



# THE STORY.



# FROM THE MC4T TEAM

Michigan Cares for Tourism is a unified, statewide effort to “give back” to the tourism industry and preserve and invest in our most sacred treasures - our people and our historic attractions. We are a 100% volunteer, 100% give back organization with all proceeds solely designed to contribute to the clean-up of Michigan’s historic attractions, and invest in Michigan’s tourism industry.

Thank you to over 160 tourism organizations and near 900 tourism industry professionals making MC4T a reality. Collectively, we have provided over 300K in labor and supply support to four of Michigan’s most treasured, but damaged historic attractions. Since 2013, as an industry, we have made this happen.

## OUR FINDINGS ARE BEGINNING TO TELL US THERE IS MORE TO OUR STORY.

The impact of MC4T is extending beyond the historic attraction alone, and we continue to learn how these events are making an even larger effect on Michigan’s tourism industry. These four volunteer and sponsor stories help us learn that as a result of this unique partnership, we are building stronger teams, making an impact on a Michigan destination, and building corporate social responsibility as an industry.

### LINDA, STURGEON POINT LIGHTHOUSE IN HARRISVILLE, SHARED...

“Our visitor numbers increased in direct relation to the MC4T event, and we have more awareness from our partners in the community (who we had not been working with previously).”

### LESLEE, AMWAY HOTEL CORPORATION IN GRAND RAPIDS, SHARED...

“I hadn’t visited Belle Isle since I was too small to remember! I shared my experience with my mom who reminded me that they took us kids to visit the zoo and aquarium. Since my reintroduction through MC4T, I’ve visited at least a dozen more times and have introduced my boyfriend. It’s exciting to see the rebirth of Belle Isle.”

### DEANNA, THE DETROIT METRO CONVENTION AND VISITOR’S BUREAU, SHARED...

“After our engagement with MC4T the DMCVB decided to organize regular volunteer events that we could do together as an office team. We now offer several volunteer opportunities, inside and outside the office, that our staff can participate in throughout the year and are considering an 8 hour volunteer time off (VTO) program.”

### STEFANIE, MICHIGAN TRAVELS, LLC, SHARED...

“The week after the MC4T event, I wanted my tour group of visitors from Germany to experience the wonderful hospitality of the lighthouse volunteers, and an enhanced attraction. I was proud of our efforts.”

WE ARE EXCITED FOR 2016, AND THANK YOU IN ADVANCE FOR YOUR SUPPORT.  
PLEASE READ ABOUT OUR PAST, PRESENT, AND FUTURE .JOIN US!



# SINCE 2013



890 MICHIGAN TOURISM PROFESSIONALS

from around the state, in a variety of tourism positions (CBVs, hotels, attractions, event companies, parks, museums)



INVESTING  
\$307,000

in labor and supply savings.

The only way it came together was with the

165 SPONSORS



Helped restore

4 HISTORIC MICHIGAN ATTRACTIONS

THE TEAM HAD FUN,  
WORKED HARD, GREW,  
GAVE BACK AND FELT  
GOOD ABOUT DOING IT.

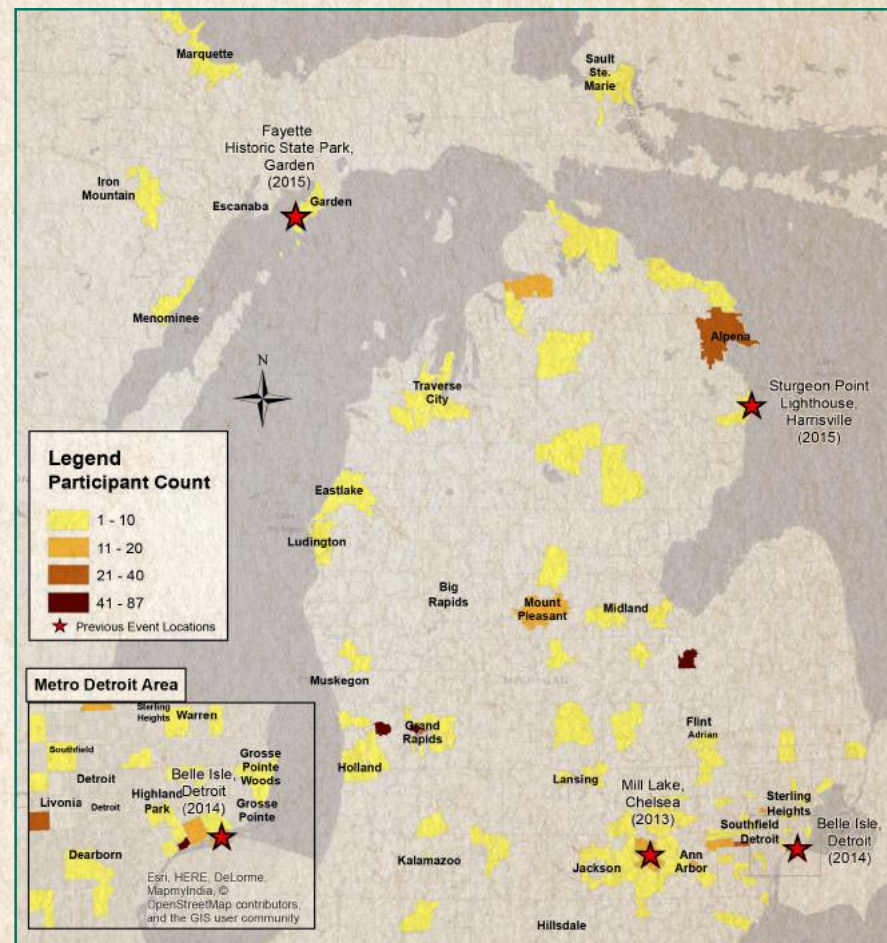


WHO DONATED

\$138,800

in cash and in-kind services.

## WHERE VOLUNTEERS ARE FROM



## OUR VOLUNTEERS...

57% female, average age 42 (range 16-70)

33% upper-level/executive;  
30% mid-level management

25% lodging; 19% CVB/DMO;  
16% educator/student; 13% recreation;  
10% attraction/events;  
8% marketing/media;  
8% gov't/association/other

99% of volunteer respondents  
were satisfied/very satisfied with  
the experience, and

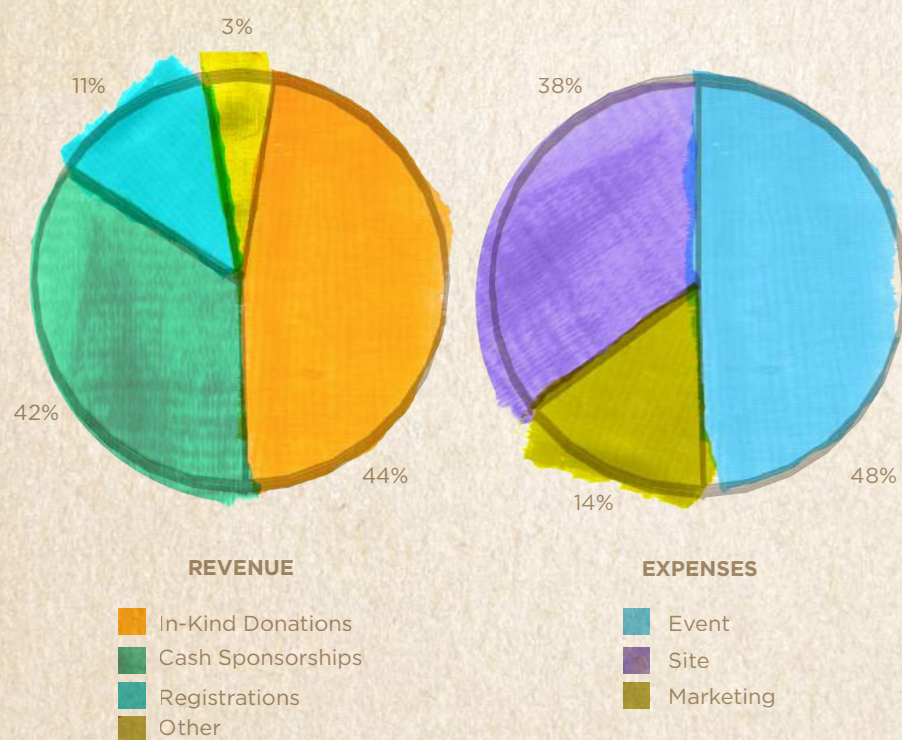
99% WOULD RETURN  
AND DO IT AGAIN!



# WHERE THE FUNDS ARE INVESTED

# 2016 MEMBERSHIP OPPORTUNITIES

2016 Member Benefits by Level of Cash or In-Kind Contribution\*



Membership Benefits	\$250	\$500	\$1000	\$2500
Discounted event registration, logo on our website and banners at the event and other presentations				
PLUS your logo on the back of the Michigan Cares for Tourism event t-shirt				
PLUS social media mentions and verbal recognition at the event, magnet logo on the supply trailer, and quarterly webinars on Corporate Social Responsibility topics				
PLUS your logo on booth display (utilized at Michigan tourism related association conferences) and marketing materials mailed/emailed including press releases				
Use of the trailer full of clean-up event supplies for your own volunteer event				

\*Sponsorship is tax deductible to the extent permissible by law. A document will be sent for deduction purposes. All funds will be donated through Michigan Cares for Tourism (an official 501 (c)3).

# FELT ESTATE

SAUGATUCK

SEPTEMBER 13-14, 2016

The Felt Estate is located in Saugatuck, Michigan. It was built by Dorr Felt as a summer home for his wife Agnes, completed in 1928. The Felt Mansion became the St. Augustine Catholic Seminary preparatory school in 1949. The Mansion served as a chapel and housed priests and students. In 1962, the Augustinians leased the Mansion to Dominican cloistered nuns. In 1977, the Felt Estate was purchased by the State of Michigan.

## 2016 CLEAN-UP SITE!

In 1995, the state sold 44 acres of the Estate, including the Mansion and prison building, to Laketown Township for \$1, stipulating that the Mansion be preserved and that it be owned and operated by the public. The Friends of the Felt Estate formed in 2002 and began restoration of the house and grounds. The property is listed in the National Register of Historic Places. Recently, the surrounding grounds were donated by the Department of Natural Resources and will serve as this year's clean up site.



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# WHO CARES ABOUT TOURISM? WE DO.

## Sturgeon Point Lighthouse Sponsors



Absopure Water, Cabin Creek Coffee, Coca-Cola, Connie's Café, Grand Haven Area Convention and Visitors Bureau, Harrisville Lumber, JJ's Steak & Pizza House, Kent Country Lodging Association (KCLA), Lafarge Corporation, Madonna University, Michigan Association of Convention and Visitor Bureaus (MACVB), Moosetales, Northeastern Windows and Doors, Old Place Inn, Pubhound PR, Sanctuary Inn, Stoney Acres Winery, The Fresh Palate, The Black Sheep Pub, Thunder Bay Winery, Tourism Industry Coalition of Michigan (TICOM), Werner Sand and Gravel

# THANK YOU 2015 SPONSORS!

## Fayette Historic State Park Sponsors



Concept Tool and Die, Ferris Coffee & Nuts, Frankenmuth Bavarian Inn Lodge, Gaylord Tourism Bureau, Grand Hotel, The Inn at St Johns, Kent County Lodging Association (KCLA), Mackinac Island Tourism Bureau, Mackinaw Trails Winery/Brewery, Madonna University, Manistique Tourism Council, Michigan Association of Convention and Visitor Bureaus (MACVB), Murdick's Fudge, Pubhound PR, Shepler's Mackinac Island Ferry, Tourism Industry Coalition of Michigan (TICOM), Traverse City Tourism, Western Michigan Film Festival





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