



RESPECT **MARQUETTE** **COUNTY**

Program Evaluation

Intro & background

1. *Respect Marquette County* is a eco-tourism program within “Travel Marquette” DMO.
 - a. Created to promote sustainable tourism by educating both visitors and locals on ways to minimize environmental footprint.
2. **Evaluation Purpose:** To assess the effectiveness of the program’s outreach and the community’s adherence to its principles.
3. Background: An increase in tourism has put vulnerable areas of the environment at high risk of deterioration.
 - a. Negative effects on parks
 - b. Collaboration with *Leave No Trace* and other environmental groups to build a framework

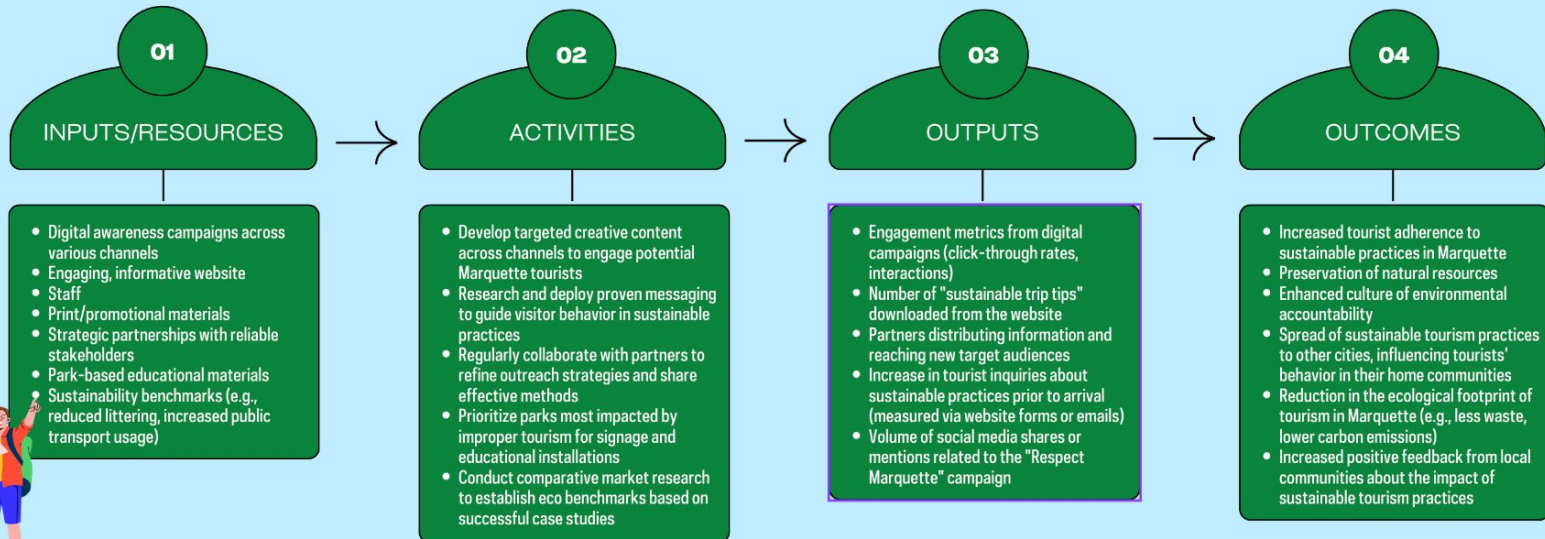


Logic Model



Respect Marquette Program

GOAL: To increase awareness and participation of sustainable tourist practices amongst all individuals and groups when visiting Marquette County



Stakeholders

01

Local Gov.

Marquette City Council,
County Planning Dept, Parks
& Rec Dept.

02

Conservation Groups

Leave No Trace, Upper
Peninsula Land
Conservancy, Michigan DNR

03

Local Businesses

Prominent hotels,
restaurants, breweries, and
sportsman shops

04

Local Residents

Individuals and groups
that live in the MQT area

05

Tourists

Can range from all types of
travelers. Seasoned
outdoorsmen to families

06

Tourism & Economic Development Orgs

Lake Superior Community
Partnership, Travel
Marquette

Approach & Technique Methods

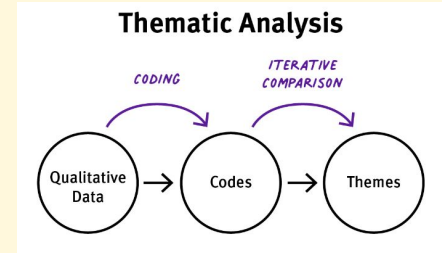
How to evaluate program's effectiveness?

Data Collection

- Surveys
 - Local business / resident surveys
- Observational data
 - Trail monitoring
 - Compliance
- Stakeholder Interviews
 - Check-ins with partners

Analysis

- Comparative analysis
- Thematic analysis



Reporting

- Quarterly reports
- Public Updates

Measures & Samples

01

Environmental

Using key areas, high-traffic parks, as comparison samples.

02

Visitor

Engaging in various survey methodologies to accurately represent visitor behaviors.

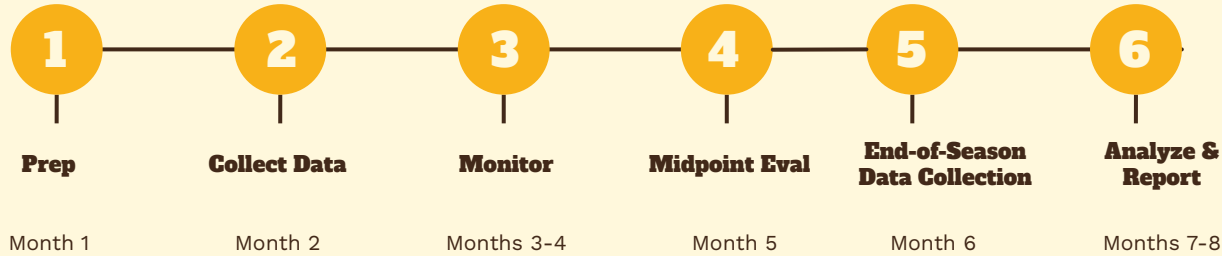
03

Stakeholders

All members of the community will be surveyed to shape a holistic picture of current status

Logistics & Timeline

Six Step Plan:



Logistics:

Roles & Responsibilities

- Evaluation team
- Partner Orgs
- Volunteers

Resource Allocation

- Technology
- Physical resources
- Funding

Budget

70k

Personnel Costs

60k

Data & Reporting

20k

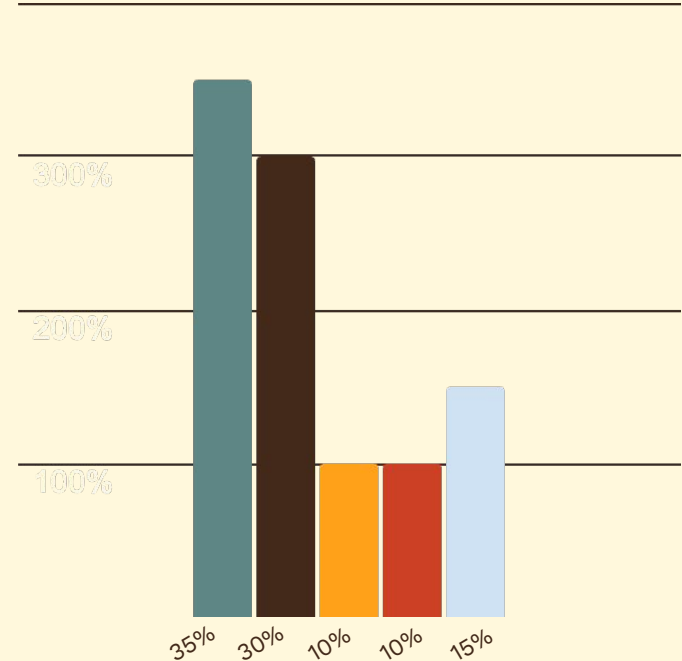
Travel

20k

Comm. Engagement

30k

Education Outreach



*Projections based off a 200k budget

Questions?

Thanks for listening! 🌲☕

