Michigan's

Port Cities Collaborative

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Port Cities Collaborative "Vision"

Michigan will embrace the challenge of preserving and celebrating our maritime heritage and contributing meaningfully to our state's economic future.

We will achieve this cultural, recreational and

economic vibrancy by developing high quality, engaging maritime visitor experiences that will position our maritime product as a key element in Michigan's tourism brand by 2015.

Dr. William Anderson, Director
Department of History, Arts and Libraries

Mission in progress

◆ **To enhance opportunities for commerce and recreation at Michigan's port cities.**

Port Cities

Michigan's Port Cities

- **Commercial activity (historic/modern)**
- **Located on the coast or has a direct coastal connection**
- **Accessible to deep draft vessels or tall ships**
- **Provide waterfront access to the public**

First Port Cities Summit

- Teams from 22 port community representing cultural, historic environmental, port operations and governmental interests
- Facilitated visioning to identify mutual goals and objectives
- Established 8 Action Teams to implement goals

GOAL #1:

Make Michigan a World Leader In Water-Focused Learning and Education

- **Inventory of what Michigan Ports are doing on education**
- **Share Success Stories, now, and when inventory results come in.**
- **Examine opportunities to include port cities education in k-12 curriculum.**

GOAL #2:

Implement cutting-edge technology to promote Port Cities and recreational, cultural, and educational product

◆ Research existing precedents or models for using the web, pod casts, and other technology to promote tourist and visitor attractions. Identify promising formats and features that would be well-suited to use by Michigan's port communities, within a region of Great Lakes coast or coast-wide

GOAL #3:

Preserve the integrity of the Pure Michigan brand by collaborating to establish Green Tourism in Port Cities

◆ **Develop a Green Resources Tool Kit**

GOAL #4

Summarize and Disseminate information related to Great Lakes water resources issues to ensure protection, restoration and wise use of water resources

◆ **Identify Water Issues for Port Cities and sources for additional information**

GOAL #5:

Establish a long-term development process to develop new maritime products

◆ **Set up internal web communications for the collaborative.**

◆ **Create an Inventory of Port Cities Product for Internal Use.**

GOAL #5:

Establish a long-term development process to develop new maritime products

◆ **Research and share other states' Financial Incentives to encourage the development of "significant" Port Cities tourism products and attractions**

GOAL #6:

Organizing existing products for targeting marketing

◆ **Develop categories for future inventories of recreational products and assets.**

◆ **Develop a draft brand positioning statement and branding criteria**

GOAL #7:

Develop transportation systems between and within port cities

◆ **Develop an inventory; reference MDOT's transportation profiles for all seventeen regions in the state.**

GOAL #7:

Develop transportation systems between and within port cities

◆ Complete surveys to collect the information.

◆ Two types of surveys – one regarding transportation between ports and one on transportation within the port community.

GOAL #8:

Establish a statewide wayfinding system for Port Cities

◆ **Inventory Michigan Port Cities for any current wayfinding.**

COMMON THEMES

◆ Ports City Definition – with brand development.

- Timeline: Completed

◆ Internal Website – allows for information sharing and populate inventory data base.

- Timeline: Discussions already underway on hosting.

◆ External Website – for information sharing with communities plus promotion and information on the collaborative.

- Timeline: Discussions underway on hosting.

COMMON THEMES continued

◆ Surveys – On several key topics. Short answers that will guide information.

- *Timeline: 30 days to develop survey structure; team leaders will collect. One comprehensive survey.*

◆ Inventories – On several key topics. More detailed information required; beginning of opportunity to share success stories and best practices. Action teams begin definitions of what information is needed.

- *Timeline: check on status in 30 days. Will go out as they are ready. Resources in filling in, but, value added from data.*

NEXT STEPS

- Conduct Surveys and begin development of Inventories

- Continue to meet with Action Teams

- Begin looking at product for branding.

- Meet with additional potential partners, such as MSHDA, Small Harbors Initiative, and others to help forward the work of the collaborative.

- Summit in Detroit, October 6-7, 2008.

- Continue consideration of formal / informal structure.

Thank You