

Collaboration, Cooperation and Partnerships I

Flip Charts

- Objective 1: Establish 2 new and ongoing relationships with state departments and/or small government agencies Pure MI umbrella build collaborative relationships among anyone involved in delivering travel experiences
 - Strategy: Host local tourism-focused events for regional MEDC staff/offices

- Objective 2: Foster stay and play opportunities
 - Strategies
 - Get information on local tourism (print or online) opportunities to businesses and lodging facilities that host business travelers
 - Communicating goal to travel agents, large corporations, partners, hotels, and branded item to website
 - Communicate goal via travel agents, large corporation MI hotels, attractions, website, out of state corporations, out of state airports

- Objective 3: Partnerships between those in transportation and destination
 - Strategy: increase transportation, better signage

- Objective 4: Establish or build upon relationships with organizations that deal with international travelers
 - Strategies
 - Work with consular corporations
 - Universities foreign student associations
 - Rotary international student exchange

- Objective 5: Strengthen recreation related national/state partnerships
 - Strategies
 - Offer packages statewide i.e., venues combine from different regions
 - Regional organizations partnerships
 - Municipal recreation department relationship

Individual Objectives and Strategies Sheets

- Objectives
 - More federal communication between the different organizations
 - More ways to foster collaboration between new business and establish businesses/small business if you will help bring forth
 - More branding to the tourists to the Pure MI machine
 - More transportation
 - Stay and play

- Objectives
 - Greater coordination under and among all disparate groups involved any way with tourism in defined regions of state. I.e., CVBs, chambers, economic development corporations, parks, conservancies, and conservation districts. Restaurants, hotel associations, microbreweries, distilleries, and wineries. Farm markets, golf courses, performing and culinary arts centers to sell experiences

- Objectives
 - Establish new and ongoing relationships with state departments and agencies
 - Host tourism focused events for regional MEDC staff/offices
 - Increase number of submissions/nominations for governor's awards for innovative tourism collaboration

- Objectives
 - Foster relationships with culinary tours and restaurants
 - Develop relationships with bicycle groups and rails and trails
 - Work within historical highways (i.e., US 12) to develop itineraries for tours and work in stops along the way
 - Develop work/play/tourist themes with cities for business travelers who would spend an extra day if interested
 - Work with colleges and universities to encourage parents of students to visit areas of interest in their locale

Collaboration, Cooperation and Partnerships II

Flip Charts

- Objective 1: Develop a collaborative toolbox for business partners to support the tourism industry
 - Strategies
 - Develop online merchant space,
 - Create business specific brands and offers
 - Build brand
- Objective 2: Create incentives for businesses to develop community involvement and programs for robust communities that will attract
 - Strategies
 - Spark and chamber with local business i.e., young professionals of chamber, have your friends visit
 - Create a market space to offer travel incentives
 - Identify business that can collaborate
- Objective 3: Establish one affordable membership organization for all stakeholders
 - Strategies
 - Create non profit organization to head umbrella corporation
 - Find government source to fund
- Objective 4: Establish a conversation (committee) that brings international stakeholders to the table
 - Strategies
 - Appoint print person/organization to coordinate organization by year
 - Contact Circle MI/ABA/Great Lake USA/ Brand USA/ASTA
 - Work with government immigration to ease entry visa to USA
 - Train and educate stakeholders on international issues
- Objective 5: Identify groups to partner with that would work with people who stay with friends and family
 - Strategy: create community connections for bay area events

Individual Objectives and Strategies Sheets

- Objectives
 - Small businesses (jobs creation), local retail, restaurants, lodging, promotions, offers, packages, build awareness and support
 - Corporations within the state (national business), beverage groups (Coke, Pepsi, Vernors), auto companies

- Camping, parks and recreation. Natural and environmental resources, festivals and concerts, groups and symphonies
- Partner with national brands, international stakeholders
- Toolbox: jobs growth, promotions/offers, brand build, support and maintenance, and community involvement
- Consolidation of stakeholders
- Objectives
 - Develop relationships with those in the legislature to improve border crossing experiences for all travelers to MI
 - Use traveling experiences as incentives for businesses to bring businesses here and keep them here
 - Help small business/non-profits identify ways to trade upon the Pure MI brand and benefit from its success
 - Transportation. This is a barrier to people looking to come to some areas of MI, work with legislatures, and private companies to make this easier on travellers
 - Continue with targeted sponsorships of MI events and businesses who can attract travelers to MI, both from the drive market and beyond
 - Help identify online/on land spaces and companies to do combined promotional packaging
- Objectives
 - Are states that are competitive (IL and OH) actually reciprocal? Can we increase travel between the two avenues?
 - International market: we need help reaching their folks. What do our buys look like right now? What messaging do we have right now, how can we make it applicable in international spaces? How does this tie into border experience?
 - Making ourselves more than a regional destination- how can we accomplish this without alienating the regional visitor?
 - We need to keep enforcing the Pure MI brand in national/international markets in ways that support its intention without making it seem stale. This will enhance purchasing in lower areas of engagement (arts, culture, etc.) and allow for more visits outside of summer months... hopefully longer visits from people not in the regional drive market. We need to increase our perception by travelers as proving a satisfying/valuable trip, and maintain contact with them after their visit concludes in order to inspire repeat, diversified visits
 - Strategy: create an ad based on a new genre- arts/culture, sports, heritage, etc.
- Objectives
 - Seminar on branding
 - Make accessible visitor data to various groups
 - Genre groups e.g., arts and culture, heritage, history, sports, etc.
 - Strategy: great lakes brand

- Objectives
 - Establish a Pure MI arts and culture sub committee invite stakeholders from segment to participate
 - Establish a Pure MI international committee to invite international stakeholders to table for input (to prepare stakeholders for influx of customers of stakeholders)

Funding and Financing

Flip Charts

- Objective: Identify and tap into experienced fundraising sources
 - Private and in-kind contributions
 - Universities, chambers, trade associations, and public/private foundations
 - Strategies
 - Develop private and public partnership opportunities
 - Approach FR specialists to identify potential source
 - Toolkit marketing
 - For-profit business (campground, gas station, retail, toolkit)
- Objective: Identify existing and new sources of federal funding by using in-kind donations as leverage
 - Strategies
 - Talk with politicians (congressmen, senators, D.C. reps)
 - Grant writing resources
- Objective: Increase Pure MI funding
 - Strategy: build local grassroots support

Individual Objectives and Strategies Sheets

- Objectives
 - Work with federal government to obtain money to enhance environment and promote natural resources. Fishing, lakes, parks, for camping
 - Work strategically with all MI based universities to promote and develop revenue streams and best practices (i.e., U of M and talent to develop for free marketing campaign, product development)
- Objectives
 - Hotel fee= destination tax 2-5%
 - \$25 million Pure MI= 21st century jobs fund
 - Federal: promote natural resources, federal dollars
 - State: PACs and associations
 - Private: local organizations, schools, private interest groups, zoos
 - Identify and tap into experienced fundraising sources
 - Federal funding sources analyze and create new streams
 - In kind donations through schools, universities, chambers, trade associations, public and private
 - State sources
 - Co op dollars
 - Implement a target state gas tax

Product Development

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

- 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

Promotion, Marketing and Communications I

Flip Charts

- Objective: make the Pure MI brand more inclusive to all stakeholders
 - Strategies
 - More vibrant advertising- a change from soft, dreamy to exciting and vibrant . MI is alive and lively!
 - Consider marketing themes under Pure MI= stay to play prison paradise horse trails
 - From Alpena to Empire ride your hose. From prison to paradise do time in Jackson. From hell to Holland Pure MI has it all!
 - By 2013 identify and produce a Pure MI ad focused on a genre/market segment (not geographical)
 - Invite stakeholders to form teams around the genre/market segments

- Objective: Increase __% of repeat visitors to MI, especially during lower volume seasons
 - Strategies
 - Utilize Pure MI blog database to have visitors identify their interests
 - Target market to current visitors
 - Branded materials to website to add visitors
 - Increase number of mediums that have opportunities for interactive contact by the traveler

- Objective: Increase __% of international visitation to MI
 - Strategies
 - Start measuring influx of international visitors
 - Create messaging that speaks to the international consumer
 - Increase budget for international marketing to \$1 million by 2014
 - Target marketing to increase visitors from within US that are foreign born and may return to their home country and continue promoting MI
 - Add feature to make Pure MI website and information available in languages of targeted countries
 - Educate the MEDC that tourism is economic development and should be included in their economic development programs i.e., China

Promotion, Marketing and Communications II

Flip Charts

- Objective: Increase __% of web hits on Michigan.org that convert to actual visits
 - Strategies
 - Clickable categories on the website for each area, for example: nature, arts, history, camping, museums, festivals, etc.
 - Inbound marketing more data to analyze what they need to get them to visit
 - Create user friendly mobile apps
 - Fewer click-throughs

Individual Objectives and Strategies Sheets

- Objectives
 - To increase international business travel to MI
 - To place MI as the number one destination for Asian travel in the US
 - To increase S. American travel to MI
- Objectives
 - Increase funding of MI campaign on international level
 - Define ROI of spending for international visitors
 - Meaning of Pure MI, identify promise
 - Grow Pure MI brand
 - Install measurement devices for tracking
 - Influx of international visitors
 - Mediums: Pure MI, YouTube for everyone (saves money), interaction with visitors
 - Strategies
 - By 2013, offering area is highlighted arts and culture, sports, history, heritage, etc.
- Objectives
 - Make more attractions, resources, and events more well known through PMC
 - Make information more accessible to the public in US and abroad through apps, social media, etc.
- Objectives
 - Increase international awareness from inside and outside the US (Asian markets residing in CA or other Midwest and European visitors on 2-3 visit)
 - Mich.org translate
 - Year round appeal seasonal attractions (not necessarily repeat)

- Objectives
 - To date, the Pure MI campaign has focused on nature, wineries, golf, and the geographical beauty of the state. “Pure MI” works for that. It’s time to be all-inclusive and include Michigan’s rich history, culture, and arts. Shall another word be added to “Pure” or a new slogan be developed? Perhaps: Michigan- Pure, Past and Present! Then more than only “pleasant” pastimes can be included

- Objectives
 - Stay and play- more inclusive to all
 - Branded items to the website
 - In-kind marketing

- Objectives
 - Enlarge and develop Pure MI brand to include historic and cultural aspects of MI to appeal to broader base of out of state and international visitors
 - Develop digital resources to inform potential visitors of MI opportunities
 - Make more accessible

Public Policy and Government Support

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
- 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: Created 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
 - 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

Research and Technical Assistance

Flip Charts

- Comprehensive information database (GIS)
 - Connect research and projects with database needs- build comprehensive GIS database. Subdivide by interests
 - Expand interactive kiosks. Keyword searches with driving routes
- Create a subsystem to move people off the interstates (wine tours, blue highways)
- Increase awareness of MI geography and key land mark features (bridges, lighthouses)
- Translate existing data into a more consumer-friendly form for industry
- Understanding of what data is collected at what level (current at state level)
- Holes in existing data and varies by type
- Organizations to do a better job of record keeping
- Increase perception/understanding of collecting and sharing data
- Communication and coordination of shared data, local and state
- Expand collaboration at regional and state levels to collect and communicate information at local scale that can be scaled up to regional and state level
 - Quality standards for information collected and communicated up the ladder for local businesses
 - Understand what is being collected at the state level in what form and how communicated by the industry
 - Data all same wave length up to down and down to up

Resources and the Environment

Flip Charts

- Objective 1a: Develop comprehensive inventory of natural, cultural, historical, agricultural, etc. resources by region
 - Strategies
 - Tie this aggregate list of spaces into an aggregated calendar of events
 - Define touristic resources by categorizing i.e., agriculture, historic, natural
 - Need name, location, key characteristics
 - Promote the list for each category
 - Convention bureaus, chambers
 - Information from local sources, chambers, CVs, etc.
- Objective 1b: Share communicate said inventory with industry professionals and tourists
 - Strategies
 - Put inventory in geographic database that can be queried by users
 - Create MI app for phones etc.
 - Website of MI recreation opportunities and natural resources by location, interest, and easy to access
 - When talking about natural resources, explain their 4 season appeal and what the surrounding area offers year round
- Objective 2: increase focus on cultural and historical attractions (certain proportion of Pure MI ads)
 - Strategies
 - Research historical events and attractions
 - Promote same
 - Livelier ads and promotions
 - Combine historical and artistic and cultural
 - Who? Local and state CVBs, historical societies and institutions need to answer the call
 - Film industry can promote MI through media. Positive view of state through interpretation
 - Develop guides for businesses to use to help educate staff on tourism and how they support it. Like a sales sheet

Facilitator Notes

- Preserve, develop to produce max numbers and types of outdoor experiences harmoniously avoid over-use
- Identify and promote in context of history and art resources
- Beyond auto

- NA, pioneers, civil war, investors and scientists, history of Detroit
- MI's role in id and history of country
- Access and communicate access → make easy to use. Develop complete inventory by region and share
- Categorize/elements catalogue
- Consider over and underuse and code of conduct (multiple users)
- Historic preservation
- Increase focus on culture/history

Individual Objectives and Strategies Sheets

- Objectives
 - Create an inventory of cultural/historical by region
 - Do more to promote geo-tourism as the conservation of unique characteristics of places
 - Encourage the development of university degree programs, may be interdisciplinary that promote geo-tourism development
 - We need to better program students for the sustainable growth of the system of related industries that determine tourism development
- Objectives
 - Create a statewide database of resources, sites, etc. By categorizing in order to foster knowledge of products, sites, etc.
- Objectives
 - While preserving our environmental resources, develop them to provide max numbers and types of experiences for residents and out of state visitors (and international visitors)
 - Develop and market MI's cultural, historic, artistic, musical, etc. resources to draw visitors and enrich their experiences of MI
- Objectives
 - MI has definitely promoted itself as a state filled with natural resources of beauty and wonder. It now needs to identify and promote itself in the context of its historical and cultural role in America and the world
 - MI's history goes beyond the automobile, which changed the world , for sure. Its history and culture includes its Native American past, pioneers, civil war, two largest walled prisons on the planet, (a potential Alcatraz for MI), artists, inventors, musicians, actors, scientists, and more
- Objectives
 - Access to resources
 - Communication of use
 - Water, hiking, etc., rifle shoot, target