Which is more critical?

- Government coordination and communication
- Growing an entrepreneurial community and attracting business interests
- Incorporation of modern technologies
- Natural, cultural and maritime heritage resources tourism
- Preserving sense of place and community character
1. Develop local advisory councils
2. Develop regional master plan
3. Coordinate economic development & tourism
4. Implement master plans and ordinances
5. Develop regional funding strategy

How important?

How achievable?
How important?

How achievable?

1. Enhance public/private coordination
2. Educate local officials
3. Launch/expand business education
4. Partner with Alpena Com. College
5. Assist with business marketing plans
6. Develop around commercial fishery
7. Entrepreneurial lessons in middle school
8. Develop Regional entrepreneur club
9. Additional research for economic decision-making
Modern Technology

How important?

How achievable?

1. Market regional tourism opportunities
2. Market entrepreneurial opportunities
3. Use GIS technology for visualization
How important?

1. Increase non-traditional tourism
2. Maintain traditional tourism
3. Develop coastal access points
4. Change boat slip policies
5. Provide interpretive opportunities
6. Provide guided educational access
7. Coordinate cross-marketing
8. Market as heritage & nature destination
9. Capitalize on Maritime Sanctuary
10. Utilize TBNMS as gateway visitor center
11. Develop advisory group for planning
12. Network state lands
How important?

1. Increase public awareness
2. Develop place-based curriculums
3. Provide view-sheds
4. Protect unique city & village centers
5. Balance local resources with economic development
6. Protect historic architectural resources
7. Provide space for community interaction
8. Preserve working landscapes