

Funding and Finance

Flip Charts

- Objective 1: Increase funding to regional groups through an increase in collaboration
 - Strategies
 - Outreach for all cities, townships, counties, and chambers
 - Keep government size to minimum, use dollars to get the Pure MI advertisements out
 - Pure MI coordinate with a regional entity on funding of marketing
 - Increase funding with proof of areas performance
- Objective 2: Create innovative ways for local organizations to partner with Pure MI
 - Strategies
 - Use local tourism entities to create connector pipeline for partnership funding
 - Make Pure MI affordable for all to participate (grants, subsidies)
 - Structure proportionate funding options to smaller populated (less money) to be able to afford joining Pure MI
- Objective 3: Secure grants for a full time entity that would foster collaboration, cooperation, partnerships, and funding for the plan
 - Strategies
 - Create a regional person to spearhead all efforts
 - Lobby legislators hire a lobbyist
- Objective 4: Reduce funding for marketing in non-BRIC countries
- Objective 5: Re-target and reallocate funding for marketing in BRIC countries
 - Strategies
 - Funding from Pure MI to help with local regional marketing campaigns
 - Pure MI reallocate international funds annually as appropriate for fruitful markets
- Objective 6: Secure 75% of funding for plan goals from tourism organizations (trade associations/CVBs/chambers)
 - Strategies
 - 100% of all groups give whatever amount they can

Facilitator Notes

- Secure grants through MEDC
- Enhancements of marketing funding for local promotion funds
- Ask for 10% increase
- Regional aid, market together

- Find a way to expedite fund requests for partnerships
 - Lower amount needed to match to \$15,000
 - Find new ways for smaller destinations to partner with Pure MI
- Increase UP tourism at incremental rates
- Max funding to regional markets. Define regions and allow partners to invest
- Collectively work together
- Expand public access to federal and private lands by 10%
- Joint effort between Pure MI and regional markets- funding and marketing increase by 10%
- 100% participation at all levels of government
- Secure grant for full time entity to foster communication, cooperation, partnerships, and funding for the plan
- Fund, earmark towards tourism then provide mechanism
- Revenue sharing to cities and municipalities
- Reduce international marketing funding in BRIC nations
- Reallocate and re-target funding in BRIC nations
- Create innovative ways for local organizations to partner with Pure MI
- Increase funding to regional groups through an increase in collaboration
- Secure grants for a full time entity that would foster CCP and FF for the plan

Individual Objectives and Strategies Sheets

- Objectives
 - Recognition that we are here. Small numbers that can carry much of MI tourist amenities. Determent (?) = Ottawa National Forest = Federal control
 - Culturally and physically different than lower peninsula. Educate fundraisers that needs are different up here
 - Trails from east to west, events, volunteers, ideas
 - 10% gas tax
 - working together, regions
- Strategies
 - Person from each tourism organization to attend already established Pure MI meetings Ontonagon and Gogebic counties area
 - Grant expert
- Objectives
 - Be coradive (?) and forward in advertisement and focus on newer markets partners
 - Strategy: Show proof of satisfaction or support
- Objectives
 - Target funding to focus tourism on regions outside of Wayne county, such as UP only at 7% increase the spending in tourism to 10% in next 3 years and 15% in next 5 years

- Strategy: 2. Create innovative ways for local organizations to partner with Pure MI. Grants available to fund smaller, less populated areas, with lots of funding proportionate to population
- Objectives
 - Pour most of the money into areas who visit MI (IA, IL, MN, IN, OH)
 - All activities all included in advertisements (motorized, non motorized, etc.)
 - Be sure other units of government are on board (DNR, DEQ, etc.)
 - Concentrate on US vs. international target areas
 - Strategies
 - Be sure advertisements cover all activities (golf, hunting, boating, winter, scenery)
 - Keep size to a minimum use money getting the word out!
- Objectives
 - Define regional products and markets
 - Increase funding to be directed to volunteer clubs and committees (Pure MI)
 - Pure MI grants to local regions
 - Improve signing for attractions
 - Strategies
 - Officer or individual to connect regions
 - Use local tourism initiatives to create strategies
- Objectives
 - Secure funding through a grant from federal funds channels through the MEDC
 - Enhancements of marketing funding for cities to aid local marketing efforts for business and attractions
 - Ask for increase of 10% per year from legislature
 - Earmark land sales and leases for tourism
 - Regional aid partnerships all entities participate all in this together
 - Strategies
 - Out reach for all entities (cities, townships, counties, chambers)
 - Lobby legislators, hire lobbyist, seek grants, lobby compliance for funding from all levels of government
 - Create a regional person to spearhead activities and organize the work to be done
 - Funding from Pure MI to help with local and regional marketing campaigns
- Objectives
 - Secure \$50 million in funding for Pure MI with no new tax assessments or fees
 - Move MI from 14th to 6th place in total tourism spending
 - Secure 75% of funding for plan goals from tourism organizations (trade associations, CVBs, regional chambers, etc.)
 - Strategies

- Attain \$50 million by demonstrating measurable ROI. Move incrementally over five years (25, 30, 35, 40, 45, 50)
 - Demonstrate how many job/tax revenues would be generated
 - All organizations (100%) of all tourism groups contribute in whatever amounts they can
-
- Objectives
 - Joint Pure MI and regional funding (chamber of commerce/local)
 - Strategies
 - Pure MI coordinate with regional entity (chamber) on joint funding and marketing
 - Pure MI reallocate international marketing funds to more fruitful countries (BRIC)

Product Development

Flip Charts

- Objective 1: Develop a network of high quality roads (improve existing, do not build more)
 - Strategies
 - Roads capturing a portion of the gas sales tax for roads
 - Modify gas sales tax
- Objective 2: Develop a signage/billboard plan that > consistent, attractive, creative signage
 - Strategies
 - Enforce all billboard laws
 - Consistent enforcement of sign laws
- Objective 3: Establish consistent communication service (cell, bandwidth) across state
 - Strategies
 - Have MI be proactive with FCC making sure toll calls are able to connect
- Objective 4: Increase and improve trails and trail connectivity (DNR goal: “The Trails State”)
 - Strategies
 - Develop a state trail strategy (multi-jurisdictional and private land)
 - Increase miles of dedicated bicycle trails (Identify railroad beds for rails to trails)
 - MDOT and MDNR to collaborate on rail trail development market existing trails
 - Make full use of recreation trails federal highway
- Objective 5: Structure and process to help communities address visual blight (on public and private property)
 - Strategies
 - Ensure clean up on all state and federal lands as positive examples. Encourage local and private compliance
 - Enforce all blight laws
- Objective 6: Re-establish a network of 7 day, year round welcome centers
 - Strategies
 - Dedicate funds required to extend visitor centers seasons and days of week by may 11, 2013
 - Train staff in state welcome centers
 - Open rest areas statewide year round

Facilitator Notes

- Develop a network of high quality roads (improve existing)
- Develop signage/billboard plan (consistent, creative, attractive)
- Develop a program to link heritage sites throughout the state (byways, trails)
- Establish consistent communication service (cell phone) across the state
- Increase and improve trails (trail connections, partner with DNR). Safety
- Structure and process to help communities address visual blight (on public and private property)
- Reestablish a system of seven day, year round welcome centers
- Neighbor and state passport plan

Individual Objectives and Strategies Sheets

- Objectives
 - Signage, attractive, appropriate, specifically KNHP and parks work with MDOT
 - Visual blight, clean up public areas, encourage compliance with private areas
 - Expand seasons, rest areas/visitor centers, days of week to include weekends
 - Trails
- Objectives
 - Improve roads and maintenance smoother, fewer choke points (less congestion)
 - Improve and increase telecommunication, more bandwidth, more cell availability)
 - More or better recreational trails
- Objectives
 - Signage, bike trails, ORV trails, directions to next stop
 - NO holidays for park service during tourism season
 - Broad itinerary throughout the state
 - Continue to improve website, don't let money drive the site, make it consumer friendly realizing many who enter know nothing about MI
 - Support for parks
 - Include park in LP and have an opt out instead of opt in
 - Offer neighboring states buy in to state parks
- Objectives
 - Knowledge of area other than regional (our own)
- Objectives
 - Roads and airports
 - High speed
 - Cell service
 - Paved bike paths
 - Community plans (look along coordinates) to revolve back ???

- A clear signage and billboard plan
- Objectives
 - Good roads, maintain existing don't build more
 - Welcome centers, trained staff, better visibility, regionally specific focus more on opportunities for a specific area of per state, highlight local instead of tending to center enter state in more center ????

Promotion, Marketing and Communications

Flip Charts

- Objective 1: Secure funding for promotion that addresses necessary increases as the market place dictates (X% of gross to promotion)
 - Strategies
 - Increase funding in \$5 million increments based on ROI results
 - Lobby legislation set up an increase in funding
 - Money to help with marketing all levels
 - Develop accepted percentage of tourism spending to go directly into promotion
- Objective 2: Keep websites up to date and revise search to enable consumers to search by specific location
 - Strategies
 - Training on effective marketing
 - Focused message
 - Develop and disperse best practices for websites
 - Do not let mi.org be dollar driven, allow visitors to drive information
 - Focus on regions
- Objective 3: Define product and market and connect in order for vertical markets to communicate
 - Strategies
 - Regional marketing as an economic development tool restore EDCs
 - Update websites all entities keep current
 - Target markets for UP: Milwaukee, Madison Chicago, Minneapolis, Des Moines, Omaha
 - State "Pure MI" advertising in product/trade magazines
- Objective 4: Increase air travel to the UP by 25%
 - Strategies
 - Set up partnerships with carrier to plan package flights to and from other destinations to UP
- Objective 5: Marketing to out of state user fees
 - Strategies
 - Online offer to purchase
 - Offer promotion to neighboring states for state user fees

Facilitator Notes

- Secure funding for promotion that addresses necessary increases as the market place dictates

- X % of gross to keep adequate promotion
- Establish a formula
- Keep site updated (mi.org and all regional and local sites)
- Site should not be dollar driven; revise mi.org so specific information based on consumer choice
- Stickers, window decals, make available onsite
- Increase neighbor states through deals for those regional states. Promotion approach for out of state fees
- Define product and market and connect. Are entities approachable? Effective and specific communication into vertical markets
 - Develop variety of mediums
 - Develop communication
- Economics of place and focus on message
- Better define what we offer
- Look at LP and UP separately before combining. Two prong approach to marketing
- Increase air travel to the UP by 25% increase

Individual Objectives and Strategies Sheets

- Objectives
 - Secure funding that addresses necessary increases in the market place
 - Leverage a MI product to incorporate the brand
- Objectives
 - Update web Pure MI and faults
 - Area for international markets
 - Keep forward attitude as changes
- Objectives
 - Increase neighbor states visitor number
- Objectives
 - Stickers on business doors listed website and QR codes
 - Newsletter for the business
 - Choose a liaison to facilitate partnerships in a town and region etc.
 - Get airports to offer service from certain areas to our smaller airports. Get sticker on plane
 - Increase air travel to the UP
- Objectives
 - Offer user programs to neighboring states. Promotion approach
 - Make site more visitor friendly, don't let it be user fees and dollar driven and remember the visitor may know nothing about MI
 - Continue to fund Pure MI

- Help make partnerships available in more rural areas
- Better integration with local small business
- Capture next tier of states
- When capturing data look separately at UP before combing all data to insure entire state needs are met (no representation from west end on this project)

- Objectives
 - Define market, product, who is responsible to connect the two, funding
 - Ask Tom

- Objectives
 - Participate with all local entities that are actively marketing or have started an ad campaign
 - Training on effective marketing
 - Money to help with marketing
 - Place making, economics of place, quality of life issues, attraction focused message to get people to want to live, work, and play in our region
 - Regional marketing as an economic development tool
 - Focused message like “wilds of MI” carried to the cities and towns etc.
 - Strategies
 - Training on effective marketing
 - Money to help with marketing

Resources and the Environment

Flip Charts

- Objective 1: Protect MI's water resources using appropriate planning and regulation
 - Strategies
 - Quantify economic benefit of resource protection and stewardship
 - Closely monitor existing pipelines and tightly regulate new pipelines
 - Prohibit drilling under Great Lakes!
 - Adequate funding of monitoring agencies
- Objective 2: Ensure opportunities for all users and activities whilst minimizing conflict between users
 - Strategies
 - Interagency planning and communication
 - Public/private partnerships with user groups
 - Plan and develop separate non motorized and motorized trail systems to minimize inherent conflicts
- Objective 3: Encourage and create opportunities for off-highway use of resources
 - Strategies
 - Inventory resources available to support this objective e.g. rails to trails
 - Better mapping of resources with better trail connectivity
 - Determine needs and develop strategies to address them
 - Increase statewide trail mileage by 20%
- Objective 4: Support full funding for local/state/federal parks and all other resource managers
 - Strategies
 - Produce economic impacts of resource package
 - Inform state and national legislators about the positive economic benefits of natural and cultural resource stewardship
 - Set funding targets aligned with resource management objectives
 - Increase marketing and sales of fishing, hunting licenses, through a Pure MI TV commercial
- Objective 5: Support full funding for local and state cultural, historic, etc. programs and agencies
 - Strategies
 - Set funding targets with defined objectives
 - Inform state and national legislators about the importance and value of natural and cultural resource stewardship
- Objective 6: Inventory and publish database of 80% of resources available to visitors

- Strategies
 - Publish “best practices” guides for stewardship of resources (resource managers)
 - Publish “Top 100 of each resource category for visitors
 - Michigan’s scenic byways and heritage routes are important assets. Many private lands, such as nature preserves and nature areas are important assets for visitor experience and outdoor opportunities
- Objective 7: Support education and research and development efforts related to resource stewardship
 - Strategies
 - Link Pure MI program goals with state university goals and programs
 - Use economic development to promote green technology
 - E.g. snowmobile challenge at MTU

Facilitator Notes

- Protect MI’s water resources with appropriate planning and regulation. No drilling under GL, DEQ/DNR data
- Ensure opportunities open to all users (activities) whilst minimizing conflict between users
- Encourage and create opportunities for use of resources off highway. Strategy: diversify the imagery in Pure MI advertisements
- Find and support the DNR, local, state, national parks and all other resource managers funded
- Educate legislators re. their importance. Educate public and legislators re. econ benefits of parks and of stewardship of resources and of Pure MI campaign
- Team MI for providers (from SE table)
- Support full funding for all cultural/historic, etc. programs and agencies
- Inventory and publish database of 80% of resources available to visitors (for use by resource managers)
- Support education, resource and development, use and quality efforts related to resource stewardship

Individual Objectives and Strategies Sheets

- Objectives
 - Promote regional networks. Associations of historical museums for instance or orchards, driving routes/tours that would connect those associates’ sites
 - Encourage out of car experiences, engage with the environment, hiking trails, bike trails, etc.
 - Non traditional transport, snowmobiles, bus tours, non motorized

- Objectives
 - Compile inventory in a central access database identifying 80% of resources available to visitors by 2017
 - Publish best practices guidelines for stewardship of resources available to 100% of MI communities and organizations by 2017
 - Develop a publication for each of the 100 top cultural, historic, natural, and agricultural resources in the state by 2017 without cost for listing

- Objectives
 - National, state, and local parks and historic sites are fully funded as stewards of resources, inform national and state legislators, budget support
 - Economic benefits of excellent natural and cultural resources. Stewardship are well documented and well publicized. Inform public and national and state legislators
 - There is a shared vision between national, state, and local governments and community members about the value of resource preservation and stewardship workshops, meetings, and forums

- Objectives
 - Protect our rivers, lakes, and especially the Great Lakes
 - No drilling under the Great Lakes!

- Objectives
 - Raise awareness that MI's resources and their stewardship has a substantial positive economic benefit
 - Fund the MDNR so they can do their job
 - Take politics out of MDNR's business (legislative interference)
 - Tie this RE goal to Team MI initiative
 - Fund MI's arts and culture programs Determine what our success with this goal would look like

- Objectives
 - Try to minimize conflicts between user groups (don't close a trail for a mine)
 - Maintain adequate monitoring of extractive (logging, mining, etc.) industries
 - Continue to improve available technology for these industries
 - Maintain present historical sites, NPS and century farms

- Objectives
 - Need to be sure resources are available to all users. Be sure advertisements reflect variety state has to offer

- Objectives
 - Create statewide map for snowmobiling
 - Create permanent trails (trails change where private property owners)
 - Trails to connect all town or villages

Research and Technical Assistance

Flip Charts

- Objective 1: Provide training
 - Strategies
 - Pure MI staff to provide regional workshops on how to effectively use resource
 - Pure MI area workshops and online workshops
 - Find out what plans are already in place and available
- Objective 2: Make it easy
 - Strategies
 - Get input from us regarding info
 - Show prototypes of information systems to pattern after
- Objective 3: Create a tour package
 - Strategies
 - Write a program to coordinate all available activities into a 1-3 day itinerary
 - Make it easy for businesses to update info
 - Already in place Keweenaw info UPtravel.com
- Objective 4: Cross populate with others
 - Strategies
 - Find funding to network various databases
 - We need to link together more effectively

Facilitator Notes

- Obtain relevant info from system
- To provide resource to effectively research best use of tourism dollars
- Non-bias knowledge source
- Easy to use and navigate
- Make it user friendly
- Must cross populate with other information and regional business
- Provide ability to create tourism package
- Ability to create a map of regional tourism businesses
- Regional database of tourism outlets
- Provide training

Individual Objectives and Strategies Sheets

- Objectives
 - Where do I find out to get the best, more inclusive advertising for my money.
Provide resource to guide us

- Website, search engine optimization, must be useable
- What makes a good tourism website (chamber, tourism and business lure to our area)
- Facebook, twitter, blogs what best equals no time for all
- We need useable day or weekly activity packages to offer tourists
- Strategies
 - Training, workshops within a close distance not downstate for those in UP
- Objectives
 - Provide a resource to most effectively research the best use of advertising dollars to reach the most people for your industry
 - Access non biased information on best way to reach the most people
 - Provide training on the resources

Service Excellence

Flip Charts

- Objective 1: Create a customer service training video
 - Strategies
 - Travel MI and CVBs/chambers get a grant to pay for the video
 - Travel MI tourism counsel service organization
 - Travel MI on to create video to develop front line in customer services. Professional video to keep things light and hammer home the 10 skills of good customer service and take the “cus” out of customer service. Customer understanding service
 - Develop downloadable webinar and supporting materials for a “Deliver the promise” customer service training
 - Travel MI research success stories to develop training materials and demonstrate economic benefits

- Objective 2: Initiate “Team Michigan”
 - Strategies
 - Team MI: establish a monitoring program for businesses/providers and for individuals. Help from MI Works
 - Pinpoint organizations in regions to promote the Team and do the training
 - Travel MI develop video for businesses/organizations, managers, and frontline
 - Travel MI with CVBs and chambers develop Team MI program to increase buy-ins at all levels
 - Travel MI can develop an ad campaign to foster pride in quality of service
 - Prioritize strategy elements that occurred repeatedly across different objectives. Especially training, funding needed programs, and coordination/cooperation. “Team MI” could be a unifying umbrella
 - Create training for business owners to create a team with other businesses. Gaining buy in will hold visitors in the open through creating increase in visitor buy in of local area. With awards for businesses that show improvement and assessed by secret shoppers

- Objective 3: Collaboration with organizations
 - Strategies
 - Find organization to help tourism and related organizations to collaborate
 - Travel MI develop guidelines for collaborative organization relationships
 - Provide excellence awards to chambers/organizations for those whose body completes training

- Objective 4: Create assessment tool
 - Strategies

- Create a survey for statewide and option for regions/areas to add specific survey questions. Give the tools
- Assessment tool: establish baseline for quality of service and monitor improvement with follow-up assessments. Research general parameters useful statewide

Facilitator Notes

- Develop training for front line workers, for core workers. Hire regional secret shopper, create assessment program to evaluate
- Increase travel to UP, accommodation packages, make it easy to get here
- Enhance the quality of what is offered. Assessment tool to measure service. Make facilities look better. Satisfaction survey from customers. Clean restrooms and infrastructure
- Improvements of secondary/county road maintenance
- Develop a short training video as customer service best practices
- Cross train and employ workers into other seasons
- Share tourism facts with workers
- Talk pride into work
- Recognize small businesses with great service. Success stories, training, awards, tiered program
- Internal Pure MI campaign
- Collaborate with other organizations
- Discover tours for front line workers
- Obtain grant to train service workers
- Tourist in your own town
- Find other programs that have worked to train service workers
- Share information across organizations

Individual Objectives and Strategies Sheets

- Objectives
 - Raise awareness about economic benefits of tourism training to develop service excellence
 - Spread knowledge about MI's offerings for tourists
 - Increase pride in MI and take pride in the quality of service offered
 - Maintain and enhance the quality of what is offered, including infrastructure
- Objectives
 - Develop multi-level training program that results in a stable core of service workers that will lead by example
 - Develop a short training video of customer service best practices that can be used as a refresher tool

- Develop a tiered award program for frontline service workers, managers, and businesses for excellence/consistency of service provided
- Objectives
 - Create a service/customer service training that sets the baseline of excellence in service, objective, once done have regional evaluators to measure the basic services to see if improved
 - More catering to visitors, longer hours of operations. Increase packages with transportation to increase visitor flow, measure increase by dollars spent
 - Highlight more quiet sports for the adventurous visitor in winter months. Tie this in with a facility for comfort off the trails
 - Increase travel services to out of the way areas
- Objectives
 - Customer service training for any industry that receives
 - Promote collaboration of organizations to bring better service and information to visitors