Presentation Outline

• Overview of Case Studies
• Integrated Assessment Ideas for Prioritized Themes:
  – Sense of Place and Community Character
  – Natural/Cultural/Maritime Heritage & Resources Tourism
  – Incorporating Modern Technologies

Integrated Assessment Ideas

• Preserving a Sense of Place and Community Character
• Natural/Cultural/Maritime Heritage and Resources Tourism
• Incorporating Modern Technologies
Preserving a Sense of Place and Community Character

*Increase public awareness of regional resources through education and outreach campaigns*

Topics to cover
- Intro
- Tools from the Assessment Teams
- Current efforts
- Ideas from the Case Studies
- Place-based education

IA ideas: Sense of Place

What is “Sense of Place”?

“the complex bundle of meanings, symbols, and qualities that a person or group associates (consciously and unconsciously) with a particular locality or region” (Datel and Dingemans 1984)
Define Your Sense of Place

- What is the sense of place in Northeast Michigan?
- What makes the region unique?
- What is your regional identity?
- What characteristics do you want to preserve?
- What story do you want to tell?
- Need a shared understanding of the past and a shared vision for the future

Share Your Sense of Place

Share the stories internally and externally...

...create experiences for residents and tourists
...and you have local programs and partners you can build with!

IA ideas: Sense of Place

**Tools from Assessment Teams**

1. Identified clusters of locally-important natural areas
2. Identified cultural resources by type and location
3. Sustainable Design Assessment Team Observations
4. Build-out Scenarios
What natural areas do you value most and want to preserve?

...this is part of your sense of place...

Assessment Tool: Natural Resources

What cultural resources do we value most and want to preserve?

...this is part of our sense of place...

Assessment Tool: Cultural Resources
IA ideas: Sense of Place

AIA SDAT Recommends:

- Communities should
  - “first focus on enhancing their spaces for residents or local visitors, their unique, authentic identity will be magnified.”
  - “Tourism can be a secondary outcome which can continue to be fostered”

Assessment Tool: Build Out Scenarios
**Recommendations**

- Protect existing, don’t acquire
- Tie greenways to local planning, recreation development, and land use processes
- Work proactively with Major Landowners, public and Private

**U.S. 23 Heritage Route: Priority Projects**

- Marketing and Promotion
- Environmental protection
  - Maintain existing recreational, historical, and cultural attributes currently found along Coastal Hwy
  - Encourage Preservation of Natural environment along coastal highway
  - Encourage Preservation and Enjoyment of forests, open spaces and scenic views
  - Encourage cities and communities along coastal highway to continue to improve attractiveness
IA ideas: Sense of Place

“Sense of Place” – Internal Marketing

Examples of work you are already doing...

- Presque Isle Community/Camera “Sense of Place” Project – ask community members to ID and share what is important to them
- “Be a tourist in your own town” community bus tours
- Brown bag lunches – community learning, share what you know/learn with your fellow community members
- Learn from others:
  - Ireland Exchange – learn what others are doing, share what you are doing with them!
  - Invite speakers to share examples of how other communities build around their identity (Example, MSUE’s “Can Small Towns be Cool”)

Presque Isle “Sense of Place” Project

- Convened diverse work group, process included:
  - Community Cameras
  - County Traveling Exhibit
  - Bus Tour
- Opportunity to repeat this exercise in other counties in the region?
  - What makes each community unique?
  - What are commonalities shared regionally?
IA ideas: Sense of Place

Ideas from Case Studies

• Blackstone Valley, MA/RI
• Coastal Ohio
• Queensland, Australia
• Ireland

Tour #8 Mill to Manor, Farm to Ferrier

Tour #9 Life In the Blackstone Valley: On the River and Behind the Scenes

Tour #10 Hidden Treasures of Blackstone Valley

Tour #11 Country Fun in the Blackstone Valley

Today's adventure begins at the Chepachet Farm. Enjoy a scrumptious pancake breakfast and horse-drawn wagon ride through the backroads of Glocester. Learn first hand about maple sugaring during your tour of the Farm's Sugar House, where more than 500 gallons of sap are boiled and prepared for bottling every year.

A stop at the Brown & Rhine Country Store in Chepachet, dubbed “America’s oldest continuously operated country store,” will bring back memories of a simpler time. Then visit the delights of the Foulke’s Farm and its world-famous butter-making demonstration. A short ride brings you to Springlake, where you can enjoy a boxed lunch and try your hand at the vintage penny arcade-games, or just relax and enjoy the view.

Capping off your day is a visit to Powder Mill Lodge Wildlife Refuge in Smithfield. Operated by the Rhode Island Audubon Society, the refuge is a treasure with many fascinating exhibits to examine, as well as trails leading through protected habitat.
IA ideas: Sense of Place

**Protecting Resources/Preserving “Sense of Place”**

- Conducted Regional Inventory

- Market “resource value/protection” to tourists and community members

- Provide resources for businesses to “educate visitors on Eco-friendly practices”
Think BIG about resources!
-- Coastal Ohio Inventory --

- Harbors, museums, lighthouses
- Boat tours
- Scenic tours
- Gardens
- Restaurants
- Bed & Breakfasts
- Wetlands
- Theaters
- Springs
- Stargazing
- Rivers
- Beaches
- Forests
- Farmlands
- Neighborhoods
- Mainstreets
- Galleries
- State Parks
- Festivals
- Fishing
- Craftspeople
- Gift shops
- Scenic overlooks
- Forgotten communities
- Libraries
- Islands
- Nature preserves
- Public parks
- Geological features
- Trails

IA ideas: Sense of Place

Resource Values & Protection

- Interpretive Materials to promote Resource Awareness
- Eco-tips for Tourists
- Recognizing Economic Value of Resources
Protecting their Resources

- Broad community involvement in ecotourism planning and product development
- Developed "visitor codes of practice for industry, government, and community"
- "accessible incentives for industry to adopt ecotourism best practice & technologies"
- Nature/ecotourism accreditation program for industry "adopting sustainable tourism practices"
IA ideas: Sense of Place

Tourism Management in Queensland Protected Areas

A new way forward in managing tourism in protected areas

Guiding Principles for Heritage Places

Tourism management system for protected areas

IA ideas: Sense of Place

Education Products facilitating Tourism’s investment in Community

Protecting and incorporating environmental resources and community values into business planning
Quality Control: “eco-friendly” Certification Reward Programs

- Various types and levels of certification

- Developed, training, evaluation varies:
  - Local and state
  - Within industry
  - International standards/programs

- Awards & Promoting “Best Practice” businesses

Michigan, Great Lakes Stewardship Programs/Material Examples

Marina Accreditation Program – Opportunity to “market quality marinas”?
Ireland – Sense of Place
(research provided by D. Glenn, E. Lamb, and W. Valentine)

- Northwest Ireland’s “Sense of Place”
- Tourism: Murrisk Development Association
- Marketing Local Products: Irish Sheep and Lamb Producers

Northwest Ireland – “Sense of Place”
(research provided by D. Glenn)

- Rural communities (similar to NE MI) struggled, despite national economic boom
- Concentrated on describe Greatest Assets as:
  - People,
  - Community Spirit, and
  - Pride of Place
- Focused on developing Kiltimagh “for the people who live there 365 days a year”; hoping that tourists would also enjoy experience and return
• GLFT: An Immediate Funding opportunity to support Great Lakes Stewardship in the region

• Engaging Students through their education in YOUR community through:
  – Place-based Education (Sobel); or
  – Community-based Education (Yoder)

Littleton (CO-SEED) and Rachel Marchall Outdoor Learning Lab (RMOLL) Examples

• Discovering & Interpreting local Resources
  – CO-SEED:
    • Littleton H.S. students planning and mapping a trail that loops through historic sites in their school district
    • Littleton 3rd graders producing a book [sold in local bookstores/visitor centers] recounting the way their town has changed over time
  – Rachel Marchall Outdoor Learning Lab:
    • Developed “Riverwalk” interpretive signs explaining both natural and built environments along the River
    • Students creating River Discovery Center Museum
Local PBE Examples already at work!

- PRESQUE ISLE: Onaway Schools – Ocqueoc River Celebration, a partnership with Ocqueoc River Commission
- ALPENA: Alpena Film Festival – discovering National Marine Sanctuary and Underwater archeological resources
- ALCONA: Alcona H.S. Ag and Natural Resources Program – entrepreneurially engaging in resource-based activities of the region (maple syrup making, aquaculture through local trout farm, etc.)

Monitoring Sense of Place

- How strong is our sense of place?
- Is it changing as a result of our actions?
- Develop survey instrument that
  - Measures level of attachment to community, region, state (Samai 1991)
  - Measures sense of community (City of Calgary)
  - Identifies the characteristics that define the region’s sense of place