**Collaboration, Cooperation and Partnerships**

Flip Charts

- Objective 1: Increase awareness of what attractions/properties have to offer within a specific region
    - Strategies
        - Stakeholders to educate local champions
        - Identify local stakeholders regionally
        - Make stakeholders accountable to state

- Objective 2: Annual meeting with partners to talk about opportunities (ex: MDOT carpool lots)

- Objective 3: Creating 5 non-traditional, non tourism partnerships to foster tourism industry (Army Corp of Engineers, MDOT)
    - Include agriculture sector with tourism
    - Strategies
        - MEDC tourism and industry sectors coordinate to promote distinct landmarks
        - More co-branding (Chrysler, Coke, Pure MI)
        - Identify benefactors to help sponsor co branding (Kellogg, Amway, Kimberly Clark, Big 3, and Jiffy)

- Objective 4: Foster tourism culture among all residents and tourism partners not just tourism partners
    - Strategies
        - statewide education outreach program. Provide case samples of PPPs
        - Promote Pure MI through businesses and non traditional industries

- Objective 5: Reduce duplications of efforts and coordination between state, federal, and local agencies
    - Strategy: annual meeting with state, federal, and local agencies to reduce duplication of efforts

Individual Objectives and Strategies Sheets

- Objectives
    - Awareness
    - Money/resources
    - Provincialism
    - Globalization/nationalization paradox
    - Eliminate barriers/ideological divides
    - Integrate communication platform
    - Strategies

- Place-making/heritage sites- money and resources

- Objectives
    - Coordinated, viable, affordable statewide transit system(s) for visitors
    - Develop place making in communities (i.e., heritage and history) viable
    - Develop tourism "culture" pride in people serving and living in MI (include youth, young adults)
    - Include ag industry in tourism efforts

- Objectives
    - Increase awareness within region of what attractions, properties have to offer
    - Promote willingness, or opportunities, to work within regions to foster partnerships (within strategic times of year)

- Objectives
    - Branching investments, buy-in, ROI
    - Communication
    - How can you make someone feel good about where they live?
    - Where are the heritage routes in MI?
    - Strategy: promote state federally

- Objectives
    - Annual meeting with key personnel from state and/or federal agencies to encourage flexibility with regard to policy and rules
    - Strategy: case examples

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**Funding and Financing**

Flip Charts

- Objective 1: To establish the needs and prioritize goals
  - Who and where are the funding sources
  - Identify and exploit sources of funding from state and private sources
  - Obtain more specific data
  - Know what the targets are
  - Strategies
    - Poll all eight goals current and future funding (one month)
    - Develop process to prioritize initiatives
    - Build prospect list of sources assign responsibility (within 6 months)
    - Develop proposition script (within 6 months)
    - Direct marketing lobbying, gain money commitments (within 10 months)

- Objective 2: Increase funding to $50 million to be devoted advertise and market (not to staff) this state as a tourist destination
  - Promotion of financial success of Pure MI
  - Strategies
    - Travel industry check off to fund tourism on 70%...
    - Secure tourism economic development stakeholders buy in
    - Sell legislators
    - Break annual funding bills and develop incremental increases

- Objective 3: Michigan to rank within top 10 in tourist spending within 3 years
  - Strategies
    - Increase the size of the regional destination ring ….
    - Encourage public officials to support Pure MI funding (spend money to make money)
    - Increase promotion international by identifying factors that drive tourism to the competitors

Individual Objectives and Strategies Sheets

- Objectives
  - Identify all current sources of funding and prospective future sources
  - Retain current funding sources by keeping stakeholders updated on ROI. Provide statistical proof
  - Increase funding by 2013 and 2014 by 25% each year
  - Identify public/private projects that are forthcoming and determine if monies are available for marketing (i.e., if Soo Locks to be rebuilt, how to market)
  - Strategies
    - List current money by source

- Objectives
  - Establish needs, dollars, and overall resources and priorities among goals
  - Timeframes- specific
  - Anticipated ROI
  - Baseline current funding and financing (inventory)
  - Strategies
    - Establish needs and prioritize goals. One for each of the 8 goals ask what current funding and future needs are
    - Poll 8 goal "teams" for needs
    - Develop process to prioritize initiatives
    - Build prospect list of *illegible*- assign
    - Develop value propositions

- Objectives
  - Travel Michigan is the only department that can actually generate revenue from 3 to 1 to 4.8 to 1 ROI
  - Packets to each member of state house and senate user fees can drive away business
  - Gas tax, utility tax, park taxes
  - What foundations, grants could be tapped
  - Travel tourism foundation

- Objectives
  - Secure stable and adequate funding and resource for all strategic plan initiatives
  - What are other states spending and what is their revenue return?

- Objectives
  - In the future, obtain more specific data for 2013
  - Promotion of financial success of Pure MI (which encourage continued and increased funding). This can be done locally, regionally, or statewide
  - Involve a wide array of stakeholders in decision process

- Objectives
  - Increase funding for Pure MI to 50 million
  - Move MI from 14th place nationally in total tourism spending
  - Identify and exploit sources of funding from state and private sources
  - Secure "buy-in" from tourism and economic development stakeholders. Mobilize and engage grassroots
  - Secure funding for Pure MI and other plan objectives

- Objectives
  - Identify long term funding that is not at the wim of the politicians
  - Statewide funding levy on businesses that stand to benefit from increased tourism
  - Educate tourism related businesses to work together. Cooperate. Will benefit all

**Promotion, Marketing and Communications**

Flip Charts

- Objective 1: Move a greater number of general populace that are unaware of MI (instate and out of state)
  - Strategies
    - Cutting edge and easy website
    - Niche marketing pieces
    - Landmark in advertising
    - Critical that first experience is excellent, highly dependent on service delivery and ease
    - Culture change all Michiganders should give value to visitors' experiences
    - Unique two peninsulas connected by a giant bridge over blue water
    - We are unique, focus on top 10 attractions
    - Take command of Michigan travel ideas

- Objective 2: Increase frequency of commercials
  - Strategies
    - Identify landmarks, establish criteria
    - Co brand (kellogg, Big 3)
    - Legislative advocacy for PMC supporters
    - Extend Pure MI brand to niche markets beyond silent sports
    - 3.0 technologies  (viral marketing, contests, social media, apps)

- Objective 3: Tagline to Pure MI (call to action...)
  - Strategies
    - Create positive travel word association with the word "Michigan"
    - Consistency through all media resources

Individual Objectives and Strategies Sheets

- Objectives
  - Move a greater number of general populace from being unaware of Michigan to "raging fans of Michigan"
  - Strategies
    - Take command of Michigan travel ideas direct input into travel guide from CVBs
    - Must include all landmarks that make Michigan unique
    - Top 10 attractions must always be in travel guide
    - Greater focus on CVBs
    - Generic MI is not effective
    - We are a state of two peninsulas with a giant bridge that binds us
    - Blue Water=Unique, cool, not hot like the rest of the nation
    - Improve websites= other state's are better

- Objectives
  - Data access
  - Energy technologies
  - Embrace blowback (i.e.,, John Kerfoot)
  - Experiential/unique attractions
  - GIS
  - Viral marketing
  - Embrace 3.0, create incentive
  - Educate (especially regional)
  - Target marketing, emerging markets, demographics analysis
  - International partners, reduced bureaucracy
    - Strategy: increase frequency of commercials. Focus on landmarks, use known brands, four seasons

- Objective: Work together on the UP attraction

- Objectives
  - Increase number of commercials by __%
  - Increase direct links from regional/national to "Pure MI" by __%
  - Promote/market to travel planners, real estate investors throughout region/country create incentives to refer
  - Identify what regions currently "responding" concentrate on expanding
  - Everybody "brand"→ Pure MI
  - Private
  - Strategies
    - Increase frequency of commercial!
    - Designate more money
    - Lobby legislators to support money
    - Identify landmarks what are they based on survey or estimated criteria

- Objectives
  - Pure MI campaign effective medium is regional landmarks and are the names of the landmark
  - Partnerships with international travel like we do now

- Objectives
  - Know brand through industry and business international market to those who can afford travel. Establish landmarks for state with location and name
  - When you're hot, we're cool

- Objectives
  - Promote all season outdoor opportunities
  - Michigan has many reasons to get off the couch and enjoy the outdoors

- Educate public as to the many opportunities that are out there

- Objectives
    - To make MI a household association with visitation, adventure travel at national and international level
    - Detroit- is known as the intercity
    - Michigan is known as the *illegible*

- Miscellaneous strategies
    - Coordinate known MI brands with Pure MI and distinct landmarks in advertising
    - Market to international visitors who can afford travel. Airline mags
    - Name distinct landmarks for consistency

**Research and Technical Assistance**

Flip Charts

- Objective 1: Support the coordinated research needs for all the goals of the plan
  - Strategies
    - Before end of strategic plan
    - Each "goal team" clearly identifies research need

- Objective 2: Make information available to appropriate industry partners via an online resource
  - Available free to CVBs and for sale to others
  - Fee structure for access to data and reports
  - Strategies
    - Make database searchable and intuitive
    - Charge MEDC with research department with conducting tourism research
    - Identify universe of potential private/public partners (data)

- Objective 3: Assessment of current research resources (organizations and institutions)→ Acquire, analyze, and disseminate… Identify resources for research information

**Resources and Environment**

Flip Charts

- International awareness and protection of dark skies parks
- Objective 1: By 2017, comprehensive inventory conducted of national, cultural, and historical resources and associated values by county
  - Strategies
    - Check natural features inventory
    - Develop clear guidelines of development, list… consistency
    - Identify county coordinators to coordinate development of list
    - Identify most compelling stories by county (logging, maritime history…)
    - Assistance from state as needed (people and state) to avoid index reinstatement

- Objective 2: Distribute content of said inventory to visitors and industry professionals
  - Strategies
    - Integrate inventory of MI "greats" into school curriculum "what's great about our state"
    - Easy to read what's great about our state" annual publication for public and tourist professionals
    - Kiosks in travel centers with maps and sites
    - Online database of asset inventory for tourism industry through MI.org
    - Certificate program for tourism employees who complete inventory read and take test successfully
    - Incentives for raising awareness of other regions (free ads?)
    - Better signage and interpretation of natural, cultural, historical resources
    - Develop Pure MI ad (TV) that speaks to this goal!

- Objective 3: By 2017, identify key threats to integrity of natural, cultural, historical resources
  - Strategies
    - Forum and partnerships to inventory potential threats to natural, cultural, and historic resources (invasive species, changes in climate, development pressures on resources)
    - Use these partnerships to develop strategies to mitigate these threats
    - Disseminate the information to the industry

- Objective 4: By 2017, more fully engage NR community in RE related issues

Individual Objectives and Strategies Sheets

- Objective: By 2017, do an inventory of potential threats to our natural, cultural, and historical resources. Include invasive species, changes in climate, development pressures on our resources and develop strategies to mitigate these threats

- Objectives
  - To allow people without means to experience our natural resources
  - To protect allow access to fishing areas located close to urban areas for children with limited means
  - To provide easy access to each county so that children may catch a fish, not open to adults

- Objectives
  - Highlight in our advertising the natural resources that we have in MI by site and area of MI
  - Promote the cultural and historic aspects of the state, age, relevance to history
  - Religious: first missions, cathedrals, etc.
  - Distribute

- Objectives
  - Learn enough about our state's resources to speak about them to visitors in an intelligent and intriguing way that coaxes visitors and appreciation
  - Brag more about MI's vast natural resources
  - Invest in better signage, facilities, and maintenance at resource centers to fulfill visitor expectations (parks, museums, etc.)
  - Identify all of state's resource "landmarks" and educate tourism professionals about them so they can promote state as a whole
  - Celebrate public and preserve lands in a way that encourages travel to them because other there are towns serving as gateways to these lands that will benefit economically from more visits
  - Capitalize on state's Pure MI campaign to promote MI products and resources
  - Strategy: distributing inventory list (see yellow notes)

- Objectives
  - Raise awareness of tribal resources as partners. Culture: responsibilities of native people for taking care of creation/the earth
  - Build tribal partnerships
  - How we view life

- Objectives
  - By 2017, conduct a comprehensive inventory of the key natural, cultural, and historic resources within the state by county
  - By 2017, identify the key threats to the integrity of the state's key natural, cultural, and historical resources (invasive species)
  - By 2017, increase opportunities for handicapped individuals to experience the full spectrum of MI resources and experiences
  - By 2017, more truly engage the Native American community in interpreting this cultural heritage to the natural resources of MI

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**Service Excellence**

Flip Charts

- Objective 1: Define "Pure MI Promise" (unified set of guiding principles)
  - Strategies
    - Study successful models from other states/countries replicate
    - Travel MI to get input from industry to clarify
    - Be careful not to over use Pure MI and dilute its effectiveness

- Objective 2: Promote and educate state agencies and industry professionals meaning
  - Strategies
    - Develop basic online customer service training program
    - Ensure all front line customer service personal take above course
    - Create educational outreach via Pure MI to connect with statewide tourism businesses
    - Develop Pure MI ambassador certificate program
    - Develop webinar and require state agencies staff to complete course
    - Create a campaign to promote the buy-in and use of "Promise"

- Objective 3: Create service pointers/primers for tourism businesses (international travellers)
  - Strategies
    - Establish international stakeholder group to better understand needs
    - Work with organizations that work with international travelers
    - Develop easy and in-depth avenues for tourism businesses to learn pointers of international travelers
    - Develop guidelines by country for foreign travellers needs specific

Individual Objectives and Strategies Sheets

- Objectives
  - By 2017, ensure all frontline customer service employees in the tourism industry have completed a basic customer service training course
  - By 2017, develop a basic (2 hour) online tourism course on service excellence
  - By 2017, develop Pure MI ambassador certificate program

- Objectives
  - Promote and educate state and federal agencies on the meaning of Pure MI
  - Define Pure MI Promise

- Objectives
  - Clarify the promise
  - Create a campaign to promote our service

- Identify existing resources that provide education

- Miscellaneous strategies
  - Create service excellence education outreach on part of Pure MI to connect with statewide tourism businesses
  - Create service excellence pointers for tourism businesses to educate regarding international travel
  - Encourage tourism businesses to get to know other tourism entities in their area... a service to tourists
  - Service training for hospitality training online resources and manuals
  - Include information on specific regions
  - Resources for properties, hotel, retail, tourist