

Strategic Plan

11 November 2006

Vision Statement

To offer the world a unique experience in the Mississippi River Valley of Tennessee.

Mission Statement

To identify, conserve, and interpret the region's natural, cultural, and scenic resources to improve the quality of life and prosperity in West Tennessee.

Shared Values

1. Creating a model that is environmentally and economically sustainable.
2. Providing a forum for public and private collaborative partnerships and endeavors.
3. Improving the quality of life in West Tennessee.
4. Conserving the natural and scenic resources of the region including critical fish and wildlife habitats.
5. Preserving the region's cultural and historical assets
6. Respecting the traditions and rights of the people who live in the region.
7. Providing access to sites within the corridor.

Strategic Goals

Strategy 1: Develop a free-standing 501(c)3 corporate entity

Objective (a) Establish committee to set up the non-profit

Objective (b) Activate the committee

Strategy 2: Develop a global destination

Objective (a) Develop corridor as a large-river research venue

Objective (b) Enhance accessibility to assets

Objective (c) Promote the corridor globally

Objective (d) Develop regional interpretive centers

Objective (e) Incorporate music and art into the plan

Strategy 3: Promote economic development

Objective (a) Identify county projects

Objective (b) Predict the direct and indirect economic impact derived from each project

Objective (c) Develop a coordinated marketing plan for corridor projects

Strategy 4: Secure sustainable funding

- Objective (a) Create corridor development/improvement plan
- Objective (b) Develop capital and operating budget for each community project
- Objective (c) Obtain local, state and federal governmental funding for projects as needed
- Objective (d) Obtain private funding: individuals, corporations, and non-profits

Strategy 5: Develop a comprehensive marketing plan

- Objective (a) Identify assets within the corridor and periphery and classify
- Objective (b) Identify audiences for each specific asset group
- Objective (c) Determine the geographical market of audiences
- Objective (d) Estimate the economic impact of each specific audience and activities
- Objective (e) Inventory outfitters, accommodations and other service providers to determine the current level of supply
- Objective (f) Develop a marketing plan based on the above (print, electronic, direct mail, advertising, etc.)
- Objective (g) Implement marketing plan

Strategy 6: Enhance infrastructure in the corridor including wayfaring systems

- Objective (a) Inventory existing roadways, parks, wayfares, and other infrastructure
- Objective (b) Determine the need and supply
- Objective (c) Identify which assets to improve and prioritize
- Objective (d) Identify and procure funding
- Objective (e) Develop and enhance standards
- Objective (f) Encourage private investors to address the need for infrastructure
- Objective (g) Collaborate with local, state and federal agencies to address infrastructure needs

Strategy 7: Establish and promote a regional identity

- Objective (a) Hire firm to write marketing plan
- Objective (b) Define regional identities
- Objective (c) Implement marketing and branding plan

Strategy 8: Protect the region's natural and cultural heritage

- Objective (a) Prioritize sites and features
- Objective (b) Procure sites for resources protection
- Objective (c) Procure sites for wise resource access
- Objective (d) Secure funding for perpetual management

Strategy 9: Create a mid-corridor destination (Anchor)

- Objective (a) Protect the natural and scenic qualities
- Objective (b) Provide scenic Mississippi River view and access
- Objective (c) Showcase wildlife viewing
- Objective (d) Interpret cultural heritage
- Objective (e) Offer diverse recreational experiences
- Objective (f) Promote environmental educational experiences
- Objective (g) Landscape sensitive lodging and energy efficient

Strategy 10: Complete the master plan

- Objective (a) Prioritize property for conservation
- Objective (b) Identify 10-20 locations for recreation enhancement
- Objective (c) Designate wayfaring system
- Objective (d) Plan for ongoing maintenance and operation
- Objective (e) Project costs and identify major funding sources for objective development
- Objective (f) Establish design standards
- Objective (g) Plan for environmental education and research