

Product Development

Ypsilanti, July 16 2012, Eastern Michigan University

Flipcharts

- Objective: Increase awareness of safe environment (clean waterways, public safety, parks, roadways) through positive examples
 - Strategies
 - Identify tourism products, experiences MI currently lacks but could reasonable attract and develop
 - Expand Pure MI logo to public safety services and DNR
 - Create a list of those involved in product development (i.e. GLBRCVB a tourism economic development program)
 - Collect data, examples of MI stories and statistics to support Pure MI
 - Positive social network news feed of data and statistics
- Objective: expand standardized signage to all public areas (airports, welcome centers) at state, community and private levels (attractions, hotels) e.g. electronic signage, updates, events, universal for international travelers
 - Strategies
 - Identify existing standards (universal or state) and communications
 - Allocate matched funds to meet standardized signage
- Objective: Roads, rails, and trails. Increase awareness of connected cross system transportation. Expand public transportation by connecting to existing infrastructure
 - Strategies
 - Create dedicated transportation web page on mi.org
 - Award money funding for projects connecting existing transportation options

Individual Objectives and Strategies Sheets

- Objectives
 - Improve accessibility to institutions that serve the industry
 - Reach railway systems
 - Communication with other sectors
 - Improve systems (dining, local attractions, culture) that support a leisure/business visit
- Objectives
 - Making memories in MI
 - Increase safety awareness i.e. no sharks in water
 - No worries on the road, friendly people/state
 - If you're not busy living then you're busy dying
 - Generate experience ideas through actual stories
 - Create interactive check-in points, grassroots word

Product Development

- Objectives
 - Signage standardization parks, welcome centers, restrooms (carry over to private sector hotels, attractions) park system passport (open to out of state residents?)
 - Electronic billboards for traffic, events, etc.)
 - State website more internationally friendly

Port Huron, July 18 2012, Maritime Center

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)

Product Development

- 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
 - Can 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

Product Development

- 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

Dearborn, July 19 2012, The Henry Ford

Flip Charts

- Objective: safety, piece of mind, traveler road assistance. Increase perception of MI as a safe travel destination
 - Strategies
 - Deploy additional safety and visitor assistance personnel on travel routes
 - Develop application for locating closest help and or road assist and information (MDOT?)
- Objective: Develop the story and historic resources throughout the state (along MI historic highways, open ford highland park)
 - Strategies
 - Provide a factory heritage tour of ford piguette ford highland park, rouge
 - More Pure MI focused ads on MI’s historic and heritage resources
 - Promote unique MI treasure historic and contemporary
 - Fund key public destinations at a sustainable level so they don’t have crumbling infrastructure when people arrive in MI especially state parks. Lean on help from MSU DNR sustainable park development team
 - Restoration, Elobe Building, MI DNR, adventure center and state welcome center. Direct visitors around state
 - Open an automobile heritage welcome center
- Objective: Develop enhanced statewide model transportation options
 - Strategies
 - Tours industry advocate for enhanced transportation investment
 - MTWA partner with develop partnership
 - Establish regional transportation authority
 - Extend high speed rail connecting from Montreal through Detroit to Chicago and beyond

Product Development

- Objective: Create/promote themed itineraries, total tourism packages development
 - Strategies
 - Use travel MI web platform to enable tourists to “build” their own customized comprehensive travel itineraries
 - Establish criteria for tourism themes
 - Post/list package or themes on Pure MI website
- Objective: More high end attractions to meet interests of growing international market
 - Strategies
 - Incentives to developer to build high end attraction
 - Develop some 5 star lodging properties and high end shopping experiences in metro Detroit
 - Promote MI fine art to international travelers

Individual Objectives and Strategies Sheets

- Objectives
 - Increase perception of safety
 - Exploit things people want to do and see
 - What’s unique? Strengths? Propriety
- Objectives
 - Package development. Bike around state (who caters, where to stay, repairs)
 - Automotive tours, all inclusive experiences, *illegible*
- Objectives
 - Open Ford Highland Park to a visitor experience
 - Provide a full auto heritage factory experience Piquette, Ford Highland, Park and Rouge
 - Develop the stay of each heritage route
- Objectives
 - Move high end attractions to meet interests of growing international tourism markets particularly Asian
 - Increased/enhanced statewide transportation options (trains, ships)
 - More innovation, focused attractions (themed) to help rebrand MI as center for American innovation
- Objectives
 - Fund state parks at least some of them, at sustainable park planning partnership
 - Support international preferences at our attractions. Not just language but also the appearance of the attractions
 - Strategies

Product Development

- Ensure there is adequate support for public destination MI i.e. parks, zoos, roads, et, don't present a crumbling infrastructure
- Higher speed rail to destinations

Bellaire, July 23 2012, Shanty Creek Resort

Flip Charts

- Objective 1: Making travel easy and enjoyable (less stressful and desire to return)
 - Strategies
 - Get from point A to B with the trip being enjoyable not frustrating
 - Roads, flying, ground transportation
 - Finished polished look
 - Shortage of parking, lack of public restrooms and good signage
 - Signage and way finding
 - Accessibility
 - Public access
 - Welcome Centers that are open and staffed with kiosks
 - Mobile/electronic brochures
 - Uniform travel/attraction symbols
 - Seasonal routing (i.e. DC HOV lanes), 3 lanes north on Friday, 3 lanes south on Saturday
 - Internal transportation, method/plan- international market not used to renting cars, used to public transit
- Objective 2: Remove barriers for businesses. Job creation and investment working group on specifically in travel and tourism industry
 - Strategies
 - In each MEDC region convene working group and agencies to address issues/barriers MDOT, MSHDA, MDARD, DEQ, DNR, MSUE, MLC, SBTDC, USDA-RD, HUD, DOL, Homeland Security, local units (chambers, EDC, CDG, WPS, municipal league)
 - Licensing/permitting agencies, 3Q, illegal or immoral? Create a job or money? How can I help
 - Improving windshield view on roads that approach resorts/destinations
 - Make a commitment to maintaining recreation based infrastructure (state's attractions)

Individual Objectives and Strategies Sheets

- Objectives
 - Booking business; after booked now arriving. How to get point A to B
 - Welcome- border signs and centers. Airport, welcome assistance

Product Development

- Drive, fly, bus, train, limo/taxi
- Service arrival at towns
- Information on what to do in area. Options. Target group family, couples, businesses
- Parking locations
- Can traveler get from point A to B without feeling trip/travel was difficult but instead enjoyable and want to return
- Make the experience of travel enjoyable and easy through product (product meaning arrival experience and knowledge and help)

- Objectives
 - Expand hours/service
 - Welcome centers need to be staffed on weekends, move back under Travel MI
 - Rural areas near natural features on Pure MI campaign. Need to upgrade accommodations
 - Strategies
 - Checklists for inexpensive (relatively) and high impact improvements
 - Move welcome centers back under MEDC
 - Publicize adopt a welcome center program

- Objectives
 - Develop regional workgroups based on travel and tourism in cooperating federal and state departments, local units of government and related travel and tourism associations focusing on investment and jobs, regulations and infrastructure
 - Feds: USDA Rural Development, HUD
 - State: MEDC, MDARD, MDOT, MHSDA, DEQ, DNR, MSU, MI Works, SBTOC
 - Local: chambers, EDCs, council governments
 - Develop second home

Lansing, July 26 2012, The Lexington Lansing

Flip Charts

- Objective 1: Create an equitable and accessible information channel by which visitors are able to plan their full trips: arrival to departure
 - Strategies
 - App for objectives
 - Create website like the US heritage route 23 website
 - Develop a “make your own adventure” on Pure MI website travel (1. Where, 2. What, 3. How and when) and it gives you answers and ideas

- Objective 2: Create a way of connecting the visitor with the product in a more direct way (e.g. user revenues scoring certification) and defining more definition in/of MI products

Product Development

- Strategies
 - Design a rating system for all products
 - Provide user input above section of website for open-ended reviews, pictures, etc. rather than rating
 - Create more MI-based art near tourist entry points (e.g. airport)
- Objective 3: Promote recreational interacts and experience as a product
 - Strategies
 - Advertise the experience using the web, TV, radio, Pure MI, etc.
 - Connect with USA national recreation association get spokesperson celebrity in spot
- Objective 4: Enhance transportation infrastructure
 - Strategy: Provide directional signage along trunkliners to recreation resources (like WI does)
- Objective 5: Provide all levels of lodging facilities in close proximity to the recreation resources camping to B&B to hotels
 - Strategies
 - Education for attainment of consistent product standards
 - Create inventory or GIS maps to locate the gaps in needed facilities
 - And determine how to address them

Individual Objectives and Strategies Sheets

- Objectives
 - Equitable and accessible website developed by region that enhances visitor experiences by offering one-step shopping, all information for all activities under one site with equal accessibility e.g., US heritage route 23
 - Improvements to transportation infrastructure throughout state
 - All levels of lodging facilities in close proximity to recreational assets trails need close campgrounds, hotels and B&Bs
 - On the ground directional signage to trails visible from main trunklines
- Objectives
 - Provide current product resources to current service industries such as hotel/motel/inn sector with resources and best practices to support our goal in increasing travel to MI
 - Utilize US heritage route 23 .com as a resource in providing an overall MI experience
- Objectives
 - Promote recreation interests (snowmobiling etc.) as a “product”. Experience in MI. In the promotion include businesses that support the interest or experience

Product Development

- Develop an integrated website by interest, that includes all the supporting businesses of that interest. Snowmobiling, gas stations, restaurants, motels, dealers, repair service, etc. Each interest has their own needs
- Strategy: Advertise about the experience as a product, use web, Pure MI, TV, radio, etc.
- Objectives
 - Create a system that defines the service, beauty, experience, difficulty of all products (hotels, streams, snowmobile trails)
 - Strategies: Maps, connect with American standard

Kalamazoo, July 30 2012, Holiday Inn West

Flip Charts

- Objective 1: Create more and more vibrant welcome centers at key locations or entry points
 - Strategies
 - Theme each welcome center around the local tourism attractions and place brand
 - Identify visitor routes
 - Located welcome center to access points
 - Renew/revitalize welcome centers
 - Connect welcome centers to current technology, visual emphasis
 - Use technology to stimulate/excite visitors and facilitate planning
- Objective 2: Refurbish travel routes to be quick and comfortable (road, rail, boat)
 - Strategies
 - State dollar match federal dollar for road improvement
 - Statewide assistance to increase air carrier
- Objective 3: More billboards to promote MI experience especially outside state
 - Strategies
 - Try MI experience
 - How do we measure effectiveness?
 - Match out of state billboards with radio/TV advertisements
 - Increase industry sponsorship billboards
 - Find a different way to promote tourism applications, social media, etc., billboards are counter to the beauty of our state
- Objective 4: Cultivate story tellers to promote Pure MI
 - Strategies
 - Identify and recruit MI expatriate celebrities to be the storytellers

Product Development

- Making memories
- Create blog
- Identify Michiganders who live out of state who love MI
- Can we utilize existing Pure MI blog?
- Teach how to story tell well
- Objective 5: Develop non motorized transport throughout MI
 - Strategies
 - Advocate for development of motorized/non-motorized transportation links e.g., bike racks on trains and busses
 - New cycle trails
 - Expand from just trails to the whole concept of “place making” see MI municipal league
 - Identify gaps of connectivity
 - Develop groups and drive connections
 - Offer incentives for private sector investment
 - Continue growing Kalamazoo River Valley trails and connect all trails throughout MI
 - Expand high speed rail
- Objective 6: Determine products/interests for international tourists
 - Strategies
 - Through MI.org website send email blasts?
 - Have Travel MI develop and deploy a survey to determine international travelers experience interests and needs Detroit urban core is attracting young European tourists

Individual Objectives and Strategies Sheets

- Objectives
 - Develop RFP process to promote MI as the place for the event (i.e., family reunion, military reunion, classic auto show, etc.)
 - I like Pure MI because it tells our story, it is us- let’s get others to tell our story
 - Develop and enhance non motorized infrastructure
 - Pure MI count down
- Objectives
 - Install Pure MI signs for regions, attractions, go to channel, radio
- Objectives
 - Create and enhance quick, comfortable and safe travel routes (refurbish roads, air, boat, and rail)
 - Ensure safe experience, public safety, crime, food safety, travel safety
 - Regularly interact with well trained, good mannered staff

Product Development

- Unique experiences, travel tech connections
- Asset development
- Objectives
 - Determine product/experience interests of expanding international visitor markets
 - Support the development of the NITC (bridge to Windsor)
 - Support/advocate for developing more motorized, non motorized transportation links
- Objectives
 - Locate welcome centers and access points
 - Develop more welcome centers/routes
 - Enhance welcome centers
 - Energize
 - Connect with technology and stimulate, execute visitors facilitate/assets with their planning
 - Renew, revitalize welcome centers locate welcome center to “busy” access points

Frankenmuth, July 31 2012, The Bavarian Inn Lodge

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

Product Development

- 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 of 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

Product Development

- 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) Angie's 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 four 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

Product Development

- 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 ask 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

Grand Rapids, August 2 2012, Grand Valley State University

Flip Charts I

- 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

Product Development

- 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 I

- 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

Flip Charts II

- 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 II

- 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 could 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

Product Development

Houghton, August 13 2012, Franklin Square Inn

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

Product Development

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 (?)

Product Development

- 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 (?)

Mackinac Island, August 15 2012, Grand Hotel

Flip Charts

- Objective 1: Improve communications connectivity (broadband, etc.)
 - Strategies
 - Increase bandwidth in communities (by some spatial unit)
 - Create mobile application to serve as Google of MI
 - Identify service providers and consider how hardware affects view scapes and night sky etc.
- Objective 2: Develop and implement best practice standards for all infrastructure additions and improvements
 - Strategies
 - Conduct lighting inventory at welcome centers, identify major natural features to be considered, establish criteria for compliance with best practices, and cost estimates for
 - Conduct statewide inventory of "critical view shed"
- Objective 3: Improve quantity and quality of non-vehicular access to and through MI (air, rail, water, trails, etc.) (guest friendly logistics)
 - Strategies
 - Inventory inbound travel options and identify deficits (MDOT) and recreation developing units
 - Identify funding sources as needed
 - Opportunities for better organization and coordination of current resources
 - Always consider night sky friendly accessibility
 - Create budget for port maintenance
- Objective 4: Make MI a model for accessibility (multiple impairments)
 - Strategies
 - Conduct needs assessment for improvements, for accessibility, mobility, and sight impaired
 - Consider types of signage available for interpretation at natural sites

Product Development

- Objective 5: Increase access to capital for travel-related businesses
 - Strategies
 - Identify capital sources for travel industry
 - Establish Pure MI credit union
 - Identify partners that may have resources i.e. Coast Guard, International Dark Sky, local municipalities for coastal cities
 - Continue and strengthen incentives for redevelopment of cultural assets
 - Engage economic development resources in identifying and procuring capital
 - Report on results as part of MI's overall economic development strategy
 - Inventory condition/quality/value of key travel related inventory with emphasis on lodging, dining, and event venues (private and public sectors)

Facilitator Notes

- Improved communications and connectivity (information transfer) (broadband, cell phone, etc.). % of state covered
- Seven international dark skies, conduct lighting inventory at all welcome centers and on major interstates
- Develop and implement best practice standards for all infrastructure additions and improvements (lighting, view shed, etc.)
- Improve quantity and quality of non vehicular access to and through MI (air, rail, trail, ferries) guest friendly logistics
- Unified web presence via Pure MI
- Make MI a model for accessibility (physical, hearing impairments, etc.)
- Increase access to capital for travel related businesses (number of loans)

Individual Objectives and Strategies Sheets

- Objectives
 - Retrofit where necessary, all outdoor lighting and welcome centers to comply with international dark sky standards
 - Do the same on state and interstate highways as most traveled routes
 - Support collaboration between local municipalities, US coast guards, and international dark sky association to address lighting hazards in MI's coastal communities. First identify major cities, inventory light, create plan
 - Promote and celebrate energy and money saving consequences of not wasting light by spilling it up and spoiling the night. The position impact on natural resources in the state
 - Consider how negative image of tracking issue impacts state tourism
- Objectives
 - Improved connectivity/stronger/faster information transfer
 - Improved roads
 - Improved signage and messaging at transportation centers (Pure MI)

Product Development

- Ensure efforts are maintained
- Encourage cultural renovation in city centers
- Ban plastic bags in retail

- Objectives
 - Continue to fund and support a unified web presence for the MI tourism industry
 - Support a statewide attractive way finding-system for MI tourist destination
 - Pursue additional scenic byway destinations throughout the state
 - Make sure infrastructure incorporates state of the art best practices. Don't ruin the authentic and what we are trying to present
 - Make MI a model for accessibility (mobility improved)

- Objectives
 - Improve visitor experience on being in top 10 for positive visitor opinions
 - Improve quantity and quality of non vehicular access to and through MI
 - Increase access to capital for travel-related investments
 - Improve visitor experience based on being top 10 nationally for positive visitor opinion
 - Financial support
 - Customer service training (employees being able to offer information) create a culture of knowledge, interest for visitors
 - Project destination through advertising