

Michigan Cares for Tourism

We know that...but, how do we show it?

Until now there has not been a unified, statewide effort to “give back” to the tourism industry and preserve and invest in our most sacred treasures...our people and our places. In **partnership** with Grand Valley State University, Tourism Cares, Travel Michigan, and the Michigan Department of Natural Resources/Parks and Recreation Division, Michigan Cares for Tourism will coordinate an annual clean-up event at a Michigan tourism treasure that is in need of our time, talents and resources. Tourism industry professionals will be invited to participate in the clean-up effort and contribute to the site by volunteering their time and talents helping to restore and protect it. The annual site selection will vary by geographic location within the state as well as type of effort needed. The 2013 site will be selected by the four partnering organizations in the middle of March.

The monies generated by sponsorship, and event participation will be utilized to build a **grant fund** for Michigan’s people and places. Specifically, the grant fund will support future tourism organization revitalization efforts, and tourism student and industry professional development scholarships. Once the funding level for disbursement has been reached, Tourism Cares will administer the grant and scholarship funds. The guidelines for distribution will be under the direction of the Michigan Cares for Tourism partners.

More specifically, Michigan Cares for Tourism will...

1. Significantly contribute to the annual **renewal** of a non-profit Michigan tourism attraction/site in the industry volunteer clean-up event.
2. Donate time, talents, and resources to the Michigan tourism **economy**.
3. Build a sense of **team** by networking and connecting with all sectors of industry professionals.
4. Develop a sustainable system to provide resources to the **future** of Michigan’s tourism industry in the form of tourism site grants, and tourism professional development/student scholarships.
5. **Invest** in ensuring visitors have higher quality guest experiences.



***Michigan Cares for Tourism invests in Michigan's most valued tourism treasures...
our people and our places.***

Modeled from and in support of Tourism Cares (TC) national volunteer initiatives, Michigan Cares for Tourism will follow TC's event model to learn from their ten year successful history of "Restoring the Past. Preserving the Future". Tourism Cares volunteer program has resulted in over 20,000 hours of manpower toward restoring national tourism treasures as well as engaging over 2,000 tourism industry professionals in these volunteer efforts.



Michigan will be the first state partner of Tourism Cares to develop a statewide clean-up effort. They want the Michigan model to be adopted by other states. Tourism Cares is allowing several Michigan Cares for Tourism partners to be event coordinators for the 2013 Coney Island, NY national project and has provided the event infrastructure to support Michigan's development.

We support Michigan's Tourism Strategic Plan...

Michigan Cares for Tourism's mission aligns with the 2013-2017 Michigan Tourism Strategic Plan and this effort directly supports the goals of the plan as noted below.

COLLABORATION, COOPERATION AND PARTNERSHIPS * RESOURCES AND ENVIRONMENT * PRODUCT DEVELOPMENT

GOALS: Foster a culture of public-private collaboration, cooperation, and partnerships – across the state and beyond – to continue to unify the tourism industry and help grow Michigan's economy. Be internationally recognized for our stewardship of – and rich opportunities to experience – our natural, cultural, and heritage resources. Enhance infrastructure to support the delivery of a world class Pure Michigan travel experience.

Why we are doing this...

We are doing this because it will help sustain us...as an industry, as a community, as an individual, and as a state. Creating an opportunity for Michigan's tourism professionals to unite as a tourism community, share their time and talents and "give back" to an industry of great value to the state, its' visitors, and residents empowers us for the future.

What we need...

We need financial support to get the project started. Grand Valley State University has donated \$2,000 to train event staff, provide marketing support (e.g. website, communication materials), and bring partners together. The Pure Michigan Jump Start program will indeed "jump start" the first event. Monies will only be used to invest in the event infrastructure and marketing communication. All labor is volunteer.



