

## Notes from March 27 Visioning and Goal-Setting Session: Natural Resources and Environment

### Defining the Theme and its Significance

It provides spectacular background but affords endless recreation. It helps us reconnect to what is important

Stressed- low budgets for promotions and preservation

Greatest tourism value

Our natural resources are a major contributor to our tourism

Uniqueness to MI sets us apart from most states- drive to Michigan

Great Lakes freshwater capital

They are being used, but not all showcased

Our natural resources are an attraction: great lakes

Michigan wouldn't be the same with polluted air and water. We need to take care of the environment

Slowly people are realizing the importance and starting to do things to help. Recycling going green

Natural resources and environment are the foundation of what make the MI experience unique or Pure. There needs to be an effective way to increase knowledge and understanding of natural resources without wrecking the, for future generations. From grapes which make wine or soybeans and beets we must educate people so they will learn to appreciate what we have.

Decent. Not enough awareness. Tourists don't cherish the resources. They don't know to recycle. Leave only footprints

MI's parks, trails, harbors, and boating access sites provide access to experiences in outdoor adventure, while improving quality of life and supporting local economies

MI needs to overhaul its communication pathways related to natural resources to improve access, quality of life and local economics

See it from the customer view, not funding

A balance between protection and preservation and exploitation and marketing

Future land use planning essential

Brownfield redevelopment into productive use

Agri tourism key component to strategy criticize exportation of agriculture and *illegible* to promote Pure MI brand globally

Natural resources- intact ecosystems are essential to the tourism business

People are looking for clean air, clean water, beautiful scenery, healthy vegetation, and healthy wildlife

Great deal of beautiful and relatively healthy ecosystem

But should be alert. Asian carp, invasive species, and impacts of *illegible*

Preservation, reservation (?) protection should be an important part of the Pure MI vision.  
The image of PM is directly related to the national assets and the state's cleanliness, beauty,  
and accessibility

Provide the visitor experience they expect more  
Attention given to Asian carp

Passport program! Kayaking, camping, beaches

We have great natural assets that we want to promote via tourism (in state, out of state,  
internationally) without having it be exploited

Show people what you have and how they can take advantage of it. Park and its activities  
Environmental, agricultural, sustainable and diversity tourism

Differentiations are critical to win and Michigan natural resource are as good as anything  
else in this country

I would hesitate to concentrate just on one aspect of these abundant resources other than  
fresh water (focus groups)

Colorado has world class water resources, only think of skiing  
Environmental tourism

Michigan has unspoiled nature, lots of natural resources, and a great outdoors

The summer temperature is comfortable and the winter offers exciting snow sports.  
Snorkeling, skiing

The change in seasons is magnificent

Not just Detroit/urban area

Beautiful sites- national lakeshore, parks, outdoor recreation, trails

Memorable moments, making memories with family

Lakes and shoreline

Outdoor activities for everyone

Where they can find

Fall features/seasonal

Fishing, year round opportunities

Outdoor activities, usually within close proximity to urban activities (balance)

Need better promotion of natural resources

Need more funding for management and enforcement

Eco tourism, environmental tourism, uniquely MI

Heritage education

Diversity of activities

Heritage, image/brand-pure, by industry, multi-generational

Under appreciated/utilized by traveler

How does Michigan rank for NR diversity

## **Defining the Future of the Theme**

People utilizing all of the areas including parks  
People socially responsible

Every public place has “green” items: parks, hotels, restaurants, zoos, colleges, nursery homes, etc.  
Toilets that use less water recycle bins, building with recycled products

People having taken pride in their natural surrounding and have an awareness. Farmer markets, breweries and wineries are thriving. There is no longer a stigma with country living rather an appreciation of country travel  
Pride, awareness, no stigma with going natural/green, thriving wine and beer

There is a “tool” that provides one-stop access to all natural resources. It allows me to search by interest then shares info on the communities surrounding my chosen destinations  
There is an entrepreneurial movement offering resource based products and services  
The culture in MI is one that appreciates and utilizes natural resources

Local communities have collaborated on targets, regional assets to promote  
Visitors have gained an appreciation for MI's nr  
DNR and DEQ MDARD quality of life group have developed mutually beneficial public policies to protect and preserve MI's NR

The industry (including its partners) have been outstanding stewards of the state's natural and cultural heritage  
The industry is a model of the best sustainable practices

Control of invasive species  
Success with CSO identification and clean up  
Strong recycle, reuse, and reduce program statewide

Outdoor activity inventory and marketing

Year-round recreation increase via residents and tourists  
Sustainable tourism leader and residents practice it  
World-class parks  
Active state  
Farm to table is common practice  
People take pride in their resources

Recognized as the nation's leader in eco/environmental tourism practices and visitors  
Recognized as having the greatest value and accessibility to its NR in the US  
So much business to Sleeping Bear Dunes that the bear woke up!

Ski resorts are booming  
#1 boater registration  
New outdoor sport- "ski shoe" from Marquette Backcountry

#### Locations

More seasonal visitation  
People love so much that they keep it clean and spread the knowledge  
More education about our NR/tourism  
Pure MI workshops  
Seminar: "Become an active state"" and incorporate NR into curriculum

#### Add NR to curriculum

Ski shoe  
Comprehensive catalog of offerings with usage guidelines  
Increased usage appreciation by locals and visitors  
Award winning sustainable eco-recycling programs/systems  
Increased programs focused on one of a kind heritage  
Limitation of invasive species  
Keep it local (agriculture/wine/beer)  
International recognition as a destination  
Resurrection of family farms/agriculture  
Identify new recreational activities (freshwater surfing and ice sailing)

## Elements of a Goal Statement

Preserving its entirety  
Accessibility  
Stewards

Use unique features  
Implement  
Accessibility  
Stewardship

Acquire/foster/develop statewide awareness of the place  
Natural resources and the environment play in our ID as a state  
Educate, inspire  
All season inclusive

Improved access through natural and ability based communications  
Historic and cultural resources  
Which positively impacts the image of

Resource stewardship  
Raise awareness  
Protect and preserve  
Market  
Recycle  
Coordination

Outstanding stewards of natural and cultural resources (heritage)  
Model of sustainable practice  
Michigan great outdoors  
Active  
Preservation  
Heritage  
Cultural  
Adventure tourism  
All seasons, all inclusive awareness  
Traditional America

Sustainable  
Accessibility of NR  
Cultural historic preservation  
Increased emphasis on or between agriculture and tourism  
Majestic-magnificent- unspoiled- Michigan will be recognized

Majestic  
Unspoiled outdoors

Magnificent  
Abundant resources

Stunning  
Mesmerizing  
Memories  
Education, discover

To be recognized as an international steward in preserving sustainable natural and agricultural resources