

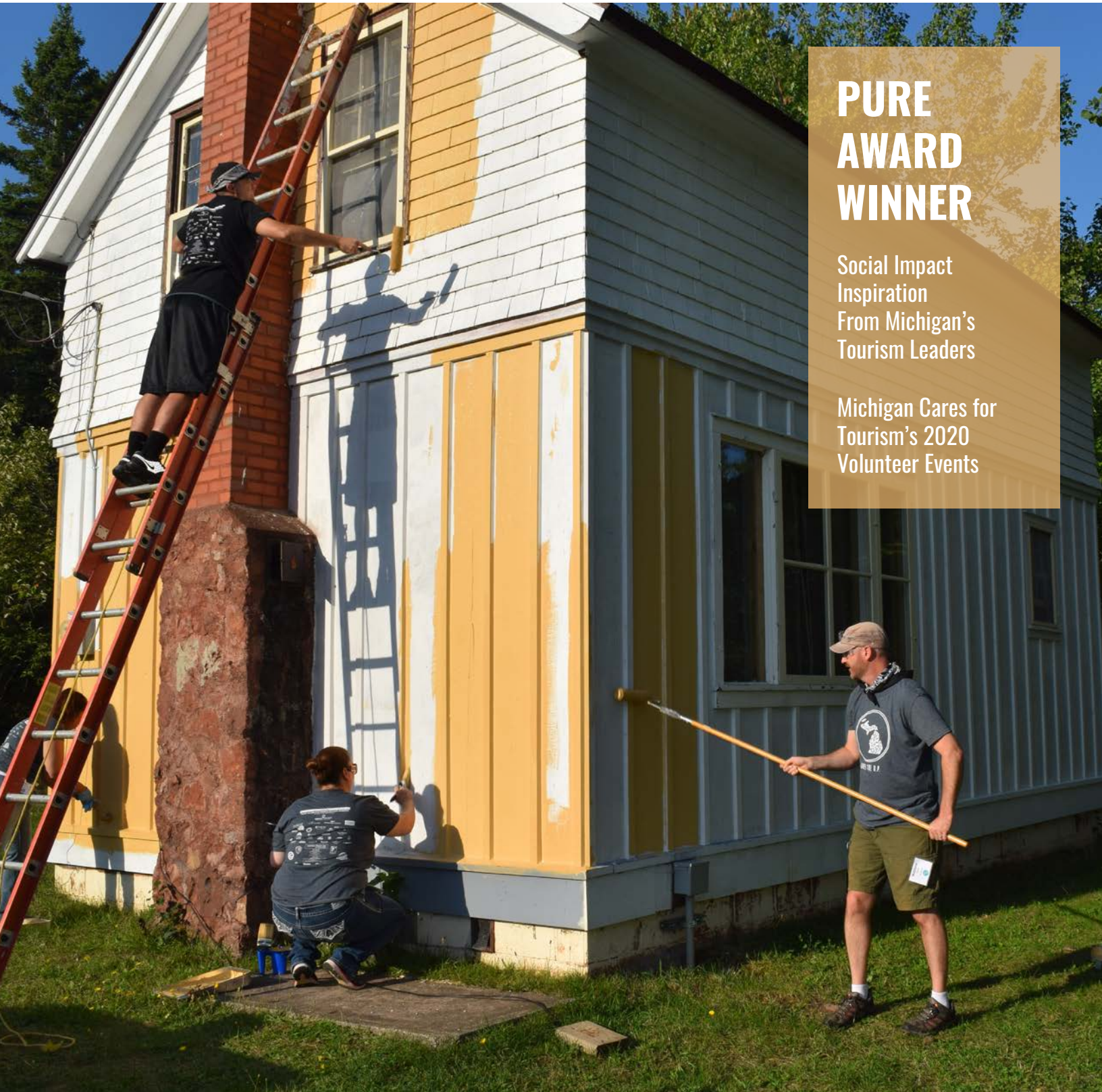
MICHIGAN GIVING

STORIES OF MICHIGAN TOURISM INDUSTRY GENEROSITY

PURE AWARD WINNER

Social Impact
Inspiration
From Michigan's
Tourism Leaders

Michigan Cares for
Tourism's 2020
Volunteer Events





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WELCOME TO MICHIGAN GIVING

Michigan tourism organizations continue to make a social impact beyond the scope of their day to day business. They use their time, talent, and resources to solve community issues and contribute to the well-being of Michigan residents and visitors, while building stronger organizations.

We hope this publication is a way to share the many ways Michigan's tourism industry gives back. This edition of Michigan Giving shares stories of ten organizations making a difference. We begin with the 2020 Pure Award winner and move on to review a variety of tourism organizations ranging from privately owned restaurants, festivals, lodging properties, and convention and visitor bureaus. The stories we learn

about inspire us to do more; we hope they do for you too.

This year, thanks to the tourism industry's continued generosity, Michigan Cares for Tourism (MC4T) did more than ever. A summary of our 2019 accomplishments is highlighted, with more than 500 industry volunteers investing over \$150,000 in labor and supplies costs to revitalize several historic, cultural, and natural attractions in Michigan. MC4T's lifetime volunteer and cost saving totals are also included! Thank you for continuing to invest in Michigan's tourism industry...our people, our planet, our purpose.

Together we will always do more. Also featured are two articles on the

role giving is playing in conventions and how industry volunteerism differs from personal volunteerism.

Finally, check out how you can be involved with MC4T this year as we prepare to go to 'The Thumb' for our multi-day event!

Many thanks to the authors, editors, and photographers who contributed to this year's publication including: Olivia Rau, Ami VanAntwerp, Victoria Stubbs, Patty Janes, Rosemary McCollom, Megan Hartmus, Mary Minogue, Caitlyn Witkamp, Claire Zuwala, Megan Heynen, Alyssa Bouwkamp, Aubrey Sochacki, Amanda Witsaman.



2020

PURE AWARD WINNER

We are excited to announce Grand Traverse Regional Land Conservancy (GTRLC) as the winner of the 2020 Pure Award. The Pure Award was designed to recognize Michigan Tourism entities that have pioneered the incorporation of innovative and exemplary best practices in natural, cultural, and/or heritage stewardship into their daily operations. Resources are defined broadly to include historic, architectural, recreational, agricultural, and natural assets, and might relate to buildings, grounds, practices, processes, programs, and more.

For nearly 30 years, Grand Traverse Regional Land Conservancy has worked tirelessly "to protect northern Michigan's significant natural, scenic, and farm lands – and advance stewardship – now and for future generations." To date, GTRLC has protected nearly 44,000 acres of land and more than 140 acres of shoreline along rivers, lakes, and streams.

The nonprofit's conservation efforts focus on balancing the growth of the region by permanently protecting all that makes it special: fresh, clean water, working farms, lush forests, coastal dunes, trails for hiking and biking, scenic vistas, and wildlife habitat and corridors.

Congratulations to Grand Traverse Regional Land Conservancy on receiving this well-deserved recognition and paving the way for Michigan Tourism entities with their exemplary best practices in natural resource stewardship.

Thank you to this year's Pure Award Committee for their work in administering this award: Maia Turek (DNR/MC4T), John Allan (UofM), Patty Janes (GVSU/MC4T), Bonnie Fink (MEDC Travel & Tourism), Jessica Loding (Schupan Recycling/MC4T), Betty Workman (Vacation Trailer Park and Sales), and Olivia Rau (MC4T/GVSU).

PAST WINNERS

- 2019 – The Detroit Jazz Festival
- 2018 – Michigan Cares for Tourism
- 2017 – Headlands International Dark Sky Park
- 2016 – Grand Haven Salmon Festival

GIVING STORY

GREATER LANSING CONVENTION AND VISITORS BUREAU

By Aubrey Sochacki

Lansing is often known for being the capital of Michigan, the home of the Spartans, and a growing community. The city strives to be supportive of all members of the community, including local businesses and those who call the city home.

The Greater Lansing Convention and Visitors Bureau (CVB) encourages each of their staff members to serve on local boards and committees. Through this encouragement, they have made it possible for CVB members to work with these boards and committees to organize local events. One of the events that many staff members help with is planting flowers on the capital lawn each year. This event brings the community together and helps promote Lansing as a tourist destination.

One of the major initiatives that the Greater Lansing CVB is working on is promoting attractions with sensory activities for individuals with disabilities. At these sensory attractions, the CVB provides each volunteer with training to help them provide better services for individuals with disabilities. Each attraction

has a CVB staff member that works directly with it, in order to best serve the community.

Another part of this initiative is Lansing’s annual event, “Be a Tourist in Your Own Town.” This event started 25 years ago and has created a way for community members to interact with over 100 attractions. This event “opens” the community each year and encourages Lansing citizens and others to visit the area and support the state’s capital.

Lansing is not just the home of Michigan’s government; it is also home to an inclusive community.



GIVING STORY

BLACK STAR FARMS

By Alyssa Bouwkamp

“We’ve built our business on what the earth has given us,” shines as a common concept throughout the Black Star Farms business. Located in Suttons Bay, Michigan, Black Star Farms caters to not only many guests with wine and cheese tastings, high-end Inn stays, scenic vineyards, farmland, hiking trails, and wedding venues, but they also make a point to give back to their community. From their treatment of the soil in the vineyards, to the energy use on the property, to leaving guests fully satisfied, Black Star Farms strives to be leaders in the industry.

Sustainability is not just a common practice with Black Star Farms, but a way of life. The community in Suttons Bay has been embraced with support from the local business. Sherri Campbell, the manager and daughter of the founders of Black Star Farms stated they “lead with caring and compassion with a [business] culture of a family and a team.”

They give back by treating their guests the same as their employees with “love and respect.” Campbell went on to talk about the beginning of the hospitality business and how the industry has grown over the years. Black Star Farms’ goal is to set the standard of businesses like them. And their dedication to their staff has paid off for them. Campbell recognized that with a “tight talent market you have to have the right culture to maintain staff with the family culture.” As every good hospitality manager knows, if the employees understand the business, they will be the best advertisement and representation of the brand.

Last year, Michigan Cares for Tourism went up north to the Leelanau State Park and Grand Traverse Lighthouse to assist in repairs to the destination. As a nonprofit that values its volunteers, they kick off the event with welcoming them to the community

around the site where they will be working. Black Star Farms kindly offered to host MC4T’s kick-off discussions and shared their organization’s sustainability efforts with the group. They also served as an excursion for a selection of the volunteers and offered wine tasting and tours around the property. As a nonprofit which supports giving back to the industry, supporting other hospitality businesses is right up Black Star Farms’ alley—they cultivate their culture carefully to be leaders throughout the industry.

KEY INFORMATION

- Black Star Farms leads the hospitality and tourism industry in sustainability practices.
- Their wholistic practices range from energy use and soil management, to high quality customer service.



GIVING STORY

BLISSFEST MUSIC FESTIVAL

By Rosemary McCollom

Blissfest Music Festival initially developed from a small arts club called the Spectrum Center, which was located above the Grain Train in Petoskey, MI. The club was a gathering point for local artists, folk musicians, dancers, and movie buffs. The idea for the Blissfest Music Festival started as a joint fundraising idea between the Spectrum Center and an alternative school in Bliss, MI, called the Bliss School. The first Blissfest was held for one day under a tree in a potato farmer's field in the summer of 1981. Now, in 2020, Blissfest is celebrating its 40th anniversary.

When asked about Blissfest and its commitment to its community, sustainability, giving, and what the future has in store for the festival turned community focused organization, Sarah Reinfelder, the Blissfest Operations Manager, has this to say; "First, what most people don't know, is that we are a 501(c)3 nonprofit organization focusing on sustainability, education, and community connections through music. Apart from the big festival, we hold events all year round!" She enthused, "We aren't just a festival; we host some form of an event every month." There are over 1,000

volunteers that assist in organizing and facilitating these local events.

A unique way Blissfest assists the local community is by going to Emmett County schools to teach music workshops and special education communication through music classes. Sarah relayed one instance that displayed how these music education programs are positively impacting the community:

"We were teaching a special education music class and there was one individual in the class who was non-verbal. Their mother had never heard them speak in their 16 years of life, nor had they looked

her in the eyes more than a handful of times. This individual initially wanted nothing to do with us while we were there, just sitting in the corner. Then after the second or third class, they joined our circle. They began playing along with us, playing the egg shaker every class. One day the mother spoke to us after class, sharing that her child had begun to look her in the eyes and communicate using music. Those are the life changing impacts our programs are bringing to our community and will continue to do so."

Sarah also spoke of the organization's sustainability efforts during the annual Blissfest Festival. Local sports teams

take part in collecting the cans consumed during the festival weekend, taking them to be recycled and then the funds going towards their group. Other teens volunteer for weekend passes and, in turn, learn about food waste and how to separate the festival's food court garbage, which allows for a very miniscule amount of waste to go to the dump. Sarah joked, "and then those kids take that information home with them and drive their parents crazy with composting and going green. I've heard the stories."

Looking towards the future, Blissfest hopes to utilize the land

that the festival takes place on throughout the year, adding in camping music, educational cultural workshops, and related events that carry on the 'Happy Bliss' mentality.

KEY INFORMATION

- Blissfest engages over 1,000 volunteers that assist in organizing and facilitating these monthly local events.
- Volunteers are able to apply composting and recycling lessons to their every-day lives.

GIVING STORY

CIRCLE MICHIGAN

By Olivia Rau



Organized in 1981, Circle Michigan pioneered the very first organization in the country focusing on the promotion of group travel. Since then, numerous other states have followed their lead. Circle Michigan is dedicated exclusively to helping professional tour planners and Circle Michigan member suppliers meet the challenges unique to the group travel industry.

During the late 1990s, Circle Michigan lost two members to death from car accidents: Katherine Schmidt in 1997, who was with the Traverse City Convention & Visitors Bureau, and Scott Brazil in 1998, who was with Kewadin Casino of Sault Ste. Marie. Money in the form of memorials was given in their honor, which was placed into a Michigan scholarship held by the National Tour Association (NTA), located in Lexington, Kentucky. Over the next 15 years, the fund grew to over \$20,000.00. NTA no longer desired to retain the monies it was holding so turned the funds over to Circle Michigan. With this, the Circle Michigan Foundation was formed on March 23, 2012.

Circle Michigan members volunteer their time to serve on the Circle Michigan Foundation to oversee two programs (listed below) and plan fundraisers.

- *Circle Michigan Scholarship.* The Circle Michigan Foundation awards an annual college scholarship to a student attending a Michigan higher education institution, who is enrolled in a Hospitality and Tourism program. Full or part-time students may apply. Since 2013, the Circle Michigan Foundation has awarded \$3,500 in scholarships.
- *Circle Michigan Field Trip Transportation Grant.* The Circle Michigan Foundation also awards a transportation grant to any K through 12 educational institution within the State of Michigan. This grant is to be used for transportation for field trips. Any attraction being visited by the school group must be a Circle Michigan member attraction. Since 2013, the Circle Michigan Foundation has awarded 20 Michigan schools Field Trip Transportation Grants totaling \$4,253.

One of the 2018 Field Trip Transportation Grant recipients was CLK Elementary in Calumet. With the grant, 92 second grade students visited Fort Wilkins State Park as second grade social studies curriculum focuses on the local community. On this trip, the students learned why Fort Wilkins was built and what it was like to live there. Joan Darnell, second grade teacher at CLK Elementary, reported “the second graders learn and remember a lot better by actually being able to be at Fort Wilkins. As the school year continues, there are many times I am reading a book, showing a picture, or discussing our area’s history and now I am able to bring up something we saw on our trip to Fort Wilkins.”

KEY INFORMATION

- This year’s Field Trip Transportation Grant Application period is April 1 – June 20.
- Since 2013, the Circle Michigan Foundation has awarded field trip transportation grants to 20 Michigan schools.



GIVING STORY

DETROIT METRO CONVENTION AND VISITORS BUREAU

By Aubrey Sochacki

A couple of years ago, the Detroit Metro Convention and Visitors Bureau (CVB) created an engagement committee to better equip themselves to be involved in the local communities they serve. Within this committee is the volunteer committee.

The volunteer committee has created endless opportunities for the Detroit Metro CVB staff members to participate in. Through the committee, the CVB has been able to give each staff member volunteer time off up to eight hours per year to volunteer.

A few of the volunteerism activities that the Detroit Metro CVB participates in are collecting mittens for Detroit, a cereal drive, a collection drive for school supplies, and donating food to those in need for Thanksgiving. This past year, the Detroit Metro CVB collected over 300 pairs of gloves and mittens for the Detroit area. This drive was done internally with members and clients of the CVB. The CVB also partners with local charities to provide food and other needs to those in the community.

The Detroit Metro Convention and Visitors Bureau is not just focused on bringing tourists to the area, but also on caring for those who call the community home.

GIVING STORY

DOUBLETREE BY HILTON, PORT HURON

By Megan Hartmus and Mary Minogue

The DoubleTree by Hilton in Port Huron was recognized for its commitment to the community and passion for involvement as winner of the 2019 Governor’s Service Award for the high level of service the business and its employees provide year after year. General Manager Amber Burch and her team routinely go above and beyond in their support for local groups and projects in their efforts to be a positive force in their neighborhood and beyond.

Beginning when the hotel opened in 2013, community outreach has always been a priority for DoubleTree Port Huron, with support projects playing a critical role in its mission. The team at DoubleTree formed “Care Committees” to focus on

community and guest relations. These programs gave associates the opportunity to actively engage in their neighborhood and find new and exciting causes and events where the DoubleTree team could volunteer.

In 2019, DoubleTree Port Huron volunteered with more than 12 organizations, getting involved in countless projects. Some of these organizations include Habitat for Humanity, The Blue Water Area Humane Society, Adopt-A-Highway, Lighthouse Park Cleanup, and Adopt a Family. In order to make these projects a success, employees have the opportunity to sign up for projects that interest them the most. DoubleTree Port Huron encourages employee involvement by

compensating for their volunteer time. Burch explained that “the majority of [employees] volunteer at least once or twice a year.”

Looking forward, DoubleTree Port Huron plans to remain ambitious in its community outreach. They would like to expand their horizons in order to incorporate a bigger project across the state of Michigan. Burch hopes to become involved with Michigan Cares for Tourism as well as larger initiatives within Habitat for Humanity, per the request of employees. DoubleTree Port Huron is excited about the growth of the program and the future of the community outreach impacts.

Burch stressed the importance of having the associates of DoubleTree Port Huron involved in choosing the organizations and projects they participate in. The involvement in decision making drives passion and creates motivation for the employees to give back. This involvement, paired with excitement to give back, facilitates a strong community outreach program, which is why the DoubleTree Port Huron was the perfect recipient of the Governor’s Service Award.

The associates have enjoyed their community outreach efforts and have become passionate about creating their own volunteering experiences. Burch stated, “some [employees] have begun to volunteer at local animal shelters, nursing

homes, and soup kitchens” on their own time. This personal initiative by employees has created a ripple effect of positive community outreach in Port Huron and around the state of Michigan. The DoubleTree Port Huron is an outstanding example of businesses getting involved and giving back to the community.

KEY INFORMATION

- DoubleTree Port Huron participates in community outreach and volunteer opportunities at least once a month.
- They find employee’s interest integral in volunteer project selection.





GIVING STORY

FLINT AND GENESEE CONVENTION AND VISITORS BUREAU

By Caitlyn Witkamp and Claire Zuwala

Imagine being a tourist in your hometown, kind of a crazy idea, right? You have lived there for most of your life, so you should know everything there is to know about your sweet little town, where everything is, the places to chow down, and the best places for entertainment or fun... but, can you market your town to others? The Flint and Genesee Convention and Visitor's Bureau (CVB) is trying to change that.

“Be A Tourist” is a program that the Flint and Genesee CVB put in place to help change the way the local residents, future residents, and visitors to the community see Flint and Genesee. Director of the Flint and Genesee CVB, Alaina Wiens shared, “The CVB thought what better way to make residents aware of what is happening with all the development downtown and throughout the county than by having a day where they can see a bunch of new buildings, attractions, and historical venues, while providing the transportation to them all for \$1.”

When the “Be A Tourist” program started seven years ago, it was a one-day event that showed the best things about Flint and Genesee. Now it is a five-month event that encompasses so much more. Wiens said that the transformation into a larger event “says great things about our community. That we have enough things going on throughout Genesee County that we would be able to provide an experience based on certain activities of interest.”

Another benefit of the program now being five months is that people don't feel like they have to pick-and-choose what activities they want to do. With



the longer program, people have all the time in the world to experience the best things about Flint and Genesee. The community around Flint and Genesee can talk about their city with much more pride, knowledge, and passion. They fall back in love with their city, all thanks to the Flint and Genesee CVB.

The CVB also has the opportunity for their local community members to become a Certified Tourism Ambassador (CTA). When asked how the need for a CTA program was identified in Flint and Genesee, Wiens responded, “The Flint & Genesee CVB strives daily on changing the perception of the area, which helps the community grow and prosper. The CTA Program demonstrates our dedication to promoting the destination as one of the best, with a high level of commitment to visitors and people that work, live and play here.” This certification is beneficial to the community members because they get to learn about their city in new ways, and learn how to encourage others to check out everything that Flint and Genesee has to offer. This certification builds upon the pride that the residents already feel for their town and helps prepare the community for the long-term as well. As Wiens puts it, “As Flint and Genesee County increases in popularity, thousands of people will be experiencing the area for the first time. The CTA Program is the perfect way to prepare and welcome these changes, and visitors, and offer an experience they'll remember forever... the program helps us all prepare for the future.

KEY INFORMATION

- “Be A Tourist” is a program to help change the way the local residents, future residents, and visitors to the community see Flint and Genesee.
- The “Certified Tourism Ambassador” program offers a chance for the community to promote their love of their hometown.



GIVING STORY

PICTURED ROCKS BOAT CRUISE

By Megan Heynen

If you live in Michigan, there is a good chance that you have heard of the Upper Peninsula’s (UP) Pictured Rocks. However, there is less of a chance that you have had the opportunity to go up to the UP and see them with your own eyes. Pictured Rocks is located on the South shore of Lake Superior and is a strip of unusual sandstone formations that goes on for miles. Pictured Rocks has always been a popular tourist destination. Over 50 years ago, Pictured Rocks Cruises, LLC began offering boat rides around the rocks to allow visitors to see them up close and personal. These cruises run from mid-May through mid-October, as those are the warmest months in Michigan.

As the years have passed, these cruises have grown in popularity. Pictured Rocks Cruises has different cruise options for guests, two of them are the “classic” and the “sunset.” These cruises are about 2 hours and 35 minutes and cost \$38

for adults. Another type of cruise offered is the “spray” cruise. Spray cruises are generally 2 hours and 15 minutes and costs \$45. The spray cruise follows the same course as any other, but they continue further and encounter an extra waterfall called Spray Falls. Since these cruises have been getting more popular over the years, they wanted to make sure the residents of the UP were being involved.

John Madigan, General Manager of Pictured Rocks Cruises and a native of Munising, along with his team discovered that most people who live in the Upper Peninsula (also known as “Yoopers”) had not been on the cruise. Madigan decided they were going to do something about this. In 2012, the organization created a day where the first 600 Yoopers who showed their ID could ride for free. After their first year of doing this, more businesses and people got involved. The event has grown from 60, to 1,000, and last year 3,000

people attended. Not only have they had a great turnout of people, but the number of vendors has grown as well. In 2019, they had over 100 vendors present. It has also turned into a multi-day event with music, food, crafts, a petting zoo, and so much more. Madigan stated that the benefits from this event have been huge. When asked about the benefits and drawbacks, Madigan said the only drawback is the amount of work it takes to put it together each year, but that it is 100 percent worth it and they plan to continue it for years to come.

KEY INFORMATION

- 3,000 Yoopers attended last year’s Pictured Rock Days event.
- Prior to this initiative, most Yoopers had not been on a Pictured Rocks cruise.



GIVING STORY

THE MITTEN BREWING COMPANY

By Olivia Rau

The Mitten Brewing Company is a vintage baseball themed microbrewery located in a historic firehouse, Engine House #9, in Grand Rapids’ West Side. Since its opening in 2012, the Mitten has built a unique reputation for pairing high-quality craft beers and gourmet pizzas with community involvement. Giving back to the local community is a core value of the Mitten—they have given more than \$300,000 in charitable gifts to local nonprofits since 2012. While the brewery’s commitment to their community through volunteerism and charitable giving has been evident from the beginning, the organization further bolstered their philanthropic capacity by forming their own nonprofit foundation in 2017, Mitten Foundation.

The mission of the foundation reads, “Mitten Foundation exists to enhance and elevate our community by utilizing the resources of The Mitten Brewing Co. and partners.” The simplicity of this mission feeds into the foundation’s criteria for selecting its nonprofit partners: 1) it must be a local organization, and 2) it must be small enough that the donation will make a measurable difference. The foundation’s care in selecting truly local organizations that are in the greatest need helps them to connect each dollar donated to the effect it has in the community.

In 2019 alone, Mitten Foundation gave \$10,000 to offset in shelter costs for survivors of domestic abuse, \$4,100 in sports equipment for inner city youth, \$2,266 in classroom supply grants for teachers, and much more. They also utilized their resources to help alleviate the burden of local food insecurity by supporting 60,000 meals through Feeding America in West Michigan food pantries, 10,000 meals through Kids’ Food Basket, and by providing and serving over 2,000 slices of pizza. Given the Mitten Brewing Co. and Mitten Foundation’s impressive philanthropic track record and community involvement accomplishments of 2019, we are excited to see what’s in store for 2020!

PHILANTHROPIC ARTICLE FEATURE

CORPORATE SOCIAL RESPONSIBILITY EMPLOYS MANY MODELS TO STRATEGICALLY ALIGN BUSINESS AND PHILANTHROPY

By Patty Janes and Olivia Rau

While there are a variety of terms in use to describe an organization’s social giving (corporate citizenship, triple bottom line, etc.), corporate social responsibility (CSR) is often used as an overarching term. CSR can be defined as actions outside an organization’s normal scope of business that seek to address the needs of the community beyond pure economics (Carroll, 1999). These activities seek to align social good and ethical obligations with business objectives. CSR is a function to meet — and hopefully exceed — stakeholder expectations.

Throughout this last decade, CSR in various shapes has taken deeper root. A 2015 KPMG Survey of Corporate Responsibility Reporting estimated that 92% of the Fortune 250 took action toward a larger social mission and produced an annual report summarizing their actions and impacts. These activities vary widely, but share the intent to benefit both the “organization” — through motivated employees and increased profits — and the “community” it serves — by addressing relevant social issues. Further, 82% of the S&P 500 produced reports detailing their CSR initiatives in 2016, a significant

increase from less than 20% reporting their CSR efforts in 2011 (Coppola, 2017).

CSR Models. Definitions and models attempting to explain the CSR phenomena have evolved significantly over the years. Early analysis focused on the obligation of businesses to consider how their decisions impact surrounding communities and meet public expectations (Davis & Blomstrom, 1966). Archie Carroll’s (1999) CSR Pyramid sought to reconcile four categories of business responsibilities — economic, legal, ethical, and philanthropic — stating that organizations’ philanthropic responsibility didn’t begin until profitability occurred. Newer models attempt to situate CSR and market value within a single conceptual framework (García-de-Madariaga & Rodríguez-de-Rivera-Cermades, 2010).

Another recent approach by Tracee Keys, Thomas Malnight, and Kees van der Graaf (2009) is to use McKinsey & Co.’s matrix, which pinpoints CSR’s primary objective: to align successful business practices while pursuing benefits to society. Ultimately, this model leads to “strategic” CSR that results in high benefits for society and for business,

recognizing that organizational practice’s range and subsequent benefits to society and the organization also vary accordingly.

The matrix (Figure 1) demonstrates that some efforts have a higher benefit to society than to business. At the low impact, “pet projects” level, employees may ask those in the workplace to adopt a family during the holidays. More significant giving occurs in “philanthropy,” where the organization may identify a charitable cause to support throughout year. These examples could be classified as corporate philanthropy.

What Keys and colleagues label as “propaganda” are efforts in which the benefits to society are low, but high to the organization. For example, a hotel asking guests to help save the environment by not having linens washed daily during their multi-day stay may or may not benefit society. However, the financial savings to the organization is significant.

Finally, those actions of high value to both the organization and society are defined as “strategic.” These include practices that center around the organization, from employee volunteerism in human resources to

fair trade supplier relationships; or practices that are externally focused, from energy and waste saving practices to disaster relief.

SMEs strategically embracing CSR. Although more and more companies are engaging in and reporting on their CSR activities, commitment levels are wide ranging, and thus the benefits are too. What also varies is the size and types of organizations taking strategic action.

While top performers in the private sector are the most documented, the CSR trend isn’t limited to only the largest of organizations. Small and medium enterprises (SMEs) are embracing CSR, however some scholars suggest fewer are producing annual reports and engaging with CSR as a strategic initiative (Perälä & Saukkonen, 2017). Yet, small businesses account for nearly half of the U.S. workforce and over 30 million organizations (Giese, 2019). Further, of the 5.6 million employer firms in the U.S. in 2016 “the vast majority (88%) of employer firms have fewer than 20 employees, and nearly 40% of all enterprises have under \$100k in revenue” (JP Morgan Chase & Co., n.d.). In fact, 98.2% of firms have fewer than 100 employees

(SBE Council, 2018). Despite their undeniably large part in the U.S. workforce, the Global Reporting Initiative found that only 10% of SMEs conduct annual sustainability reports (GRI, 2016). As such, SMEs are not reaping the same CSR benefits as those that have strategically implemented and publicly report their philanthropic initiatives.

In 2020, CSR will continue to evolve strategically for SMEs as they too will benefit their communities and help solve social issues while, in turn, more successfully achieving their organizational objectives.

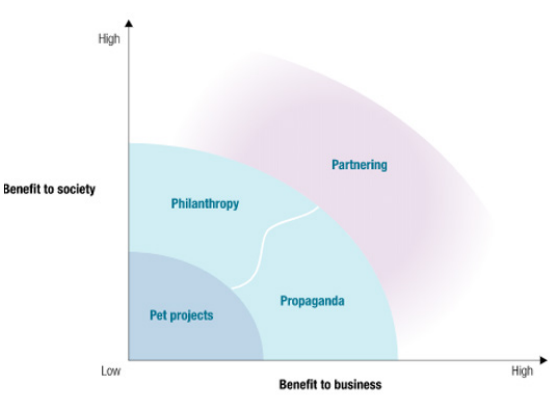


FIGURE 1: McKinsey & Co.'s CSR Matrix

Read the full article, along with 10 other trends in philanthropy in the Dorothy A. Johnson Center for Philanthropy’s most recent trends report at...

www.johnsoncenter.org/wp-content/uploads/2020/01/11-Trends-for-2020-Report.pdf





MC4T & PMGCT

For the past three years, Michigan Cares for Tourism (MC4T) has kicked off the Pure Michigan Governor’s Conference on Tourism (PMGCT) with a half-day volunteer event. Through this, conference attendees are able to engage with the local organizations and the conference destination community. Last year, 50 industry volunteers made an impact working with nonprofit, Norte, and hospital lodging house, Munson Manor, in Traverse City.

PHILANTHROPIC ARTICLE FEATURE

CONFERENCE VOLUNTEERING: AN EMERGING TREND

By Amanda Witsaman

A new trend regarding volunteering in the hospitality industry is conference volunteering. Associations are more commonly requesting that volunteer opportunities be provided at conferences for their attendees. Practices demonstrating corporate social responsibility and the triple bottom line are not reserved for businesses alone, and associations are now, more than ever, making an effort to positively impact not only their members but the communities that their meetings are held in as well. Association members gain benefits from volunteering including team building, advancing one’s career, building morale, and feeling pride in being a part of their specific association.

One of the main benefits associations have seen from providing members the opportunity to volunteer is an increase in retention. In fact, according to The Center for Association Leadership, 73 percent of association members agree that when they are given the opportunity to volunteer with their association they feel more inclined to be loyal to their association compared to if their association did not provide opportunities to volunteer (ASAE, 2016). This is due to the employee feeling a sense of pride being affiliated with an organization

that cares about making a difference in the lives of others.

While volunteering association affiliates have the pleasure of being able to interact with one another in a less stressful setting. Through this experience, members can develop their ability to work as a team as well as communicate with other association members that they may not have had the chance to meet before. Some of these opportunities to communicate and build relationships with fellow members may even lead to advancing one’s career. For example, a student association member interviewed as part of a study done by ASAE found that when he volunteered with his association he was able to communicate more freely. He felt comfortable to discuss work projects with other professionals in his field due to the open environment that volunteer events foster. He also communicated that after he was involved in this volunteer experience he was filled with gratitude and a sense of satisfaction being a part of his association (Dignam & Gazley, 2008).

In addition to the benefits of volunteering discussed above, associations have seen a rise in their members wanting to explore a local area when they are at conferences.

The meetings industry has seen an increase in the desire for “local experiences” with 47 percent of association members interviewed being interested in service-related activities (Tore, 2018). Those who are going to meetings want to be able to immerse themselves in the city they are visiting. What better way to do so than through volunteering. Attendees are not only learning more about the local area, but also positively impacting it. Volunteering at conferences provides both personal and professional benefits and continues to gain momentum each passing year.

The Professional Convention Management Association (PCMA) Convening Leaders Conference incorporates volunteer opportunities and truly sees a benefit in doing so. The President and CEO of this association, Sherrif Karamat, said, “Connecting individuals through social impact projects transforms lives and creates a legacy extending beyond the gathering itself” (PCMA, 2019). This conference provided volunteer opportunities on all four days of the event which took place from January 6 through January 9, 2019. One of the opportunities allowed for conference

guests to create menstrual kits for women in need from Pittsburgh, which was the city where the conference was held. Other volunteer opportunities allowed for attendees to pack school supplies for public schools in the area. PCMA is one of many associations that sees the value in bringing industry professionals together to not only network, further educate themselves on the industry, and socialize, but to also positively impact the surrounding community through service.

In Michigan, annual conferences such as the Pure Michigan Governor’s Conference on Tourism support volunteer efforts. In fact, at the Pure Michigan Governor’s Conference on Tourism in March of 2019, attendees were able to participate in volunteer opportunities facilitated by Michigan Cares for Tourism. Michigan Cares for Tourism offered attendees the chance to paint or build up nonprofit attractions in the Grand Traverse area.

Conference attendee and Michigan Student Scholarship winner, Thomas Anglim, shared about his experience volunteering and how it affected his overall view of the conference. Anglim stated, “volunteering at the 2019 Governor’s Conference on Tourism

was an incredible experience. Not only were we able to make a difference, but we were easily able to tap into a group of volunteers that were passionate about increasing the value of others’ experiences. I was able to connect with individuals in my industry while participating in the event. Early in the day, we were worried about the amount of work we had to get done, but because of the incredibly strong work ethic and positive attitude of the volunteers, we got everything done that we had set out to do.” Anglim represents how an attendee’s experience can be positively impacted or enhanced by the addition of a volunteer experience and how volunteering allows for the opportunity to make both personal and professional connections.



SINCE OUR LAUNCH IN 2013,

2,930 VOLUNTEERS
made an impact on
Michigan's historical, cultural,
and natural attractions



1/2 - 3 DAY PROJECTS

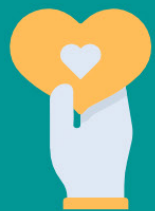


27
different locations
throughout Michigan
hosted these projects

750K LABOR AND SUPPLY
SAVINGS
was invested in Michigan
to enhance visitor
experiences



INDUSTRY DONORS



427
provided the money and
supplies for volunteers
to get the work done

13K CONFERENCE CALL
MINUTES
the volunteer board held 300 conference
calls, 20 site visits, and countless time
making each event special



MICHIGAN CARES FOR TOURISM 2019 REVIEW

Our 100 percent volunteer/give-back partnership with Michigan tourism organizations and professionals continues to provide opportunities to give, learn, and grow together. To date, collectively as a tourism community, we have invested over \$750,000 in labor and supply savings to various projects engaging 2,930 industry volunteers and hundreds of tourism organizations. Your contribution has made a difference in restoring historic, cultural, and natural Michigan attractions, building a stronger tourism community, promoting destinations, and creating enhanced visitor experiences.

We continue to invest in ways to better serve Michigan's tourism industry in 2019...and, here are some highlights:

1. Planned and coordinated four volunteer events for 515 industry volunteers resulting in excess of \$150,000 in labor and supply savings to these sites.
2. Solicited donations to fund project supplies securing nearly 60 donor organizations.
3. Coordinated Michigan's Pure Award recognizing the 2019 award winning Detroit Jazz Festival Foundation.
4. Created the first Michigan Giving publication to highlight the many ways Michigan's tourism industry gives.



SEPTEMBER 17-18

A Two-Day Event at Grand Traverse Lighthouse and Leelanau State Park

Over 300 volunteers made an impact on the 1,300-acre northern most tip of the Leelanau Peninsula. Twenty-six different projects ranging from playground installation, accessible trail development, and repainting and staining multiple buildings were completed during the day with the local Lion's Club hosting breakfast and lunch on site.



MARCH 5

Pure Michigan Governor's Conference on Tourism (PMGCT)

For the third year, MC4T kicked off last year's PMGCT with 50 industry volunteers making an impact on Norte and Munson Manor in Traverse City. Conference volunteers painted the entire first floor of Munson Manor, made meals for hospital lodging guests, donated a freezer and daily living supplies. Additionally, 25 training obstacles were funded and built for children to learn mountain biking.

Other Volunteer Events!

MC4T was involved with a few events in Grand Rapids in 2019. Grand Valley State University (GVSU) students planned another student-led MC4T event along the White Pine Trail in Riverside Park in Grand Rapids, GVSU alumni planned a painting project to help restore the 100-year-old, 22 Sheldon Building (home to the first West Michigan Tourist Association office!), and the Adopt-A-Bed program continued with tulip bulb planting and a second year of spring time care.

RIVERSIDE PARK



22 SHELTON BUILDING



ADOPT-A-BED



2019 IMPACT REPORT

September 16-17
Leelanau State Park



About

Approximately 300 Michigan tourism professionals headed to beautiful Leelanau Peninsula to help with several revitalization projects Sept. 16-17.

As part of the project, volunteers helped replace a split rail fence, worked on park trails, installed a new playground, worked on the historic lighthouse, removed brush and much more.

Volunteers also learned about the region with visits to Fishtown, Suttons Bay, Black Star Farms winery and many other Leelanau Peninsula attractions.

Leelanau State park, located at the tip of the little finger on the beautiful Leelanau Peninsula, is home to a rustic campground, hiking and cross-country skiing trails.

Leelanau State Park was the **eighth** multi-day event since 2013 and the **27th MC4T** event overall.

2019 stats Leelanau State Park



300 helping hands.



26 revitalization projects.



\$60,000 in donated labor.



65 donor organizations.

Through the years

Together, more than 400 tourism organizations and nearly 3,000 tourism industry professionals have made MC4T a reality.

Approximately \$750,000 in supplies and labor have been donated to all the sites.

The MC4T volunteer board held 300 calls for about 13,000 minutes to help sort out details and plan the various projects.

"This is huge for us, because we don't necessarily have the resources to do all these kinds of things on our own. It's just an incredible, incredible value to us."

- Stephanie Staley, Executive Director of the Grand Traverse Lighthouse Museum & Friends of Leelanau State Park





MC4T VOLUNTEERS, DONOR/MEMBERS, AND THE BOARD OF DIRECTORS MADE THIS POSSIBLE!

I CARE TOO!

THANK YOU GRACIOUS MEMBERS AND EVENT SPONSORS!
Leelanau State Park - Grand Traverse Lighthouse 2019



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MICHIGAN'S THUMB REGION

Sleeper & Port Crescent State Parks

SEPTEMBER 14-15, 2020

Michigan Cares for Tourism is a 100% volunteer, 100% give-back partnership where tourism professionals come together to help restore Michigan's historic, cultural and natural attractions, learn about tourism destinations and network across industry segments.



Join us! Register for the 2020 volunteer event!

Pure Michigan Governor's Conference rate (Through Feb. 20, 2020)	\$50
Event rate (Feb. 21 to July 31, 2020)	\$75
Student rate	\$25
Late registration (After Aug. 1, 2020)	\$100

*Price increase does not apply if you or your employer is a MC4T member/donor



Michigan's Thumb region covers 150 miles of Lake Huron shoreline, small-town charm, maritime history and much more. Albert E. Sleeper State Park offers both sunrises and sunsets on the bay, a modern campground and trails along the ancient dune forests. Port Crescent State Park is home to three miles of sandy shoreline, a dark sky preserve, a modern campground, trails and much more.

**To register, text "MC4T" to 76959 or
visit MichiganCaresForTourism.org**