight to and from their inland ports.

Jefferson National Expansion Memorial (The Arch)

11 North 4th Street
St. Louis, Missouri 63102
Phone: 314-655-1700
www.nps.gov/jeff
Admission Fee: Yes

The Jefferson National Expansion Memorial commemorates St. Louis' role in western expansion and includes the 630-foot Gateway Arch, the Museum of Westward Expansion and the Old Courthouse.

Great River Road Interpretive Center

66 South Main Street
Ste. Genevieve, Missouri 63670
Phone 573-883-7097
www.saintegenevietourism.org
Admission Fee: No

The Ste. Genevieve Great River Road Interpretive Center provides local historic information, a river display, a community video, gift shop and art gallery.

Trail of Tears State Park

429 Moccasin Springs
Jackson, Missouri 63755
Phone: 573-334-1711
www.mostateparks.com/trailoftears.htm
Admission Fee: No

The 3,415-acre Trail of Tears State Park sits adjacent to the Mississippi River, along the Cherokee's forced march trail to the West. The park includes the Trail of Tears interpretive exhibit, camping, lake swimming, hiking and fishing.

New Madrid Historical Museum

1 Main Street
New Madrid, Missouri 63869
Phone: 573-748-5944
www.new-madrid.mo.us
Admission Fee: Yes

The Museum's exhibits reflect the distinct past of this 200-year old river town. Native American history, French exploration, earthquakes, regional Civil War action and riverboats.

KENTUCKY

Wickliffe Mounds Research Center

94 Green Street

Wickliffe, Kentucky 42087

Phone: 270-335-3681

<http://campus.murraystate.edu/org/WMRC/WMRC.htm>

Admission Fee: Yes

Explore the archaeological excavation of a town built by the Mississippian Indians. The site was used as a ceremonial and trade center for the eastern United States.

Columbus-Belmont State Park

350 Park Road

Columbus, Kentucky 42032

Phone: 270-677-2327

www.kystateparks.com/columbus.htm

Admission Fee: Yes

Relics from the Civil War as well as early Indian artifacts are on display. Visitors will also find more on the New Madrid earthquake of 1812.

TENNESSEE

Reelfoot Lake State Park

Route 1, Highway 21-22

Tiptonville, Tennessee 38079

Phone: 731-253-9652

www.state.tn.us/environment/parks/reelfoot

Admission Fee: No

The Reelfoot Lake State Park Interpretive Center houses interesting exhibits pertinent to the natural and cultural history of Reelfoot Lake, including an earthquake simulator and a variety of audio-visual programming.

Chucalissa Archaeological Museum

1987 Indian Village Drive

Memphis, Tennessee 38109

Phone: 901-785-3160

<http://cas.memphis.edu/chucalissa>

Admission Fee: Yes

Journey into history and explore the prehistoric Native American culture of the Mid-South. Explore a reconstructed village and earthworks at this National Historic Landmark.

Mississippi River Museum at Mud Island

125 North Front Street
Memphis, Tennessee 38103
Phone 901-576-7230
www.mudisland.com
Admission Fee: Yes

This 18-gallery museum tells the story of the Lower Mississippi River. Detailed exhibits, extending more than a city block, retell the story of the river valley creation, early settlement, transportation, the Civil War and the lively musical heritage of the lower river valley.

ARKANSAS

Delta Cultural Center

141 Cherry Street
Helena, Arkansas 72342
Phone: 870-338-4350
www.deltaculturalcenter.com
Admission Fee: No

Housed in a 1912 train depot, the Cultural Center features exhibits depicting the life of the people of the Delta from the 1800s through the 1940s. Exhibits focus on the history, art and culture of this remarkable area.

Lake Chicot State Park

2542 Highway 257
Lake Village Arkansas 71653
Phone: 870-265-5480
www.arkansasstateparks.com
Admission Fee: No

Lake Chicot is a 20-mile long oxbow lake, cut off centuries ago when the mighty Mississippi changed course. The park, situated on the Mississippi Flyway, offers 127 campsites and 14 fully equipped cabins.

MISSISSIPPI

River Road Queen Welcome Center

Highway 82 West at Reed Road
Greenville, Mississippi 38704
Phone: 662-332-2378
www.thedelta.org
Admission Fee: No

The unique structure of this center is a replica of the steamboat that originally served as the Mississippi state exhibit at the 1984 New Orleans World's Fair.

Vicksburg National Military Park

3201 Clay Street

Vicksburg, Mississippi 39183

Phone: 601-636-0583

www.nps.gov/vick/home.htm

Admission Fee: Yes

This is the site of the 1863 siege that helped give the Union control of the Mississippi River. It is also home to the *USS Cairo*, a partially restored Civil War gunboat.

Mississippi River Commission History Center

820 Crawford Street

Vicksburg, Mississippi 39181

Phone: 601-634-7023

www.mvd.usace.army.mil/MRC/history.php

Admission Fee: No

Explore a unique database of materials documenting the programs and activities of the U.S. Army Corps of Engineers in the Lower Mississippi Valley since 1824. View exhibits and artifacts relating to the development of navigation, flood control and environmental related activities in the valley.

Natchez Visitor Reception Center

640 Canal Street

Natchez, Mississippi 39120

Phone: 800-647-6724

www.natchez.ms.us

Admission Fee: For film viewing only.

Relive the thrilling adventure of the steamboat era. Enjoy a walk on the sky ramp to view the Mississippi atop the 200-foot Natchez bluffs. Visitor's center includes a bookstore and trolley, bus, or horse-drawn carriage tours into the historical downtown district.

LOUISIANA

Poverty Point State Commemorative Area

6859 Highway 577

Epps, Louisiana 71237

Phone: 318-926-5492

www.crt.state.la.us/crt/parks/poverty/pvertypt.htm

Admission Fee: Yes

Poverty Point, dating from 1700 to 700 BC, is one of the most significant archaeological sites in North America. An array of mounds and six rows of concentric ridges overlook the Mississippi flood plain. Seasonal tram tour available Easter to Labor Day.

West Feliciana Historical Society Museum & Tourist Center

11757 Ferdinand Street

St. Francisville, Louisiana 70775

Phone: 800-789-4221 or 225-635-6330

www.stfrancisville.us

Admission Fee: Plantation homes only.

Built in a restored 1895 hardware store, this center features information about life along the Mississippi and seven spectacular mansions, known as the River Road Plantation homes, which extend from the Mississippi State line south to St. Francisville.

Port Hudson State Historic Site

236 Highway 61

Jackson, Louisiana 70748

Phone: 225-654-3775

www.crt.state.la.us

Admission Fee: Yes

Site of the longest siege in U.S. military history. From May 23 – July 9, 1863, the Union force of 30,000+ was held off by 6,800 Confederate soldiers. This conflict was also one of the first in which free black soldiers fought with the Union.

The LSU Rural Life Museum and Windrush Gardens

4650 Essen Lane

Baton Rouge, Louisiana 70898

Phone: 225-765-2437

<http://rurallife.lsu.edu>

Admission Fee: Yes

The LSU Rural Life Museum is an outdoor museum with more than 20 buildings depicting the various cultures of pre-industrial 19th century Louisiana. Twenty-five acres of gardens offer classical statuary.

Plaquemine Lock State Historic Site

57730 Main Street

Plaquemine, Louisiana 70765

Phone: 225-687-7158

<http://www.parish.iberville.la.us/lock/>

Admission Fee: Yes

Plaquemine Lock operated for 52 years, connecting Bayou Plaquemine with the Mississippi River. The Gary J. Hebert Memorial Lockhouse is a museum with a working miniature model and video.

The Historic New Orleans Collection

533 Royal Street

New Orleans, Louisiana 70130

Phone: 504-523-4662

www.hnoc.org

Admission Fee: For tours of the Louisiana History Galleries only.

The Historic New Orleans Collection is the area's premier museum and research center for those with an interest in state and local history and culture.

Louisiana State Museum

751 Chartres Street

New Orleans, Louisiana 70116

Phone: 800-568-6968

www.crt.state.la.us

Admission Fee: Yes

The State Museum is a complex of historic landmarks in New Orleans' famous French Quarter. Sites include the Cabildo, the Arsenal, the Old U.S. Mint, and the Presbytere. Two historic homes, Madame John's Legacy and the 1850 House, are also LSM sites.

Jean Lafitte National Historical Park & Preserve

365 Canal Street, Suite 2400

New Orleans, Louisiana 70130

Phone: 504-589-3882

www.nps.gov/parks.html

Admission Fee: No

Jean Lafitte National Historical Park & Preserve in southern Louisiana consists of Barataria Preserve, Chalmette Battlefield, French Quarter Visitor Center and three Acadian sites, one each in Thibodaux, Lafayette and Eunice.