

Collaboration, Cooperation and Partnerships

Flip Charts

- Objective: Devise a marketing plan for beneficial results for providing customer service and creating desire to visit region
 - Strategies
 - Buy in to Pure MI program within state by recreation providers
 - Start changing rules. Small areas can't partner with Pure Mi. Lack of funds, businesses, etc.
 - Use NEMCOG
- Objective: Increase visits/stays at local businesses along state trails and recreational lands
 - Strategies
 - Create an easy way for local government and organizations to utilize state lands to increase local economies
 - Provide funding and structure to create trail tour plans to promote local businesses
 - Create a sign program to promote and access local businesses along state recreation lands
- Objective: Increase awareness of Pure MI and value of tourism by increased use of social media and tapping into various networks: schools, churches, civic groups, current collaborations, demonstrate marketing on these groups with specific cause and effect
 - Strategies
 - Get word out through churches, civic groups
 - Tap into social media through cultural, recreational, educational organizations
- Objective: Highlight existing larger professional associations/coalitions (i.e. historical, cultural, museums, golf trails, wine trails, lighthouses) and connect them with smaller rural volunteer run groups for sharing mutual promotions and resources
 - Strategies
 - Equal allocation of state resources to regional assets
 - Evolve sunrise side wine and hops trail to include culinary, arts, and lighthouses
 - Identify like-minded groups/activities/voices and collaborate with a common goal
 - Equal voice from all entities involved in collaborations

Individual Objectives and Strategies Sheets

- Objective: US 23 band concerts/coordinate agribusiness
 - Strategy: uniformity of R and D. Rip off, duplicate.

- Objective: Energize
 - Strategy: equal voice from all entities involved in collaboration

- Objective: Develop a demographic specific campaign including social media applications (resources) to draw people to their heart tug or activity interest specific goal. What makes you want to go or visit a place
 - Strategies
 - Marketing of branding for regions via text, air, or vision (diversity of in areas of the state)
 - Determine target groups. Boating, camping, cultural arts, seasons, and attractions available for the seasons

- Miscellaneous Strategies
 - Identify like minded groups/activities/venues around the state to collaborate with a common goal
 - Travel MI should work with state created regional initiatives for example, the MDOT heritage route program (now known as MI's scenic byways) should be jointly managed and funded through a partnership between Travel MI and MDOT and MDNR
 - Increase awareness
 - Buy into process and process
 - Counties, towns, and areas working together to refer to another place in the state
 - Define a common goal within the state that makes us unique and marketable

Funding and Financing

Flip Charts

- Objective: Create a statewide bed tax like UPTRA and include non-traditional lodging with proportionate share to each county. Get statewide buy in by 2014, statewide legislation to expand act by 2016, and enact act by 2017
 - Strategies
 - Create a statewide bed tax like UPTRA
 - Expand bed tax to non-traditional forms
 - Educate business why they should do this
- Objective: Increase Pure Michigan funding by % per year over the span of this 5 year plan by delegating a portion of existing revenues and establishing new sources
 - Strategies
 - Portion of state sales tax
 - Reexamine DNR trust fund allocation limit for the development of present facilities (state parks)
 - Make better funding connections between state's own tourism programs, i.e.: Pure Michigan and Michigan's scenic byways (heritage routes)
 - Lobby Lansing for funding
 - State departments should work better together (Travel MI, MDOT, and DNR)
 - Increase Pure MI budget 5%/year through 2017
 - Special fee for promoting tourism
 - Portion of MDNR trust fund
 - Portion of auto registration
 - Target available DNR/MDOT funds for non-motorized trails connecting our state parks to each other and their neighboring communities
 - Use data
 - Find a way to get numbers for tourist visits then invest money into what is being visited most by population of where people live

Individual Objectives and Strategies Sheets

- Objective: Create a statewide bed tax like UPTRA. Convey strategies to lobbyists, increase Pure MI budget 5% a year through 2017, increase various state fees i.e. auto registrations, bed taxes, etc.
 - Strategy: lobbying, expand bed tax to non traditional forms, and create a statewide bed tax like UPTRA
- Objective: Create an overall bed tax like UPTRA
- Objective: 5% increase in Travel MI funding per year by 2017

- Objective: Add zeroes to amount spent on Pure MI. What programs are presently available?
 - Strategies
 - More support from legislature and funding Pure MI
 - Need set amount of increase each year. Could portion of MI trust fund be delegated to fund Pure MI since it regards tourism?
- Objective: increase Pure MI funding by _____% per year over the span of this plan by delegating portion of existing revenues and establishing new sources
 - Strategy: continue funding Pure MI, make a portion of state sales tax to fund initiatives, portion of auto registrations, portion of MDNR trust fund

Promotion, Marketing and Communications

Flip Charts

- Objective: Develop a demographic specific campaign including social media applications (i.e. sources) to draw people to their heart tug, activity interest specific goal
 - Strategies
 - Target activity specific
 - Target age specific
 - Military and veterans
 - Take Pure MI ads from institutional to target specific ads (seasonal, activity, and segments)
 - Benchmark segments, return to high water mark levels
 - Determine target groups

- Objective: Partner with sister city FL and MI Delta. Identify and research opportunities within existing communities. How to expand and promote each area
 - Strategies
 - R and D rip off and duplicate other states and group efforts
 - Sister cities
 - Feature MI scenic byways prominently in Michigan.org- scenic byways brand tie-in
 - Develop FLA-MI connection
 - Partner with delta
 - Develop relationship with media
 - Social marketing of “branding” and regions via text, air, or vision
 - Use of Pure MI in local area (government and business)
 - Engage educational institutions and communication assets

- Objective: Improve Michigan.org to be the top rated web site in the country. Full time social media position (internal or contract), and media partnership through associations
 - Strategies
 - Reach people social media
 - Identify and compile current lists of communication networks
 - Highlight all region assets to be promoted once identified
 - Improve Travel MI website
 - YouTube
 - Link activity to business
 - Create website (local)

Individual Objectives and Strategies Sheets

- Objective: Partner with sister city (reconnect) i.e. FL + MI and Delta
 - Strategy: commercials using local attractions, businesses, and residents
- Objective: Identify and research opportunities within existing commonalities. How to expand and promote each area
 - Strategy: focus on streams, lakes, trails, seasons, how activities change within the same area
- Objective: Develop social and mobile applications, that pin point interest specific locations while in route to maintain goal attraction
 - Strategies
 - Reorganize Pure MI. Stronger link on YouTube
 - Grow social media channels like blogs and Facebook
 - Attach Pure MI to all statewide tourism and lodging businesses
 - Create visually attractive mobile app through Pure MI that categorizes and promotes nearby nightlife, wildlife, family, couples, adventures, indoors, and outdoors
 - Top tens updated annually, archived into a Pure MI bucket list
 - Show oil tankers
 - Cross promote with sister cities
 - Create larger river of snow birds, summer travel from FL and TX
- Miscellaneous Strategies
 - Support and promote regional activities i.e. bike tours, lighthouse tours, quilt trails, with tie ins for each county's assets
 - Seasonal promotion
 - Rotate promotion through the state based on activities, regions, assets
 - Regional visual stories on website
 - Identify and compile a current list of communication networks (business, education, government, tourism, civic groups, recreation)
 - Research other states/regional efforts to promote rip off and duplicate
 - Target specific activity then coordinate with broader group/region
 - Social media to reach the most visitors, connect communities, region, state
 - Excite visitors
 - Increase website traffic to lure people in. Hook the people

Public Policy and Government Support

Flip Charts

- Objective: Improve understanding of our legislators of the importance of funding a viable, nationally recognized tourism industry by funding the goals of 5 year plan
 - Strategies
 - Develop a regional lobby effort to influence legislature
 - Encourage local governments to fund tourism (based on a tangible*)
 - Go straight to Lansing to push for more tourism funding and lobby them in local area
 - CoCs, EDAs, and local government adopt resolution to support improved tourism initiatives
- Objective: Require applications for state funded projects to ascertain if the project will have a positive, neutral or negative impact on tourism
 - Strategies
 - Require all projects that contain state funding to consider the projects impact on tourism (+/-)
- Objective: stop all legislation that negatively impacts our natural resources since tourism relies on them
 - Strategies
 - Complete a study to show impact of natural resource protection/destruction impacts on tourism
- Objective: Lobby Lansing to leave the MI DNR trust fund for its current use: land acquisition, campground upgrades, local government projects, and not controlled by the state legislature
 - Strategies
 - Lobby Lansing to keep hands off MDNR trust monies that currently go to natural resources
- Objective: Create a tourism department. Get buy in of tourism industry, create a department of tourism by 2020 for the third largest industry and MI's rankings would increase
 - Strategies
 - Create a department of tourism (smaller departments)
- Objective: Make MI a top 5 state in terms of tourism spending by visitors
 - Strategies
 - Increase Pure MI funding to 60 million- create 20,000 jobs

Individual Objectives and Strategies Sheets

- Objective: improve the understanding of our legislative branches the importance of funding a viable tourism industry by funding the goals of the TC 5 year plan
 - Strategies
 - CoCs, EDAs, and local government to adopt resolutions to support tourism initiative
 - Develop a regional lobby effort to influence legislature
- Objective: Lobby Lansing to leave the MI natural resources fund for its current use and not controlled by the state legislature
 - Strategy: push state government to increase promotions fund each year

Resources and Environment

Flip Charts

- Objective: Create one source for information in regards to wildlife and plant life by region and bloom, or viewing date calendars for all areas and waters of Michigan
- Objective: Promote Michigan's state owned assets and set measureable goals for conservation of those assets such as lakes, streams, and wildlife
 - Promote but do not destroy*
- Objective: Identify natural resources and activities related to the natural resources
 - Spread the word! *
 - Act on Asian carp*
- Objective: Educate and motivate the legislature on the importance of public policy to protect and use public natural resources to gain new expanded policy to achieve the goal. Use experts to influence policy statements and enforcement
- Strategies
 - Document the NC and H resource online with pictures, video, and text
 - Identify natural resources
 - Map wildlife and their environment (eagles, elk, migrating, birds, etc.)
 - Develop wildflower bloom time calendars by region
 - Become known for "four seasons" state
 - Promote the Great Lakes, the many rivers and lakes
 - Map of database of hiking and biking trails by region and connection
 - Rivers, lakes, streams
 - Small towns
 - State land
 - Keep land open to public H2O
 - Education, role of opportunities for
 - Public policy for access to public land and water
 - Expound on Pure MI theme: need to keep it pure ('Keep MI Pure')
 - Make it an experience accessible
 - Protect resources
 - Stewardship of natural resources
 - Coordinate stewardship actions
 - Climate change impact
 - Environments concerns invasive species, zebra mussels

Individual Objectives and Strategies Sheets

- Objective: inventory.
 - Strategy
 - Interconnecting state trail work, funding? More work on hiking and biking trails. Available connecting trails database. More detail other than rails to trails. Create upkeep of trail work
 - Create mobile application that pin points what natural resource is active, in bloom, or nearby
- Objective: educate tourists about natural resources in the state . In turn they can receive education relating to the natural resources. Identify natural resources and activities related to them, good signage and promotional materials. Maps, social marketing
 - Strategy: sustainable sense of place. Tourism is a step to attract potential residents, entrepreneurs, and to build the MI economy. Pure MI natural resources can be used to develop a sense of place to attract and keep people (another valuable asset)
- Objective: educate tourists about our natural resources, identify natural resources and activities related to these natural resources
 - Strategies
 - Check hits on website, campsite administrations, geocaching sites
 - Good maps, promotions of same, signage, social media
 - Keep land open for public use, advertise, stewardship
 - Environmental stewardship, protect, ethics, relationship between land and community. Accessibility to appreciate these natural resources
- Objective: environment, preserve, less invasive species
- Objective: make resident and out-of-staters aware of the impact they have on environment and therefore its eventual impact on tourism
 - Strategy: funding to advertise areas natural resources as well as recreational attraction. Becoming known as “four seasons fun state!”
- Objective: inventory current wild life and plant life and water resource lists. Compare to maps/regions and fill in the blanks. Inventory current trail systems, bike paths, etc. compare. Create/correct MI website to include printable maps and lists
 - Strategy: map wildlife/environments (eagles, elk, migrating birds, etc.). Develop wild flower bloom time calendars by region
- Objective: study impact of warmer weather on the great lakes and evaporation, noticing over and what that does to tourism. Promote riverbank restoration, fish planting and wildlife habitat through the MDNR and conservation groups. Lobby the state legislature on conserving state lands and resources
 - Strategies
 - Promote Great Lakes and inland lakes and rivers

- Great lakes change the dynamic from specific community to overall state
- Make people think of MI water
- Michigan has the water
- Make people realize MI has the largest coastline of any state except Alaska. Longest fresh water. Most state and federal land per capita east of the Mississippi river

- Objective: Document the natural, cultural, and historic resources in an accessible database with photos and video on live format and other media. Document the efforts and actions of stewardship of those who are stewards of the public. Public policy or access to public land expanded
 - Strategy: educate and motivate the legislature on the importance of public policy to protect and use public natural resources to gain new expanded policy to achieve the goal. Use experts to influence policy statements and enforcement

- Miscellaneous strategies
 - State land: ATV, ORV, hunting, bird watching, camping, snowmobiling
 - Lakes: fishing, boating, family swimming
 - Small towns: friendly, helpful

Service Excellence

Flip Charts

- Objective: Develop customer service survey for out-of-state visitors to measure customer excellence by 2018. Implement survey in 2014-16 and evaluate the results
 - Very important. See bad and good*
 - Critical! Only one chance to make a positive first impression to guests *
 - Education is immeasurable! Fantastic idea! *
 - Like Vegas- MI needs a serious customer service industry education resource*
- Strategies
 - Foster welcoming spirit in communities. Create an atmosphere of service
 - Be aware of what is available in your region (everyone)
 - Be kind- foster kindness- do unto others
 - Wear a smile on your face even on the phone (Devise quick class for customer service*)
 - Don't grumble about tourists
 - Courtesy/friendliness to customers and tourists a must- "Northern Hospitality"
 - Service industry "stigma" reduced
 - Franchise owners not invested in the community
- Objective: Michigan needs to create a cadre of employees prepared to provide excellent service to the national/international tourists coming to MI
 - Develop educational opportunities for our citizens interested in service industry positions
- Strategies
 - Funding sources or employers to allow employers to obtain certification
 - Invite businesses into schools to inform young people about the importance of customer service
 - Service newsletter for all service employees
 - Create a program to be used by employees to earn a certification to work in service industry

Individual Objectives and Strategies Sheets

- Objective: employee newsletters. Pure MI state funding for service employee
 - Strategy: newsletters – statewide – weekly – service – subjects – like Ranger Rick
- Objective: letters to the editor, website/ Facebook comments. MI needs to develop a cadre of employees prepared to provide excellent service to the national and international tourists that will come to MI as a result of the 2012-2017 strategic plan. Develop educational opportunities for citizens interested in service positions
 - Strategy
 - Create an atmosphere of service individuals

- Foster a welcoming spirit in communities of business people
- Invite businesses into local schools to inform young people about the importance of customer service (schools/business owners)

- Objective: educate employees via training programs which can be webinars, create a newsletter to send out to employees via statewide website, and all need to help create a improved level of service excellence
 - Strategies
 - Create a program statewide to be mandatory to obtain work in a service job
 - Provide funding to employers to allow employees to obtain training

- Objective: develop customer survey for out of state visitors to measure service excellence by 2013, develop specific programs to improve the results over time, and implement survey in 2014-16 and evaluate those results
 - Strategies
 - Education of people as people who treat each other; like they would like to be treated
 - Strategy: educate frontline on all of the amenities of the community
 - Strategy: what is excellence? Why be excellent?

- Objective: courtesy and friendliness to customers/tourists should be goal number one. Going above and beyond with directions, auto problems, etc. (for free)

- Objective: website to access any source of customer/tourist service

- Objective: educate business owners to the value of courteous employees

- Miscellaneous strategies
 - Be aware of what is available in your region
 - Be kind to each other to foster kindness
 - Treat others how you want to be treated