Collaboration, Cooperation and Partnerships

Flip Charts

- Objective 1: Develop a coalition of all regional players by MEDC district to allow for networking and meeting community needs
  - Strategies
    - Information proactively shared through communication
    - Build database of state agencies, associations, private business key to industry including local government agencies, chambers, CVBs, etc.
    - Create training component to explain and encourage networking and collaboration
    - Sure MI, fostering collaboration efforts with awareness raising

Individual Objectives and Strategies Sheets

- Objectives
  - Identify need then partner organic
  - Collaboration with construction schedules (local, county, state, federal)
  - Local ordinances with regard to signage, events
  - Partnerships between multiple agencies with ties to tourism (MRA, MLB, MBG, MAPP, MDARD, MEDC, MDOT, MDNR)
  - Better cohesion between businesses and lawmakers and local government and sharing
  - Awareness of collaboration with use of Pure MI
  - Cooperative advertising

- Objectives
  - Develop collaborative bodies in MEDC by region with a template structure and purpose incorporating state agencies, local governments, CVBs, chambers, and other? To meet a need
  - Sharing industry contact list to increase collaboration

- Objectives
  - Cross-departmental, municipality, agency approaches to tie into tourism i.e., MDOT, MDNR, Grand Rapids, Ottawa county, west MI tourist association (like Pure MI branding to MEDC)
  - Cooperate campaigns with cross promotion that hybridize messages to confluence
  - Leveraging of regional efforts to couple with Pure MI campaign (basically increase in regional partners)
  - Cooperative multi-channel campaigns (no specific thoughts)

- Objectives
  - Identify a community need that enhances the economic well-being of the community while serving the interest of specific community members and then engage the stakeholders in the project

Funding and Financing

Flip Charts

- Objective 1: Identify costs of all plan initiatives
  - Strategies
    - After research, determine a base level of cost initiatives
    - Hire outside source I.e., MSU to determine range of funding options for each plan initiative
    - Travel commission review and rank initiatives and costs
    - Determine funding pot for everything but advertising, determine what can be realistically be accomplished under each theme (seek partners to leverage funding)
    - Create a budget based on current data available

- Objective 2: Increase state government funding to $50 million/year (or rank number four) with
  A) any increase over $25 million, half to Pure MI, half to other initiatives OR
  B) any increase in ROI greater than $4.90 to fund other initiatives
  - Strategies
    - Request support for tourism development from all affected and relevant state departments. Survey them all (MDARD and MDOT)
    - Legislative education, dedicated source of funds
    - Identify key legislators to work with and initiative budget plan to meet 50 million per year
    - Travel tax i.e., rental cars, gas line tax
    - Identify key private industry leaders to support lobbying efforts for funding in an outside of tourism industry
    - State lodging assessment
    - Fund a system of better state resources to work together
    - Pure MI tourism membership
    - Private ongoing funding, plate system, lotto card
    - Fund better travel experience

- Objective 3: Identify new sources of funding (private and public)
  - Strategies
    - Continued education of business community beyond travel and hospitality
    - Partnerships as revenue generation
    - Work closely with national/local organizations on big joint projects e.g., visitor centers in Detroit may involve DMCVB, national park service
    - Greater business tie into Pure MI brand
    - Create a public/private task force to evaluate and present funding options
    - Make matching funds available for other than co-op advertisements, perhaps other partnerships like product development, etc.

Grand Rapids, MEDC Region Four, August 2 2012, Grand Valley State University

- Objective 4: Raise MI's leisure visitor spending greater than or equal to direct competitors e.g., Ohio (plus other metrics) 2010, MI 12.7, OH 15.8
  - Strategies
    - Develop strategies to best our direct competitors and support these initiatives (will business develop incentives via MEDC for example, consortium of films (?) etc.)
    - Do research to see the difference between OH and MI in terms of leisure spending
    - Keep all data updated to legislators

Facilitator Notes

- Increase government funding to $50 million per year
- Half of increase over $25 million, other initiatives
- Increase of ROI over $4.9 to other initiatives
- Public/private partnership to Pure MI license plate, state assessment
- Not tied to general fund, dedicated
- Identify other government/new sources of funding, broader Travel MI partnership program
- Identify costs of plan initiatives
- Support research, trading of visitors and spending
- Raise MI visitor spending to match and exceed level of direct competitor e.g., Ohio

Individual Objectives and Strategies Sheets

- Objectives
  - Increase government funding to $50 million by 2017
  - Use portion to fund other objectives
  - Lobby to secure long term funding that is not tied to general fund but self sustaining, self directed by industry
  - Reach/maintain number 4 status in state funding of tourism
  - Create private/public partnership to facilitate funding

- Objectives
  - Identify funding opportunities outside of Pure MI
  - Improve visitor experience, assist with funding of attractions
  - Increase international marketing, matching funds for advertisements
  - Increase dollars spent by visitors closer to US average
  - Develop additional partnerships similar to Coke

- Objectives
  - Increase funds, stabilize beyond Pure MI e.g., travel experience
  - Identify other potential funding source, private setor, ROI
  - Legislature and public education travel tourism industry

- Education on other components of strategic plan initiatives besides Pure MI

- Objectives
    - Percentage of increased funds or ROI go to objective goals
    - Influence of partnerships should have a voice in the destinations
    - Continue to keep all informed of results and beat the drums!

- Objectives
    - Fund so all CVB work better together (internet)
    - Fund for better travel tracking, experiences
    - Pure MI license plates/lotto
    - State lodging assessment half
    - Tourism membership

- Objectives
    - Improve visitor experiences in MI
        - Support product development
        - Experiment and build in successes, have some support from Travel MI
    - Streamline Travel MI website
        - Make it easier for visitors to navigate and build their experience, be objective with best for friend in mind
    - Increase/broaden awareness of MI in key internal markets,
    - Better the metrics of objectives of Ohio, our closest competition

- Objectives
    - Increase state funding
    - Incorporate some type of financing from chambers the state to reach a goal ($) to fund product development
    - Add a very small tax to some type of tourism or retail business regardless of the season, perhaps winter could be a smaller tax percent

Product Development I

Flip Charts

- Objective 1: MI will have transportation infrastructure that allows visitors to easily access "Pure MI" experiences
  - Strategies
    - Preservation and development of non motorized routes (hiking, biking, water, equestrian)
    - Coastline ferries, lakes MI and Huron
    - Greater support for regional airports to increase competition and lower the cost of flying
    - Development of affordable parking infrastructure
    - Road construction coordination
    - Trains throughout the state to high traffic tourist areas. Get people out of their cars, scenic trains, transporting trains
    - Rebrand Old US 23 to sunrise pkwy, rebrand scenic routes
    - Designate and identify with signage, historic scenic routes throughout the state

- Objective 2: Visitors to MI have easy access to travel information while in the state
  - Strategies
    - Improve usability of mi.org and continue to utilize social media channels
    - Kiosks placed in high trafficked areas where travelers can find information about what is around them and in the state (roadways, campgrounds, downtowns, libraries, airports)
    - Improvements in signage
    - Develop creative memorable destination welcome centers in southeast MI. Detroit high-energy showcase to promote entire state!

- Objective 3: Visitors experience active, engaging, memorable MI
  - Strategies
    - Shoreline hot spots increase amount of public shoreline
    - Develop a MI heritage site designation similar to Unesco to preserve and promote sites of scientific and cultural interest

Individual Objectives and Strategies Sheets

- Objectives
  - Parks, plazas, and places of large gatherings
  - Pathways/bike paths along water
  - Scenic routes of travel throughout state (signage)
  - Transportation, train, coastline ferry, regional airports (more competition)
  - Preserving historic places and areas (heritage and culture)
  - Travel information via kiosks, campgrounds, parks, etc.

- Objectives
  - Welcome maize for Detroit area
  - Hospitality international travel
  - US 23 as sunrise parkway, cool design. Au Gres north to Mackinac

- Objectives
  - Travelers need to know what is around and available to them
  - Travelers need to get to where they are going
  - Strategies
    - Kiosks to let people know where and what they can see and do around them. Strategically placed throughout the state
    - More transportation options, trains, ferries

- Objectives
  - Increase number of resident trips within MI through improvements to roads, ferries, railroads, highway, bridge
  - Bottlenecks, make regional airports more competitive
  - Preserve MI cultural/heritage attractions (similar to UNESCO world heritage sites)

- Objectives
  - Road construction management
  - Parking infrastructure, affordable
  - Regional airports
  - Alternative transportation planes, trains, ferries
  - Development of non-motorized options (waterways, trails, equestrian, bike/hike)
  - Preservation of historic/natural resources
  - Develop plans for community/downtown enhancements
  - Scenic
  - Public beaches

Product Development II

Flip Charts

- Objective 1: Travel MI provides leadership to support smaller organizations around three themes (i.e., MI made products, auto history)
  - Strategies
    - Support product development as identified more locally. Encourage/experience and build on success that can be applied statewide
    - Have a committee that works with certain entities to put different organizations/businesses together
    - Build and make better successful travel experiences, provide support and expertise
    - Encourage/support cross marketing/promotional efforts
    - Pure MI travel card? Offers discount admissions etc. might be a source of revenue, could also track visitor spending

- Objective 2: The MI product is packaged in a way that is more accessible
  - Strategies
    - Making a website or having an off shoot of MI.org that is like "quirky" MI to show off the beaten path locations (ex: mystery spot)
    - Suggestions of partnerships
    - Objective outside assessment of attractions
    - Road improvement, train tickets making the product state accessible

Individual Objectives and Strategies Sheets

- Objectives
  - Roads, tolls, etc. Working on making nice
  - The state as a whole what we have make people aware, beaches, rivers, fishing, etc.
  - Putting money into the old to make new to have people visit. Downtown Detroit, Fox Theater, etc.
  - Cruises of the lakes, promote and invest

- Objectives
  - Build on and support things that work well that could be taken to the next level
  - Critically assess in an objective ?? What steps cold be taken to improve and enhance visitor experiences (other support, consultants, etc.)
  - Make it easier for visitors and potential visitors to identify their travel objectives

Promotion, Marketing and Communications I

Flip Charts

- Objective 1: Cross promote Pure MI brand with _x_ more organizations/meeting facilities/MI based businesses that protect brand within the tourism industry by third quarter 2013
  - Strategies
    - Provide a Pure MI package that people can share with others as they promote individually
    - Mine tourism database and invite venues and CVBs to join brand 40% participation
    - Involve MI organizations directly related to tourism to support/promote/wear Pure MI brand, especially organizations that are nationally/internationally recognized (sport teams)
    - Review who has adopted (insurance)
    - Sell MI first, city, organization

- Objective 2: Increase international efforts from 3% to __ by 2017
  - Strategies
    - Create Asian/far east office/staff
    - Develop cross cultural materials
    - Develop messages beyond Detroit MI based organizations who w/c international to support Pure MI
    - Offer sales mission to MI advertisement partnerships
    - Utilize effective means of communication in other countries to target international markets use what appeals to their interest

- Objective 3: Increase ROI from $4.9 to $6 by 2017
  - Strategies
    - Increase length of stay visitors through __ in the markets (fish people)
    - Three different experiences, river, lake, and multi seasonal
    - Measure market effectiveness and gap between awareness and action
    - Conduct survey at end of campaign and record results for ROI and brand recognition

- Objective 4: Increase branding messages beyond existing toward greater than niche markets (festivals, culture, arts, harvest, waterways, etc.)
  - Strategies
    - Develop partnerships with areas and specific organizations specialized in these niche markets (charters, boat, hunting) CVBs
    - Website more creative
    - Partnerships develop affordable partner opportunities

- Life expectancy of Pure MI? When and how is the concept and message evaluated?
- Diversity marketing plan to include GLBT, black, Hispanic, Asian

Facilitator Notes

- Vision, four season experiences, increase business travelers
- Market MI's affordability
- Collaboration, study types of partnerships and reason why
- Evaluate market effectiveness (Facebook, Twitter, etc.)
- 21 and up leisure travel (non resident)
- Non residents greater than residents for the first time (54% are us)
- Partner with service side
- Increase ottio? (4%) 25/75 business/leisure split
- 53% region aware Nov-Feb
- October decrease
- 28 national aware
- Increase NE, NW, UP %
- Increase desirability of MI as a destination (28 current)
- 79% auto, 40 VFR, 34 vacation, 50% paid hotels is staying FR
- Get MI resident to promote and reward them, portrait of the average traveler, develop sales force, call a friend
- Increase international travel, train people in languages (BRIC)
- Increase rank from 28 to 10
- Increase Kent City percent
- Pure MI merchandise, blog, YouTube, Flickr, Facebook, Twitter, etc.)
- Increase ROI
- Create campaign that overcomes barriers of why not MI
- Increase rank from 14th in leisure
- Website to be enhanced (8.6 million hits/14,000 listings)
- MI travel ideas
- Increase percent multi season appeal
- Return visitors length of stay, create campaign, no need to go south, spend spring break with us
- Measure impact of these experiences (3 previous bullets)
- Study if we deliver what we say, national image
- Collaboration/partnerships
- 42 partners (match)
- Advertisement partner (MIS, Coke)
- Makes sense to partner with those who serve similar markets (Delta, Florida, or other state)

Individual Objectives and Strategies Sheets

- Objectives
  - Visual sites recorded from past visitors
  - Higher ranking
  - More money reasonably spent on MI advertisements

- Objectives
  - Attract more out of state travelers that spend more
  - Increase advertising to older travelers
  - Try and attract work with publications in different countries, grow more China, Brazil, in travel
  - Increased ranking to top 10 from 28

- Objectives
  - To gain placement on places that are visited by national and international travelers
  - Change the opinion of MI (our reputation of failing and desolate etc.)
  - To become known nationally such as Vegas campaign
  - Focus on certain things about MI such as landmarks, places etc. (ex: Statue of Liberty)

- Objectives
  - ROI to $7.5 (double)
  - Portrait top 10 (top 20 at least)
  - National awareness, 75% (regional 90%)
  - Spending to $20 billion

- Objectives
  - Increase intent to travel to MI for leisure longwoods measure
  - Increase ROI of advertising to $7 for every dollar
  - Track the shareability of current visitors and reward those that encourage others to visit
  - Develop MI loyalty program with states Great Lakes. Measure effectiveness with number of loayalists within target areas
  - Raise level of MI tourism assets throughout the south and southwest target year 1-3 goals
  - Strategy: loyalty program with neighboring states

- Objectives
  - Increase number of social media outlets, number of likes, Tweets, followers etc.
  - Expand the Pure MI campaign to…
  - Increase involvement in USA campaign
  - More collaborations with regional states to promote the region to other international countries

Promotion, Marketing and Communications II

Flip Charts

- Objective 1: Increase awareness from __ to __ of both regional and national numbers
  - Strategies
    - Invest into the Pure MI campaign. Funding need to continue. Governor and legislators have to believe in the campaign
    - Collaborate with regional and national organizations to build relationships and cross promote(e.g., art museum with NY Whitney?) (e.g., regional consertive (?) effort, seems hidden) Do a cross promotion with Florida we'll send you ours if you send us yours
    - Invest in marketing Pure MI social media, invest in encouraging sharing, existing heavy focus on TV and radio, how to increase other mediums (especially social media, engaging, not just number of fans)

- Objective 2: Increase ROI investment from $4.90 to $6.99
  - Strategies
    - Promote more activities that have a higher ROI, boating, fishing, city travel
    - Promote culture and cities along with woods and water
    - Broaden awareness of regional assets with segmented campaigns that directly ties into Pure MI brand (e.g., Holland, Dutch influence)
    - Advertise to out of state hit the hot states. South, Midwest, for summer travelers. Out of state travelers spend more money
    - Improve awareness of ease of travel to and around MI
    - Show more of what to do in the state. Where many would be spend (ex: art festivals, events, concerts, etc.)

- Objective 3: Improve negative reputation of MI (measures)
  - Strategies
    - Encourage people to become MI fans! Loyalty program with visitors and locals
    - Do a campaign about the state showing the good things about all of the state Business moving to the state, Google, Dell, etc.
    - Further promote the natural beauty, family friendly and unique experiences MI has to offer
    - Honestly embrace challenges and define the unique attributes of the transitional/innovative spirit. What does it mean to live, work, and create in MI?
    - Embrace MI cities
    - Do side campaign to highlight "good" local things going on. Revive cool cities
    - Show, embrace, and feature some of the negative cities. Feature them in some advertisements, instead of golf courses

- Objective 4: Increase position from 28th preferred leisure location to top 10
  - Strategies

- Chose 5-10 focused activities/themes and build consistent messaging (fine dinners, snow sports, arts and cultural institutes, great lakes, water sports, etc.)
- Show the musts you have to see like statue of liberty in NY. What should be on MI's bucket list like Traverse City and Tahquamenon Falls
- Promote concept play on words. Tackle the reality for many outside MI that this is "flyover" country or to pass by on Indiana toll road
- Focus on MI as popular, cool TV show, cool movie, cool family, etc.

Individual Objectives and Strategies Sheets

- Objectives
  - Increase international visitation/reach to the top 5 international markets BRIC, UK, Germany, France
  - Increase market share in IL and OH markets
  - Increase state promotional budget for greater reach, make it comparable to IL
  - Create better partnerships with MDOT for signage and aesthetic
  - Involve Travel MI and individual DMOs in travel outreach

- Objectives
  - Grow the ROI to $6
  - Multi-lingual website/landing pages
  - MI business industry need to embrace the Pure MI brand as their own
  - $50 million secure revenue stream

- Objectives
  - Four seasons of festivals of events
  - Promote MI as "fun" and memorable, exciting
  - Creative partners
  - History heritage harvests, arts, unique waterways
  - International events (Cherry Festival)

- Objectives
  - Increase international efforts in Japan, UK, Brazil, Germany
  - Strategies
    - Partnership offer travel agent visits (sales mission) to foreign taret markets for all advertising partnerships
    - Approach auto compay in MI for cross branding opportunities
    - Provide foreign language translation serves to DMOs

- Objectives
  - Increase brand Pure MI recognition from surveys (regional and national) by 5%
  - Cross promote Pure MI branding with all state and county CVB organizations by 3rd quarter 2013

- Cross promote Pure MI brand with all meeting facilities in state by third quarter 2013

- Objectives
  - Provide more niche marketing opportunities regionally (fishing, hunting, recreation sports)
  - Make information for travelers more readily available once they arrive to MI (follow up to the brand website!)
  - Large MI companies embrace Pure MI and organizations

Promotion, Marketing and Communications I and II, Other Objectives

- Increase intent to travel or leisure travel
- Increase engagement of tourism organization from 14,000 to 20,000
- Increase brand recognition regionally and nationally by 5%
- Increase shoulder seasons (Oct-Feb)
- Increase market share in Midwest states from (let DMOs engage in regional Pure MI/Travel MI activities)
- Increase MI resident involvement(website, Facebook, twitter, etc.)
- Increase initial travel to MI from __ to __
- Increase awareness to south and southwest regions and increase visitorship (places too hot in the summer time from __ to __)

Public Policy and Government Support

Flip Charts

- Objective 1: Enhance current coordinated lobbying efforts at all levels of government
  - Strategies
    - Coordinated association efforts
    - Identify the tourism related economic industries for each legislator and their related districts they represent
    - Seek out all legislative officials and keep them informed
    - Make issue a priority at tourism conference and workshop
    - Identify a legislative task force of key individual leaders to meet with legislators and governor on initiatives and tourism goals

- Objective 2: Develop a system for industry to educate their employees about tourism to impact their decision making
  - Strategies
    - Develop a training module on website for industry employees i.e., customer service enhance experience
    - Continue to enhance hospitality programs
    - Tourism ascriber?

- Objective 3: Identified tourism platform prior to elections and require policymakers to address/respond to pre-election
  - Strategies
    - Host forums and inform legislators of Travel MI
    - Identify key issues
    - Candidate surveys, publish results to investors

- Objective 4: Increase public awareness of impacts of tourism on the economy
  - Strategies
    - Emeril's (?) to customs of Travel MI
    - Develop and fund Pure MI education advertisements that support the economic impact of tourism to the MI voting public

- Objective 5: Increase the use of and identify opportunities to share the good news about Pure MI and tourism data/facts
  - Strategies
    - Governor address at local events
    - Share STATs then social media (staff meeting, association meetings, events)
    - Involve yourself in communities

Grand Rapids, MEDC Region Four, August 2 2012, Grand Valley State University

Facilitator Notes

- Engage and enhance current industry to communicate with legislators through a coordinated lobbying effort at all levels of government
  - Educate members for who to vote for
  - Encourage members to vote for those
  - Employers and employed by hospitality, identify leaders in support of tourism and
- Encourage industry to educate staff about issues
- Provide tools, information on an on-going basis
- Identify a tourism platform of issues that elected folks are required to address pre-election
- Increase public awareness of economic impact of tourism to impact public policy decisions
- Establish a tourism PAC strategy
  - Identify and seek opportunities to get the message out, constant repeater, ride the momentum
- Increase the use of Pure MI of campaign marketing materials facts by industry

Individual Objectives and Strategies Sheets

- Objectives
  - Provide tools for industry to talk with stakeholders, talking points, media releases

- Objectives
  - Consistent use of opportunities to spread the news of Travel MI on a daily basis
  - Use any event in a community to talk of Pure MI and all the positive statistics
  - Be active in engaging in conversation with legislatures or political individuals

- Objectives
  - Tourism group promote and support leader that support tourism needs
  - Educate and inform of data to leaders
  - Identify key leader and government issues

- Objectives
  - Engage industry at all levels to communicate with their respective legislators, lobbying efforts
  - Establish an industry PAC
  - Educate public on economic impact of the industry, the numbers
  - Make issue a priority at governor's conference

- Objectives
  - Identify a tourism platform of issues that elected legislators are required to address pre election

- Identify a legislative task force of key private industry leaders to meet with legislators and governor on initiatives and tourism goals
- Identify the tourism related economic industries for each legislator and their related areas they represent

Research and Technical Assistance

Flip Charts

- Objective 1: Easy access to timely and accurate (6 months to a year) data. General and specific DMO data
  - Strategies
    - Build or update the travel professionals portion of the state website to provide this information possibly password protected
    - Access to universe of data for Pure MI website
    - Provide explanation and understanding of Mi.org website, analytics, something beyond click this

- Objective 2: Breakdown of data by county city, geographic boundary of each DMO
  - Strategy: Research broken down by MEDC research department as an MSU field research project by statistical interns

- Objective 3: Working together to gather information, including trends from a variety of sectors including restaurants, retail, attractions, state parks and forests, campgrounds, and lodging
  - Strategy: Ask each group representative or association to provide this information; form a task force to engage the groups associations

- Objective 4: travel MI to provide a service to DMOs to analyze their zip code lists to provide confidential claritas and prism market breakdown for local DMO free of charge
  - Strategy: Include as part of DMO advertising partnerships packages this service to DMOs

- Objective 5: Travel MI to provide their full results of all primary and secondary tourism research data to their DMO advertising partners regarding each DMO current target and potential target markets
  - Strategy: Download the information to a password protected portion of the website for DMO partners

- Objective 6: To define and clarify the role of Travel MI as the research department for the state's tourism industry

- Objective 7: Continue to evaluate the economic impact of tourism within MI
  - Strategy: study the awareness and intent to travel along with ROI of advertising investments

- Objective 8: Provide access to the research and interpretation of the research to improve local tourism marketing investments
  - Strategies

- Require an evaluation of tourism investments (include as part of partnership costs)
- Educate tourism organizations on the research findings, conclusions and reactions to the findings

Individual Objectives and Strategies Sheets

- Objectives
  - Travel MI to provide "source" to DMOs to analyze their zip code lists to provide confidential claritas and prism breakdown for local CVBs
  - Travel MI to provide all primary and secondary tourism data and anaylist research information to partners regarding their target markets and potential target markets

- Objectives
  - Provide timely and accurate statistics that can be used in a variety of applications and governmental discussions
  - Having these numbers and info available will lead to consistency of message
  - Ask or require individual DMOs and businesses and organizations to contribute to the information pool (CVBs, hotels, restaurants, associations, etc.)

Resources and the Environment

Flip Charts

- Objective 1: raise awareness at all levels of existing stewardship standards and highlight examples of stewardship excellence by Dec 2013
  - Strategies
    - Passed the strongest ?? water discharge law of any state in the US
    - Compile a database of green standards facilities
    - Confirm partners (stewards) by spring 2013 USBC/green values/CSP/MPU/PCMA
    - As a resource, should mi.org be multi lingual?

- Objective 2: Protect and promote the Great Lakes as a natural, freshwater resource
  - Strategies
    - Focus on boating as a tourism draw
    - Sample streams and rivers for invasive species DNA to prevent the establishment of the threat

- Objective 3: Preserve and promote our history through preservation education and international promotion
  - Strategy: partner with all state/local/city historical societies to cross promote via websites by 2013

- Objective 4: Work with the DNR to manage natural and historic resources for tourism
  - Strategies
    - Improve DNR online information
    - Community collaboration (DNR and communities)
    - Utilize data to determine communication strategies
    - Monthly state park visitor recap to CVBs

- Objective 5: Increase awareness with visitors of the beauty and potential danger of natural resources
  - Strategy: partner with agencies by securing reciprocal links (weather bodies?) coast guard, MI boating association

Individual Objectives and Strategies Sheets

- Objectives
  - The Great Lakes are: the greatest fresh water resource in the world and how we promote and enhance and protect them is the most important stewardship endeavor we can undertake. Come experience the majestic beauty , the power, and the resources available in our Great Lakes

- Objectives
  - Protect our Great Lakes as a natural resource (clear beaches, invasive species, trash that comes across the lake)
  - Protect or automotive heritage and boating/maritime heritage and lighthouses how do we maintain them better
  - Automotive
  - Great Lakes is theme

- Objectives
  - Partnerships with community sustainability collaboration
  - USGBC, apex, green initiatives CIC, associations/green practices and meetings, green city, conference of mayors (grand Rapids top city), green venue certification hotels, establish rules on website, 1/6 of fresh water in the US

- Objectives
  - Working more closely with the DNR to manage the resources for tourism
  - Do more in the way of highlighting the historical or cultural aspects of the state and different regions

- Objectives
  - Make sure we are being good stewards of our natural, cultural, historic resources
  - Determine what the most critical are to protect and what we want to market
  - What are the resources we want to hold as precious and what ones do we want to share and market

- Objectives
  - Move sports and recreation into the top 5 activities visitors participate in (strongest image in awareness statistics)

Service Excellence

Flip Charts

- Objective 1: Define service excellence and the Pure MI promise
  - Strategies
    - Identify key words that define service excellence and Pure MI promise
    - Create a 2 minute elevator speech stating what the Pure MI promise is
    - Find and provide examples of what we believe is excellent service

- Objective 2: Maintain and increase DKS leisure visitor opinion scores at or above US average
  - Strategies
    - Share regular DKS updates to remind industry to refocus on satisfaction and value
    - Implement a CTA program statewide and achieve a 30% participation rate
    - Pure MI or Travel MI provide list of contacts for customer training programs measure use of list
    - CTA training work with community colleges
    - At local level, provide manager/owner training provide employee training

- Objective 3: Create a series of Pure MI advertisements that showcase the Pure MI promise/service excellence and Pure MI people
  - Strategies
    - Get Tim Allen to speak softly about timeless service traditions
    - Highlight tourism workers through shared visitor sites (mi.org etc.)
    - Showcase MLTA award winners on website/Facebook etc.
    - Locals promote Pure MI and service excellence to mirror Pure MI
    - Have attractions, etc. submit examples of the excellent service they or an employee are giving

Facilitator Notes

- Increase number of students/colleges to foster a service training
  - Statewide ambassador certification (broader than regional)
  - Promoting attractions
  - 30% across the state
  - Meeting points
  - Adopt and implement a statewide service program
- Define the Pure MI promise
- Maintain and continue to exceed US average level of visitor satisfaction (stay above US average)
- Link Pure MI with service excellence
  - Promote and advertise

- Multiple, a series of Pure MI ads that showcase Pure MI promise and Pure MI people

Individual Objectives and Strategies Sheets

- Objectives
    - Define excellent service
    - Recognize service
    - You have to have experienced excellent service to be able to provide it
    - Employees are customers too
    - Statewide training

- Objectives
    - Work with colleges and community colleges to foster service areas and compute releases management, customer personal service
    - Within local areas, provide manager training and employee training program
    - Travel MI provide and find speaker or trainer for regional chambers and CVBs

- Objectives
    - Have a statewide program that creates certified tourism ambassadors who deliver service excellence throughout our numerous attractions
    - Systematic approach to welcome centers in terms of promoting both regional and statewide attractions