

Two MSUE Programs Focused on Communities



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Community Assessment Team (CAT)

- Community identifies a “problem” in concert with local MSU representatives
- Request is made for a CAT to review the problem
- A team of “experts” is selected
- The team visits to gather information (2-3 days)
- An on-site initial assessment is provided
- A written report follows a short time later
- Additional assistance may follow, but this ends the CAT process



Examples of CAT Projects

- Ludington Harbor Development – how to link harbor expansion into the community to benefit local economy and residents
- Marquette Air Base Closing – Mitigating the negative impacts and identifying development opportunities



The CAT facilitates access to MSU expertise, an objective expert external review, a consultation, and in and out short term process.



Tourism Assessment Program (TAP)

- Community wants to develop its tourism industry and its capacity to support its tourism industry
- Local MSUE representatives and members of the MSUE Tourism Area of Expertise Team (AOE) meet with local tourism interests to design a customized TAP to fit the community's needs
- A timeline is established to accomplish individual elements of the program – usually a 2-3 year overall program
- Resources are marshaled, both personnel and financial, required to implement the program



#1 Example of a TAP Project

- **Straits Area** – A major tourism destination experiencing slow growth
- Goal: Improve cooperation among area tourism promotion organizations and boost effectiveness of area marketing activities



- Selected Activities:

- 1) Formed coalition of local tourism promotion organizations,
- 2) Worked with coalition to survey local businesses,
- 3) Developed visitor survey and profiled area visitors,
- 4) Hosted educational/networking workshops

- Core Team: Mackinaw and Cheboygan MSUE, Tourism Center, Area CVBs, and Regional MSUE tourism specialists



#2 Example of a TAP Project

- **M-66** – Ionia, Barry and Montcalm counties with limited tourism activity and infrastructure
- Project Web Site:
www.tourismcenter.msu.edu/M-66TAP/M-66Home.asp
- Goal: Build tourism to diversify economy by developing a functioning promotion infrastructure



- Selected Activities:

- 1) Form an ad hoc regional tourism organizational committee
- 2) Inventory tourism resources
- 3) Assess resident attitudes
- 4) Assess demand
- 5) Organize a room assessment district (PA 59)
- 6) Develop a strategic tourism marketing plan

- Core Team: County MSUE representatives, local chamber of commerce representatives, area business leaders, West Michigan Regional Planning Commission