

Michigan Cares for Tourism

- **Helping to restore Michigan's historic attractions**
- **Volunteer partnership with Michigan tourism industry**
- **Uniting the tourism industry, giving back, and creating connections**



“A 100% Volunteer, 100% Give Back Organization” is emblazoned across a collage of individuals uniting to bring betterment to the world under the logo of Michigan Cares for Tourism (MC4T). This organization coordinates clean-ups to restore Michigan's historic locations and attractions to revitalize them for tourism. The MC4T group has only been growing since their inception in 2013 with more than 100 volunteers assisting at Mill Lake Camp in Chelsea, Michigan. The amount of volunteers that are coming forward to help out in this endeavor are helping grow the operation to do more work in more places throughout the year. All of the projects in the next two years sold out in advance with 450 volunteers at Belle Isle Park in Detroit in 2014, and 2015 saw two events welcoming 350 volunteers, the Sturgeon Point Lighthouse in Harrisville, and the Fayette Historic State Park in the Upper Peninsula.

Most cities not only thrive because of, but rely on their tourism industries and Michigan is no different except for the exceptional

“The experience of personal sacrifice can change us...make us better people...”
 – Dave Lorenz, Travel Michigan

volunteers that are investing their time in restoring historic attractions in Michigan in support of the tourism industry. Patty Janes, a professor of Hospitality and Tourism Management for Grand Valley State University (GVSU) as well as Volunteer Program Coordinator for MC4T, serves on the international board of Tourism Cares and told us a bit about the beginnings of MC4T, “Tourism Cares was completing volunteer events at iconic historic attractions including Ellis Island, and Mt. Vernon, and in my work with them, I knew there was no model like it; one that brought the tourism industry together in such a unique way, across disciplines, and that Michigan could directly benefit from bringing our own tourism community together.”

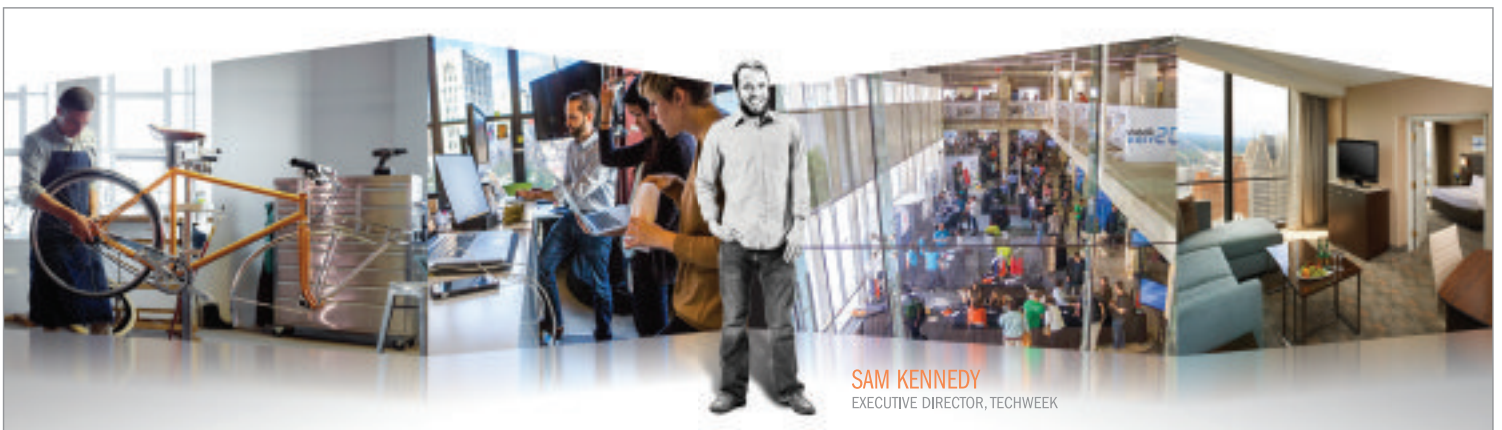
Initially Janes approached GVSU, Travel Michigan, the Michigan Department of Natural Resources, Indian Trails, and Tourism Cares in an effort to bring as much of the local powers-at-be together for this project. “And, I didn’t/couldn’t do this alone.” Janes told us, “We needed everyone to contribute in order for it to work.” With a great deal of work on the horizon Janes received the best response possible, “They ALL agreed; and we formed our 100% volunteer, 100% give back

Thank you Michigan Tourism Professionals for your support of the industry and our efforts to help restore Michigan's historic attractions, build a stronger community and market our destinations. In the past two years, we have led...

 <p>890 MICHIGAN TOURISM PROFESSIONALS <small>From around the state, in a variety of tourism professions (CBMs, hotels, attractions, event companies, parks, museums)</small></p>	 <p>Helped restore 4 HISTORIC MICHIGAN ATTRACTIONS</p>
 <p>PROVIDED \$307,000 <small>in labor and supply savings.</small></p>	<p>THE TEAM HAD FUN, WORKED HARD, GREW, GAVE BACK AND FELT GOOD ABOUT DOING IT.</p>
<p>The only way it came together was with the 165 SPONSORS</p> 	<p>WHO DONATED \$138,800 <small>in cash and in kind services.</small></p> 

We will do more in 2016 with our trailer of supplies supporting other tourism industry volunteerism including clean up events in April at the Michigan Governor's Conference on Tourism in Lansing, and the National Association of Sports Commissions in Grand Rapids, as well as our industry wide event next fall.

There is more coming thanks to you.



SAM KENNEDY
 EXECUTIVE DIRECTOR, TECHWEEK

DETROIT IS REINVENTING ITSELF, AND WE WANT IN ON IT.

Detroit is growing, and its thriving technology sector is leading the way. Nestled among the newly revitalized downtown and other cities involved in metro Detroit's comeback, dozens of new tech-oriented and start-up businesses have taken root and found a successful home here in The D. Around every corner, Detroit is keeping itself on the cutting edge of today's technology, which is the reason why Techweek, one of the country's leading technology conventions, came to Detroit in 2014 and '15. Both years were so successful, Techweek is returning for a third time this year. **Discover Detroit, America's great comeback city. View Sam's story at meetdetroit.com/sam.**



AMERICA'S GREAT COMEBACK CITY.



Photo Credits: panel 2: @RubyWallau/The Michigan Daily; panel 3: @Leonard Beck

“When people come together and volunteer for a cause, we do more than change ‘the place’.”

*–Dave Lorenz, Vice President
with Travel Michigan*

partnership.” Following those impactful events the group won a \$5,000 startup grant in early 2013 and moved to start their first event by fall of the same year.

Clean-up sites are selected currently by a team of volunteers that

work on planning, sponsorship, marketing, logistics, and the events themselves. They work year-round to look for potential sites and then those areas are prioritized by how ready they are for such a large influx of volunteers as well as how large the tourism support area is. Going forward though, they are working on an RFP process that will hopefully streamline site selection.

So far the MC4T camp has restored 4 historic areas over the past 3 years. They provided more than \$300,000 worth of labor and supply savings to these sites according to their own statistics. They have been able to accomplish this through 165 unique sponsors and the near 900 tourism industry professionals who have volunteered their time and talents.

Dave Lorenz, Vice President with Travel Michigan is a volunteer and he had this to say about the experience, “When people come together and volunteer for a cause, we do more than change ‘the place’. The experience of personal sacrifice can change us...make us better people...help us to see our world in a new way and help us to realize that problems can be solved...one at a time... if we only make a personal commitment to make it happen.” Lorenz has participated in all of the projects to date.

This program has a positive impact on the Michigan events industry, not only in its preservation of the historical landmarks that bring in tourism, but in ways that were detailed to us by Janes. “Our volunteers work alongside professionals from CVBs, lodging facilities, events, food service operations, recreation sites, and other industry suppliers and leave better connected. These collective outcomes create enhanced meetings/events as we are better resources, better networked, and better engaged.”

The success of the program led to increased interest from both sponsors and volunteers. MC4T now has a trailer full of supplies ready to assist volunteers in their restoration efforts. As they continue to raise money to stay a 100% volunteer, 100% give back operation the only thing they need now is locations to assist. If you're in the Michigan area and want to get involved, they are announcing their fall 2016 site in April at the Michigan Governor's Conference on Tourism. Find more information and updates at www.michigancaresfortourism.com to help restore history, give, learn, and grow with Michigan Cares for Tourism. **M**



Planning the perfect meeting can be hard. But at FireKeepers, everything comes easy. Conveniently located right off I-94, FireKeepers will make your next event a winner. The facilities are comfortable and flexible, with over 20,000 square feet of event space and nine meeting rooms. The friendly, detailed event staff is second to none. And the amenities are among the finest in the region – including gourmet catering, six on-site dining options, AAA Four-Diamond accommodations and tons of world-class after-hours fun.



GET READY. GET SET. GET YOUR VEGAS ON™

To request a Meeting Planner's Kit or more information:
269.660.5491 | cateringsales@firekc.com
FireKeepersCasino.com/meet

