



Mission:

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

VISION

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



Project History

2001 - Initial Partners

- * Memphis Regional Chamber
- * Tennessee Wildlife Resources Agency
- * Tennessee Parks and Greenways Foundation
- * Community Foundation of Greater Memphis





THE PRIMARY ROLE OF THE MRCT

Facilitator of Corridor Development

Primary Marketing Resource

Regional Information Clearinghouse



*MRCT Objectives

- *To create a model that is environmentally and economically sustainable.
- *Provide a forum for collaborative partnerships.
- *Improve the quality of life in west Tennessee.
- *Conserve the region's natural and scenic resources.
- *Preserve the cultural and historic assets in the region.
- *Respect the traditions and rights of the residents.
- *Provide access to sites on land and water.

POPULATION CENTER

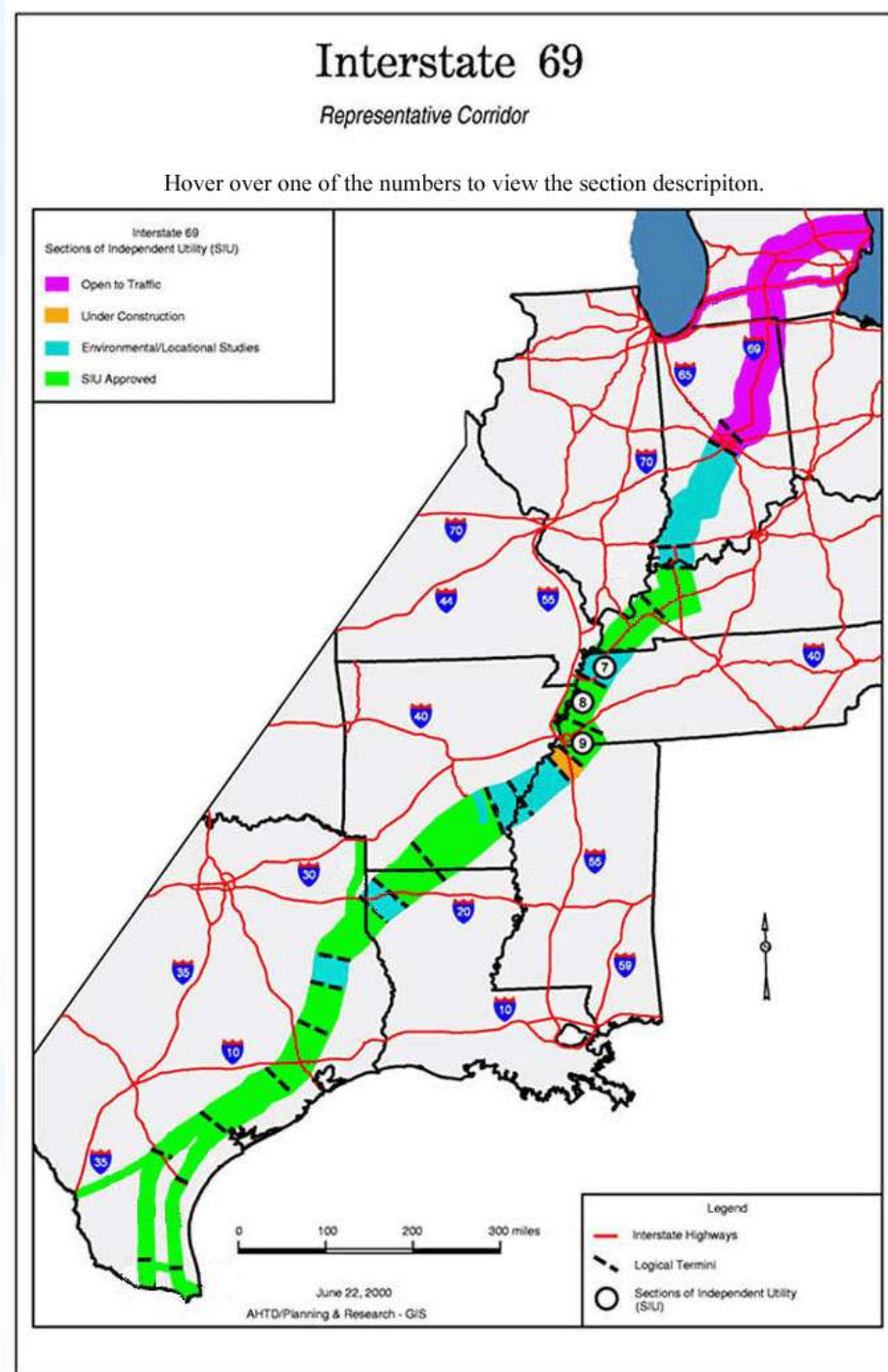


*Seven Categories of Focus

Economic Development



- * I-69 North American Highway
- * Connects Canada & Mexico
- * 10 Million Vehicles estimated per year (2030)
- * MRCT Corridor located in the center



Conservation / Environment



Recreation



Education



History / Culture



Health and Wellness



*Six Corridor Counties



Shelby County

Tipton County



Lauderdale County



Dyer County





DISCOVERY PARK OF AMERICA

See beyond.



Obion County

Lake County



MRCT Projects



Whistle Stop Tour 2010



Great River Road Tennessee

Corridor Management Plan



Ribbon Cutting Ceremony - Four New National Scenic Byways Kentucky • Tennessee • Mississippi • Louisiana

November - 2009 - Memphis



2010/11 PILOT AWARD given to the MRCT by the Mississippi River Parkway Commission for the most accomplishments in the past year



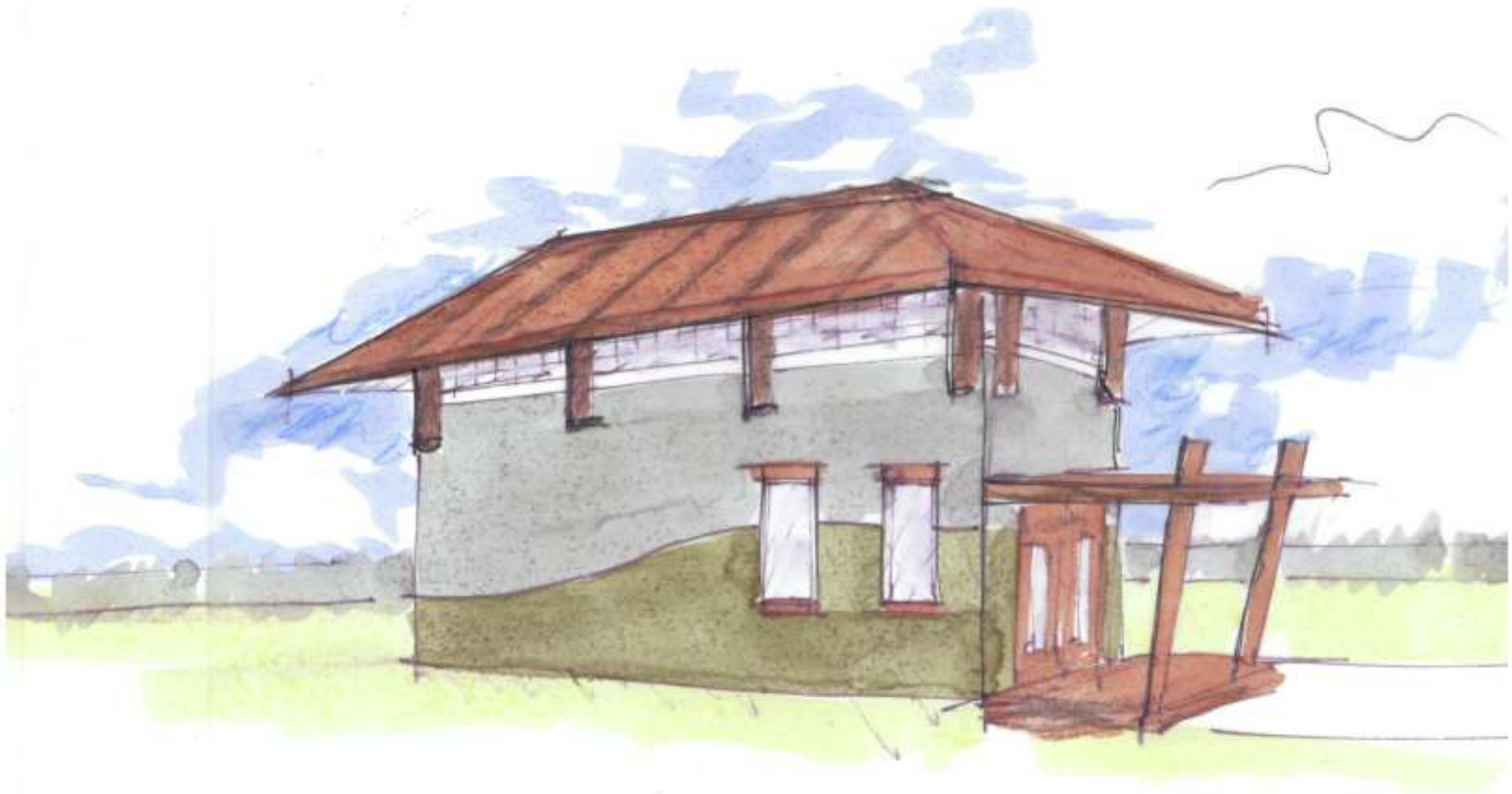
EPA Emerging Technologies 2 Million Dollar grant award



Dyersburg River Center and Blueway



Dyersburg River Center



DYERSBURG RIVER PARK RIVER CENTER
SCHEMATIC SKETCH

Forked Deer River Blueway



Shelby County Trail Plan

In Partnership with
The Harahan and Loosahatchie Bridge Projects



Reelfoot Lake Trail Plan



Great River Birding Trail

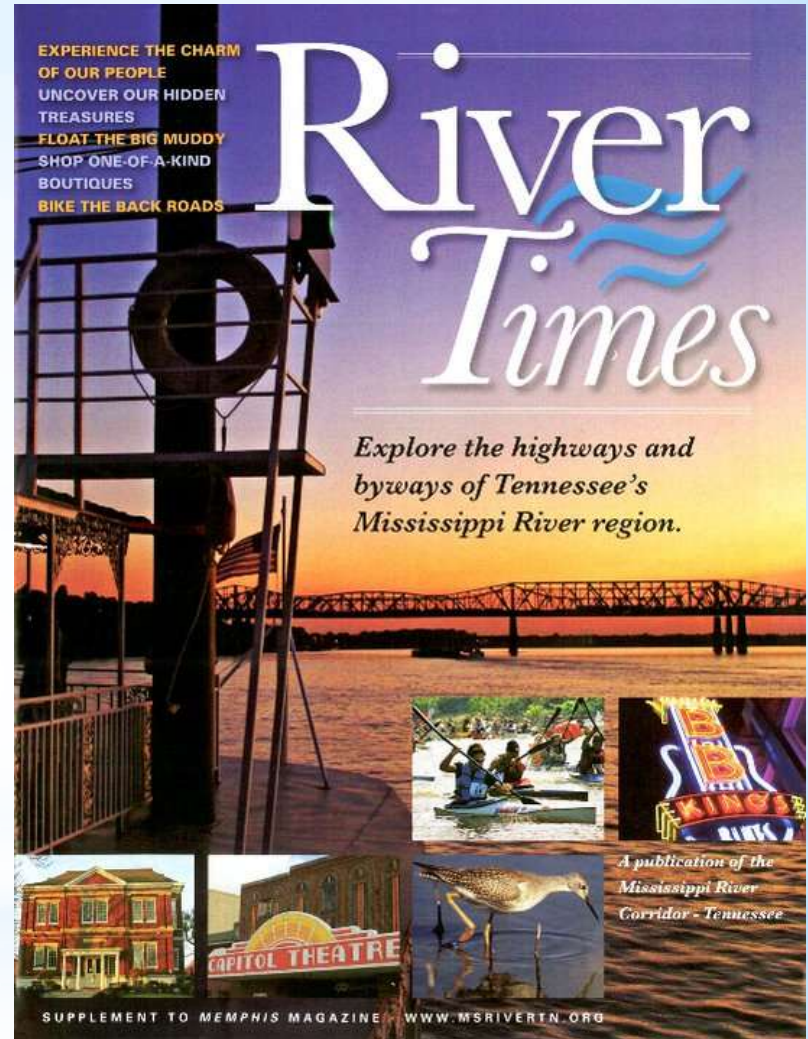
Great River Birding Trail - Tennessee



Civil War Trail



River Times Magazine



*Economic Impact



The Economic Impact of this project will have a monumental influence on the region for generations.

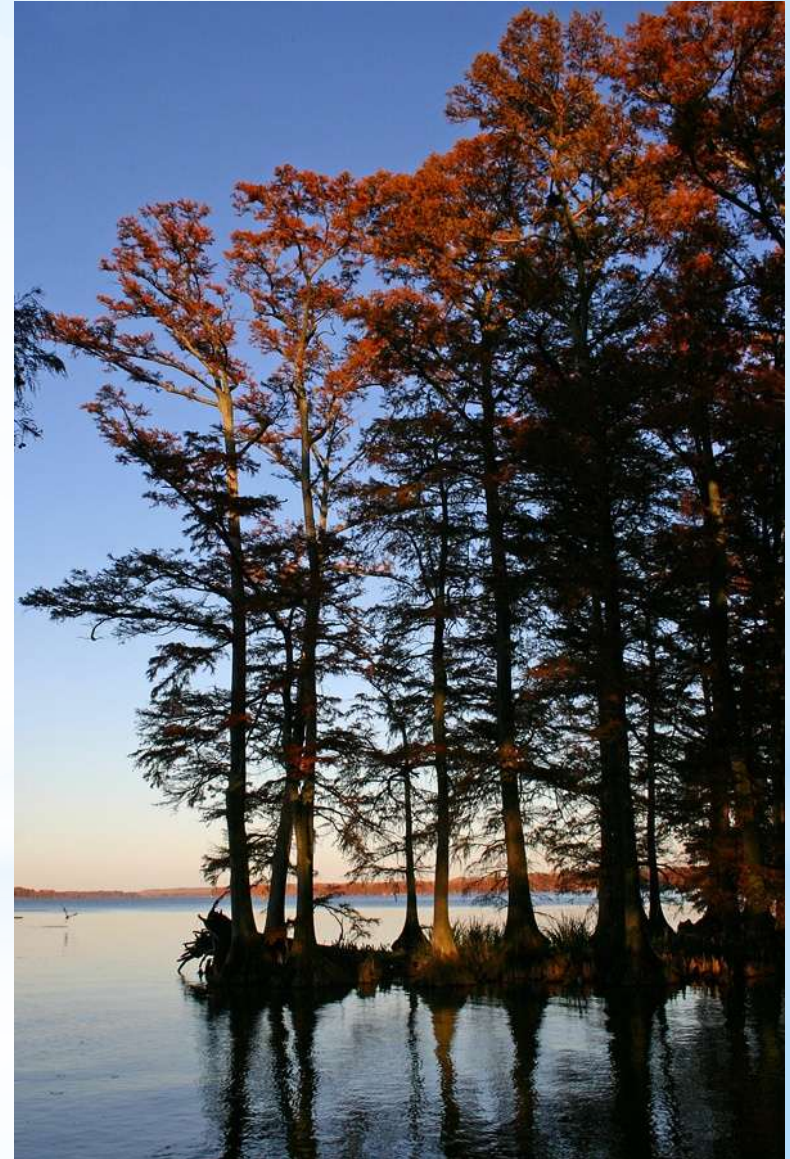


TOTAL ECONOMIC IMPACT OF OVER \$6 BILLION

**Estimated with a total investment of \$70 million over 20 years
Payback of
\$85 for every \$1 Invested**

* Objectives for Next Five Years

- Establish a MRCT River Center in each of the six corridor counties
- Create the Forked Deer and Mississippi River Blueways
- Continuous Enhancement of the Great River Road-National Scenic Byway
- Marketing and Public Outreach
- Tourism Development
- Stimulate Capital Investment



Concept

Unify the assets into a single product as an international destination, which will serve as a major economic stimulus and enhance the quality of life for the region.



www.msrivertn.org