Collaboration, Cooperation and Partnerships

Flip Charts

- Objective 1: Develop connection between tourism organizations
  - Strategies
    - Mentoring program for tourism businesses
    - Develop local organization partnerships with state partner (reciprocal)
    - Develop two way to Travel MI
    - Develop connection to small businesses
    - Give access to (?) regions to each other for questions, mentoring, etc.
    - Chat room on MI.org for industry
    - Industry forum
    - Conference sessions at annual conference for idea generation
    - Travel MI comm^n piece to share insight and updates (like old newsletters did)
    - Needs assessment of what tourism business would like
    - Like notes (e.g. tourism industry marketer session vs. just hotels)

- Objective 2: Retain 42 partners and __ growth
  - Strategy: measure effectiveness of existing partnerships

- Objective 3: MI and Brand USA with state to increase local international promotion
  - Strategies
    - Partnership opportunities with Brand USA and MI and include (not (?) Great lakes)

- Objective 4: Develop shared databases (e.g. recreation associations into one database to promote all recreation offerings to logical target market)

- Objective 5: Increase partners with MI based or MI interest corporations

- Objective 6: Collaborate with state departments with tourism interest

Facilitator Notes

- Develop mentor program for tourism businesses, give access to ont (?) of region businesses to gain more ideas etc. (email, phones, chat rooms)
- Strategies
  - Tourism conference session on idea generation
  - Develop internal business to business piece (just for the 14,000 partners, like the old e newsletter)
  - Increase connectivity with Pure MI, communication
  - Needs assessment of what business would like in it
  - Develop a forum for feedback to Travel MI (more one way now)
• Develop industry chat room
• Build conference further to address multiple tourism individuals and various roles within. May be intimidating to certain groups and cost increases
• Develop like “roles” meetings and conferences vs. MI tourism event planning conference, MI marketing directions
• Address needs of small businesses in tourism
• Connections in Pure MI association partnerships to local market
• Local community connection to MI agriculture council
  • CVB meeting by agriculture council local providers
  • Dairy industry
  • Foster partnerships with businesses that don’t see logical value
  • Themed itineraries by industry agritourism...
• Develop MI partnerships with state to do greater than international promotions
  • Brand USA to Travel MI, CVB partner to Travel MI to create a state vs. Great Lakes regional presence
  • MI s/b greater than representation in Brand USA
• Retain 42 partnerships (then grow to x number). Insure they are successful
  • Evaluate existing partner effectiveness and return of effectiveness. Are clicks up or down on mi.org?
  • Evaluate partnerships that have failed
  • Continue to develop partnerships of value to partner (re-evaluate regularly)
• Advance the brand, core partnerships that buy value to each
• MI based or MI interest partnerships that seem greater than MI residents
  • Car industry, Chrysler advertisement with Eminem, Pioneer Sugar, DOW
• Collaborate with other state departments that impact tourist experiences (trails, roads, public health department)
• Develop a recruiter (share rec association) databases into due collective resource to communicate (develop partners)

Individual Objectives and Strategies Sheets

• Objectives
  • Cross marketing/promotion
  • Communication improvements if needed (meetings of marketing directors etc.)

• Objectives
  • Communicate the need to organizations
  • It’s important that government organizations are approachable and understand the big picture of who is going to do what

• Objectives
  • Get everyone on the same page (communications)
  • Work with others not against them
  • Stay focused on the issue/problem
Finish everything you start (good or bad)

Objectives
- Foster collaboration culture of public-private cooperation to keep growing MI tourism economy
- What is in it for me needs to be communicated effectively to the newcomer, the little guy. Show success story on collaboration effort
- Think outside the box, how does agriculture impact your market, FBI (?) does this well with providing MI dinners ???
- MI.org needs to highlight regions and goal themes instead of those tourist destinations with deep potholes
- Every business should have 3 partners to be accountable to throughout year, check in online

Objectives
- Develop MI destination partnership opportunities to market internationally (Brand USA)
- Nurture the Pure MI partnerships that currently exist to continually improve the program and be prepared for managing growth of partnerships
- Collaborate with other state departments to improve areas that impact the visitor experience (roads, trails, etc.)

Objectives
- Canadian dollars at par
- Recreation associations share data buses with state to develop recreation database to market to
- Encourage and increase matching funds
- AAA collaborate communication from Travel MI and feedback
Funding and Financing

Flip Charts

- Objective 1: Establish a tourism caucus legislature- a champion
  - Strategies
    - Explore how other caucus systems are organized and work MI-US
    - Contact a lobbyist
    - Select top percentage destinations in state and target representatives in house and senate to gather for initial workings to establish caucus
    - Find a champion, exploring past models for establishing tourism caucus. Through social media
    - Contact governor and let him know we need a caucus for the 3rd or 2nd largest industry in the state

Individual Objectives and Strategies Sheets

- Objectives
  - Have legislators/senate develop a tourism caucus
  - Partnerships, an amount from partner and public sector to government kitty, 10% from government
  - MEDC, front ?? advertise the plan from there (?) (labor)
  - CVBs, oversee hospitality training and costs

- Objectives
  - Foundations, community, uniting universities for collaboration
  - Strategies: Identify other state methods, champion, and rally support

- Objectives
  - Car rentals, out of state works in all seasons
  - Sand tax
  - Beach tax, working together to keep all beaches clean could be federal cleanup
  - Toll roads
  - Increase border fees, Canada designate to plan
  - Strategies
    - Find a champion, explore past models for establishing tourism caucus
    - Contest

- Objectives
  - Pure MI slot machine. Can be put in all MI casinos and try to contact new casino called the D like for Detroit and place them there, 5 cents of every dollar in the machines go to funding the campaign
  - Strategies
    - Establish a tourism caucus
• We need to get a legislator to want to form a caucus because he knows he’ll get votes in the future
• Or just call a few casinos and put in a Pure MI money-making machine! It’s easier to do, simple is more!

• Objectives
  • Grants, legislators, Pure MI credit card, Pure MI license plates, promotion, proceeds go to x component of the plan
  • Partnership with MI based businesses
  • Strategies
    • Contact George Zimmerman to establish caucus
    • Contact governor to make this a priority (caucus) since we’re the third largest industry in the state
    • Explore other caucuses on how they work

• Objectives
  • Working with recreational product providers, snowmobilers, ATV, UTV manufacturers to give
  • Working with MDNR, so much of a fees for licenses to go to Pure MI

• Objectives
  • Contact MEDC for a specific amount to be allocated committed to for
  • Contact CVBs and Chambers to seek commitment
  • Work with universities and colleges to assist in research and development
  • All areas of goals would be part of universities’ programs for new development
  • Contact large tourism related vendors i.e. Pepsi, Sysco, GFS, Coke
  • Strategies
    • Develop a committee to pick a person or a group of people to research what other caucuses have done to develop one for our tourism industry
    • Contact a lobbyist or firm to consult on developing a caucus
    • Hand pick a few representatives and senators to assist the process

• Objectives
  • Influence legislative process, official PAC
  • Fee on new developments for cultural or environmental development i.e. every new building or contract pays half towards state arts program, quarter not burden
  • Tourism or benefitting companies or agencies participate in loaned executive program, 6 month or more on the job to accomplish
  • Strategies
    • Loan an executive
    • Follow CAs program at GE to develop and oversee student teams to develop aspects of strategic plan
    • MEDC partners with uni programs to bring on college interns to provide manpower to administer strategic plan. Students earn college credit and pay
Product Development

Flip Charts

- **Objective 1:** Improve effectiveness, consistency and comprehensiveness of welcome centers at key entry points
  - **Strategies**
    - Determine director to lead and facilitator
    - Analysis and photos of each center
    - Determine ultimate look
    - Sectors out each center and determine which needs what and budget for each
    - Prioritize order of completion
    - Delegate and have renovation teams
    - Supervise progress
    - Follow up with photos and comparison of model
    - Celebrate a successful mission
    - Enhance welcome center experience with new technology such as iPad kiosks, interactive mapping, etc.
    - More rack cards at welcome centers
    - Audit attributes and benefits of all existing welcome and rest areas. Confirm strategic location, identify opportunities for improvement by December 2013

- **Objective 2:** Improve consistency and effectiveness of highway signage
  - **Strategies**
    - Analysis of current signage in existence
    - Create and develop common signage theme MDOT agency
    - Develop a plan for entrance signs that are consistent at all points of entrance

- **Objective 3:** Increase quality, effectiveness and emotiveness of mi.org
  - **Strategies**
    - Online infrastructure, design website to promote same “good feeling” as Pure MI TV and radio ads. Web designers will review website and enhance online experience. Website will be a high quality, world class experience
    - Develop website to illustrate the beauty of our brand with social media focus and interaction
    - Use links to make site less cluttered, track tabs/pages to see why people are viewing site, work with CVBs/chambers for input, post YouTube videos
    - Develop process to gather input from destinations and visitors to incorporate continually plan site improvement or enhancement
    - McCann Erickson to develop industry communication portal for 2 way collaboration for MEDC to industry

- **Objective 4:** MEDC to add attraction of tourism businesses to its remit (in addition to manufacturing and technology, etc.)
• Objective 5: Expand MI’s trail system
  • Strategies
    • DNR and MEDC to collaborate to audit and promote MI, the trail state (and other partners)
    • Expand motorized trails to 10,000 miles
    • Expand trail systems in and out of communities to promote accommodation, restaurants, and points of interest within communities

• Objective 6: Improve transportation infrastructure
  • Strategies
    • Investigate feasibility of mass transit system
    • Should get a railway system that works from big cities out through the state! A European system, it’s proven it works

Facilitator Notes

• Continue and improve consistency and effectiveness and comprehensiveness of welcome centers staffing, key traffic entry points
• Improve effectiveness and consistency or highway signage, brand all signage
• Online infrastructure mi.org, increase quality and effectiveness and emotiveness of mi.org. Getting the feel of the ads on the site
• MEDC to add attraction of tourism businesses in addition to manufacturing and technology, etc.
• Expand and better connect the trail system
• Investigate and develop mass transit system. Improve transportation infrastructure
• Back of house/internal communication, MDOT, ads

Individual Objectives and Strategies Sheets

• Objectives
  • Continue with effective and comprehensive welcome centers in key traffic inlets to MI
  • Promote and enhance free public web access that may open with travel splash at key state based locations and facilities
  • Back of house, effective two-way communication between travel industry and Travel MI and MEDC (blog, Facebook?)
  • Continue to improve brand via highway signage, intranet, Travel MI
  • MEDC plan to facilitate and promote tourism destination development

• Objectives
  • Better road repair so it’s not constant
  • Increase lanes traveling north
  • Collaboration of MI attractions
- Pure MI certified (similar to AAA) angies list concept without paid membership
- Road cleanup
- Guide with more specifics
- Cleanup in downtown Detroit
- Silver Dome? Beautication/awareness with children in schools

**Objectives**
- Work with MEDC to focus some of the economic development efforts on major tourism attractions or other tourism related developments
- Expand biking trails throughout the state to corner destinations
- Enhance welcome center experiences with new technologies (apps, etc.)
- Create a mass transit connection for Detroit to Saginaw and Flint to Lansing and Lansing to Grand Rapids

**Objectives**
- Promote the experience and history of MI
- Promote tour seasons
- Logo-promotion and branding

**Objectives**
- Common/consistency signage road program. Less on the highway system within the clutter
- State improve physical road conditions
- Road ambience/cleanliness

**Objectives**
- Online infrastructure, MI tourism (people get website)
- Easy to navigate website. Not a massive homepage that is so full of stuff you don’t know what you’re looking at
- More highway signage, especially on country roads where there is no one to stop and asks if you are lost
- World class equals highest quality experience no matter what it is. "wow" factor. Fishing, opera, autos, urban, rural. It is never going to be better anywhere else
- Customer service
- Linking communities and other activities
- MDNR the trail state, itinerary
Promotion, Marketing and Communications

Flip Charts

- **Objective 1:** Increase ROI to $4.90 out of state visitors (international at par as a state)
  - Strategies
    - Measure existing market effectiveness (Travel MI)
    - Develop medium plan as results unveiled
    - What is getting visitors here vs. just aware
    - Clearly identify target markets e.g. international needs different exists
    - Find out how people found out about MI and barriers to travel here

- **Objective 2:** Increase length of stay
  - Strategies
    - Develop itinerary builder feature to MI.org
    - Develop kid friendly road trip, around state, various destinations (east to west, not just north and south)
    - Passport concept
    - Sport teams, discount rate for shoulder date e.g. Sunday 25 room
    - Plan vacation for them, live travel agent or concierge, itineraries by target market

- **Objective 3:** Develop Pure MI campaign, 42 partners, increase types of MI experiences (e.g. urban, overcome image)
  - Strategies
    - Campaign should visually represent all MI experiences
    - Four seasons, make it easy to get info and get into MI consistently
    - Evaluate what is being promoted and exclusively and push inclusive nature and does site not promote all

- **Objective 4:** Increase frequency of visits (four season)
  - Strategies
    - Communicate piece to share how to get recreation equal
    - Promotion campaign for four seasons
    - Card (frequent MI visitor)
    - Card to pass to a friend (MI resident to non resident)
    - Cross promotion/databases with variety snowmobiles and shopping centers
    - Highlight some location, four different experiences
    - Give promotion to summer visitor to get them here in winter

Facilitator Notes

- Snowmobile and ATV
- Increase communication
Cross market opportunities to visitors, extend stay, come to UP travel through, purposeful
Get people to purposeful
Increase east west opportunities
Increase extended stay and for frequency average length of stay...
Develop campaign for kid friendly road trips
Four seasons, travel path opportunities, not just north to south, make east to west, passport concept
Increase frequency
Mediums, increase 4.9
Measure effectiveness of existing marketing and communications e.g. number of website visitors
Are people traveling more, messages relevant to people
Campaign more representative of all types of MI experiences (Kroger and agriculture)
Address negative image of MI, urban opportunities, not a singular message, pure fun in theatre
Experience theme concepts
Consistent message
Natural message
Urban
Three largest spending counties, increase number top 3 areas themes and concepts
Target market

Individual Objectives and Strategies Sheets

Objectives
- Further promote Pure MI as a four season destination by using media promoting MI’s natural resources and recreation
- Fairly promote regions of the state

Objectives
- Experience marketing advertise the experience
- Focus on creating experiences and themes and stories
- What is our image, how do we focus our image an portray that Pure MI image, how are we perceived?
- How do we keep and maintain the experiences for four seasons, really have a planner for all events experiences for all seasons
- Not just natural beauty, because that isn’t everything we have
- How can we learn from each other in different markets/regionally, nationally

Objectives
- Campaign for a kid friendly oratorio
- Get fit in MI
- Improve negative image of parts of MI
• Improve infrastructure exit 675 on off ramp
• Promote area tournament
• Strategy: Fit campaign, promote bike riding, canoeing

• Objectives
  • Total communications for all players of Pure MI program
  • Partnership with like organizations
  • Promote your passion and beliefs
  • Secure all available funding

• Objectives
  • How do we get there?
  • Attract mediums: online, website, social media, TV, radio,
  • How to market internationally
  • Retain: service element, activities with all four seasons, visit four times a year and get completely different experiences
  • Sponsorships of events (race)
  • More partnerships
  • Continued use of brand in many MI departments/state communication

• Objectives
  • Increase Pure MI campaign funding
  • Social media: website traffic and ease of navigation
  • Highlight counties that produce most spending
  • Destination collaboration
  • Pure MI brand has become exclusive
  • Mi.org
  • Cooperative advertising
  • Travel north/south vs. east/west
  • Increase awareness

• Objectives
  • All tourist destinations large/small need to be committed
  • Pure MI natural resources, big cities, ethnicities
  • We need to see commonalities, repeat and return
  • Print media, tour creator, billboards, radio, TV
  • International airline magazines, what is MI? How do we get people to go their own way to see the beauty of our state?
  • In Chicago, would half the people say they would go to MI to see ___?
Resources and the Environment

Flip Charts

- **Objective 1:** Increase focus on natural history and culture on mi.org (with special focus on smaller businesses measurement: proportion of content or of ads)
  - **Strategies**
    - Promote ethnic and cultural events comprehensively on existing site
    - Be intentional with videos that establish our heritage and resources to school age children and families alike
    - Promote kids’ activities for the arts, midland center for the arts
    - Have chambers encourage members to do this!
    - MI is one of the safest states to live in as far as low incidents of natural disasters (floods, tornadoes, earthquakes, etc.)
    - How can we make it easier for visitors to experience the natural resources (itineraries)
    - Promote parks, campgrounds, natural wonders (Great Lakes, Pictured Rocks, etc.)
    - Promote MI going green, gardens, orchards

- **Objective 2:** Identify and win at least x amount of national and international awards related to our resources and environment and promote wins, future and past
  - **Strategies**
    - Identify criteria for existing competitions and compare to our assets that could compete in MI. Who? Travel Commission subcommittee
    - Research international awards that have been held in the other countries
    - Determine which awards you would like to win and why, get your team to buy in on the why, and meet the objectives and criteria

- **Objective 3:** Host one international conference or symposium per year related to resources and the environment
  - **Strategy:** National Main Street or international downtown association meeting, identify more!

Facilitator Notes

- Increase focus on natural history and MI culture on mi.org. Measure proportion of content and advertisements with focus on smaller entities
- Identify and win at least x national or international awards relevant to our resources and environment
- Access existing partnerships “sister cities” with international sites
- Host international symposium event
Individual Objectives and Strategies Sheets

- **Objectives**
  - Develop focus on mi.org for natural history and mi culture. This may include key links to significant historical/cultural sites around the state
  - Be intentional with videos that celebrate our heritage and resources to school age children and families alike
  - Promote ethnic and cultural events comprehensively with mi.org

- **Objectives**
  - Help promote small businesses that feature a resource i.e. natural canoe rental co, historic castle museum
  - Use key high tech ideas, promote via Facebook
  - Cultural, promote kid activities at arts
  - Strategy: research international awards that have been in other countries

- **Objectives**
  - Establish a natural resources, cultural resource website for information regarding environment (canoeing, boating, hiking, skiing, etc.) and culture (museums, public art)
  - Access existing collaborations between inter universities and companies and sister city partnerships (MSU, Dow)

- **Objectives**
  - Have tourists know all the opportunities/resources in the state
  - Unite all groups into cross promotions/central agency for this
  - Overwhelm the tourist so they feel the need to return
  - Introduce tourists to new things they usually wouldn't do

- **Objectives**
  - Current campaign highlights experiences for how can we make it easy to natural experience
  - Stewardship, recognized, win some awards, advocates?
  - Historic, farmers markets
Service Excellence

Flip Charts

- Objective 1: Establish a customer service/service excellence class and certification program with full funding for all levels of service
  - Strategies
    - Develop online hospitality training program. Front line employees, municipal, management level
    - Professional training in schools
    - Appearance online, interviews, etc.
    - Create service curriculum and training manual
    - Hire an individual to develop a team to promote and instruct the service excellence class
    - Consider YouTube video, 5 minute training sessions to be used by entire state at department meetings for staff (many of them)
    - Educate, select a person to coordinate education classes with funding for all levels of employees
    - Develop management hospitality (written) program free for participants including speakers
    - Encourage public entities to conduct their businesses with the ?? a hospitable ?? by talking to department heads for support
    - Provide front line classes for service for customer service employees within businesses
    - Pure MI service excellence certified. Make this something of value to an employee. If not monetary value, get them a special badge or certificate

- Objective 2: Define service excellence for Pure MI
  - Strategies
    - Survey visitors on how customer service is, give feedback and use to improve
    - Reviews visitor statements of businesses known for exceptional service for ideas
    - Pool ideas and form focus group from various industry businesses to have their visitor ideas

- Objective 3: Establish a crime initiative
  - Strategies
    - Stop laying off cops, be proactive
    - Research crime initiatives that are out there
    - Increase law enforcement visibility, provide educational money for preventive program
    - Promote MI as a safe place to travel within. Perception is reality. Change public perception. How? Increase police force, use newspapers and other media to show safe side of MI.
• Remove bad housing, make home owners responsible for improved house maintenance

Facilitator Notes

• Customer service class with resources for front line and managers with online testing
  • Start with kids before entitlement sets in
  • SBO training programs
  • AAA partner with travel industry
  • Online certification/diploma
  • Cross training leadership, CVBs and chambers
  • Education for state know more than your area
• Unified MI tourism defined service excellence within industry, pride in high quality
• Promotion campaign for service excellence class
  • Safety issues (Detroit, Flint, Saginaw)
  • Address crime
  • Crime initiative, perceived safety
  • Border patrol, attitudes, not welcoming
• Extension of Pure MI for education
  • Hospitality, southern, Minnesota “nice”
  • Develop a satisfaction survey

Individual Objectives and Strategies Sheets

• Objectives
  • Educate tourism programs through the universities/colleges, educate the future tourism professional
  • Work with welcome centers
  • Hospitality programs to embrace the concept
  • Website development on mi.org
  • Work on border patrol agents, this is as customer service as they come- this is a must!

• Objectives
  • Experience, tell the story, create a theme/brand for culture
  • Service excellence, what is it? How do customers define it? What service do they want, what don’t they want
  • Travel culture, southern hospitality, cross promotion, Michigander
  • Going above and beyond, bring them back

• Objectives
  • Education state customer service education classes
  • Create resource materials and create testing mechanisms
  • Using social media to educate through trivia bits
Front line familiarization tours, statewide through brochure exchange

Objectives
- Provide tourists with discounts on tourist locations for certain seasons, survey cards to find out what tourists are looking for
- Encourage public and promote entities to conduct their business hospitality

Objectives
- Educate different regions of MI on what other great things are available in MI, other attractions, sights, values

Objectives
- Education on service ethics, standards early on
- Increase training (service oriented) programs in the chamber for small businesses
- Educate small business owners on training systems and protocols
- Education on creating an experience over just a service
- Beautification increase in areas of interest
- Seminars and training in schools for high quality service and work ethics
- More resources for small business owners

Objectives
- Provide a safe environment/experience throughout the entire state
- Develop comprehensive industry service training program on process
- Create service excellence promotion campaign

Objectives
- Have a unified official MI tourism definition of service excellence. It should be a few bullet points or one statement that will inspire statewide industry pride in delivering a high quality experience. A unified definition will keep everyone on the same page. Attracting the best employees who are service oriented naturally aim to please