Notes from March 27 Visioning and Goal-Setting Session:
Natural Resources and Environment

Defining the Theme and its Significance

It provides spectacular background but affords endless recreation. It helps us reconnect to what is important
Stressed- low budgets for promotions and preservation
Greatest tourism value

Our natural resources are a major contributor to our tourism
Uniqueness to MI sets us apart from most states- drive to Michigan
Great Lakes freshwater capital
They are being used, but not all showcased

Our natural resources are an attraction: great lakes
Michigan wouldn’t be the same with polluted air and water. We need to take care of the environment
Slowly people are realizing the importance and starting to do things to help. Recycling going green

Natural resources and environment are the foundation of what make the MI experience unique or Pure. There needs to be an effective way to increase knowledge and understanding of natural resources without wrecking the, for future generations. From grapes which make wine or soybeans and beets we must educate people so they will learn to appreciate what we have.
Decent. Not enough awareness. Tourists don’t cherish the resources. They don’t know to recycle. Leave only footprints

MI’s parks, trails, harbors, and boating access sites provide access to experiences in outdoor adventure, while improving quality of life and supporting local economies
MI needs to overhaul its communication pathways related to natural resources to improve access, quality of life and local economics
See it from the customer view, not funding

A balance between protection and preservation and exploitation and marketing
Future land use planning essential
Brownfield redevelopment into productive use
Agri tourism key component to strategy criticize exportation of agriculture and illegible to promote Pure MI brand globally

Natural resources- intact ecosystems are essential to the tourism business
People are looking for clean air, clean water, beautiful scenery, healthy vegetation, and healthy wildlife
Great deal of beautiful and relatively healthy ecosystem
But should be alert. Asian carp, invasive species, and impacts of illegible

Preservation, reservation (?) protection should be an important part of the Pure MI vision. The image of PM is directly related to the national assets and the state’s cleanliness, beauty, and accessibility
Provide the visitor experience they expect more
Attention given to Asian carp

Passport program! Kayaking, camping, beaches
We have great natural assets that we want to promote via tourism (in state, out of state, internationally) without having it be exploited
Show people what you have and how they can take advantage of it. Park and its activities
Environmental, agricultural, sustainable and diversity tourism

Differentiations are critical to win and Michigan natural resource are as good as anything else in this country
I would hesitate to concentrate just on one aspect of these abundant resources other than fresh water (focus groups)
Colorado has world class water resources, only think of skiing
Environmental tourism

Michigan has unspoiled nature, lots of natural resources, and a great outdoors
The summer temperature is comfortable and the winter offers exciting snow sports.
Snorkeling, skiing
The change in seasons is magnificent

Not just Detroit/urban area
Beautiful sites- national lakeshore, parks, outdoor recreation, trails
Memorable moments, making memories with family
Lakes and shoreline
Outdoor activities for everyone
Where they can find
Fall features/seasonal

Fishing, year round opportunities
Outdoor activities, usually within close proximity to urban activities (balance)
Need better promotion of natural resources
Need more funding for management and enforcement

Eco tourism, environmental tourism, uniquely MI
Heritage education
Diversity of activities
Heritage, image/brand-pure, by industry, multi-generational
Under appreciated/utilized by traveler
How does Michigan rank for NR diversity
Defining the Future of the Theme

People utilizing all of the areas including parks
People socially responsible

Every public place has “green” items: parks, hotels, restaurants, zoos, colleges, nursery homes, etc.
Toilets that use less water recycle bins, building with recycled products

People having taken pride in their natural surrounding and have an awareness. Farmer markets, breweries and wineries are thriving. There is no longer a stigma with country living rather an appreciation of country travel
Pride, awareness, no stigma with going natural/green, thriving wine and beer

There is a “tool” that provides one-stop access to all natural resources. It allows me to search by interest then shares info on the communities surrounding my chosen destinations
There is an entrepreneurial movement offering resource based products and services
The culture in MI is one that appreciates and utilizes natural resources

Local communities have collaborated on targets, regional assets to promote
Visitors have gained an appreciation for MI’s nr
DNR and DEQ MDARD quality of life group have developed mutually beneficial public policies to protect and preserve MI’s NR

The industry (including its partners) have been outstanding stewards of the state’s natural and cultural heritage
The industry is a model of the best sustainable practices

Control of invasive species
Success with CSO identification and clean up
Strong recycle, reuse, and reduce program statewide

Outdoor activity inventory and marketing

Year-round recreation increase via residents and tourists
Sustainable tourism leader and residents practice it
World-class parks
Active state
Farm to table is common practice
People take pride in their resources

Recognized as the nation’s leader in eco/environmental tourism practices and visitors
Recognized as having the greatest value and accessibility to its NR in the US
So much business to Sleeping Bear Dunes that the bear woke up!
Ski resorts are booming
#1 boater registration
New outdoor sport- “ski shoe” from Marquette Backcountry

Locations
More seasonal visitation
People love so much that they keep it clean and spread the knowledge
More education about our NR/tourism
Pure MI workshops
Seminar: “Become an active state” and incorporate NR into curriculum

Add NR to curriculum
Ski shoe
Comprehensive catalog of offerings with usage guidelines
Increased usage appreciation by locals and visitors
Award winning sustainable eco-recycling programs/systems
Increased programs focused on one of a kind heritage
Limitation of invasive species
Keep it local (agriculture/wine/beer)
International recognition as a destination
Resurrection of family farms/agriculture
Identify new recreational activities (freshwater surfing and ice sailing)
Elements of a Goal Statement

Preserving its entirety
Accessibility
Stewards

Use unique features
Implement
Accessibility
Stewardship

Acquire/foster/develop statewide awareness of the place
Natural resources and the environment play in our ID as a state
Educate, inspire
All season inclusive

Improved access through natural and ability based communications
Historic and cultural resources
Which positively impacts the image of

Resource stewardship
Raise awareness
Protect and preserve
Market
Recycle
Coordination

Outstanding stewards of natural and cultural resources (heritage)
Model of sustainable practice
Michigan great outdoors
Active
Preservation
Heritage
Cultural
Adventure tourism
All seasons, all inclusive awareness
Traditional America

Sustainable
Accessibility of NR
Cultural historic preservation
Increased emphasis on or between agriculture and tourism
Majestic-magnificent- unspoiled- Michigan will be recognized

Majestic
Unspoiled outdoors
Magnificent
Abundant resources

Stunning
Mesmerizing
Memories
Education, discover

To be recognized as an international steward in preserving sustainable natural and agricultural resources