Collaboration, Cooperation and Partnerships

Flip Charts

- **Objective 1: Encourage private/public partnerships**
  - Strategies
    - Add...
    - Success roadshow to clubs, organizations, etc.

- **Objective 2: Improve communication between tourism entities**
  - Strategies
    - Encourage cross collaboration via Pure MI regional buddy system
    - Success road shows should be on website

- **Objective 3: Create clearinghouse of potential partners, ideas, and resources**
  - Strategies
    - Using technology (24/7), create website where filling in what I need is... or what I can share is... i.e., match.com
    - Web portal for tourism best practices idea library

- **Objective 4: Encourage collaboration between government and higher education**
  - Strategies
    - Web portal for tourism best practices idea library
    - Endowed tourism chairs
    - Partner with college to have projects in marketing classes or related programs and internships existing student organizations
    - Make the ask!
    - Focus on high schools and community college culinary arts students
    - Advisory board members to help influence curriculum with tourism culture

- **Objective 5: Identify more collaborative opportunities with big business/corporations)**
  - Strategies
    - Make the ask! To big business
    - Create Pure business campaign that relates to Pure MI but focuses on bigger businesses
    - Partner with business for volunteers or interns
    - Utilize big business marketing departments. Pure MI on Celebrity Apprentice

- **Objective 6: Leverage Pure MI campaign to foster economic development**
  - Strategies
    - Leverage non profit funding and grants to improve infrastructure “historic” venues
    - Encourage economic development corporations to use the Pure MI campaign when attracting, remembering and helping with expansion
• Real estate collaboration

• Objective 7: Extend collaborative opportunities to individuals
  • Strategies
    • Create awareness, show individuals the impact tourists create for them
    • Community campaign to residents. Tourism education, impact, we need you!
    • Utilize resources locally to get info out i.e., business news
    • Continue to educate the public to help them understand tourism benefit to them, so that they do not object to an additional tax for public support of tourism collaboration

• Objective 8: identify and exploit collaborative opportunities with media outlets
  • Strategies
    • Collaborate with MI talent/personalities to be an advocate/ambassador
    • Create video shorts demonstrating successful projects and highlighting benefits to stakeholders
    • Pure MI “shorts” to be shown on local cable stations

Individual Objectives and Strategies Sheets

• Objectives
  • Improve communication
  • Bring more organizations in on campaigns/projects regarding Pure MI - more invites to induce collaboration, cooperation, and partnerships

• Objectives
  • Develop policies to encourage public/private ventures and ease the process (local, Edison Inn)
  • Promote awareness of potential relationships and resources
  • Strategies
    • Promote MI facts with MEDC and Pure MI
    • Share news of collaborative efforts

• Objectives
  • MEDC collaboration with colleges and universities
  • Get MI talent to be an advocate for the state
  • Leverage community grants to improve infrastructure

• Objectives
  • All for one, one for all
  • Avoid territorial limits
Objectives

- Better educate public about benefits so that they will become ambassadors and supportive - not object to taxes - while at same time finding more ways to support tourism through state i.e., more transparency of CVBs utilization of money collected through hotel taxes.
Product Development

Flip Charts

- **Objective 1:** increase number and diversity of listing on MI. org (e.g., a transportation page)
  - **Strategies**
    - Incentives to communities or businesses to have their information listing on MI.org
    - Find emerging/new/unique attractions. Appeal locally to nominate favorite “unknown” destination attractions and accommodations
    - Use go to meeting to educate destination owners about what makes a good listing (quality diversity of site consistency)
    - Contact businesses with checklist to connect with mi.org and other sites
    - Enlist CVBs to check listings on mi.org for their area i.e., Accuracy, currency and diversity
    - Make it easier for anyone to report dead links or outdated information

- **Objective 2:** Increase number and diversity of transportation options in and out of major arrival points (DTW) and raise awareness of
  - **Strategies**
    - Bring together needed transportation routes and entrepreneurs and VCs
    - Grant program for start up car rentals
    - Increase awareness of transfer points between transportation services
    - Fly in/ride the train we will get you where you want to go (shuttle services)
    - Local volunteers rate their communities point of arrival re. Transport friendliness to visitors

- **Objective 3:** Identify and promote two lane/backcountry routes and trails (with focus on emerging destinations/attractions)
  - **Strategies**
    - Have smartphone app that shows 2 lane routes (art trails)
    - Create link groups of like attractions to create packages
    - Encourage development bike/walking trails connecting communities (plan and fund)

- **Objective 4:** Bring together compatible industry groups to develop packages (B and B group, bicyclists) e.g., sunrise, sunset package
  - **Strategies**
    - Allow promotional posts and guest blogs if multiple businesses/attractions- not community owned- are features and if it meets the goal of keeping tourist in play
    - Book end events to increase length of hotel stay and spend rate
Facilitator Notes

- Signage along state highways (<10 miles), same as Great Lakes/Pure MI signage? MDOT
- Increase # of/diversity of listings on mi.org
- Increase #/variety of transportation options in and out of arrival points (DTW, etc.)
- Identify and promote two lane backcountry routes or trails
- Give visibility to packaging ideas that increase length of stay
- Emerging destinations/attractions (sunrise, sunset package)

Individual Objectives and Strategies Sheets

- Objectives
  - Call everyone be googled? Mi.org in your area a “self contained” sleep, eat, and shop. Golf cart communities
  - Bike paths connecting areas
  - Signage from MDOT
  - Old train beds? Where do they lead
  - If someone arrives by train, how do they go anywhere?
- Strategies
  - Checklist
  - Beer/wine trails
  - Two lane road trips

- Objectives
  - Enhanced signage to tourist destinations (way finding signs)
  - Grants for mom and pop motels, B and Bs
  - Create statewide system of rating mom and pop, motels, B and Bs, etc. Rated during inspections
  - Smart phone apps
  - Checklist for businesses of what they need to have

- Objectives
  - Promote “two lane MI” or “back road MI” by developing the equivalent of beer/wine trails or culinary trails focusing on the route in between major destinations
  - Give visibility to packaging ideas that keep tourists “in play” such as B and Bs on east and west side of state developing a “sunrise, sunset package”
  - Identify emerging destinations
- Strategies
  - Free entertainment program at welcome centers

- Objectives
  - Encourage and develop appropriate accommodations in emerging attractions
  - Strengthen and collaborate signage (this trail, that trail) efforts (attractions, etc.) along state highways?
- Road improvements
- Identify emerging/slowly developing attractions/destinations and provide “speed up” help
- Transportation options
Promotion, Marketing and Communications

Flip Charts

- **Objective 1**: Increase state funding for Pure MI campaign to expand awareness of the Pure MI experience
  - **Strategies**
    - Communicate importance of tourism to state economy to legislature
    - Experiential YouTube videos for iconic MI locations
    - Increase funding incrementally based on results 25-30, $40 million
    - Product placement co-op ads national and international. Hotel chains, Harley, etc.
    - Quality of life expand industry sponsor to Pure MI campaign

- **Objective 2**: Expand international campaign
  - **Strategies**
    - Co-op partnerships with “destinations” to raise funding. Raise awareness. YouTube “experience” campaigns
    - Create customized marketing campaigns to bring international tourists

- **Objective 3**: Expand Pure MI to encompass the change in motorcycle laws (specific routes and trails)

- **Objective 4**: Increase search engine results for travel/tourism sites
  - **Strategies**
    - Pure MI with support and funding for CVBs and regional business
    - Increase cross linkages to Pure MI
    - Hire SEO and social media consultants
    - Encourage relevant crosslinking among tourism created organizations and businesses

- **Objective 5**: All tourism sites be accessible to multiple types of technology (smartphones and tablets)
  - **Strategies**
    - Have check list with information of how to apply your business to these technologies

- **Objective 6**: Translate MI.org to targeted international languages

- **Objective 7**: Encourage tourism businesses to tie into Pure MI where appropriate to spread brand (social media)
  - **Strategies**
    - Get organization BDs and leadership to make “tie in” to Pure MI a policy
    - Free Pure MI window cling for vehicles to tourists and visitors
Objective 8: Increase MI’s desirability ranking from 28 to 15

- Strategies
  - Explore adoption of direct mail campaign (focus on experience)
  - Increase promotion funding

Individual Objectives and Strategies Sheets

- Objectives
  - Ranking on bw.org raise hotels/B & Bs increase search engine results
  - To zero in on of the visitor (regional)
  - Pure MI camp, do some over the state
  - Helmet law
  - International, low visits, 3 entries into Michigan, Port Huron and Detroit
  - Fundraising
  - 28th ranking for state to visit?
  - Direct mail
  - Strategies
    - Increase partnerships/industry as partners, quality of life
    - Put emphasis on border crossings only a bridge away- partner hotel chains
    - Use specific media grant to individual/groups
    - Show experiences regionally

- Objectives
  - Increase funding or assist partnerships in participating in Pure MI
  - Increase national exposure for Pure MI
  - Strategies
    - Increase sources of revenue... state local, private sectors. Branding Pure MI
    - Emphasis importance of tourism to state legislation and execute brand
    - Expand Pure MI brand and awareness on a national and international basis- increase desirability rankings

- Objectives
  - The website of CVBs and similar organizations rank high in search engines (especially Google) for all relevant, key search terms, such as “hotel Port Huron, MI)
  - All tourism oriented websites are re-sizable meaning they can be easily accessed by all devices
  - Local businesses are more sensitive, friendlier to people from different cultures, speaking different languages, etc.
  - Local businesses know how to engage future prospective guests and past guest via social media, learning from Pure MI
  - Strategies
    - Funding for SEO training and blogging at local level for re sizing websites
    - Off season training for local business (Chamber, CVBs)
• Awareness campaign to get local business to see how they fit into the tourist picture
• Customer service session
• Summer jobs for language experts
• Use go-to meeting

• Objectives
  • Increase co-op partnerships with destination to raise funds/raise awareness, YouTube video campaign
  • Hotel chain co-op partnerships to encourage foreign travelers to choose MI locales
  • Partnership with bike brand through product placement in outdoor and targeted publications or broadcast (chopped)

• Objectives
  • Communicate the “experience” of Pure MI
  • Market the “Pure”. What makes it Pure MI, what about that purity could attract tourist and from where? Promote those to each place
  • Create the desire to visit MI

• Strategies
  • Focus on which part of Pure MI would appeal to which (customize campaigns to fit different countries)
  • Pure MI business campaign (campaign that focuses on bringing companies into the campaign and being a partner)
  • Make sure all sites resizable
  • Create desire to come to MI by researching reasons tourists travel to other states

• Objectives
  • Sell ads on Pure MI to MI businesses
  • Offer training and/or workshops to businesses by region (starting with lowest visitor percentages, who needs help most?)
  • Billboard, radio, and even “tell a friend” direct mail to those already visiting (with discount coupon)
  • Help all CVBs have responsive web content grant to upgrade sites to ensure mobile friendly

• Objectives
  • Marketing campaigns → direct mail to current visitors, regional visitor post cards (we’re glad you came, tell your friends... if I told you, you can experience crystal blue waters typically only found in tropical locations, would you come...)
  • International marketing, focus on our border neighbors billboards, radio, visitors, card

• Objectives
  • Grow Pure MI brand and partnerships
• Continue to expand with local partnerships and collaborations already in place and increase funding for the Pure MI campaign
• Strategies
  • Make Pure MI campaign international, multi-lingual, to target ethnic communities and countries we wish to attract
  • Social media
  • Webinars to help businesses optimize search engines
  • Hire consultants to help increase interface with social media platforms

• Objectives
  • Encourage local businesses (where appropriate) to tie into the Pure MI brand
  • Increase state funding for Pure MI ad campaign
  • Strategies
    • Encourage tourism businesses and organizations to hire SEO consultants
    • Increase funding requests incremental based on results
    • Get organization boards and leadership to make the tie in to Pure MI a policy
Service Excellence

Flip Charts

- **Objective 1: Define culture of service excellence and Pure MI promise**
  - Strategies
    - Define culture in 2013
    - Ask stakeholders what they think it is
    - Post the promise in a prominent place
    - Whatever the culture is make it available 24/7 via web
    - Share (via media or organizations) what objectives we are striving for as a culture of excellence
    - Grow the culture to reach to people who provide service this is many levels
    - Provide incentive to buy in to the culture

- **Objective 2: Develop local-level mechanisms to raise awareness/share knowledge of culture of service excellence/Pure MI promise**
  - Strategies
    - Develop a Pure MI road show with a “we’re here to help” agenda and how to attract visitors and shoppers. What’s happening in successful destinations?
    - Chamber of commerce or other local group add agenda item each meeting to grow awareness of the culture
    - Develop an award program available to use on a local level (Pure MI ambassadors)
    - Offer presentations to local chambers on front line training
    - Create short video demonstrating encounters that lead to a successful visit
    - Create an online tutorial of what is expected in excellent service for tourists
    - Encourage local businesses to train employees to provide services that cause the patron to become an ambassador
    - Implement strong social media influence for local area
    - Take advantage of technology to spread the culture- seeking buy in
    - Does SBA or MSU offer any classes or instruction for businesses or owners?

- **Objective 3: Raise DKSA satisfaction score to 8.9 by 2017**
  - Strategies
    - Ask visitors more often what makes/made them happy
    - Reward communities/destinations that raise satisfaction numbers
    - Satisfaction surveys on a local level, tips on how to improve keep a hand on the local pulse
    - Find improving communities and destinations some free exposure and promotions (based on satisfaction scores, state level)
    - Foster a positive image campaign aimed at front of the line staff

- **Objective 4: Establish and increase rates of recommendation and return**
Individual Objectives and Strategies Sheets

- Objectives
  - Define culture of service excellence/Pure MI promise
  - How to develop, share, and raise knowledge with front line employees, develop local-level mechanisms to raise awareness
  - Knew more about year round tourism, training signage
  - Raise satisfaction level to __ on DKS report
  - Establish/increase ROI
  - Leave no visitor behind!
  - Chat-board, successes, best practices

- Objectives
  - What needs to be done?
  - Immediate feedback 24/7 via web or phone or even some new technology that is not available yet
  - Signage to find places where tourists can get info
  - Statewide “buy in” that all visitors get treated special each business, attraction, destinations, etc. would define their own standard, but having a state standard can provide guidance
  - Chat board implies some sort of cohesion, collaboration, and commitment. What does MI have to supply that?

- Objectives
  - Increase satisfaction of visitors to encourage return visits, higher spending, glowing reports
  - Increase knowledge/helpfulness at visitor level. Leave no visitor behind. Easy for them to access information anywhere they are. Create more of a culture
  - Strategies
    - Local training, share “best of”
    - Ask them more often

- Objectives
  - Education for business owners; how do you train people?
  - Expectations when training
  - Help available
  - Strategy: Professional helps, mechanisms to help local businesses

- Objectives
  - Cross penetration, regions are familiar with each other and can give clear explanations of what MI can offer a tourist
  - Foster a positive image of all four season in MI
  - Satisfaction