

Great River Road Development Study

Mississippi River, Minnesota



The Upper Mississippi has been selected as one of 14 American Heritage Rivers—a nation-wide initiative designed to encourage communities to revitalize their rivers and the neighborhoods along them. The 106 Group was part of a multidisciplinary team assembled to develop Minnesota's 688-mile Great River Road as a cultural tourism attraction that will provide economic development opportunities for river communities.

The 106 Group identified historic properties with integrity and interpretive potential along the route, and created five historical narratives that provide a framework to convey the significance of the sites. In addition, we collaborated on a capital improvement plan that details continued development, management, and promotion strategies for the future.

