



Drive the Great River Road Month Campaign

Christina Iliev – Commodity Council Coordinator

GRR Promotion and Social Media Campaigns

Promotional Campaign:

- MN-MRPC and MDA news release
- Governor's proclamation
- Social Media –Facebook and Instagram
- Drive the Great River Road Kits
- Themed itineraries
- Minnesota State Fair press event
- MN Grown Pick of the Month consumer e-newsletter
- Deputy Commissioner Video at State Fair event

Social Media Campaign:

- 16 Facebook posts
- 5 Instagram posts
- Contracted with a PR Firm
- MDA staff traveled the GRR and created some of the same itineraries



News Release

- **FOR IMMEDIATE RELEASE**

- **CONTACTS:** Paul Hugunin; Minnesota Department of Agriculture – Paul.Hugunin@state.mn.us, 651-201-6510
 - Chris Miller; MN Mississippi River Parkway Commission - chris@togpartners.com, 651-341-4196

- **Fall Harvest along the Minnesota Great River Road**

- St. Cloud, Minn. (Add Date): Follow the Great River Road to fall harvest fun! The Minnesota Department of Agriculture's Minnesota Grown Program is teaming up with the Minnesota Great River Road to highlight some of the best the fall season has to offer. September is Drive the Great River Road Month in all ten Mississippi River states and the perfect time for a road trip.

- The 565-mile Minnesota Great River Road runs from Lake Itasca to the Iowa border through 20 counties, 43 communities and three tribal nations. The route features more than 700 things to see and do including over 250 Minnesota Grown member locations along or near the route. Experience the mystique of the Mighty Mississippi!

- This September, we'll be highlighting farms, markets, farm-to-table restaurants, parks, scenic points, commercial districts, lodging options and more all along Minnesota's Great River Road. Stay tuned to our [Fall Harvest on the Great River Road page](#) for itinerary ideas and more. Whether you're looking to burn off some energy with the kiddos, plan a romantic getaway, find a foodie treasure, or get your hands dirty, the Great River Road can bring you there.

- A kick-off press event for the 2022 Drive the Great River Road Month celebration will be held at the Minnesota State Fair on August 30 at 10 a.m. in the Minnesota Department of Agriculture exhibit in the North Hall of the Agriculture/Horticultural building.

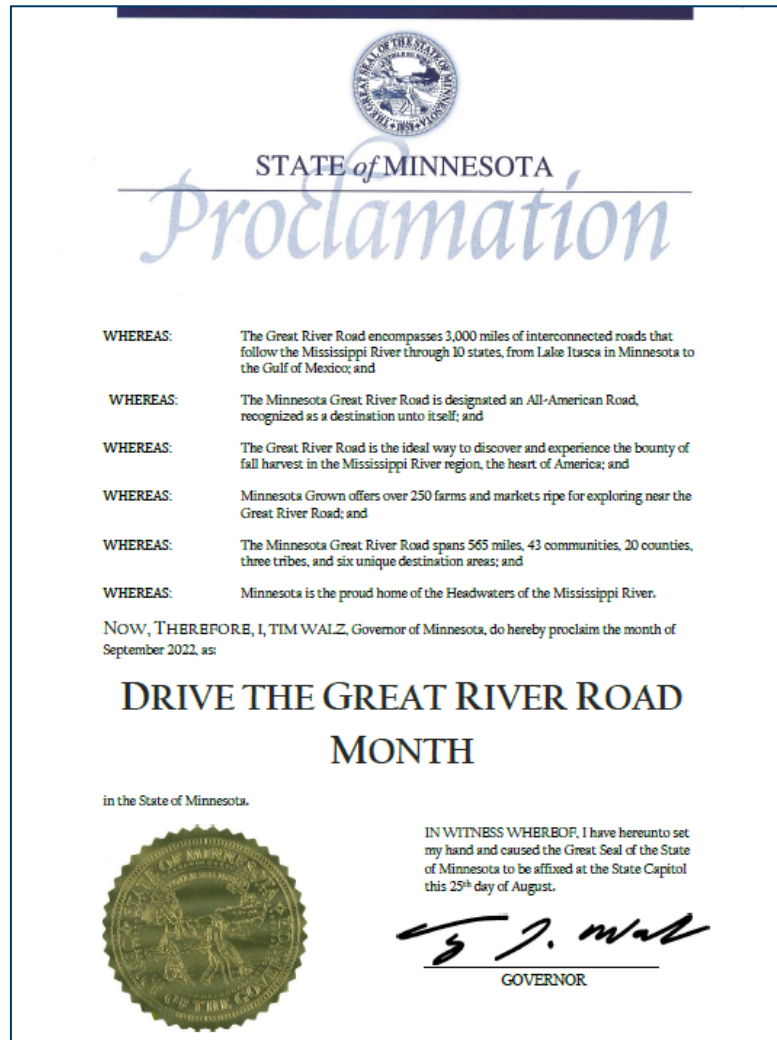
- For more information on the Minnesota and National Great River Road visit www.mnmississippiriver.com and www.experiencemississippiriver.com.

- **About the Minnesota Mississippi River Parkway Commission & Minnesota Grown**

- Minnesota's Mississippi River Parkway Commission (MN-MRPC) is a statutory Commission, recognized in 1963, whose mission is to... *To preserve, promote and enhance the scenic, historic, and recreational resources of the Mississippi River, to foster economic growth in the corridor and to develop the national, scenic, and historic byway known as the Great River Road.* The MN-MRPC is part of the larger [10-State National MRPC](#) organized in 1938 to celebrate the Mississippi River by developing the Great River Road Scenic Byway. The 10 states include: Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi Missouri, Tennessee, and Wisconsin.

- The Minnesota Grown Program is a statewide partnership between the Minnesota Department of Agriculture and Minnesota producers of specialty crops and livestock. It was created over 30 years ago by specialty crop growers to differentiate their produce from produce grown thousands of miles away. Minnesota Grown connects Minnesotans directly to farmers, farmers' markets, and other producers.

Governor's Proclamation

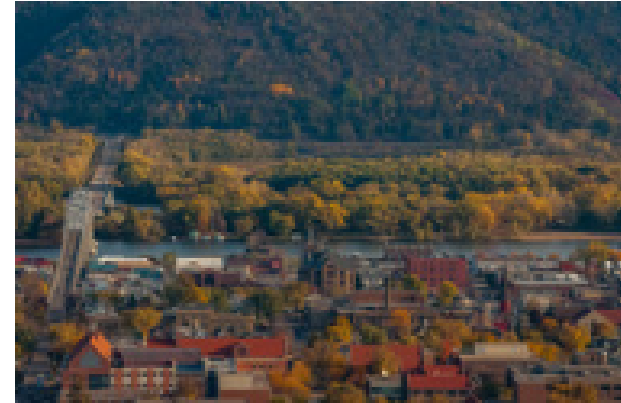


- The Governor signed the proclamation on August 25th, 2022, making September officially Drive the Great River Road Month!

MN Grown Pick of the Month consumer e-newsletter



We featured the Great River Road site in our pick of the month newsletter in September 2022 that goes out to 35k consumers.



Explore the Great River Road

September is Drive the Great River Road month, and this year's theme is a celebration of Fall Harvest on Minnesota's stretch of this scenic roadway along the Mississippi River!

[Read More](#)

Social Media Campaign

“Follow the Great River Road to fall harvest fun!

Minnesota Grown is teaming up with the [Great River Road MN](#) to highlight some of the best the fall season has to offer. September is Drive the Great River Road Month in all ten Mississippi River states and the perfect time for a road trip.

We are giving away FREE road trip kits to the first 250 people to sign up at the link below. The kit will help you plan your trip and have fun along the way! Don't miss out on this awesome gift!”

GRR KIT Post and Video Performance:

Facebook Reach: 4,970

Facebook Engagements: 57 reactions

Instagram Reach: 3,438

Instagram Engagements: 87 likes



MINNESOTAGROWN.COM

Order a Road Trip Kit for Fall Harvest on the Great River Road - Minnesota Grown

Social Media

We're proud to be part of the Minnesota Mississippi River Parkway Commission's "Drive the Great River Road Month" this September! Did you know that there are over 200 Minnesota Grown members within 10 miles of the Great River Road between the Headwaters and the Iowa border? This includes farm wineries, apple orchards, pumpkin patches, corn mazes, farmers markets, and more.

Start your adventure by visiting Minnesota Grown's Great River Road webpage: minnesotagrown.com/great-river-road/. We have lots of resources, including sample itineraries, a wonderful Great River Road trip planner that helps you find state parks, bike trails, interpretive centers, and Historical Society venues like the Oliver Kelly Farm and the Mill City Museum.

Be sure to take photos along the way and post them to social media using #MNGRR to be entered in the photo contest! We've got fun prizes for the best photos!

#MinnesotaGrown #MNGRR



Post Performance:

Reach: 3,477

Engagements: 63 reactions

Comments: 1

Shares: 3

“It's the 1st of September and do you know what that means?! 😬 It's officially "Drive the Great River Road Month"! 🚗🌍🏠

Do you know why Minnesota Grown is so involved with the Great River Road campaign? Check out MDA Deputy Commissioner, Andrea Vaubel's video from the press event at the fair and find out!”

#MNGRR #minnesotagrown

Video Performance:

Facebook Reach: 5,346

Facebook Engagements: 255 reactions

Instagram Reach: 1,380

Instagram Engagements: 44



MN-MRPC Social Media

The MN GRR Facebook page had post reach of over 5,400 in September and many of the posts were shares directly from the MN Grown page!



MN-MRPC Member Promotions



Thanks Megan Christianson from Visit Grand Rapids!

Fall Romantic Getaway Grand Rapids, MN



MN-MRPC Member Promotions



Thanks, Explore Minnesota for this “Trip on a Tankful” article!

September is [Drive the Great River Road Month](#) [↗](#), a great time of year to go leaf peeping along the Mississippi. This [Trip on a Tankful](#) itinerary focuses on the 90-mile segment of the [Great River Road](#) that goes from St. Paul to the Wabasha/Kellogg area on Minnesota's South Shore.

Social Media Shares



Visit Grand Rapids

August 30 · 🌐

...

Enjoy the Fall Harvest Along the Great River Road this September!

Enjoy a Romantic Getaway for the Drive the Great River Road Month in Grand Rapids, MN.

Learn more: <https://bit.ly/3TsdHrC>

#MNGRR #grandrapidsmn #mississippiriver #drivethegreatriverroadmonth #greatriverroad
#mightymississippi #mngrown #fallharvest #romanticgetaway #dochouse #airbnb #appleorchard
#mncraftbrewery #grmnfarmersmarket #lavaliersappleorchard #onlyinmn

A peek at Minnesota Grown's Great River Road landing page

Landing page: 1,007 page views



Savor Fall Harvest on the Great River Road

September is Drive the Great River Road month, and this year's theme is a celebration of Fall Harvest on Minnesota's stretch of this scenic roadway along the Mississippi River!



-  Learn about the Great River Road
-  Explore sample trip itineraries
-  Plan your own adventure using the interactive trip-planning tool



[Learn More About the Great River Road](#)

Minnesota's Great River Road

is an All-American Road spanning 565 miles, 43 communities, 20 counties, three tribes and six unique destination areas. The scenic roadway provides public access to and promotes exploration of America's Great Mississippi River.



Explore Sample Itineraries

We've designed sample itineraries featuring farms, markets, farm-to-table restaurants, parks, scenic points, commercial districts, lodging options and more along the Great River Road from the Headwaters of the Mississippi in Itasca State Park all the way to the Southeast border with Wisconsin & Iowa.



Plan Your Own Adventure



**Interpretive
Centers**



**Plan Your Trip
Interactive Map**



**More Sample
Itineraries**

*Click here to see tutorials,
including how to find more than
200 farms and markets along the
road.*



Share your travels!

Post photos of your adventures to Facebook or Instagram with the hashtag #MNGRR for a chance to win special prizes from Minnesota Grown and our partners with the Minnesota Mississippi Parkway Commission!



#MNGRR

Contracting with PR firm



MINNESOTA GROWN + GREAT RIVER ROAD PARTNERSHIP

2022 MEDIA RECAP

RESULTS AT A GLANCE

TOTAL CLIPS

14

TOTAL POTENTIAL AUDIENCE

74,998,885

TOP OUTLETS

TwinCities.com
PIONEER PRESS

GrandRapidshn.com
HeraldReview

45TV



BRainerd DISPATCH

NiiijiiRadio
KNOX 85.9 FM White Earth, MN

COVERAGE HIGHLIGHTS



Date	Outlet	Headline	Reach	Media Type
8/27/2022	Brainerd Dispatch	Following the Great River Road to local foods	184,577	Online
8/30/2022	KSTC/45	News at Noon	11,189	Broadcast
8/30/22	KKEW/Niiijii (White Earth Reservatio	Early Season Apples and Great River Road	N/A	Broadcast
9/3/2022	Grand Rapids Herald-Review	Celebrate Drive the Great River Road Month and the	19,510	Online
9/4/2022	MessAge Media	Fall harvest along the Great River Road	26,430	Online
9/11/2022	Pioneer Press	7 fun things to do in the Twin Cities this fall	1,064,453	Online
9/11/2022	Recently Heard	7 fun things to do in the Twin Cities this fall	43,773	Online
9/11/2022	Yahoo! News	7 fun things to do in the Twin Cities this fall	64,493,464	Online
9/12/2022	MessAge Media	Follow the Great River Road	26,430	Online
9/12/2022	Newsbeak	Follow the Great River Road	8,768,393	Online
9/21/2022	Pahl's Market	Week 13 Notes	35,662	Online
10/3/2022	WCIA	Cruise the Midwest with Travel Expert Marcia Frost	276,061	Online
10/4/2022	Experience Mississippi River	Fun facts & trivia about the Great River Road	15,702	Online
10/12/2022	Explore LaCrosse	Fall Getaway Guide For The La Crosse Region	33,241	Online

Drive the Great River Road Kits

The kit promotion link went out on August 3rd on Facebook, and we had 253 orders by August 15th.

All kits were mailed out by
August 19th, 2022.



The Final Kits

MAPS

- Map of the full Minnesota Great River Road with community insets and Interpretive Center photos
- Minnesota State Highway Map
- Minnesota State Bicycle Map
- Minnesota State Parks and Trails Map and Visitor Guide

TRAVEL INFORMATION

- Minnesota Grown "What's in Season" guide, with QR code to an online directory of over 1,000 farms and markets across the state
- Minnesota State Parks Program and Events brochure
- Explore Minnesota State Travel Guide
- Brainerd Visitor Guide from the Brainerd Lakes Chamber of Commerce
- Winona Visitor Guide

ROAD TRIP GOODIES

- One Free Pass to a Minnesota Historical Society historic site
- Great River Road reflective bumper sticker
- Explore Minnesota water bottle stickers and postcard
- Minnesota Grown/Great River Road water bottle
- Minnesota Grown trip journal
- Minnesota Historical Society felt tip pen
- Minnesota Grown frisbee
- Minnesota Historical Society "History Matters" fabric kite
- Minnesota Grown temporary tattoo and magnet
- "Winona: The Miami of MN" sticker



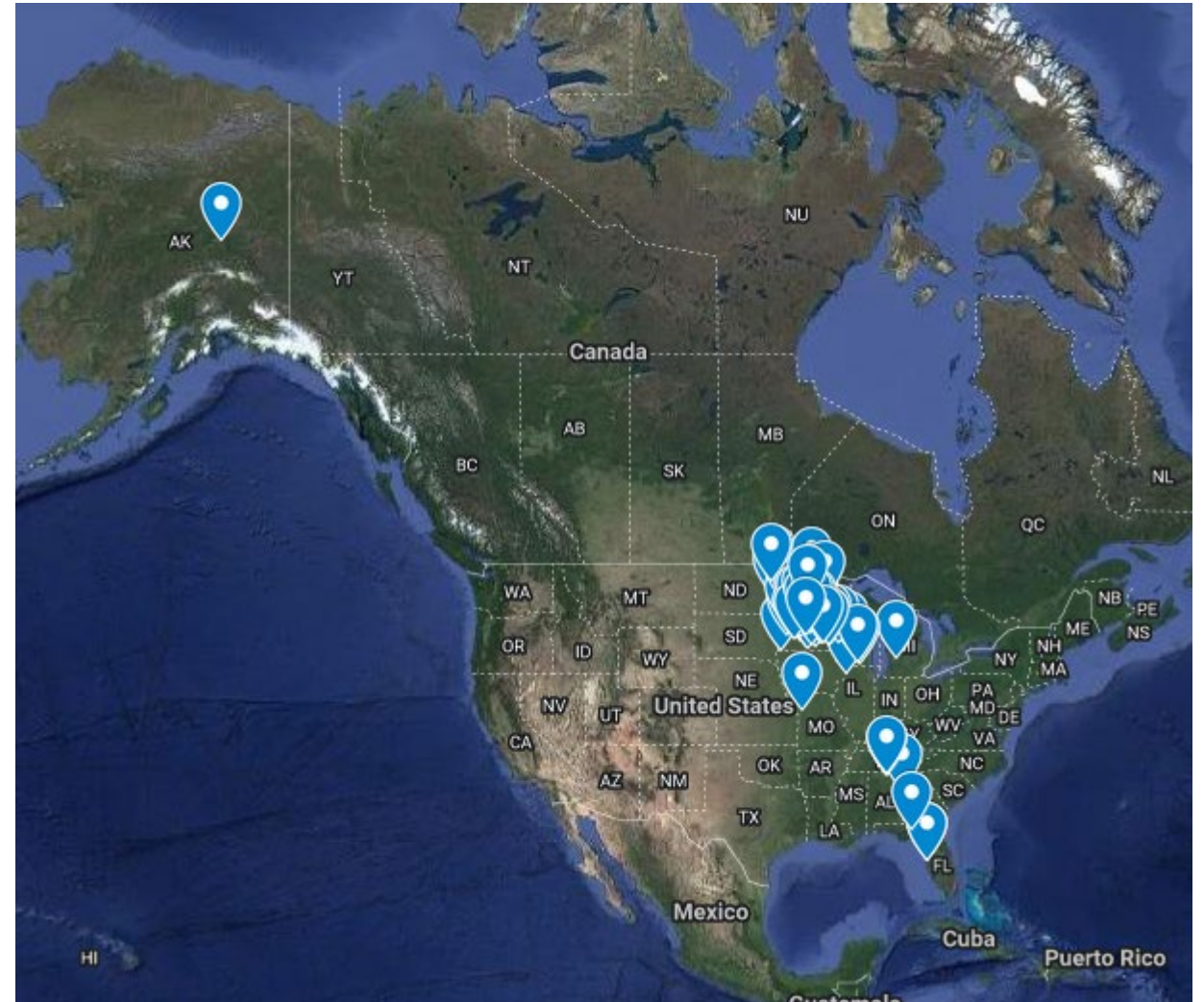
Drive the Great River Road Kits

Who ordered a kit?

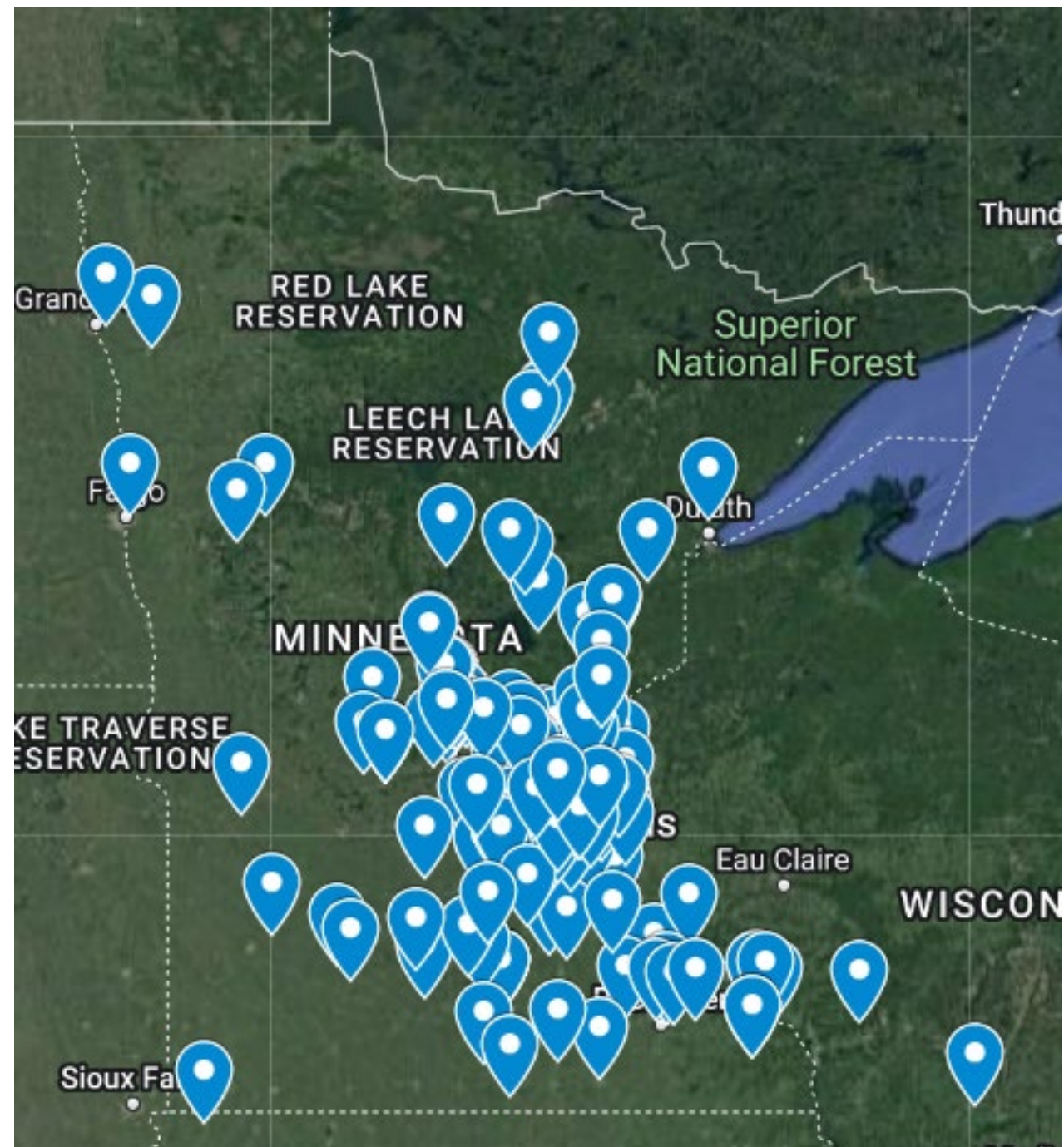
- 253 people!
- from 9 different states:
Alabama, Alaska, Florida, Georgia, Iowa,
Michigan, Minnesota, Missouri, and Florida
- In 105 cities in Minnesota

Link to Map:

https://www.google.com/maps/d/u/0/edit?mid=1DqugfXxuMpfQf726WmD_HWlU7RbbCk0&usp=sharing



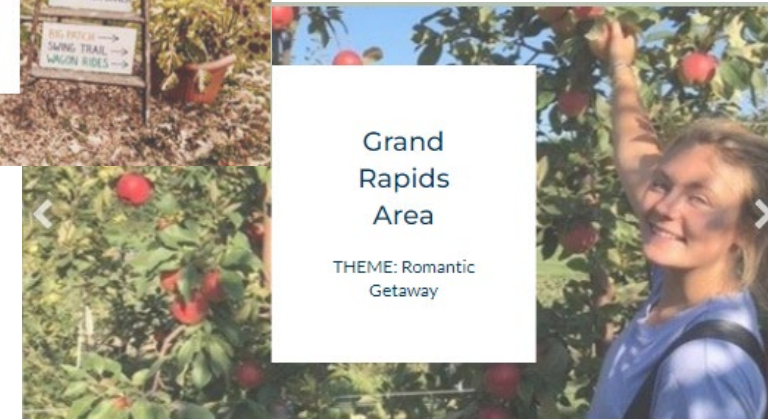
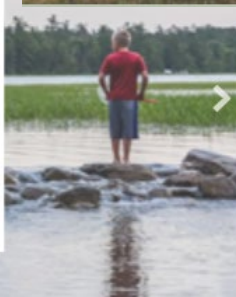
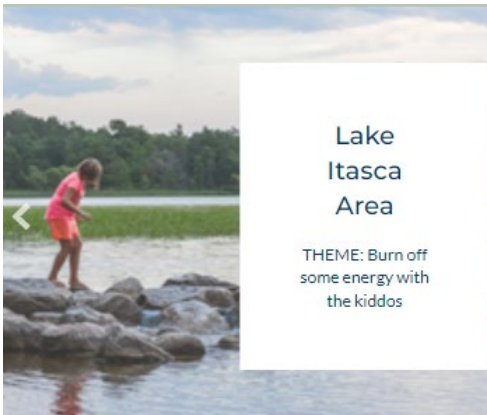
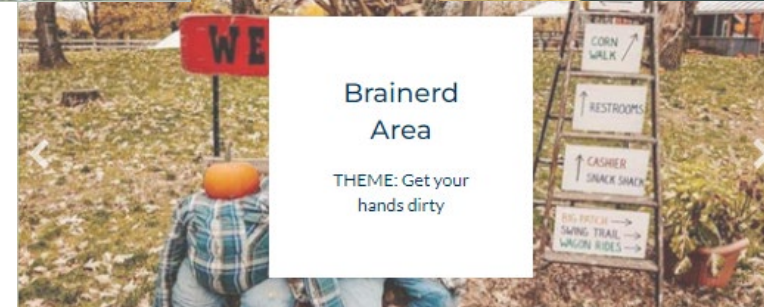
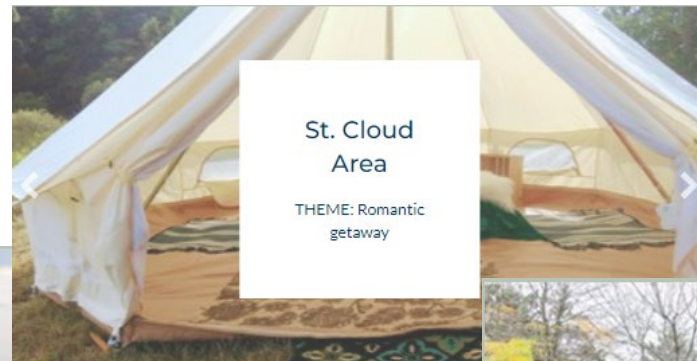
Minnesota Kit Orders



7 Sample Itineraries were created

Page views from September - October:

- Lake Itasca: 49
- Twin Cities: 80
- Winona: 119
- St. Cloud: 98
- Wabasha: 142
- Brainerd: 73
- Grand Rapids: 96



Press Event at the MN State Fair!



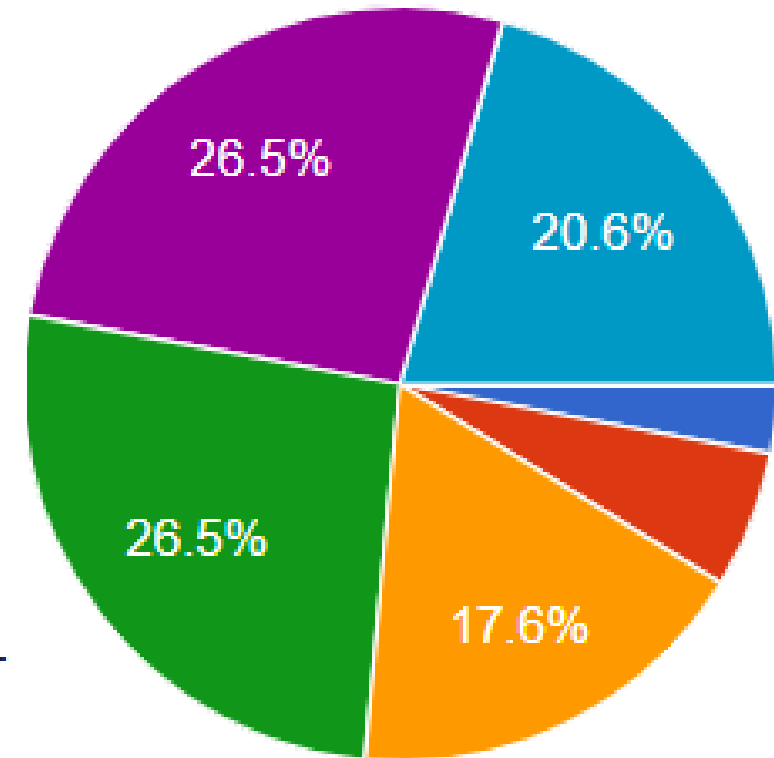
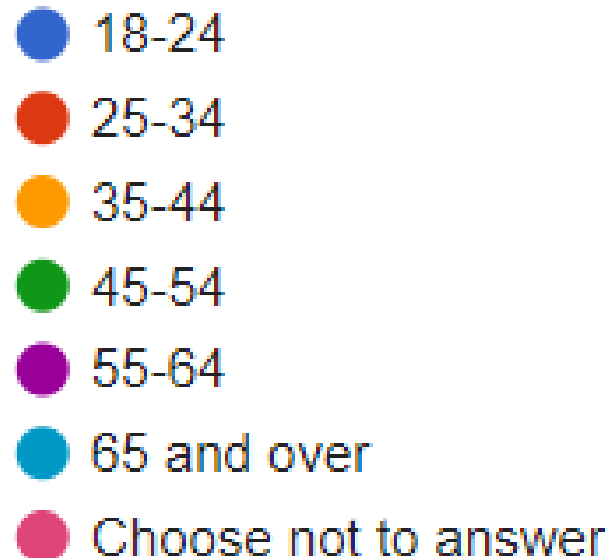
Watch opening
remarks by
Deputy
Commissioner
Andrea Vaubel:
[https://fb.watc
h/gAZ8DnFRey/](https://fb.watch/gAZ8DnFRey/)

Follow-Up Survey

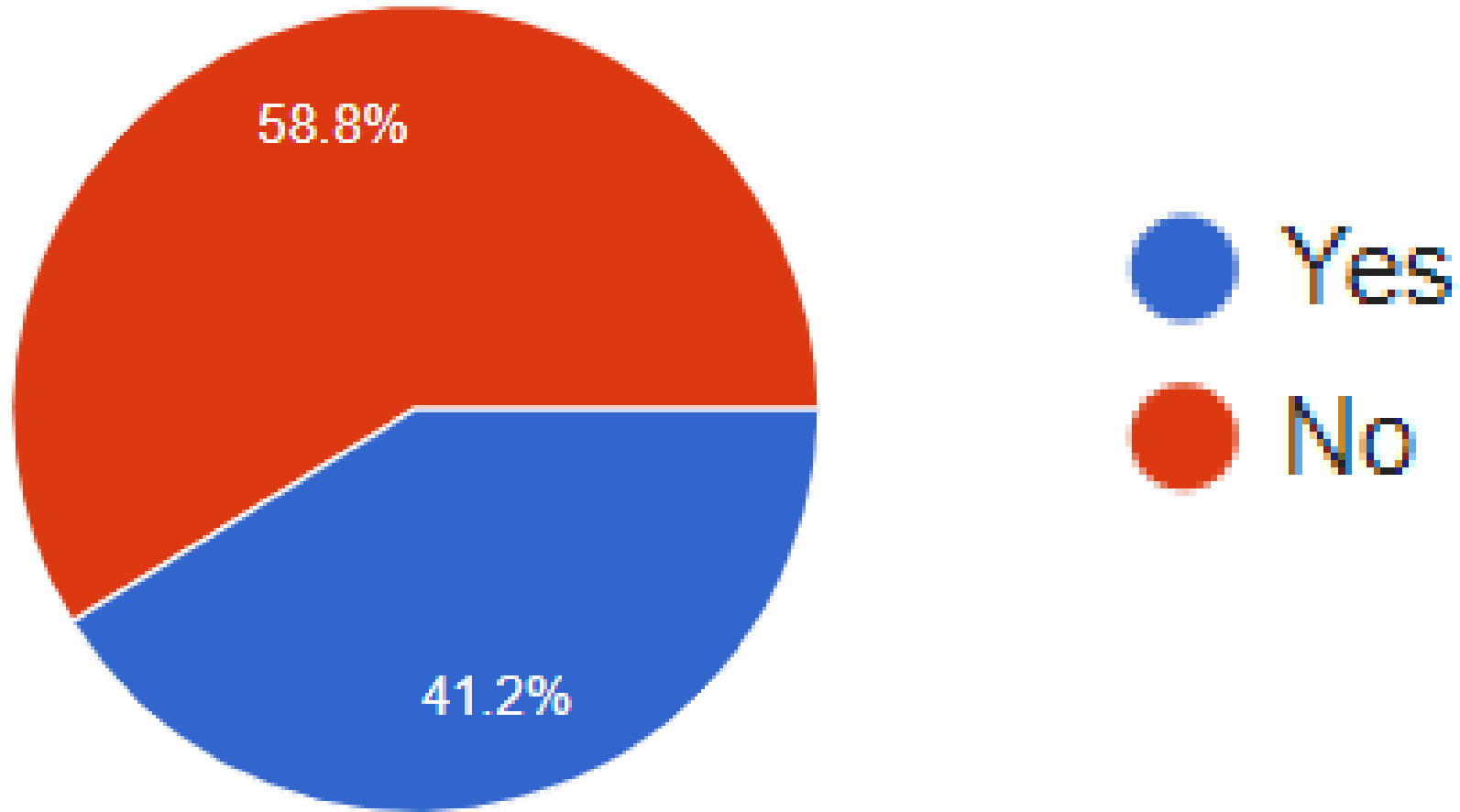
We sent a survey to everyone that received a GRR kit and gave them 2 weeks to respond. We had 34 responses out of 253. All were very positive!

SURVEY RESULTS:

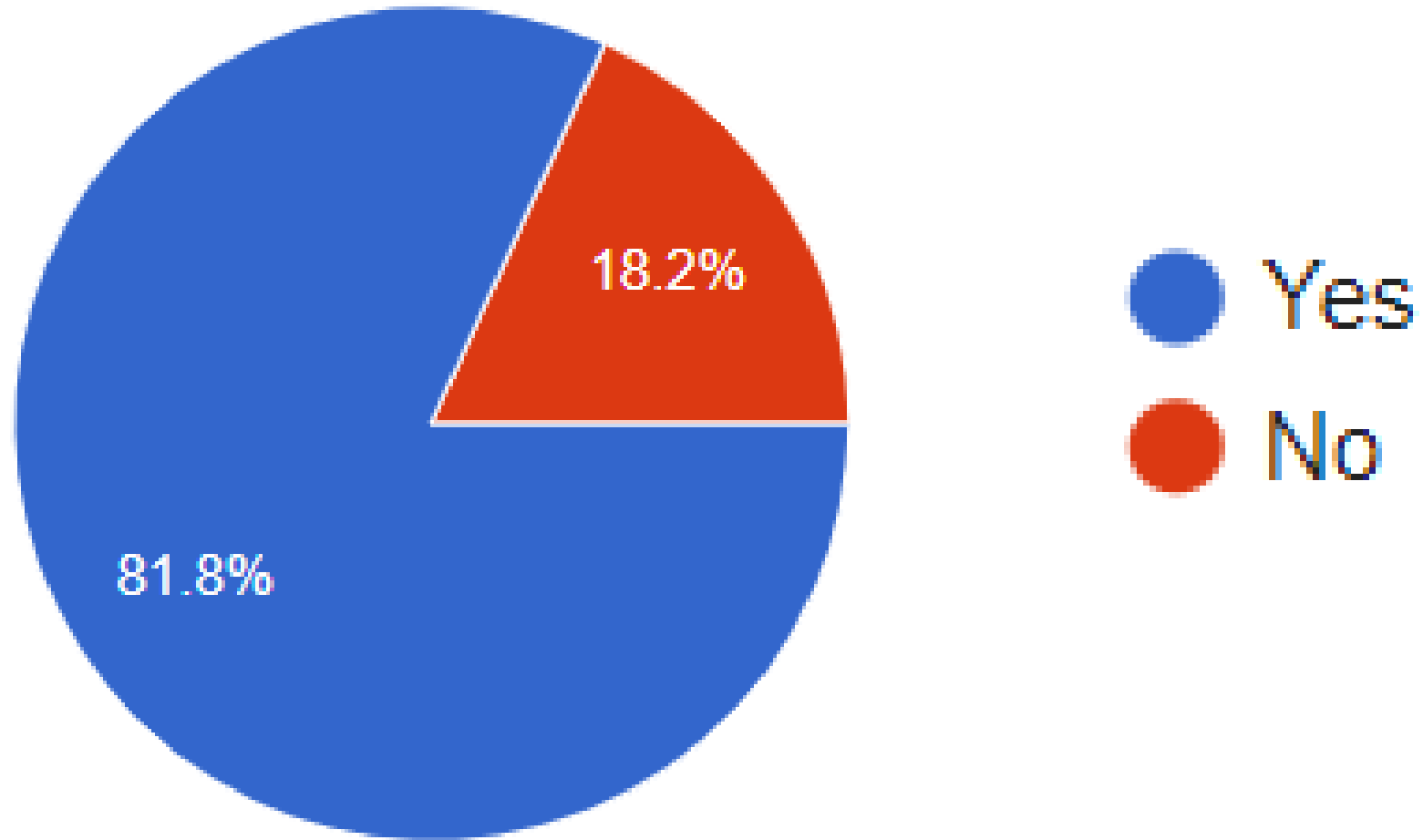
Q1: How old are you?



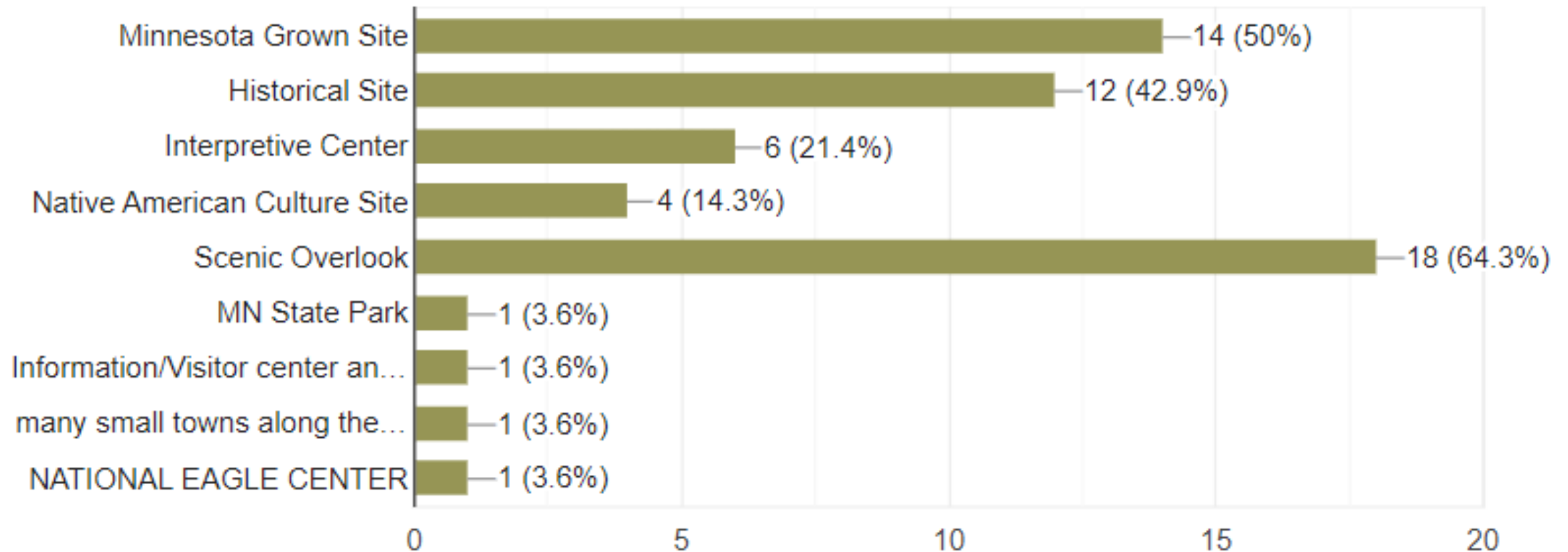
Had you heard about the MN GRR before ordering your kit this year?



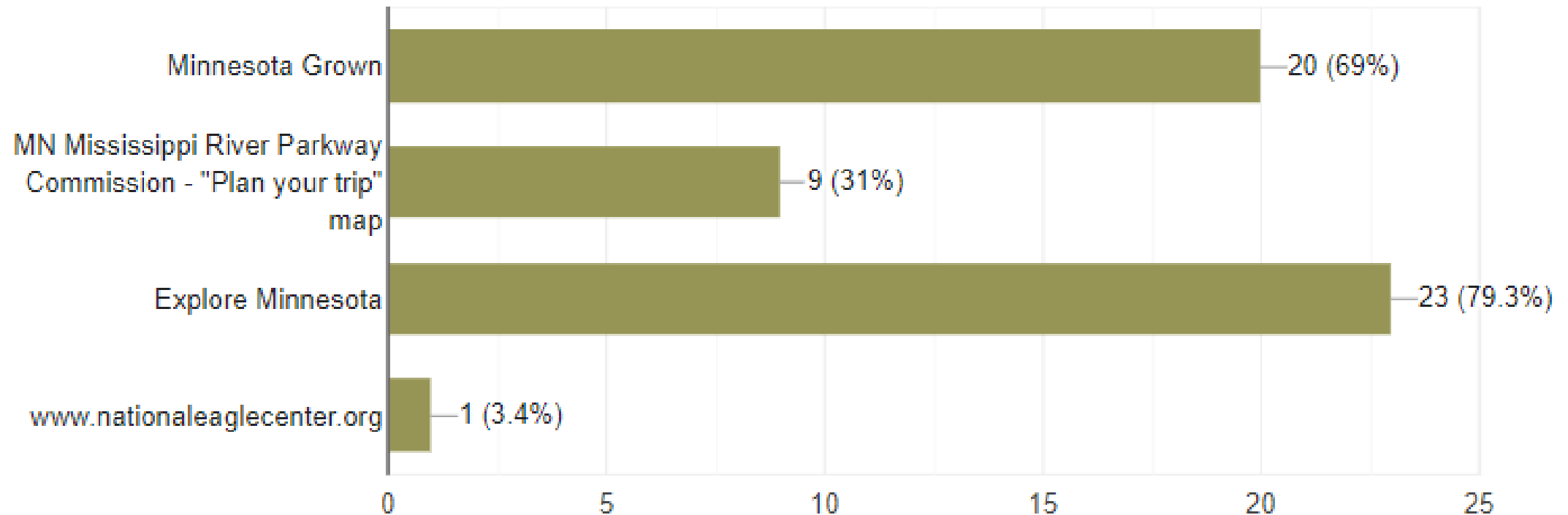
Did you visit any Great River Road locations this year?



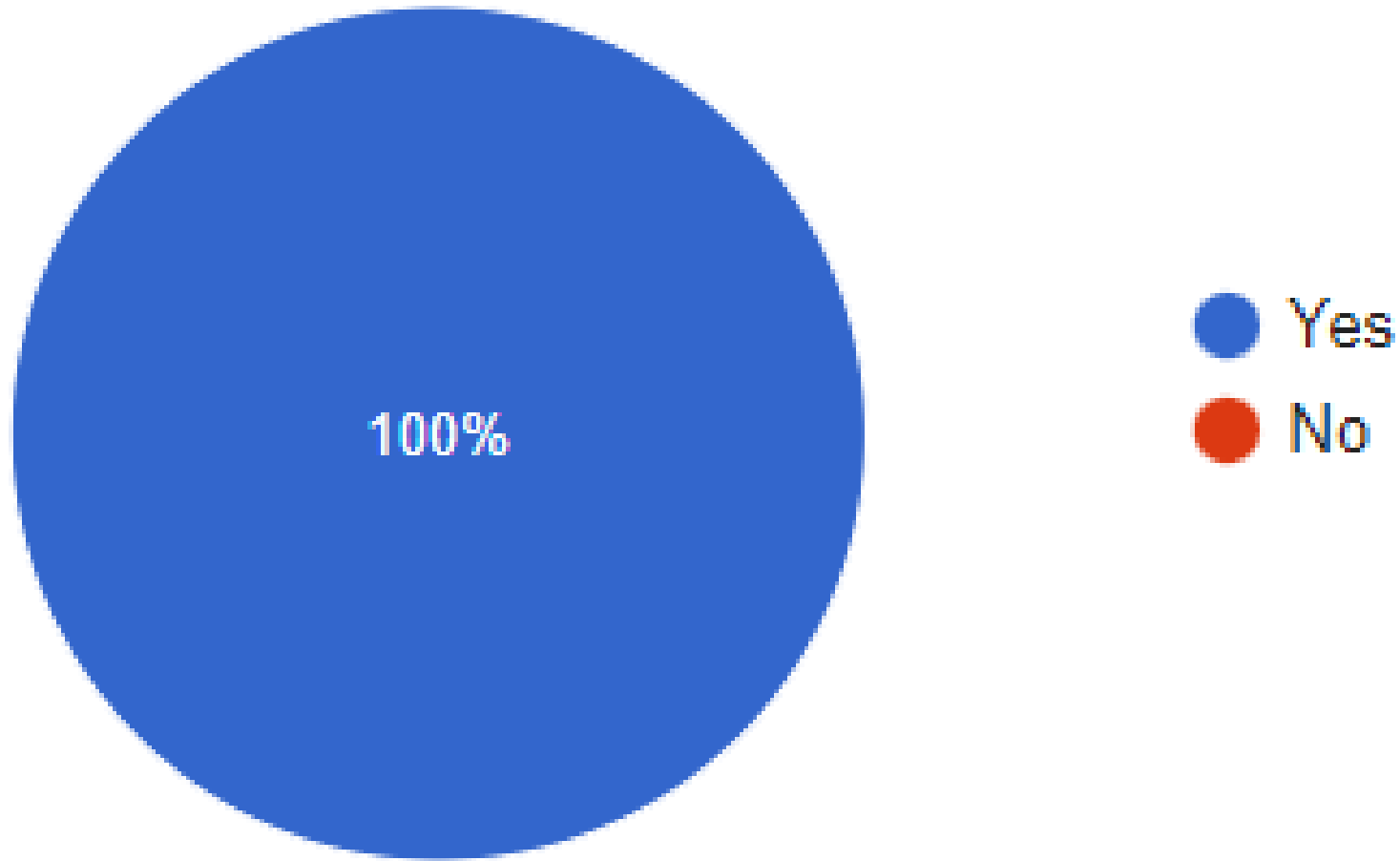
If yes, which of the following did you visit?



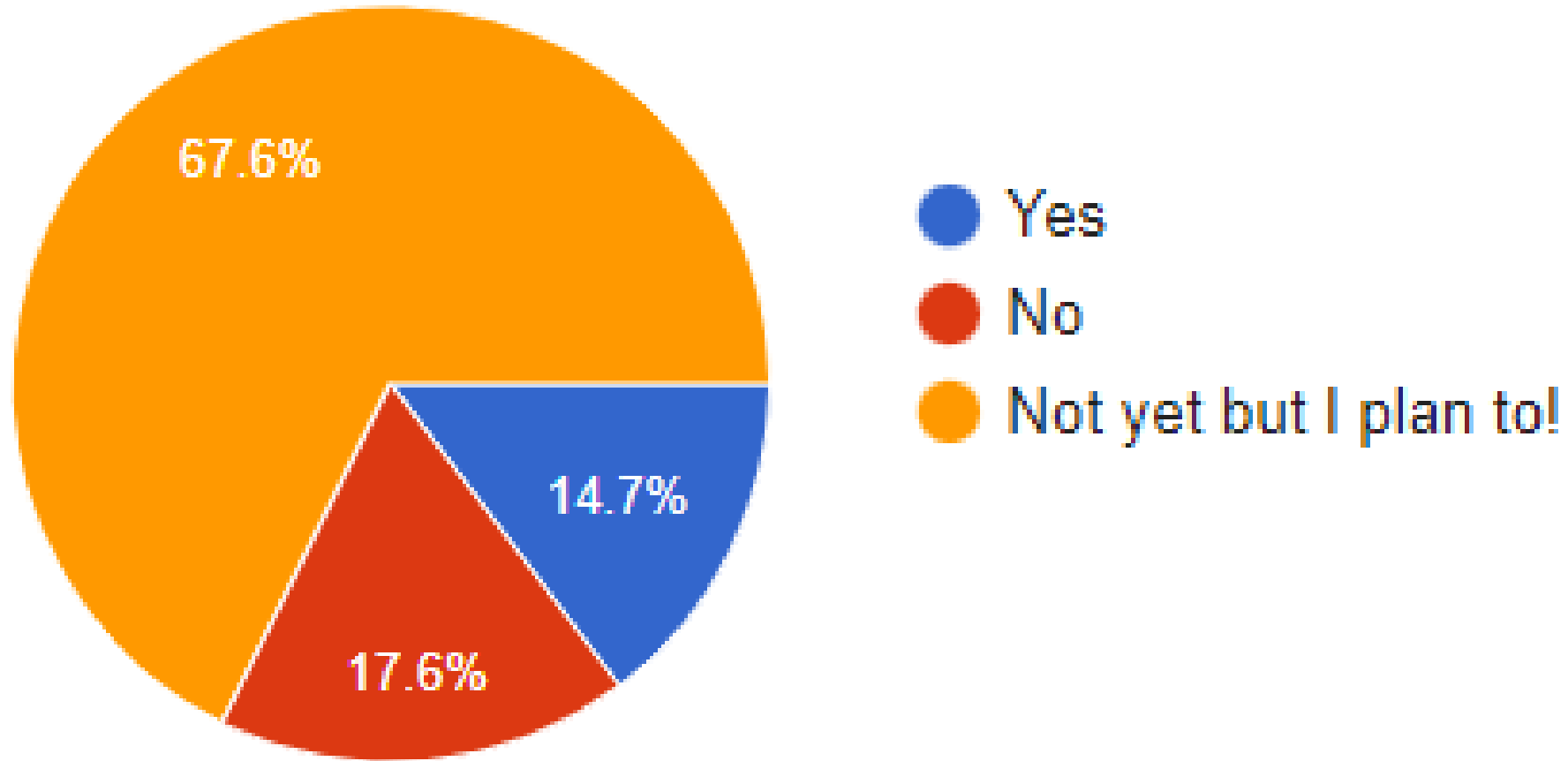
Did you use any of the following websites to help you explore?



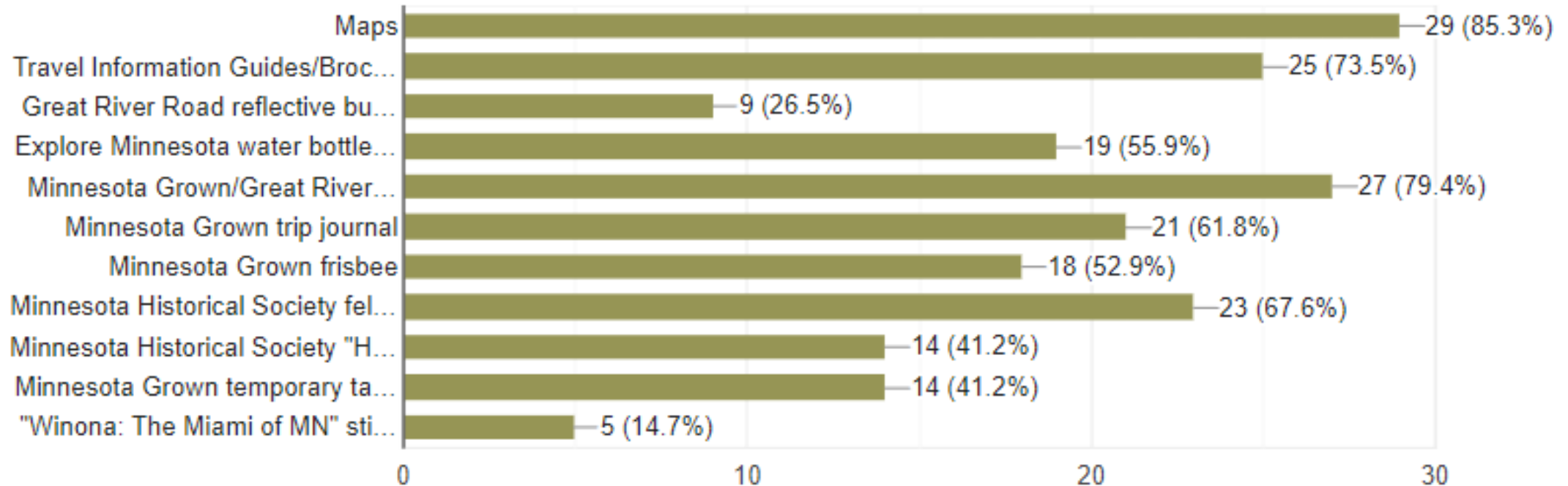
Do you plan on visiting a Great River Road site in the future?



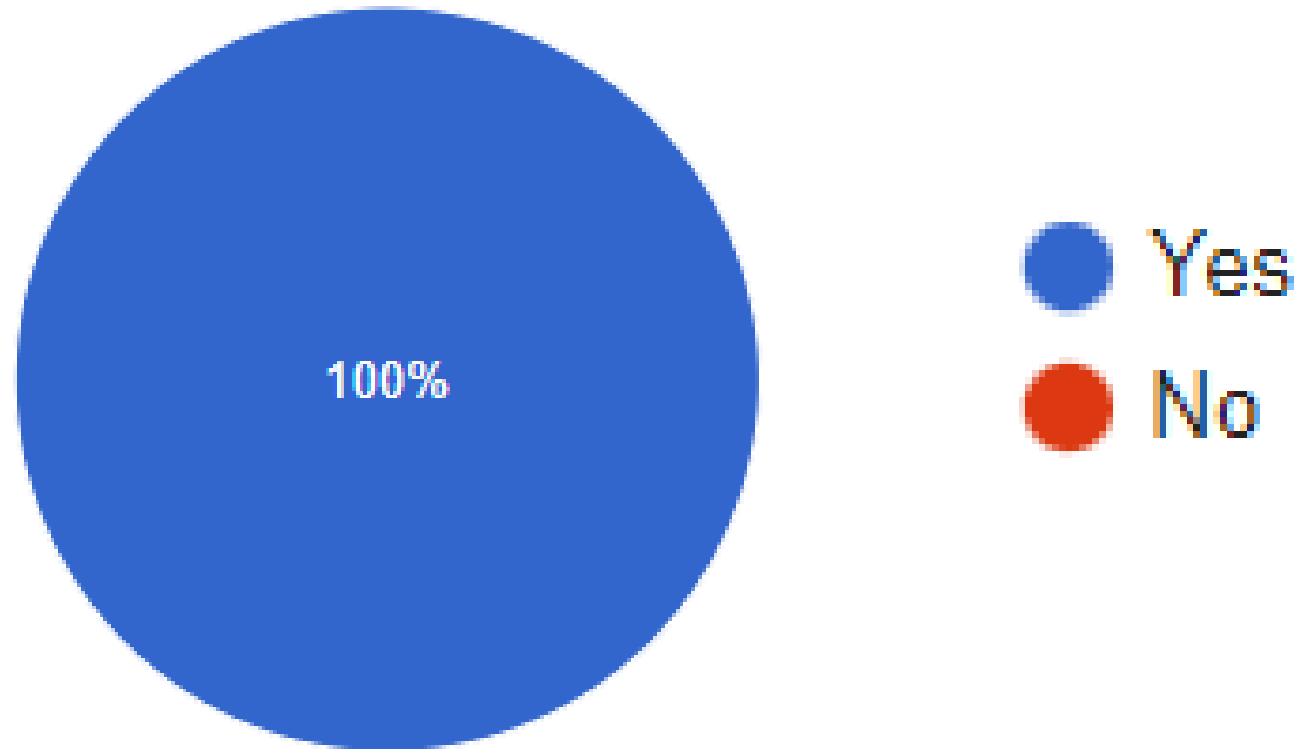
Did you use your free pass to a Minnesota Historical Society historic site?



Out of the items in the kit what did you use?



Can we email you about next year's Great River Road campaign?



Please share any feedback or comments.

- “It’s funny - I didn’t really know about the Great River Road and how it connects all the way down to New Orleans. Very cool that you are getting the message out to everyone!”
- “Loved going on weekend drives along the Great River Road and visiting all the small towns and seeing the season change. Enjoyed all the information that came in the kit.”
- “We have a beautiful state, and the information was very helpful in finding places I didn’t know about.”
- “We homeschool our children and the kit was a nice way of engaging in a local educational experience.”
- “Loved the kit and now know more about exploring more places in Minnesota!”

Thank You to everyone that helped
make September
“Drive the Great River Road Month”!

Christina Iliev

christina.iliev@state.mn.us

651-201-6494