



Interpretive Center Ambassadors

Agenda

- Introductions
- Ambassador Goals
- 10-State Great River Road
- Minnesota Great River Road
- Interpretive Center Checklist
- Questions & Conversation



Ambassador Goals

Minnesota Great River Road Ambassadors can help:

- Enrich traveler and neighbor exploration of the Mississippi River
- Promote community businesses and attractions
- Promote and confirm the Byway Traveler Resource Inventory of over 700 Minnesota attractions
- Promote the 10-State Interpretive Center Network

Ambassadors will learn about:

- The Great River Road & Mississippi River
- Byway traveler characteristics and needs
- Website, print map & social media tools
- 700+ places to explore
- 90+ Interpretive Centers
- 10-state and Minnesota promotions





Initiated in 1938

A National Scenic Byway
through ten states, following
the winding course of the
Mississippi River

Managed by the Mississippi
River Parkway Commission

In Minnesota, partnership of
the MN Mississippi River
Parkway Commission and
MN Dept of Transportation

All-American Road and National Scenic Byway



Most of the Great River Road is designated as a National Scenic Byway by the Federal Highway Administration and is promoted nationally and internationally as one of America's greatest drives.

In addition, 8 of the 10 states - including Minnesota - have received All-American Road status for the Great River Road.

Ten-State Great River Road Tools

www.experiencemississippiriver.com

GREAT RIVER ROAD
NATIONAL SCENIC BYWAY
ALL-AMERICAN ROAD
ALONG THE MISSISSIPPI RIVER

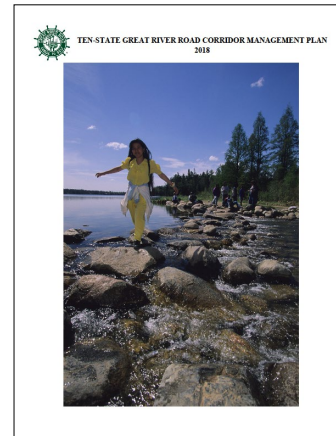
All-American Road
GREAT RIVER ROAD
CANADA TO GULF



MISSISSIPPI RIVER COUNTRY
AMERICA'S BYWAYS

EXPERIENCMISSISSIPPIRIVER.COM
866-763-8310    

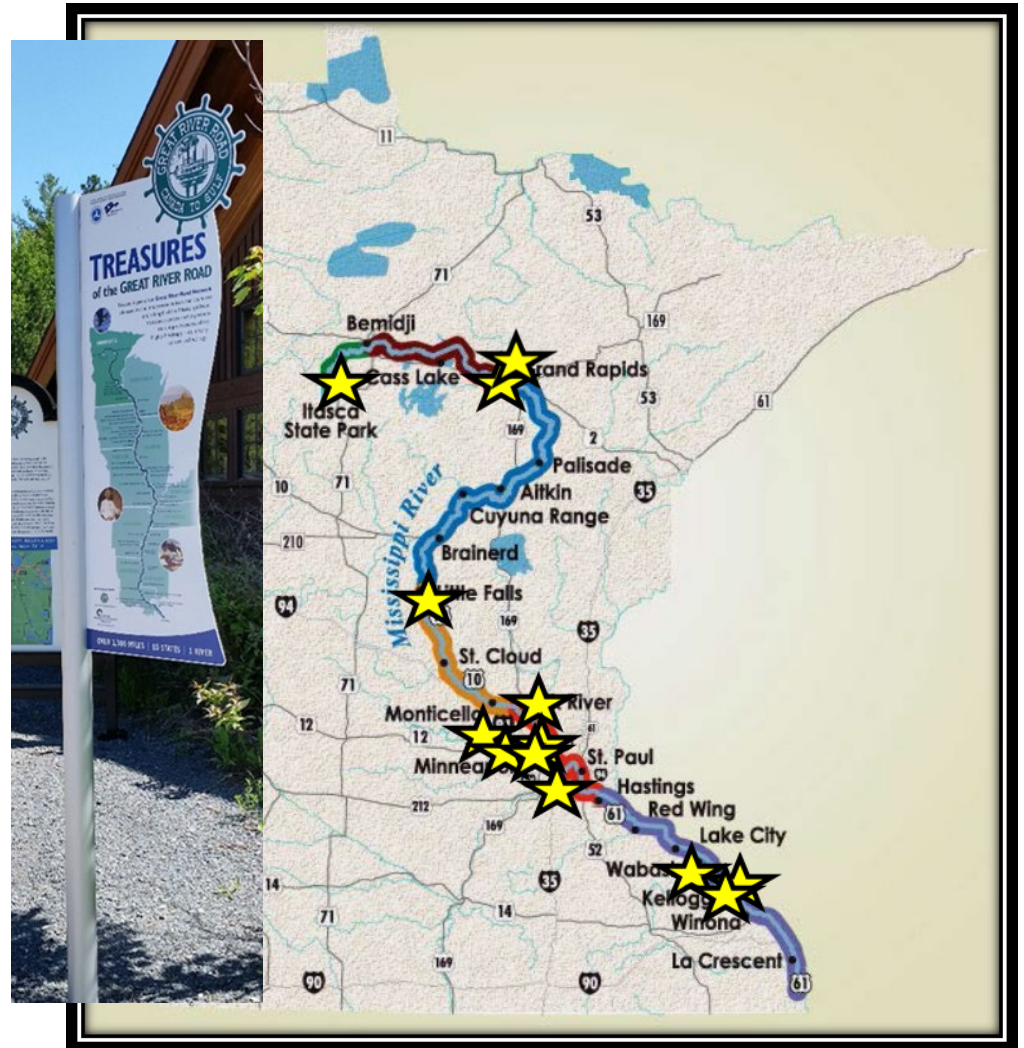
MINNESOTA • WISCONSIN • ILLINOIS
IOWA • MISSOURI • KENTUCKY • TENNESSEE
ARKANSAS • MISSISSIPPI • LOUISIANA



Drive the **GREAT RIVER ROAD**
MONTH

MN Great River Road Interpretive Centers

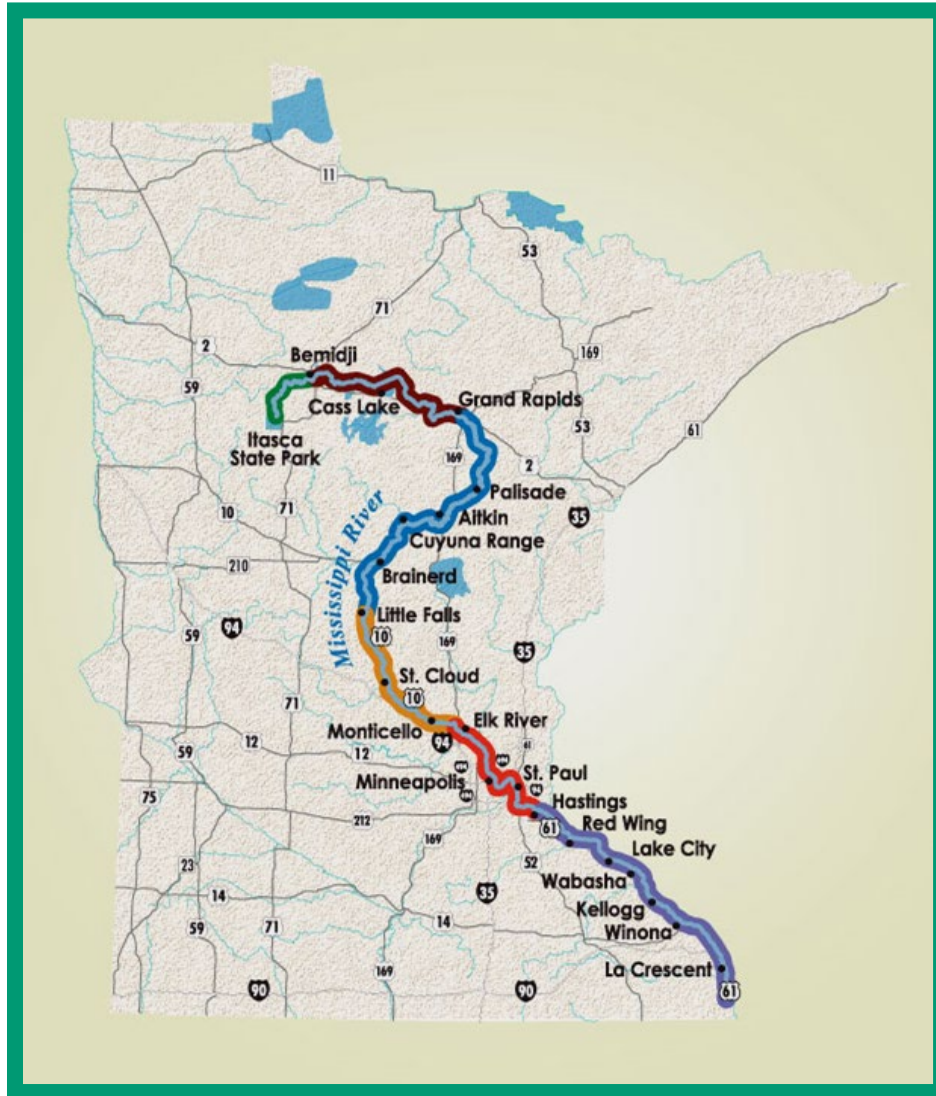
- Itasca State Park/Jacob Brower Visitor Center
- Forest History Center
- Itasca County History Museum
- Charles Lindbergh House & Museum
- Oliver Kelley Farm
- Mill City Museum
- Historic Fort Snelling
- Minnesota History Center
- NPS Mississippi River Visitor Center
- Science Museum of Minnesota
- National Eagle Center
- Minnesota Marine Art Museum
- Winona County History Center



Interpretive Center Benefits

- Promoted on:
 - www.experiencemississippiriver.com
 - www.mnmississippiriver.com
- Featured on ten statewide MN Great River Road print, online and mobile app maps
- Free maps and byway promotional items for Interpretive Center visitors
- Promoted by Minnesota and National MRPC
- Network with 90 premier river story-tellers

Minnesota's Great River Road



- 565-Mile Route
- 43 Communities
- 20 Counties
- 6 Destination Areas
- 3 Tribal Communities

Wayfinding Signage

2018: All Minnesota GRR signs replaced (565 Miles)

Look for the green and white Pilot's Wheel signs!



Travelers of Every Age and Many Interests

Great River Road Visitor Survey Results Overview

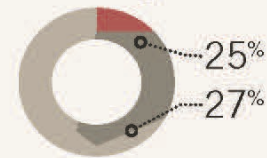


of respondents were aware they were traveling on the Great River Road

Most respondents were traveling by car and 20% were traveling by bicycle



25 percent of respondents were over the age of 50



27 percent were under 18



75% of respondents visited or plan to visit the Headwaters of the Mississippi River

The top three activities in terms of enjoyment included:

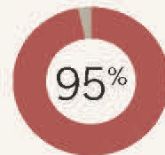
- 1 Touring by car
- 2 Headwaters/Itasca State Park
- 3 Hiking



75% of respondents were visiting friends and family or were vacationing

Many respondents would like to see more and better signs indicating they are on the Great River Road

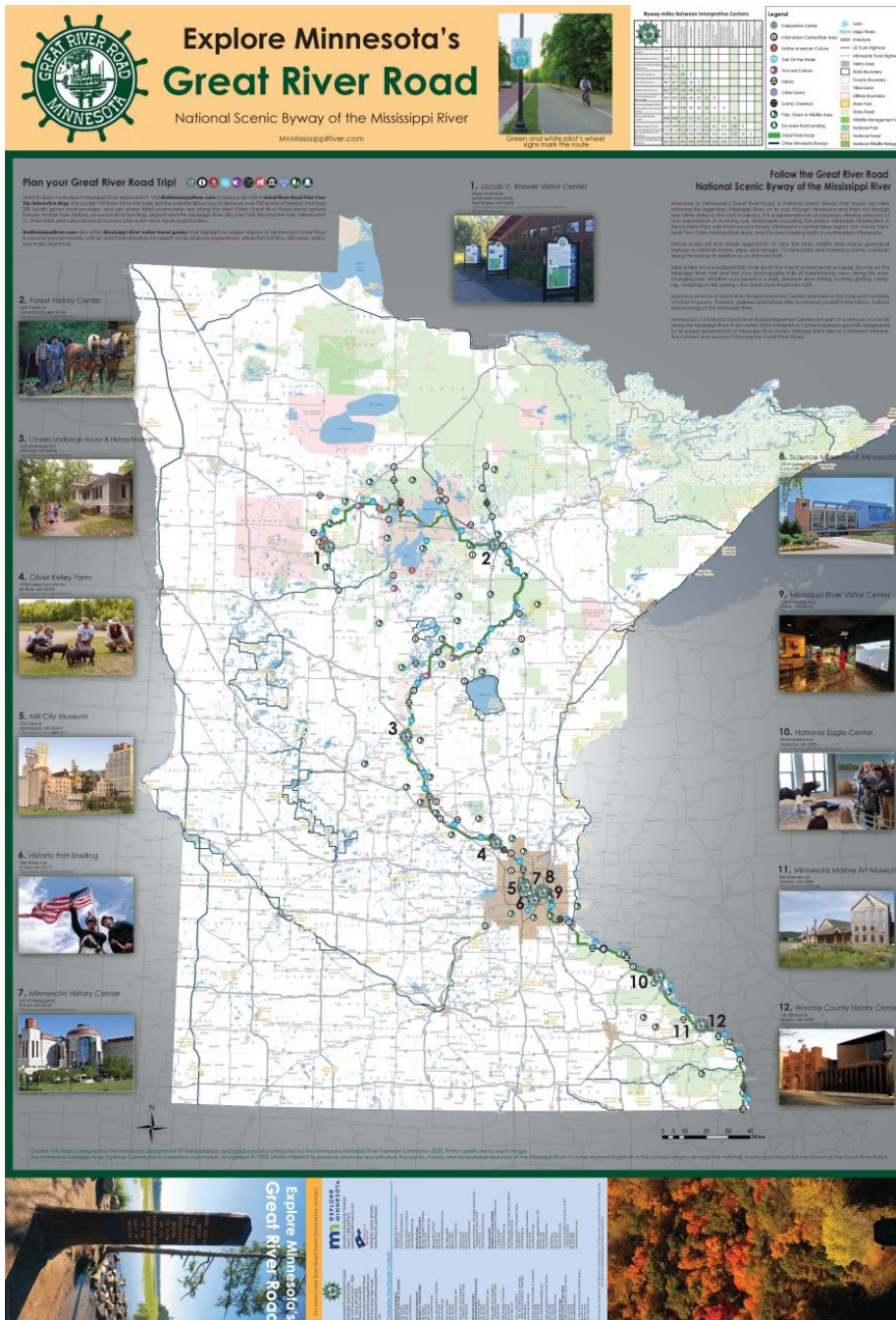
Many listed getting lost as a least favorite activity or a need for improvement



of respondents definitely will or probably would plan to visit again

Most travelers learned about the Great River Road from:

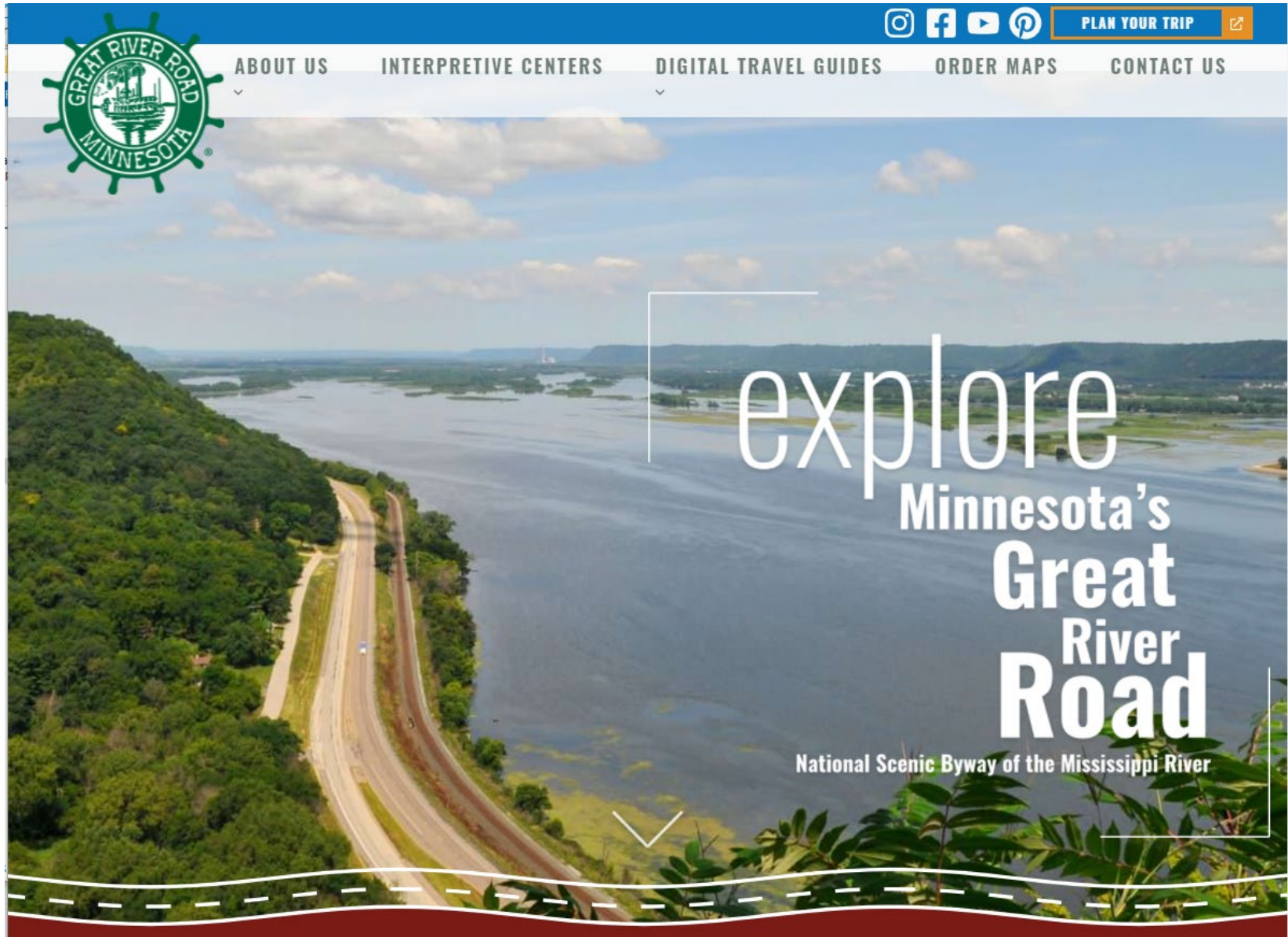
- 1 The website
- 2 Existing local knowledge
- 3 Friends/family
- 4 Brochures
- 5 Wayshowing signs



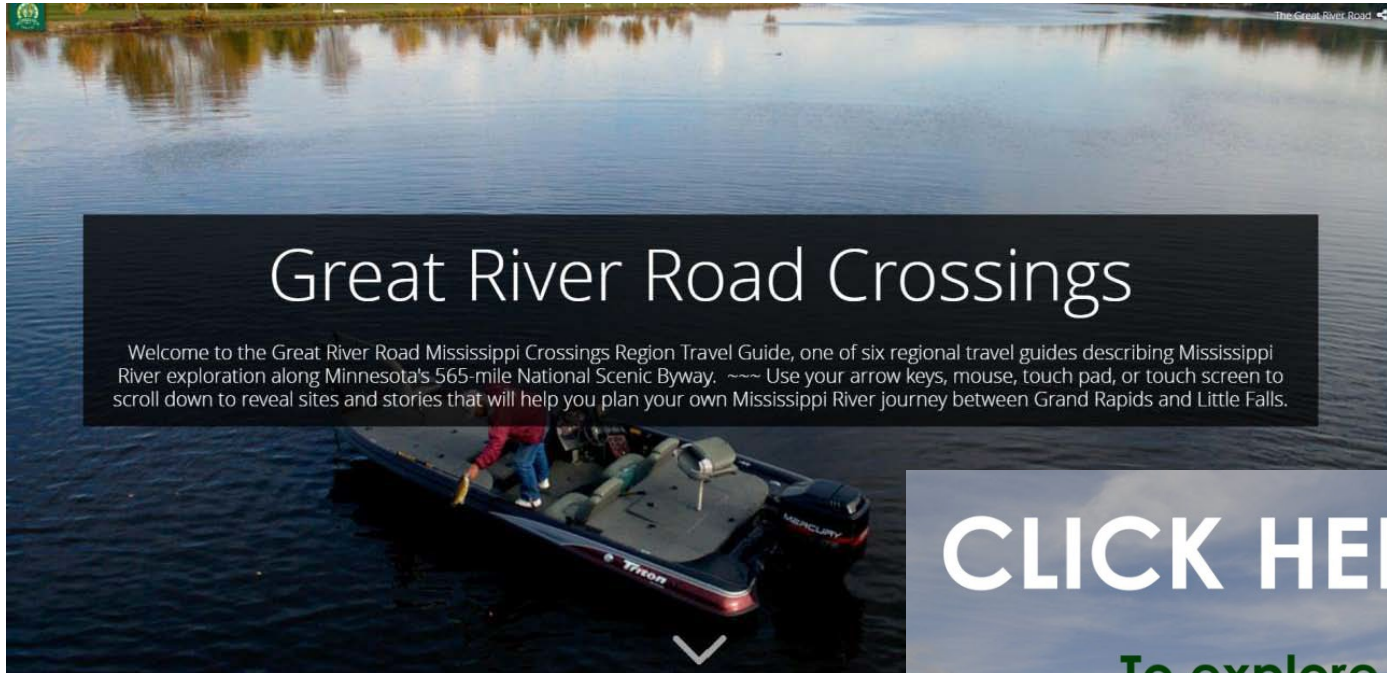
Print Map

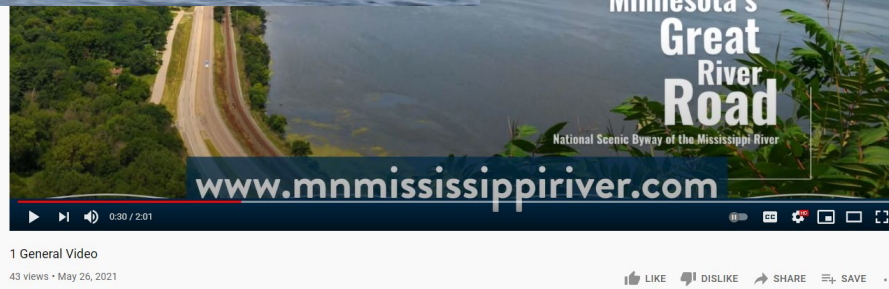
- Similar in design to MN State Highway Map
- Features MN GRR Interpretive Centers
- Samples from 700+ byway attractions
- Full state map of Great River Road Route (Side 1)
- Community maps (Side 2)
- Community contact information

www.mnmississippiriver.com



Digital Travel Guides

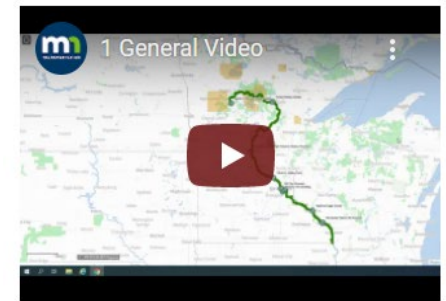




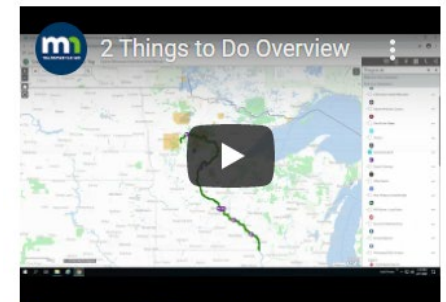
Plan Your Trip interactive map app includes videos that show how to use the map's trip planning tools



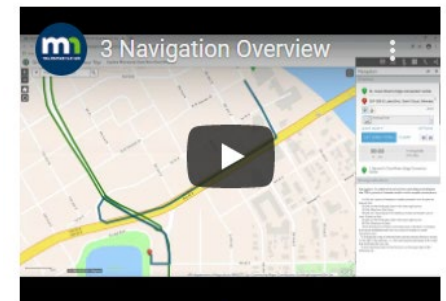
Tutorial Videos



[General Tutorial](#) - Learn the basics of the Plan Your Trip app!



[Things to Do Tutorial](#) - Find out how to turn on and off different layers within the app!



Plan Your Trip Resource Categories



10-State Interpretive Center: 12

Minnesota interpretive centers that are part of a ten-state network of places to learn specifically about the Mississippi River's landscape, history and art



Information Center/Rest Area: state and local traveler information centers, rest areas



Native American Culture: sites featuring Native American historical and contemporary culture



Get On The Water: boat landings, river bridges, fishing piers



History: history museums, historic sites, interpretive markers



Arts and Culture: outdoor art, art museums and performance art



Scenic Overlook: places to enjoy Mississippi River views



Other Gems: Other places to see and do



Park Forest Wildlife Area: local, state and Federal parks, forests, wildlife refuges/areas



MN Grown Members: farmers markets, CSA farms, garden centers, wineries, fruit & vegetable growers, pick-your-own farms, livestock producers, meat processors, Christmas tree growers, and producers gourmet products like honey, wild rice, and cheese – within ten miles of the Great River Road



Electric Vehicle Charging Stations: To improve travel confidence, electric vehicle charging station maps, such as [Alternative Fuels Data Center](#), can identify charging stations to, from and along the Great River Road.



Amtrak Stations: Amtrak stations in Minnesota



Excursion Boat Landings: overnight Mississippi River excursion boat landings



MN Public Airports: commercial service, general aviation, and seaplane base airports



Great River Road: 565 miles of Minnesota Mississippi River exploration! Follow the green and white "Pilot's Wheel" guide signs at each turn.



Mississippi River Trail: Bicycle route, often on the Great River Road shoulder, sometimes trails or local roads.



Other Minnesota Byways: alignments of Minnesota's 20 other state and National scenic byways, each offering its own special sense of place. Click on a byway alignment to see its unique byway guide sign and a link to its website.



Tribal Reservation/Trust Lands: Minnesota is home to 11 reservations and 12 federally recognized sovereign tribal nations. Each tribe is a separate sovereign nation — unique unto itself and distinct from all other federally recognized tribes.

Plan Your Trip Updates

- The more than 700 sites in the online resource inventory need to be confirmed and updated.
- Our Commission Agencies (DNR, MNHS, MnDOT) account for about a third and we are working individually with those agencies.
- We will need Ambassador help to update site information, improve photos, and suggest new sites.
- The process for ongoing updates is in development.

Questions & Conversation

- Tell us how things are going at your site...
- What was most useful/what should we take out?
- How can the MN-MRPC help you?
- Who else could be a Great River Road Ambassador?



Thank You!

MN Mississippi River Parkway Commission

Chris Miller
651-341-4196
info@mnmississippiriver.com

MN Department of Transportation

Peter MacDonagh
651-391-0048
Peter.macdonagh@state.mn.us

Carol Zoff
612-449-0754
carol.zoff@state.mn.us