

First Impressions

A tourism perspective
of
Sturgis, Michigan



- October 2015 Assessment
- May 17th, 2016 Public Presentation

Agenda

- 1. Welcome
- 2. MSU Extension
- 3. First Impressions
 - Background Information
- 4. “First Impressions” in Sturgis - October, 2015
 - a. Background
 - b. Pre-visit
 - c. Onsite visit
 - d. Results
- 5. Next Steps
- 6. Questions and Answers



MSU Extension

- Greening Michigan Institute
- Agriculture and Agribusiness Institute
- Children and Youth Institute
- Health and Nutrition Institute



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MSU Extension

Greening Michigan Institute

To foster the development of sustainable communities that contribute to the economic, social and environmental health and well-being of its people for generations to come.



- Community Food Systems
- Entrepreneurship and Capacity Building (CEC)
- Finance & Homeownership
- Government/Public Policy
- Land Use
- Leadership
- Natural Resource Management
- Tourism



First Impressions



Purpose

The First Impressions Program aims to help communities learn about **existing strengths and weaknesses** as seen through the eyes of the first-time visitor.

The results of the First Impressions Program can form the basis for future development.



Program Goals & Objectives

Awareness → Dialogue → Community Action



To inform and guide public action by making the community aware of its assets and challenges



What is First Impressions?



*Video produced by the Ontario
Canada Ministry of Food and
Agriculture Accessed at the
University of Wisconsin Center for
Community & Economic
Development*

https://drive.google.com/file/d/0B8nFWNv_HWsPWGdleVJIWXIFeXc/view

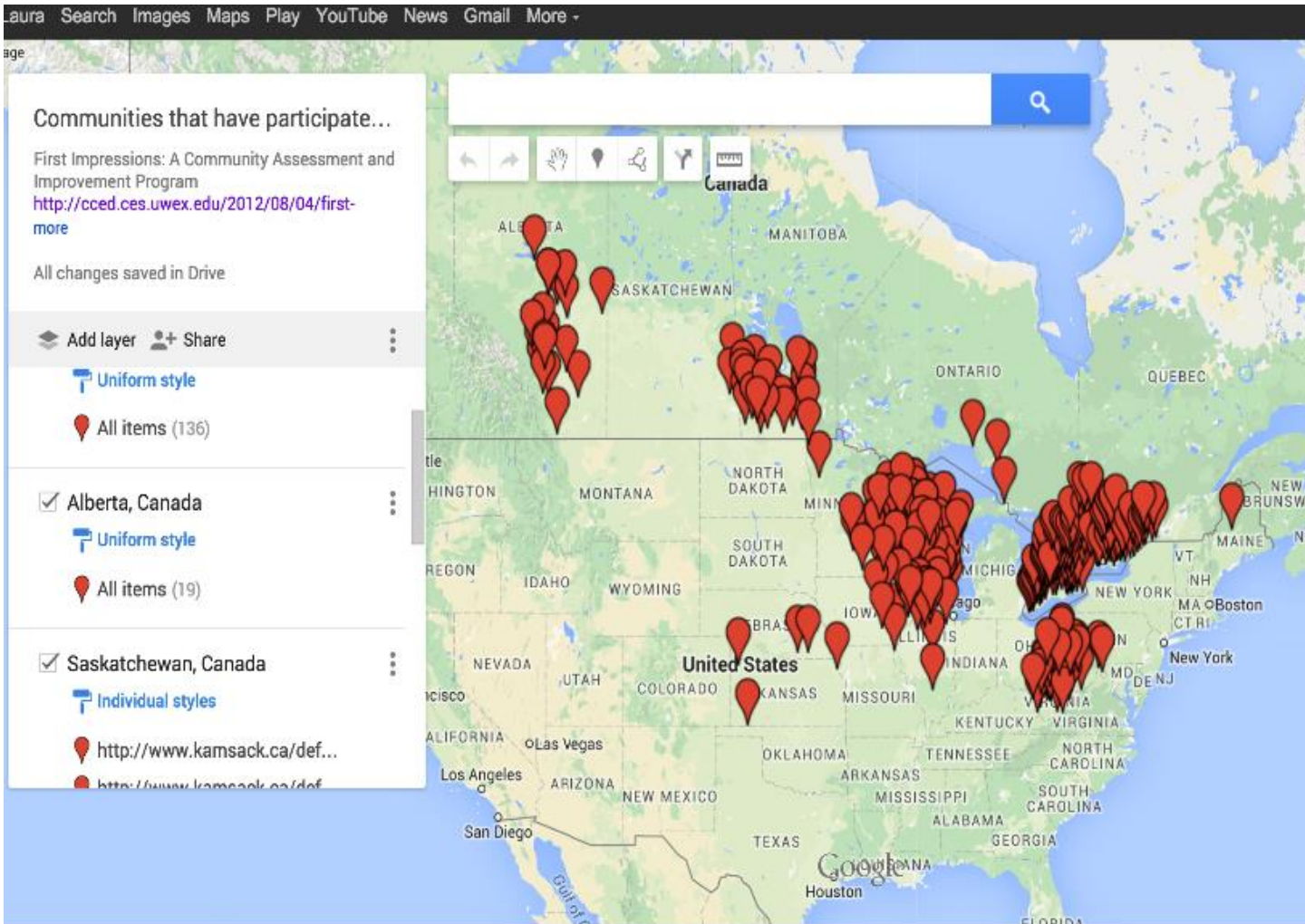


First Impressions – Community Exchange Model

- Started with Wisconsin's Extension 20+ years ago
- Communities matched, based on location, size, economy, etc.
- Volunteer teams are created
- Each community conducts a “secret shopper” visit
- Reports exchanged
- Community(ies) take action based on information shared



Participating Communities



Online at
<https://www.google.com/maps/d/edit?mid=zzhHqWZPOgBk.kXLEKLGPj2w>

Email
laura.brown@uconn.edu to update your communities to the map

Michigan's first "First Impressions" Community



+

FI Adaptations - Modifications



Geographies

County Fairs
Urban Neighborhoods
Main Streets
Business Corridors
Tourism

Audiences

Youth Impressions
Emerging leaders

10

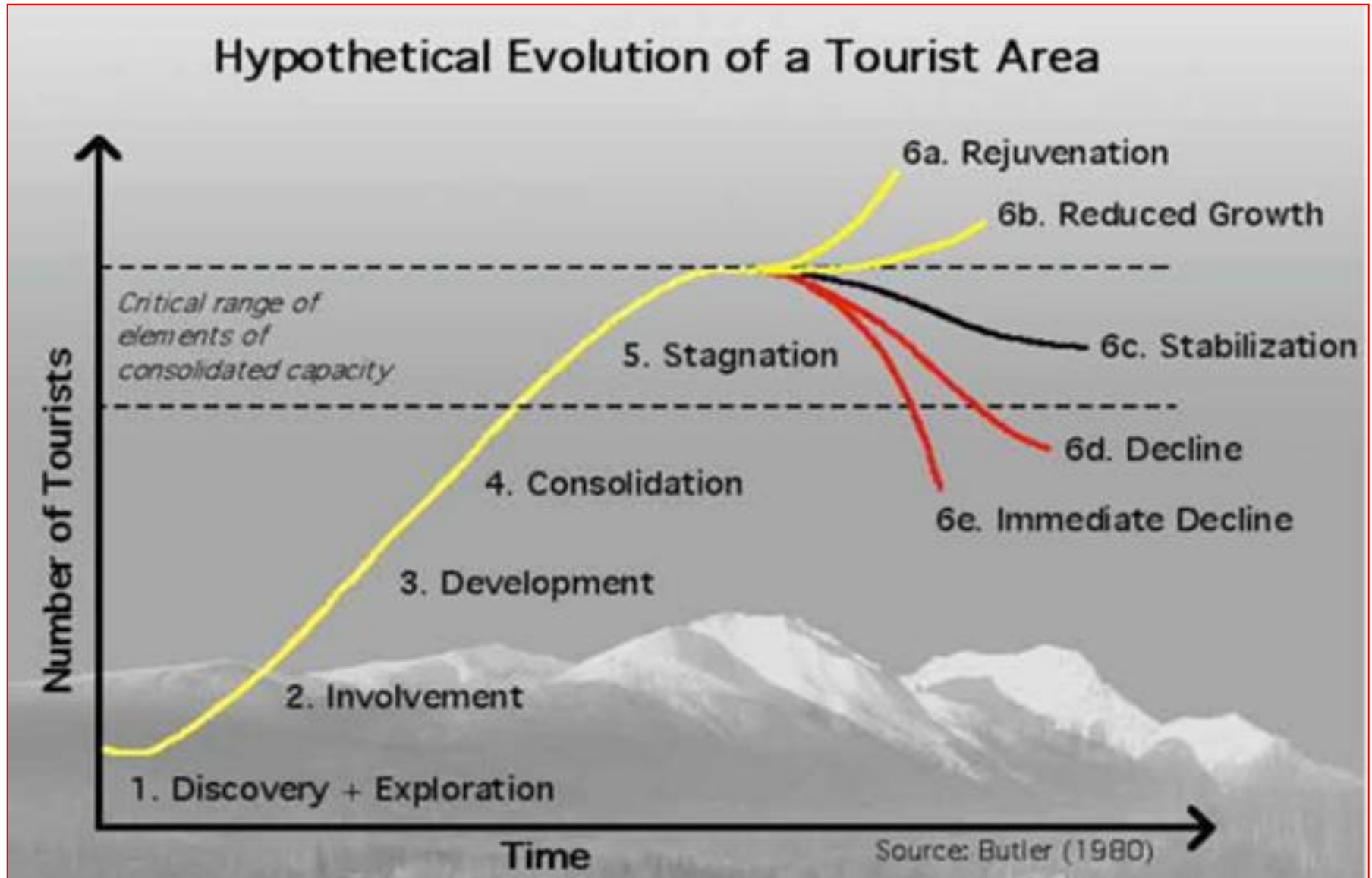
State Modifications to First Impressions:

+ Tourism First Impressions

- West Virginia
 - Destination
 - Facility
- Minnesota
- Wisconsin
 - State parks (1995)
 - Heritage tourism (1995)
 - Resort (1997)
- Ohio State
 - Tourism byways



Tourism Area Life Cycle (TALC) - Butler



Tourism Area Life Cycle (TALC) - Butler

| Stage | Description of stage |
|---------------|---|
| Exploration | <ul style="list-style-type: none"> - small tourist numbers, making individual travel arrangements and following irregular visitation patterns - no specific tourist facilities, use of local facilities, thus high contact with local residents |
| Involvement | <ul style="list-style-type: none"> - increase in number of visitors, assume some regularity - some locals may begin to provide facilities for visitors - still high levels of contact between visitors and locals - some advertising to specifically attract tourists - basic market area for visitors can be defined. |
| Development | <ul style="list-style-type: none"> - well-defined tourist market area - heavy advertising - decline in local involvement and control of development - some locally provided facilities will disappear, replaced with larger facilities provided by external organisations |
| Consolidation | <ul style="list-style-type: none"> - rate of increase in numbers of visitors will decline, although total numbers will still increase - total visitor numbers exceed number of permanent residents - major part of the area's economy will be based in tourism - large emphasis on marketing and advertising |
| Stagnation | <ul style="list-style-type: none"> - peak numbers of visitors will have been reached - capacity levels will have been reached or exceeded, with environmental, social, and economic problems - well-established image but it will no longer be fashionable - heavy reliance on repeat visitation. |
| Decline | <ul style="list-style-type: none"> - the area will not be able to compete with newer attractions and so will face a declining market - no longer appeal to vacationers (used more for weekend or day trips). |
| Rejuvenation | <ul style="list-style-type: none"> - may occur when there is a complete change in the attractions on which tourism in the area is based. |

Process

- Community application
- Plan/coordinate
 - Community Model (2 different communities)
 - Tourism/Outside Expert Model
 - Combination
- Conduct assessment
- Compile & evaluate data
- Public presentation
- Short written report
- Community action
- Six-month check-up



- Get familiar with the instrument
- Attend orientation and trip logistics
- Review websites for visitor information
- Provide Detailed notes and photos
- Contribute to report and presentations
- Have fun!

Visitor Demographics

1. Name:
2. Destination:
3. Where do you live?
4. What is your gender?
 Male
 Female
5. What is your age?
 18-32 33-48
 49-67 68+
6. In which season are you visiting?
 Spring
 Summer
 Fall
 Winter
7. How often do you travel for leisure?
 1-5 trips/yr. 6-10 trips/yr. 11-15 trips/yr. 16-20 trips/yr. 21+trips/yr.
8. How many miles per trip do you typically travel on leisure?
 0-49 201-300 501-800
 50-100 301-400 801-1000
 101-200 401-500 1000+
9. Which type of trips do you take most often?
 Day Overnight
10. When you stay overnight, typically, how many nights do you spend at a single destination?

- West Virginia model
- Thirteen pages
- Revising
- Data compilation tool

Why?

To train ourselves
To modify for Michigan
communities – a pilot approach!

Initial Impression

1. The "five-minute" impression: Upon entering the destination what was your initial impression?

Please indicate how much you agree or disagree with the following:

| | Strongly Disagree | Disagree | Somewhat Disagree | Somewhat Agree | Agree | Strongly Agree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| I would feel compelled to stop if I were randomly passing by | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Community Information

Please indicate how much you agree or disagree with the following:

| Community Information and Marketing: | Strongly Disagree | Disagree | Somewhat Disagree | Somewhat Agree | Agree | Strongly Agree |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Directions were accurate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was easy to find a visitor center | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Visitor center hours were conducive to visitors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Visitor center staff were helpful | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was easy to find a community/regional tourist brochure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It was easy to find a map of the town or community | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The local/regional newspaper was informative | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Information booths/kiosks exist to help tourists locate attractions and services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



Visitor Motives

Please indicate how much you agree or disagree with the following:

| In your opinion, visitors come to the destination to: | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Relax | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Enjoy the weather | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Seek adventure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Engage in sports activities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Be in nature | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Get away from people | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Visit historical sites | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Visit friends and family | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Experience a unique culture | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Shop | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Experience the nightlife | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Get entertained/for entertainment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Engage in business activities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. In transit to somewhere else | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Engage in religious activities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Tourism Assets You Visited

On a scale from poor to excellent rate the tourism assets you personally experienced during your trip.

For each item please "X" the box that best represents your answer

| Tourism Assets | Poor | Fair | Good | Very Good | Excellent |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Lodging (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Food/Drink (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Grocery/Market (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Farm (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Lake/River/Waterfall (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Trail/Hike (Name: _____) Comments: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Cultural Attraction (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Shopping (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Park/Forest/Wilderness (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Public Service (Name: _____) Please explain your rating: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Sturgis, MI

First Impressions PILOT

October 20th-22nd, 2015



- Sturgis First Impressions is/was:
 - Pilot
 - Multi-state grant funded
 - Assessed individually & unannounced
 - Online pre-visit assessment
 - 2 nights/three day on-site assessment
 - During CEC 2015
 - Sturgis is helping MSU Extension & vice versa



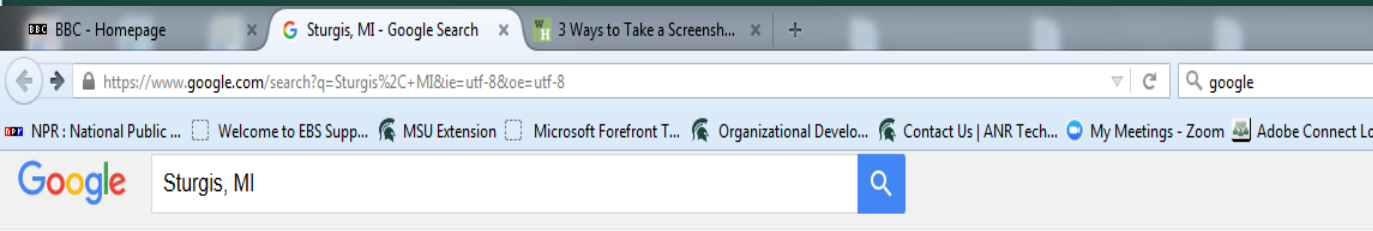
Things to remember...

- One individual perspective
- 6 months ago / things change
- Information / not criticism
- Comments & Questions are last



- Online research for 1.5 - 2 hours
- Used Smart Phone and Tablet
- Social Media
- Searched for:
 - Things to do
 - Places to go
 - Events taking place
 - Authentic or unexpected





About 994,000 results (0.43 seconds)

City of Sturgis Michigan Website: Sturgis Michigan

www.sturgismi.gov/

The City of Sturgis Department of Public Services will be flushing hydrants in September following this schedule. This is a tentative schedule subject to weather ...

[Electric](#) - [Sturgis Michigan](#) - [Utilities](#) - [For Residents](#) - [Department Listing](#)

Sturgis, Michigan - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Sturgis,_Michigan

Sturgis is a city in St. Joseph County in the U.S. state of Michigan. The population was 10,994 at the 2010 census. The city is located at the northeast corner of ...

[Geography](#) - [Major highways](#) - [History](#) - [Demographics](#)

Map of Sturgis MI | Sturgis Michigan Hotels, Restaurants ...

www.mapquest.com/maps?city=Sturgis&state=MI

Our interactive map of Sturgis, MI lets you view traffic and satellite images, find local govt and businesses, and print or send driving directions to your phone.

Sturgis Fest MI Official Site | Sturgis, Michigan

www.sturgisfestmi.com/

Sturgis Fest MI Official Site, Sturgis Fest MI, Sturgis bike week, Heritage Trail, MI, Motorcycle week, Motorcycles, Harley Davidson, Michigan, Sturgis Rally 2014, ...

Sturgis Area Chamber of Commerce - Sturgis Michigan

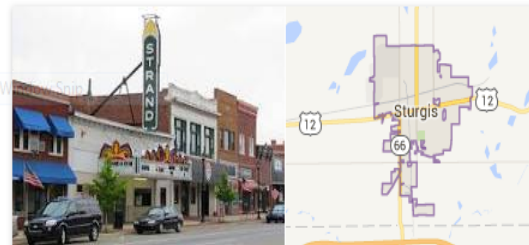
www.sturgischamber.com/

49091 (Sturgis Weather Forecast, MI). Sturgis Area Chamber of Commerce 306 W Chicago ... Sturgis Michigan. All rights reserved. • Website design by: eStudio ...

Sturgis, Michigan - City-Data.com

www.city-data.com/city/Sturgis-Michigan.html

Sturgis, Michigan detailed profile Sturgis, MI residents, houses, and apartments



Sturgis

City in Michigan

Sturgis is a city in St. Joseph County in the U.S. state of Michigan. The population was 10,994 at the 2010 census. The city is located at the northeast corner of Sturgis Township and at the intersection of U.S. Highway 12 and M-66. [Wikipedia](#)

Area: 6.49 mi²

Weather: 57°F (14°C), Wind SW at 23 mph (37 km/h), 36% Humidity

Getting there: 6 h 31 min flight, around \$770. [View flights](#)

Population: 10,928 (2013)

Local time: Monday 12:58 PM

[Feedback](#)

1. City
2. Wikipedia
3. Maps
4. Sturgis Fest
5. Chamber...

Things to do in Sturgis, Mi... x BBC - Homepage x +

https://www.facebook.com/places/Things-to-do-in-Sturgis-Michigan/107608585935654/

Search

NPR: National Public ... Welcome to EBS Supp... MSU Extension Microsoft Forefront T... Organizational Develo... Contact Us | ANR Tech... My Meetings - Zoom Purdue OWL: Commas Logic Model Planning ... The Journal of Extensi...


Sturgis, Michigan


Sturgis
City in United States


Like Save Suggest Edits ...


Where to Go
Upcoming Events
From Friends
Popular Nearby

Recommended Places Eat Drink **Sightseeing** Hotels Shopping


Holy Angels Catholic...
Catholic Church · 4.8 ★
986 people have been here


Cade Lake Park
Outdoor Recreation · 4.8 ★ · \$
166 people have been here


<https://www.facebook.com/photo.php?fbid=516842131772073&set=a.120975768025380.18153.100003388728164&type=3>



Chat (16)

No official Facebook page, but “recommended places” are there...





Sturgis, MI



- Home
- My Channel
- Trending
- Subscriptions
- History
- Watch Later 22

LIBRARY

Liked videos

SUBSCRIPTIONS

- amc
- Bob Ross Fans
- deltabi66
- DocuChannel
- FilmTrailerZone
- Movies
- News
- steveo
- TV Shows
- VICE

Filters



Sturgis, MI driveby
realworld51
3 years ago • 1,984 views
beautiful downtown Sturgis, Michigan.



Sturgis Michigan
JBG TRAVELS
2 years ago • 5,068 views
Trucking blog.



Dead Man's Hill POV - Oaklawn Park in Sturgis, MI 1/15/2012
CharlesStudios
4 years ago • 1,319 views
I went to Oaklawn Park with Austin on January 15, 2012 to go sledding. I have been wanting to record a POV video of what locals ...



Sidewalk to Nowhere in Sturgis Michigan
HoboTraveler
3 years ago • 1,608 views
<http://www.hobotraveler.com/road-trip-usa/index.php> I walk to the end of the sidewalk, but could not walk to the business.

First two videos are filmed driving by/through Sturgis for 5 minutes+





Sturgis Tourism: Best of Sturgis

JOIN | LOGIN | \$ | US

Sturgis | Hotels | Flights | Vacation Rentals | Restaurants | Things to Do | Forum | Best of 2016 | More | Write a Review

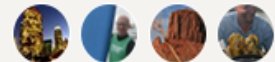
Sturgis, Michigan, United States

What are you looking for?

Search

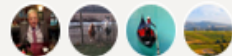
United States > Michigan (MI) > St. Joseph County > Sturgis Tourism

Over 200 million reviews and opinions help you plan and book your perfect trip.



Sturgis, Michigan

552 reviews and opinions



- Lodging (11)**
272 Reviews
- Vacation Rentals (11)**
- Flights**
- Things to Do (4)**
8 Reviews
- Restaurants (37)**
271 Reviews
- Forum**
1 Post

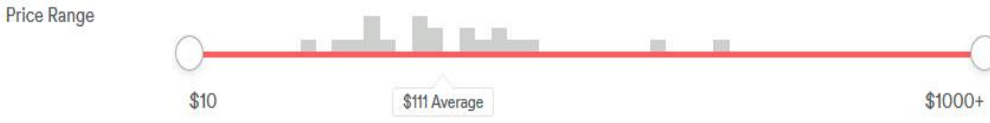
Pre-visit Assessment

airbnb

Become a Host Help Sign Up Log In

Dates: 04/08/2016 04/10/2016 1 Guest

Room Type: Entire home/apt Private room Shared room



More Filters Only 21 homes left for these dates. Now's a good time to book.

Additional fees apply. Taxes may be added.



Voyager's Inn B&B: E.J. Buys Room
Private room · ★★★★★ · 4 reviews

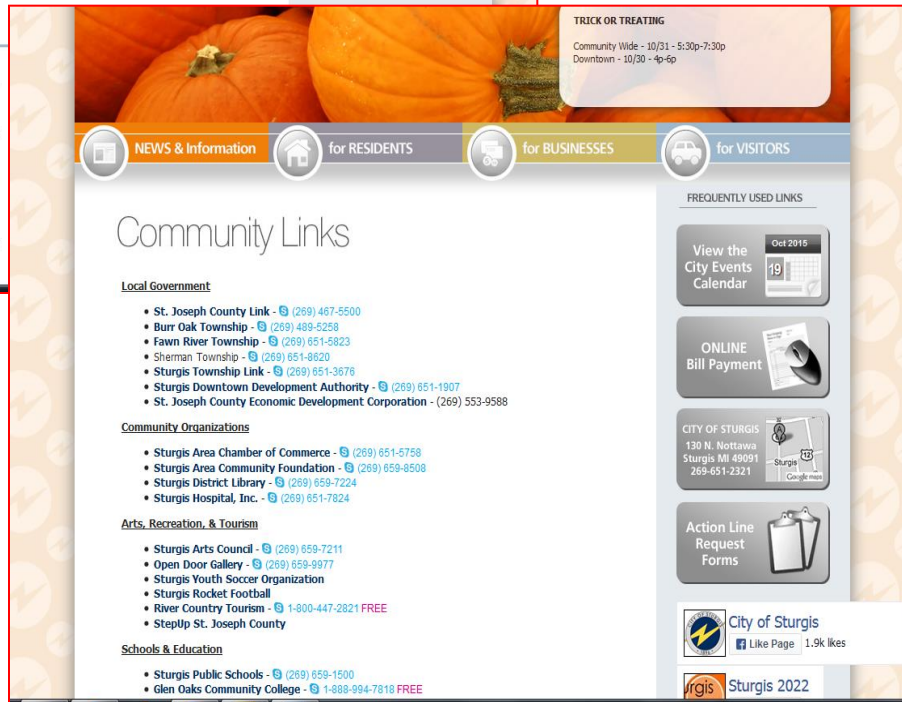


The House at White Picket Gardens
Private room · ★★★★★ · 21 reviews

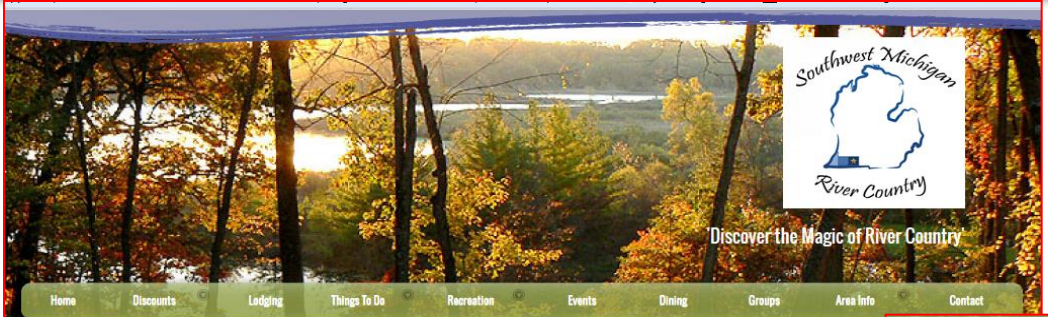




- Information for Visitors
- Arts, Recreation, and Tourism (limited)
- River Country Council was listed



- Suggestion:
- Link up to existing agritourism, historical routes, cultural tours



Home Discounts Lodging Things To Do Recreation Events Dining Groups Area Info Contact

July 1, 2015 | 0 Comments

Historical Sites in River Country

Take a drive through River Country and feel the history of the area. Here are a few of the historical highlights of this great land and the people that carved their notch in history. Mound Builders were the first settlers of Michigan. Artifacts from this period can be viewed at the Sue Silliamn House & Blacksmith Shop by appointment. River Country has the longest existing covered bridge in Michigan, the Langley Covered Bridge, just north of Centreville. Tour Governor John S. Barry's House & Museum in Constantine (by appointment only). John S. Barry was Michigan's only three term governor in the nineteenth century. The historical marker honoring the famous Native American, Chief White Pigeon, can be viewed in the village of White Pigeon. To see all the history of our area, take our self-guided historical tour. [Click here to view and/or print our Historical Self-Guided Tour.](#)



The **Sue Silliman House** on South Main Street, Three Rivers, is engrossed in history. Arthur Silliman came

We Need Your Feedback

How did you find us?

- Social Media
- Printed Media
- Friend/Family
- Search Engine (ex: Google)

Check out our FACEBOOK page for event information



Home Discounts Lodging Things To Do Recreation Events Dining

July 10, 2015 | 0 Comments

Agri-Tourism in River Country

Folks from Chicago and other out lying areas make the trek to River Country each year to enjoy Michigan's fresh vegetables, fruits, honey and herbs. There truly is nothing better than cutting into a fresh melon or picking big, delicious strawberries right from the field.

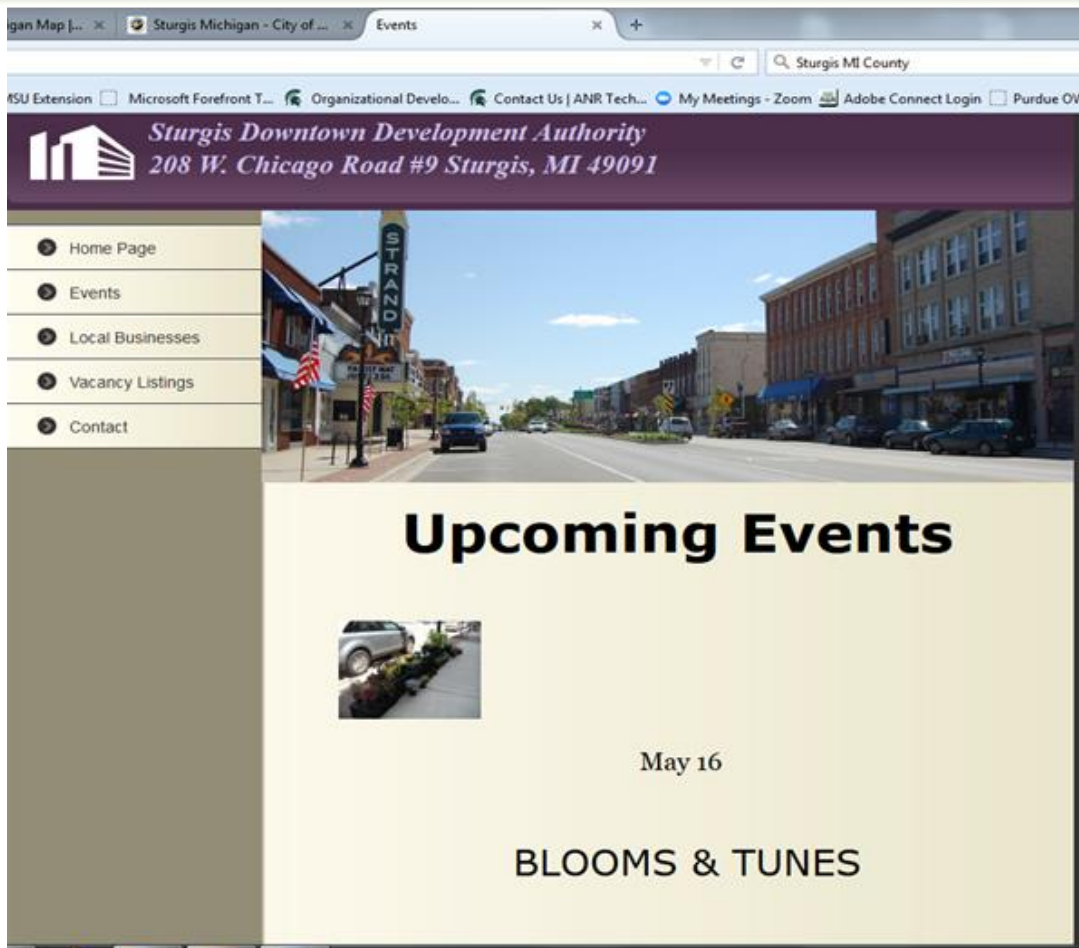


Michigan ranks first in the nation for cucumber, geranium, petunia and Niagara grape production. Our state is second in the nation for bean, carrot and celery production and third in the nation for apple production. With over 200 various commodities grown for consumer consumption, River Country is right in the heart of the farm country.

Visit one of our farm markets, farmers markets or farms this year and find out why more and more people are turning to locally grown fruits and veggies. You cannot beat the taste of a fresh picked apple, peach or melon. Raw honey is packed with nutrition and benefits those with seasonal allergies. Buying locally grown food gives you a peace of mind that you do not get from the big box stores, where you have to read the fine print to know if the produce was even grown in the United States.

Farm Markets:
Corey Lake Orchards
12147 Corey Lake Rd, Three Rivers
May-late November; Daily 8am-6pm

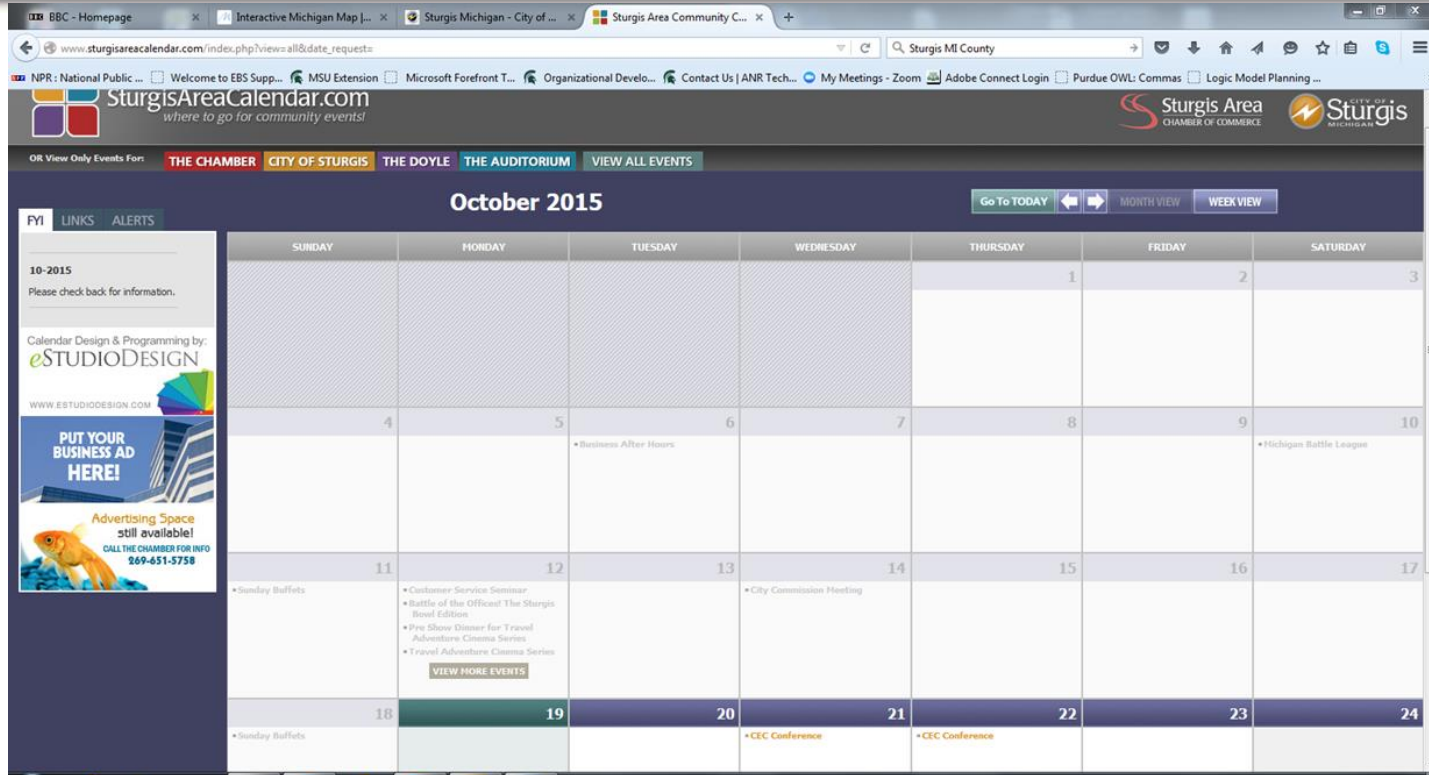




- Calendar not updated since May
- Only “Blooms & Tunes”

+ Coordinating one calendar with all organizations seemed to work well





Events Calendar –

- Positive, Unique, Well organized...
- Several events scheduled for October 2015
- Promoting Chamber, City, The Doyle, collectively



The screenshot displays the City of Sturgis Parks website. The main heading is "City of Sturgis PARKS" with "THURSTON WOODS PARK" highlighted. Below the heading is a large photo of a picnic shelter. To the right of the photo is a description of the park, including its size (27.0 acres) and location (11. Franks Avenue). Below the description are several small thumbnail images. To the right of the main content is a table listing other parks in the city, and below that is a map of the city with a red dot indicating the location of Thurston Woods Park.

| Select a park below to view images and information. | |
|---|---------------------|
| Arthur Carls Park | Covered Bridge Park |
| Franks Park | Free Church Park |
| Langrick Park | Memorial |
| Oaklawn Terrace Park | OM Depot |
| Pahl Point Park | Pioneer |
| Rest-Stop Park | Shadowlawn |
| Spence Fields | Thurston Woods |
| Wall Fields | |

THURSTON WOODS PARK

27.0 acres
11. Franks Avenue:
This large and popular park provides a multi-purpose paved trail, picnic areas, open space, two picnic shelters and play equipment. Many people enjoy the walking trail and the naturalistic feel of the park, which is generated by the mature oak and hickory forest that covers and shades half of the property. The recently built Trojan Timbers playground is located within the wooded western portion of the park.

CLIQUE

Free Church Park

City Parks:

- Comprehensive
- Well designed
- Informative
- 8/15 had photos
- All had descriptions



PURE MICHIGAN

PLAY

STAY

PLAN

SHOP

BLOG

MAP

SEARCH

HOME > INTERACTIVE MAP

PURE MICHIGAN
Your trip begins at michigan.org

Interactive Map

CLEAR RESULTS AND START OVER

PLAY STAY PLAN SHOP EVENTS DEALS RESULTS

106 RESULTS IN 39 LAYERS
Within 25 miles of Sturgis

DISTANCE - CLOSER

- China Garden - Sturgis
Distance: 0 miles from Sturgis
Casual Chinese Dining
- Corner Cafe - Sturgis
Distance: 0 miles from Sturgis
Corner Cafe serves breakfast and lunch seven days a week. Our menu and daily specials offer a delicious selection of fresh-made, hearty dishes sure to please every appetite. Come try one of our famous skillet breakfasts or two slices of...
- Sturgis Area Chamber of Commerce - Sturgis
Distance: 0 miles from Sturgis
A safer, cleaner, more beautiful place to place where business

- + A lot of information
- Not user friendly
- Difficult to understand
- Inefficient
- Not reliable



- The “5 minute” impression upon entering
- Store fronts full and active,
- **Heavy traffic,**
- Small & clean downtown,
- **Plenty of parking,**
- Lacking color,
- **Little signage,**
- Bike lanes,
- **No racks**



+ Welcome signs from entering from the South/Indiana

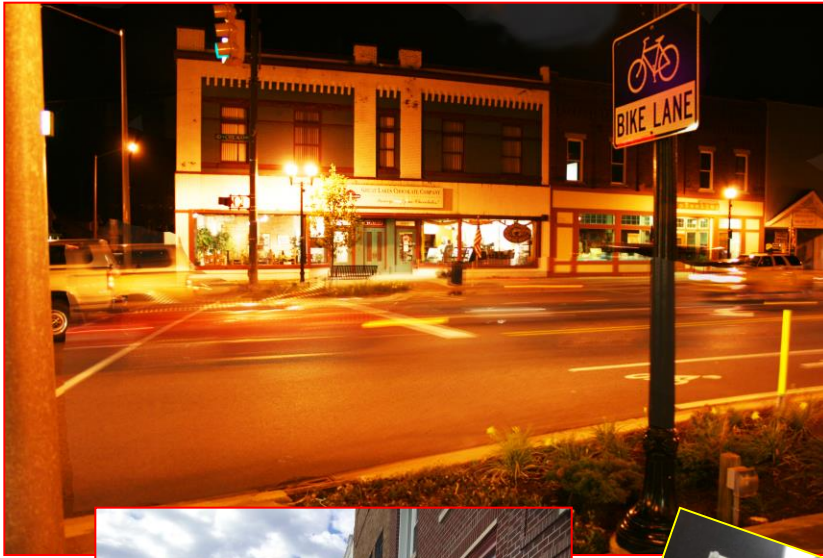
- Didn't see signage entering/leaving from 12 West or East

+ Historical Buildings from the East –very noticeable – could be a good place for a welcome sign/heritage trail sign



Gateway point





Downtown:

- Vibrant and clean
- Active storefronts with connectivity (wifi)
- Welcoming and creative
- Low vacancy rates
- Good lighting= Safe
- Community events (travel education)



Downtown:

- Strong support for *Art & Culture*
- Appears economically strong despite close proximity to big box stores
- Fairly walkable...

But...
Poor safety at crosswalks,
very few cars stopping for
pedestrians





- + Excellent use/note of Heritage Trail
- Very little reference to it in other places (downtown, other side)
- Off by itself
- No signs that you were actually on it
- Sturgis not noted with historical downtown signage or status



- + Visible bike lanes
- very few, if any, bike racks downtown or in places where people could put their bike to visit local shops





Excellent reuse of buildings, adding to character and history of town.

Excellent reuse of the back of the building as front or “second front”
Inviting from both sides



- Most positive experience?
 - *Strong downtown and active storefronts*
- Most negative experience?
 - *Lack of cars stopping for pedestrians at crosswalks*





Michigan



- Stronger web-presence/social media
 - Example: Promo video/Youtube
- Explore downtown accommodation
- Safe crosswalks, pedestrian crossing
- Bike racks downtown
- Recycling receptacles
- More signage
 - Historical
 - Trails (Water and Land)
 - Gateway points
- Connecting to
 - Industry Tourism
 - Traditional rural communities
 - Collaboration (counties/states)
 - Tourism identity

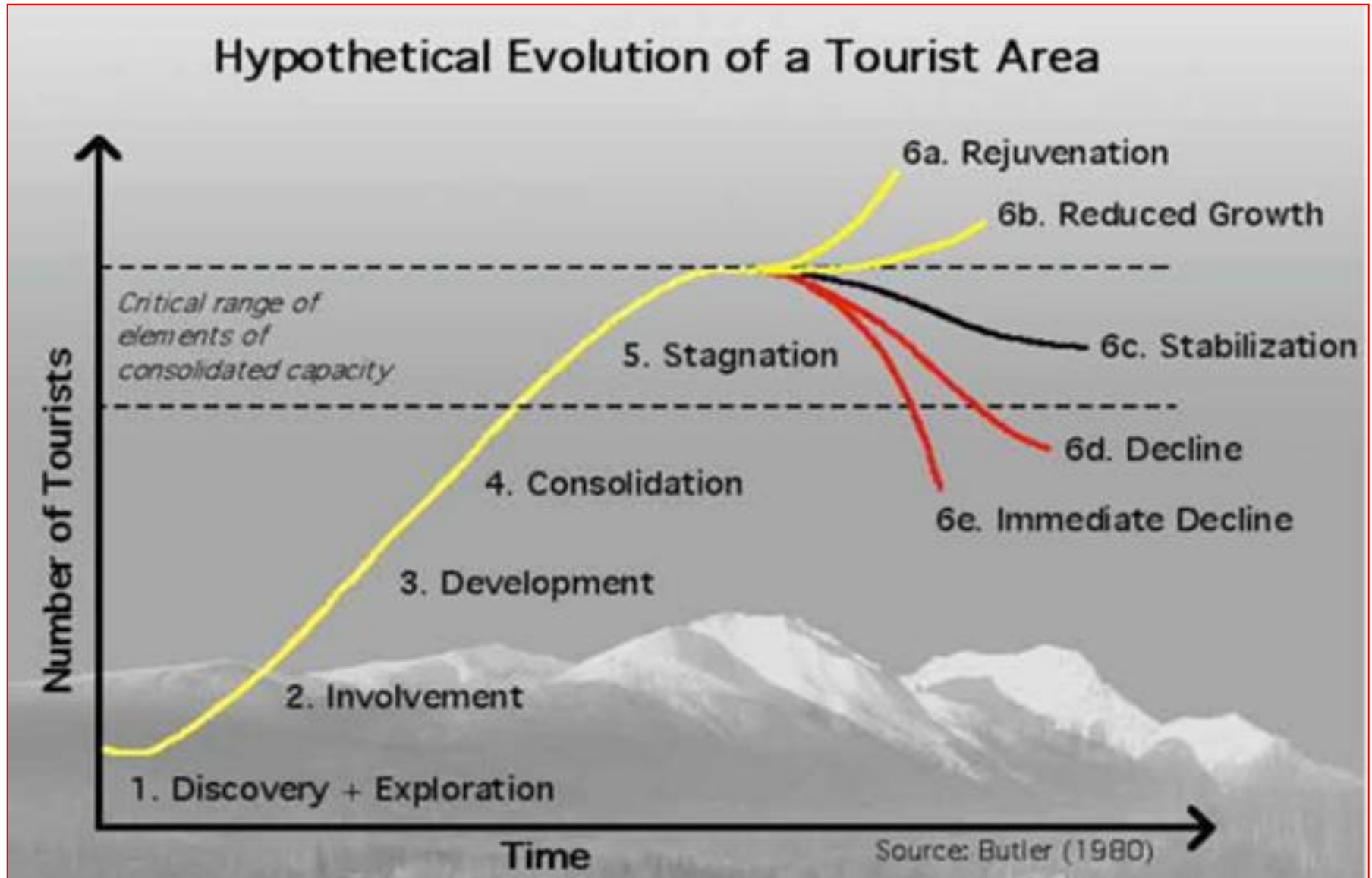


...for MSU Extension Tourism Team

- Provide a summary of findings and copy of PowerPoint will be provided
- Conduct follow up with Sturgis within 6 months to gauge action
- Turn pilot into program
- Tailor to Michigan using Sturgis as example

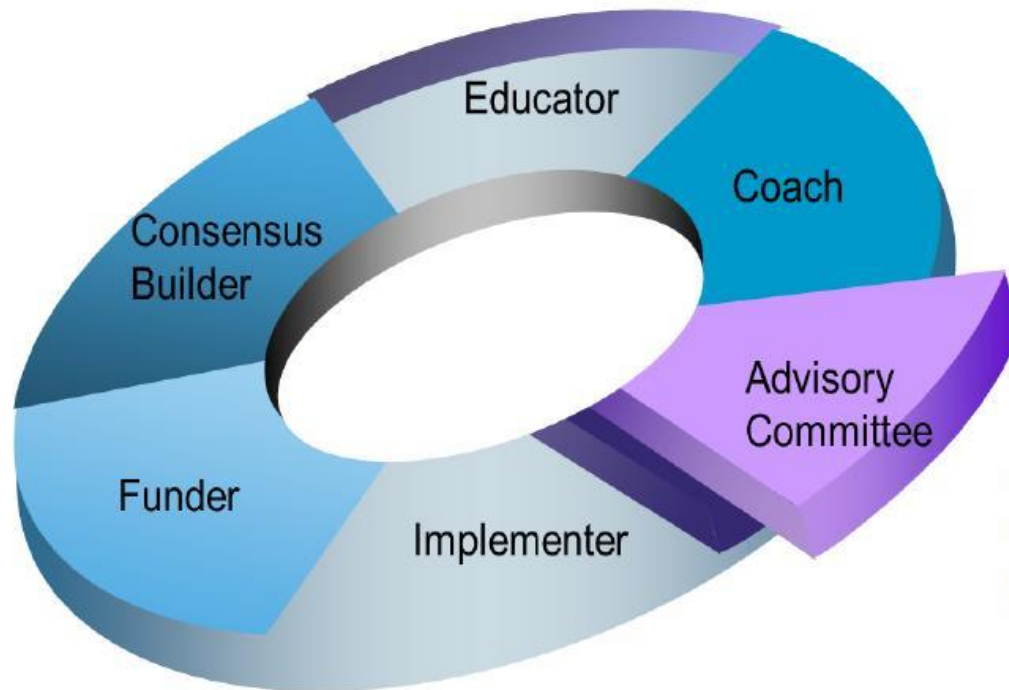


Tourism Area Life Cycle (TALC) - Butler



Creating Quality Places

What Role Will You Play as an Individual?



As a community?

As a Business?

These roles are all very important! There is room for everyone to play an important role.



Questions and/or Comments?



Please take the survey to help shape future
First Impressions programs

Hard Copy or



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