



FIT Community Next Steps

A SERIES OF TOURISM RESOURCES FOR COMMUNITIES
UNDERGOING “FIRST IMPRESSIONS: ASSESSING YOUR COMMUNITY
FOR TOURISM” (FIT)

Andy Northrop | MSU Extension | 2017

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This document is designed to provide FIT communities with tools to move forward either on their own or in collaboration with MSU Extension.

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Front page photo: Downtown Sturgis, Michigan

Credit: Andy Northrop, MSU Extension

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Summary of MSU Extension Tourism Programs programs:

The following programs are available to guide future decision making around tourism development and implementation.

- 1. Understanding Tourism for Michigan Communities (UTMC)**– This interactive workshop highlights tourism industry statistics and exposes communities to trends and travelers’ interests, as well as a number of niche tourism markets. UTMC is specifically designed to promote regional synergies, leadership and tourism product development.
- 2. Planning for Tourism** - This workshop walks communities through a planning process and uses life-cycle models to explore where communities may be in establishing themselves as tourism destinations. Additional tools will be employed to determine their readiness, identify next steps for action and explore engagement strategies for coalition building within the community.
- 3. Strengthening Tourism Leadership: Facilitation Tools to Move Community-driven Tourism Forward** - This experiential workshop is designed to build and strengthen the skills necessary to lead and facilitate productive community groups. Participants will practice using a variety of facilitation tools and learn techniques and verbal skills necessary to lead group discussions, reach consensus, set outcome-based goals and generate ideas for action.
- 4. Custom Tourism Programs** – MSU Extension tourism educators are equipped to meet the diverse needs and interests of Michigan communities. Specialized programs are available to communities with a specific interest in agri-tourism, eco-tourism and/or cultural/heritage tourism.

To organize one or more of these programs for your community please contact:

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FIT -NEXT STEPS –ACTION PLANNING TOOL #1

Project Name/Description:			
	1-2 months	6 months	12 months
What needs to be done?			
What resources are needed? <ul style="list-style-type: none"> • -Human • -Financial • -Physical, etc. 			
When does it need to be done? -And why?	Date:	Date:	Date:
What are foreseeable challenges?			
Who will do/lead it?	Contact Info:	Contact Info:	Contact Info:
What is Plan B?			

First Impressions Tourism (FIT), Michigan State University Extension

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FIT—Next Steps—Action Planning Tool #2

Project Name:		
#2 (answer second)	#3 (answer last)	#1 (answer first)
What do we have now?	What is needed to get to our goal?	What is our ultimate goal?

FIT—Next Steps—Project Evaluation Tool

Project Name:

Project Partners (if available):

- ✓ -
- ✓ -
- ✓ -

Project Success - What has been the most successful in your effort?

1—	
2—	
3—	

FIT—Next Steps—Project Evaluation Tool

Project Challenge(s): - What were the most significant challenges with your effort(s)?

1—
2—
3—

Does your project have measurable impacts you can identify and, if so, what are they?

1—
2—
3—

FIT—Next Steps—Project Evaluation Tool

What could we do differently for future projects that would increase our success(es)?

1—	
2—	
3—	

Notes:

FIT—Next Steps—Project Evaluation Tool

This page is intentionally left blank and can be used for additional reflections and/or project planning.

ADDITIONAL RESOURCES:

- Check out Travel Michigan at: <http://www.michigan.org/industry/>
- Apply to use the Pure Michigan logo at your site and in your materials: <http://www.michiganbusiness.org/logo-request/>
- Attend the Pure Michigan Governor's Conference on Tourism each spring.
- Become familiar and joining your regional/local Convention and Visitors Bureau (CVB) or Chamber of Commerce (CoC):
 - o List of Michigan CVBs: http://visitmichigan.org/member_info.html
 - o List of Michigan CoCs: <http://www.2chambers.com/michigan2.htm>
- ❓ Michigan State University Extension's tourism team also provides specific services to Michigan communities seeking to define and/or enhance their tourism industry. Programs are available that help map assets, build synergies, and leverage resources for tourism development which lead to an "authentic "experience for visitors. –msue.anr.msu.edu/topic/programs/tourism

