



Minnesota Mississippi River Parkway Commission
2nd Quarter Meeting
May 23, 2013
2:30 – 5:00 p.m.
State Office Building Room 400 North

DRAFT AGENDA

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- | | | |
|------------------|---|--|
| 2:30 p.m. | Welcome & Introductions | S. Johnson |
| 2:35 p.m. | Approve Today's Agenda & Minutes from 2/28/13 | S. Johnson/All |
| 2:40 p.m. | MRT Signage Update | Carol Zoff/Lynn Clarkowski |
| 3:00 p.m. | Commission Business <ul style="list-style-type: none">- FY '13 Budget Status- Legislative Session Updates | Miller
House/Senate Members |
| 3:15 p.m. | National MRPC Updates <ul style="list-style-type: none">- MRPC Board- 2013 Semi-Annual Meeting, Apr 25-27, Bettendorf, IA
(Meeting Summary, Committee Updates & Action Needed)- 2013 Annual Meeting, Sept 18–20, St. Louis- GRR 75th Anniversary
(Great Race, June 21-22 – Volunteers Needed;
National MRPC Promotion Plans) | Samp
MN-MRPC Attendees

Offerman/Miller |
| 3:45 p.m. | Old Business – Updates <ul style="list-style-type: none">- Corridor Management Plan Project- Visual Resource Protection Plan- CapX 2020 | Zoff/Miller
Zoff/Miller
Mulry |
| 4:05 p.m. | New Business <ul style="list-style-type: none">- Great River Gathering Report- Milford Mine Memorial Park | MN-MRPC Attendees
Schaubach |
| 4:20 p.m. | Agency and Regional Updates <ul style="list-style-type: none">- Lake Itasca to Grand Rapids- Grand Rapids to Brainerd- Brainerd to Elk River- Elk River to Hastings- Hastings to Iowa Border- Agriculture- Explore MN Tourism- Historical Society- Natural Resources- Transportation- National Park Service/MISS | Lucachick
Schaubach
Samp
Pierson
Mulry
Huginin
A. Johnson/Offerman
Kajer/Kelliher
Parker/Wheeler
Bradley/Zoff
Labovitz |
| 5:00 p.m. | Wrap Up and Adjourn | |



Minnesota Mississippi River Parkway Commission
1st Quarter Meeting – February 28, 2013
State Office Building, St. Paul MN
MINUTES - Draft

Commissioners Present

Rep. Sheldon Johnson – MN-MRPC Chair
Scott Bradley – Transportation Appointee
John Schaubach – Grand Rapids to Brainerd
Mark Anderson – At-Large Member
Cordelia Pierson – Elk River to Hastings
Karl Samp – Brainerd to Elk River
Sen. David Senjem
Rep. Mike Benson
Keith Parker – DNR Appointee
Andrea Kajer – Historical Society Appointee

Tech Advisors & Staff Present

Carol Zoff – Transportation
Cheryl Offerman – Explore MN Tourism
David Kelliher – Historical Society

Cynthia Wheeler – DNR
Paul Labovitz – National Park Service
Greg Hubinger – LCC
Diane Henry-Wangensteen - LCC
Chris Miller - Staff

Commissioners & Advisors Absent

Adam Johnson – Explore MN Tourism Appointee
Paul Huginin – Agriculture Appointee
Jim Lucachick – Lake Itasca to Grand Rapids
Sheronne Mulry – Hastings to Iowa Border
Sen. Patricia Torres-Ray

Guests Present

Frank Pafko

The meeting was called to order at 2:35 by Chair Johnson, followed by introductions. A quorum was present. A special welcome was given to Rep. Mike Benson, attending his first MN-MRPC meeting. Sen. Senjem served as acting chair for a portion of the meeting.

Approval of Meeting Agenda and Minutes from 11/29/12 Meeting

Motion by Andrea Kajer and seconded by Scott Bradley to approve the meeting agenda as presented. Motion carried. Motion by Cordelia Pierson and seconded by John Schaubach to approve the 11/29/12 minutes as presented. Motion carried.

Commission Business

FY '13 Budget Status: Treasurer Mark Anderson referred to the budget report showing FY '13 budget and expenditures to date. Discussion included information on projected expenses to year end, and budget for FY '14 – 15. Greg Hubinger reported that the MN-MRPC is included in the Legislative Coordinating Commission's budget and that the Governor's recommendation for FY '14 -15 would be appropriation at the same level as FY '12 – 13. Motion by Rep. Mike Benson and seconded by Cordelia Pierson to accept the budget report. Motion carried.

Legislative Session Updates: Rep. Johnson attended the House State Government Finance Committee hearing on February 27 to share information about the MN-MRPC. Sen. Senjem plans to attend the Senate State Departments and Veterans Division hearing on March 5.

National MRPC Updates

MRPC Board: Carol Zoff reported that the National MRPC Office will be sending a "save the date" notice soon for the 2013 Semi-Annual Meeting. Karl Samp reported that the MRPC is developing a cloud based mobile app for the Great River Road.

2013 Semi-Annual Meeting: The meeting is scheduled for April 25-27 in Bettendorf, Iowa. Agenda is pending. The following indicated interest in attending: Andrea Kajer, Cordelia Pierson, Cynthia Wheeler, Sen. Dave Senjem, Rep. Mike Benson. Karl Samp will be attending as a member of the National Executive Committee and Cheryl Offerman will be attending to represent Explore MN Tourism. Carol Zoff has been asked to provide a presentation on MAP-21.

MRPC Committee Updates: The Transportation Committee is working to better understand MAP-21 and Transportation Alternatives opportunities (rather than Scenic Byways Program and Transportation Enhancements, under the previous transportation law). No report from the Culture & Heritage Committee. The Environment, Recreation & Agriculture Committee continues work on agri-tourism promotion, and silica sand mining has been discussed especially as related to impacts in Wisconsin.

Great River Road 75th Anniversary – Great Race: The MRPC Marketing Committee conference call on February 26 focused on 75th anniversary plans. The MRPC was approached by the Great Race (vintage cars) regarding a possible sponsorship/partnership since the 2013 race “motors down the mighty Mississippi” through nine Great River Road states. The MRPC is in the process of approving the sponsorship which will include significant exposure for the Great River Road. The event will begin in St. Paul on June 22, with teams arriving June 20. The MRPC/Great River Road will have a sponsor tent to house displays and materials. MN-MRPC volunteers could be needed to staff the tent. Details on the event are available at www.greatrace.com. The MRPC is also working on a proclamation for the 75th anniversary of the Great River Road, press kits including talking points and news releases that can be shared with local communities, and stickers for mailings. Agri-tourism rack cards are being developed and will be distributed at the Semi-Annual Meeting. Minnesota planning for implementation of the MRPC 75th anniversary activities will be referred to the MN-MRPC Marketing Work Group.

Old Business – Updates

Corridor Management Plan Project: Carol Zoff provided information. The Corridor Management Plan project is funded by grants from the Federal Highway Administration/National Scenic Byways Program and the National Park Service. The existing Corridor Management Plan was released in 2000 and most of the tasks have been completed. A new plan will guide activities going forward, and Great River Road resources will be mapped. The Project Management Team met on February 4 and notes are in today's meeting packet. An RFP for Corridor Management Planning services is being developed and reviewed. Members will be asked for final comments/input before it is released. Signage and traveler information for the Mississippi River Bicycle Trail (MRT) are also included in the grant. Signage plans and expenditures are currently on hold due to questions regarding the sign to be used – MRT or U.S. Bicycle Route 45. MnDOT has received U.S. Bicycle Route designation for approximately 2/3 of the MRT in Minnesota, with the remaining 1/3 now being finalized. The FHWA has determined that where the routes are concurrent, US 45 signage must be used. Paul Labovitz provided background from the National Park Service, Chris Miller described the grant cash flow which relies on tasks being completed in a certain sequence, and there was overall discussion on concerns and options. Dual signage would not be possible under the sign plan recently completed, which was for one sign only; cost would also be significantly higher. Cordelia Pierson noted local concerns about sign clutter. Five options discussed at a meeting with MnDOT, NPS and MN-MRPC representatives were listed, including signing USBR 45 later after the MRT is signed (without removing USBR designation); developing and requesting FHWA approval for a revised MRT sign to include USBR 45; periodic MRT signage at reassurance points only; use of one sign only, whether MRT or USBR45; or do not sign the route (thereby ending the project).

After consideration of options based on information currently available, motion by Cordelia Pierson and seconded by Karl Samp to document the MN-MRPC's position on MRT signage as follows:

- Request that MnDOT withdraw USBR 45 designation in Minnesota for the time being (effectively postponing USBR 45 designation in MN but not precluding it in the future);
- Complete MRT sign installation, including signage in the first planned region by June 30, 2013;
- Recommend that FHWA and AASHTO work with MRT Inc. to convene ten state DOT's for a review of coordinated USBR 45 designation opportunities that will result in betterment of the Mississippi River bicycle experience through all ten states;
- Assuming the USBR designation is pursued, seek funding to supplement the MRT signs with this new program's signage or engage in other promotional and route development work;
- Request that MnDOT Bicycle and Pedestrian Section implement the items listed above.

Motion carried.

Visual Resource Protection Plan: The project information sheet in the meeting packet was referenced. The Mississippi National River and Recreation Area has requested public feedback on favorite views of the Mississippi River in the metro region. The top 50 views will be evaluated in April (leaf-off) and June (leaf-on) and volunteers are needed to assist. An assessment process, which is workable in

both urban and rural settings, has been developed to evaluate views. Training will be provided prior to team evaluations of views. A sign-up sheet was distributed for those interested in participating.

Silica Sand Mining: Carol Zoff referred to maps in meeting packets, developed by MnDOT, showing transportation resources and silica sand deposits in southeastern Minnesota. A one-page overview of information was also provided. Technical information was shared at a hearing of the Senate Energy and Environment Committee. Requests for the print information and a local presentation were received after the hearing. Scott Bradley described MnDOT's position on providing testimony, which is to share factual information only while remaining neutral on the topic. Keith Parker noted that the DNR is receiving requests from counties to help them understand the potential impacts, including environmental concerns. The MN-MRPC will continue to provide copies of the maps and one-page overview shared by MnDOT if requested by members of the public. Any advocacy/presentations related to the Great River Road would need to be handled by MN-MRPC members. Talking points provided in the meeting packets would be a resource.

CapX 2020: Sheronne Mulry requested information from her local area, with the update including court cases on routing and landowner compensation along the route. No specific impacts to the Great River Road were noted.

MN GRR Map Reprint: Chris Miller announced that the updated Minnesota Great River Road Map/Travel Planner has been printed and shipped to approximately 50 distribution locations including travel information centers, state parks, Chambers of Commerce/CVB's and interpretive centers. The map features the GRR 75th anniversary on the cover. Additional copies were printed for use during the Corridor Management Planning public outreach, at other meetings/events, and to celebrate the 75th anniversary. Copies are available from the MN-MRPC office for those interested.

New Business

Great River Gathering, May 9: The St. Paul Great River Gathering (formerly known as the Millard Fillmore Dinner) is planned for May 9, 2013 at the River Centre, with exhibits 5:00 – 6:30, dinner at 6:30 and program at 7:30 p.m. The Commission has sent representatives in past years, and also provided information in the exhibit area. The National Park Service has again offered to provide space at their exhibit booth if the MN-MRPC would like to participate. Members were asked to notify the MN-MRPC office if interested in attending. Cordelia Pierson, Karl Samp, Rep. Benson, John Schaubach, Scott Bradley, Keith Parker and Cynthia Wheeler expressed interest. Tickets will be purchased when a list of attendees is approved by the Chair.

Miller Black Bear Area Trail: John Schaubach shared information on plans to develop a trail open to motorized use in Crow Wing County, on a 4,400 acre parcel of land with seven miles of Mississippi River frontage. The proposal has been approved by the County Board and will now go to the Mississippi Headwaters Board for consideration. John Schaubach and Karl Samp have been involved in discussions. John did not support the plan due to proximity to the river and the potential of preventing river access for others. Karl described concerns of local residents. There was discussion on encouraging an active approach to assure that the trail will be multi-use and truly available to all. Management practices to ensure that different types of users would not need to utilize the same space were noted as an option. Cynthia Wheeler discussed issues of sustainability and how the DNR has addressed them. Mark Anderson asked whether the Association of Minnesota Counties assists counties on how to develop policies. Additional information on the trail will be shared with the MN-MRPC as available.

GRR Hospitality Training: One of the final tasks in the MN-MRPC's current National Scenic Byways Marketing Grant is to "conduct hospitality training with GRR community tourism offices, MN travel information staff, front desk and management staff of local attractions, which will maximize the knowledge base on fun things to see and do along the Mississippi River/GRR." Preliminary discussions have taken place involving Carol Zoff (MnDOT), Chris Miller (MN-MRPC), Cynthia Wheeler and Mary Straka (DNR) regarding a possible partnership to update materials and provide hospitality training. The MN-MRPC map tablets would be updated and state forest information would be added, to expand knowledge of adventure touring and "I Can" park programs. Web information would also be updated. Hospitality training presentations would be developed and provided at state parks along the Mississippi, with invitations to area Chambers/CVBs/info center/local attraction staff. Initial discussions within the

DNR have been positive but the timeline is a concern. The current grant end date is June 30, 2013. MN-MRPC staff was asked to request an amendment to June 30, 2014 which would allow appropriate time for development and getting on schedules.

Agency and Regional Updates

Grand Rapids to Brainerd: John Schaubach reported on the Minnesota Tourism Conference, including a tourism segmentation study that identified “cultural explorers” and “spontaneous adventurers” as groups that are spending more. Increased focus on these groups could be of benefit. Minnesota is a leader in adventure tourism and the Mississippi River offers great potential. The Mississippi River Gathering 5 is currently being planned, involving a variety of partners from the Headwaters to Little Falls and convened by organizations including the Initiative Foundation, Mississippi Headwaters Board and Nature Conservancy. MN-MRPC members were asked to let John know if they have a topic for inclusion. Thanks were noted to Paul Labovitz for his presentation at the last event. Information was presented on opportunities in the newly acquired Mississippi Northwoods Heritage Complex, with 11 miles of public land along the Mississippi near Brainerd. Maps were shared and John explained local discussions that would create a bicycle trail along the river, connecting to existing trails on both ends, and potentially becoming part of the Mississippi River Trail. A meeting took place with MnDOT representatives today to discuss possibilities.

John Schaubach moved and Karl Samp seconded a motion for the MN-MRPC to support alignment of the Mississippi River Trail as an off-road trail along the Mississippi River from the Cuyuna Country State Recreation Area (where it exists presently) to the City of Brainerd (where it exists presently). Motion carried, with Keith Parker abstaining from voting until he is able to speak with DNR colleagues regarding the topic.

Brainerd to Elk River: Karl Samp reported that the Brainerd-Baxter Mississippi River planning efforts continue and the group looks forward to participating in the Corridor Management Planning process to further its efforts. St. Cloud Mayor Dave Kleis will be presenting at the National Park Service’s Mississippi River Forum in St. Cloud on March 15. Topic will be the Mississippi River Cities and Towns Initiative, a coalition of mayors from all ten river states, currently co-chaired by Kleis. Several mayors from the Brainerd to Elk River region plan to attend. Chris Miller reported on the Greater St. Cloud Community Priorities meeting held on February 21. A group called “Mississippi River Partners” will be working on urban development, active recreation, ecosystem and tourism efforts (www.mississippipartners.org).

Elk River to Hastings: Cordelia Pierson discussed the Alternative Transportation Plan being implemented within the Mississippi National River and Recreation Area. Also, the City of Minneapolis and DNR are working together to increase recreational tourism on the river.

National Park Service: Paul Labovitz provided an update on Asian Carp. The Fourth Asian Carp Summit was recently held by the governor, with many entities participating including National Park Service, US Fish and Wildlife Service and the Army Corps of Engineers. NPS and partners are currently proposed a continued request that recreational boaters do not use the locks (recreational boaters represent 70% of lock use). There are currently bills in both the US House and Senate that focus on Asian Carp issues including allowing closing of locks in certain cases. Keith Parker noted that Asian Carp have a significant impact on ecologic health and habitat of lakes and rivers, and the DNR will be increasing enforcement on all invasive species including road stops of boats/trailers. Bubble barriers and electricity are being discussed as options to protect waters.

Explore Minnesota Tourism: Cheryl Offerman thanked the Commission for sponsoring pages in the Minnesota guide produced for the American Bus Association (ABA) Marketplace, and provided copies. The event is focused on group travel organizers, providing great exposure for sponsors. Bus Tour magazine will be doing an article on the 75th anniversary of the Great River Road as a result. The Great River Road/75th Anniversary is featured on the cover of the 2013 Minnesota Group and Packaged Travel Guide. Copies were distributed. Cheryl drew attention to the opening comments provided by Charlie McGuire, which could be used in promotion of the Great River Road. Mr. McGuire also plans to mention the Great River Road in tours and performances this year.

Department of Natural Resources: Cynthia Wheeler and Keith Parker reported. DNR Central Region will be hosting its 2nd annual "Take Aim at Summer" event at the Regional Headquarters on May 18, 2013. National Get Outdoors Day is scheduled for Saturday, June 8 and there will be free admission to all state parks for the day, providing a perfect opportunity to get outdoors. DNR will also be participating with the Minneapolis Park and Recreation Board in hosting a "Get Outdoors Day" event at Powderhorn Park in Minneapolis. These efforts are part of an emphasis on connecting the urban population to the outdoors. A request for proposals is currently out to solicit and consider proposals for reuse of portions of the Fort Snelling Upper Post, including the barracks on the east side of the property. Hennepin County is administering the RFP in partnership with the DNR. Fish surveying - the DNR will be installing radio transmitters in some fish species to determine how much movement is occurring in native species. Locations will include the mouth of the Minnesota River, the Ford Dam, Pool 2, and the St. Croix River. Species include paddlefish, sturgeon, white bass, common carp, fresh water drum and small mouth buffalo. Preliminary results are expected during the first year with more years likely needed to get a good sense of the data. A school trust fund lands inventory is currently underway on state lands, to help ensure management practices focused on long term sustainability. DNR is working with other agencies to seek out additional opportunities for public boat access to Pool 1. One of the goals is to reduce the need for boaters to travel through the locks. A group of partners including the DNR is seeking federal designation for the Minnesota River as a National Blueway. Five rivers are being chosen per year, for five years. This would be a permanent designation facilitating opportunities for funding and technical assistance focused on conservation, recreation, etc.

Department of Transportation: Carol Zoff reported on work to finish interpretive panel project along GRR (funded by a National Scenic Byways Grant). Panels will be ordered this spring and placed at New Albin (near the Iowa border), Dakota County at the Sibley Pioneer Church Memorial, Sand Prairie Wildlife Management Area in St. Cloud, Lake Itasca State Park, and Bemidji. Contracts have been finalized for work to complete remaining four historic property restorations, at Sibley Pioneer Church Memorial, La Crescent Overlook, La Crescent State Entrance Marker, and Reno Springs Roadside Rest Area.

Recognition of Service to the MN-MRPC – Frank Pafko

Rep. Johnson expressed thanks for the contributions made to the Commission and presented Frank Pafko with a certificate in recognition of his distinguished service, representing the Department of Transportation on the MN-MRPC. Commission members wished Frank the best in his retirement.

Next Meeting

Thursday, May 23, 2013
2:30- 5:00 p.m.
State Office Building Room 400 North

Adjournment

The meeting was adjourned at 5:25 p.m.

MN-MRPC FY 13
Operating Budget Status - 5/13/13

Obj Code	Description	FY 13 Budget	Spent	Est. Pending	Remaining	Comments
41070	Other Benefits (Per Diem)	\$ 5,000.00	\$ 887.00	\$ 500.00	\$ 3,613.00	Commissioners: Quarterly mtgs, MRPC Annual Mtg & Semi-Annual Mtg, work group mtgs, Commission representation at meetings and events, special projects (such as CMP). Pending: GR Gathering, 2nd Qtr Mtg, Great Race.
41100	Space Rental	\$ -	\$ -		\$ -	
41110	Printing & Advertising	\$ 13,000.00	\$ 8,284.91	\$ 250.00	\$ 4,465.09	Commission meeting copies, materials, ads, etc. GRR map reprint, GRR ad in MN Biking Guide 2013-14. Pending: Meeting copy costs, GRR shirts.
41130	Prof/Tech Services	\$ 38,800.00	\$ 25,729.53	\$ 5,100.00	\$ 7,970.47	Administrative contract (26,000) + local match for marketing grant (2,700), other outside projects and/or hours for Commission projects outside of admin retainer (incl Visual Resource Protection Plan, admin or cash flow on CMP grant). Pending: Remainder of administrative contract and VRRP project for the year.
41150	Computer & System Services	\$ 1,000.00	\$ 829.17		\$ 170.83	Website hosting, stats and email. Minor updates and programming changes.
41155	Communications	\$ 700.00	\$ 452.07	\$ 60.00	\$ 187.93	Postage/deliveries. MN MRPC phone line and conference calls. Pending: phone costs for remainder of fiscal year.
41160	In-State Travel	\$ 5,026.21	\$ 2,461.40	\$ 1,100.00	\$ 1,464.81	Commissioners/Advisors/Staff: quarterly mtgs, work groups, events, related projects. Pending: Mileage for GR Gathering, 5/23 meeting, Great Race booth.
41170	Out-State Travel	\$ 6,500.00	\$ 3,552.54		\$ 2,947.46	MRPC Annual & Semi Annual Meetings. 2012 Annual Mtg - Louisville, 2013 Semi-Annual Meeting - Bettendorf, IA
41180	Employee Development	\$ -	\$ 1,607.00		\$ (1,607.00)	Registrations for the 2013 Minnesota Tourism Conference, Great River Gathering and MRPC National Meetings
41190	Agency Prof/Tch Svcs	\$ -	\$ -		\$ -	
41300	Office Supplies	\$ 500.00	\$ 1,992.81		\$ (1,492.81)	General office supplies for Commission projects, and GRR lapel pins. Funds received as donations for GRR maps are included in this line item.
43000	Other Costs (MRPC Dues)	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ (15,000.00)	2013 National MRPC Dues (\$15,000 annual dues amount). Pending: 2014 dues.
TOTAL		\$ 85,526.21	\$ 60,796.43	\$ 22,010.00	\$ 2,719.78	

MRPC Stewardship Award

Features of the Award:

1. The MRPC will bestow an annual award called the “MRPC Stewardship Award” if a suitable nomination is recommended.
2. The award can be made to an individual, organization or a community, depending upon the fulfillment of the criteria.
3. The nomination for this award will be made to the ERA Committee for recommendation and approval by the Board of Directors.
4. If approved by the Board, the award will be presented by the Chair of the ERA Committee at the Annual meeting.
5. The Award will consist of a plaque with the MRPC logo. The basic wording on the award will be approved by the ERA Committee.
6. In addition to the plaque, the MRPC will support the document travel-related expenses of the award recipient to attend the MRPC Annual meeting to accept the Award, up to \$500.
7. The selection of the Award Recipient will be made following the criteria outlined below.

Criteria:

The individual, organization or the community:

1. Must have a history of involvement on issues related to the Great River Road and the Mississippi River or the River Community.
2. Should have a track record of enhancing the environment, agriculture, recreation, transportation on or along the Mississippi River corridor.
3. Must be a recognized entity/individual by the peers working on or along the river

Evaluation Process:

- The nominations by the State Chair or the State ERA Voting Representative are to be made by May 31 of the year of award.
- The recommendation letter should be sent to the MRPC National Office, outlining how the criteria are met.
- The National Office will forward the nominations to the ERA Committee for evaluation of the criteria by June 15.
- Nominations are reviewed by the ERA Committee with representation and a vote from each state.
- The ERA Committee Chair will forward the recommendation to the National Office for final approval by the Board of Directors at the next Board meeting.
- Upon approval, the National Office and the ERA Committee Chair will communicate to notify the award recipient.
- The National Office will publicize the awarded recipient.

MRPC Stewardship Award Nomination Format

Name of person making nomination: _____
State Commission: _____
Phone: _____ E-mail Address: _____

Name of Nominee (Individual, Organization or Community): _____
Nominee Address: _____
Nominee Phone: _____ E-Mail: _____

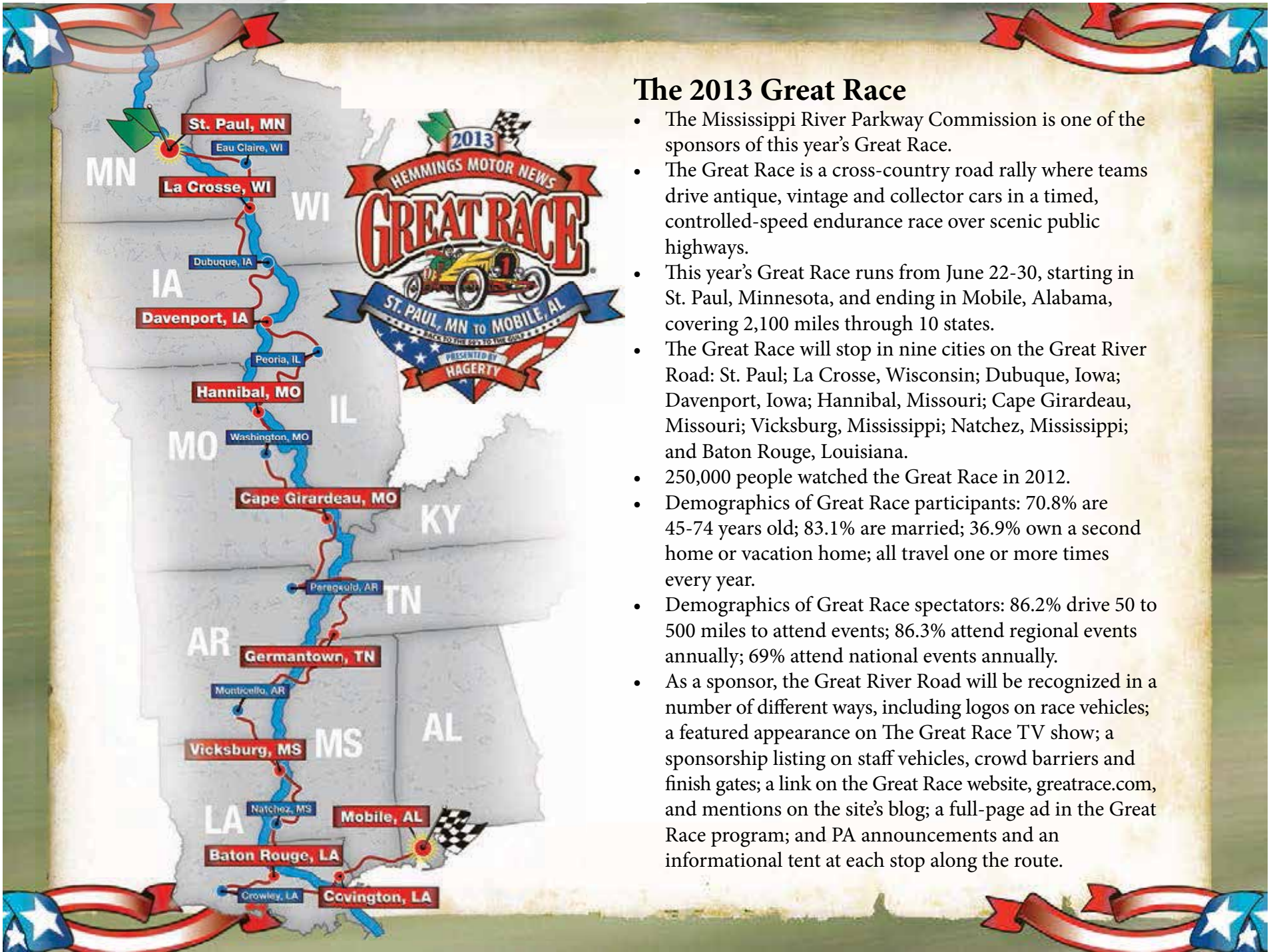
In two total pages or less, please respond to the following.

1) Describe the history of involvement of the nominee in issues relating to the Great River Road, the Mississippi River, or a river community.

2) Please state examples of enhancing the environment, agriculture, recreation, and/or transportation on or along the Great River Road.

3) Who would provide testimony as to the work done by the nominee?

- I. Contact person: _____ Email _____
Phone: _____
- II. Contact person: _____ Email _____
Phone: _____
- III. Contact person: _____ Email _____
Phone: _____



The 2013 Great Race

- The Mississippi River Parkway Commission is one of the sponsors of this year's Great Race.
- The Great Race is a cross-country road rally where teams drive antique, vintage and collector cars in a timed, controlled-speed endurance race over scenic public highways.
- This year's Great Race runs from June 22-30, starting in St. Paul, Minnesota, and ending in Mobile, Alabama, covering 2,100 miles through 10 states.
- The Great Race will stop in nine cities on the Great River Road: St. Paul; La Crosse, Wisconsin; Dubuque, Iowa; Davenport, Iowa; Hannibal, Missouri; Cape Girardeau, Missouri; Vicksburg, Mississippi; Natchez, Mississippi; and Baton Rouge, Louisiana.
- 250,000 people watched the Great Race in 2012.
- Demographics of Great Race participants: 70.8% are 45-74 years old; 83.1% are married; 36.9% own a second home or vacation home; all travel one or more times every year.
- Demographics of Great Race spectators: 86.2% drive 50 to 500 miles to attend events; 86.3% attend regional events annually; 69% attend national events annually.
- As a sponsor, the Great River Road will be recognized in a number of different ways, including logos on race vehicles; a featured appearance on The Great Race TV show; a sponsorship listing on staff vehicles, crowd barriers and finish gates; a link on the Great Race website, greatrace.com, and mentions on the site's blog; a full-page ad in the Great Race program; and PA announcements and an informational tent at each stop along the route.