

Notes from March 27 Visioning and Goal-Setting Session: Funding and Financing

Defining the Theme and its Significance

Job creation: goal to restore lost jobs and create more 220,000, quantify, equate to dollar volume of spending, equate to number of visitors, equate to PM budget needed to achieve goals

It is to our industry's future. First to fund promotion (public funding) to generate growth-then to generate research (private funding)

Survival-sustainability

Today: adequate but not good *illegible* for promotion

Inadequate for capital/infrastructure investment

Will allow for presentation of Pure MI (promotion, capital investment, development, education, hospitality training, and research

Recovery/repurpose/reinventing

Collaboration

Illegible... to legislative process and budget procedures

Better than the past 2 years

Illegible

Important to driving new business to MI

Important to maintaining infrastructure

Important to generating new venues, attractions to maintain existing venues

Long-term sustainability

Growth of an industry that contributes to growth

Positive (more than before) but not long term

Non stable, but directed by state

Politics or roadblock

Defining the Future of the Theme

PM funded at \$60 million/year since 2012
PM international at \$5 million/year + in kind + match
220K tourism jobs- increase of 58,000 since 2011
Dollar volume of tourism \$ up \$
Visitors up
Some additional funding for small communities that cant afford to *illegible*

Permanent TIF funding (no cap)
A minimum funded amount greater than 25 million, around 50 million
That was legislate until TIF reached that amount
Funding model places us at least #4 on list of state funding

A funded commitment for financial support of the tourism industry that allows us to compete with other states
A focus by government and members to build the industry

Non-political funding each year
Travel commission-planning campaigns 12-24 months out
Create jobs more than exported
Inclusive other businesses in tourism areas

“State funded”- hospitality training-info
PM campaign is known worldwide
Zones type of public/private partnerships developed- assist. Challenge areas- infrastructure and promotion
All regions work with PM to promote their areas
Thousands of new jobs/tax incomes from travel spending

Permanent tourism promotion is in place with indexing for inflation
MI has great roads
The full legislature understands and supports investment in promoting MI tourism product
MI is the envy of other states

Promising/exciting
Encouraging innovation
Collaborative (public/private sectors, political parties, etc.)
Well defined and organized
Sustainable
Opposite of some of the present negatives: *illegible*, growing rates then stalled, non volatile to volatile, dynamic vs. complacement

Legislative priority
Illegible funding mandate
Significantly increase funding

Collaborative public/private sector partnerships

Illegible awareness

Appreciation program

Corporate partnership Pure MI branding

Improved infrastructure

Promotion funding has increased to move MI from 14th in total spending to 5th or 6th

Jobs and tax revenues have followed suit creating more growth in MI's economy

Capital improvement have flourished with gross revenue increases- this increasing master

(?) satisfaction

Funding for industry research is now available from private sector (industry-trad- CVBs-

foundation

Elements of a Goal Statement

Consensus as priority
Measureable improvements/results

Create sustainable increases in total tourism spending (move MI from 14th to 5th)

Create 55,000 to 65,000 new tourism jobs by 2017 move to 5th place in total tourism rev
(among states)

Achieve 29 billion in tourism spending

Obtain legislative support for funding
Receive adequate funding to effectively promote MI
Employ more people in tourism industry
Provide unforgettable MI experiences
Generate measurable, verifiable data

Adequate and appropriate amount
Responsible/results

Consistent funding
Competitive funding
Provide sustainability
Promote tourism
A commitment to grow the tourism industry
Sustainability

Adequate, funding, secure, permanent, for all strategic plan initiatives