

MICHIGAN STATE
UNIVERSITY

December 2005

All Michigan Tourism Industry Stakeholders,

As a member of Michigan's tourism industry, you are well aware of tourism's importance to our state's economy. With the challenges faced by manufacturing, it is becoming even more important to the state's long-term economic vitality. But we have a problem. The industry lacks direction. It's like a \$17 billion company without a business plan.

You may have heard that on October 16, 2005, Michigan State University (MSU) made a presentation to the Michigan Travel Commission on the need, process and benefits of creating a strategic plan for Michigan's tourism industry. The Commission endorsed the need for a plan and committed to help secure the funds necessary to undertake the initiative. However, given the current budget challenges faced by our state agencies, they alone will not be able to provide the funding required for the project.

On November 30th, MSU made a similar presentation to some of the industry's key representatives and the idea was further endorsed by those present. Copies of materials made available at this presentation are available on the web at www.tourismcenter.msu.edu/Plan.

MSU, in partnership with Travel Michigan, is committed to supporting the industry by helping to undertake this planning process and is willing to provide coordination and staff. However, current resources are not enough to make this happen. It will require members of the industry to make a commitment to help make the plan a reality. Attached is additional information about the purpose of this initiative, the proposed budget, and timeline.

Members at the November 30th meeting all agreed that the need for a plan is urgent and the process to develop a plan must begin now. If you agree a plan made *for* the tourism industry *by* the tourism industry is critical to our state's future, please consider becoming a sponsor and make a contribution at the highest level possible. A Sponsor Form as well as additional information about this effort can be obtained from the website above.

Please join us and fellow tourism industry organizations in meeting the challenge of helping secure the industry's future and for what we believe will be the beginning of a new era in Michigan tourism.

Sincerely,



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RESOURCE
CENTER**

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A handwritten signature in black ink, appearing to read "Don Holecek". The signature is fluid and cursive.

Donald F. Holecek, Director
CARRS Tourism Resource Center
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A handwritten signature in black ink, appearing to read "H. Christopher Peterson". The signature is cursive and somewhat stylized.

H. Christopher Peterson, Director
MSU Product Center for Agriculture
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