



BELLE ISLE

CLEAN UP

MAY 8TH & 9TH, 2014

989.424.0123
MICHIGANCARESFORTOURISM.ORG

Here's How it Works!

Tourism industry professionals volunteer to help restore Michigan's historic attractions and engage in a fun-filled, educational, and rewarding event. Your \$50 [registration](#) fee (\$25/student) includes restoration equipment and materials, meals, interesting tours, industry networking, and the opportunity to learn about Detroit's rich tourism culture. Your registration fee secures your spot and allows Michigan Cares for Tourism (a volunteer partnership with tourism organizations) to offset the costs needed to deliver this 100% volunteer, 100% give-back event. So, join us...

Thursday, May 8th (Optional Tour/Progressive Reception) – 6:00pm – 10:00pm

We are spending the “night on the town” visiting three unique tourism destinations in Detroit while engaging with fellow tourism industry professionals. An Indian Trails motor coach will take us at 6:00pm from the Holiday Inn Detroit Downtown to where the Detroit Thanksgiving Day parade is created, Henry Ford made his first automobile, and the Lions make it happen (Thank you [The Parade Company](#), [Piquette Plant](#), and [Ford Field/Safe Management!](#)). Food and beverages are provided on this progressive event.

Friday, May 9th (Clean-Up Event at Belle Isle) – 8:00am – 5:00pm; Evening Reception and Fun!

8:00am – Breakfast at the [Belle Isle Aquarium](#); with multiple tours of Belle Isle available.

9:00am – Welcome and Let's Get Started! In teams, you will engage in helping restore many treasures on Belle Isle. Teams will share their time and talents in tasks ranging from removing thousands of pounds of historic papers from the Equestrian Center to removing old ceilings, paint, and other debris to prepare the former Police Post as the new Welcome Center. Your work on picnic areas, bridges, fencing, and other buildings will make a significant impact on Belle Isle! See a [map of Belle Isle](#) and our possible work sites!

12:45pm – Lunch at the [Belle Isle Conservatory](#) courtesy of [Dominos!](#)

1:30pm – Let's get ready for more work!

4:30pm – Celebration reception at the Casino building, sponsored by [Chevrolet Detroit Belle Isle Grand Prix](#), including food by Andiamo's and local beverages.

7:08pm – Game time/Fun time! FREE tickets to the Detroit Tigers home game are provided to you/family (Thank you [Detroit Tigers!](#)) Up to four tickets may be reserved during the online registration process.

Transportation: FREE transportation provided throughout Michigan by [Indian Trails](#) with pick up points in Frankenmuth, and Grand Rapids on custom motor coaches at 3:30pm, Thursday, May 8th, returning after the event reception at 6:00pm, Friday, May 9th. If you intend to stay for the Tigers game, you will need your own transportation. If you have interest in transportation from locations in Michigan other than Grand Rapids/Frankenmuth, contact us to receive information on Indian Trails transient routes at (616) 331-3118.

Event Registration: \$50 for tourism professionals, \$25 for tourism students. The \$50 registration fee offsets the costs to deliver this event with a 100% volunteer/100% give-back format. Generous donors and sponsors offset the remaining costs and any proceeds will be donated back to Belle Isle for future initiatives. [Sign up today!](#)

Hotel Reservations: [Holiday Inn Express Downtown Detroit](#) at \$69/night plus taxes, FREE parking and continental breakfast. Call 1-877-834-3613, select 3 for reservations and ask for the Holiday Inn Express Downtown Detroit. Book under *Michigan Cares*, group code **MCT**, or click on [Michigan Cares](#). What an amazing price to stay in Detroit. This rate is available for both Thursday and Friday night.

We Hope to See You There!



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Frequently Asked Questions

Do I need to come to every aspect of the event?

No, you do NOT need to attend every aspect of the event but we hope you will. The online registration process will ask several questions to learn more about what you want to do. Really though, it will be worth the time...you will make a difference to Michigan, have fun, meet new people, learn, and grow (ok, and you will get dirty). Guaranteed or your money back.

You say volunteer, but it costs to come...huh?

Michigan Cares for Tourism is a 100% volunteer effort and it does cost a great deal of money to not only restore a historic tourism site; it also costs to host a great event! Tourism professionals expect and should get both a fun and rewarding experience! Even though we have generous donors sponsoring aspects of the event, not everything has been donated. Therefore, the fee of \$50 will go toward offsetting the cost for the event and restoration supplies.

How do I sign up to volunteer?

You can sign up to [volunteer here!](#) Our online registration system can take your reservation right now and will ask a variety of questions from your t-shirt size to when you will join us!

What if I don't have any special skill for this type of project?

Ohhhh, nonsense! Everyone has a skill to share at a clean-up event like this! There are jobs for every ability and interest. Just tell us what you want to do and what you may need as we want you to join in the fun! By the way, it is hard work, but we already know tourism professionals are hard workers.

Do you need supplies or only money donated?

We need event supplies, clean-up supplies, and money to make this happen! See our [sponsorship brochure](#) if you think this is something you can help with too! And, thank you for thinking about supporting this event and Michigan Cares for Tourism initiatives.

What benefits does a sponsor get for supporting Michigan Cares for Tourism?

You tell us what you want, as we want our partner/sponsors to feel this is a win/win for all engaged. A sponsorship of \$5,000 receives 10 registrations and marketing support from our social media, event materials, banners/posters, etc. We have sponsorship programs for any amount, but have started the levels at \$250. The clean-up event and site will require funds to make this happen. Monies raised will be invested solely in the site and event. We would like to learn more about your objectives and how our events and programs may be of value to these. Check out our [sponsorship](#) page and [brochure](#) and we welcome a call (989.424.0123) or [email](#) at any time!

How do we get our site as one of your clean up locations?

We certainly want to learn about other locations and sites that are in need within Michigan's tourism industry. Although we are already beginning to plan for our next event, we are anxious to see how the tourism industry responds to this event and our sponsors to see if we can figure out how to fund more initiatives. Communication is key, so please let us know where there are needs and how we may work together to make it happen! [Contact us!](#)

We are not tourism professionals, but we want to help...how can we?

One of the hidden joys of working on this project so far is the number of people who are offering to help! Certainly, anyone can join an industry professional at our events (any child 16 years of age or older; colleague; partner/spouse; family member; etc.) and we would like to welcome everyone! However, we are gearing the event to tourism professionals. We hope tourism professionals will network and get to know others in the industry, as well as learn about a new tourism area of Michigan they may know little about.

Where does all the money go?

All monies go to the event, the local historic site, and future events. No money is provided to any organization for their efforts on behalf of Michigan Cares for Tourism (no partner receives any funds for their efforts or the contributions of their organization). This is 100% volunteer, and 100% give-back.

Who are all the partners/sponsors for this event?

Everything we do is because of everyone pitching in to make a difference in Michigan's tourism economy. Our growing list of sponsors, donors, and partners for this event include those organizations on the event details page and [Detroit Metro Convention & Visitors Bureau](#), [Experience Grand Rapids](#), [Belle Isle Conservancy](#), [MGM Grand Detroit](#), [Coca Cola](#), [Grainger](#), [Map-N-Tour](#), [Detroit People Mover](#), [Frankenmuth Chamber/CVB](#), [Amway Hotel Corporation](#), [Michigan Lodging & Tourism Association](#), [PubHoundPR](#), [Grand Valley State University/Hospitality and Tourism Management](#), [The Michigan Department of Natural Resources](#), [Travel Michigan](#), [Tourism Cares](#), and [DRIVEN](#), a modern marketing communication and branding firm who donated all of the skilled staff to create our "look" and share the Michigan Cares for Tourism message in a beautiful way!