

Collaboration, Cooperation and Partnerships I

Flip Charts

- Objective 1: Educate the public and private sectors on how to use MI.org to promote their business
 - Cross educate between industries
 - Have single resource where different organizations can describe what they do, what their interests are
 - Educate about other areas of state awareness campaign, diversity of state
 - Enhancing entire state, customer service
 - Within next 2 years, have the single resource, database
 - Strategies
 - Customer service from the top down, lead by example
 - Media campaign to educate all media and associations
 - Increase awareness and understanding 2014
 - Customer service, learn from five year and seminars and move from there
 - Travel MI newsletter with tips for front desk and other personnel. What to do, hospitality newsletter for employees, enews letter for redistribution, hospitality tips
 - Workshops, utilize the success stories
 - Make a Pure MI LinkedIn site to facilitate this
 - CVB/chamber begin “tourism” committee in area include restaurants, hotels, city government, attractions, and arts

- Objective 2: Educate on how to create regional collaborations (on general likenesses, similarities, offerings)
 - Statewide collaborations as well
 - Focus on larger collaborative, drill down into regional collaborations
 - Five regions already exist (county → communities)
 - Encourage positive cross collaborations by state government departments
 - Strategies
 - Fishing/hunting collaborating community
 - Promote organizational collaboration with state chamber of commerce and CVB organizations

- Objective 3: Triple partnership money with corresponding increase in state dollars by 2017
 - Perceived value by CVBs/associations/private businesses
 - Assess campgrounds etc. for increased dollars, boat slips, marinas, RV parks, motor coaches
 - Strategies
 - More national campaigns. Get three more and you’re close!
 - Encourage smaller groups to increase co-ops

- Assess other transient guests at campgrounds, RV parks, marinas, to support more participation in marketing MI
- Target those with money, sell them
- Objective 4: By December 2013, develop Pure MI campaign for meetings. Industry recognition for meetings and conferences
 - Strategies
 - Survey users of current destination MI program for satisfaction and needs survey those meeting properties that don't use to find out why. Re-haul
 - Advertisements in large NH meeting pubs (smart meetings, connect, MPI) to promote Pure MI meetings done by Travel MI and McCain Erickson (?)
 - Travel MI establish baseline from public/private sectors, success stories
 - Collaborative campaign of partners participating to display Pure MI meetings handouts, signage, giveaways, etc.
- Objective 5: Develop buy in site through state government for cross state portal, MI products
 - Expand Pure MI "made in USA" site to "made in MI" portal
 - Ex: who makes MI fudge, apples, etc.?
 - Ability to make specific to regional search
 - Encourage cross collaboration by state government departments "positive spirit"
 - Strategies
 - Review current sites, condense to "best of" offer as an incentive to Travel MI members to add to site
 - Coordinate different parts of government ag/DNR/Travel on this

Individual Objectives and Strategies Sheets

- Objectives
 - Have a single resource for groups to go to in order to learn about other groups or organizations in order to form partnerships. Possibly a website
 - Specifically, for organizations and government, possible password protected so we're not getting sales pitches (who would be allowed?)
 - Where we all put information in regarding our project and what we are looking to do
 - LinkedIn site for Pure MI to do (b)
- Strategies
 - Develop a website for collaboration. Possible LinkedIn where associations/CVBs and companies can learn what each other is trying to do
 - Regional collaboration- unsure
 - Triple partnerships money. Get more larger groups to do natural sponsorships. Encourage smaller associations (MSIA) to increase partnership money. This looks good to legislators!

- Objectives
 - Create public/private on using the MI.org web to enhance their businesses (airport)
 - Build partnerships within the region to cross promote mission and objectives
 - State utilize CVBs to promote natural resources
 - Educate regions on the “Pure MI” programs
 - Strategies
 - Create regional tourism board (state→region→district) to assist/facilitate education
 - Assess other transit guests at campgrounds, marinas, RV parks to support more participation in Pure MI and area marketing
 - State chamber and CVB organizations have a collaborative summit!

- Objectives
 - Training of Pride all over MI so that guests experience some enthusiasm and excitement about the state. Service excellence but the collaborative effort of public and private
 - Development of “buy MI” webpage so we can support each other within the state. Also available to conference planners looking to support the local/state economy
 - Better representation/focus/efforts to go after meeting business. Pure MI for meetings
 - Strategies
 - Is there a Pure MI LinkedIn group?
 - Pure MI meetings: Ads in larger meeting publications to promote “pure MI meetings” and collaborative “Pure MI meetings” of those partners participating in shows

- Objectives
 - Education of the advantages
 - Awareness of “success stories”
 - Recognize and promote those areas doing this
 - Collaboration needs to be a household term. Need to have a program that recognizes these areas using this collaborative effort, promote them and create incentives to continue this
 - Strategies
 - LinkedIn for Pure MI group
 - Workshops and share success stories
 - Recognize areas
 - Meetings

- Objectives
 - Opportunities to cross educate i.e. restaurants to lodging
 - Increase attendance at state tourism conference by 3% each year. Share best practices

- LinkedIn group for industry
- Rank in top 10 by 2017
- Not about me but us
- Strategies
 - Statewide media campaign all avenues of media/trade associations
 - Increased collaboration and understanding
- Objectives
 - Triple CVB partnerships in dollars with Pure MI
 - 5X private partnerships in dollars with Pure MI
 - All CVBs at 5%
 - All CVBs under \$100,000 budget, all marketing through Pure MI
 - Strategies
 - Triple CVB partnerships
 - Travel MI
 - Establish baseline from public/private sector
 - Target CVBs with most success, use as an example (same for private sector)
 - Go sell them!
- Objectives
 - Better communicate for local entities to become aware of larger opportunities (state partnerships) and to support each other
 - Collaborate with other areas → knowledge of other areas will help to partner/cooperate
 - Strategy: tourism committee

Collaboration, Cooperation and Partnerships II

Flip Charts

- Objective 1: Commitment to use local products by lodging facilities and attractions with smaller family run business entities to capitalize on relationships
 - Local farmers/products, restaurants and shops
 - Advertise
 - Helps MI state brand more unique and personal
 - Strategy: Commit to 21% of attainable products within a 100 mile radius
- Objective 2: Include budget (5%) media budget to create PSAs, educate citizens on all benefits of tourism (number of jobs, tax revenues) to local benefit, etc.
 - PSA will take politics out of message
 - Value of tourism will be apparent to general public and local municipalities/local government officials
 - Strategy: Seek grant funds from foundations for PSA/education
- Objective 3: Enhance collaboration between government departments. Combine with tourism messaging
 - Find connections to work more efficiently and more collaboratively to create better message
 - Ex: DNR and trail systems, merge with Pure MI messages to increase effectiveness of advertising
 - Strategy: Audit government departments for marketing initiatives
- Objective 4: Encourage public/private partnerships to participate through a possible tax break
 - Follow Brand USA model (example)
 - Tie to tourism based end product (airline advertising, car rentals, film incentive)
 - Once people get here, they see the state
 - Add incentive for travel industries to create MI promotion programs
- Objective 5: Establish “sister cities” with BRIC cities to encourage travel between-reciprocate promotions
 - Leverage exchange students ties to home for visits, purchasing power, state universities
 - Strategy:
- Objective 6: Revisit Travel MI partnerships program. 42 partners may dilute brand
 - Value of partnership may be less than originally intended
 - Strategies
 - Provide incentive for regionalization of destinations
 - Survey return visitors to measure desirability from Pure MI success

- Measure/survey return visitors on a 5 point scale on enticement from offering partners
- Objective 7: Identify more opportunities for commercial partnerships/collaborations (i.e. Coke rewards)
 - Strategy: MI based national brands (Ford, GM, Sara Lee)

Individual Objectives and Strategies Sheets

- Objectives
 - Establish a sister city/state/province with international partner to encourage travel between the two areas
 - Use local products only promoting some entities with larger awareness i.e. vein, Swiss chocolate, Italian leather, Chinese silk using Pure MI brand to elevate others. MI by train?
 - CVBs partner with BRIC nations to develop relationship awareness (?)
 - Strategy: Survey return visitors to measure desirability
- Objectives
 - Shift 5% media dollars into PSA to educate MI residents of state goals, economic goals tied to MI tourism
 - Educate MI citizens and consumers about “ESP” of tourism = jobs created, tax revenues that fund other government programs, number of business/towns who subsist on tourism
 - Lobby for tax breaks for companies (i.e. airline, auto rental, etc.) to co-op promotions with cultural and hospitality based small businesses or CVBs
 - Strategy: Pursue “MI based companies to co-op (akin to Coke Rewards) with Pure MI, Ford, GM, Chrysler, Sara Lee
- Objectives
 - Enhance government agency collaborative (DNR ag)
 - Collaboration between industry groups
 - More commercial collaboration i.e. Coke Rewards
 - More regional partnerships to reduce number of Pure MI partnerships (41 partners to many?)

Funding and Financing

Flip Charts

- Objective 1: 5-8 private and public funding sources to fund plan initiative
 - Strategies
 - Identify foundations for grant funds to support plan
 - Recreation agency dollars feed
 - License fee for Pure MI
 - Identify funding that is not election dependent (related)
- Objective 2: By 2017, reach \$50 million through a permanent funding mechanism
 - Strategies
 - Develop 3-5 talking points to encourage policy makers to increase Pure MI funding
 - Reach outside of the traditional tourism industry for Pure MI support
 - Industry rally behind legislators that support Pure MI dollars
 - Reintroduce TIF funding for Pure MI
 - Keep investors happy, show good results they must want to re-give (show good results)
 - Identify opposition and plan to overcome
 - Don't cheapen the brand value. Be selective with partnerships
- Objective 3: Identify and target industry groups and businesses for voluntary funding support of plan initiatives
 - Develop 3-5 talking points to encourage policy makers to increase Pure MI funding
 - Reach outside of the traditional tourism industry for Pure MI support
 - Keep investors happy, show good results they must want to re-give (show good results)
 - Identify opposition and plan to overcome and inform public/industry who is coming in against funding
 - Develop ROI mechanism/usable data by local destination
 - Assessment to CVBs on campsites, boat slips, marinas, other transit "lodging" options

Individual Objectives and Strategies Sheets

- Objectives
 - What sources are there?
 - Tax, CVB, partnerships, local government
 - Are our investors happy with ROI results?
 - What are so,.... (no idea????)
 - How do we get funding that is not "election driven"

- Elect legislators who are pro Pure MI
- Objectives
 - Secure permanent funding mechanisms by 2014
 - Reach top 5 states for funding by 2017
 - Elect legislators that support Pure MI
 - Develop a broad based process for funding support (more private industry funding)
- Objectives
 - Adequate and stable funding
 - Legislative for budget line item
 - USDA statewide agritourism funding
 - Recreation agencies to line item collaborative funding (i.e. state forest, DNR, DOT)
 - Define adequate funding
- Objectives
 - Get positive feedback and educate people not to complain about person business numbers being down in front of the same people you are trying to get to keep budget going
 - Constant feedback and numbers from the “little people” not just the heavy hitters on why Pure MI is great for MI and their personal business

Product Development

Flip Charts

- Objective 1: Making travel easy and enjoyable (less stressful and desire to return)
 - Strategies
 - Get from point A to B with the trip being enjoyable not frustrating
 - Roads, flying, ground transportation
 - Finished polished look
 - Shortage of parking, lack of public restrooms and good signage
 - Signage and way finding
 - Accessibility
 - Public access
 - Welcome Centers that are open and staffed with kiosks
 - Mobile/electronic brochures
 - Uniform travel/attraction symbols
 - Seasonal routing (i.e. DC HOV lanes), 3 lanes north on Friday, 3 lanes south on Saturday
 - Internal transportation, method/plan- international market not used to renting cars, used to public transit

- Objective 2: Remove barriers for businesses. Job creation and investment working group on specifically in travel and tourism industry
 - Strategies
 - In each MEDC region convene working group and agencies to address issues/barriers MDOT, MSHDA, MDARD, DEQ, DNR, MSUE, MLC, SBTDC, USDA-RD, HUD, DOL, Homeland Security, local units (chambers, EDC, CDG, WPS, municipal league)
 - Licensing/permitting agencies, 3Q, illegal or immoral? Create a job or money? How can I help
 - Improving windshield view on roads that approach resorts/destinations
 - Make a commitment to maintaining recreation based infrastructure (state's attractions)

Individual Objectives and Strategies Sheets

- Objectives
 - Booking business; after booked now arriving. How to get point A to B
 - Welcome- border signs and centers. Airport, welcome assistance
 - Drive, fly, bus, train, limo/taxi
 - Service arrival at towns
 - Information on what to do in area. Options. Target group family, couples, businesses
 - Parking locations

- Can traveler get from point A to B without feeling trip/travel was difficult but instead enjoyable and want to return
- Make the experience of travel enjoyable and easy through product (product meaning arrival experience and knowledge and help)

- Objectives
 - Expand hours/service
 - Welcome centers need to be staffed on weekends, move back under Travel MI
 - Rural areas near natural features on Pure MI campaign. Need to upgrade accommodations
 - Strategies
 - Checklists for inexpensive (relatively) and high impact improvements
 - Move welcome centers back under MEDC
 - Publicize adopt a welcome center program

- Objectives
 - Develop regional workgroups based on travel and tourism in cooperating federal and state departments, local units of government and related travel and tourism associations focusing on investment and jobs, regulations and infrastructure
 - Feds: USDA Rural Development, HUD
 - State: MEDC, MDARD, MDOT, MHSDA, DEQ, DNR, MSU, MI Works, SBTOC
 - Local: chambers, EDCs, council governments

Promotion, Marketing and Communications I

Flip Charts

- Objective 1: Co-op partnership with airlines into MI regional markets
 - Strategies
 - Airline packages (specials)
 - Media in markets (SFO, LAX, SAG, OKL, MIA, ATL) with Delta/United fly into GR/TC
 - Buy into these markets
- Objective 2: Visitor testimonials specific from region they came from
 - Strategy: Conduct research intercept survey. Filter good candidates to film
- Objective 3: Increasing value- promote the value. The experience
 - Strategies
 - Compare “big city” vacation costs to Michigan
 - Branding service level, like southern hospitality
- Objective 4: Partnerships value (ROI). Cost effective partnerships and inclusion of other entities (within region and state not involved in Pure MI, ex: state heritage, local, government, etc.) to grow the brand
 - Strategies
 - Reach out to other state programs, regional, economic development organizations, small business associations, regional government entities, etc.
 - Encourage regional collaboration on promotion
- Objective 5: Continue to increase online participation for both industry and visitors
 - Strategy: within industry promote what we have, mention in ad
- Objective 6: Establish a sister partnership with city/areas from one of the BRIC nations
 - Strategy: Establish exchange program for college students deployed throughout state with various language skills (BRIC)
- Objective 7: Baseline the entire PMC goal so we know where we are now
 - Strategy: Research- specific to goal parts
- Objective 8: Expanding media spending to the closest international locations (Toronto, etc.)
 - Strategies
 - See the US in MI (beaches, ski, wines, cultures, Henry Ford, Meijer Gardens)
 - Pure MI campaign during NHL season (TV- CBC and radio)

Individual Objectives and Strategies Sheets

- Objectives
 - Value, brand service development
 - Define the entire goal, research specific to goal parts
 - Strategies
 - 1. Set baseline for measuring this goal. Brand, partnerships and member plus results, attract, return
 - 2. Define regional information like to travel to “top ten”

- Objectives
 - SF/LA/SD/Orlando/MI/ATL: media purchase in those markets. Create campaign (co-op) with Delta or United to “experience Pure MI.” Value driven vacation package. Include airfare and car rental
 - Toronto and Montreal: heavily advertise during NHL season. Recreation, beaches, skiing, boating, golf, cultural, Henry Ford, Meijer Gardens. Value: better value.
 - Strategies
 - Co-op partnerships with Delta and United to increase MI brand awareness and interest from markets most likely to fly into Detroit/Grand Rapids/Traverse City. Expand co-op packages with auto rental to see the state
 - Expand international media spend into closest major international metro e.g., Toronto by 2015

- Objectives
 - Cost effective partnerships, value
 - Diversification to all media, all tourist related industries
 - Strategies
 - Pure MI/Travel MI, partnerships with CVB and CVB partner with local businesses or destinations

- Objectives
 - Continue to increase online participation (mi.org and Twitter) for visitors and industry. Plus 50% in 5 years
 - Foreign language
 - Strategies
 - Increase online metrics by 50% in 5 years via online partnerships with industry (we mention it in our tweets, etc.)
 - Scholarships/exchanges for students, employed locally and known as a resource. Advantage in home countries BRIC

- Objectives
 - Increase inclusion of entities on the regional level
 - Create diversity of topics under the brand for visitors to comeback for more experiences

- Strategies
 - On a regional level, bring/identify different entities not under Pure MI. Reach out to other state programs, regional EDOs, small business associations, regional government entities

- Objectives
 - Create (a) synergetic partnerships that link industries that produce a “webbed” (?) i.e. agritourism
 - Establish a partnership in a “sister” province/state in a top 5 international country that would encourage travel between the two
 - Brand the service side of MI hospitality, i.e. southern hospitality
 - Strategies
 - Brand the MI hospitality i.e. a (?) that connects to value (service=value)

- Objectives
 - Increase spending per visitor
 - Increase actual visits (web= numbers, visits number 28) and desire to visit
 - Promote value
 - Increase regional collaboration
 - Strategies
 - Compare cost of MI to CA, FL, Chicago
 - Chambers, cities work together

- Objectives
 - Word of mouth, build testimonials on Pure MI (?)
 - Strategies
 - Employ researchers to conduct surveys around state
 - Conduct surveys and ask for volunteers to video/record their impressions

Promotion, Marketing and Communications II

Flip Charts

- Objective 1: Involve townships and counties with assets that they have for promotions with Pure MI “co branding and coat tailing”. Get back to marketing similar resources. Include private enterprise to incorporate Pure MI
 - Strategies
 - Multiple groups working together to increase buying power and impact
- Objective 2: Pure MI increasing communication of its programming aptitudes
 - Strategies
 - NWMCOG, MML, etc.
 - Input in planning and zoning news. Mark Wykoff- MSU land institute
- Objective 3: Communicate brand strategy outside tourism industry (industry, gas stations, etc.)
 - Strategies
 - Pure MI lowers taxes email to all
 - MEDC industry cross over promotion, blue and green logos
- Objective 4: Communicate on unique experiences available in MI as a “whole” list (i.e. trails: quilt, golf, etc.)
 - Strategies
 - MI wide awards in different areas. Sleeping Bear, best lake, best golf, list on mi.org
 - Key activities during slower months that have potential to grow (not April, May, June, July, or August)
 - Graduate programs focus on creating groups of similar events festivals etc. that can be promoted as possible trail or other
- Objective 5: Better Pure MI “branded” items (i.e. clothing, etc.). Selection and quality
 - Strategies
 - Links from Pure MI to retailers in the program
 - Apparel manufactured in MI for quality and organic items
 - Better selections for Pure MI branded products (stickers, beach balls, cozies)
 - Add MI made goods to mi.org, quality
 - Partner logo wear available
- Objective 6: Pure MI partner with other retail/MI based companies
 - Strategy: leverage other companies (like Coke), find other large retail companies to expose outside of state for Pure MI (Ford, beer, wine)

- Objective 7: Promote communication in a medium that best fits the 3 markets: region, national, and international
 - Strategies
 - Holy grail advertising (Olympics, World Cup, Super Bowl)
 - Pure MI app, web links to partners, festivals, stories, reviews

- Objective 8: Increased Pure MI staffing
 - Strategy: Internships

Individual Objectives and Strategies Sheets

- Objectives
 - Partner with other retail companies like Coke (i.e. Pure MI golf ball, Pure MI ski brand, sports teams, Michigan based, Ford?, leverage retail space and exposure
 - Strategies
 - Leverage other partnerships (like Coke), find other large retail companies to gain exposure for Pure MI brand, Ford?, beer/wine, gain exposure outside of state
- Objectives
 - Create an application for access by 2014 involve township/counties as partners in assets they have for promotions in Pure MI
 - Create Pure MI links in each regional or combine web pages in 2012
 - Strategies
 - PLN and ZONE MAG council of government (?)
 - Website link to partners, Tree Tops, pro shop shirts, shanty creek hat etc.
 - Links to Pure MI and back to partners app
- Objectives
 - Allow private enterprises to incorporate Pure MI brand and content in a controlled and approved manner to expand reach. QC?
 - Strategies
 - Holy grail media buys: Super Bowl, Olympics, World Cup
 - Internships
- Objectives
 - Regional national and international
 - Co branding between products and cities and counties of a region combined with entire state to maximize impact
 - Promote communication in medium that best fits each of the three marketing (regional, national, international) example language or electronics of both
 - Follow up communication or review of experience to better meet return needs and hopes
 - Inform on unique experiences available and activities

- Strategies
 - International language on website
 - Marketing that is state/regional/international (target Chicago, Indianapolis, etc.)
 - Multiple agencies each placing advertising at the same time in a publication or TV, radio to increase buy power and awareness
 - Programming
- Objectives
 - Grow brand and partnerships
 - Revise Pure MI site for new traveler user experience... increase new user time and base)
 - Incorporate Pure MI brand into all state owned signage (message to municipalities for increased attraction signage) and replace old sunset
 - Work with products made in MI to include logo on packaging (not just food)
 - Communicate brand strategy outside of tourism industry (increase grass roots awareness of impact)
- Objectives
 - Better Pure MI apparel (organic, MI made)
 - Quality partnership opposed to quantity- not oversaturated market (tone down regional)
 - Pure MI membership for discounts
 - Get back to marketing resources of state
 - Strategies
 - Work with apparel manufacturing in MI to make quality items
 - Add MI goods to Michigan.org website

Public Policy and Government Support

Flip Charts

- Objective 1: Establish a regional tourism council in each of the ten MEDC districts
- Strategies
 - Regional tourism forum: annual
 - Being at the top, with meeting of department heads and possibly travel leaders- ag, MEDC, roads, DNR, etc. at regional level by 2013
 - Economic impact states to support issues
- Objective 2: Educate members of the tourism industry on how to communicate with government officials through the establishment of a central training program by 2014
 - Strategies
 - Employ existing MSU extension educators to educate public policy makers
 - Have regular scheduled meetings or forums with all stakeholders
- Objective 3: Increase elected officials participation in the governor's tourism conference. Minimum of one elected official per 83 counties
 - Strategy: state tourism conference, regional conferences

Individual Objectives and Strategies Sheets

- Objectives
 - Increase marketing dollar available
 - Share economic impact metrics with legislature so they have an understanding of TOR in the tourism industry. We take it for granted
 - Make regulations more user friendly
 - Create networks between all levels of government for cross marketing
 - Strategy: create an umbrella agency to facilitate cross marketing and information sharing between all areas of government
- Objectives
 - Educate public policy makers to importance of travel and tourism
 - Convene annual meetings for federal, state, and local units of government
 - FAM trips to local attractions for above
 - Focus regional efforts on identifying and barriers to growth, defining specific objectives
 - Strategy: educate
- Objectives
 - Encourage collaboration between different parts of our government, so travel bureau knows what road commission is doing. So roads know what travel seems

important so travel destinations can by local agriculture etc. Create meetings that get groups together on a regular basis by 2013

- Objectives
 - Create regional tourism boards to communicate and educate our state representatives
 - Create opportunities to meet in an informal face to face exchange of ideas and philosophies of the tourism industry

- Objectives
 - Educate
 - How to communicate with elected officials
 - Engagement is a two way street
 - Understanding and respect for importance of both
 - Be involved with elected officials
 - Ongoing as issues arise
 - Challenge term limits
 - Continuing education

Research and Technical Assistance

Flip Charts

- Objective 1: Develop a database
 - Strategies
 - Solicit professionals: RFP plan
 - Define database parameters
- Objective 2: Identify current customers
 - Strategies
 - Survey ask what they want and develop plan for giving it to them
 - Clone customer base
- Objective 3: Define tourism by SIC code
 - Strategies
 - Have MI Department of Treasury provide specific numbers by SIC by county, by quarter
- Objective 4: Pay to play, anonymous
 - Strategies
 - Create a model of dollars and database contribution
 - Economic impact studies by region, type, season

Individual Objectives and Strategies Sheets

- Objectives
 - Develop a database where information from individual businesses may be submitted and aggregate results disseminated for statistical and comparative purposes
 - Strategy: Only participants receive results
- Objectives
 - Define who/what is tourism
 - Begin with existing social networks
 - Michigan Department of Treasury, SIC (?)
- Objectives
 - Identify current customers
 - Find more like them
 - Solicit professionals, RFP plan
 - Pay to play with data

- Objectives
 - What is tourism?
 - What is goal of research and technical assistance?
 - What are we researching?
 - What data is being collected, and for whom?
 - Define who our research is going to use provided to, define what data we want to collect

- Objectives
 - Talk to local agencies/businesses to get information on specific demographics (not in season)
 - Where people are coming from
 - What they are spending and on what
 - Industry pay per job

Resources and the Environment

Flip Charts

- Objective 1: Secure 12 international stories/features centered on MI's state/national parks, and/or cultural heritage four season offerings annually
 - Strategies
 - Establish a targeted media list (publication, contact, readership, etc.)
 - Identify potential story themes. Natural attraction (state parks, national parks, national fairs, national recreation areas, unique events). Cultural heritage (maritime history, logging history, mining history, Native American, automotive, Motown)
 - PR firm
 - Define activities during each month by season (festivals, activities, events)
 - Interview international guests about their experience at cultural/historical resources

- Objective 2: Increase awareness of natural, historic, and cultural resources through local/regional/state collaborations to make local information globally available by December 2017
 - Strategies
 - Develop an interest-based online tool to improve access to MI's resources. Do it by regional quadrants
 - Inventory and lump area highlights by region to make it easier to find on the web
 - Have city/township input information re. their cultural/historic/stewardship resources into website
 - Identify local government, business, and community leader contacts for communications related to collaborations
 - Develop historic and cultural MI trails (i.e. Robert Trent Golf Trail)
 - Identify specific offerings pictured in Pure MI advertisements
 - 100% of DMOs include information online re natural, cultural, and historical resources

- Objective 3: Identify three key stewardship practices that can be internationally promoted
 - Strategies
 - Identify and assess all current stewardship practices
 - Complete state survey of key natural and cultural heritage sites to determine stewardship activities, involvement, private/public partnership, and (????)
 - Fishing habitat management for excellence, unique birds, protected species brought back from endangered list, all could be promoted
 - Develop a tool or program to convey water quality to visitors

- Make regulations (hunting and fishing) more user-friendly and tie to overall goal (why do we have these regulations)
- National ranking? Parks, fisheries, etc.
- Develop ecotourism industry DNR, MDARD, DEQ, private sector
- Identify national and international awards related to stewardship, apply, and promote upon winning
- World records, hunting and fishing
- Develop ecotourism program DNR, MDARD, ag, private industry

Individual Objectives and Strategies Sheets

- Objectives
 - Embrace and market our significant resources. In addition to the natural resource we have significant cultural resources as well. I am not sure that we as a state have truly embraced our national significance in both cultural and natural resources
- Objectives
 - Secure 12 international stories annually centered on recreation offerings at our state and national parks and cultural heritage offering
- Objectives
 - Natural wonders, Tahquamenon Falls, Sleeping Bear Dunes many lakes, Great Lakes and others
 - Something for every season, skiing, snowmobiling, fall tours, wineries, museums, golfing, canoeing, color, adults and kids
 - Dining
 - Cultural festivals statewide
 - Michigan has something for everyone anytime of the year
 - Strategies
 - Have all DMOs include a list or links of natural, cultural, and historical resources in area
 - Define specific areas available
 - Promote the awards we have won
- Objectives
 - More specific favoritism identify and advertising of cultural and historic resources (already cover natural)
 - This is tough in a limited marketing plan
 - Are there national and international awards for states and areas accomplishing (re environmental stewardship)
 - Audubon society
- Objectives
 - Bike trail, through WM rails to trails

- Fishing, fly, habitats, ice, different types we have
- Maple sharing
- Local product to local restaurants
- Historic resources
- Local database of all history, cultural, natural resource opportunity input

Service Excellence

Flip Charts

- Objective 1: Improve satisfaction levels.
 - Need baseline survey to know how we are doing to know what to improve
 - Strategies
 - Pure MI tract in schools

- Objective 2: Develop a genuine spirit of hospitality in MI
 - Strategies
 - Develop education (workshops/tools) for business to teach businesses or that they can use with staff
 - Ambassador of the state “newsletter” service tips. Tourist in my own town to help cross promote state CVB/chamber to share with those who deal with public
 - Create panel discussion to share best practices run in several locations/ times of years
 - Treat customers as you would want to be treated. Know what is available in the area and your products
 - Information online, seminars, books on how to be an excellent person in service
 - Cross training by those who have funds to bring in outside training to help those smaller partners that don't. specific sessions at Pure MI conference
 - Education- use YouTube to show best practices

- Objective 3: Recognize service excellence by businesses and individuals
 - Strategies
 - Based on survey results, issue awards for an excellent service rating. Have it listed on the website
 - Chicken soup for the soul type book of service excellence to share with employees, businesses, and guests
 - Create online competition to share “wow” stories of great Pure MI service excellence
 - Establish awards program (county, region, state)
 - Encourage diversity training related to BRIC target nations and internal (MI/regional/US) cultures

Individual Objectives and Strategies Sheets

- Objectives
 - Have training material available for business for employees
 - Treat people as you would want to be treated
 - Be friendly, people are away from their homes and comfort zones
 - Be helpful and informative

- Objectives
 - Every member of our state is a positive ambassador for our state
 - When out of state visitors leave our state, they have stories of positive customer service and they want to return and also will tell family and friends when visiting the region of our state
 - Create tools for employees to use on service excellence
 - Have an email sent to businesses
 - Recognize the service excellence participants in business etc.
 - Strategies
 - Workshops and training session on customer service
 - Every person in state is an ambassador theme understand
 - Email to business industry/government with customer service tips, training
 - Have a site where visitor can rate each region of the state
 - Awards annually from each region and overall state

- Objectives
 - Recognize service excellence best practices
 - Establish trainings
 - Determine baseline of service levels
 - Strategies
 - Survey visitors strengths and weaknesses in service
 - Education, use YouTube videos to share best practices
 - Establish an award and recognition program city, region, state

- Objectives
 - Have Travel MI create an “Ambassador” of the state newsletter (quarterly to start) that can share customer service tips, stories of being a tourism in your area to get others excited about places in the state other than where they live. CVBs/chambers to share with those in their community who deal with public
 - Cross training to help with selling and customer service, more specific seasons at Pure MI conference to focus on needs of members
 - Taught by others in the state/industry
 - Survey on needs, call for volunteers to present, evaluate, and expand for future