Notes from March 27 Visioning and Goal-Setting Session: Public Policy and Government Support

Defining the Theme and its Significance

Illegible
Have government work to improve... illegible

Funding of tourism promotions
Fluid due to term limits

Public officials understand the economic significance illegible
They are starting to get it, but need more info and conviction to industry

Good public policy can help the industry advance and grow. Bad public policy can inhibit and diminish the industry’s advancement and growth. Government support does not equal funding

Involve native Michiganders. Government should be offering incentives to Indian Tribes to invest into tourism (non gaming) infrastructure event related facilities such as outdoor agriculture entertainment abstracts, motorsports facilities and fair grounds

Creating and introducing policies that allow MI’s natural resources to be accessible to all tourists
Current elected officials seemed to be embracing the fact that tourism is an economic driver. On the other hand state agencies are lagging in reducing unnecessary rules and regulations that deter tourists from engaging outdoor activities

Significant dangers can exist with Asian carp issues
Significance as source of funding
Support of change with ADA
Disappointing with not enough movement on Asian carp
Proud of funding

Government must commit and be held accountable for all levels to achieve agreed objectives
No feeling of responsibility by elected officials or appointed officials
Defining the Future of the Theme

Improved roads and pathways
Improved culture of hospitality with ambassador certification
Inclusive pricing of all goods

Visitors are king—everyone recognizes the value on tourism spending
Full state department of tourism with a cabinet level head

The state has significantly increased its financial investments in the industry (promotion, research, experience development)
The state has taken an active and leadership role in attracting international travelers/tourists
Tourism representatives accompany all economic development missions overseas

Future development tourism policies will have involved Native American participation
Tax incentives to tribes to create non-gaming tourist attractions, facilities, and infrastructure
Reinvestment of current and future gaming revenue of government back into tourism
Infrastructure using a casino

Elimination of an illegible on layer of government (i.e. township)
A central agency for all industry statistics that breaks down and makes comparisons of all segments of the industry
Tourism promotion funding is totally funded by revenue generated by all segments of the industry

Smaller less (directive) government layers
Actual awareness by legislators of Pure MI and true value
Business friendly policy
Every sector of government is Pure MI with their own color of MI
Snyder a second term

Regulations and taxes that hinder investment and job growth ruthlessly eliminated
Three questions: illegal or immoral, last two are illegible
Natural and cultural resources supported and enhanced
Michigan's sense of place the envy of all other American destinations
Elements of a Goal Statement

A concise description of the economic and social power of tourism that serves as a benchmark for public policy decisions

Focused policy
Public officials
Public illegible value on tourism

The state should take tangible steps to strengthen and grow the industry through investments in tourism. Promotions, tourism research, and visitor experience development and regulatory reform

Involve Native Michiganders- Everyone.
All Michiganders compete vs. the world for the discretionary cash of the global tourist. All Michiganders cooperate to attract money from elsewhere spent in hometowns across Michigan. Michiganders are hospitable people. Ecotourism, medical tourism, agri-tourism, spectator sports, motorsports, theme shops, state fairgrounds, outdoors, theme parks and tourist attractions

Knowledge of the Pure MI brand by legislators
Be a business friendly state
Regulatory reform
Data system

Michiganders can turn MI ecosystem around and jab and illegible of investment
Get government needs to be committed fully involved in the industry