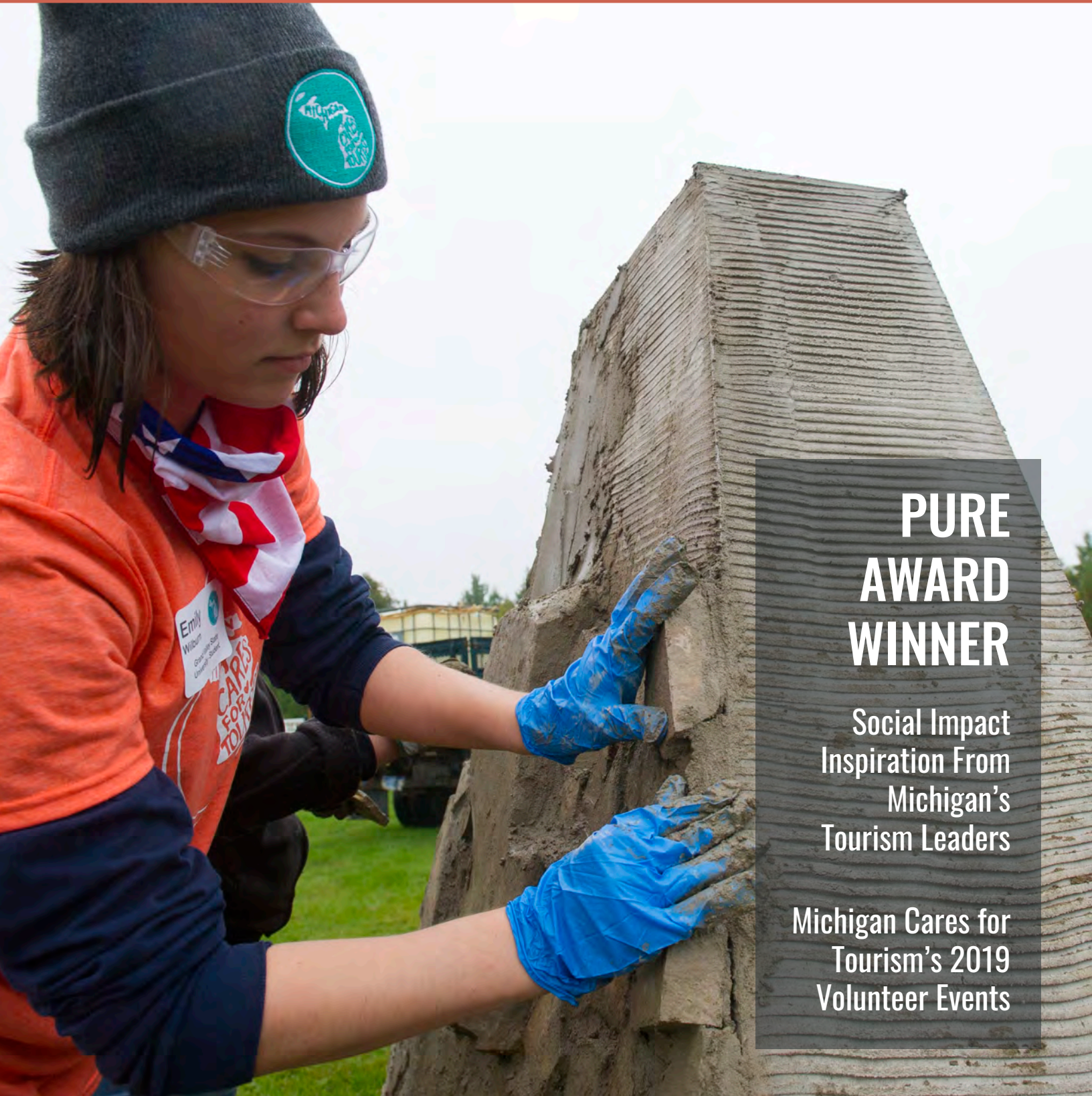


MICHIGAN GIVING

STORIES OF MICHIGAN TOURISM INDUSTRY GENEROSITY



PURE AWARD WINNER

Social Impact
Inspiration From
Michigan's
Tourism Leaders

Michigan Cares for
Tourism's 2019
Volunteer Events



3

2019 PURE
AWARD WINNER



4-10

SIX INSPIRING
STORIES OF THE
WAY MICHIGAN'S
TOURISM
INDUSTRY GIVES



11

MICHIGAN CARES
FOR TOURISM 2018
REVIEW



BACK COVER

WAYS TO GIVE
IN 2019!
MICHIGAN CARES
FOR TOURISM'S
2019 EVENTS

CONTENTS

- 2 Welcome
- 3 Pure Award Winner
- 4 Shepler's Mackinac Island Ferry
- 5 Frankenmuth CVB
- 6 Bavarian Inn
- 7 FireKeepers Casino Hotel
- 9 Holland CVB
- 10 Barfly Ventures
- 11 MC4T 2018 Review
- 13 2018 Impact Report



Welcome to MICHIGAN GIVING

This 100% volunteer/give back publication was created by Michigan Cares for Tourism (MC4T). In 2019, MC4T's board of directors challenged the team to continue to do more with the generous resources provided to us by the industry and find additional ways to engage Michigan's tourism industry in volunteerism, giving, learning, and collaboration. In 2018 we added

to our annual multi day volunteer event by providing 1/2 day volunteer opportunities at the Pure Michigan Governor's Conference and a new program during National Tourism Week called Adopt a Bed (see page 12). In line with our mission of restoring Michigan's historic, cultural, and natural attractions, MC4T strives to engage the tourism industry across disciplines and help learn about destinations while we work at building a stronger community of tourism professionals. We hope this publication is one more way in which we help you learn about the many ways our tourism industry gives of their time, talents, and resources. Get inspired from stories from six of our tourism industry

leaders on pages 4-10. Learn why the Detroit Jazz Festival Foundation was recognized as the 2019 Pure Award winner on page 3. And, check out MC4T's 2019 event (oh, and come join us!) on the back cover. Thank you for allowing us an opportunity to share some of our industry's generosity. If you have or know of other giving stories you want the industry to learn about, please share them via email at janesp@gvsu.edu or 989.424.0123. Editors, authors, and photographers of this publication include volunteers of Michigan Cares for Tourism: Olivia Rau, Claire Gregory, Ami VanAntwerp, Kirsten Borgstrom, Victoria Stubbs, Denny Henson, Maia Turek, and Patty Janes.

PURE AWARD WINNER: DETROIT JAZZ FESTIVAL FOUNDATION



The Detroit Jazz Festival Foundation as this year's winner of The 2019 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, and agricultural as well as natural assets, and might relate to buildings, grounds, practices, processes, programs, and more.

The Detroit Jazz Festival Foundation has exemplified the values of the Pure Award in their quest to become "the greenest jazz fest in the Midwest." Through their innovative partnership with DTE Energy Foundation on the Festival's "Greening Project," the Detroit Jazz Festival is taking big steps to reduce its carbon footprint and educate attendees. This past year, the Festival achieved a zero waste Opening Night Party with a 94.7% diversion rate by utilizing recyclable and compostable materials.

By working collaboratively with stakeholders, the Detroit Jazz Festival Foundation continues to support sustainable tourism and events taking place within the city by creating best practices for other Detroit events. Since 2011, the Foundation has diverted 41,751 pounds of material from the landfill. With an attendance of more than 50,000 people throughout

the weekend, the Detroit Jazz Festival is the greenest outdoor event to take place in Detroit. The energy saved at the 2018 Festival is enough to power a single house in Detroit for the next 9.2 years.

Congratulations to the Detroit Jazz Festival Foundation on receiving this well-deserved recognition and paving the way for sustainable tourism efforts in Detroit!

Thank you to this year's review committee coordinated by Olivia Rau, Michigan Cares for Tourism and Grand Valley State University Graduate Assistant.

Members included:

- Maia Turek, DNR / MC4T
- Jon Allan, Office of the Great Lakes
- Marci Cisneros, Grand Haven Area CVB
- Dennis Eade, MI Steelhead & Salmon Fishermen's Association
- Bonnie Fink, MEDC / Travel Michigan Travel and Tourism
- Betty Workman, Vacation Trailer Park and Sales
- Clay Summers, mParks



INSPIRATIONAL STORY

SHEPLER'S MACKINAC ISLAND FERRY

Shepler's Ferry in Mackinaw City gets involved in its community in multiple capacities throughout the year through its "Give Back" program. Once a year, Shepler's pays for a random stranger's bridge toll. They make cards and give them to the toll booth operators to hand out at random and ask them to pay it forward. Similarly, Shepler's Ferry pays it forward annually by donating over \$10,000 in free tickets to worthy causes throughout Michigan. In addition, ten percent of the proceeds from their Lighthouse Cruises are donated to the Great Lakes Lighthouse Keepers Association for upkeep of area lighthouses.

Beyond its business, the folks at Shepler's give back through volunteerism as well. Every year, the Shepler's team participates in the Cheboygan County Walk for Warmth, which raises money for those in Cheboygan county struggling to afford their utilities. They even brave the cold with a Salvation Army Bell Take-Over in Cheboygan where cast members fill an entire day through shifts at one of their bell ringing sites. In the warmer days of 2018, they set up lemonade stands on their docks for Alex's Lemonade Stand to fundraise to benefit research for childhood cancer. Last year, they also cleaned a three-mile stretch of I-75 just south of Mackinaw City through the Adopt-A-Highway program.



INSPIRATIONAL STORY

FRANKENMUTH CONVENTION AND VISITORS BUREAU

Frankenmuth is known for being home to the world's largest Christmas store, world famous chicken dinners, and its major festivals. The town attributes their level of success to its commitment to philanthropy. Most of the hotels, restaurants, shops, and attractions are locally owned and operated which creates a special atmosphere for Frankenmuth's guests.

Most of the town's events are run solely by volunteer committees and proceeds are donated back to the community and charities. The World Expo of Beer (WEB) in May is a great example of Frankenmuth's small community coming together to raise money; it's not uncommon for donation amounts to reach \$100,000 from WEB. The WEB alone takes nearly 400 volunteers over three shifts to execute!

As one of the oldest festivals in Michigan, the Frankenmuth Bavarian Festival has seen its challenges over the years. The CVB acted as a liaison between the local organization in charge of running the event, the Civic Events Council (CEC), and the business community, to create a more sustainable plan for a festival that means so much to the town's German heritage. As a team, they were able to successfully move the festival downtown, where it originally started, and threw one heck of a street party, with a zip-line running right down Main Street! As volunteers, they set up tables and chairs, moved sponsor vehicles, printed signage, executed marketing and helped make the event run smoothly.

Aside from helping to plan these events, the Frankenmuth CVB volunteers as much as they can all year round. Peg Reinhardt, the CVB's former Office Manager, is seen at nearly every festival volunteering at admissions, pouring beer at World Expo of Beer, emptying trashcans, and helping clean up after the event.

In Frankenmuth, volunteerism isn't just a buzzword; it's a way of life in Michigan's Little Bavaria.



INSPIRATIONAL STORY

BAVARIAN INN

In 2018, the Bavarian Inn Restaurant raised \$15,325 through its Company Giving Program to Wings of Mercy, a charity that provides transportation to distant medical facilities for patients who can't afford to fly. The yearlong campaign concluded at the end of December and the grand total for fundraising was announced at the post-holiday employee party on January 7. According to Michelle Solgat, co-chairperson of this year's Bavarian Inn Company Giving Program, employees raised funds for this charity through voluntary payroll deduction, candy sales, a holiday open house event and other activities throughout the year. "The Bavarian Inn Restaurant," Solgat added, "has over 400 caring team members who give so generously each year to help those in need. We look forward to an exciting year of giving in 2019."

The Bavarian Inn has kept the Company Giving Program alive for more than 32 years. Some of the other charities they have supported through this program include:

- Special Days Camp
- Child Abuse and Neglect Council
- Special Olympics of Michigan
- Defeat Multiple System Atrophy
- And many more!

Bavarian Inn staffers have taken part in Michigan Cares for Tourism events every year since it began in 2013 with the Mill Lake Clean-Up. Most recently, they sent a delegation to Michigan Cares' Fort Wilkins Historic State Park at Copper Harbor in the U.P.



INSPIRATIONAL STORY

FIREKEEPERS CASINO HOTEL

Back in 2017 the FireKeepers team had an epiphany regarding community involvement and social responsibility. They thought, “How could our company make an impact on our community through education, food security, and nutrition?” The single word or “mission statement” that kept surfacing was INVOLVEMENT. The team wondered, “How could we immerse ourselves in the community and use our particular skill set to help make people’s lives better and improve their well-being?”

FireKeepers came up with an idea to renovate a historic fire station in downtown Battle Creek’s industrial area that would serve two purposes. First, it would be a one-of-a-kind restaurant featuring fresh and nutritional foods where the profits and donations would go directly to nonprofit organizations; firstly The Food Bank of South Central Michigan (FBSCM), but soon to expand to other



area charities as well. Secondly, FireKeepers was able to partner with FBSCM to open The Kendall Street Pantry, a choice pantry serving the Greater Battle Creek area and surrounding cities. The pantry was designed to eliminate some of the negative stigmas associated with food pantries and to restore and preserve dignity while offering a choice shopping experience to help customize the offerings based on individual family needs. In the first year of the partnership, the pantry distributed over 75,000 pounds of food to more than 8,500 people and families. The pantry serves an average of 85 people per week and is currently looking into opening another day of the week to help accommodate people working the night shift. Next, FireKeepers began a partnership with a local school fresh food initiative called Operation Fit. They have worked with this group for almost a year now and couldn't be happier with the results.

Each week the team delivers fresh produce and snacks to area schools for children to enjoy during the day. The children are then encouraged to take a bag home with them so their parents are able to introduce the fresh fruits and vegetables into healthy recipes in the home. They started with two schools in the beginning of the partnership, and have now grown to six schools and a consortium (Battle Creek Shared Service Alliance (BCSSA)) that also benefits another six venues. Along with the Operation Fit group, FireKeepers is now doing 35 deliveries annually for the six schools, plus 52 deliveries a year for BCSSA.

Most recently, FireKeepers undertook a project to help increase tribal food security and sovereignty, while at the same time being able to provide fresh produce to schools at no cost to help enhance the nutritional quality of their lunch programs. To achieve this goal, FireKeepers

has constructed a year round hydroponic/aquaponics greenhouse on The Pine Creek Reservation in Athens, Michigan. This greenhouse is designed to provide produce at no cost to all members of The Nottawaseppi Huron Band of the Potawatomi Indian Tribe through lunch and learn programs and scheduled distributions. In addition, the produce will be provided to the schools in the form of a salad bar that the folks at FireKeepers will provide at no cost for all students and teachers. The produce will be grown, prepared, and delivered to the school, and will be available each day for the students to have a nutritious supplement to their lunch at zero cost. FireKeepers will be debuting this pilot program at Athens schools this year and expanding next year into other schools that have the highest rate of free and reduced lunches.



INSPIRATIONAL STORY

9

DISCOVER HOLLAND

In February of 2010 Holland, Michigan hit national headlines when it was named the second happiest city in the U.S. This recognition piqued the interest of journalist, Diane Sawyer. She thought, “How can a small town, in a state suffering from high unemployment and nasty winters, beat out so many other cities in the happiness department?” So Diane – and her cameras – visited then Mayor, Kurt Dykstra, toured the city, sat down with locals, and found the answer.

Ramona L. Scott, from Brooklyn, New York, watched Diane’s report on the evening news and was so impressed with the way

the community expressed contentment in the face of hardship that she sent the Mayor a \$250 check instructing him to distribute in increments of \$25 to those who could use a boost. Ms. Scott’s generosity inspired the citizens of Holland, who began sending checks to augment the Ramona L. Scott Fund, and who eventually created Pay it Forward Holland.

Through the site, they distribute Pay it Forward Holland cards to be handed out along with random acts of kindness – in any form of giving imaginable. The card directs the recipient of the random act to this website where the kind gesture can be recorded, used to inspire others to pay it forward, and to follow how many others are impacted by the first act. Together, the community can build on Ramona Scott’s humble act of kindness, creating an endless wave of compassion that resonates around the world.

Here are some of the entries thus far:

“Came back to my desk after lunch and found a beautiful dragon fly pin with a Pay it Forward card. How cool! It made me smile...and think about what I can do for someone.”

“This evening my husband and I decided to take our three small children to IHOP for dinner. We had a great time and a great meal. This is something we don’t do often so it was great to get out with the family. As we went to pay we were given this card. What an amazing feeling we had knowing someone was so generous and kind to us. I am looking forward to giving this joy to someone else. God bless!”

INSPIRATIONAL STORY

BARFLY VENTURES



Each BarFly location has a GROW (Green, Responsible, Outreach, Wellbeing) Team that works toward the betterment of the environment, community, and themselves. Over more than 300 volunteer hours, the teams worked hard this year to help build a house through Habitat for Humanity; pick up trash and recycling around their neighborhoods and beaches; take a chilly polar plunge to raise money for the Special Olympics; get moving for good by running 5Ks to raise money for local NPOs; and, gained knowledge by touring BarFly's compost facilities and much more!



BarFly Ventures is a member of FeelGood Tap, a coalition of bars, breweries, and craft-brew loving restaurants that raises thousands of dollars for local nonprofits across Michigan through beer sales. BarFly alone raised \$42.8 thousand for local nonprofits, which included donations to local food banks, Flint Water, League of Women Voters, local disability aid networks, and for local LGBTQ+ nonprofits.



In addition to raising funds, Barfly Ventures works to reduce its waste, educate its employees on waste reduction practices and composting, and share its knowledge of sustainable business practices with public schools and universities across the state. As a founding member of the Great Lakes Business Network (GLBN)—a network of business leaders committed to protecting the Great Lakes from environmental threats—BarFly works to protect the Great Lakes. They do this, in part, by spreading awareness and raising funds for the shutdown of Engine Line 5 in the Straits of Mackinac. The GLBN arranged for 2018 gubernatorial candidate, Abdul El-Sayed, to meet any interested GLBN members at Grand Rapids Brewing Company to ask questions about how clean, affordable water and the Great Lakes fit into his agenda.





MICHIGAN CARES FOR TOURISM 2018 REVIEW



A Three Day Event at Fort Wilkins

COPPER HARBOR

SEPTEMBER 16-18

Fort Wilkins Historic State Park, at Michigan's most northern point, encompasses more than 700 acres and features a restored 19th century military post, one of the first lighthouses built on Lake Superior, a campground, hiking and biking trails, playgrounds, and day use park. Our 23 different projects completed by 160 tourism industry volunteers impacted the entire region. As a 42 year Fort Wilkins (DNR) staff member stated, "This would have never been possible without you." Projects ranged from painting historic structures and replacing Fort posts to enhancing the view by landscaping/brush removal and adding a roof and ADA ramp for accessibility. Volunteers learned more about the region with a visit to the Keweenaw National Historical Park in Calumet and excursions around the region.

Thank you for supporting Michigan Cares for Tourism (MC4T) in 2018. Our 100% volunteer/give-back partnership with Michigan tourism organizations and professionals continues to provide opportunities to give, learn, and grow together. In 2018, 365 tourism industry professionals volunteered saving historic sites in Grand Rapids and Copper Harbor \$100,000 in labor and supply savings. These savings would not have been possible without you. Ninety-seven (97) organizations financially supported these efforts.

To date, collectively as a tourism community, we have invested over \$600,000 in labor and supply savings to various projects engaging 2,365 industry volunteers and hundreds of tourism organizations. Your contribution has made a difference in restoring historic Michigan attractions, building a stronger tourism community, promoting destinations, and creating enhanced visitor experiences. Highlights from 2018 include...

Do you know of Michigan tourism organizations making an amazing social impact?

Submit a giving story to janesp@gvsu.edu.



Trailer Events

PURE MICHIGAN GOVERNOR'S CONFERENCE (PMGC)

MARCH 26

For the second year in a row, MC4T kicked off this year's PMGC with 50 industry volunteers making an impact on Grand Rapids parks following massive flooding that damaged many of the 74 city parks. And, they did it in the rain!

MC4T continues to support all industry volunteerism. In April, the trailer full of tools was used in a city-wide greening initiative in Grand Rapids.



First Student Planned Event in Grand Rapids

APRIL 25

Grand Valley State University (GVSU) recreation leadership students planned their first student-led MC4T event on April 25. Sixty students made an impact along the White Pine Trail in Riverside Park enhancing picnic tables and removing brush to see the river views and beautify the landscape.



New Adopt a Bed Grand Rapids Initiative

NATIONAL TOURISM WEEK

MAY 6-12

MC4T continues to seek opportunities to make an impact. We realized our multi-day industry volunteer events met the needs of some organizations and volunteers. However, more could be done in the community where tourism organizations are based. The Adopt a Bed program was launched this year where 125 volunteers from 23 tourism organizations adopted 27 Grand Rapids parks beds void of flowering plants. Staff from sponsoring organizations donated and planted all flowers and refreshed flower beds in May. Grand Rapids Parks and Recreation Department Green Stewards watered and maintained the beds in summer. And, the organizations again planted tulips this fall, winterizing beds for the season.



2018 IMPACT REPORT

September 16-18

Fort Wilkins Historic State Park

About

More than 150 of Michigan's tourism professionals headed north to Michigan's beautiful Keweenaw Peninsula to assist with several revitalization projects.

Fort Wilkins Historic State park features a restored 19th century military post, one of the first lighthouses built on Lake Superior, a campground, trails, playgrounds and more.

Projects ranged from painting, post installation and brush removal for enhanced view of the lake to roofing and ADA ramp construction.

Volunteers learned about the region with a visit to the Keweenaw National Historical Park in Calumet and excursions in Copper Harbor.

13



Fort Wilkins was the **seventh** multi-day event since 2013 and the **first time** the event **sold out** four weeks in advance.





160 helping hands



2,365 helping hands over seven years



23 revitalization projects



62 donor organizations



volunteers stayed an average of 4 nights in the U.P. (those not on coaches)



33% took a vacation day to volunteer

other stats:

- » 11 volunteers were students
- » 42% were first timers
- » 23% were 'the super loyal' with this being their 5th event
- » 1/2 paid something personally to volunteer
- » most volunteering families we have ever had at this event



" A quick note of appreciation to you and your team for another awesome event! ... We are an amazing group and I look forward to many more years of fun, hard work and success by all. "

- Mike Criswell, VP Hotel Operations, Firekeepers Casino Hotel, Battle Creek

LEELANAU STATE PARK

GRAND TRAVERSE LIGHTHOUSE

SEPTEMBER 16 – 17

MC4T is a 100% volunteer, 100% give back effort where tourism professionals come together to help restore Michigan's historic, cultural and natural attractions, and learn about a tourism destination.



Register now for the 2019 volunteer event!

Leelanau State Park, located at the tip of Michigan's little finger on the beautiful Leelanau Peninsula, has more than 1,300 acres waiting for visitors to explore. The park is home to a rustic campground, hiking and cross-country skiing trails and the Grand Traverse Lighthouse Museum, where visitors can walk through the restored keeper's dwelling and climb the tower for spectacular views of Lake Michigan.



Pure Michigan Governor's Conference rate - Through March 8, 2019	\$50
Event rate - March 9 to July 31, 2019	\$75
Late registration - after Aug. 1, 2019	\$100

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

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