



989.424.0123

MichiganCaresForTourism.org

STURGEON POINT LIGHTHOUSE

HARRISVILLE

MAY 18 - 19



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 Northeast Michigan's (Harrisville/Alpena) valuable tourism destinations. 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...

Monday, May 18th - 2:30pm - 5:30pm - Experience the Alpena/Harrisville Region

To kick-off our tour of the region, you have two options for exploration and networking. Board an [Indian Trails](#) motor coach and choose one of the following:

- An adventure to [Cedarbrook Trout Farm](#) where you will catch our dinner for Tuesday after the work day, or
- An "archeology" dig at [Rockport State Recreation Area](#) where you will search for fossils (it's the ONLY state park that lets you keep them, too!).

Monday, May 18th - 5:30pm - 9:00pm - Progressive Reception

The welcome reception begins at the [Thunder Bay National Marine Sanctuary](#) and museum (the ONLY freshwater sanctuary in the U.S.) where the [Alpena Convention and Visitors Bureau](#) has rolled out the red carpet for you to have a "Taste of Alpena" and a glass bottom boat tour with [Alpena Shipwreck Tours](#)! Food and beverages provided.

Tuesday, May 19th - 8:00am - 5:00pm; Clean-Up Event at [Sturgeon Point Lighthouse](#); Evening Reception

8:00am - Departure from hotel (meet in the lobby/board the motor coach around 7:45am).

8:30am - Continental breakfast at the Sturgeon Point Lighthouse (with famous local cinnamon rolls!).

9:00am - Welcome and Let's Get Started! In diverse work teams, you will engage in helping restore the lighthouse/grounds. Teams will share their time and talents in tasks ranging from clearing land for a new parking lot (motor coaches have a hard time getting to the lighthouse!), removing walls, painting, building picnic tables and bat houses, pouring cement, and clearing land so visitors can enjoy the entire area. Your work will provide support solely managed by a group of volunteers ([Alcona Historical Society](#)) who have dreamt that such an effort could happen to this historic attraction.

12:30pm - Lunch at the Sturgeon Point Lighthouse by the Alcona Historical Society.

1:00pm - Let's get ready for more work!

4:30pm - Celebration reception with amazing local food and beverages (and, the trout caught by our teams on Monday)!

5:00pm - Motor coaches return home.

Transportation: FREE transportation provided throughout Michigan by [Indian Trails](#) with pick up points in five locations. Lansing @ 6:30am, Grand Rapids @ 8:00am, Madison Heights (Detroit) @ 9:00am, Birch Run @ 10:30am, and Traverse City @ 11:00am. If you are in any of these routes and want a ride, let us know! Food, beverages, Wi-Fi, and fun are on each coach!

Event Registration: 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 our sites.

Hotel Reservations: [The Sanctuary Inn](#) in Alpena at \$59/night plus taxes (single occupancy, +\$10/each additional person), includes a full/hot breakfast. **Call for reservations @ 989.356.2151 and book under "Michigan Cares"**. Rate is available for Sunday, Monday, and Tuesday nights. More information @ [MichiganCaresForTourism.com](#) or 989.424.0123



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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. Check out [photos](#) of the fun we've had at our first two clean-up events!

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! We've had people volunteer who were 8 months pregnant, and those who had recent surgery...we have a job for everyone. 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. Sponsorship starts at \$100, and every level receives an event registration and marketing support. The more you are able to give, the more we will do from recognizing you on our social media, event materials, banners/posters, to putting your logo on our trailer! 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 you. 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.