



## Michigan Tourism Strategic Plan Project Proposed Budget/Timeline

### Timeline

#### Mar 2006-May 2006 (3 months)

- Preliminary project research report on tourism in Michigan.
- Initiate communications strategy
- Identify and convene the Industry Planning Council
- Identify Issue Work Teams
- Hold industry mapping session
- Review and refine planning process

#### June 2006 -July 2006 (2 months)

- Regional stakeholder listening sessions and issues identification
- Design/deploy online survey
- Convene Issue Work teams

#### August 2006-December 2006 (5 months)

- Issue Work Team reports
- Create initial draft of plan and move it through a cycle of revision and refinement
- Submit plan for review and endorsement by Industry Planning Council

#### Jan 2007-Feb 2007 (2 months)

- Plan presented at Statewide Tourism Industry Summit
- Plan modification, review, and adopt by Industry Planning Council
- Identify and create permanent industry leadership structure and funding
- Initiate priority actions

### Budget

#### Project Administration

Coordinating Staff and Student Support (incl. salary/fringe)	\$90,000
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General Operating (secretarial support, travel, printing, supplies, phone, etc.)	20,000
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#### Major Planning Activities

Regional stakeholder meetings (listening sessions and focus groups)	30,000
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Planning Council Industry Mapping Session (facilitated by outside consultant, 1-2 days)	15,000
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Industry Summit	20,000
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Communications Campaign (web, newsletter, online survey, etc.)	25,000
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<b>Total</b>	<b>\$200,000</b>
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