

## Notes from March 27 Visioning and Goal-Setting Session: Public Policy and Government Support

### Defining the Theme and its Significance

*Illegible*

Have government work to improve... *illegible*

Funding of tourism promotions

Fluid due to term limits

Public officials understand the economic significance *illegible*

They are starting to get it, but need more info and conviction to industry

Good public policy can help the industry advance and grow. Bad public policy can inhibit and diminish the industry's advancement and growth. Government support does not equal funding

Involve native Michiganders. Government should be offering incentives to Indian Tribes to invest into tourism (non gaming) infrastructure event related facilities such as outdoor agriculture entertainment abstracts, motorsports facilities and fair grounds

Creating and introducing policies that allow MI's natural resources to be accessible to all tourists

Current elected officials seemed to be embracing the fact that tourism is an economic driver. On the other hand state agencies are lagging in reducing unnecessary rules and regulations that deter tourists from engaging outdoor activities

Significant dangers can exist with Asian carp issues

Significance as source of funding

Support of change with ADA

Disappointing with not enough movement on Asian carp

Proud of funding

Government must commit and be held accountable for all levels to achieve agreed objectives

No feeling of responsibility by elected officials or appointed officials

## Defining the Future of the Theme

Improved roads and pathways  
Improved culture of hospitality with ambassador certification  
Inclusive pricing of all goods

Visitors are king- everyone recognizes the value on tourism spending  
Full state department of tourism with a cabinet level head

The state has significantly increased its financial investments in the industry (promotion, research, experience development)

The state has taken an active and leadership role in attracting international travelers/tourists

Tourism representatives accompany all economic development missions overseas

Future development tourism policies will have involved Native American participation

Tax incentives to tribes to create non-gaming tourist attractions, facilities, and infrastructure

Reinvestment of current and future gaming revenue of government back into tourism

Infrastructure using a casino

Elimination of an *illegible* on layer of government (i.e. township)

A central agency for all industry statistics that breaks down and makes comparisons of all segments of the industry

Tourism promotion funding is totally funded by revenue generated by all segments of the industry

Smaller less (directive) government layers

Actual awareness by legislators of Pure MI and true value

Business friendly policy

Every sector of government is Pure MI with their own color of MI

Snyder a second term

Regulations and taxes that hinder investment and job growth ruthlessly eliminated

Three questions: illegal or immoral, *last two are illegible*

Natural and cultural resources supported and enhanced

Michigan's sense of place the envy of all other American destinations

## Elements of a Goal Statement

A concise description of the economic and social power of tourism that serves as a benchmark for public policy decisions

Focused policy

Public officials

Public *illegible* value on tourism

The state should take tangible steps to strengthen and grow the industry through investments in tourism. Promotions, tourism research, and visitor experience development and regulatory reform

Involve Native Michiganders- Everyone.

All Michiganders compete vs. the world for the discretionary cash of the global tourist. All Michiganders cooperate to attract money from elsewhere spent in hometowns across Michigan. Michiganders are hospitable people. Ecotourism, medical tourism, agri-tourism, spectator sports, motorsports, theme shops, state fairgrounds, outdoors, theme parks and tourist attractions

Knowledge of the Pure MI brand by legislators

Be a business friendly state

Regulatory reform

Data system

Michiganders can turn MI ecosystem around and job and *illegible* of investment

Get government needs to be committed fully involved in the industry