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.
Over 100 Million
Within 600 mile radius
Seven Categories of Focus
Economic Development
Transportation

* I-69 North American Highway
* Connects Canada & Mexico
* 10 Million Vehicles estimated per year (2030)
* MRCT Corridor located in the center
Recreation
Education
Tipton County
Lauderdale County
Dyer County
Lake County
MRCT Projects

Whistle Stop Tour 2010
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
Shelby County Trail Plan
In Partnership with
The Harahan and Loosahatchie Bridge Projects
Great River Birding Trail
Civil War Trail
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.