

Public Policy and Government Support

Hillman, June 27 2012, Thunder Bay Resort

Flip Charts

- Objective: Improve understanding of our legislators of the importance of funding a viable, nationally recognized tourism industry by funding the goals of 5 year plan
 - Strategies
 - Develop a regional lobby effort to influence legislature
 - Encourage local governments to fund tourism (based on a tangible*)
 - Go straight to Lansing to push for more tourism funding and lobby them in local area
 - Chambers, EDAs, and local government adopt resolution to support improved tourism initiatives
- Objective: Require applications for state funded projects to ascertain if the project will have a positive, neutral or negative impact on tourism
 - Strategies
 - Require all projects that contain state funding to consider the projects impact on tourism (+/-)
- Objective: stop all legislation that negatively impacts our natural resources since tourism relies on them
 - Strategies
 - Complete a study to show impact of natural resource protection/destruction impacts on tourism
- Objective: Lobby Lansing to leave the MI DNR trust fund for its current use: land acquisition, campground upgrades, local government projects, and not controlled by the state legislature
 - Strategies
 - Lobby Lansing to keep hands off MDNR trust monies that currently go to natural resources
- Objective: Create a tourism department. Get buy in of tourism industry, create a department of tourism by 2020 for the third largest industry and MI's rankings would increase
 - Strategies
 - Create a department of tourism (smaller departments)
- Objective: Make MI a top 5 state in terms of tourism spending by visitors
 - Strategies
 - Increase Pure MI funding to 60 million- create 20,000 jobs

Public Policy and Government Support

Individual Objectives and Strategies Sheets

- Objective: improve the understanding of our legislative branches the importance of funding a viable tourism industry by funding the goals of the TC 5 year plan
 - Strategies
 - Chambers, EDAs, and local government to adopt resolutions to support tourism initiative
 - Develop a regional lobby effort to influence legislature
- Objective: Lobby Lansing to leave the MI natural resources fund for its current use and not controlled by the state legislature
 - Strategy: push state government to increase promotions fund each year

Ypsilanti, July 16 2012, Eastern Michigan University

Flip Charts

- Objective: Better educate township, municipal, and county government officials
 - Strategies
 - Utilize chambers and CVBs to effect local policy changes
 - Schedule at least one presentation to local government boards on an annual basis
 - Host property tours for local government officials
 - Provide print articles for local government publications
- Objective: Engage in more industry wide lobbying activities at local, state, and federal levels
 - Strategies
 - Develop relationships with lobbyists whose views match tourism goals
 - Coordinate industry stakeholder lobbyist/government relations personnel strategies and activities
 - Host candidate forums/mixers
 - Grade officials on travel friendly performance
 - Support election/retention of tourist friendly representatives and senators
 - Comp elected officials to industry related events
- Objective: Provide tools and education to industry members regarding how to support lobbying efforts
 - Strategies
 - Develop contact list
 - Develop messaging
 - Encourage constituent visits
 - Provide toolkit that facilitates the process

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- Objective: Work in partnerships with chambers, CVBs, and businesses to develop policy statements geared towards tourism
 - Strategies
 - Disseminate policy statements to local businesses and papers
 - Identify other sectors policy interest that overlap with those of tourism industry and provide quid pro quo support
- Objective: Create a hit list of regulatory tax and zoning barriers at all levels in the travel and tourism industry
 - Strategies
 - Gather real life horror stories
 - Research common sense solutions
 - Advocate for change
 - Recommend a solution
- Objective: Choose simple goals which enjoy broad industry support and unite the industry
 - Strategies
 - Hold series of statewide forums to identify simple, unifying industry goals for policy makers
 - Market goals through trade association CVBs and chambers
- Objective: Utilize government relation personnel at utilities (DTE, Comcast, etc.) to praise/fight for tourism initiatives
 - Strategies
 - Create contact list
 - Match companies that could work together on efforts

Individual Objectives and Strategies Sheets

- Objectives
 - Create a travel and tourism caucus at all units of government through education and information
- Strategies
 - Make presentations to township county and municipal boards
 - Host travel and tourism hosted tours for township, municipal and county officials
 - Publish articles in government association publications
- Objectives
 - Work with chambers and CVBs to develop policy statements geared toward tourism
 - Utilize government relation personnel at utilities i.e. DTE, Comcast, etc. to praise/fight for tourism initiatives
 - Leverage grassroots environmental groups for camping and boating

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- Leverage trade associations, private/public, camping, restaurants, RV, biking
- Develop relationships with lobbyist whose views match industry goals
- Work with state representatives, congressman to support vision (township, municipal, county)
- Objectives
 - Engage in more industry wide lobbying activities at local, state, and federal levels
 - Support election/retention of tourism industry-friendly state and federal representatives and senators
 - Give George a raise and boost his travel allowance budget

Dearborn, July 19 2012, The Henry Ford

Flip Charts

- Objective 1: Create a toolbox to educate people on how to work with legislators with successful examples
 - Strategies
 - Develop a “lobbying for dummies” publication. How to communicate with staff, how to communicate with legislator
 - Create a lobbying mentor list and how to step by step process in the handbook and have learning sessions for the industry
- Objective 2: Provide access to research including data from other states and ties back to ROI
 - Strategies
 - Utilize universities research grad level students as part of class or thesis
 - Partner with non traditional partners (AT&T, Consumers, Dow GM, Ford)and get their research information and experiences
- Objective 3: Statewide plan for tourism development (brick and mortar) regional development with statewide oversight
 - Strategies
 - Convene meetings like these with industry folks
 - Develop a strategic plan for the heritage route programs and identify themes and stories for each
 - Assure collaboration efforts to encourage access to departments that can provide brick and mortar improvement
 - State of MI tax form, check off to donate
- Objective 4: Encourage Travel MI to become a state department concentrating on marketing and asset development; engage corporate partners

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- Objective 5: Engage legislators to attend governor's conference on a complimentary basis
 - Strategy: may have to offer incentives
- Objective 6: Develop a statewide tourism orientation for all new legislators (organized tour of entire state)
 - Strategies
 - All legislator to under go an orientation in four main sections of the state (the UP, western, southeast, and traverse city)
 - Needs incentives
- Objective 7: Ensure there is a balance of marketing woods/water and urban tourism
 - Strategy: Increase Pure MI ads to focus on urban experiences
- Objective 8: Create a reporting environment of sales tax revenue by zip code
 - Strategy: research to show that dollars are worth investing (ROI)

Individual Objectives and Strategies Sheets

- Objectives
 - No long term plan for the state
 - How does the travel experience and destinations fit in to a state list of priorities
 - Create a sense of place
 - Strategic plan for heritage routes
- Objectives
 - Sales tax
 - Research other successful tourism states to show legislators the dollars and numbers
 - More working tougher to provide large picture tourism packages (museum pass, music tour of Detroit, jazz sites, Motown, electronic, others)
 - Dedicated funding line not dependent upon who is in office
- Objectives
 - There has to be buy in from legislators. Need stability
 - Should be a great emphasis on urban tourism for buy in
 - Tourism should be a department
- Objectives
 - Send thank you messages when legislators pass tourism-friendly laws
 - Actively communicate with members and their staff members by actively participating with them both when you are looking and not working on legislation
 - Partner with non traditional partners I.e. AT&T, Consumers Energy, and Dow Chemical

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- Objectives
 - Provide the industry with legislative toolbox “lobbying for dummies” and educate them regarding legislative lobbying protocol
 - Invite legislators to attend the governor’s conference on tourism on a complimentary basis to increase their industry understanding and celebrate the industry’s successes

Bellaire, July 23 2012, Shanty Creek Resort

Flip Charts

- Objective 1: Establish a regional tourism council in each of the ten MEDC districts
- Strategies
 - Regional tourism forum: annual
 - Being at the top, with meeting of department heads and possibly travel leaders- ag, MEDC, roads, DNR, etc. at regional level by 2013
 - Economic impact states to support issues
- Objective 2: Educate members of the tourism industry on how to communicate with government officials through the establishment of a central training program by 2014
 - Strategies
 - Employ existing MSU extension educators to educate public policy makers
 - Have regular scheduled meetings or forums with all stakeholders
- Objective 3: Increase elected officials participation in the governor’s tourism conference. Minimum of one elected official per 83 counties
 - Strategy: state tourism conference, regional conferences

Individual Objectives and Strategies Sheets

- Objectives
 - Increase marketing dollar available
 - Share economic impact metrics with legislature so they have an understanding of TOR in the tourism industry. We take it for granted
 - Make regulations more user friendly
 - Create networks between all levels of government for cross marketing
 - Strategy: create an umbrella agency to facilitate cross marketing and information sharing between all areas of government
- Objectives
 - Educate public policy makers to importance of travel and tourism
 - Convene annual meetings for federal, state, and local units of government
 - FAM trips to local attractions for above

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- Focus regional efforts on identifying and barriers to growth, defining specific objectives
- Strategy: educate
- Objectives
 - Encourage collaboration between different parts of our government, so travel bureau knows what road commission is doing. So roads know what travel seems important so travel destinations can be by local agriculture etc. Create meetings that get groups together on a regular basis by 2013
- Objectives
 - Create regional tourism boards to communicate and educate our state representatives
 - Create opportunities to meet in an informal face to face exchange of ideas and philosophies of the tourism industry
- Objectives
 - Educate
 - How to communicate with elected officials
 - Engagement is a two way street
 - Understanding and respect for importance of both
 - Be involved with elected officials
 - Ongoing as issues arise
 - Challenge term limits
 - Continuing education

Lansing, July 26 2012, The Lexington Lansing

Flip Charts

- Objective 1: develop (or build) the capacity of travel industry representatives to understand and communicate the impact of the travel industry on the state to policy-makers
 - Strategies
 - Advocated for 3 questions rule (1. Illegal or immoral, 2. Invest or jobs, 3. How to help)
 - Prepare annual scorecard for elected officials
 - Pure MI provide credible data on economic impact of tourism (sortable and relevant to all sectors) to all industry stakeholders annually
 - Continue industry collaboration to present a unified voice
 - MEDC and Travel MI give app download to communities who have attractions in their community
 - Create accepted, credible standards for industry measures

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- Convene/annual T and T conference in each of 10 MEDC regions for policy makers
- CVBs/chambers sponsor quarterly FAM trips for policy makers
- Establish a credible place to make the case for industry importance
- Adopt a policy maker program TICOM
- Identify associations to train local industry stakeholders on how to effectively engage policy makers by 2014

Facilitator Notes

- Educate industry the travel impacts of the travel industry
- Build the capacity of the travel industry representatives to ...?
- Identify industry partners on all levels of government
- Create and adopt a policy making program (?) industry members at all levels and encourage interaction (?)
- Educate our selves
- Educate the public policy makers, sponsor trip
- Provide tools and resources to industry leaders to effectively engage policy makers- data and knowledge

Individual Objectives and Strategies Sheets

- Objectives
 - Identify the industry partners on every level (i.e. local, regional, and state)
 - Provide evidence to policy makers that the industry provides jobs and revenues to each level
- Objectives
 - Educate public policy makers “they don’t know what they don’t know”
 - Develop scoreboards grading public policy makers to demonstrate support for T and T industry as a tool for economic development
 - Preach the 3-question rule for public policy makers (illegal or immoral, investment or job creation, what can I do to help?)
- Objectives
 - Provide the industry with credible data and research on the economic impact of the travel industry, industry trends, and opportunities
 - Create an adopt a legislator program pairing lawmakers and industry leaders. Ditto for local officials
- Objectives
 - Provide tools to industry leaders. A third party source showing relevant economic strategy impact data that is broken down by industry, geography, etc.
 - Educate industry stakeholders on how to effectively engage policy makers

Public Policy and Government Support

- Provide tools and resources
- Strategy: knowledge of how to effectively engage third party data on economic impact
- Objective
 - Educate the industry on the impacts of tourism to the MI economy, quality of life, place for business

Kalamazoo, July 30 2012, Holiday Inn West

Flip Charts

- Objective 1: Define the industry (primary and secondary members)
 - Strategies
 - Design online questionnaire which helps identify tourism partners and stakeholders
 - Work within MI department of revenue or database company to obtain list of tourism beneficiaries businesses (SIC codes)
- Objective 2: Educate the industry (size, nature, diversity, etc.)
 - Strategies
 - Provide the industry with electronic alerts to policies and legislation that does or could impact their business (include letter templates for industry to write their legislature/policy maker)
 - Seminar session at tourism conference on how/what to discuss with your legislator
 - Provide the industry with the ROI and relevant data to use when attempting to influence legislator/policy makers and make the case for support
 - Create an education and certification program for industry workers on MI's tourism
- Objective 3: "Grade" current policy makers on their industry knowledge/support
 - Strategies
 - Create a public policy committee to list issues
 - Hire lobbying firm to separate legislators into four groups: no support, less support, more support, secure support (also by industry sector)
 - Issue annual report on tourism related legislation voting record
- Objective 4: Educate policy makers about industry (based on grade)
 - Strategies
 - Invite elected officials to tour and spend time in destinations/on activities
 - Specific focus on legislators who want less or no support, find industry supporters to help encourage their legislators to support

Public Policy and Government Support

- Meet individually with legislators who support to find out how they could support at a greater level
 - Host industry meet and greet continually in Lansing (industry-wide)
 - “Pints and Politics” or breakfast events, host informal conversation events for businesses to talk with local and state policy makers
 - Determine what few components to grade has to be understood
- Objective 5: Clarify access to and usage of trails (motorized versus non-motorized) for all users (all origins, abilities, etc.) and other multi-use areas
 - Strategies
 - Signage of use, international symbols
 - Cross country skiers also

Facilitator Notes

- Policies and laws that don't put limits on use and growth
- More winter
- Educate equipment and empower/educate/raise awareness of policy makers re. size and extent and diversity of tourism industry
- Motorized vs. non motorized trails, clarify access/usage (all users)
- Define the industry
- Educate industry, state and regionalized research and relevant policy. MI wide version of CTA letters to invite legislators data toolkits share social media
- “Grade” policymakers on current stance re tourism, identify specific, most relevant policy makers and key industry liaisons

Individual Objectives and Strategies Sheets

- Objectives
 - Identify the specific policymakers (group) and tourism supporters that associate with them
 - Create ongoing communication mechanism
 - Survey group to see what ROI they want to see
 - Orchestrate events to share ROI with group
 - Survey group to see who supports at level, less level, connect level, greater level (?)
 - Find out who supports member of group who supports at no level ? less level
 - Work with those supporters to encourage no support/less support to move to current support level
 - Work with current support group to move them to greater support
 - Basically repeat the same process of identifying and encourage to participate with key constituents and supporters of each member of the group
 - In other words, all politics is local. Locals provide the justification. Create specific supporting material for each policy maker to be shared by the supporter/key constituent

Public Policy and Government Support

- Objectives
 - Educate industry, ROI data, industry imparting policy/legislation, MI tourism education
 - Equip industry
 - Educate, equip, empower
 - ROI data, conferences, invitations to policy makers to events, invitations to partners to industry meetings, toolkits for sharing facts/data, sharable social media data
- Objectives
 - Invite and encourage elected officials to attend Travel Commission meetings in their districts
 - Invite elected officials to tour and spend time in top destinations in MI
 - Encourage travel partners to join legislator's social media pages
 - Share tourism impact with local legislators
 - Meet quarterly with elected officials to share news and information in travel industry
 - Send handwritten thank you notes to legislators when tourism related bills are passed
- Objectives
 - Not to make laws to inhibit opportunities for growth of your industry (ex: outdoor recreation, how to make areas available for both non motorized and motorized activities)
 - Forms of revenue both public and government agencies to make them sustainable but also a better value than neighboring state activities

Grand Rapids, August 2 2012, Grand Valley State University

Flip Charts

- Objective 1: Enhance current coordinated lobbying efforts at all levels of government
 - Strategies
 - Coordinated association efforts
 - Identify the tourism related economic industries for each legislator and their related districts they represent
 - Seek out all legislative officials and keep them informed
 - Make issue a priority at tourism conference and workshop
 - Identify a legislative task force of key individual leaders to meet with legislators and governor on initiatives and tourism goals
- Objective 2: Develop a system for industry to educate their employees about tourism to impact their decision making
 - Strategies

Public Policy and Government Support

- Develop a training module on website for industry employees i.e., customer service enhance experience
- Continue to enhance hospitality programs
- Tourism ascriber?
- Objective 3: Identified tourism platform prior to elections and require policymakers to address/respond to pre-election
 - Strategies
 - Host forums and inform legislators of Travel MI
 - Identify key issues
 - Candidate surveys, publish results to investors
- Objective 4: Increase public awareness of impacts of tourism on the economy
 - Strategies
 - Emeril's (?) to customs of Travel MI
 - Develop and fund Pure MI education advertisements that support the economic impact of tourism to the MI voting public
- Objective 5: Increase the use of and identify opportunities to share the good news about Pure MI and tourism data/facts
 - Strategies
 - Governor address at local events
 - Share STATs then social media (staff meeting, association meetings, events)
 - Involve yourself in communities

Facilitator Notes

- Engage and enhance current industry to communicate with legislators through a coordinated lobbying effort at all levels of government
 - Educate members for who to vote for
 - Encourage members to vote for those
 - Employers and employed by hospitality, identify leaders in support of tourism and
- Encourage industry to educate staff about issues
- Provide tools, information on an on-going basis
- Identify a tourism platform of issues that elected folks are required to address pre-election
- Increase public awareness of economic impact of tourism to impact public policy decisions
- Establish a tourism PAC strategy
 - Identify and seek opportunities to get the message out, constant repeater, ride the momentum
- Increase the use of Pure MI of campaign marketing materials facts by industry

Public Policy and Government Support

Individual Objectives and Strategies Sheets

- Objectives
 - Provide tools for industry to talk with stakeholders, talking points, media releases

- Objectives
 - Consistent use of opportunities to spread the news of Travel MI on a daily basis
 - Use any event in a community to talk of Pure MI and all the positive statistics
 - Be active in engaging in conversation with legislatures or political individuals

- Objectives
 - Tourism group promote and support leader that support tourism needs
 - Educate and inform of data to leaders
 - Identify key leader and government issues

- Objectives
 - Engage industry at all levels to communicate with their respective legislators, lobbying efforts
 - Establish an industry PAC
 - Educate public on economic impact of the industry, the numbers
 - Make issue a priority at governor's conference

- Objectives
 - Identify a tourism platform of issues that elected legislators are required to address pre election
 - Identify a legislative task force of key private industry leaders to meet with legislators and governor on initiatives and tourism goals
 - Identify the tourism related economic industries for each legislator and their related areas they represent

Mackinac Island, August 15 2012, Grand Hotel

Flip Charts

- Objective 1: Create a travelling ambassador program to educate and inform local policy makers
 - Strategies
 - Solicit potential ambassadors, establish ambassadors zones, determine compensation opportunities
 - Regional ambassador schedule visits to government meetings
 - Travel commissioners create regional ambassadors

Public Policy and Government Support

- Objective 2: Better educate legislators on jobs/careers available within the tourism industry
 - Strategies
 - Invite legislators to experience a day and how problem solver, front desk/customer service can cross over to other careers/jobs
 - CVBs assess their community and notify all appropriate policy makers. Invite policy makers to events that are also marketed to tourists
 - Encourage local governments to create local advisory committees
 - Invite legislators for a site visit to show them one on one how the property totally works
- Objective 3: Subscribe to policy makers' social media sites
 - Strategies
 - Identify pertinent policy makers and which social media they use
- Objective 4: Expand media coverage
 - Strategies
 - Clear, concise, objective, informative press releases to all media and policy makers
 - Send out public relations to media to get coverage. Have close relationships with different companies
 - Create list of regional experts and get to media
- Objective 5: Engage more employees at all levels in grassroots action
 - Strategies
 - Sandy's idea: software to make it easier for stakeholders to contact their legislators (pre-crafted emails that only require name and address to send to legislators in the form of an email)
 - Create a list of industry issues
 - Tourism segments appoint volunteers to speak at government meetings
- Objective 6: Streamline accessibility to policy makers via listservs with data/information to support messages
 - Strategies
 - Contract with website administration to develop self editing listserv
 - Create email list of potential advocates
 - Solicit members of the industry to be included

Facilitator Notes

- Traveling ambassadors. Stop at government meetings, local municipalities to educate leaders
- Individual leaders meet with policy makers to educate importance of tourism industry
- Establish and maintain with key decision makers at all levels of government

Public Policy and Government Support

- Create relationships and assist with information behind decisions
- Always provide legislators with honest and objective data and facts
- Network to stream facts to decision makers at all levels
- Create self editing listserv to feed decision makers and generate stats
- Better education legislators on jobs and careers that industry supplies and creates data/information to support
- Subscribe to policy makers social media sites. Be aware of what policy makers are saying
- Expand media coverage
- Engage more employees at all levels in grassroots actions
- Develop state specific pre-constructed letters to send to legislative members and policy makers
- Streamline accessibility to access policy makers

Individual Objectives and Strategies Sheets

- Objectives
 - Bring to the attention of our policy makers how important tourism is to us for our community to survive
 - We have very few other industry employers
 - Must start at the local level
 - Don't forget that every person has the power to influence you don't know who knows who
 - Strategies
 - Invite legislators to experience and how cross overs to other jobs
- Objectives
 - Traveling ambassadors
 - More media coverage of value of industry
 - More statistics or jobs created. Particularly higher paid jobs
 - Make industry more year-round
 - Strategies
 - Local government create committees to advise
 - State create email list of potential advocates
 - Travel ambassadors schedule meetings with government meetings
 - Travel commission create regional ambassadors
- Objectives
 - We all need to do this
 - Industry leaders need to meet with their policy makers at all levels to support us in the travel industry we need to educate some policy makers on what we do and how important the tourism industry is to the state of MI. Many jobs have been and will be needed more and more as the busier we get
 - Strategies

Public Policy and Government Support

- Invite legislators for a site visit to show them one on one how the operation works
- Objectives
 - A self editing listerv create a tourism stakeholders names and emails
 - Engage more employees at all levels in grassroots actions (calling and email legislators)
 - Strategies
 - Contract with website developers to create listserv (self-editing)
 - Sandy's idea (software that enables people to send legislators emails/messages by simply entering name and zip code)
- Objectives
 - Solicit potential ambassadors. Establish zones and determine compensation opportunities, create job description
 - CVBs assess their community and notify all appropriate policy makers, invite policy makers to events that are marketing to tourists
 - Identify pertinent policy makers + which social media they use
 - Clear, concise, objective information to all media and copy to policy makers
 - Solicit members of industry to be included
 - Strategies
 - Provide clear reporting to policy makers regarding local initiatives that bear impact on tourism in your area
 - Consider the impact of fracking on the image of MI and its tourism industry
 - Subscribe to policy makers social media sites and establish relationships with liaison staff
 - Be consistent in contact levels and reporting
 - Inform policy makers about pros and cons of issues with integrity and objectivity