

## **Saginaw Bay Coastal Initiative Saginaw Bay Tourism Work Group**

The Saginaw Bay Tourism Work Group has been developed and is coordinating an on-going effort to enhance economic development through expansion of tourism and coordination of efforts in the Saginaw Bay coastal area. State agencies such as Travel Michigan, Department of History Arts and Libraries, Department of Natural Resources, Department of Environmental Quality, Michigan Department of Transportation and the Michigan Department of Agriculture are working with local tourism interests (convention and visitor bureaus, destination marketing organizations, MSU Extension and others) to promote the Saginaw Bay coastal area as tourist destinations for cultural, historic, maritime and other attractions. The initial effort of the Work Group has been to bring all interested parties together to discuss on-going tourism-related efforts within the Saginaw Bay coastal area.

The Work Group will provide local coordination of tourism efforts through identifying destination-based efforts (history, arts, etc.). The Work Group has agreed to create an inventory focusing on the "Geotourism" concept and will include major categories such as:

- Historic resources,
- Natural resources,
- Recreational resources,
- Cultural resources,
- Scenic resources,
- Agricultural resources, and
- Other important resources.

For more information contact either Shirley Roberts, Executive Director, Bay Area Convention and Visitors Bureau at [shirley@tourbaycitymi.org](mailto:shirley@tourbaycitymi.org) (989-893-1222) or Jim Bredin, Department of Environmental Quality at [bredinj@michigan.gov](mailto:bredinj@michigan.gov) (517-335-4232).