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[BLISSFEST MUSIC ORGANIZATION TOURISM AND RENEWABLE ENERGY FEASIBILITY]

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Executive Summary

Blissfest Music Organization (BMO) is a non-profit organization based in Emmet County, MI. July 2010 will mark the organization's 30th annual music festival. BMO is an active organization in the local communities, providing folk arts programming to them in conjunction with the yearly festival. In February 2009 the Blissfest Music Organization was granted a special use permit for their 120 acre property in Readmond Township. Prior to this special use permit, BMO was only allowed to use their property for the three days of the Blissfest Music Festival each year. The remainder of the year the land the property complied with the Emmet County Zoning Ordinance, and is zoned Farm Forest. The Blissfest Music Organization presented the Michigan State University Urban Planning Practicum group with two goals. The first goal was to make recommendations for new programming activities for the year round use of the site to draw in tourists. Secondly, a determination of the feasibility of employing wind and solar energy on site. Therefore, this report is divided into two main sections; tourism and alternative energy.

Tourism

To begin, a careful analysis of the existing tourism industry in northern Michigan was done. This analysis compared Emmet County to both Michigan and the United States averages for common aspects of tourism. These aspects included things such as number of visitors, reason for visit,

types of accommodations, time of visit, average spending, and length of stay. Much of this data was gathered in the early to mid 2000s, and to update this, recent articles on Michigan tourism were consulted. We concluded that tourism travel and spending is declining, although it is still in the top three industries in every state in the United States. The State of Michigan has seen less of a decline in tourism compared to other states and northern Michigan has declined even less. This is because of the natural features and cultural resources in the area. The area is well suited for forms of tourism such as sustainable, educational, cultural, and agricultural. These forms of tourism were explored and examples provided. From these explorations suggestions for the Blissfest Music Organization were made. These suggestions included:

- Define the typical Blissfest tourist
- Expand musical and cultural programming
- Construct a playscape area for children
- Expand the disc golf course to 18 holes
- Expand marketing research
- Construct outdoor kitchens in the camping area
- Additional staff to accommodate expansion
- Various small alterations to the Blissfest Arts Recreation Center

Alternative Energy

The first step to determining energy feasibility for the Blissfest site was to analyze the historical energy consumption of BMO. The client projected future energy needs in addition

to what is already being used on the site. This allowed the analysis to continue into wind speeds on the site at various altitudes. After determining the wind speeds were adequate, different wind turbine models were investigated for electrical output efficiency. Models were compared on cost and electrical output. For the solar aspect of the alternative energy the solar intensity was identified for the site. BMO had previously requested the use of one particular type of solar panel; the amorphous photovoltaic panel. Panels were proposed on the roof of the Blissfest Arts Recreation Center. Similar to the wind turbine models, output and cost were compared for different solar panel brands. The highlights of the two options are as follows:

Option 1:

- Four roof mounted and four tower wind turbines
- 271 pieces of solar paneling were placed on the Blissfest Arts Recreation Center roof as well as the information/store building roofs.

Option 2:

- Two 80ft. tower wind turbines
- 87 pieces of solar paneling were placed on the Blissfest Arts Recreation Center roof.

Urban Planning Practicum Class Structure

This document was prepared by the Planning Practicum class at Michigan State University. This class is the capstone class for students in the Urban and Regional Planning program in the School of Planning, Design, and Construction. The

intent is to give students hands on experience and to use what has been learned in the classroom and apply it to real world situations. Students gain a better understanding of the skills required in the workplace such as data gathering, and analysis, on site work, map and graphics creation, and professional report writing. In groups, practicum students work with clients to produce viable solutions to the problems or issues presented. The scope of these projects is kept manageable in order to complete them in one semester's time.

The Urban Planning Practicum groups are guided by both the clients and Michigan State University faculty Dr. Zenia Kotval and Dr. Rex LaMore. This class is an essential step in the students' transition from academia to the professional world.

The Client: Blissfest Music Organization

This document was compiled for the Blissfest Music Organization located in Emmet County, Michigan.

Blissfest People

Staff

Jim Gillespie, Executive Director

Rebecca Otto, Administrative Assistant

Melissa Dragicevitch, Administrative Assistant

Board of Directors 2010

Lorraine Manary, President

Joe Wambold, Vice President

Jerry Dragicevich, Treasurer

Deb Danforth, Secretary

Board Members

Paula Adams, Tony Williams, Mike Guisinger, Bob Schneider,

Jasmine Petrie, Bob Humphrey

Introduction

The Blissfest Music Organization (BMO) is a group of people who believe that music, art, culture, sustainability and community are essential to our quality of life. The organization has a history of sound land use practices. As they expand their facilities, they would like to continue promoting environmental excellence by demonstrating the art of permaculture on their

site in northwest Emmet County (refer to maps 1 and 2 on page 16). Permaculture is an ethical design system applicable to food production, land use, and community building which seeks sustainable ways of living. With the special use permit granted to Blissfest in February of 2009 the organization can now use their property 365 days of the year. The Michigan State University Practicum team was asked to perform a regional tourism study based on information supplied by the 2009 Emmet County Recreation Plan, the recreation plans of Cheboygan and Charlevoix counties, as well as tourism information collected by independent agencies for the State of Michigan. Using the data gathered from this inventory we offered recommendations for additional ecological, educational, agricultural, and cultural tourism opportunities that are feasible for the Blissfest property. Our recommendations are based on existing area facilities, initial investment costs, ongoing costs, and revenue potential. Aside from becoming a tourist destination in Emmet County, the organization would like to ultimately become independent from the utility power grid. Their long term goal is to generate enough wind and/or solar energy throughout the year to completely power their activities year round as well as a 3 day music festival each year in July. Different models of wind turbines and solar panel options have been researched and net output and available incentives have been determined for each alternative. These alternatives allow Blissfest Music Organization to make an informed decision that best fits their needs.

Blissfest Music Organization Mission Statement

“The Blissfest Music Organization is a 30 year old non-profit arts education group organized for the purpose of preserving and promoting cultural heritage and diversity with a focus on traditional music, dance and crafts as well as supporting creators and innovators of these folk arts. The organization also acts as a local and regional resource for the teaching, presentation and encouragement of folk music and folk culture and sustainable living from America and all countries” (“Mission statement,” 2010).

History

The Blissfest Music Organization has occupied their property in Redmond Township, which is located in Emmet County, Michigan since 1988 and has been hosting an annual Folk and Roots music festival in July. The organization was originally created from a small arts club called the Spectrum Center above the Grain Train natural foods co-op in Petoskey (“Mission statement,” 2010). Blissfest Music Festival was first a partnership between Spectrum Center and an alternative school called Bliss School in Bliss, MI (“Mission statement,” 2010). The first music festival began in a potato farmer’s field in Bliss, MI in 1981. Currently there is a 5,000 person cap on festival attendance. After renting the festival farm property, Blissfest Music Organization purchased the 120 acre property in 1995. An additional 16 acres are leased from the neighboring property owner. The Blissfest Music Organization has the designation of a 501 (c) (3) organization. The primary goal of the Blissfest

Music Festival is to host a premier “green” event minimizing its impacts on the surrounding rural areas. Not only does the organization host their yearly music festival, but they actively engage surrounding communities and provide outreach programs such as music, dance and songwriting sessions for youth and adults. The Blissfest Music Organization also makes matching grants to help bring “heritage performances and workshops” to schools and local groups. The organization prides itself on “preserving and promoting cultural heritage and diversity with a focus on folk and roots music, dance, oral history and crafts from America and all cultures” (“Mission statement,” 2010).

Current Blissfest Amenities

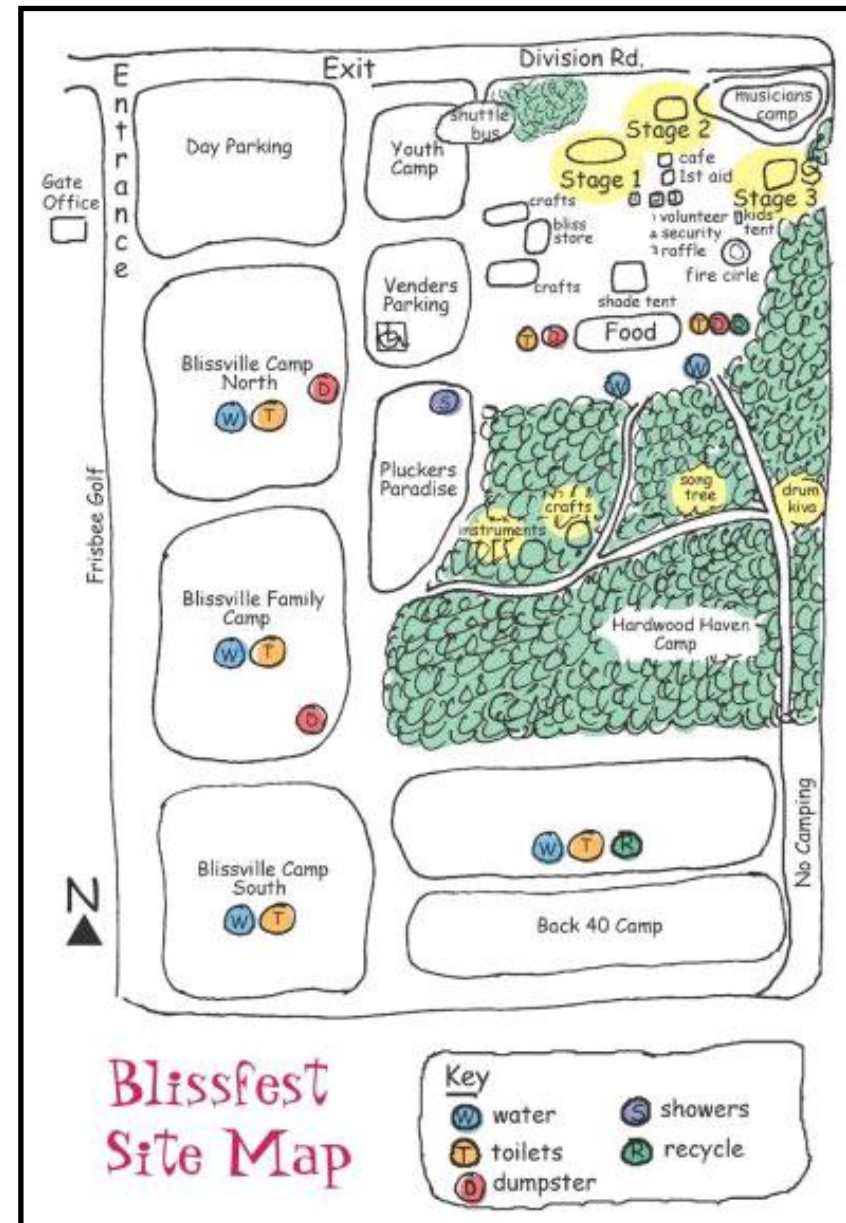
Programs

BMO offers programs for individuals, community groups, and schools that combine cultural heritage experiences with education and performance. *Ukes for Youth* and *Ukes for You* are programs that introduce the baritone ukulele to 4th-6th graders and adults and families respectively. *Woods and Water* is the performance of traditional and contemporary lumbering and maritime music. Individual lessons are offered on the fiddle, banjo, guitar, and other traditional instruments. The Old Time County Dance Series teaches adults and children round, line, and square dances with live music and an instructor. The Rustic Ballroom Swing Dance Series features an 18 piece big band and explores swing, foxtrot, waltz and latin dance styles. There is a Blissfest Folk Concert Series with regular performances at the Crooked Tree Arts Center in Petoskey and other local venues. Folkscool are intensive workshops offered prior to the Blissfest Music Festival in all aspects of folk music, dance, and crafts ("Community outreach," 2010).

Support

Songwriting Seminar BMO will match grants to bring cultural heritage performances and workshops to schools and other groups and they also show support for area organizations by sponsoring music and dance programs ("Community outreach," 2010) such as the Harbor Springs Street Musique Program , a summer festival of music with street corner sounds of jazz, blues, folk, classical, and pop music. The BMO sponsors

FIGURE 1: Blissfest Site Map (not to scale); Photo Credits: www.blissfest.org



collaborations with other arts organizations to provide enrichment in the folk arts including sponsorship of Lamb's Songwriters Retreat. They underwrite sponsors for folk music on public and student radio stations and also provide scholarships for training and education in the arts.

Membership

The Blissfest Music Organization derives much support from individuals, families, business, and other organizations. Blissfest accepts charitable donations and is an IRS designated tax exempt organization. Those who purchase annual membership support the activities of the BMO in promoting and preserving traditional music, dance, and crafts. Members in return receive a newsletter, discounts on concerts and dances, admission into special events, as well as participation opportunities as a volunteer. Members also receive recognition in the annual Blissfest program booklet that is distributed at the festival. The most dedicated supporters are offered patron memberships. Patrons receive additional recognition and benefits, festival tickets and more.

Membership rates Single (\$15/year) Family (\$25/year)
Business/Org (\$50/year) Patron Silver (\$500/year) Gold (\$1000/year)

Festival

In July of 2010 the Blissfest Music Organization will celebrate the 30th annual festival at their farm in northwest Michigan with music, culture, art, and the community.

"The universal language of music, a beautiful location, like-minded people and a celebration of the summer season are a truly spectacular combination that creates "The Bliss." In 2009 Blissfest was nationally acknowledged by Party Across America as one of the 101 best festivals and celebrations in the county. The BMO has also been recognized and honored with the Michigan Governor's Award for Arts and Cultural Organizations, a Petoskey Chamber of Commerce Mission Award for Cultural Tourism, and an Eddi Award from the local arts community" ("Blissfest Festival," 2009).

Map 7 in Appendix 1 shows the master festival map. The festival takes place the first weekend after the fourth of July. The festival runs from Friday through Sunday, but visitors often line up Thursday night hoping to get the best camping locations. The 120 acre Blissfest Farm is completely altered into a lively community-orientated village complete with all of life's essentials. Amenities such as solar showers, toilets, trash/recycle/compost bins, and even an ice truck keep the 5,000 visitors comfortable. Security, BlissAssist, and Host Posts are all available to

FIGURE 2: Solar Showers at Blissfest; Photo Credits: Kelly Richardson





FIGURE 3: Express Your Bliss Walls; Photo Credits: Kelly Richardson

monitor and assist the festival goers.

A vending area includes arts and crafts merchants, healing arts providers, service retailers,

nonprofit booths, food and beverage vendors, and the Blissfest Store.

The arts & crafts fair exemplifies the concept of caring capitalism, where amateur and professional artists and

FIGURE 4: Main Stage aerial; Photo Credits: www.blissfest.org



craftspeople sell their wares at fair trade prices.

The healing arts booths feature health care practitioners of alternative and complimentary health care including massage, herbal treatment, spiritual readings, psychic guidance, and tai chi instruction.

Service Booths are specialty booths available for retail type vendors who provide services that are relative to festival activities. Currently only 3 retail booths are available and they are first offered to the previous year's vendors. In 2009 the service booths were the Locavore (linking local farms to consumer's tables,) Bearcub Outfitters (providing for all camping needs) and Zamar Guitar (providing for all guitar needs).



FIGURE 5: Main Stage Crowd; Photo Credits: Kirstin Manges

Non Profit Booths spread awareness and encourage activism. In 2009 the Yellow Dog Watershed Preserve and Save the Wild U.P. had a booth, as did the Cross Village Rugworks, The Ecology Center, and The Michigan Network for Children's Environmental Health.

Food vendors offer festival goers an amazing selection of delectable treats. The festival prides itself in having a variety of food and beverage choices that include ethnic, organic, traditional, and carnival style foods. 2009 food vendors included Real foods, Big Johns, Horton Bay Store, Cafe Bliss, Tom's Moms, Zoias, Sweet Tooth City, Shanti, Grillers, Village Café, Greek Delights Inc., Taste of Thailand, Wolly Burger, Pink Flam-n-Go, Chocolate Bliss Brownie, and Blissfest Ice Cream/Ice.

The main draw for festival goers is the music. Three stages host a variety of Bluegrass, Blues, Cajun, Celtic, Folk, Jazz, Latin, Ethnic, Roots, and World music performers.

Other nodes of activity can be found in the hardwood forest. The Drum Kiva is a place to hang out, drum and dance. The Song Tree is a place for everyone to share music, and the Instrument Workshop area is a place to create and to learn to play music on instruments such as the harmonica and baritone ukulele.

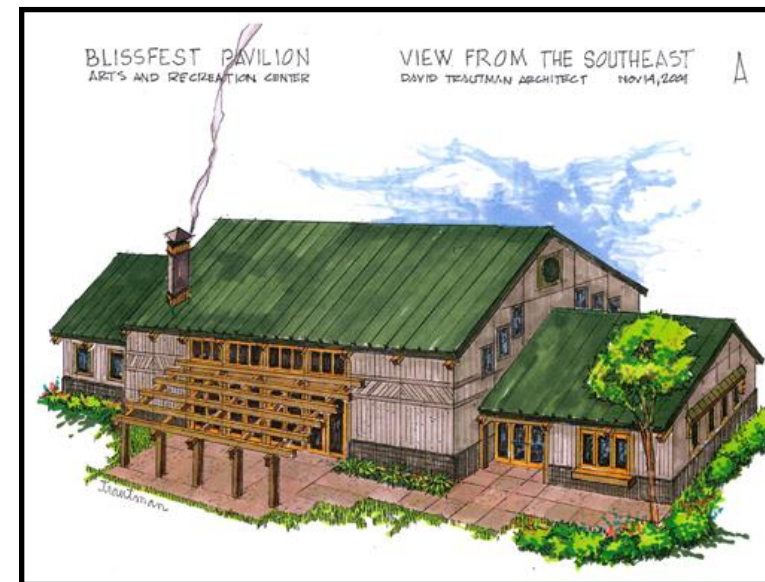
An abundance of Craft Workshops allow people to participate in activities such as beading, silk painting, shaker box making, root beer making, crocheting rugs, juggle sticks,

hula hoop making, raffia basket making, and copper wire wrapping.

The kid's area is a place featuring activities for toddlers, kids, and teens such as painting, linoleum block printing, lanyard making, journal making, and Guatemalan weaving. On Sunday a Kids Parade takes place with instruments made at the kids craft area.

In addition, the festival has a shade tent and a fire circle. Both are meeting places that enhance community building.

A courtesy shuttle runs on Friday from the parking area



to the woods camping entrances to insure an easy move in. A Saturday shuttle moves people from day parking to the concert

FIGURE 6: Proposed Blissfest Arts Recreation Center; Photo Credits: www.blissfest.org

area. An express bus runs to the Cross Village Store. Another bus runs from the Bliss Farm to the Sturgeon Bay Beach with a stop at the Bliss Store.

The Blissfest Farm features a 9 hole disc golf course that is only available during the festival. The objective, much like traditional golf, is to toss your Frisbee disc into the basket hole. Disc golf is an easy way to have fun while exercising and it also has a low environmental impact. The course was designed by Mitch Weber and Curtis Johnson and has natural tees and uses flags for guides along mowed pathways. The course is featured in *Disc Golf Michigan: The Definitive Guide to the Disc Golf Courses of Michigan, 2nd Edition* written by Stephanai Myers.

Festival Cost

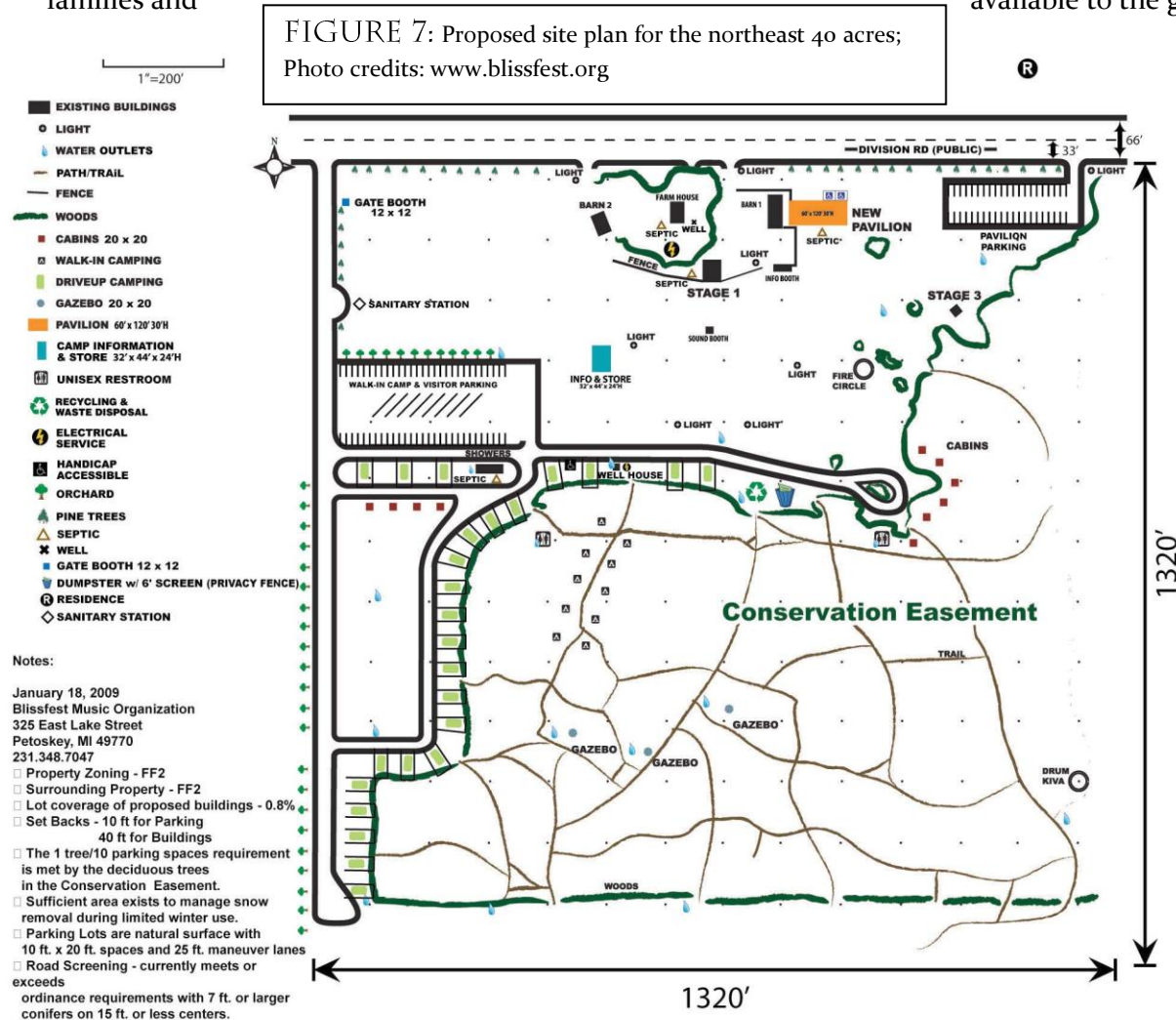
BMO members are offered tickets at discount prices. In addition, the sooner you purchase your festival tickets the cheaper they are. Weekend teen passes range from \$28-\$45 and require that the teen is accompanied by an adult. Weekend prices for adults range from \$60-\$95. Weekend prices for senior range from \$60-\$85 dollars. Camping costs an additional \$18-\$50. Volunteers are necessary to run the Blissfest Festival and they trade their labor for a weekend ticket.

Proposed Blissfest Arts Recreation Center Project

The Blissfest Arts Recreation Center (BARC) Project has the intention of expanding the use of their 120 acre facility for smaller groups to "experience arts and general recreation in a quiet and natural setting" ("BARC Project Description"). The construction of the Arts Recreation Center includes a solar powered multi-purpose administration/greenhouse facility, a year round camping area with up to 35 permanent camp sites, ten unique resort cabins, a camp store, and smaller gazebo areas. In addition, significant improvements are planned to be made to the existing farmhouse, outbuildings, and main stage. Nature trail, orchards, gardens, and demonstration facilities for wind and solar energy are also aspects of the BARC project. The 35 rustic campsites will have no hookups. It will cater to tents and small RV's. Some sites will be walk in only and there will be a few special needs campsites with limited electricity and water. Maximum occupancy for the new facilities will be 200-300 people at any one time.

The BARC project will provide the infrastructure necessary to accommodate Blissfest's plans to expand its programming and provide year-round service to the arts community of Northern Michigan. The primary goal of the Blissfest Arts Recreation Center is to create a facility for cultural, recreational and sustainable living experiences that families and

individual can enjoy in a quiet natural setting. The center will place special emphasis on cultural heritage with performances, dances and workshops. In addition, general recreation activities, ecology and renewable energy education, and gardening and farming experiences will be available. The new multi-purpose facility will be for guests of BMO and be made available to the general public. It is to be 7,200 sq. ft. and will house future dances, concerts, and craft workshops. The center will place special emphasis on roots



music, dance and crafts education. General recreation activities, such as camping, hiking, nature walks and gardening, will also be available at the facility. Guests and members will be encouraged to participate in developing and maintaining the facility's gardens, orchards, and trails. The recreational center will also be used for retreats, school programs, workshops, and small summer concerts in addition to general recreational use by Blissfest members, guests and the general public. BMO intends to construct the pavilion in such a way so as to mitigate excessive noise from the activities inside that may disturb the neighbors. The building is to be located in the northeast corner of the north eastern 40 acres of the property. It will replace the large tent that is currently used as the second stage during the Blissfest Music Festival in the summer. The multi-use pavilion will have an additional automobile parking lot with full cut-off lighting and will be designed to current parking size regulations, to accommodate visitors during the community activities.

The rustic cabins are to be located in or near the conservation easement and

each one will not exceed 400sq ft in size. The cabins will only be located in the conservation easement upon approval from Emmet County. Solar and wind energy will be considered to power the 10 cabins. Any wind turbines used would be non-commercial turbines and must meet the Emmet County Zoning ordinance regulations on wind turbines.

The rustic camp sites will be in compliance with state and local regulations for camp sites. There will be no electrical hookups for these sites with the exception of a few special needs sites with limited access to electricity and water to accommodate people with disabilities. BMO hopes to attract mostly primitive campers in tents or small pop-up RVs and campers. A portion of the campsites, up to 10, will be walk-in tents only. These campsites will be available for use mainly during the summer season of May through October. Winter accommodations will be considered for wintertime recreational activities.



FIGURE 8: Blissfest Festival Aerial; Photo Credits:
www.blissfest.org

All new activities for the site will be designed to fit with natural setting of Emmet County. Characteristics of the surrounding communities were taken into account with the

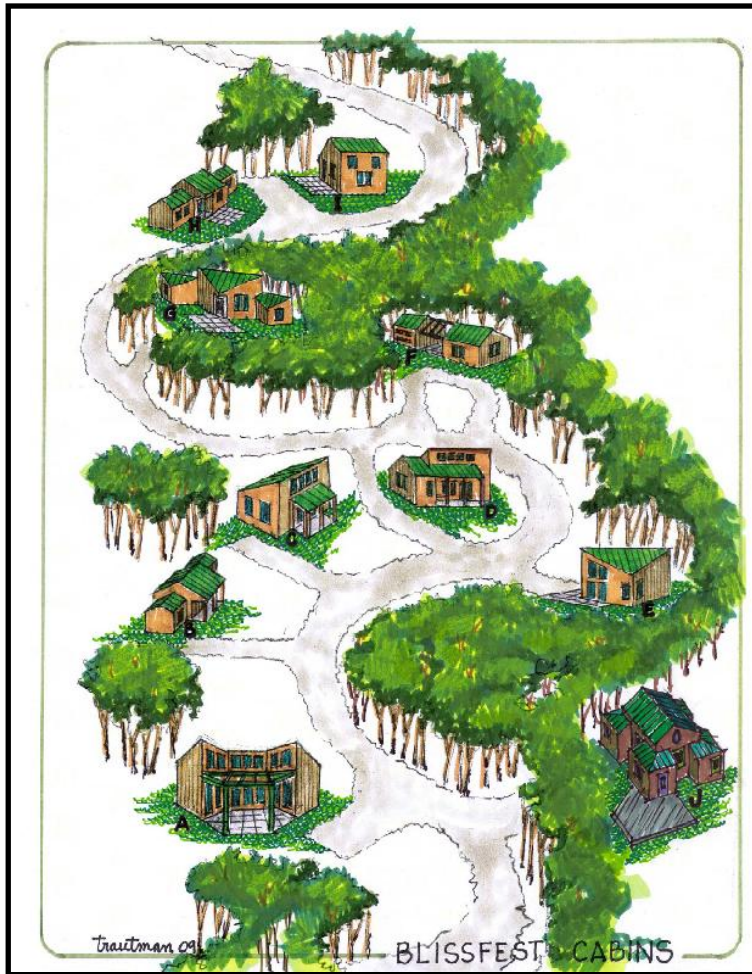


FIGURE 9: Proposed Cabins; Photo Credits: www.blissfest.org

creation of the BARC plans as well as the wants and needs of the local population. Cultural recreational facilities will remain low-impact similar to other recreational facilities in the area, but on a smaller scale and focusing on small groups.

Source: Blissfest Arts Recreation Center Project Description

BMO has already begun a capital campaign including pending and/or planned grants with the US Department of Agriculture, The Frey Foundation, and The Kresge Foundation. Dale Hull and associates of Petoskey is running the campaign. The spring of 2010 marks the beginning of the active phase of the campaign and public involvement is encouraged. The table below shows the project costs for the BARC project ("Blissfest arts recreation," 2010).

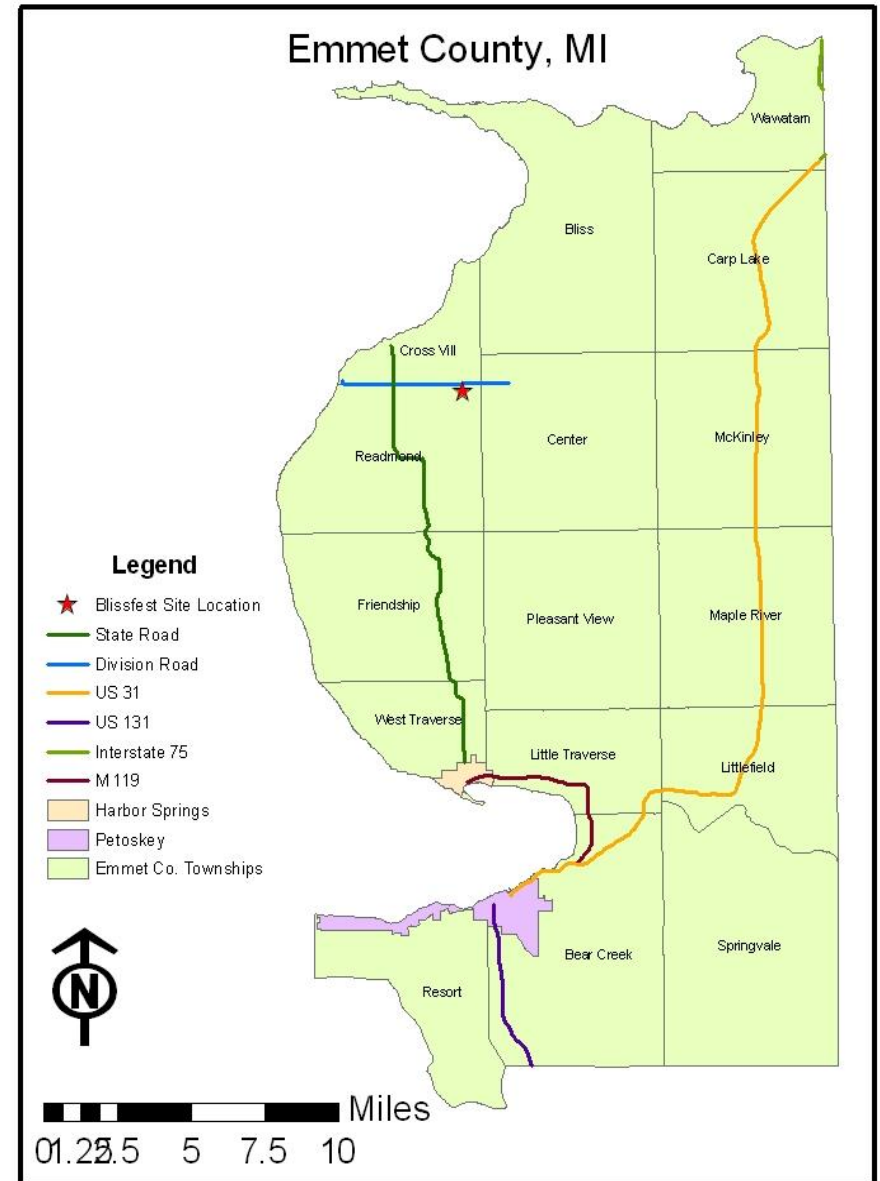
Project Costs	
Construction	\$2,116,000
Professional Fees	\$55,000
Equipment and Fixtures	\$205,000
Renewable Energy	\$81,000
Contingencies	\$250,000
Fundraising and Finance	\$152,000
Total Project Costs	\$2,859,000
Support to Date	\$155,000

TABLE 1: BARC Project Budget

Map 1



Map 2



Emmet County Background

Social Characteristics

At the very tip of Michigan's lower peninsula on the west side is Emmet County with a population of 31,437 in 2000 ("US Census Bureau"). The County is bounded on the north by the Straits of Mackinac and on the west by Lake Michigan. To the east is Cheboygan County and to the south is Charlevoix County. Emmet County has a population of 31,437 according to the 2000 U.S. Census. Table 2 shows the population of the individual age groups. Contained within the county are 2 cities, 3 villages, and 16 townships ("US Census Bureau"). The two major cities in Emmet County are Harbor Springs and Petoskey. Emmet County also has 68 miles of coastline on Lake Michigan and the site is approximately 2 miles from Lake Michigan. Although the economic impact associated with the summer tourism is a significant contributor to the economy, education, health, and social services were the

dominant industries at the time of the 2000 census. Emmet County has seen a steady population increase since the 1960s and the growth rate has been slightly faster than that of the state as a whole ("US Census Bureau"). Emmet County has

TABLE 2: Age Distribution

Age Distribution of Emmet County, 2000			
	Number	Percent	State of Michigan
Pre-School (under 5 years)	1,944	6.2	6.8
School Age (5-14 years)	4,552	14.4	15
Young Adults and Secondary School Age (15-24 years)	3,697	11.8	13.7
Family Forming (25-44 years)	8,830	28.1	29.8
Mature Family (45-64 years)	7,919	25.2	22.5
Retirement Age (65 and over)	4,495	14.3	12.2
Total Population	31,437	100	100

was 15,904. When compared to the 2000 population of 31,437, there is a 97.6% population increase ("US Census Bureau"). According to American FactFinder on the census website, educational services, and health care and social assistance is the leading industry in Emmet County in which just over 4,000 people are employed ("US Census Bureau"). The second leading industry in Emmet County is arts, entertainment, and recreation, and accommodation, and food services with 2,982 people employed in this sector ("US Census Bureau").

been growing at a slightly faster rate than other northern Michigan counties as well ("US Census Bureau"). In 1960, Emmet County's population

Seasonal Population

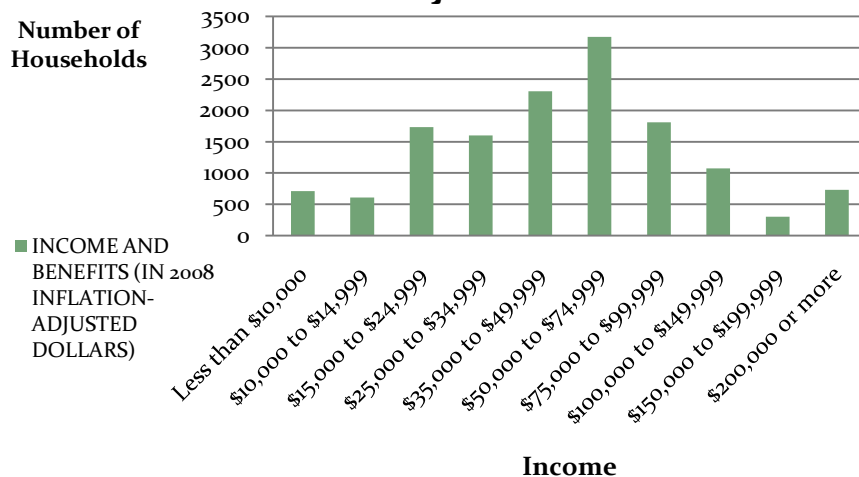
The seasonal population in the area is a vital source of revenue to Emmet County. As shown in table 3, summer is when the most people come to Emmet County. May through July brings the most seasonal home owners to Emmet County. These visitors to the area can be a major target for the Blissfest Music Organization. Most people come to northwest Michigan to visit their families or for a general vacation. July-September brings in the most commercial accommodations visitors. Those coming for a general vacation will be looking for something to occupy their time with while here. This is a good opportunity for BMO to be creative with their activities and draw these visitors in.

TABLE 3: Seasonal Population

	Winter (Dec.-Feb.)	Spring (Mar.-May)	Summer (June-Aug.)	Fall (Sept.-Nov.)	Monthly Average
Permanent Population	33,580	33,580	33,580	33,580	33,580
Guest Volume Staying with Permanent Population	13,658	7,819	20,834	7,175	12,372
Seasonal Home Population	1,657	2,173	8,419	3,278	4,779
Guest Volume Staying with Seasonal Population	4,816	2,686	19,480	3,890	7,718
Overnight Accommodations*	2,764	5,938	7,904	3,106	3,938
Monthly Average Total	56,476	48,495	93,550	51,209	62,387

Source: US Census; Northwest Michigan Seasonal Population Model – APB Associates, Inc. and Planning and Zoning Center, Inc; and Attitudes toward Tourism in Emmet County – Michigan State University. US Census 2005 Population Estimate

Emmet County Income, 2008



* Overnight Accommodations are commercial lodging vendors, which include hotels, bed and breakfast inns, campgrounds, cottage or condominiums, and marinas: Data source: US Census; Northwest Michigan Seasonal Population Model – APB Associates, Inc. and Planning and Zoning Center, Inc.; and Attitudes Toward Tourism in Emmet County – Mi US Census Michigan State University

Source: U.S. Census Bureau, 2006-2008 American Community Survey

CHART 1: Income Distribution in Emmet County

Physical Characteristics

Soils

Due to the close proximity to Lake Michigan much of the area is characterized by “loamy sands” (“Emmet county recreation,” 2009). The soil types and construction suitability varies widely throughout the county. Many areas in Emmet County have poorly drained soils and those that are considerably sandy and not suitable for development due to erosion and drifting due to wind. These areas tend to have “difficulty in establishing and maintaining cover” (“Emmet county recreation,” 2009).

Topography

Emmet County has an especially varied landscape compared to other northern Michigan counties. The northern most portion of the county is relatively flat. Towards the south, particularly where the downhill ski resorts are located in Pleasant View Township just northeast of Little Traverse Bay, the land ranges from virtually flat to rolling hills and more mountain like terrain. Some spots along the shoreline are also extremely varied. Some areas are very sandy and flat, while others have steep cliffs or large sand dunes leading to the water. (See Maps 9 and 10 in Appendix 1)

Surface Water

A large part of Emmet County’s tourism is dependent on the county’s proximity to surface water. There are approximately 10,400 acres of surface water in Emmet County (“Emmet county recreation,” 2009). The county emphasizes public viewing and use of the Lake Michigan

shoreline. It is also a goal of the county to prevent pollution in any of its bodies of water, including inland lakes, streams, and rivers and it has been predicted that this will become an issue in the future as the area becomes more intensely developed. Emmet County is home to more than 20 inland lakes (see Map 12 in Appendix 1).

Wetlands

Several wetlands within Emmet County are protected by state and federal law. The majority of wetlands in Emmet County are considered to be forested wetlands and are most prevalent in the northern most areas of the county with other smaller areas around several lakes and rivers. Emmet County is also a heavily wooded area and the wooded areas are a highly sought after sites for permanent homes and seasonal homes (“Emmet county recreation,” 2009). (See map 11 in Appendix 1).

Climate

Emmet County falls in North America’s temperate zone. The temperature makes for swimming in the summer and snow skiing and winter activities in the winter. Close proximity to Lake Michigan makes Emmet County slightly cooler in the summer months than areas that are further inland. Proximity to Lake Michigan also leads to large amounts of lake effect snow during the winter. The average snowfall is between 90 and 110 inches per year (“Emmet County Details,” 2010).

Transportation

The main mode of transportation in Emmet County is the automobile as displayed in table 4. The locations of major cities, education facilities, health services, employers, and recreation requires access via the automobile. There is no light/commuter rail or regional bus options in the area. Due to the harsh weather, communities in the area also have problems maintaining the road networks. The main major thoroughfares to northern Michigan include Interstate 75, US 31, and US 131.

Commuting to Work	Estimate	Percent
Workers 16 years and older	16225	100.00%
car, truck, or van (drove alone)	15572	77.50%
car, truck, or van (carpooled)	1689	10.40%
public transportation (excluding taxicabs)	53	0.30%
walked	879	5.40%
other means	180	1.10%
worked at home	852	5.30%
Mean travel time to work (minutes)	19.1	

Snowmobile Trails:
Tomahawk Trail Alanson Trail,
Moose Jaw Trail, Petoskey Trail,
Mackinaw, Indian River Trail

TABLE 4: Emmet County
Commuting to Work

Source: U.S. Census Bureau, 2006-2008 American Community Survey

Other than automobile transportation there is a regional airport in the Village of Pellston. The airport is rapidly becoming more frequented by travelers since the expansion of the terminal in 2003("Pellston regional airport," 2010). There are taxicab and car rental services available.



FIGURE 10: Tunnel of Trees; Photo
Credits:
<http://www.harborspringschamber.com/visitor/>

Site Specifics

The Blissfest farm is located in Readmond Township in Emmet County, MI. The property affected by the special use permit is estimated at 40 acres out of 120 total. The Blissfest Music Festival, uses the surrounding 80 acres to accommodate the festival attendees. In addition BMO leases 16 acres from their neighbor Mr. Barcheski of Grand Rapids, MI. (Blue Square on in Figure 11). Of the 40 developable acres 20 of them are field and 20 acres are mixed hardwoods (“Blissfest arts recreation,”). Those 20 acres of mixed hardwoods are under a conservation easement held by Emmet County allowing only limited development (“Blissfest arts recreation,”) including small cabins, workshop shelters and vaulted toilets. The remaining 80 acres is held under a conservation easement and will continue to be used primarily for the annual Blissfest.

The Blissfest Property is in a unique location because it is located in two watersheds. Half of the property may drain to Wycamp Lake, located north of the property, or directly to Lake Michigan. The other half of the property drains to Larks Lake, which is in the Maple River watershed. The Maple River watershed is a part of the Cheboygan River watershed, which drains directly into Lake Huron at Cheboygan (Conk, 2010).

The northeast 40 acres of the property are currently the only acres with development on them. Existing development on those acres includes a farm house, barn, main stage building, smaller third stage, storage buildings, a well house, sound

booth, a solar shower structure, and two dance floor decks (“Blissfest arts recreation”).

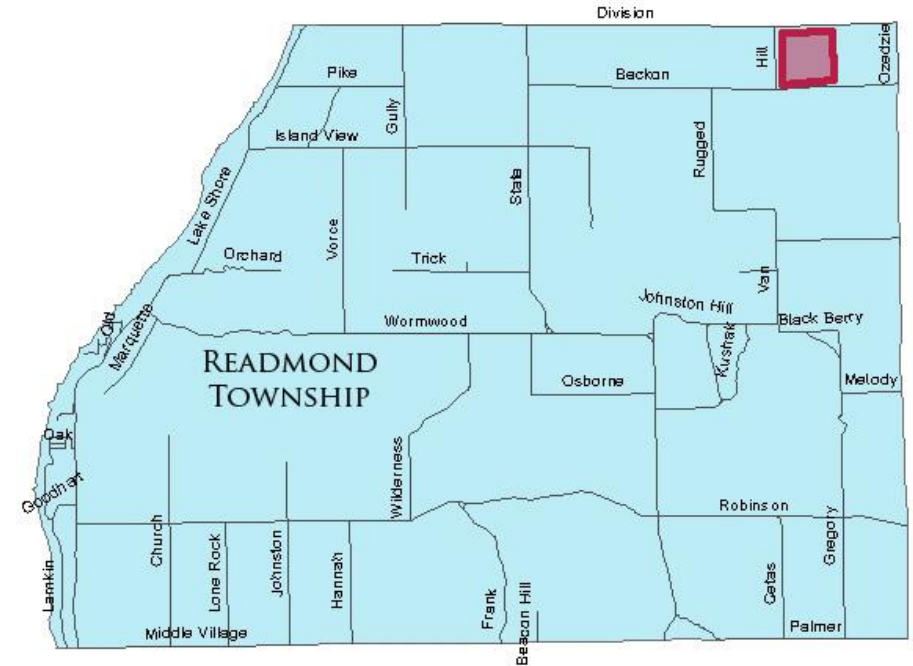
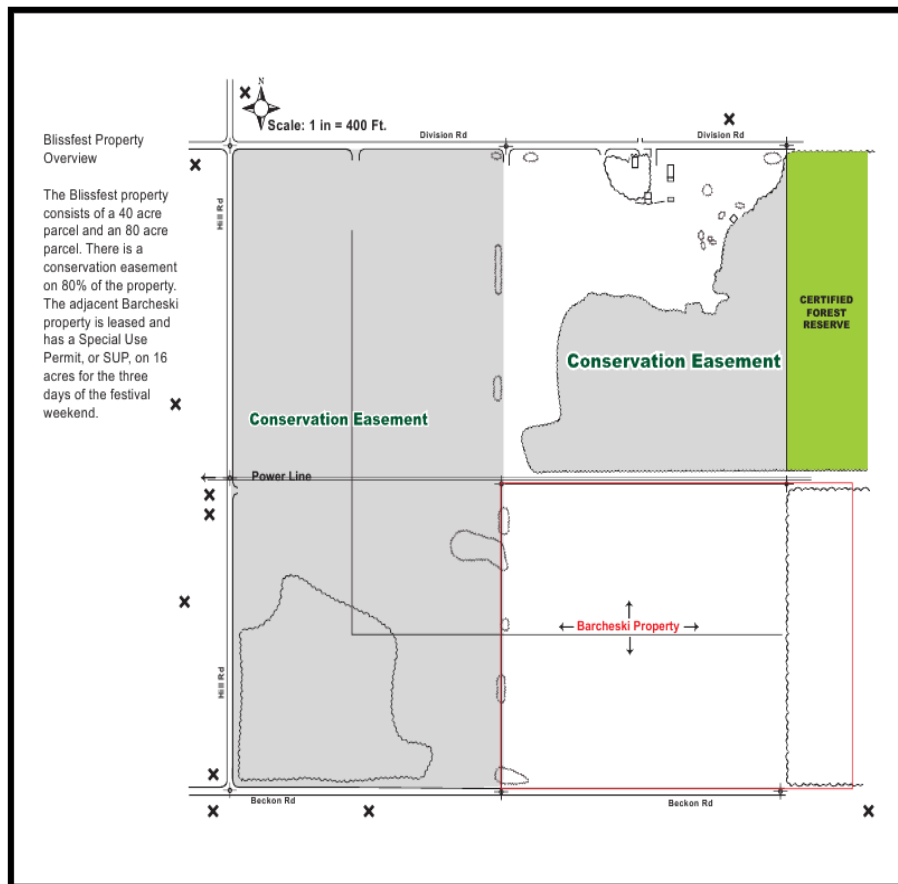


FIGURE 11: Blissfest Site; Photo Credits: Google Earth

The site is serviced with an AT&T wireless tower, which can provide both cell and 1G internet service. Electricity comes from Great Lake Energy. Many residents burn wood and propane for heat. Water comes from a 250 foot well located on the property, and sewage is held in a septic tank. The Forest for the Future is the BMO’s neighbor to the east. This 80 acre parcel is a certified forest reserve.

Access to Site

Access to the site itself is off of a 1/4 mile county gravel road along the northern boundary of the site on Division Rd between Hill Rd and Larks Lake Rd. The main roads leading to the area include State Road to the west, Levering Road to the north, Pleasant View and US 31 to the east. All roads are two lane roads.



The above map shows the local roads of Readmond Township. Blissfest Farm is marked with the red area.

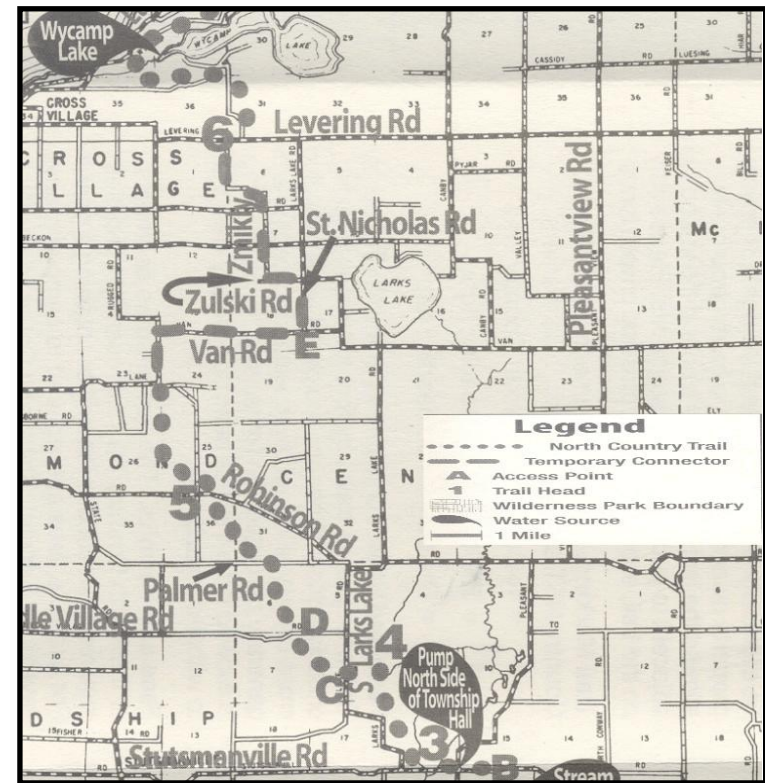
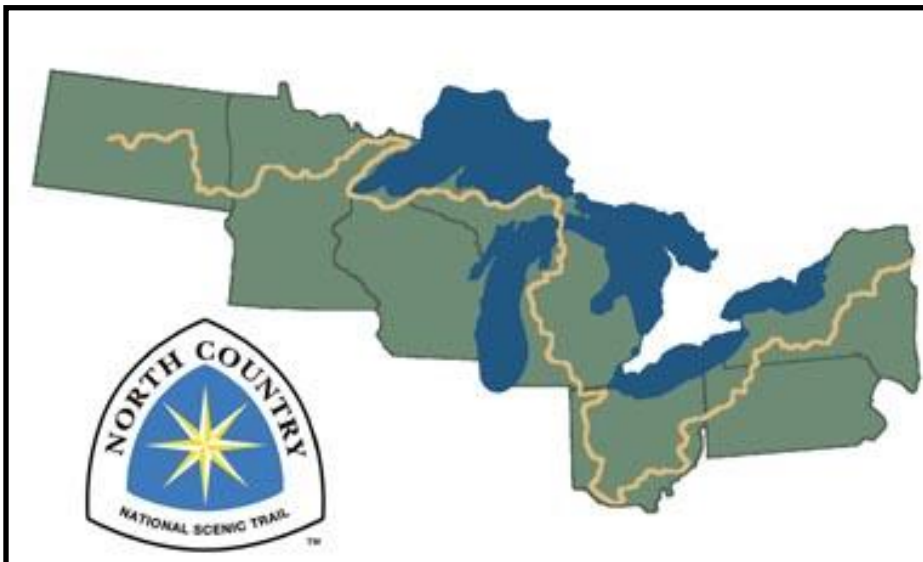
ABOVE: MAP 3: Readmond Township roads; Data Source: Michigan Geographic Data Library

LEFT: FIGURE 12: Blissfest Property Easements Map; Photo Credits: Blissfest Music Organization

North County Trail

Emmet County and northern Michigan, in general, have numerous trails including a portion of the North Country Trail that runs from Maine to North Dakota. The North Country Trail is a non-motorized trail that frequently is along roads and is marked by a blue painted diamond on trees or electrical poles in northern Michigan. Trail access to the site itself is virtually nonexistent, however, connections are possible. The trail is part of the national trail system. It is developed and managed through federal-state-local-private partnerships and the National Parks service is the over arching coordinator (“North Country National,” 2010). The North Country Trail is just west of the site and a connection could be made along a Great Lakes Energy transmission line easement in connection to the southern border of the Blissfest property (“Blissfest arts recreation”). The Blissfest farm has the potential to become a node of activity along the North Country Trail.

FIGURE 13: North County Trail Extent; Map Source: http://www.dec.ny.gov/images/lands_forests_images/ncnste



MAP 4: North Country Trail Near Blissfest Site;
Source: Blissfest Music Organization

Blissfest Farm Zoning

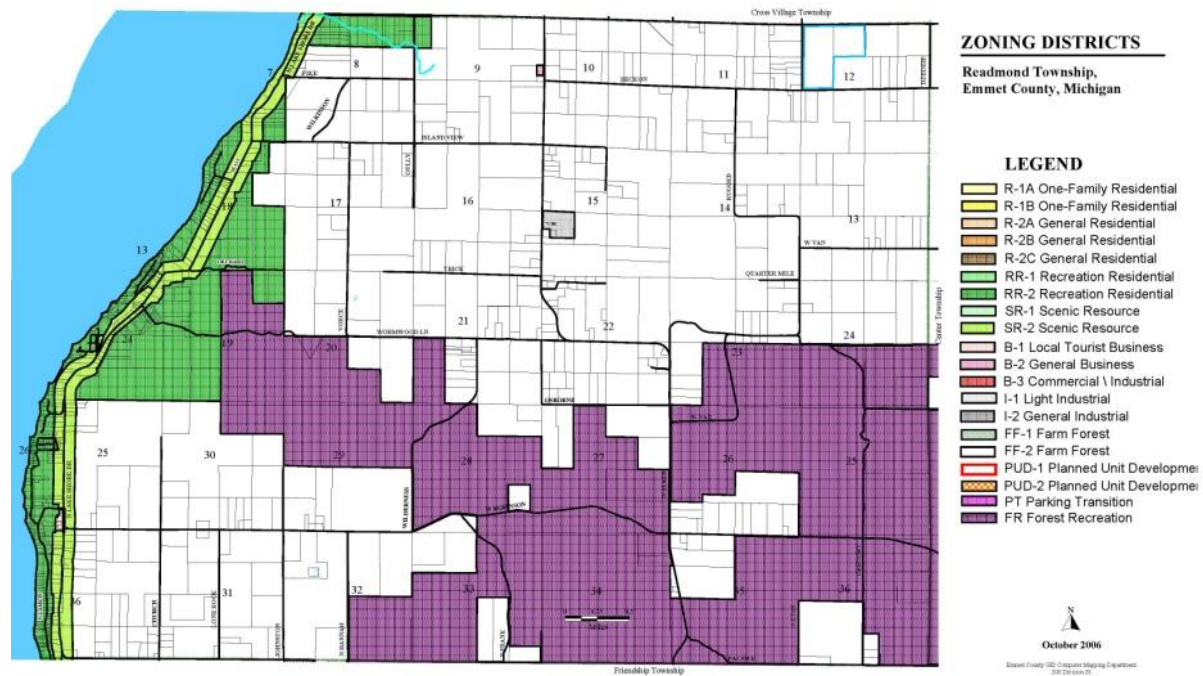
The Blissfest farm property is zoned FF-2, farm forest, and all surrounding properties are also zoned as farm forest. Map 5 shows the zoning of Readmond Township. As stated by the Emmet County Zoning Ordinance the purpose of the FF-2 zoning distinction is to preserve the nature of the natural environment. This zoning distinction allows for single family homes, hunting/fishing cottages, summer homes, both domestic and commercial farms, as well as golf courses, their associated clubhouses, and public parks or playgrounds. The ordinance specifies a minimum of 10 acres per lot. Of the uses permitted by the ordinance upon review and approval of the Planning Commission include:

- 1) Private and semi private recreation lands when not operated for profit, and when in the character of publicly owned and operated recreation area.
- 2) Travel trailer courts, tenting areas and general camping grounds provided that:

- a. The minimum State of Michigan health requirements governing travel trailer courts and camping areas that are complied with.
- b. The use is developed on a site of at least ten (10) acres and no less than 600 feet of lot width or property width.
- c. No person shall occupy any travel trailer, tent or house car unit for more than six (6) months in any one year.
- d. The use is effectively screened from public streets and thoroughfares with a natural or planted greenbelt.

Source: Emmet County Zoning Ordinance

Map 5



Tourism

Introduction to Tourism

Tourism is the 2nd most profitable industry in Michigan; in 2004 tourism generated \$17.5 billion in direct payments, \$971 million in state and local taxes, and employed 193,000 individuals (“Michigan in Brief”). In Michigan, tourism is only less profitable than the manufacturing sector.

Agriculture is Michigan’s 3rd most profitable industry and nationwide Michigan is the 2nd most productive agricultural state trailing only California. In every state of the United States of America tourism is either the 1st, 2nd, or 3rd most profitable industry (“Stynes,” 1987). Michigan is positioned to become a national leader in both tourism and agriculture. If Michigan is going to recover economically it could take advantage of these prominent market sectors and plan for creative, strategic, sustainable, and cooperative growth.

The World Tourism Organization (WTO) defines tourism as the “activities of persons traveling to and staying in places outside their usual environment,” (“Goeldner, C and Ritchie, J.R.,” 2006). People travel for vacation, leisure, recreation, adventure, entertainment, learning opportunities, exotic cuisines, and consumer businesses among many other purposes. Tourist activities can be symbiotic in nature, creating investment in host communities that have the potential to increase the overall quality of life for both the locals and the tourists. Tourism, if planned well, can be thought of as a self-

supporting strategy for development that diversifies and strengthens the local economy and enables healthy community based placemaking. It can be inferred that tourism is an important part of the “new economy” because it can increase employment, encourage vibrant downtowns, and create appealing livable districts. Job creation and increased property values raise additional revenue for the community that can then be reinvested in the area. These theoretical investments would encourage citizen participation and give the local residents a voice in their community.

It is often true that tourism, if not planned for and monitored correctly, can destroy the very things that it is trying to showcase and tradeoffs are an inevitable part of decision making. Sometimes it is hard to find a balance between economic growth and community building. Investment in cultural, natural, and built assets can not only serve the local community but promote tourist activity as well. A sustainable tourism plan focuses first and foremost on the locals and then on the tourists. It is important to facilitate open and honest communication with the stakeholders when planning for tourism. The public needs to agree on tourist attraction strategies that would also benefit the residents (symbiotic relationship) they need to define convenient access routes to the attractions, the mode of transportation necessary to get there, and gateways that the tourists will travel through. A region should also seek for and clustering and partnership opportunities that will help local businesses and attractions survive. Tourism planning needs to be goal-oriented, striving to

achieve certain objectives by matching available resources and programs with the needs and wants of people.

This community vision can be achieved through comprehensive planning, a systematic approach involving a series of 6 steps.

1. Define goals and objectives that will help achieve those goals.
2. Identify the tourism system to get a feel for what exists and what is lacking. This includes resources used to attract tourists, organizations, and markets.
3. Brainstorm innovative alternatives.
4. Evaluate alternative in terms of feasibility and impact
5. Select and implement feasible and low-impact strategies
6. Monitor and evaluate to ensure that the initial goals and objective are met.

This process is both interactive and ongoing and each step subject to modification and refinement at any stage along the planning process.

Source: Stynes, 2002.

Goals and Objectives

The Blissfest Music Organization has four short-term working goals that it is planning to phase in over the next three to five years (2012-2014). A camp store/greenhouse will be built, 10 individual 400sq ft rustic cabins will be constructed, 35 rustic camp sites will be built, and the Blissfest Arts and Recreation Center (“Blissfest arts recreation”), a large recreation hall will be completed.

The BARC will be a multiuse building serving a variety of purposes. The organization envisions that it will be a gathering place to share and learn music, to host concerts, to hold dances, to watch performances, to see demonstrations, to attend workshops, and to listen to speakers. It will serve as meeting space for potluck dinners, school field trips, groups such as the boy scouts, and possibly a summer arts school. The BARC will also be available to the public as a private rental hall.

In addition to site modifications the BMO has also identified a few general outdoor recreation activities, such as nature walks, hayrides, snowshoeing, cross country skiing, and an 18 hole disc golf that they would like to implement. Some specialized ecological and agricultural activities for example; maple syrup production, honey production, mushroom gathering, renewable energy tours, recycling, organic gardening, and apple cider pressing are also activities that the organization would like to implement if feasible.

The purpose of this analysis is to identify feasible programs and initiatives that can be introduced on the Bliss site to serve residents and tourists alike. Proposed programs and initiatives must satisfy the mission of the Blissfest Music Organization to develop a sustainable, environmentally friendly, year-round market for meaningful and educational low impact recreational activities on their 120-acre parcel.

This analysis will also be used to gather public support for a capital fundraising campaign that will finance the projects, and this report can also be used to begin preparing for a successful marketing strategy.

Blissfest Music Organization seeks to become a unique tourist experience by adding a new dimension to the regional tourism economy by focusing on such innovative tourist opportunities as cultural tourism, developing ecological tourism strategies and introducing agricultural tourism to the site. According to the World Travel and Tourism Council sustainable tourism “meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future,” (“WTTC et al.,” 1995 p 30). In order for these goals to be met all proposals and case studies must be based on accurate and detailed information.

Tourism Patterns

The Tourism Patterns section has been divided into two sections. The first section will cover people that travel to the area and are considered visitors. This information is important because it shows origins, the amount of travelers and nights spent, as well as wants and/or desires of the people who come to the area for the purpose of leisure time activities. The second group that this analysis focuses on, is the local people of the area. Blissfest is an organization that is involved in the community and has several goals to provide services and accommodations for the community to use. Northern Michigan has a low population density and for this reason, the local community is considered to be Emmet, Charlevoix, and Cheboygan Counties. By looking at how local people spend their time and resources recreating, Blissfest can gain a broad view of the many possible activities that are desired by residents

and currently take place in their region along with the tourist activities that visitors travel to partake in.

Visitors to the Region

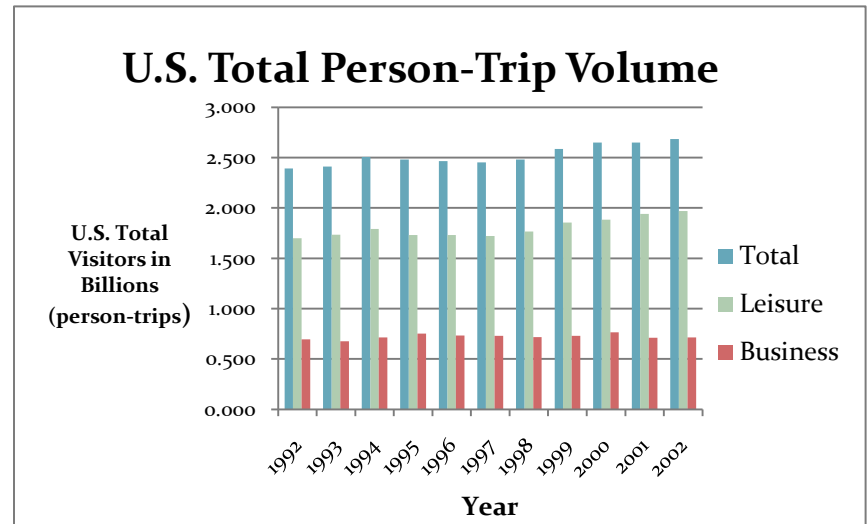
In January of 2004, a comprehensive document was prepared for Travel Michigan by D.K. Shifflet and Associates Ltd. This research was done based on 2002 data collected about the travel patterns of Michigan tourists. The report was written with several objectives including: “Determining the market size of the Michigan travel market for 2002 for various travel segments such as total, leisure, business, overnight, and day trips; Better understand the dynamics of Michigan’s leisure travel marketplace; and Compare average travel party spending for each of the travel segments to show the expected value of attracting more travelers” (“Michigan 2002 travel summary,” 2004) D.K. Shifflet and Associates conducts household surveys through the mail. 45,000 mailings are sent to U.S. households every month. This results in a database that is constantly updating with new household entries every month. About 50% of the questionnaires are returned. They ask households to report their past three months of activity in terms of travel, lodging, and spending. The questionnaires are sent to a balanced sample of the U.S. population based on geography, age, gender, income, and education. The returned questionnaires are checked by both computers and humans to ensure the data is recorded correctly. This data is eight years old but it is a source of comprehensive data on tourism aspects that could affect Blissfest as they expand their operation.

National Tourism Patterns

According to the Michigan 2002 Travel Summary, the number of person-trips in the U.S. was up from 2.651 billion in 2001, to 2.685 billion in 2002. This number also has a rising trend from 1992 that had 2.393 billion travelers, to 2002. Chart 2 is based on person-trips, which are a way to measure volume in the travel industry. One person-trip equals one person taking one trip and can be considered to represent visitors or travelers. The amount total person-trips for the U.S. can be seen in Chart 2 where the total is broken down into trips based on leisure and trips based on business. The leisure trips follow almost the same pattern as the total trips indicating that leisure travel has a large impact on the trips taken in the U.S. The national trend of an increase in leisure visitors is a good indicator for Blissfest because it shows that people appear to be traveling more for leisure activities.

CHART 2: Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

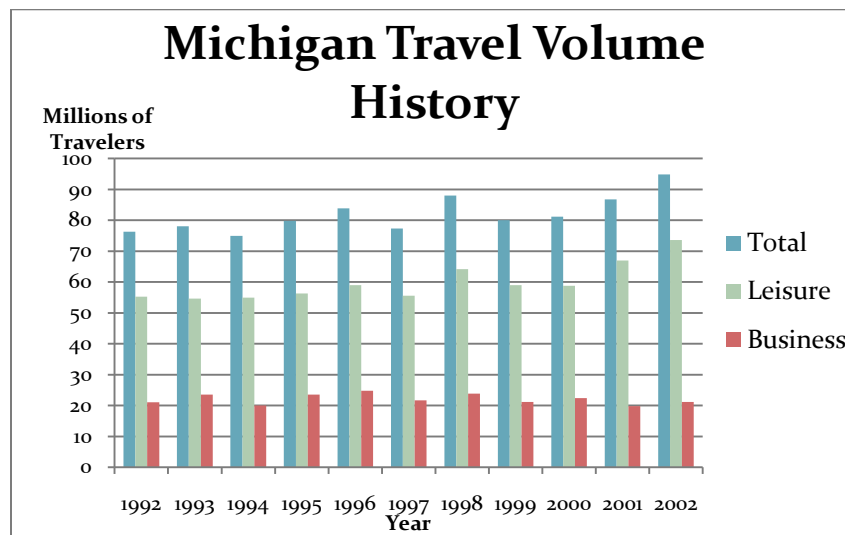
http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf



Michigan Tourism Patterns

Michigan is one of the states that saw an increase in person-trips from 2001 to 2002. Michigan total person trips increased 9% from 86.8 million in 2001 to 94.8 million trips in 2002 (Chart 3). While the business trip volume remained steady with only slight variations from 1992 to 2002, leisure trips increased 33% over the decade jumping from 55.3 million trips in 1996 to 73.6 million trips in 2002. Leisure travel saw most of this growth from 2000 (58.8 million person-trips) to 2002 (73.6 million person-trips). Leisure travel is growing and is a large percentage of total travel for the state of Michigan.

CHART 3

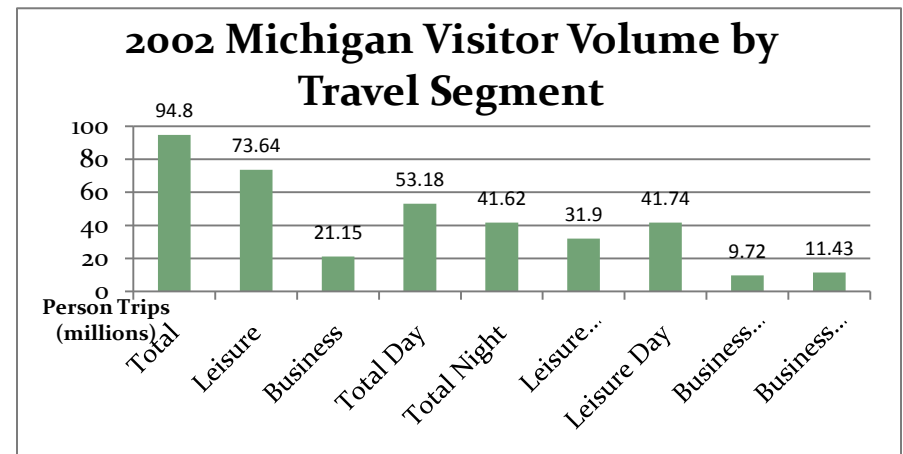


Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Chart 4 provides a more detailed summary about the 2002 person-trips taken in Michigan. It categorizes the trips into not only leisure and business, but also into day trips and overnight trips. The day and night trips are then further divided into leisure day and business day, and leisure night and business night. This closer look into the specific trips taken in 2002 is valuable for Blissfest as they are expanding into the overnight leisure industry and also seeks to become an attraction for local residents making day leisure trips. Leisure day and overnight trips are both higher than their business counterparts, and overnight leisure trips in Michigan had almost 32 million person-trips in 2002. Blissfest must also keep in mind that trips to Michigan do not necessarily translate into trips to Blissfest.

CHART 4



Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Traveler's Spending History

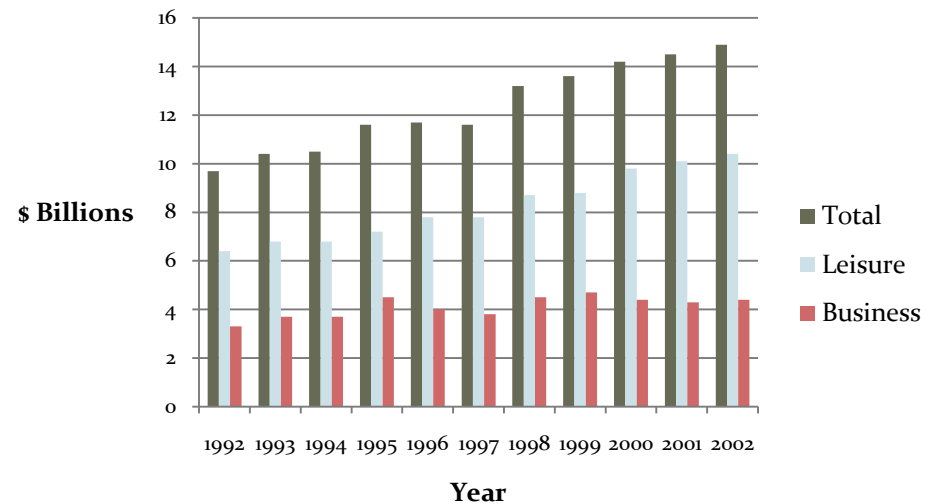
Visitors traveling into Michigan and residents traveling around the state, spent \$14.9 billion in 2002, a 2.8% increase from the \$14.5 billion spent in 2001. Business traveler spending has been relatively steady from 1992 to 2002. Most of the total traveler spending increase has come from the leisure traveler, which has increased every year from 1992 to 2002. Leisure travelers spent 38% more in 2002 than they did in 1992. Blissfest is moving their organization into a sector of the economy that is growing. While the 2008-2009 economic downturns have likely affected the tourism industry, Blissfest interest in tourism does seem reasonable.

CHART 5: Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd.

Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Michigan Travelers Total Spending History



Regional Tourism

To more fully understand the local potential for tourism, our study now focuses on two regions of Northern Michigan. We have taken a detailed look at the Northwest Region along with the Northeast Region. Blissfest Farm is located in Emmet County which is placed in the Northwest Region of the state along with: Antrim, Benzie, Charlevoix, Grand Traverse, Kalkaska, Lake, Leelanau, Manistee, Mason, Mecosta, Missaukee, Newaygo, Oceana, Osceola, and Wexford Counties. Blissfest property is also located less than 15 miles from Cheboygan County and Cheboygan County is classified as the Northeast Region along with: Alcona, Alpena, Arenac, Bay, Clare, Crawford, Gladwin, Iosco, Isabella, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, and Roscommon Counties. Both regions collectively make the northern Michigan area and should be considered by Blissfest as they consider expanding their tourism operation.

Chart 6 shows the difference between person-trips, considered to be the amount of visitors, and person-days, which are the days that visitors spend on leisure trips. Michigan and both regions have close to the same proportion of visitor and visitor days. Michigan has 94.8 million annual visitors and 189.08 million visitor days, while the northwest has 11.13 million visitors and 22.89 million visitor days, both of these areas have

close to a 1:2 visitor/visitor day ratio. The northeast region of Michigan was closer to a 1:3 ratio. It had 11.97 million visitors and 30.69 million visitor days. This indicates that people are slightly more likely to stay overnight in northeast Michigan.

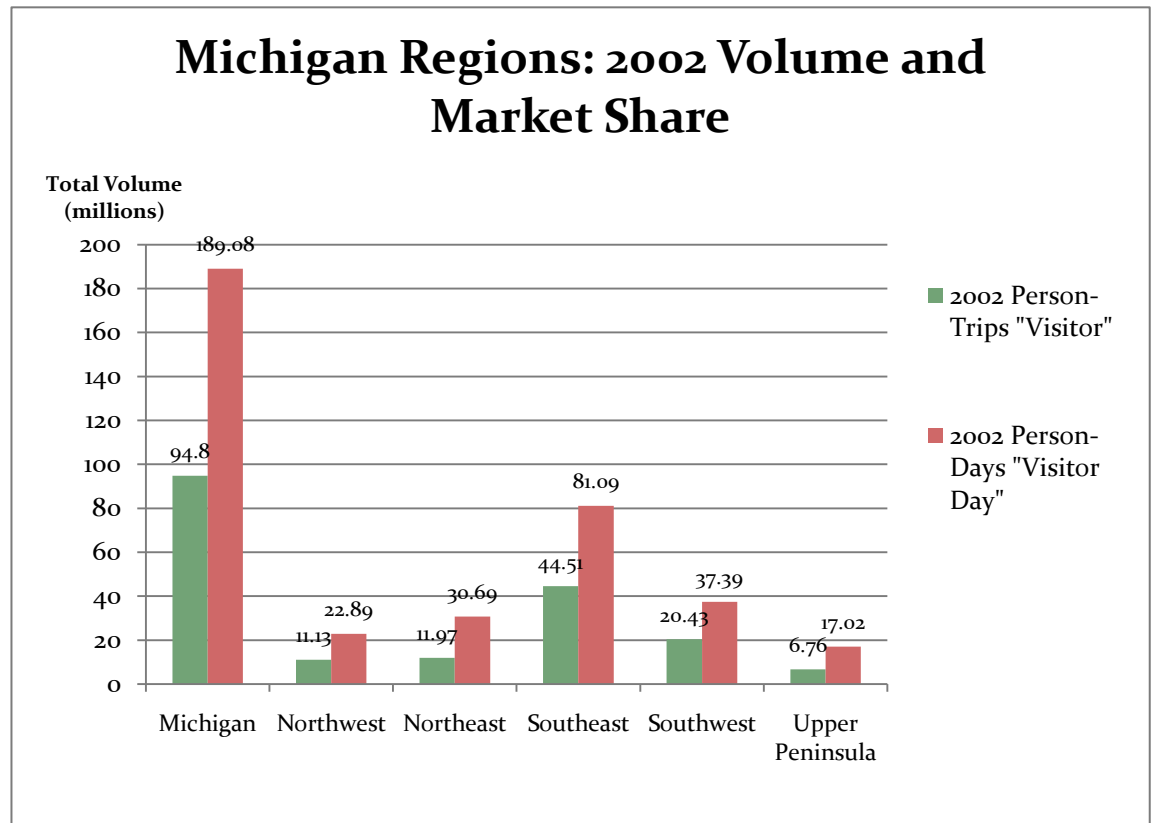
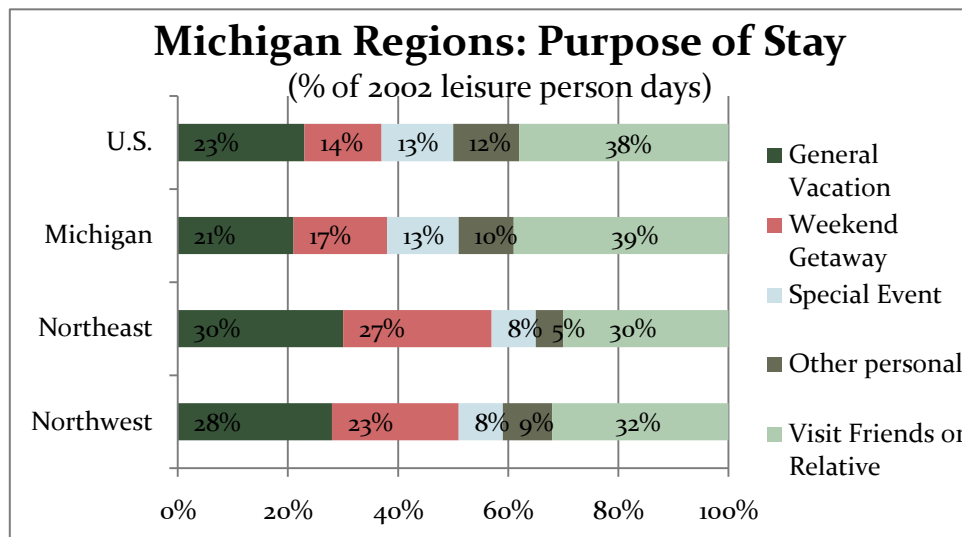


CHART 6: Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Chart 7 indicates the purposes associated with visitor stays in the U.S., Michigan, and the northeast and northwest regions. The chart indicates leisure travelers and the percentage for each of the regions trips based on the primary reason they have decided to stay overnight. When combined, the “general vacation” and “weekend getaway” purposes make the northeast and northwest regions unique. These two purposes account of over 50% of the reasons visitors travel to these regions. This percentage is much higher than the combined U.S. general and weekend purposes at 37%, and the Michigan combined purposes at 38%. Blissfest is planning to join the tourism sector in an area of the state where most visitors plan on visiting for either a weekend getaway or a general vacation.

CHART 7

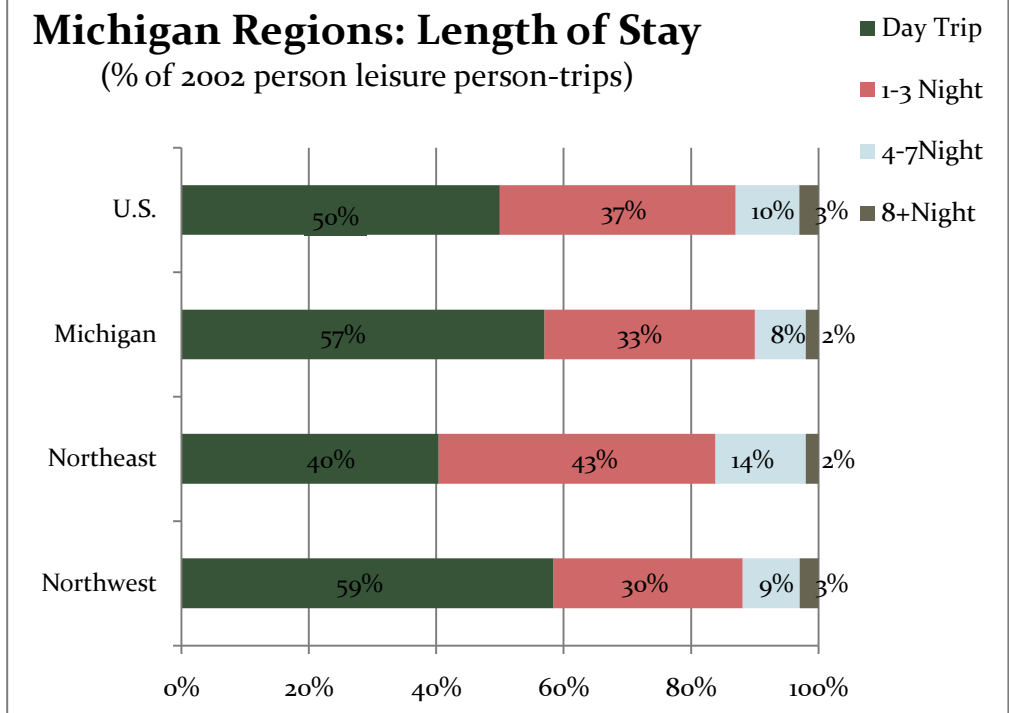


Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Chart 8 shows the length of time overnight leisure travelers plan on staying when they visit the northern regions of Michigan compared to the state and nation. While day trips are a large portion of the visits to northwestern Michigan, 1-3 night trips are the largest proportion of the visits to the northeast region of Michigan. The differences between the two regions, suggest further analysis may have to be done to explain the difference between these regions and clarify where the Blissfest market may exist.

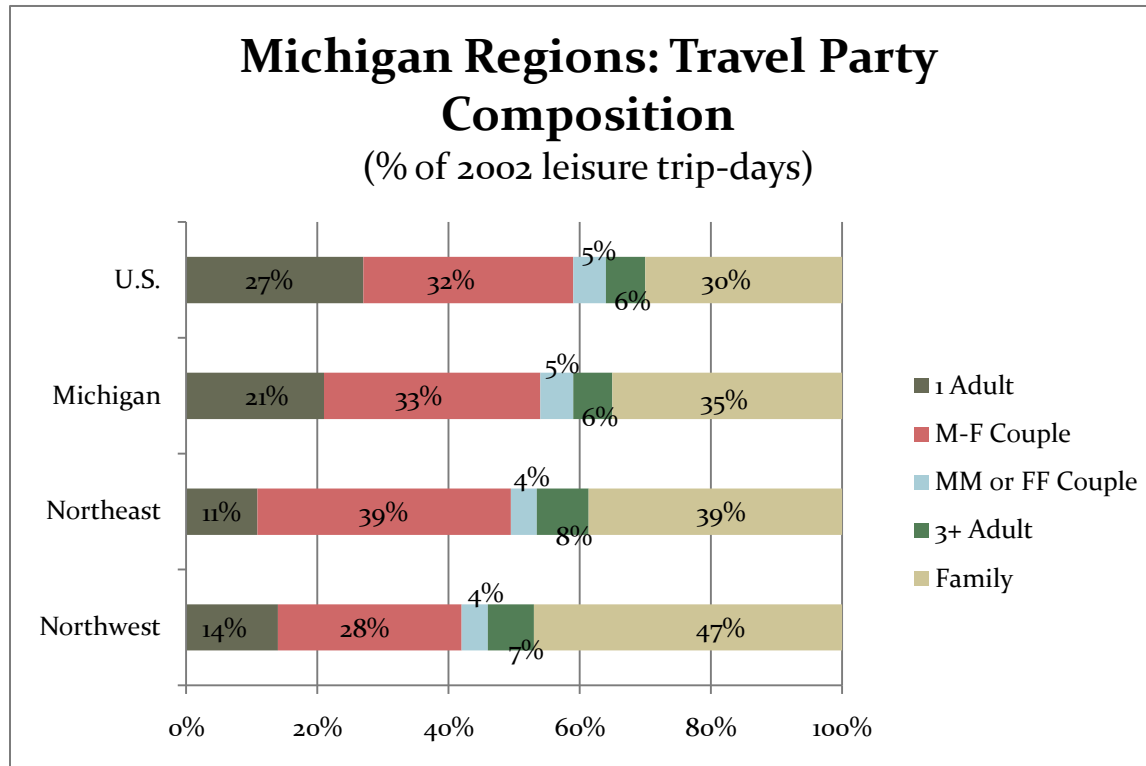
CHART 8



Michigan 2002 Travel Summary by D.K. Shifflet & Associates

Chart 9 indicates the size and type of groups that are coming to the northern regions of Michigan. This information will not only help Blissfest understand the market of visitors to their area, but also will give them a forecast of who they might expect as customers. Families are one of the largest single groups of visitors to the area especially to the northwest region. By creating a family friendly destination, many of the visitors to the area may be attracted to Blissfest. Couples consisting of a male and female are the next largest group and may also be a target audience.

CHART 9



Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Table 5 shows the activities visitors seek when they are in Northern Michigan. This table tells Blissfest about the people traveling to the northern Michigan regions and the main activities they are seeking to do while there. The red highlighted numbers indicate above average tourism markets. Activities highlighted in red indicate things Blissfest will directly partake in. Blissfest will offer nature/ culture and ecotravel, along with camping. Both of these activities are almost twice the national and state averages for at least one of the Northern Michigan regions. Northeastern Michigan is also very high in sightseeing, beach and waterfront, hiking/biking, hunting/fishing, boat/sail, and group tours. All of these activities have been considered for adoption by Blissfest as they expand their tourism interest.

TABLE 5

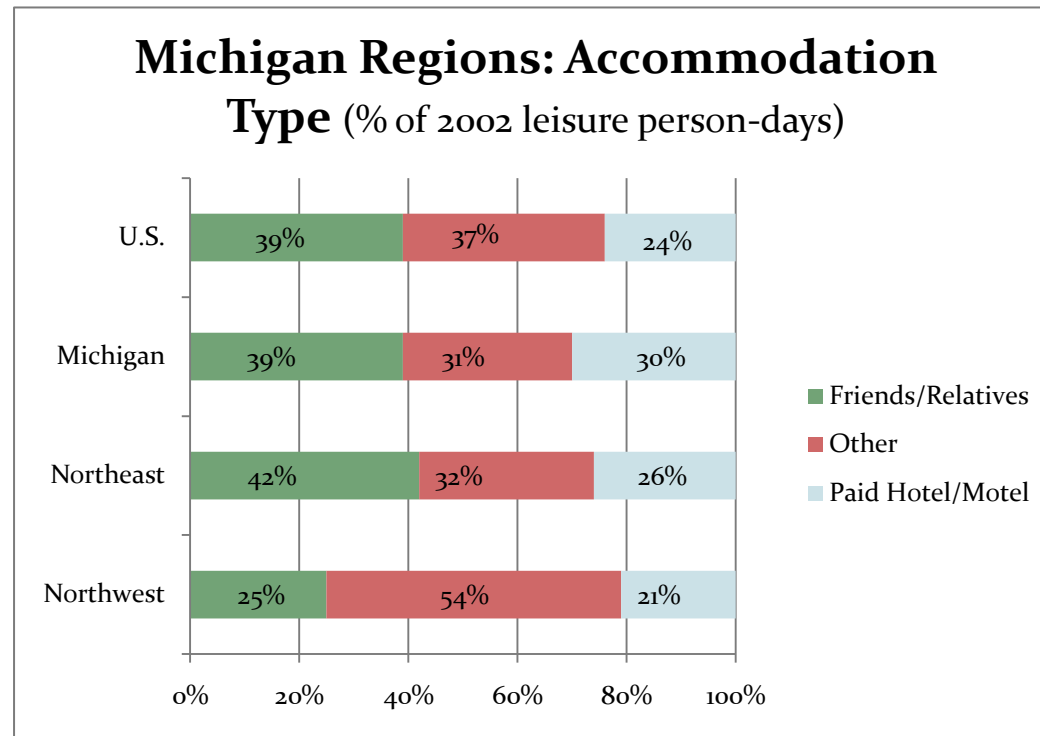
Activity Participation				
	U.S %	Michigan %	Northwest %	Northeast %
Dining	31	26	25	25
Shopping	29	25	19	19
Sightseeing	27	25	18	39
Entertainment	25	19	19	16
Beach/Water Front	10	14	14	19
Attend Sport Event	6	8	5	2
Gamble	6	8	12	13
Hunt/fish	4	7	6	12
Hike/bike	4	6	8	12
Night life	7	5	2	3
Parks (nat/stae)	8	6	7	7
Festival/craft fair	6	5	7	4
Boat/sail	2	5	4	8
Group tour	3	4	1	6
Nature/culture:ecotravel	4	4	4	7
Camping	3	4	7	3
Concert, play, dance	5	3	1	2
Golf	2	3	7	3

Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Chart 10 shows the type of accommodations visitors stay in when traveling to the northern Michigan for leisure activities. According to the source of this data, the “other” category refers to accommodations such as campgrounds, timeshares, and second homes. This category is important to Blissfest as they are looking to expand their business into a rustic camping area. The northwest Michigan has a large percentage of visitors that stay in places such as campgrounds.

CHART 10



Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Table 6 provides the average amount of money a visitor to northern Michigan will spend in a day along with the national and state averages as well for comparison. This table also gives a break-down of the percentages this money is spent on.

Michigan visitors and visitors to the northern regions spend less than the average United States tourist with minor variations in the category of spending proportions.

TABLE 6

Traveler Spending (2002 leisure person-days; includes all transportation spending)				
Spending per person per day				
	U.S	Michigan	Northwest	Northeast
Average	\$95	\$75	\$73	\$71
Median	\$68	\$53	\$44	\$40
Proportion of total spending				
Transportation	22%	20%	19%	14%
Accommodations	14%	13%	15%	15%
Food & beverage	23%	25%	25%	26%
Shopping	20%	22%	20%	21%
Entertainment	16%	14%	15%	16%
Miscellaneous	5%	6%	6%	7%

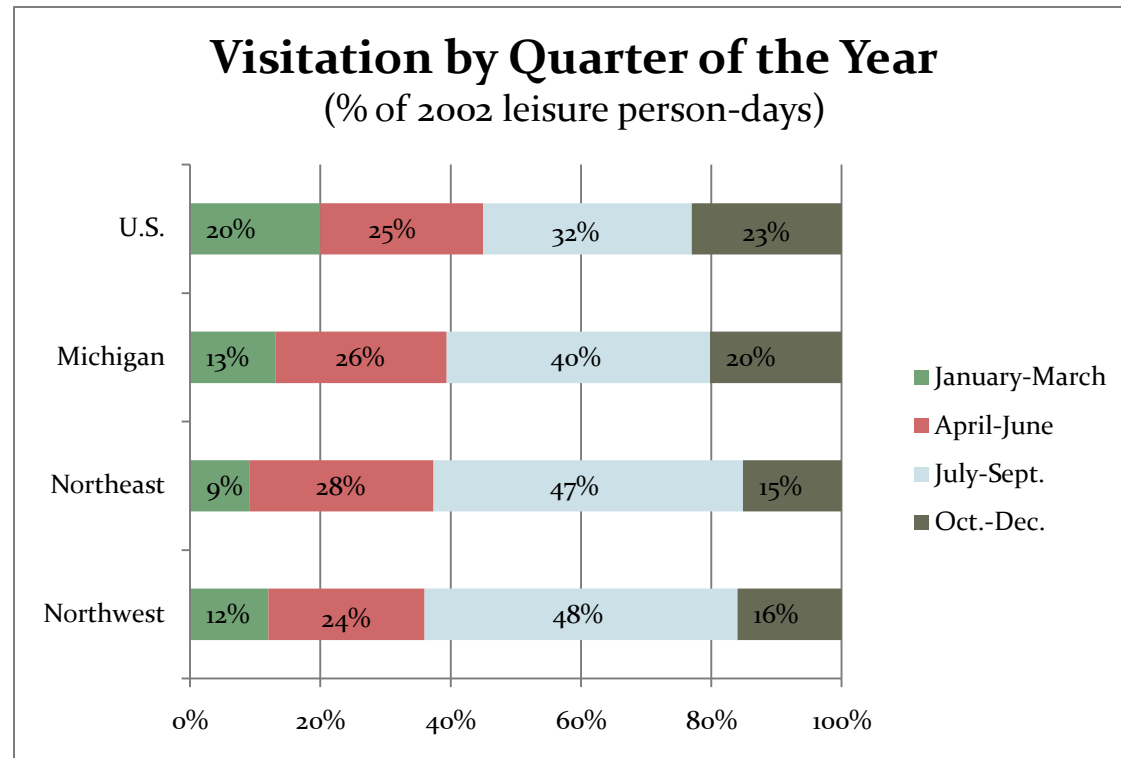
Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Chart 11 provides data about the times of year people visit northern Michigan. The chart is divided into four quarters and presented in percentage of the amount of yearly visitors. This can be helpful when determining the amount of customers to expect throughout the changing seasons, and it can also help determine the type of

activities Blissfest could invest in. Summer (July - September) is a popular time for people to visit the northern regions of Michigan, and Blissfest should be prepared for approximately half of their visitor business during this three month period.

CHART 11



Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

TABLE 7 (% of 2002 leisure person-days)

Michigan Visitor by State and Direct Marketing Association			
Visitor Origins	Michigan %	Northwest %	Northeast %
States			
Michigan	57	71	78
Illinois	9	5	7
Ohio	6	2	3
Indiana	3	5	3
Florida	3	1	2
Direct Marketing Association (DMAs)			
Detroit	25	23	45
Grand Rapid,Klmzoo,Btl.Crk.	12	22	7
Chicago	9	4	6
Flint,Sginaw,Bay City	8	12	15
Traverse City	7	4	7

For targeted advertising, it is important to know where the majority of your visitors come from. Table 7 breaks down the origins of visitors to Michigan and northern Michigan specifically. Many of the smaller percentage states and direct markets have been removed from this table for simplification purposes. A Direct Market Association (DMA) is the term used for the larger cities that stand out with a significant percentage of visitors. DMA's are calculated at the county level and consist of the metro region counties to that city as well. Most of the visitors to northern Michigan come from within Michigan and its larger cities of the Detroit metro area, Grand Rapids, Flint, and Saginaw.

Michigan 2002 Travel Summary by D.K. Shifflet & Associates Ltd. Jan. 2004

http://ref.michigan.org/mtr/pdf/2002_Michigan_Travel_Summary.pdf

Local Residents Recreation

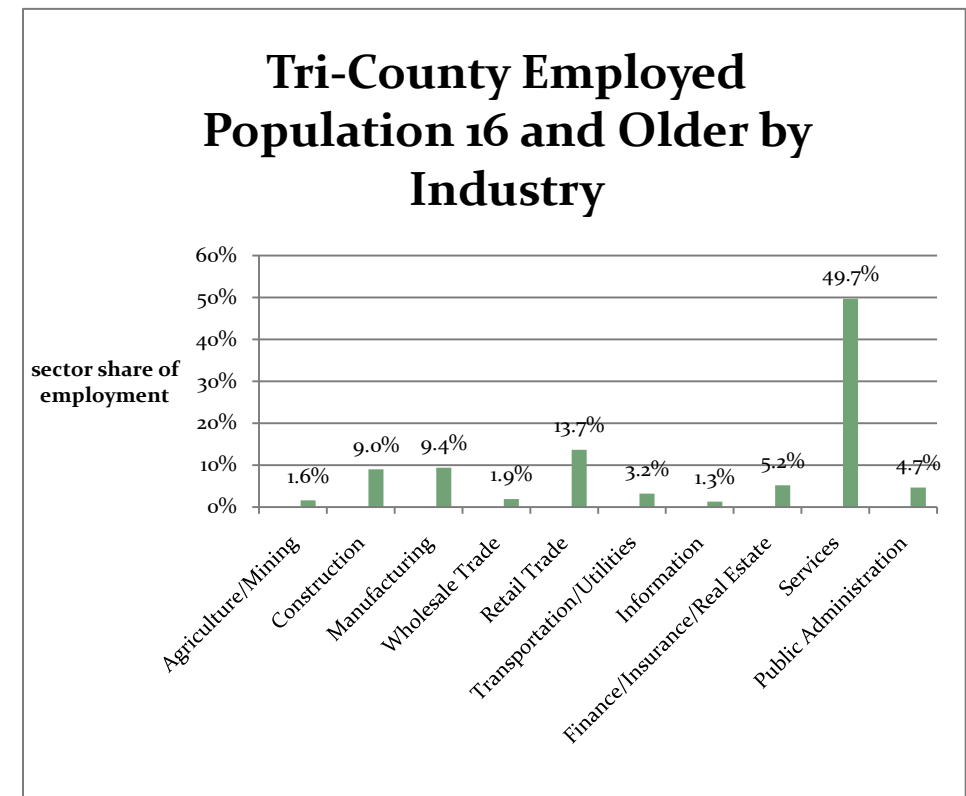
As mentioned earlier, the local residents play an important role in the future direction of Blissfest. Blissfest is a non-profit arts education organization that plans on using their soon to be built Arts Recreation Center along with their entire site for community based activities and education. The community wants and needs are important to Blissfest and therefore the community should be studied as a major part of the potential users of Blissfest facilities and customers to their tourism.

Tri-County Area (Emmet, Charlevoix, and Cheboygan Counties)

The following data was provided by ESRI. It is based on figures collected and organized in 2009 for the Michigan counties of Emmet, Charlevoix, and Cheboygan that had a total population of 87,714 in 2009.

Chart 12 shows the percent of work force by industry for the tri-county region. Service is the industry with the most employees. Almost 50% of all workers in these three counties work in the service industry. This includes jobs that directly involve tourism and visitors to the area. Blissfest is located in an area that has many people employed in the industry they are part of. These employees can either work for Blissfest or work for an employer that supports the clients of Blissfest. This also supports other data that expresses the importance of the service and tourism industries to the area.

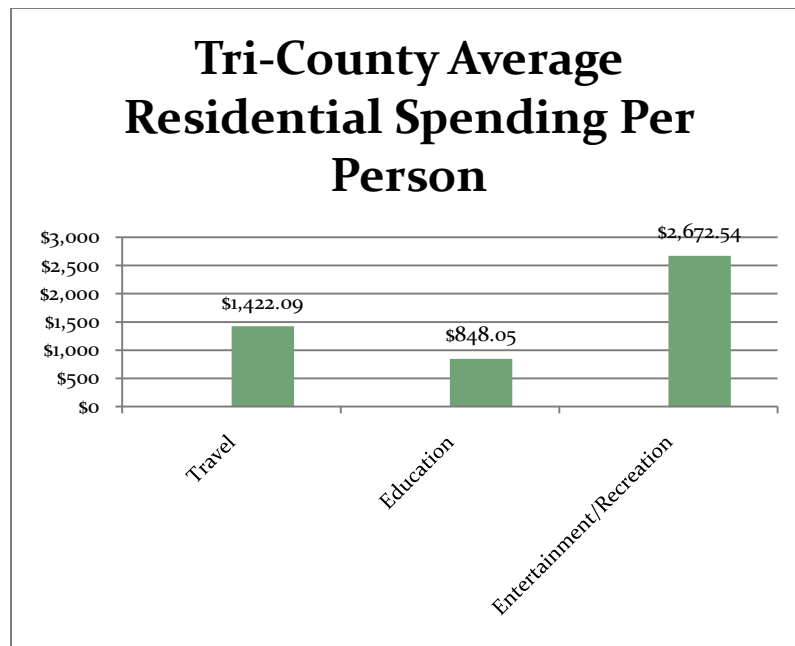
CHART 12



Source: ESRI, www.esri.com

Chart 13 shows the average per person amount residents of the tri-county area spend on travel, education, and entertainment/recreation. The figures represent the annual amount spent per person in the tri-county area. This is an in depth look at the potential income Blissfest can expect from education and entertainment/ recreation.

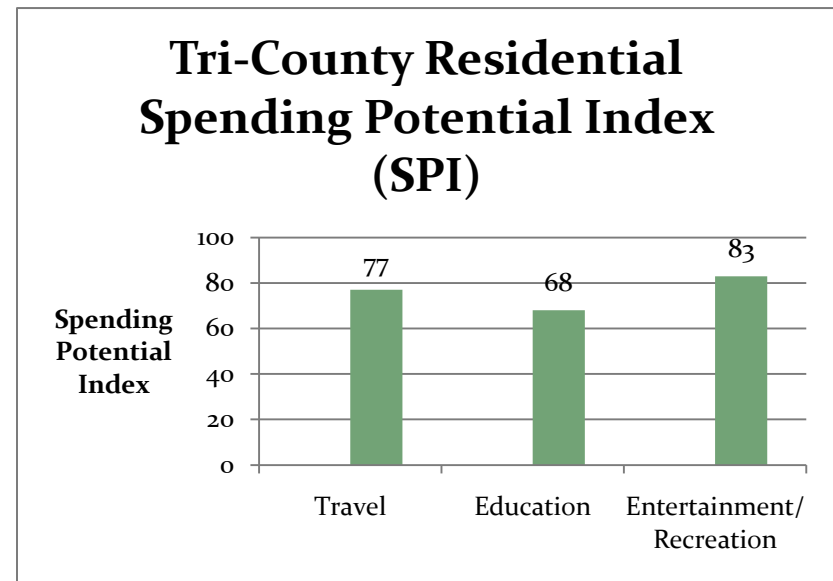
CHART 13



Source: ESRI, www.esri.com

Chart 14 shows the spending potential index (SPI) of the three categories that are of interest to Blissfest. The SPI represents the amount spent in the area relative to the national average of an index of 100. All three categories are below the national average of spending.

CHART 14



Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding

Data variables include total expenditures, average spending per household, and a Spending Potential Index (SPI), which compares the average local expenditures for a product to the average spent nationally.

(http://www.esri.com/data/esri_data/consumer.html) Source: ESRI, www.esri.com

TABLE 8: Sports and Leisure Market Potential

Site Type: Geography

Counties: Charlevoix County, MI, Cheboygan County, MI, et.al.

3 Counties

Demographic Summary	2009	2014
Population	87,714	89,070
Population 18+	67,420	68,858
Households	36,365	37,255
Median Household Income	\$44,995	\$48,620

Source: ESRI, www.esri.com

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in backpacking/hiking	5,620	8.3%	107
Participated in bicycling (mountain)	2,751	4.1%	106
Participated in bicycling (road)	5,626	8.3%	92
Participated in canoeing/kayaking	3,256	4.8%	113
Participated in downhill skiing	1,497	2.2%	76
Participated in snorkeling/skin diving	1,230	1.8%	82
Participated in snowboarding	669	1.0%	61
Participated in swimming	11,935	17.7%	99
Went to beach in last 12 months	15,445	22.9%	97
Attended dance performance in last 12 months	2,358	3.5%	84
Danced/went dancing in last 12 months	4,777	7.1%	77
Went to museum in last 12 months	6,591	9.8%	81
Attended country music performance in last 12 mo	3,679	5.5%	106
Attended rock music performance in last 12 months	5,671	8.4%	85
Attended classical music/opera performance/12 mo	2,599	3.9%	80
Went to live theater in last 12 months	7,426	11.0%	88
Did birdwatching in last 12 months	5,735	8.5%	141
Played musical instrument in last 12 months	4,997	7.4%	96
Did painting/drawing in last 12 months	4,217	6.3%	94
Did photography in last 12 months	9,011	13.4%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. Source: ESRI, www.esri.com

Table 8 provides a detailed look at the products of interest to, and the consumer behavior of residents in the tri-county area. The expected number of adults column, gives an approximate estimate of the amount of residents in the three counties that participated in the specific activity in 2009. The MPI column represents the market potential index. This index measures the likelihood of adults in the tri-county region to participate in the given activity. The MPI is based off 100 being the national average for that activity. Several of the categories that are relevant to Blissfest are near or over 100, making them activities that have a good market amongst local residents. These activities have been shown to be relevant because they represent current activities BMO offers such as “attended a music performance in the past 12 months” referring to the annual festival. Some of their current community programs can fit into the “played a musical instrument in the past 12 months” category as well. Some of the other activities represent the sector bliss fest wishes to move into. Activities such as hiking, bicycling, canoeing, and kayaking are recreational activities that BMO director, Jim Gillespie envisions future customers participating in. Some of the activities fall under sustainable tourism and can be easily incorporated into the expansion, such as: photography and bird watching.

The following table (9) shows how an estimate of much money annually is spent by the average tri-county resident on each of the events that Blissfest has interest in. The spending potential index (SPI) is below the national average of 100 for every category, meaning that tri-county residents are not spending as much as the average American on the activities. The average amount spent and total categories give Blissfest an idea of how much is generated by each activity in their area.



TABLE 9: Retail Goods and Services Expenditures

Site Type: Geography

Counties: Charlevoix County, MI, Cheboygan

County, MI, et.al.

3 Counties

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	83	\$2,672.54	\$97,186,791
Fees and Admissions	69	\$431.45	\$15,689,630
Membership Fees for Clubs (2)	71	\$120.63	\$4,386,599
Admission to Movie/Theatre/Opera/Ballet	69	\$103.95	\$3,780,264
Fees for Recreational Lessons	64	\$84.07	\$3,057,156
Camp Fees	66	\$27.70	\$1,007,229
Rental of RVs or Boats	68	\$4.70	\$171,085

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2009 and 2014; Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

Source: ESRI, www.esri.com

Emmet County

Blissfest is located in Emmet County. The following data is provided by Emmet County's 2009 recreational Plan. It provides an in depth look at the thoughts and feelings of the residents of the County. The data was gathered through a variety of ways. A survey was administered at two public forums that were held on February 10 and 11, 2009 in the Bear Creek Township Hall, A local chapter of the Michigan Township Association meeting held on January 21, 2009, and an online version was available to participants on the county website December, 2008 through March, 2009. Overall, 154 completed surveys were received and some of the results are presented in the next six tables.

Table 10 provides the recreation activities that people of the county desire. Blissfest plans to contribute to the following activities: 82% of the surveyed county desires nature and hiking trails, 69.4% of the population would like to see a community center involving youth, and 62.5% of the population desires campgrounds.

TABLE 10

	Top Ten Emmet County Recreation Activities	
	Category Rank	Percent Desiring Activity
1	Beach/Swimming Areas	86.8%
2	Nature/Hiking Trails	82.0%
3	Cross Country Skiing Trails	73.9%
4	Community Youth Center	69.4%
5	Playground/Tot Lots	67.0%
6	Bike Paths	66.8%
7	Public Marinas/Launches	65.3%
8	Outdoor Ice Skating Rinks	62.6%
9	Campgrounds	62.5%
10	Public Golf Courses	57.9%

Source: 2009 Emmet County Recreational Plan, and the Land Use and Attitudes Survey, 1990

Chart 15 shows the results of the study performed by the Emmet County Department of Planning to illustrate what recreational activities the county's residents partake in and find important. The study states that the residents of the county have not changed their top 10 uses of parks and other public space since 1990 and therefore these recreational uses could be considered embedded in the culture of the community. The top 5 of important uses are hiking/walking, swimming, boating, bicycling, and camping.

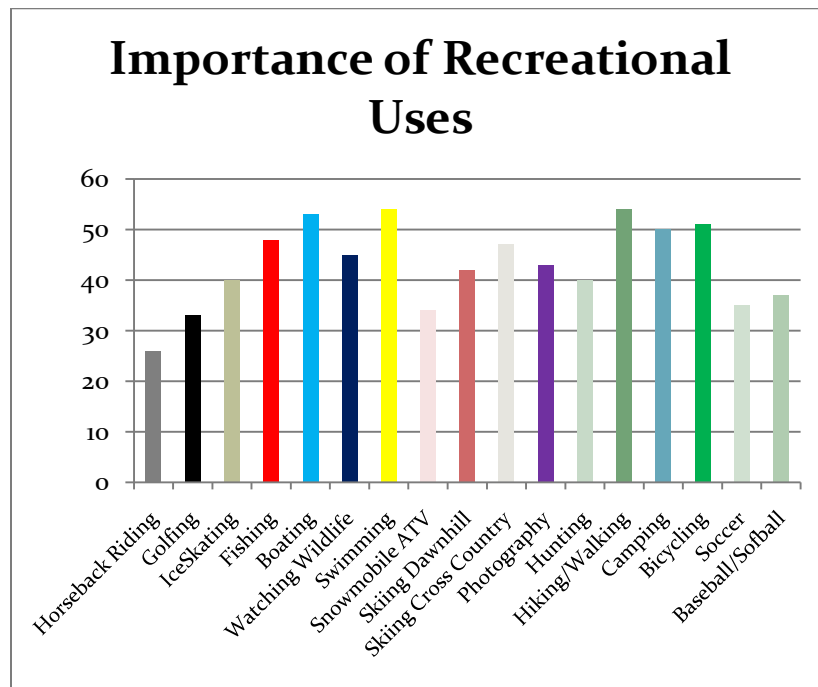


CHART 15: Source: 2009 Emmet County Recreation Plan from Emmet County Department of Planning, Zoning and Construction

Chart 16 shows how often county residents that took the survey participated in recreational activities. The majority of residents participate in recreation "a couple times a week" and "every day participation" is the second highest. This describes the residents of Emmet County as frequent users of recreation and enforces its importance in their lives.

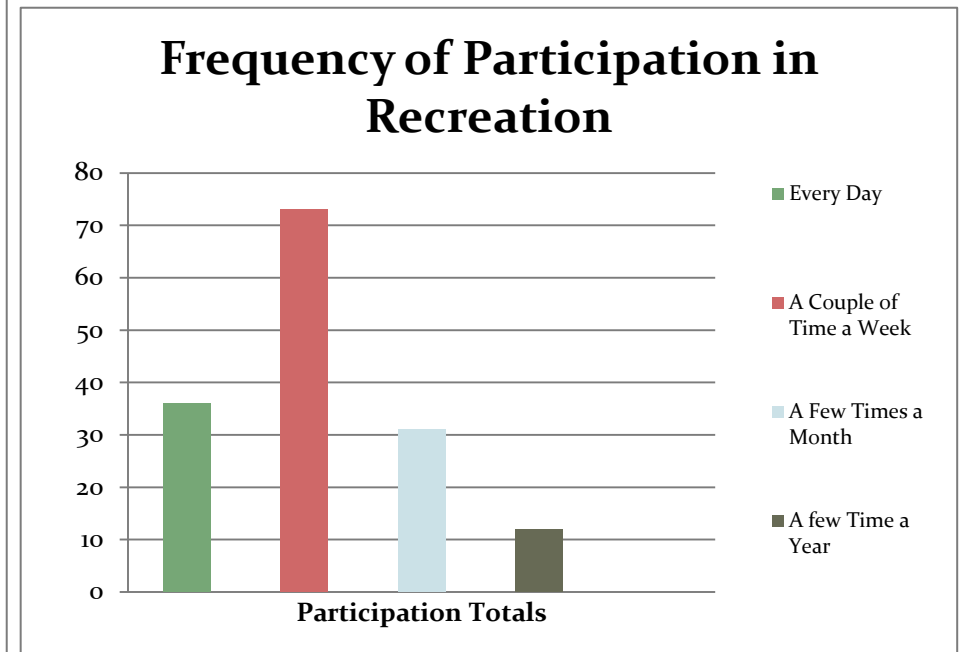
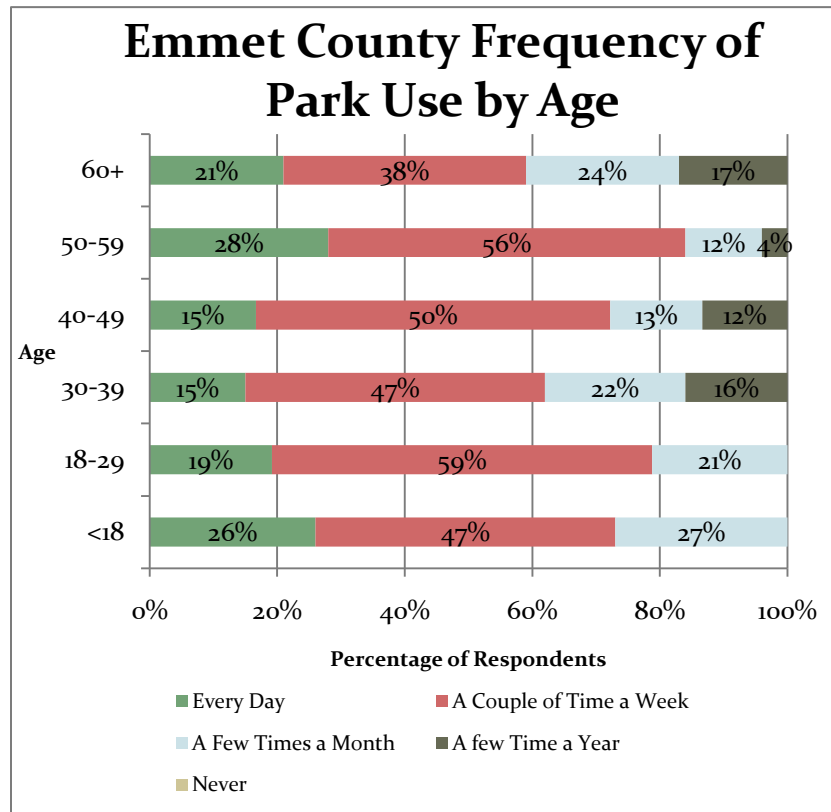


CHART 16: Source: Source: 2009 Emmet County Recreation Plan from Emmet County Department of Planning, Zoning and Construction Resources (2009)

Chart 17 shows the reported frequency of park use by age of the respondents. Across all ages park use was highest in the combined every day and couple times a week categories. This is useful to Blissfest as it suggests the high priority that local residents place outdoor activities.

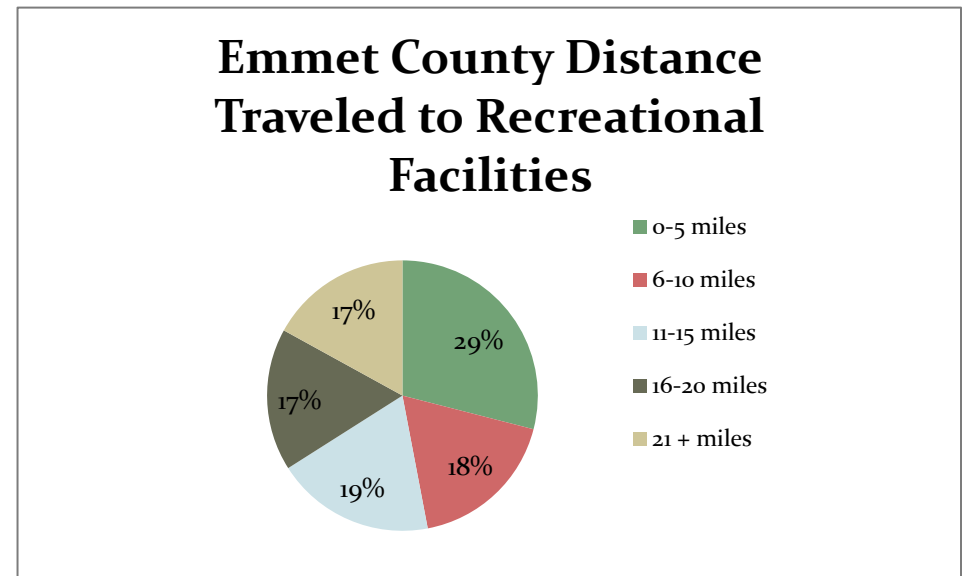
CHART 17



Source: 2009 Emmet County Recreation Plan from Emmet County Department of Planning, Zoning and Construction Resources (2009)

Due to the low population density of Northern Michigan, many of the local residents travel the necessary distance to recreate at their desired facility. This is apparent by the even split between the 5 categories in Chart 18. People in Northern Michigan are equally as likely to drive 6 miles to recreate as they are to drive over 21 miles. Blissfest should consider this when they determine the area they consider to be local.

CHART 18



Source: 2009 Emmet County Recreation Plan from Emmet County Department of Planning, Zoning and Construction Resources (2009)

Recent Tourism Trends- Beyond the data

Kim Schneider of the Grand Rapids Press wrote an article in the March 23, 2009 news paper about the current condition of Michigan's tourism. She reported on the Michigan Travel Forecast presented by Michigan State University researchers at the annual Michigan Tourism Conference. The Michigan Tourism Forecast predicted 2009 to have a 7% drop in total travel spending for the United States. Michigan's total travel volume and spending would only drop 3% to 4%, and travel prices will fall only 1% to 2%. The Northern Lower Peninsula is expected to see a 1.7% reduction in travel revenue.

The Michigan Tourism Forecast also reported on 2008 data that had been collected. In 2008 Michigan tourism traffic was down 8.9% compared to 2007. Certain Tourism destination saw an increase in visits, such as the Flint Cultural Center which saw a 8% increase in visits and the Henry Ford Museum saw a 3.2% increase in visits. U.S. National Parks saw a very slight decline of .3% of their visits. Hotel Occupancy in Michigan was down 3% to 5% in 2008.

Michigan State University researchers Sarah Nicholls and Don Holecek believe that less modern facilities are suffering more than up-to-date lodging facilities. The researchers also believe much of the 6.2% travel volume decline in 2008 was due to the spike in gas prices which lowered day to day travel and promoted carpooling, causing less traffic on the roads. Hospitality tax revenue was up 4.3% in 2008 indicating

that people still traveled, they just took fewer trips and stayed away longer. Holecek believes that people still want to travel despite the current economic conditions, and they will probably not go to high end properties.

Travel spending is down 7% across the Nation, but Michigan has a smaller decline in spending of only 3% to 4%, and the Northern Lower Peninsula has the smallest decline of 1.7% less revenue. Blissfest is in an area that has a low decline in travel revenue. Some cultural centers and museums are having an increase in visitors. ("Schneider," 2009)

Pure Michigan Advertising

Michigan's tourism advertising campaign is called "Pure Michigan", and it is successful at bringing new visitors to the state and generating revenue for tourism based industries as well as the state itself. Longwoods International is a research firm specializing in tourism advertising and its return on investments. They assessed the impact of the 2009 "Pure Michigan" summer advertising campaign on Chicago, Cleveland, Indianapolis, Cincinnati, Dayton, Columbus, St. Louis, Milwaukee, and Ontario residents. The "Pure Michigan" commercials aired nationally 7900 times on 15 cable channels in 2009 and were seen by an estimated 60 million people from coast to coast. The advertising campaign improved on its return of investment from \$2.86 dollars returned for every dollar spent in 2004, to a \$5.34 return in 2009. This is a large increase compared to the national average return of \$2.23. in 2009 more than 2 million trips were made to Michigan from out of state, and over \$500 million was spent in Michigan businesses. The Pure Michigan website was the most frequented state tourism website. ("Pure Michigan's first," 2010)

Chart 19 shows that Michigan has increased in visitor and visitor days since 1999. Although 2006 had the largest amount of both categories and they have both declined in 2007 and 2008, the total visitors and visitor days are still higher than they were in 1999. ("Michigan economic development," 2008)

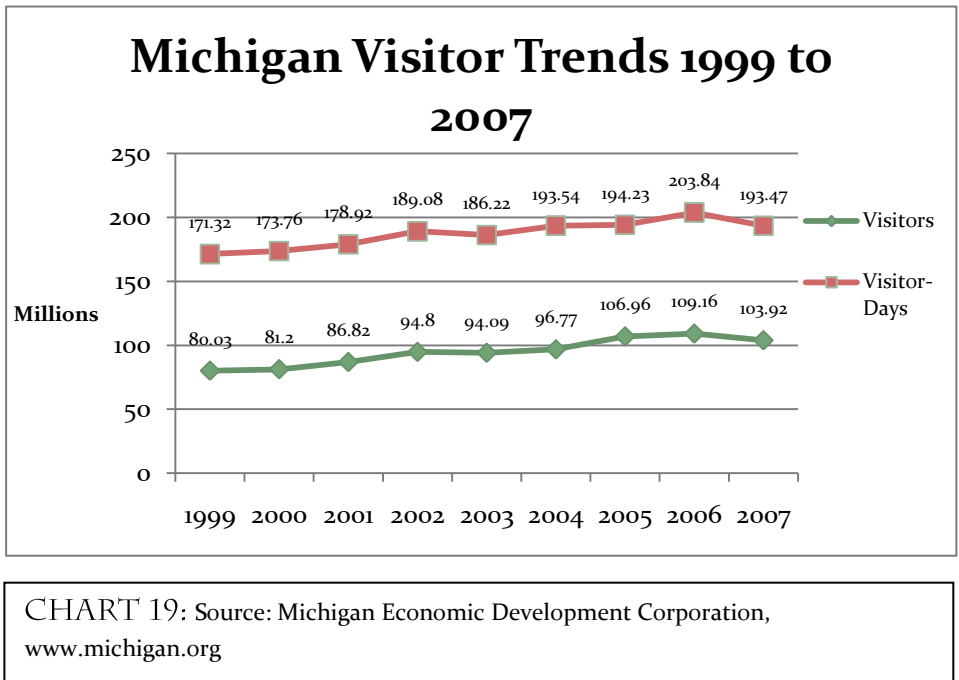
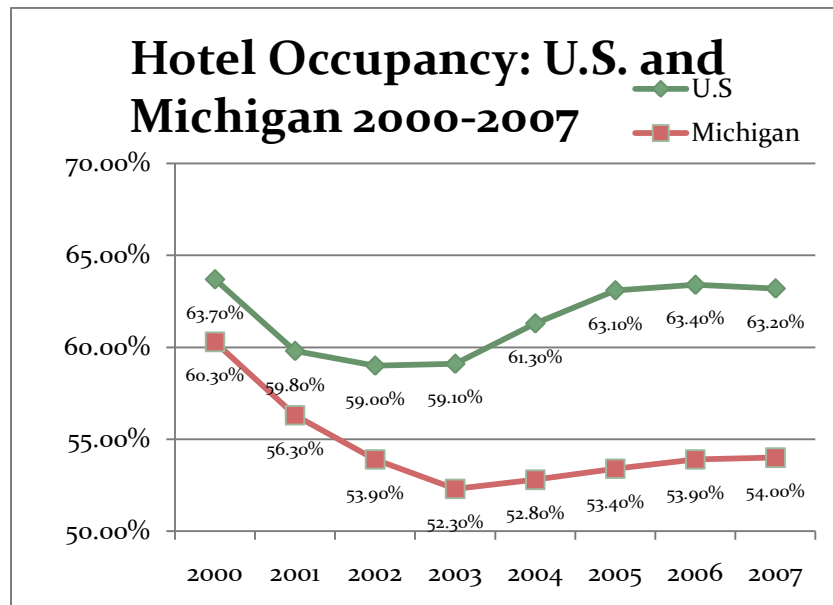


Chart 20 shows the hotel occupancy rate for the United States and Michigan. The average percent of occupied hotel rooms has fallen quickly between 2000 and 2003, but the rates have been steadily increasing since 2003. In 2007, the Michigan occupancy rate was 54% which is a .3% increase from 2006. In 2007 the average daily rate of a hotel room in Michigan was \$81.14, up 2.4% from the previous year, but still below the national average of \$103.64. The 2007 Michigan revenue per available room was \$43.84, up 2.6% from 2006, but below the national average of \$65.50. ("Michigan economic development," 2008)

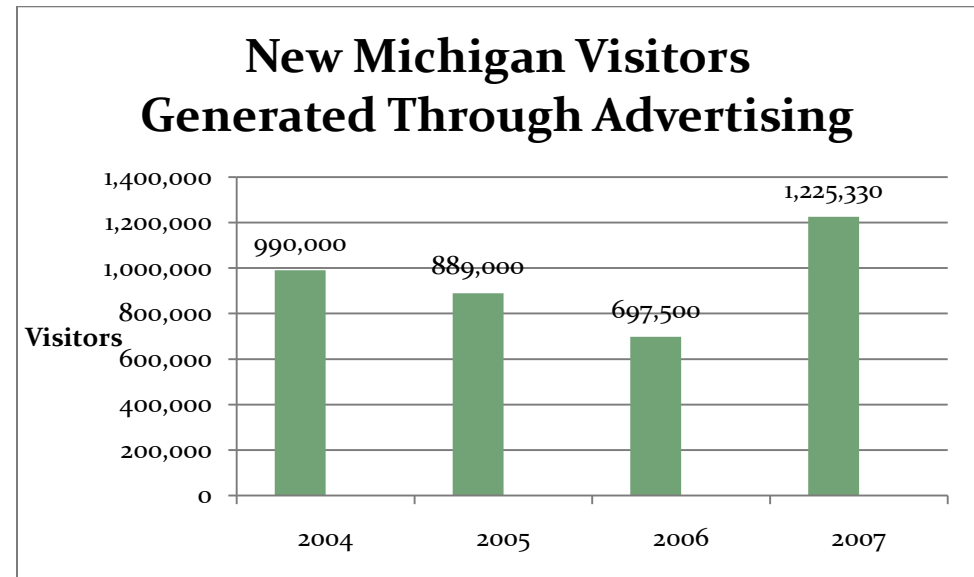
CHART 20



Source: Smith Travel Research, www.michigan.org

Chart 21 shows the new visitors to Michigan that have generated through advertising. The number of new visitors fell between 2004 and 2006, but there was a 76% rise in new visitors in 2007. ("Michigan economic development," 2008)

CHART 21



Source: Michigan Economic Development Corporation, www.michigan.org

Tourism Summary

The data presented above is provided to give a general idea of the travel patterns of visitors to the area and the lifestyle choices of local residents. Blissfest can use this information to analyze the general tourism in their area. To focus on the specific types of tourism Blissfest is seeking to provide (cultural, educational, ecological, and agricultural), it would be most efficient to look at the typical tourist they currently have for their annual music festival and the community members they attract to their local programs.

Current Tourists to Blissfest

In order to become a sought after destination it is important to identify the types of tourists you are trying to attract. Types of tourist can be broken into smaller market segments, by length of trip, type of activities desired, size of group traveling in, and total dollars spent. Knowing the specific market segments that you are trying to attract helps to identify the needs and wants of those people. It can also help to focus marketing strategies.

Jim Gillespie, Executive Director of the Blissfest Music Organization, thinks the typical Blissfest tourist can be best described by their lifestyle. He envisions Blissfest marketing to people who enjoy non-motorized recreations such as hiking, biking, and kayaking. Gillespie believes that the expansion of Blissfest tourism will appeal to people who like to learn and participate in projects that are part of their value base while vacationing.

This is a starting point but Blissfest Music Organization needs to gather more targeted demographic data of the typical festival visitor they have and the type of visiting tourist and community members they wish to attract and cater to. Some valuable information that can help them narrow down their potential customer and better suit interested visitors could be questions such as: where do they come from (how far), How did they travel (mode and route), how long did they stay, how old are they, who did they travel with, what is their income, what local business and facilities do they use, how much did they spend, what do they like to do, lodging preferences, what attracted them to the community, how did they find out about the community, how satisfied are they with the offerings, best way to reach them (radio, newspaper, internet, radio).

Travel Pattern Summary

Much of the travel pattern data presented here describes a relatively stable tourism industry in Northern Michigan. It is recommended that BMO moves onward with its plan to expand into year-round tourism. The six steps discussed on page 27 of this report can be a guide and a targeted market survey of Blissfest attendees be conducted to learn more about who comes to Blissfest for festivities.

Tourism Definitions

The Blissfest Music Organization would like to use their upcoming expansion into year-round tourism to focus on the specific sectors of eco, educational, cultural, and agricultural tourisms. By stating established definitions of each specific sector, Blissfest will be able to strategize a direction to move in and also validate their claims to promoting the specific tourism through various amenities, programs, and knowledge offered. These four types of tourisms overlap in several areas and create blurred boundaries between them. Sustainable tourism is another type of tourism not mentioned by Blissfest but very similar to the direction they wish to move in and it also overlaps with and encompasses the specific tourisms they desire to develop. Many of these tourisms are new in ideas and classification and therefore have several definitions that vary with their author. Several definitions from well known sources and organizations are given for each of the tourisms. Blissfest should use these as stated or combine them to define their tourisms as they best envision it. These definitions can also provide guidelines to keep the organization on track as it expands deeper into these tourisms, and they will also show what other places in the world are using to claim that they are involved in similar specific tourisms.

Sustainable Tourism

There is a growing interest by some organizations to recognize the need to integrate tourism principles with environmental and sustainable development; however, it is difficult to do in practice in part because of the complexity of defining and measuring sustainability. According to the Global Development Research Center's web site ("The Sustainable Tourism"), the following are examples of sustainable tourism definitions. These organizations are devoted to promoting standards or principles for sustainable tourism, and their definitions have been given to highlight some common themes and key differences in the changing concept.

World Tourism Organization defines sustainable tourism as: "tourism that leads to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems".

The United Nations World Tourism Organization (UN-WTO) defines sustainable tourism as "tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-on component."

The UN-WTO goes on to state that, "The objective of sustainable tourism is to retain the economic and social

advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination".

According to the *United Nations Environment Programme*, sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and

social services to host communities, and contributing to poverty alleviation.

Authors John Beech and Simon Chadwick make the important point that “with sustainable tourism, sociocultural and environmental impacts of tourism are neither permanent nor irreversible.”

These definitions are primarily written in contexts of unequal relationships between tourists and host communities, in particular between the developed and undeveloped Nations. What maybe relevant for Blissfest is how they will define sustainable tourism and what evidence or measures they will use to demonstrate that they are truly sustainable. If they wish to market their development to green consumers, they will need to clearly define “sustainability” and have examples of how they are achieving sustainable outcomes.

Eco-Tourism

Eco-tourism as distinguished from sustainable tourism, emphasizes the relationship between tourism and the environment, but does not have to be “sustainable”. There is much literature on tourism, which demonstrates the tragedy of the commons as to how significant natural sites are enclosed and over developed or degraded by tourism. Sustainable tourism would have to add protections and limits to insure that promoting environmental features does not destroy them. Eco-tourism often includes local culture as part of its attraction along with flora and fauna. Wilderness adventure travel, on the other hand, is a common type of eco-tourism, but one that does not always value local culture.

Instead of focusing on the natural attractions, another way of defining eco-tourism would be to focus on how tourism is practiced. For instance, how are the effects of tourism on the environment and local culture reduced or eliminated? The tourism industry can promote recycling, energy efficiency, water re-use, or LEED designed buildings, low carbon footprint, etc. Many eco-tourism programs also highlight their efforts to create economic opportunities for local communities as part of their eco-tourism scheme.

Ecotourism is considered the fastest growing market in the tourism industry, according to the World Tourism Organization with an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, and 11.4% of all consumer spending (“Defining eco-tourism,” n.d.).

The following are summaries, definitions, and characteristics of eco-tourism from several organizations:

According to Eco Tourism International, successful ecotourism projects must:

1. effectively promote the preservation of entire local ecosystems, not just individual species, vistas, or sites:
2. be economically viable in order to attract financing and be sustainable:
3. be well planned, financed, managed and marketed in order to meet the stringent environmental and recreational demands of a true ecotourism development.

(“Defining eco-tourism,” n.d.).

According to the Nature Conservancy, ecotourism has the following characteristics:

1. Conscientious, low-impact visitor behavior
 2. Sensitivity towards, and appreciation of, local cultures, and biodiversity
 3. Support for local conservation efforts
 4. Sustainable benefits to local communities
 5. Local participation in decision-making
 6. Educational components for both the traveler and local communities
- (“The Nature Conservancy,” n.d.)

Blissfest is potentially well positioned to take advantage of this market and could potentially meet these eco-tourism factors. Blissfest intends to create a facility where visitors have a low environmental impact, and conserve local ecosystems and agricultural systems. It is feasible that Blissfest might also involve the local community in decision-making and promote the education of components, especially on alternative energy. In addition to Blissfest's efforts to create energy self sufficiency, it might also make their energy program part of the tourist object by creating exhibits, retreats, or seminars on the development of alternative energy. Blissfest has the advantage that they have been in the area for a long time and they are well acquainted with the culture and needs of residents.

Educational Tourism

Smith and Jenner (1997a) suggest that tourism broadens the mind, and thus all tourism may be considered educational. They also note that the concept of travel for education and learning is a broad and complicated area, which explains why tourism academics and industry have to date largely ignore this field. (“Ritchie, et. al.,” 2003). Ritchie, Carr, and Cooper provide the following definition of educational tourism: “Tourist activity undertaken by those who are undertaking an overnight vacation and those who are undertaking an excursion for whom education and learning is a primary or secondary part of their trip. This can include general educational tourism and adult study tours, international and domestic university and school students’ travel, including language schools, school excursions, and exchange programs. Educational tourism can be independently or formally organized and can be undertaken in a variety of natural or human-made settings” (2003: 18). They also cite a number of studies that suggest that educational tourism is increasing as more individuals seek to develop themselves through serious leisure or special interest tourism. Learning is an important motivation for tourists, but there is a lack of research on educational tourism because it often overlaps with other kinds of tourism, especially cultural and eco-tourism.

Blissfest has a chance to provide a unique and memorable experience in this area. Due to the lack of a uniform definition, most activities that involve learning could be considered a form of educational tourism. Blissfest will have

many various types of activities taking place on their property year-round. Almost all of them involve learning in one form or another. Blissfest can stand out as an organization that creates structured learning programs and provides an entertaining learning experience. Along with visiting tourists, other potential customers in this area could include local schools, scouts, and the local population that needs an area such as Bliss Farm to learn in a “hands on” manner. Blissfest has the ability to teach music, dance, and art as they currently do, along with natural ecology and ways humans can lower their impact on natural ecology. Blissfest is moving into the agricultural sector as well, and this involves much teaching and learning. Any learning taking place at the Blissfest Farm can be considered educational tourism, but a greater opportunity presents itself in Blissfest’s ability to organize in depth programs at many different levels of various subjects taking place on the property and in the local area.

Cultural Tourism

Cultural Tourism is the subset of tourism that is defined as travel directed toward experiencing the traditional and contemporary culture, arts, and special character of a place. This includes the performing, visual and literary arts, language, museums and libraries, heritage, crafts, architecture, design, film and broadcasting.

(“Michigan State Housing,” 2007)

Cultural Tourism is essentially that form of tourism that focuses on the culture, and cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions and leisure pursuits of the local population and host community. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people. It should not be regarded as a definable niche within the broad range of tourism activities, but encompasses all experiences absorbed by the visitor to a place that is beyond their own living environment (“International Council,” 2002).

Agricultural Tourism

Michigan Senate Bill No. 0225 (2005) defines agricultural tourism as:

“the practice of visiting an agribusiness, horticulture, or agricultural operation, including, but not limited to, a farm, orchard, or winery or a companion animal or livestock show, for the purpose of recreation, education, or active involvement in the operation, other than as a contractor or employee of the operation” (“Michigan agricultural,” 2007).

The distinctions between agricultural tourism and other types of tourism is a gray area. Agricultural tourism characteristics mimic those of the other listed types of tourism. Similar to educational tourism, visitors to an agritourism farm receive an education on the techniques employed at an agritourism farm and learn about the plants that are grown on that farm or in the region. Because agricultural tourism operations are educational, emphasize the support of local farming operations, and can include recreational opportunities, it is often difficult to differentiate between agricultural tourism and eco, sustainable, educational, or recreational tourism.

In Michigan, tourism and agriculture are the state’s second and third largest industries. The Michigan Agricultural Tourism Advisory Committee estimate there are “over 2,000 and upwards of 4,000 agricultural tourism businesses in the state” (“Michigan agricultural,” 2007) ranging from U-Pick

farms to larger winery operations. Michigan residents prefer to buy locally and Michigan grown products as stated by the State of Michigan Agricultural Tourism website. A report released by the Michigan Agricultural Tourism Advisory Commission calculates that if “consumers spent an additional 10 percent of their at-home food budget on Michigan foods, sales of Michigan-grown foods would increase by \$730 million” (“Michigan Department of,”).

Michigan State University recently conducted a study that “showed that 14 percent of travelers in Michigan (both residents and visitors) reported they had visited a farmers’ market, a U- Pick farm or an orchard during their most recent leisure trip in Michigan” (“Michigan agricultural,” 2007). Respondents of the study rated their interest in several suggested activities. The list below lists some “moderately ranked” activities:

- Living and working on a working farm or orchard;
 - Hiking on a trail from one farm Bed and Breakfast to another;
 - Learning to grow grapes and make wine at a working vineyard; and,
 - Learning country arts and crafts on a working farm.”
- (“Michigan agricultural,” 2007).

Combining tourism and agriculture provides some stability for the food and agriculture industries. Creating an agricultural tourism farm often keeps farms in the family,

generates extra income or off-season income, and increases and varies the market (“Michigan agricultural,” 2007).

Since it has been shown that locally grown foods are in demand, BMO could tap into this market by growing some locally prized items. Things that are grown on the Blissfest Farm can be sold in local farmer’s markets, such as the Petoskey Farmer’s Market in the summer or sold to area restaurants. Morel mushrooms are a delicacy in Michigan and have been said to grow well in places that receive large amounts of snow in the winter and have relatively moist sandy soils.

What Do These Definitions Mean for Blissfest Music Organization?

The Blissfest Music Organization is already a cultural tourism group. They are now interested in expanding their tourism base to offer sustainable, ecological, educational, and agricultural tourism.

Blissfest Music Organization envisions orchards and gardens on site that would be available for members and guests to tend. These orchards are an example of agricultural tourism because people are coming to work with crops; it is also educational in the sense that people can come to learn new things about agriculture. The orchards and gardens would also serve as a pillar to cultural tourism in the sense that techniques from a rural way of life would be utilized, taught and preserved in the methods of growing, harvesting, and utilizing. in the sense that there is a certain type of person whom enjoys going out to pick their own vegetables as opposed to buying them

from a large grocery store. The orchards and gardens could be tended for in a sustainable way if the use of fertilizers is replaced with organic matter from compost, water use is monitored and not overused, and if the use of fossil fuels is eliminated from the planting and harvesting phases.

Blissfest is already planning to implement a wind turbine as well as solar panels, this tie in to Blissfest is already in place. All that needs to be done to make it educational is provide a few signs explaining how a turbine works, along with a tour-guide explaining the basics of how it works and why it is better than burning fossil fuels.

Examples of local Agricultural Tourism

This section will focus on some farms in the tri-county region that provide agricultural tourism to the area. The farms are members of the Michigan Farm Marketing and Agri-Tourism Association, and they can be found in the directory that is published annually. These farms can be competition or support for the agricultural tourism BMO is seeking to expand into.

Kiteley Farm Market; Charlevoix, MI

Kiteley Farm Market is a local family run farm. They offer two types of business, a farm market and a u-pick business. They are the second generation of the Kiteley family to own and operate this farm in the hills of Charlevoix County with a view of Lake Charlevoix just over a mile away. They offer the farm experience of picking your own berries and children are encouraged to join in on the experience. A customer can also cut and create a personal bouquet of flowers from the large cutting garden. There are farm animals for your viewing as well. The farm market offers a selection of preserves jam, honey, specialty foods and their own Maple syrup.

The U-pick business offers the farm experience of picking your own strawberries or raspberries. The strawberry patch has early and late varieties of strawberries. Mid June to early July is the strawberry season with raspberry season starting in mid July.

They grow a variety of garden vegetables with

harvesting beginning early in July and continuing through early fall. The Farm market is open 7 days a week from 8am – 7 pm, mid June through Labor day; 10am – 6pm in September; and self-serve pumpkins in October along with seasonal late ripe produce

The farm market also carries beef that has no hormones or anti-biotics, and it is sold by the whole, half, and quarter steer. Other goods sold in the market include: their own Maple Syrup, Local Honey, Local seasonal Fruit, Jams, Jellies, Salsas, Chutneys, salad dressing, natural snacks, and gourmet specialty products.

Flowers and herbs are grown on site. Flowers are cut daily or they can be hand-picked and arranged in a bouquet. Herbs are picked on demand to preserve freshness.

Address:

03805 Brock Rd.
Charlevoix, MI 49720
231-547-2318
www.kiteleyfarms.com
located 50.42 miles south from the Blissfest Farm

Coveyou Scenic Farm, Petoskey, MI

Coveyou Scenic Farm overlooks Walloon Lake in Petoskey, Michigan. They are a historic farm that grows a wide variety of flowers, vegetables, and fruit. They consider the hanging baskets and Christmas wreaths they make to be their

specialties along with their tomatoes and garden mums. They are open 9am to 6pm from mid May through December

Address:

4160 U.S. 131 South

Petoskey, MI 49770

231-348-1278

Located 31 miles south from the Blissfest Farm

Just a Plain Farm, LLC, Carp Lake, MI

Just a Plain Farm LLC, is a local farm that is open to the public in autumn. They specifically provide the autumn and harvest time activities and atmosphere. They offer pumpkin picking, hayrides, multiple corn mazes, woodland trails, poppin' patch, ornamental corns, corn shocks, apple cider, fall decorations, barn store, and have U-Pick available. They are open from 10 am to 6pm daily, Mid September through October.

The farm market features many varieties of pumpkins, fall squash, gourds, jumbo gourds, ornamental corns, and corn shocks, all grown on site. The farm market offers various types of apples, both in small and large quantities. Cider, maple syrup, jams, cookbooks, farm coloring books, jumbo dried gourds, natural wreaths, swags, and other fall decorations.

Pumpkins in all sizes and shapes are the main fall attraction. They grow over 60 acres of all types of pumpkins. The hayrides include a scenic fall hayride across the farm and a stop at Pumpkin Acres where each person gets to pick a

pumpkin to take home. There are three corn mazes and a woodland trail to enjoy nature's finest fall colors. Interesting, education information is also posted throughout the mazes and trail.

They offer a variety of different U-pick programs that include:



Gordy's Gourds--Gather pailfuls of colorful gourds and miniature pumpkins.



Judy's Jumbos--Pick that special jumbo gourd from a variety of sizes and shapes.



Poppin' Patch--Pop in our Poppin' Patch and pick a pail of white, yellow, and red popcorn.



Squash, By Gosh--Fill a basket full of many varieties of delicious fall squash growing in the fields.



Pumpkin Pickin'--Visit our Pumpkin Acres and pick your favorite pumpkin.

The barn facilities can cater to a special event. Visitors can relax outside at the picnic tables or enjoy the atmosphere in the large hay loft area of the barn, where groups and families meet to relax, snack, or have their own pot luck dinners.

Address:

5055 Gill Rd

Carp Lake, MI 49718

231-537-2302

www.justaplainfarm.com

Located 14 miles south east of Blissfest Farm

Pond Hill Farm, Harbor Springs, MI

Pond Hill Farm is a family owned and operated farm located 5 miles north of downtown Harbor Springs, Michigan. The farm is open to the public and claims to provide a great place to bring the family for a fun filled farm experience. Pond Hill Farm is open from 8am to 6pm daily. Pond Hill Farm is closed on major holidays.

“The kids will love feeding the cows, pigs, sheep, goats, chickens, and goose up in our Livestock Barn. They will also fall in love with the Squash Rocket which is open from spring to late fall. It's a giant slingshot to sling squash out into the fields.” (www.pondhill.com)

They offer a trout pond starting in the spring. The farm market is filled with their own pesticide and herbicide free produce, our own hormone and antibiotic free organically raised beef, pork, and lamb, Sharon's Old Fashioned Canned Goods (canned onsite), organic dairy products, Pond Hill Natural Handmade Soaps, and a wide variety of other natural & organic items. Our canned goods can be shipped year round.

The event barn houses the Farm Fresh Cafe at Pond Hill. The menu includes hamburgers, hot dogs, veggie wraps, salads, and more. They use their own meats, produce, and canned goods to create lunches and snacks. The Cafe is open during the warmer months. They provide hoop house grown produce in the winter and are a year-round location for agricultural products, activities, and education.

Address:

5581 S. Lake Shore Drive
HarborSprings, MI 49740
231-526-FARM (3276)
www.pondhill.com
Located 19 miles south of Blissfest Farm

Golden River Orchard, Cheboygan, MI

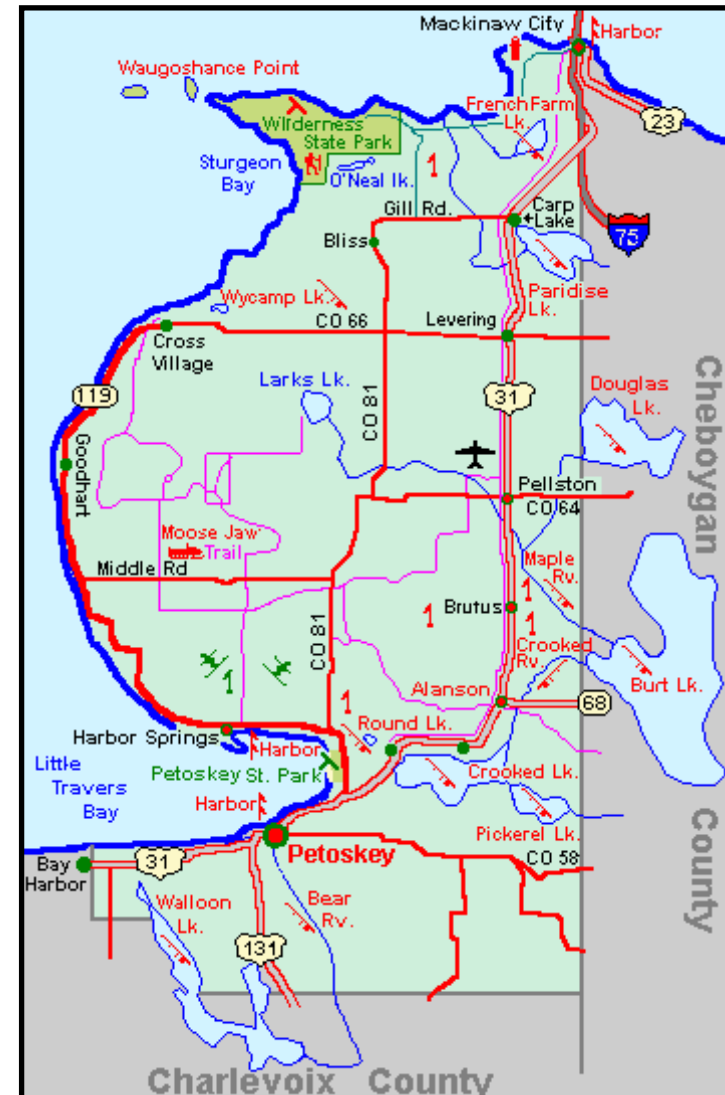
Golden River Orchard is a farm that grows mostly apples and is open to the public in the autumn. They pride themselves on producing 11 varieties of “excellent quality” apples. They also have a large pumpkin patch and grow squash. They are open Saturdays from 10am to 5pm and Sundays from noon to 5pm, in September and October.

Address:

2250 White Cedar Rd,
Cheboygan, MI 49721
231-420-2565
www.goldenriverorchard.com
Located 34.6 miles east of Blissfest farm

Northern Michigan's Regional Tourism System

Northern Michigan is a thriving tourism destination that is especially popular among Michiganders (Table 7 on page 39). Summer is the most popular season to travel in northern Michigan closely followed by winters. The region has abundant natural and cultural resources that attract a wide range of tourists of all incomes and ages. The local, county and regional governments depend on tourism to generate revenue so they create a favorable climate for the development of responsible tourist attractions. Local citizens usually support the expansion of recreation facilities.



MAP 6: Emmet County recreational points of interest;
<http://www.fishweb.com/maps/emmet/index.html>

Natural Features

Northern Michigan has an abundance of unique natural resources. It is home to miles of Lake Michigan shoreline, clear water, sandy and cobble beaches, and undisturbed dune environments that attract sunbathers, swimmers, boaters, sailors, anglers, and paddlers. The beaches contain Petoskey Stones, a glaciation age fossil that is also Michigan's state stone. Sturgeon Bay, within Wilderness State Park, showcases one of the best developed and most diverse forested dune and swale complexes in Michigan, and has spectacular wetland areas mixed throughout. Trails within the large state park and throughout the region provide connectivity between points of interest and allow hiking, biking, hunting, camping, birding, snowshoeing, cross-country skiing, and snowmobiling in the temperate deciduous forest. Local animals of interest include fox, turkey, white tailed deer, elk, bald eagle, porcupine, skunk, coyote, mink and otter. The area is home to the Piping Plover an endangered bird. Endangered plants such as the pitchers thistle, Houghton's Goldenrod, Lake Huron tansy, pumpell's brome grass, and butterwort also call this area home. (DNR) Inland lakes include: Crooked Lake, French Farm Lake, Little Traverse Bay, Paradise Lake, Pickerel Lake, Round Lake, Wycamp Lake, Carp Lake, Larks Lake, Burt Lake, and Douglas Lake.

Source: DNR

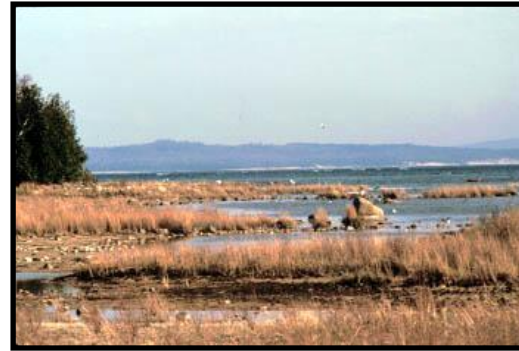


FIGURE 14: Waugoshance Point, south shore

DNR - Wilderness State Park. (n.d.)

FIGURE 15: Sturgeon Bay

DNR - Wilderness State Park. (n.d.)



FIGURE 16: Waugoshance Point, north shore

DNR - Wilderness State Park. (n.d.)



FIGURE 17: Hiking

DNR - Wilderness State Park. (n.d.)



Cultural Resources

Northern Michigan also contains many cultural attractions. Cross Village, one of the oldest settlements in Michigan, is located between Lake Michigan and the scenic *Tunnel of Trees* on state road M119. This village is approximately four miles from the Blissfest Farm and has a rich history that has strong connections with the local Odawa Native Americans. Early historical accounts indicate that Father Jacques Marquette, the famous French Jesuit priest who endeared himself to the Native Indian population of Northern Michigan, planted a huge white cross on a bluff overlooking Lake Michigan before his death in 1675. Today, a replica of this cross stands at the edge of the bluff where it is visible far into Lake Michigan. Many historical buildings stand in the small artisan community including the famous Legs Inn, a Polish-American restaurant and lodging establishment with unique architecture and decor. Polish immigrant, Stanley Smolak built the inn with stone, timber, and driftwood in 1921. The Legs Inn features live music on weekends through the summer season. Down the road the Three Pines Studio you can find pottery, fiber art, jewelry, furniture, paintings (watercolors, oils, acrylics), cold, warm, and hot glass artwork, quill boxes and several other interesting and beautiful objects done by 60 artists, all of whom are locals. The



FIGURE 18: Legs Inn, Cross Village; Photo Credits: <http://www.legsinn.com/>

Cross Village Rug Works is a nonprofit organization that has launched a self-supporting cottage industry that teaches and nurtures artisan skills, by producing beautiful handcrafted rugs with fiber that was grown locally. The Cross Village annual Fourth of July Parade, the annual Biketemberfest, and the annual "End of the Season" Halloween Bash are all examples of festivals taking place within the artisan village.

Servicing Northern Michigan Tourists

It is important to identify organizations that serve tourists and destinations alike by providing information to connect potential tourists with destinations that meet their interest. State wide organizations such as Pure Michigan and Absolute Michigan provide a wide range of visitor information. Regional organizations, like the West Michigan Tourist Association, also provide a wide range of information on a wide range of places. Local organizations such as the Petoskey Regional Chamber of Commerce, Harbor Springs Area Chamber of Commerce, Cheboygan Area Chamber of Commerce, Charlevoix Area Chamber of Commerce, Mackinaw City Chamber of Commerce, Petoskey Area Visitors Bureau, Charlevoix Area Convention & Visitors Bureau, Cheboygan Area Tourist Bureau, Mackinaw Area Tourist Bureau, give place specific information. Other private

travel companies such as Forbes Travel Guide, AAA Michigan Travel Gide, and Travelocity provide good information. Advertising also takes place at key locations such as rest stops, lodging establishments, restaurants, and other area attractions. Appendix 2 has contact information for the above listed establishments.

Effects of Tourism on Community/Region

Tourism not only happens to places it can also happen for places. Through communication, collaborations, and partnerships regions and surrounding municipalities can involve themselves in the tourism planning process to shape the development of the tourism industry in the region and to reap its benefits. Some positive aspects of tourism include increased employment in tourism sector including jobs with other organizations and enterprises that serve tourists, sale of goods, services, and labor, sales tax revenue, a diversified economic structure, increased tax base, protection of open space, increased quality of life, increased participation and civic pride, possible infrastructure investments, increased outside funding, a wider variety of goods and services. However negative things can also be associated with tourism such as increase property taxes, strain on infrastructure and services, increased garbage, derogation to the land, water, and air, increased traffic, and higher consumer prices.

Case Studies

Case studies are an excellent way to explore possible tourism strategies. The team has examined organizations that are similar to Blissfest that have had some success in the areas of ecological, agricultural, cultural, and education tourism.

The Outdoor Discovery Center of Wildlife Unlimited; Holland, MI



Outdoor Discovery Macatawa
Greenway Partnership (ODC-

Greenway), located in Holland, Michigan, strives to create opportunities that allow individuals to discover the natural world. The organization does this through outdoor educational and recreational experiences on a 130 acre protected nature preserve and by connecting 1,200 acres of natural habitats and greenways for the benefit of wildlife, people, and the environment.

The ODC- Greenway is a 501 (c) (3) non-profit charitable outdoor education and land preservation organization that has served more than 120,000 children and adults since 2000. Annually, more than 70,000 people visit the ODC-Greenway sites to walk the trails and view the wildlife. The sites are open year round from sunup to sundown and are free to the public. The preserve features six naturally occurring ecosystems including: 13 ponds and wetlands, remnant dunes, meadows,

remnant prairies, and lowland hardwood forests. Over 150 species of birds, 25 species of mammals, 10 species of reptiles, and 10 species of amphibians call the preserve home. Four miles of walking trails and boardwalks wind throughout the grounds providing easy access throughout the seasons. When there is 4 inches of snow, Ojibwa-style snowshoes are available to use. To assist in providing a meaningful and memorable experience the trails are lined with interpretive signs and wildlife viewing points. The Blissfest Music Organization could create unforgettable placemaking signs similar to those found at ODC. Since the ODC-Greenways's preserve is bordered by executive homes, a communication station, and has a crisscross of power lines travelling through it the feeling of getting lost in nature is not as strong.

The ODC-Greenways site has an abundance of major attractions and facilities. Founders Hall is an educational building at the entrance of the property that doubles as a visitor's welcome and information center. This building houses restrooms, live creatures, and taxidermy. The DeWitt Wildlife Education Facility is next to Founders Hall and is visible from the road. This area is home to a bull and cow elk, and five white-tail deer. The Imagination Forest is located near the trailhead next to the wildlife education facility. This open area allows young visitors to play in an open meadow that houses a sand box and model settler's houses. The rentable Springview Program and Event Facility sit at the trailhead and serves as an outdoor classroom, picnic area, and a shelter. The Sensory Trail is the beginning of the pathway system and is fully accessible to everyone regardless of age or ability. It leads visitors into the

preserve and to the Ottawa / Potawatomi Summer Village. This replica area features a bent house, a cook house, three other houses, a small amphitheater, and an Indian garden. Further into the trail system is the Birds of Prey Education Facility which houses rehabilitated and un-releasable birds such as the Eastern Screech-Owl, the Barred Owl, the Great Horned Owl, the American kestrel, the Merlin Peregrine Falcon, the Red-tailed Hawk, the Bald Eagle, the Golden Eagle, and the Turkey Vulture. Next-door, the 4,000 sq foot Field Station serves as a research lab for local colleges. It is also another display site for an expansive taxidermy collection. The Kuipers Archery Education Facility is used for throwing atlatls and shooting bow and arrows. The DeVisser Cultural History Lab and the Spoelhof Outdoor Classroom are also important facilities found within the preserve. The Blissfest Music Organization may wish to create a welcoming visitor center and specialized facilities to support unique attractions.

A multitude of programs are offered both on and off site per request. Some general themes include: wetland investigation, ecosystem adventure, habitats and organisms, animal classification, water cycles and envirosapes, nature discovery, wild Michigan, rocks and minerals, dune ecology, birds of prey, ecology of birds, web of life, and winter ecology. Connecting Children and Nature programs seeks to encourage young people to go outdoors, appreciate the natural world, enjoy nature, and to develop a lifestyle that includes outdoor activity. The popular Homeschool Program for students features programs like, Native American lifeways, language and culture, games and hunting, gardening and plant resources,

winter wildlife, ice fishing, tracks, scat and signs, winter ecosystems, and mammals, reptiles and amphibians, and birds. Preschoolers can attend nature school to be introduced to the wonders of nature through crafts, activities, games, songs, live animals, and outside exploration. Additional specialty programs include Michigan Hunter's Safety Certification, international bow education program certification, fly tying classes, archery classes, organized game hunts, Native American life skills workshops, and kayaking. River Encounters are paddling trips offered along the Macatawa River help to educate people about the river, the Macatawa Watershed and the plants and animals that can be found there. Staff members have also led groups both locally and internationally on Eco-tours to provide unique outdoor opportunities not available to the typical traveler while supporting the conservation needs of the region visited. Past groups toured the Galapagos Islands and the Ecuadorian Jungle.

Special community and fundraising events are offered throughout the year. The Treats and Trails Halloween walk along the luminary-lit Sensory Trail features wildlife encounters face painting, hayrides, games, and lots of candy to celebrate the holiday. The Annual Pig Roast is fun for the entire family. Fishing, kayaking, archery, hayrides, guided walks, and geo-caching are all available.

The organization is supported by governmental units, memberships, donations from individuals, businesses and organizations, grants and program fees. The organization has between 1,000 and 2,000 donors, and recently received a \$150,000 grant from the W. K. Kellogg Foundation for a two-year project that will expand its No Child Left Inside initiative

to hundreds of preschool-aged children, their families and area preschool teachers over the next two years. A very special partnership with American Electric Power allows a 10kW Bergey wind turbine to sit at the preserve providing a significant portion of the center's energy needs. In addition to the turbine there is also a solar powered outdoor light, both serve as learning opportunities about viable alternative energy sources by demonstrating alternative energy use. A "Learning from the Wind" website allows people to see how much electricity the turbine is currently generating; one can also track the graphs over time.

Partners: Ottawa Area Intermediate School District, AEP - American Electric Power, Chick-Owa Sportsman's Club, Hope College, Laketown Township, Park Township, Zeeland Recreation, Rocky Mountain Elk Foundation, Professional Bowhunter's Society, Ottawa County Wellness Coalition, GVSU - FRESH Program, Fillmore Township, Holland Township, Zeeland Township, The City of Holland, and The City of Zeeland.

Sponsors: Bank of Holland, Huntington National Bank, Fifth Third Bank, Macatawa Bank, Greenleaf Trust, Mercantile Bank of Michigan, Haworth Inc, Ridgeview Industries, Hope College, The New JQ 99, Metal Standard Corp,

Conservation Partners: Michigan Department of Natural Resources, Pottawatomi Club, Michigan United Conservation Clubs

The organization staffs 12 main employees. The administrative office is open Monday-Friday 8:00 am to 5:00 pm.

Contact Info:

The Outdoor Discovery Center of Wildlife Unlimited
4214 56th St.
Holland, MI 49424
616.393.9453
odc@outdoordiscovery.org
<http://www.outdoordiscoverycenter.org/odcofwu/site/default.asp>

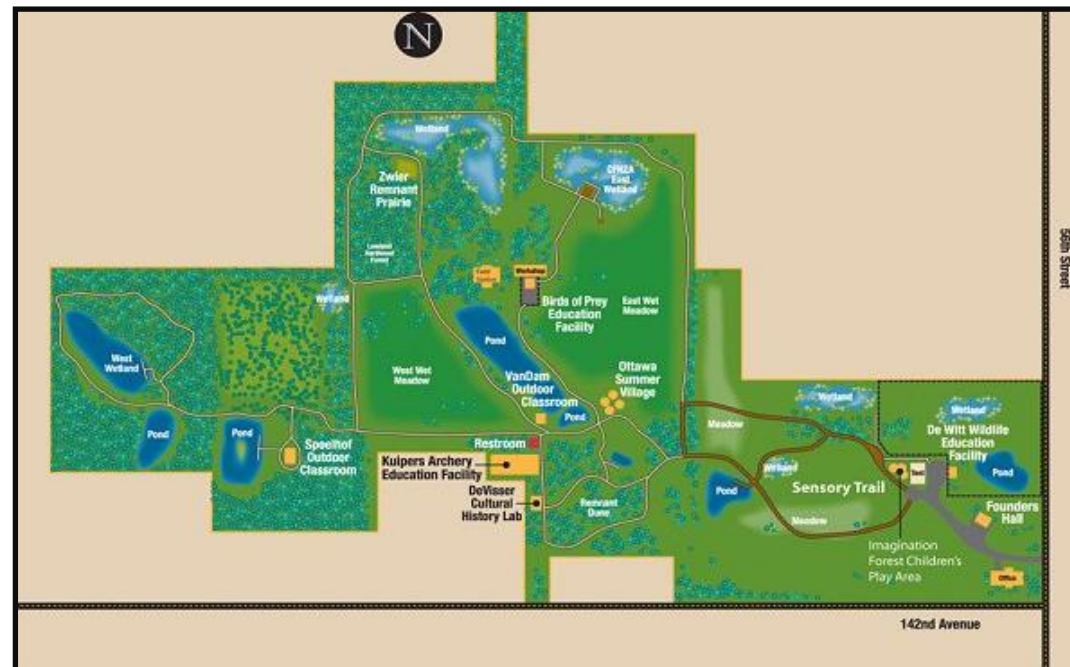


FIGURE 19: Outdoor Discovery Center Site Map; Source: <http://odcofwu.schoolwires.com/152610629165410370/site/default.asp>

The Strawbale House; Trego, WI

This is a house situated on forty-four acres in the hills of Trego, WI which is about two hours east of Minneapolis/ St. Paul. It was built in 2003 and has integrated many renewable sources of energy along with efficient heating and electricity



FIGURE 20: Strawbale House Construction; Source: <http://strawbalefarms.com/about.html>

usage. The house has passive geo-thermal heating and cooling, uses passive and active solar power, burns wood for supplement heat, and as the name states it uses straw bales as insulation, The Strawbale House offers a unique educational experience of a sustainable building that practices renewable energy systems at work. From the ancient science of passive solar

building design to modern solar thermal heating, visitors can see and learn how to build sustainable and how to harvest the sun for heat, domestic hot water, and electricity.

The tour was designed for those that are interested in saving money, satisfying curiosity of sustainability, or reducing their carbon footprint, this tour will help a visitor gain insights in energy saving building practices and renewable energy systems.

This Educational Tour is beneficial to someone who is building an efficient house by emphasizing the important

decisions to make and avoiding costly mistakes. For over five years The Strawbale House has been open for tours. They have a passion for education, and feel a special responsibility to help today's youth understand how to build a brighter

future through sustainable building and renewable energy.

Educational tours include a comprehensive discussion of sustainable building practices, super insulation, passive solar design, active solar heating systems, active solar hot water systems, solar electric photovoltaic systems, and passive geothermal heating and cooling. Visitors will also be able to see these systems at work. Tours are geared toward the age of the visiting group. They try to make tours more fun and a little less technical for the younger groups.

The Strawbale House is located in Trego, Wisconsin. It is two hours from Minneapolis and St. Paul, Minnesota. Tour pricing: one hour minimum, One to four people, \$50.00 for 1st hour, \$25.00 per each 30 minutes thereafter. Add \$10.00 per person over four for the first hour.

Contact Information:

The Strawbale House; Phone: 715.635.7811
<http://strawbalefarms.com/>



FIGURE 21: Interior Insulation; Source: <http://strawbalefarms.com/about.html>

Wheatland Music Organization; Wheatland Township, MI

The Wheatland Music Organization is a 501 (c) (3) educational nonprofit organization. The organization is governed by a fourteen-member board of directors and run by volunteers that contribute over 10,000 hours of their time annually. Located on a 160 acre parcel of rolling hills, meadows and wooded areas of sugar maple, American beech, red oak, black cherry, aspen, white and jack pine, the site includes the entire southeast quarter of Wheatland Township's Section 30 in Mecosta County, Michigan (West of Mt Pleasant, MI).

The mission of the Wheatland Music Organization is to *serve as a resource center for the preservation and presentation of traditional music and arts*. "Traditional arts are considered those learned person to person, passed from generation to the next, and influenced by culture, family, ethnicity, and era. Examples of traditional music are folk music, olde time, bluegrass, Cajun, French Canadian, Great Lakes, Celtic, Tribal, swing, Tejano, and western music. Dance might include clogging, Cajun, Celtic, step dance, folkdance, squares, contras and the schottische. Puppetry and storytelling are examples of traditional performance art. Crafts cover a wide range -- from stone building to pottery, basket making, quilling, bead work, wood carving and more. Traditional arts often represent a place or a group of people; they can also express the thoughts and feelings of a point in history. Sharing traditions strengthen the

ties of a community while connecting folks to the past and future."

The Blissfest Music Organization and the Wheatland Music Organization have many things in common. They both have similar missions, and they both have large sites located in rural townships.

The first Wheatland Music Festival took place in 1974 as a benefit for the Mount Pleasant Food Co-Op. Today the organization offers year round activities that reach 30,000 people. In addition to the annual festival, there is an annual traditional arts weekend over Memorial Day weekend, and various other community education outreach programs. Examples of outreach include music, dance and arts lessons, children and family programs, music jamborees, traditional square and contra dances, scholarship, underwriting of concerts, touring arts series the area Library Project. Wheatscouts is a children's program that is devoted to music, dance, storytelling, crafts, and nature.

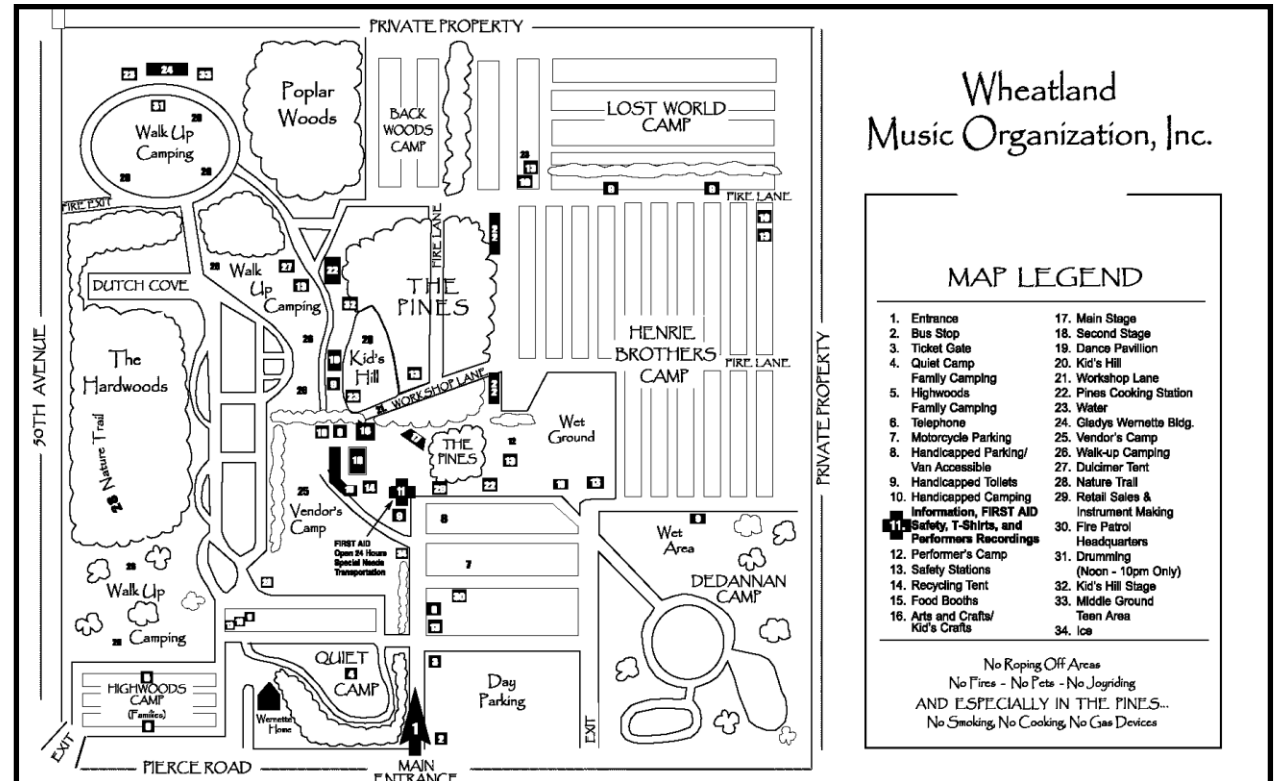
The site has facilities that service event visitors such as: walking paths, roads wind through the property, and primitive campgrounds. Each campground area has a small volunteer workstation to service festival goers. Four wells on the property provide drinking water and outhouses with wash stations are kept exceptionally clean. There are many buildings scattered throughout the site. A log cabin with two bathrooms, a loft, a kitchen, and a living room serves as a gathering place, lodging for performers and an office. It is also used for jamborees, arts

workshops and meetings. The "third stage" dance pavilion hosts a dance floor, a stage area for performers, and a dressing area and storage space. There is a prominent information building that has five bays. During events, the bays are used for workshops, first aid, information, and souvenir sales. There is a kitchen building that has hot and cold running water, a walk in cooler, cooking and cleaning areas, and buffet serving counters. The Main Stage is bermed into the jack pine wooded hillside and made of trussed rustic logs. It has a large backstage area with a kitchenette, a bathroom, dressing area recording area and warm-up area. The Kids Hill building is used as an informational point for parents to check their kids in with volunteers and for storing and organizing arts supplies. It is located on what is known as Kids Hills and has playscape area for children with a climbing "train," slide and sand dune area. There is also a Kids Hill Stage. There is a hospitality building known as the "Post Office". The Classroom Building hosts large arts workshops, dances and performances. It has a large hardwood dance floor that can be divided to accommodate multiple workshops or meetings and it has two bathrooms and a kitchenette.

The Blissfest Music Organization could benefit from examining the

facilities at Wheatland. A children's area could be especially useful in attracting young families to the site. The Blissfest Music Organization might also consider starting a 2nd festival. The Wheatland festival has grown tremendously over the years due to volunteer and member support. Blissfest has a unique location and has the potential to draw visitors from a further distance because of the surrounding recreational, natural, and cultural amenities.

FIGURE 22: Wheatland Music Organization Site Map



Apple Pond Farm and Renewable Energy Education Center; Callicoon Center, NY

Apple Pond Farm and Renewable Energy Education Center founded by Sonja Hedlund and Dick Riseling. They have operated since 1973 as a horse-powered, organic farm with draft and pleasure horses. They also house naturally raised sheep and goats. Apple Pond Farm is open to tourists all year round and has many educational programs related to alternative energy.

Apple Pond Farm is located in the Catskills in Callicoon Center, less than 130 miles from New York City. The farm is located on a hill that has panoramic views of the surrounding area. It has been in existence since 1865. Crystal Lake is about 10 miles away on New York State land.

The farm is operated by Sonja Hedlund and Dick Riseling. They also host a radio program that educates listeners about the farm and markets the farm to listeners. Hedlund is a full time farmer that makes goat cheese and bread; she also shears sheep on the farm where she spins, dyes, and weaves the wool. Riseling is concerned with ecological issues such as global warming and green house gas emissions. He also supports humanitarian causes concerning social justice. He installed the first on-farm wind turbine in Sullivan County. Since the installation of the wind turbine, solar hot water and solar electric systems have been added to the property. Combined, these renewable resources produce more than two-thirds of the electricity used by the farm. The farm is

attempting to be as independent of fossil fuels as possible. In 2005, the farm constructed a straw bale house on their property.

Apple Pond Farm has several programs. They offer workshops on renewable energy such as, wind, photovoltaic, solar thermal, geothermal, and micro hydro systems. They also offer private consultation on in home and business renewable energy systems. The farm also provides several programs related to farming, including educational tours, kids programs, goat cheese making, as well as farm vacations and parties. There are also horse related facilities including training, breeding and boarding. Apple Pond Farm and Renewable Energy Education Center also offers internships in farming and renewable energy.

The farm has one guesthouse with 3 bedrooms, fully equipped kitchen, bath, a large deck and sleeping porch. Food is not provided. The farm has a wireless high-speed Internet connection. A two night rental (minimum) is \$400.00; \$975 for one week (6 nights), plus room tax.

Other programs also provide income generating opportunities, for example: The Renewable Energy programs are \$75 per person for a four hour session. Making Goat Cheese is \$30 per person. These are offered once a month. Farm Tours are a minimum of \$40 or \$8/adult and \$6/child.

The highlights are the proximity to New York City and nearby Bethel Woods, the original site of the Woodstock Festival. They are a working farm and visitors are invited to participate in chores.

The educational and tourist activities are very limited: once a month programs and one guest house. For guests the disadvantage is that they have to go out to eat or prepare their own food. Other than farm activities and a nearby spot for swimming there are not many activities for visitors.

Blissfest can learn from this case study about renewable energy workshops, internships, and farm tourism. In addition to the strawbale house, this is a good example of creating a building for workshops that is an example of sustainable and energy efficient building. The public radio and newspaper columns written by the two owners in their area of interests also provide a good example of community outreach and public education that generates community support and interest in their programs.

The key differences between Apple Pond and Blissfest are that at Blissfest the music component is integrated and the tourist development is on a much larger scale. Developing an organic farm is part of Blissfest's plans and Apple Pond provides a good example. Blissfest has an advantage in developing tourism in conjunction with its music programs.

Contact Information:

Apple Pond Farm and Renewable Energy Eductaion
Center
Box 371, 80 Hahn Road
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Learn Great Foods; Petoskey, MI

Learn Great Foods is a Midwest touring company that specializes in teaching people about special relationship “between sustainable farming, great cooking, and the environment” (Learn Great Foods). They operate in six states and along the Mississippi River including Northern Lower Michigan and up into the Upper Peninsula. Learn Great Foods works with chefs from all of the regions in which they operate as well as farms and gourmet shops in those regions.

The purpose of Learn Great Foods is to teach people where their food comes from and how to prepare an excellent fresh meal with all foods you have gathered. The retreats offered by Learn Great Foods are for those individuals, families, or couples that want a hands-on learning experience and to gain an appreciation and understanding of natural foods knowledge. Learn Great Foods has expanded their tour experience to include a series of books that includes recipes, health benefits of organically grown products as well as idea from local farmers on how to select the best produce.

Culinary Farm Tours include tours of local farms that range from organic beef and dairy farms to wineries and local coffee roasters. Tourists get the opportunity to talk with local sustainable farmers about their growing techniques or ecological issue they face. Each tour provides a cooking class where students learn from a local chef how to use the day’s fresh produce collected from the farm in a tasty meal. After each tour, participants receive the recipes created in the class as well as any helpful notes or hints from throughout the day.

Most of the Petoskey, MI tours host the cooking portions of the tours at the Crooked Tree Arts Center in downtown Petoskey.

Learn Great Foods offers tours that range in time from a few hours to a whole week. Culinary Retreats are a weekend long retreat that offers two cooking classes and tours of organic farms and local gourmet food shops. Food Travel Weeks are international week long adventures exploring foods native to the area visited. Domestic tours and retreats range in price from \$50 for Farmer’s Market Tours and City Food Tours to \$225 for Culinary Retreats.

The goals of Learn Great Foods nicely align themselves with those of the Blissfest Music Organization, both wishing to preserve the natural ways of life. While an operation at the same scale of Learn Great Foods is too much for BMO there are useful ideas to be borrowed from. Providing lessons on natural foods and preparing those foods is something BMO could carve out a niche for. BMO already has relations with Crooked Tree Arts Center in Petoskey and could use their space to hold organic foods workshops. Prices for Learn Great Foods Farmer’s Market Tours and City Food Tours are not so steep and would offer a good example for BMO to price their own organic foods workshops. Learn Great Foods is, however, an incorporated business and not a non-profit organization like Blissfest Music Organization

Starting their own organic foods cooking classes and workshops may be more than BMO is looking to take on at the moment, in which case, Learn Great Foods could potentially become a good partner organization. Should BMO invest in any growing

operations, Learn Great Foods tours could use the Blissfest Farm as an organic farm tour. This would provide BMO with great advertising and make them known to the community as an organic foods producer.

Contact Information:

Learn Great Foods
Box 241
Petoskey, MI 49770
www.learngreatfoods.com

Case Study Summary

Each of the above case study organizations, businesses, and tourist destinations has positive and negative aspects. There are many ideas for BMO to build off of in the future. The Strawbale House has a good educational program to model potential alternative energy programs after. BMO could even use the straw insulation, or similar materials, to insulate the ten proposed cabins. Eco-friendly insulation combined with the alternative energy generation provides a good foundation for educational programming. Each of the above case studies has found their niche in the tourism market and successfully maintained their status. BMO is attempting to find a balance between being known for its cultural music festival while entering into the agricultural and sustainable tourism industries. They are also expanding the use of their property for year round purposes. This gives BMO more opportunity and variety in what they choose to do with the site.

The tables below highlight the important amenities of each case study. The last row in each table shows the activities

Blissfest already takes part in or provides during the Blissfest Music Festival. BMO is starting with an almost blank slate on their property which allows them more flexibility when choosing new site amenities. The tables allow careful examination of the types of amenities they may provide. The tables also show that organizations that are active in the organic farming aspect often are not involved in cultural music/dance, nature trails, wildlife viewing or overnight hospitality and vice versa. This may mean that successfully combining all of the different types of tourism is a very difficult task. BMO wants to successfully combine them all and thrive.

TABLES 11 &12: Case Study Summary

	Nature Trails	Wildlife Viewing	Guided Tours	4 Season Activities	Educational Programs	Existing Infrastructure	Hospitality Facility	Children's Area	Research Facilities	School Partnerships	Recreational Programs
Outdoor Discovery Center of Wildlife	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes
The Strawbale House			Yes	Yes	Yes	Yes					
Wheatland Music Organization	Yes				Yes	Yes	Yes	Yes		Yes	Yes
Apple Pond Farm and Renewable Energy Education Cetner				Yes	Yes	Yes	Yes			Yes	
Learn Great Foods			Yes			Yes					
Blissfest Music Organization	Yes				Yes	Yes	Yes	Temporary			

	Community Activities	Alternative Energy	Extensive Collaboration	Music/ Dance Programs	U-Pick Operations	Organic Foods Collection/ Production	Farming	Seasonal Camping	Animals on Site	Food Production	Cooking Workshops
Outdoor Discovery Center of Wildlife	Yes	Yes	Yes								
The Strawbale House		Yes									
Wheatland Music Organization	Yes		Yes	Yes				Yes			
Apple Pond Farm and Renewable Energy Education Center	Yes	Yes	Yes			Yes	Yes		Yes	Yes	Yes
Learn Great Foods	Yes		Yes			Yes	Yes			Yes	Yes
Blissfest Music Organization	Yes	Yes	Yes	Yes				Temporary			

Strengths, Weaknesses, Opportunities, and Threats Analysis

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a method used for strategic planning that identifies strengths and weaknesses that are internal to a particular context along with opportunities and threats that originate from external sources. Strengths show what the planned development maybe doing well and weaknesses list areas that the proposed action faces challenges in. Opportunities and threats point to external conditional factors that affect the proposed development. Some of these factors relate to politics, social issues and culture, economy, market, technology, etc. These external opportunities and threats can contribute to intensifying strengths and correcting or exacerbating weaknesses in the future. The analysis supplies information which helps to match the resources and capabilities of the organization to the competitive environment in which it operates, and the analysis is fundamental to formulating and selecting the best strategy. A SWOT analysis does have, however, inherent limitations. While a SWOT should draw upon empirical evidence, time, and resources often

are not available to provide for a thorough analysis. In these situations, SWOT analysis often relies on “best guesses,” or judgment that may not be entirely accurate.

For Blissfest, a SWOT analysis can help to identify what they have done, how well it was done, which action may face future challenges in helping to meet their goals, and what external factors may help or hinder BMO from achieving their goals. The chart below illustrates the factors that have an impact on Blissfest Music Organization.

Strengths: <ul style="list-style-type: none"> a. Site <ul style="list-style-type: none"> - Favorable access, two miles to Cross Village, two miles to the beach, near Sturgeon bay, near “door to forest for the future” - Mature wood building areas - 40 developable acres - Existing buildings (farmhouse, barns, main stage/apartment, third stage, sound booth, solar shower facilities) - Beautiful scenery b. Organization <ul style="list-style-type: none"> - Established clientele (can we break this down? Specifics will help with strengths of the organization) - Experience with influx of visitors - Positive reputation within the local community (expand on this easily) c. Market <ul style="list-style-type: none"> - Have loyal costumers - Family - Good value/competitive price - Local customer d. Finance <ul style="list-style-type: none"> - Have permanent donation/member - Fees - Revenues from festival 	Potential Weaknesses: <ul style="list-style-type: none"> a. Site <ul style="list-style-type: none"> - Gravel access road - Only 40 developable acres out of 120 total acres (many rustic campgrounds have more land) - Limited winter access - Lack of infrastructure suitable for a higher use of the land b. Organization <ul style="list-style-type: none"> - Lack of experience providing year round activities - High expectation for success of BARC Project c. Market <ul style="list-style-type: none"> - Catering to a specific customer demographic interested in sustainable tourism - Direct competitors such as other music festivals, local agricultural destinations, and other local camping areas d. Finance <ul style="list-style-type: none"> - Do not yet have any funds to expand their new activities? (look at budget both current and projected)
Opportunities: <ul style="list-style-type: none"> - Pure Michigan Program - New tourism travel pattern - Increase green, educational, eco and agro tourism segment - Growing interest in specialized tourism experiences 	Threats: <ul style="list-style-type: none"> - Economic decline and resulting decline in tourism - Over extending BMO human and financial resources

TABLE 13: SWOT

The factors listed in table 13 can help BMO recognize individual aspects of their organization that are positive and things they could improve upon. A major strength of BMO is their established clientele of return customers that support and attend the festival and year round events. These people will be the first to be attracted to the new year round tourism programming. An opportunity for BMO to utilize is the growing interest in specialized tourism activities.

A weakness that BMO needs to be aware of is their lack of experience in year round programming of tourism activities. This expansion could create tension in the organization and put pressure on BMO to grow faster than they can accommodate for. A recent threat for tourism, as a whole, is the current economic decline. BMO should consider this as they design their future expansion.

Recommendations for Blissfest Music Organization

Blissfest Music Organization (BMO) is planning to expand the services they offer into the year-round tourism market based on several specific tourism types. BMO has been a community based organization since its founding. Most of the programs they offer and events they put on are designed for residents of Northern Michigan. The only exception to the BMO's community focus has been their annual music festival. This weekend event attracts over 5000 people and has given BMO experience with visitors from other areas and tourism in general. As BMO expands their operation, they should pay attention to the differences that may be encountered between the local residents and the visiting tourists. This expansion of the BMO into the year-round tourism industry will rely on visitors from other areas as customers. The local population has been the primary customer of BMO's year round events as they have grown to their current operation size. BMO should be aware that the differences in these groups might cause separation in the organization or become the cause of future decisions that take the organization more in one direction or the other.

Visitor Recommendations

Is now the right time for an expansion into the tourism industry? National and Michigan leisure travel patterns were up from 1992 to 2002 indicating an increase in the customers desiring tourism activities. Recent data has shown that Michigan saw an 8.9% drop in tourism traffic between 2007 and 2008. In 2009 The U.S. was expected to have a 7% drop in overall travel spending, although Michigan was predicted to only experience a 3% to 4% drop in travel spending. Northern Michigan is expected to not be affected as badly as the rest of the country and state but having only a 1.7% reduction in travel revenue. Although the travel revenue is falling across the country and the state, Blissfest is in an area that is not expected to decline to the extent that most other places are experiencing.

The Pure Michigan advertising campaign is also bringing new visitors to the state every year. In 2007 over 1.2 million new tourists came to Michigan

Michigan State University tourism researchers, Don Holecek and Sarah Nicholls, expect more modern and up-to-date facilities to see less of a drop in revenue as well. Holecek also believes that people will still want to travel in the economic decline but will not stay in the high end properties. This is positive news for BMO and their plans of expansion. They will have modern "green" facilities while at the same time offer affordable rustic camping.

By analyzing tourism data that is focused on the specific regions of Northern Michigan, Blissfest can get an accurate representation of the visiting tourist demographics, tourism

patterns, and desired activities. Visiting tourists to Northern Michigan mostly come from within Michigan. Larger cities in Michigan produce the most visitors. Chicago stands out as a common origin of visitors to Northern Michigan. Common states of origin are Illinois, Ohio, Indiana, and Florida. This information is helpful when determining what areas to advertise in, and it is also helpful if BMO seeks to incorporate some information from the typical visitor's home area into their activities and programs. Pure Michigan has been advertising in all 50 states and Canada. They have focused their advertising money on places such as: Chicago, Cleveland, Indianapolis, Cincinnati, Dayton, Columbus, St. Louis, Milwaukee, and Ontario.

Most visitors stay in Northern Michigan for one day to three nights. This is of interest to Blissfest in a few different ways. They should focus on one day programs. Many people come to the area for just one day and will not have time for extensive activities. It also affects the lodging and camping expansion. BMO should be prepared for most visitors to stay no longer than three nights. Michigan State University travel researchers Nichols and Holecek commented that although travel volume and spending was down for the state, tax revenue was up 4.3%. They think can be explained by tourists taking fewer trips but taking longer trips. Blissfest should set up their facilities to accommodate visitors for one day to three nights, but longer stays may become the pattern in the future.

Most visitors to the area are couples and families. Blissfest should cater to these two groups even though they may not desire the same accommodations and activities. Male/

female couples are probably seeking a different type of vacation than a family is. BMO will need to focus on this more to see when the two separate groups travel and what they prefer to do when visiting. Families might be attracted to mid week trips due to a cheaper cost of travel, lodging, and entertainment; while couples may prefer weekends because it is more conducive to their work schedule.

Table 5 on page 35 shows what the activities are that visitors seek while in Northern Michigan. Sightseeing and beach/ waterfront activities are the most popular while other activities that stand out beyond the national averages are: Hunting and fishing, hiking and biking, boating and sailing, group tours, nature/ culture: ecotravel, and camping. BMO is currently planning to get involved in several of these activities. They will offer lodging for the visitors who wish to travel the relative short distances for local sightseeing and in time may become a destination of their own with the proposed activities and renewable resource utilizing they are planning for. Camping is also slated to develop and become a reality for their property as well. Nature/ culture:ecotravel is what they envision to be their focus as they expand into the several various tourism sectors. The shoreline is only a few miles away in several directions as they are located at the northern tip of Michigan's Lower Peninsula. Hiking and biking is also a common activity that visitors to the area are seeking. There will be on site hiking and several places in the area that offer these activities as well. These places should be viewed as potential partners much as the major ski resorts in the area have strengthened each other to make the Petoskey, MI area a travel

destination for Midwest snow skiers. Many of these activities are popular in the summer, and Blissfest should keep in mind that half of the visitors to Northern Michigan come in the summer months. BMO is creating an area with attractions and activities that are desired by visitors to the area.

Table 6 on page 37, provides the spending patterns of visitors to Northern Michigan. Blissfest can expect its visitors to spend less than the average traveler in Michigan and the U.S. More depth into each of the subcategories on table 6 would be helpful to BMO if they want to get a specific idea of the revenue that will come from proposed activities. The traveler spending can be multiplied by the expected number of visitors. As a crude example, the average visitor to the region spends \$72 a day, multiplied by the 300 maximum amount of people that are permitted to stay overnight, equals \$21,600 a day. This number does not count day visitors and relies on the property filling to capacity.

Local Recommendations

Almost 50% of the local residents in the Charlevoix, Emmet, and Cheboygan Counties work in the service industry. This has positive and negative implications for the BMO tourism expansion. Finding employees for this expansion should be easy. The local labor force is experienced and prepared for working with visitors and the public. The large amount of service employees also indicates that there are many service related businesses in the area. These businesses can provide support in other areas of tourism and give BMO partners to collaborate with. On the contrary, this large amount of service businesses might also be competition for

Blissfest or support the idea that they are entering a saturated market that has much competition. The large amount of local residents working in the service industry should be examined further based on the extreme positive and negative factors it could represent.

Chart 13 on page 41 provides figures that BMO can use to estimate income from local residents. If the average local resident spends \$848.05 on education and \$2672.54 on entertainment and recreation, BMO can estimate the percent of the market they will hold in these sectors and multiply it by the local people they attract, to calculate expected income. This spending is less than what the average American spends on the specific fields. Local residents of the Blissfest area spend less than the average American but the local spending can help forecast expected income to the education, entertainment, and recreation industries.

Many conclusions can be drawn from table 8 on page 42. The expected number of adults column provides a forecast of the number of residents in the tri-county area of Cheboygan, Emmet, and Charlevoix Counties that will partake in the specific activity of the product/ consumer behavior column. This number can help BMO determine how much they can potentially make off of each activity by multiplying the amount they will charge by the expected number of visitors for that activity. The market potential index (MPI) measures the likelihood of local adults to participate in the activity vs. a nationwide average of 100. BMO can use the MPI to see what activities they can incorporate to attract more than their share of visitors for. This could also result in certain activities attracting visitors

from markets in other states. Bird watching has a MPI of 141, which is very high. Other high MPI activities for the area include: backpacking/hiking, mountain biking, canoeing/kayaking, and photography. A deeper look into local competition in these areas can show Blissfest if they can capture a highly desired market in their area.

Table 9 on page 43 provides another way to forecast revenue for BMO. Local residents are spending less than the national average in many categories that BMO plans to expand into, but the average amount spent and total amount spent columns can estimate income. By looking at the average amount spent by local residents and the total amount spent BMO will be able to forecast expected revenue once their share of the market or expected number of visitors is determined.

The data on Emmet County residents provides a detailed look at the local population's recreation desires. When compared to the visitor data this information can help determine if BMO can balance the needs and wants of the local community and the visitors to the area. Camping, hiking, nature trails, beach and swimming access are all top desires of the locals as well as the visitors. Local residents find boating, swimming, fishing, watching wildlife, photography, hiking, walking, bicycling, and camping all to be important, and again this parallels what the visitors' desire. Local residents frequent

park and will drive the necessary distance to use a park they wish. This is good for BMO because it indicates that they can get steady usage from the locals in the tri-county region. It also appears that the local residents and the visitors to the area are seeking the same activities and there should be little conflict between the directions each group wishes for the organization's future.

BMO is expanding their operation into four types of tourism. Educational, agricultural, ecological, and cultural tourisms all have unique qualities that stand out as fields of interest to BMO. Each of the tourisms are different but they all also overlap and provide Blissfest with a specific direction they may wish to move in. Case study examples show that it is possible to attract visitors based on activities BMO plans to incorporate. The differences between the two types of BMO patron are slight and should present minimal conflict in the future decisions of the organization. This is a time in the U.S. when tourism travel and spending is down. Michigan is not seeing as bad of a downturn of the rest of the country but it is still down for the state as well. Pure Michigan advertising campaigns are aggressively trying to attract new visitors from all 50 states and Ontario. Northern Michigan tourism is down as well but just slightly and not as low as the rest of the state and nation.

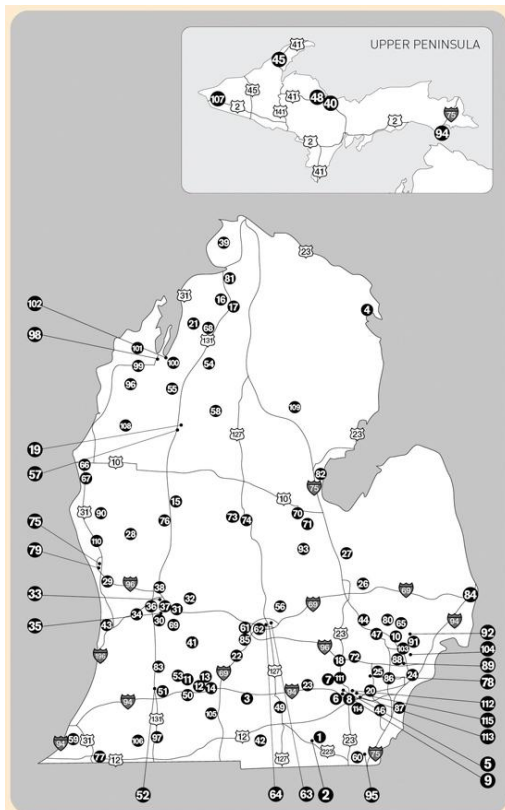
Short Term Recommendations

Disc Golf Course Expansion

Disc Golf is becoming an increasingly popular game. Affiliated participation has more than doubled in the past 8 years (see Chart 22). The Professional Disc Golf Association (PDGA) arranges league play and competitions on 18 hole courses that meet regulations such as hole length and basket type.

The Blissfest site currently has a 9 hole disc golf course that could easily be added to bring it up to

MAP 7: Disc Golf Course in Michigan



PDGA regulations. As map 6 shows the #39 Bliss Course does not have many nearby courses to serve the area with, the nearest course being #81 in Petoskey. While opening the course up to the public from May-October would not likely generate income for the organization it would

PDGA Active Member Growth

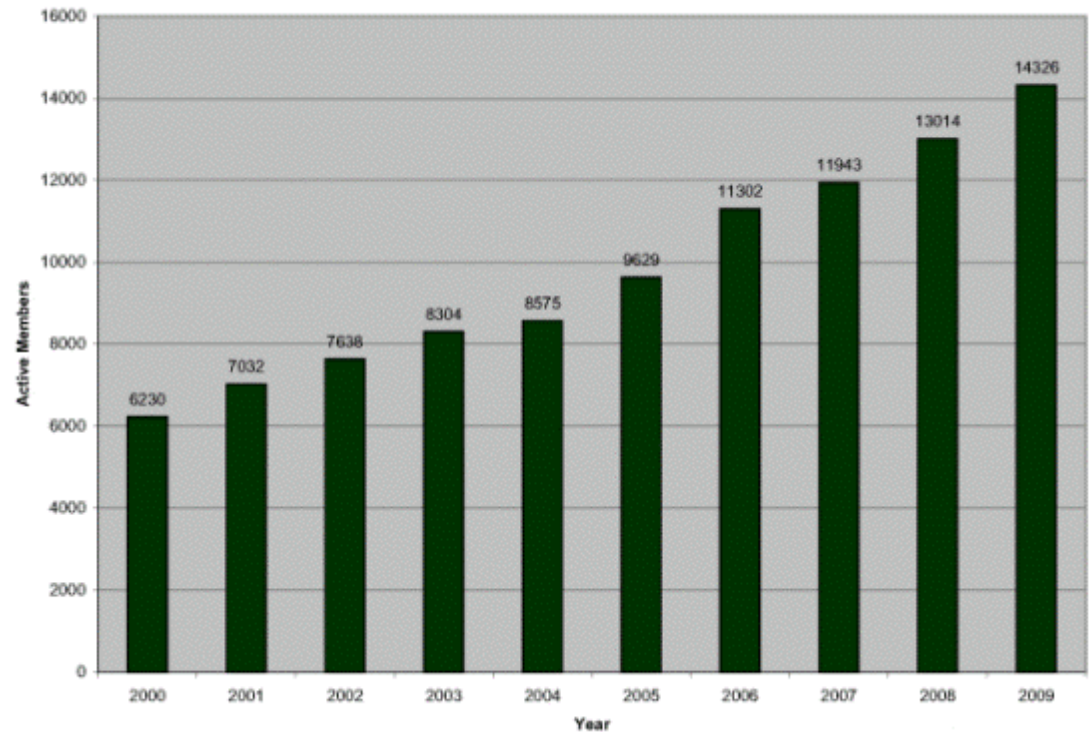


CHART 22: Disc Golf Participation

serve the local and tourist populations. League and competition play would generate revenue for the organization.

Source: <http://www.pdga.com/demographics>

Expanding Marketing Reach

Blissfest has established its identity as a summer music festival; they are also well known for their other music concert series. Blissfest should work to build on its existing name recognition and expand this brand or establish a new identity that includes all of the aspects of their proposed year round programs and facilities.

Travel Michigan is the official State of Michigan travel/tourism office. The website is visited by millions of potential visitors each year. It is recommended that the Blissfest Music Organization documents their organization as well as their festival on the website to add on to their tourist base. BMO should also work to attract visitors from other northwestern states who are not aware of the cultural resources northern Michigan has, but who participate in the types of tourism BMO offers.

Managers or organizations are able to add their tourism related businesses and properties to the michigan.org database. A user profile needs to be created and then information filled out. Once an organization is added to the database, their business is visible to many more potential visitors. Many people frequent this website. Go to:

<http://ref.michigan.org/Login/Login.aspx?sid=2&ReturnUrl=%2ftravel%2fprofiles%2f>

to set up a profile.

In the same fashion an event can also be added to the Michigan.org database.

Go to:

http://ref.michigan.org/mtr/add_events/

to do this. The festival will have to be resubmitted every year.

Any additional questions about this survey, contact Marilyn Schneider at (517) 241-2605 or Bonnie Fink (517) 335-6909.

Define the Typical Blissfest Tourist

Blissfest Music Organization would benefit from demographic data of the typical tourist to the Blissfest Music Festival. The existing survey on the Blissfest website is a good starting point to gather information about visitors to Blissfest. The list below provides other important factors that could be considered to further determine the typical Blissfest tourists for their future programming needs and growth.

- Origin/ distance traveled
- Mode of transportation used
- Travel companions
- Length of stay in area
- Local businesses visited
- How did they find out about the festival
- Average vacation/recreational spending
- Favorite festival activity
- Interest in eco, agricultural, and cultural tourism
- Educational programming interest/ topics

Mid-Term Recommendations

Kids Playscape Area

The Practicum Team recommends that the Blissfest Music Organization create a permanent kids area.

The age distribution of Emmet County in the year 2000 shows that 20.6 percent of the population is less than 14 years old. In addition 28.1 percent of the population is family forming, from which it can be deduced that more children will be born. 67% of surveyed people in Emmet County also desire



FIGURE 23: Wheatland Music Organization Kids Area; Photo Credits: Blair Butterworth

additional playgrounds/tot lots. The data shows the majority of travelers are families that have low average daily spending and thus they most likely expect a lot of included amenities or low cost amenities.

While a permanent kid's area would not bring direct revenue it would

demonstrate that the Blissfest Music Organization is a family friendly locale. The kid's area would also increase the attractiveness of the site for school field trips and rentals.

The Outdoor Discovery Center case study has "The Imagination Forest," a low cost kids area that allows young visitors to play in a meadow that also houses a sand box. There are also two donated model settler's playhouses that demonstrate an early American simple way of life.

The Outdoor Discovery Center also has the Ottawa/Potawatomi Summer Village, an area that features a replica Indian bent house, a cook house, three other houses, a small amphitheater, and an Indian garden.



FIGURE 24: Little Wheats at Wheatland Music Festival; Photo Credits: Blair Butterworth

The Wheatland Case Study has the Kids Hill area featuring an informational/storage building, the Kids Hill Stage used for kid friendly performances, and a playscape area for children with a climbing "train," slide and sand dune area. The Kids Hill area is the perfect place for children to have a great time away from their parents for a few hours.

The Practicum Team recommends that the Blissfest Music Organization create a permanent kid's area that includes room for festival activities as well as a place for year round recreation.



FIGURE 25: Wheatland Music Organization Kids' Area; Photo Credits: Blair Butterworth

Outdoor Kitchens

During the Blissfest Music Festival camp fires are not, currently, allowed in the camping area. There are two designated areas for fires during the festival. The drum kiva has a large stone fire circle located in the southeastern corner of the hardwoods camping area. In the northeastern corner near the 3rd stage there is another fire circle for visitors to gather around during the festival. It would be beneficial and functional for campers to have access to pre-determined areas where fires are allowed. As proposed in the BARC Project Description, these outdoor kitchens could be incorporated in the plans for the walk in shelters that will replace the tents used as workshop areas during the festival. A stone hearth design with a grill rack would blend into the surrounding natural environment and require no electricity. Stone hearths, when well maintained, can last for decades ("Faq"). Solar ovens could also be incorporated allowing more variety in the items that can be prepared, including baked goods. Placement of solar ovens would have to be strategic in order to capture the most direct sunlight and may not function at full

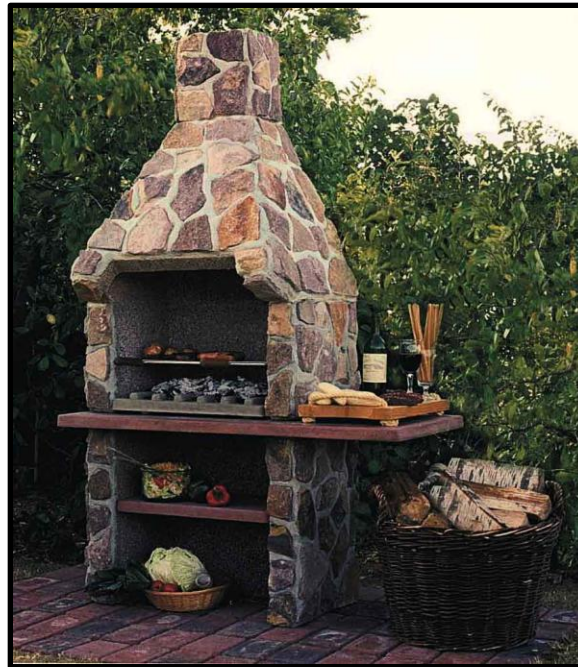


FIGURE 26: Savannah Hearth; Source: <http://www.outdoorfireplaces.com/>



FIGURE 27: 'Sport' Solar Oven; Source: <http://www.solarovens.org/index.html>

capacity in the wooded areas. The Sport Solar Oven produced by the Solar Oven Society is an inexpensive solar oven option. Each Sport Solar Oven sale "helps subsidize ovens for people in other parts of the world" ("sport' solar oven," 2009). The ovens were originally created for poor areas where cooking fuel is scarce, but sun power is readily available ("sport' solar oven," 2009). The Sport Solar Oven weighs only ten pounds and is weather resistant, but would probably have to be brought indoors when not in use ("sport' solar oven," 2009). A common area for the use of a community fire and counter or table space for camp stoves would foster a sense of community and allow for greater social interaction between campers and festival goers. A series of outdoor kitchens in the camping area would see great use during the festival and would require minimal maintenance. These cooking spaces could be added into the plans for the proposed shelters in the conservation easement camping area. The benefits that come with these outdoor kitchen areas are twofold. They cultivate community interaction between campers and festival attendees

and are a low impact addition to the camping area.

The ash produced from burning wood in the stone hearths can be added to composting piles for use in potential vegetable gardens. Wood ash is beneficial when used after each layer in a compost pile by helping to sustain a neutral environment (Savonen). Dan Sullivan, cited in an article by Carol Savonen of the Oregon State University Extension service explains that wood ash is highly nutritious for soils since it contains all 13 of the essential nutrients needed in soil to support healthy plant growth. Wood ash should, however, not be used in alkaline soils or near plants that like acidic environments (Savonen).

Contact Information

Solar Oven Society

3225 East Hennepin Ave.,
Suite 200
Minneapolis, MN 55413

Telephone: 612-623-4700
Fax: 612-623-3311

Email: sos@solarovens.org

Hearthlink International

For more information call Hearthlink's Main Office toll-free at (877) 337-8414, or fax us at (802) 728-4809.

<http://www.outdoorfireplaces.com/>

New Staff Additions

Expanding operations into year round tourism especially overnight accommodations will require more hands on staff to effectively manage the facility. BMO should consider seeking a hospitality/tourism intern from one of Michigan's universities. This may need to become a permanent year round position if overnight accommodations increase significantly. Many of the new positions required would most likely be part-time and/or seasonal; however, more full time staff may be needed.

Long Term Recommendations

Continued Expansion of Cultural and Traditional Music Programming

The data suggests that this is a well liked activity for Michigan tourists. Blissfest already has extensive experience in this area and this is something that can continue to draw in new visitors from throughout the community, region, and state.

Alternative Energy

Blissfest Music Organization Renewable Energy Objectives

The Blissfest Music Organization would like to determine the feasibility of producing enough energy from renewable resources to provide year round power through credits and actual production. The two main types of energy being explored in this report are wind energy and solar energy. The Blissfest Music Organization would like to, in the future, market themselves and the music festival as a “green” event.

Methods

As stated above the main objective of this renewable energy section is to off-set the Blissfest Music Festival from the power grid and run off of power they have created and/or stored in net metering credits. To determine the feasibility of this, analyzing the energy consumption from past years will be a necessary step. From the information obtained by analytically examining the historical energy consumption, the potentials for both wind and solar energy will be determined.

First background information is provided on each source of energy and temperature change of a geothermal system which regulates temperature, and does not produce electricity. Second, the site specific characteristics were analyzed to obtain data such as average wind speeds and solar

potential of the site. From there the report proceeds with further calculations to determine the combined electrical output for the site. These calculations were computed using data from different manufacturers of specific models of wind turbines and photovoltaic laminate systems to determine potential energy outputs.

Background on Renewable Energy

The major fossil fuels, crude oil, natural gas, and coal, are forms of finite, stored solar energy that supply approximately 90% of worldwide consumption (“Botkin & Keller,” 2007). Growing environmental, economic, and health costs and concerns associated with fossil fuels are causing alternative energy sources to become increasingly attractive.

Alternative energy sources can be either renewable or non renewable. In order to be considered renewable, energy sources must have the ability to regenerate in a time period that is useful to humans. Renewable energy such as wind power, active and passive solar power, hydropower, and biomass are all derived from the sun's energy. Wind turbines, photovoltaic solar cells, hydro dams, and biomass collectors can generate electricity. Biomass and hydrogen create fuel. Solar collectors, both active and passive can heat air and water. Other renewable sources, with the exception of biomass do not produce carbon dioxide, a particle that gets trapped in the atmosphere and is linked to climate change. Although alternative energy may not be directly available when needed due to lack of sunlight, wind, water ...etc. It is possible to store the energy in batteries or transmit it via the power grid. “Alternative renewable energy sources offer our best chance to develop a truly sustainable

energy policy that will not harm the planet” (“Botkin & Keller,” 2007). Wind energy and solar energy in particular allow us to live in harmony with the environment connecting us to the natural world.

Around the country and the world, there are increasing concerns about the usage of fossil fuels or any other non-renewable resources. Humans are becoming ever more aware of the damage their use is doing to the environment. Additionally, economic concerns exist as energy costs continue to rise. Michigan and Blissfest are no exception to this concern and are well suited to implement state of the art alternative energy production methods to lessen the effects of these issues as well as serve as an example to the surrounding communities on how beneficial renewable energy can be. (“Friedman,” 2007).

The Renewable Energy Advisory Group (REAG) defined renewable energy sources as “Energy flows that occur naturally and repeatedly in the environment and can be harnessed for human benefit.” (“Renewable energy association,” 2009). Blissfest intends to be on the forefront of this movement by setting an example.

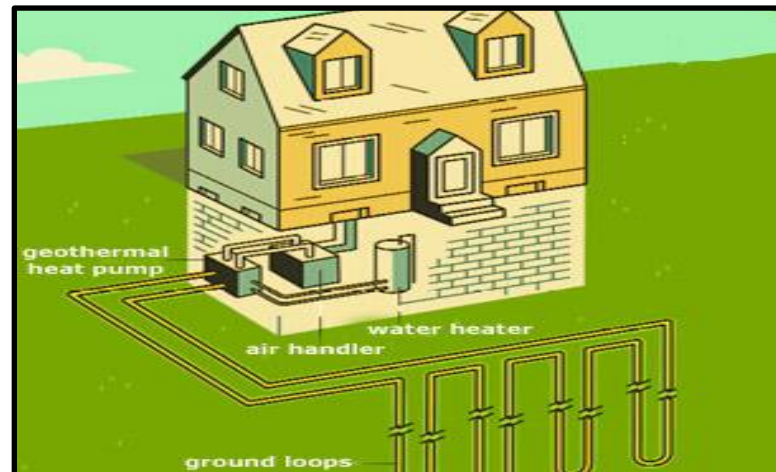
Geothermal Energy

Geothermal energy is an alternative form of renewable and sustainable power source that comes from the heat generated by the earth. “Geo” means earth and “thermal” means heat.

Geothermal is a source of natural and non depleting energy. There are two methods of harnessing this power. One is

impractical based on the lack of technology available to harness direct heat from Earth’s.

FIGURE 28: Geothermal System Diagram; Source: <http://climateprogress.org/2008/08/07/the-other-geothermal-grew-33-in-2006/>



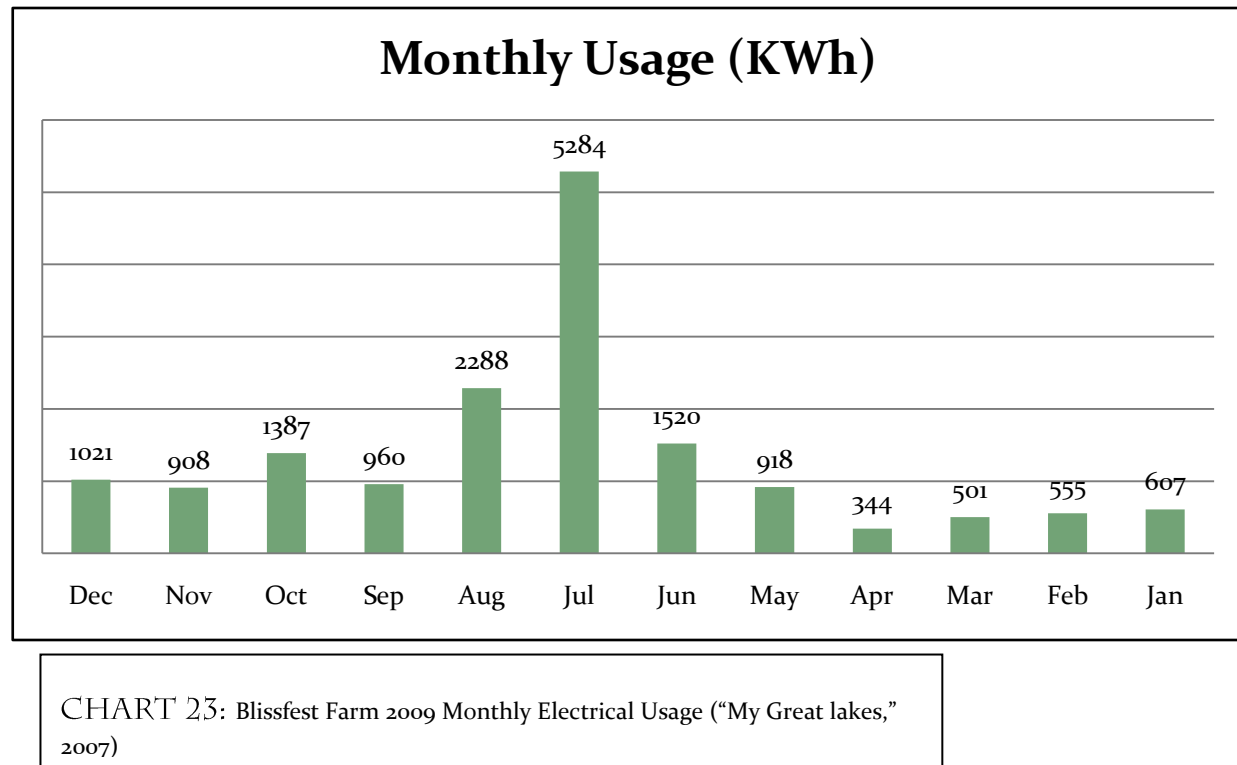
The other method harnesses the constant temperature of the soil underneath the surface which is around a steady 50° F. A tunnel or system of looping corridors is created underneath a building with both ends exposed to the inside of the building and a pump called a Ground Source Heat Pump (GSHP) is used to circulate the warm air underground to be cooled in the summer months and in the winter months the warmer air is pumped from the ground to relieve some of traditional heating systems. This method of using the constant temperature of the earth can cost \$15,000-\$20,000 (Sarver, R. & Gregorski, T., 2010).

Historical Energy Analysis

There are four electric meters on site to record the Bliss Farm electricity consumption. The first meter is connected to main stage, the well pump for the farm house and apartment, the second stage, hospitality area, and the two barns. It is used year-round. The second meter is connected to the main gate and parking lot lights, and it is used only during the festival. The third meter is connected to the second well and vendor area, and it is used during the festival. The fourth meter connects to the remodeled farmhouse and is used year-round. The aggregated energy consumption was 16,293KW in 2009 and the total electricity bill payment was \$2,781. The monthly variation is shown in CHART 23(Refer to Appendix 3 for a per meter break down of electrical consumption for 2009). In addition, there is a rental apartment on a separate meter that used 7,349kW last year. This brings the energy consumption total for the property to 23,642kW for the year 2009.

Source: Great Lakes Energy

As chart 23 indicates, the peak of energy consumption is during the music festival in July. In 2009 the total energy consumption for July was 5,284kW.



Projection for New Proposed Facilities' Energy Consumption

According to the client's development plans, more activities and facilities will be added to the site in the future. With these added activities and facilities the energy consumption will

increase. To project the future usage including these added facilities and activities, the client has approximated an additional 20,000kW/year. This brings the base amount for total future energy demand to approximately 43,642kW/year.

Background on Wind Energy

Wind energy has been harnessed dating as far back as the ancient Egyptians, about 5000 years ago, as well as throughout the world, especially on the Dutch countryside (Friedman, 2007). Worldwide the estimated recoverable energy from wind is comparable to current global energy consumption (Botkin & Keller, 2007). Wind energy is the most feasible form of renewable power available at the Blissfest site and there is enough of it gathered throughout the year to cover the energy consumption all year round, including peak times of energy usage, such as during the festival.

“Winds are produced when differential heating of Earth’s surface creates air masses with differing temperatures and densities. The potential for energy from the wind is large, and yet there are problems with its use because wind tends to be highly variable in time, place, and intensity” (Botkin & Keller, 2007).

The minimum required wind speed for a wind turbine to be effective is around 10-11mph. At our site the location and height of the tower on which we are going to place our turbine is around 12-13 mph, making wind a viable option as a source of renewable energy. “A site with sustained wind velocity of about 5m/sec (16ft/sec) or greater is considered a good prospect for wind energy development” (Botkin & Keller, 2007).

Blissfest is projecting their image of being “green,” or sustainable by using renewable energy sources. A wind turbine is a good symbol to the Blissfest organization’s commitment of new technologies to achieve their goal of sustainability as well as eliminate their dependence on energy derived from fossil fuels. Today electricity produced from wind often costs less

than that from natural gas and is closing in on coal (Botkin & Keller, 2007).

Wind Energy Potential Analysis

In determining the suitability of wind energy on the Blissfest Farm the area has to be analyzed based the geographic wind patterns, the technical aspects of the microenvironment, the policy requirements and restrictions of the site, and the economic cost to the Blissfest Music Organization. The wind speed varies only minimally on the site with the northern portion of the site displaying a higher average wind speed than the rest of the site that is wind blocked by the trees.

Wind Speed

Wind speed on the Blissfest property varies. Generally the wind comes from the SW in the summer and the NW in the winter. The northern portion of the property has a stronger wind speeds than the southern portion.

Average Wind Speed (Mph)	Height (meters)
15	50 (164 feet)
13.95	30 (98 feet)

TABLE 14: Available wind speed data for the northern portion of the Blissfest Farm

Source: <http://www.nrel.gov/gis>

Table 14 shows that the wind speed varies depending on height above the earth's surface. In general, the higher above earth's surface the higher the wind speed. Wind speed variations have to be calculated because of the many different options for wind turbines (see the wind speed column in Appendix 4, wind speeds are measured from the highest altitude the blades reach). Appendix 5 also indicates how to calculate the wind speed at different heights above the earth's surface.

Microenvironment

For the purposes of this study microenvironment refers to the terrain and obstacles (buildings, trees, bushes, grasses, etc.) of the potential wind turbine locations. Map 9 in Appendix 1 shows a terrain map of the Blissfest Farm property. The higher elevations in the northwest portion of the Blissfest property are suggested because the wind speeds are stronger in this area. The western portion of the northern half of the property has more open space for the construction of a turbine. The eastern portion is heavily wooded and would require tree removal in order to satisfy installation requirements. Buildings and trees may impact the wind speed and each turbine model has different requirements for open spaces depending on the type and height of the tower. Height scaling exponents are adjusted at different elevations to account for surrounding features such as buildings, trees, or grasses (for details, see Appendix 5).

Policies

Michigan Net Metering Law

On May 26, 2009 the Michigan Public Service Commission (PSC) issued an order formally adopting revised net metering and interconnection rules to implement in Michigan. It allows individuals' renewable energy to be sold back to energy companies in Michigan. These companies are obligated to buy the renewable energy that is produced and give credits to the customers' next bills at the retail rate. The credits carry over indefinitely. For details on the Michigan Net Metering Law see Appendix 6. Therefore, Blissfest can balance the total energy consumption and renewable energy generation year around. Blissfest will eventually be able to waive electricity bills through built up credits.

Emmet County Wind Turbine Regulations

Emmet County recently modified its Zoning Ordinance on wind energy systems. It is regulated by Section 2102-16 in the current Emmet County Zoning Ordinance instead of Section 2102-2A in previous version. The new ordinance classifies wind energy systems into three categories: on-site wind energy systems under 60 feet, on-site wind energy systems over 60 feet, and utility grid wind energy system(s). The first Option presented with four roof-mounted wind turbines and four 50 foot tower wind turbines is regulated by the on-site wind energy systems under the 60 foot section. Option 2 with one 80 foot tower wind turbine is regulated by the on-site wind energy systems over 60 feet regulations. When a tower is over 60ft the Planning Commission review process is much more extensive

and considers items such as shadow flicker, landscaping, safety, and visual impact.

Economic Feasibility

The prices for different wind turbines vary. To analyze the economic feasibility it is beneficial to see the cost versus the annual output. The annual output for several models is shown in Appendix 4. The following analysis outlines the cost of a select few turbines. The turbines used in the suggestions have economic feasibility tables.

Background on Solar Energy

Solar and wind power are both growing at a rate of 30% per year (Botkin & Keller, 2007). “The estimated recoverable energy from solar energy is about 75 times the present annual human global energy consumption.” “On a global scale 10 weeks of solar energy is roughly equivalent to energy stored in all known reserves of coal, oil, and natural gas on Earth. Solar energy is absorbed at Earth’s surface at an average rate of 90,000 TW (1 TW is 10^{12} W) which is about 7,000 times the global demand from energy.” Site specifics are important and exposure varies both daily and seasonally (Botkin & Keller, 2007). There are two types of solar energy, passive and active.

Passive solar energy systems involve architectural designs that enhance the absorption of solar energy by using and adjusting for natural changes that occur throughout the year without requiring mechanical power. Overhangs that block the high summer sun angle but allow the low winter sun angle, a massive interior wall that absorbs solar energy during the day and slowly radiates the heat to warm the room, and strategic placement of trees that lose their leaves during the winter are all examples of passive solar energy. A passive solar energy shower system is already in place on the Blissfest site. The Third Stage is also powered by solar energy.

Active solar collectors provide space or water heating. Photovoltaic systems convert sunlight directly into electricity. Blissfest looks to install Amorphous Photovoltaic Laminate (PVL) on all roof areas. This new type of solar panel can be rolled out onto most metal or wood surfaces, making it ideal for placement on roofs, which are hit by sunlight all day.



FIGURE 29: Current solar cart used to power Stage 3; Photo Credits: Laura Grant

Factors affecting solar panel output:

1. Output rating of the solar panel. Larger panels produce more power than smaller panels.
2. Intensity of solar radiation.

There are many other factors impacting solar energy output, such as weather, and angle of the sun, roof, or panel. This analysis, however, will not go into such fine detail mostly because the designs for the future buildings are not finalized.

Solar Energy Potential Analysis

1. Potential Solar Panel Sizes

The rough roof area of the proposed cabin is 20' x 20'. According to the Site Plan (Figure 7 on page 14) 6 of the 10 cabins are in the shady wooded area and are therefore excluded from the solar roofing candidates. The design of the cabins also

restricts the amount of usable roof area. At least 10-20% of the roof area is not feasible for solar paneling because of the design. The other 4 cabins' roof area for solar panels is approximately 122m².

Proposal buildings	Roof areas sq ft.
Cabins *4	1600
pavilion	7800
store	1408

TABLE 15: Roof areas of proposed buildings

The roof dimensions of the proposed Blissfest Arts Recreation Center are 60'x120'. The area of the roof top is approximately 669m².

The dimensions of the roof for the proposed store are 32'x44'; a roof top area of approximately 131m².

Total roof top area for the cabins, Blissfest Arts Recreation Center, and the store is approximately 9,968sq ft. (972m²).

2. Intensity of solar radiation.

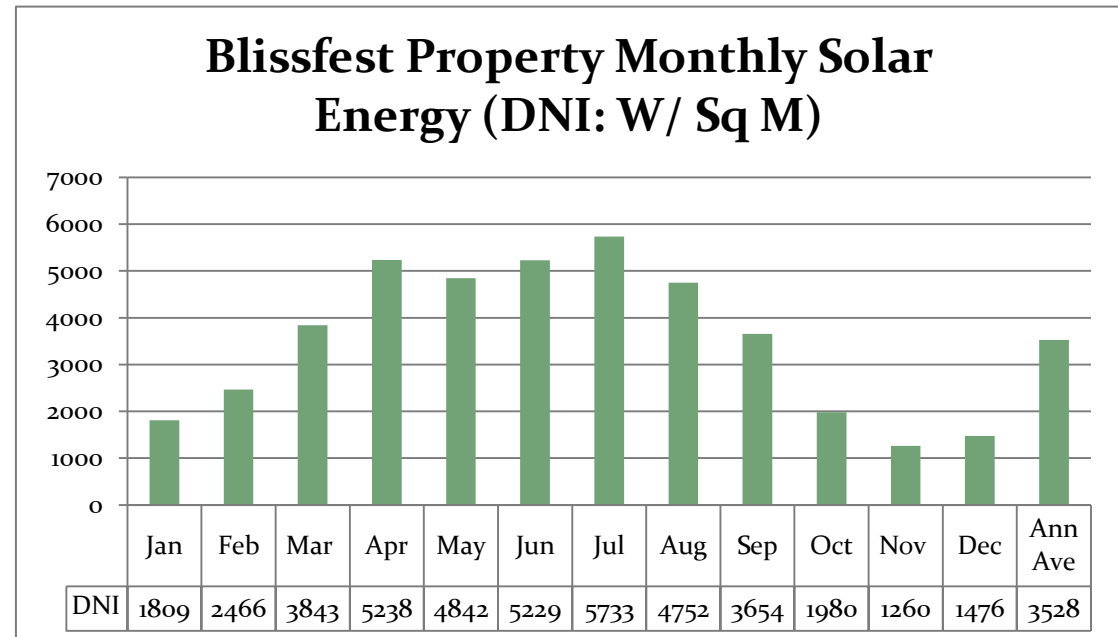
The annual solar energy strength on the Blissfest property is uniform. Direct Normal Irradiance (DNI)

is the unit to measure solar radiation strength in KW/m². Solar strength on the Blissfest property is approximately 3.53 KWh/m². The DNI, however, varies from month to month.

3. Solar Panel Models

Different models of solar panels produce different amounts of energy. These variations are not as large as the variations between wind turbine models though. Due to the client's preference for amorphous solar panels the analysis will be based on the implementation of UNI-SOLAR® photovoltaic laminates.

CHART 24: Monthly Solar Energy (DNI, KW/m²)



Option 1:

In line with the client's wishes we are using a combination of 4 roof mounted wind turbines and 4 small tower wind turbines.

Estimated System Size	
Wind Rating:	10.6 mph (4.74 m/s)
Wind Turbine(s):	4 x 1-kW
Equivalent Annual Production	4,502 kWh electricity (10.32% of totally energy) ¹
Estimated System Cost ²	
Assumed Gross Cost:	\$34,000 (including all four turbines)
Levelized Cost of Wind Energy ³ :	\$0.38 per kWh

Wind Turbine Model Suggestions

For the roof mounted turbines we suggest:

Swift

For the roof mount wind turbines the suggestions is the Swift Wind Turbine (see Appendix 4 for details). Alternative to the Swift Wind Turbine are the UGE-4K and PowerSpin TSW 2200 which are also included in Appendix 4. The Swift Wind Turbine has local dealers. The primary analysis result is displayed to the left⁴.

¹ All the calculation results are produced by a renewable energy calculator tool. It is available on the Solar Estimate Organization's website.

² This is only an estimate based upon many assumptions. Installation costs can vary considerably. It includes the tower cost but not the cost of installation.

³ Renewable energy systems "fix" your energy cost in time: Once installed, it will provide years of energy -- "Levelized cost" is the average cost of this renewable energy. Levelized Cost = Net Cost to install a renewable energy system divided by its expected life-time energy output.

⁴ All the results are not very accurate due to many variables. For more accuracy, it needs to be collected by professional estimators in field test.

For the tower turbines we suggest:

Whisper 200 (1kW, 50ft single pole tower)

Estimated System Size	
Wind Rating:	13.4 mph (5.81 m/s)
Wind Turbine(s):	4 x 1kW
Equivalent Annual Production	4,754kWh electricity (10.89% of total energy)
Estimated System Cost	
Assumed Gross Cost:	\$14,600 (including all four turbines) ⁵
Levelized Cost of Wind Energy:	\$0.15 per kWh



FIGURE 30: Whisper 200 wind turbine; Source: <http://www.hardysolar.com/wind-turbine/>

⁵ The price includes the tower fee but not the installation fee. The 50' single pole tower price is \$635 per pole. For details see: http://www.alternativeenergydiscount.com/index.php?main_page=product_info&products_id=341&zenid=d25fd5d5717dac87ae6630a39bd720d8

Option 1 Wind Summary: The wind turbines cover 21% of the total projected energy demand. The total cost is approximately \$48,600 not including installation and labor costs. The average levelized cost of the wind energy is \$0.26 per kWh.

Solar Panel Model Suggestions

The solar panel suggestions will cover 79% of the total projected energy demand.

UNI-SOLAR® Photovoltaic Laminates PVL 68 (9.3ft × 1.3ft per piece)

Analysis Result:

Estimated System	
Solar Rating	3,528KWh/Sq-meter/day
Panel Rated Power	68W
Total panel demands amount	271 pieces of 12.1sq ft. laminate
Area requirement	3276 sq feet
Equivalent Annual Production ⁶	34,477 kWh electricity (79%)
Estimated System Cost ⁷	
Assumed Gross Cost:	\$65,311
Levelized Cost of Solar Energy ⁸ :	\$0.09 per kWh

Option 1 Solar Summary: The total cost is approximately \$65,311 not including installation and labor costs. The levelized cost is about \$0.09 per

FIGURE 31: Photovoltaic Laminates; Source: <http://www.soulecology.org/energy/enjsolar.html>



⁶ This value takes into account losses due to system inefficiencies. It means it is higher than total energy offset percentage.

⁷ The cost vary depends upon dealers. The cheapest price we can find is \$241 per piece from <https://www.affordable-solar.com/uni.solar.laminate.pvl.series.68.watt.htm> The price does not include installation and labor fees

⁸ The design life cycle is approximate 20 years.

Option 2:

This suggestion is based on the most economical options. This includes two 80 foot 10KW wind turbine at 80 ft. high and solar panels to cover the rest of the projected energy demand.

Wind Turbine Model Suggestions

Some turbine options that have similar outputs to the analysis below are: ARE442, Aerostar6 Meter, Alizé, ReDriven Power 10kW, PowerSpin TSW 1300, and 23-10 Jacobs. Many of them have local dealers, more details can be found in Appendix 4.

BWC Excel 10KW Wind Turbine

Analysis Result:

Estimated System Size	
Wind Rating:	13.55mph (6.8\26 m/s)
Wind Turbine(s):	2 x 10-kW
Equivalent Annual Production	32,486 kWh electricity (74.4% of totally energy)
Estimated System Cost	
Assumed Gross Cost:	\$80,350 ⁹
Levelized Cost of Wind Energy:	\$0.12 per kWh

FIGURE 32: BWC Excel Wind Turbine; Source: http://www.nrel.gov/data/pix/searchpix.php?getrec=02102&display_type=verbose



⁹ This includes the tower fee but not the installation and labor costs. The price ranges are shown on: <http://www.bergey.com/Products/Excel.html>. The ranges are \$23,500-\$29,500 and the tower price range is \$10,150-\$17200. The gross cost is the average of the ranges.

Option 2 Wind Summary: The wind turbines in this suggestion cover 74% of the total energy consumption. The total cost is approximately \$80,350 not including installation and labor costs. The averaged levelized cost of wind energy is \$0.12 per kWh.

Solar Panel Model Suggestion

The solar panels will cover the remaining projected energy, 26%.

UNI-SOLAR® Photovoltaic Laminates PVL 68 (9.3ft x 1.3ft per piece)

Analysis Result:

Estimated System	
Solar Rating	3.528KWh/Sq-meter/day
Panel Rated Power	68W
Total panel demands amount	87 pieces of 12.1sq ft. laminate
Area requirement	1,046 sq feet
Equivalent Annual Production	11,347 kWh electricity (26%)
Estimated System Cost	
Assumed Installation Gross Cost:	\$20,967
Levelized Cost of Solar Energy:	\$0.09 per kWh

Option 2 Solar Summary: The solar panels will cover 26% of the total projected energy demand. The total cost is approximately \$20,967, including installation and labor costs, and the levelized cost is about \$0.09 per kWh.

Option 1 Highlights:

Total cost: \$113,911

Total Energy Production: 100% of the total site energy demand projection

Average Levelized Cost: \$0.17 per kWh

Problems: Four small tower wind turbines take a lot of space. Low wind turbine height cannot access the higher wind speeds. The efficiency of wind power is low and the wind turbines will suffer.

Option 2 Highlights:

Total cost: \$101,317

Total Energy Production: 100% of the total site energy demand projection

Average Levelized Cost: \$0.10 per kWh

Problems: The wind turbine towers are tall (80ft) and the setbacks requirements are larger. Therefore, the location of the turbine would have to be in one of the conservation easement areas. Those areas are farther away from the current and proposed buildings, especially the farmhouse. However, the wind turbine needs to be attached to the farm house where the net meter must also be located (MI DELEG).

Verification of Analysis

A third party analysis on the renewable energy section of our report was done by Ray Sarver and Trista Gregorski of the Michigan Department of Energy Labor and Economic Growth (DELEG). This was an essential step in the ensuring the legitimacy of our project by making sure our calculations are correct. The input of professionals at the state government confirms the accuracy of the data which determines our final recommendations to Blissfest Music Organization. A special thanks goes to Dr.Sarver and Trista Gergorski who spent time going over our report beforehand and more importantly speaking face to face to us while going through it.

Energy Recommendations

Alternative Energy Education

The wind turbines and solar panels on site can be a great opportunity for BMO to draw in crowds seeking an educational experience. School field trips would be a good target audience for a guided tour of the renewable energy being used on the Blissfest site. Unused or out of date wind turbines and solar panels can be displayed in the Blissfest Arts Recreation Center for educational purposes. Cross sections would be a good way to show how wind turbines and solar panels work on the inside. Other energy related activities such as human powered kinetic energy systems could be used to show how much work it takes to create electricity.

Basic generators work by using any type of force creating kinetic energy (wind, moving water, rising steam...etc). The kinetic energy is used to move a magnet through a copper coil which produces an electric current. It is the movement of

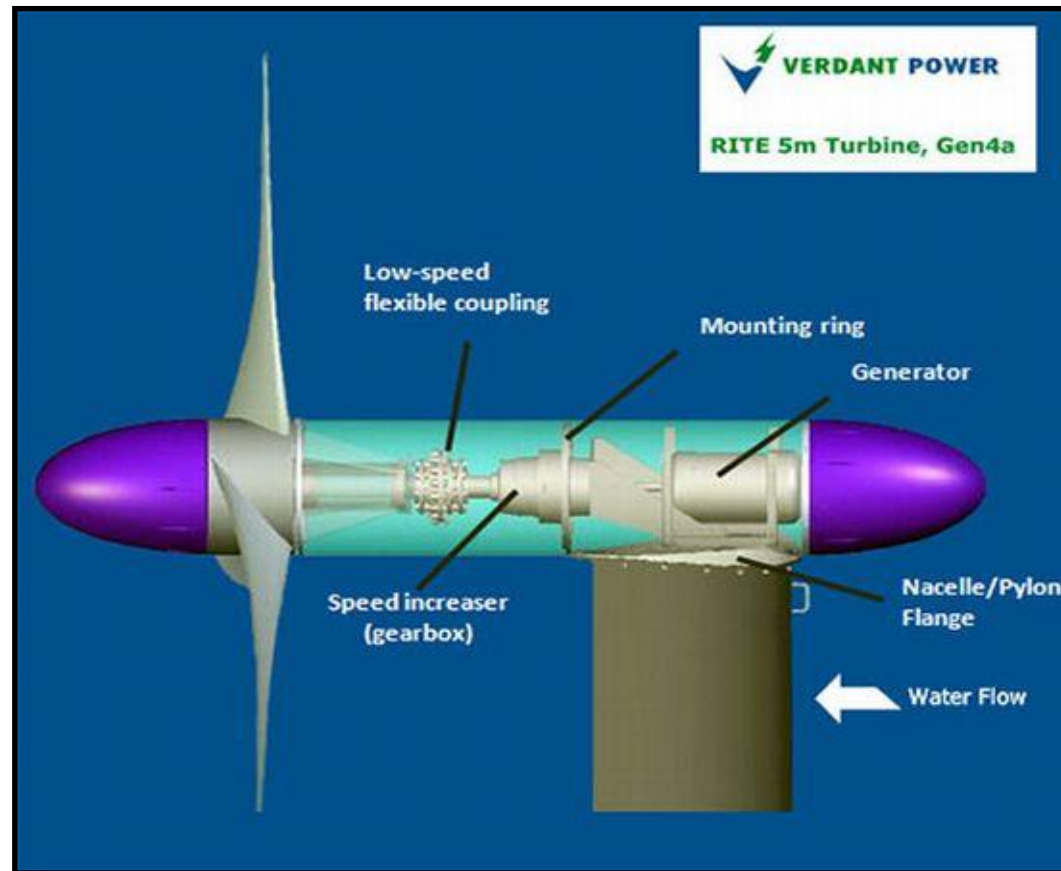


FIGURE 33: Wind Turbine Generator; Source: www.ecofriend.org

this magnet through a coil which is the basic mechanism of providing electrical current; such a device is known as a generator.

Kinetic energy can come from a variety of sources. Today, the greatest source of this kinetic energy has

been steam from boiling water rising

up to spin a turbine. Heating this water has been done by the burning of fossil fuels or wood. Today this kinetic energy can be harnessed from falling water (hydroelectric power) or in our case moving air. A basic illustration shows inner working of a turbine.

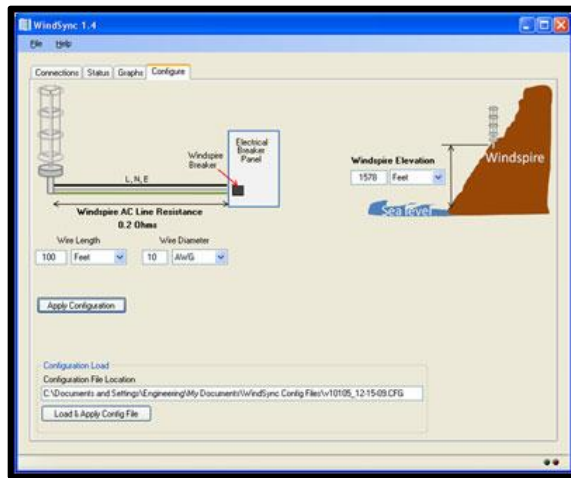


FIGURE 34: Windspire educational software; Source: www.windspireenergy.com

BMO to use for renewable energy workshops and education for visitors of all ages and education levels.

A renewable energy workshop is feasible to attract educational tourism. Windspire Company is developing a wind energy curriculum for use in schools and is designed to teach students about wind power. They already have some examples of renewable energy courses in the following schools: Mendive Middle School in Sparks, Nevada; Macomb Mathematics Science, Technology, and Career Center in Warren, Michigan; and The Boston Museum of Science. Blissfest can be marketed as a renewable energy educational center by utilizing its natural resources and the empirical way it collects and uses renewable energy. In addition, some products have management software that compliments their turbines and solar cells that allow a person to visualize the renewable energy productivity and the

There are many renewable energy products that provide supporting educational and hands-on instructional material. These are ideal products for

electricity made. These are all good resources for educational purposes that also open the windmills to the tourism industry while they produce clean energy.

In addition to the workshop, the proposed store inside the information building can also sell renewable energy souvenirs and toys. LEGO is developing renewable energy toys for children over eight years old.

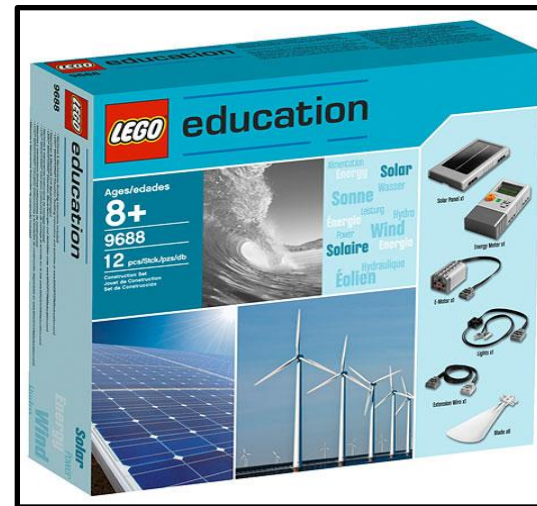


FIGURE 35: Lego wind/solar educational products; Source: <http://www.legoeducation.us/store/detail.aspx?CategoryID=156&by=9&ID=1968&c=1&t=o&l=o>

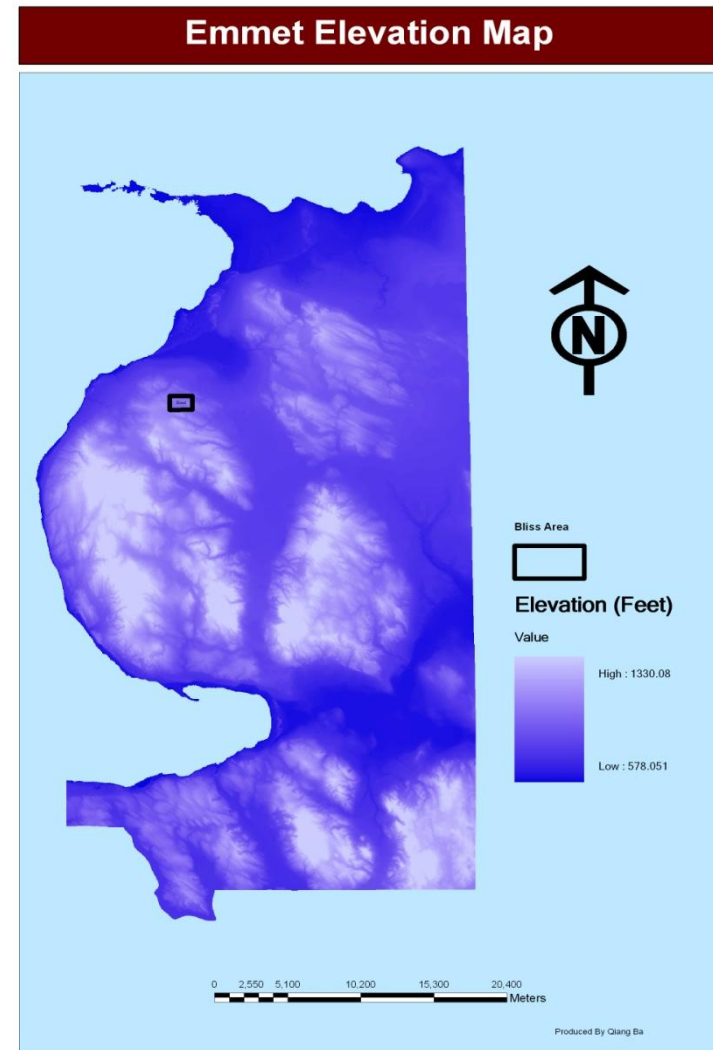
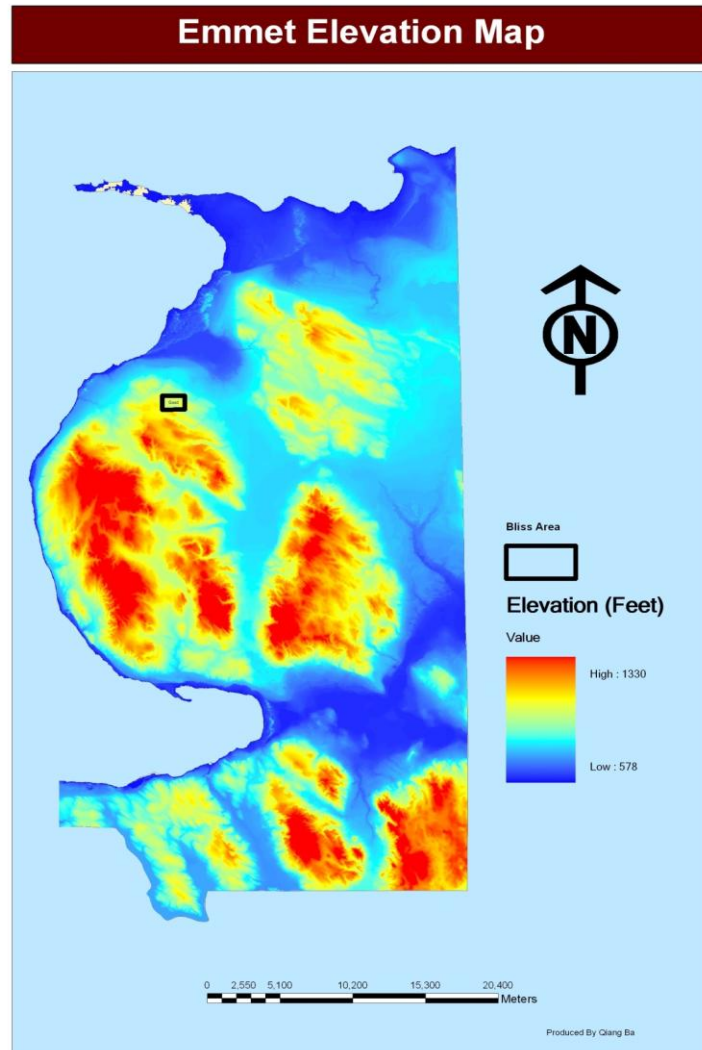
implementation. There is potential for a Lego educational workshop where visitors have a hands-on memorable experience learning and constructing a mini renewable energy system.

This type of education can be used effectively on the Blissfest site. It is just as important to have working examples of renewable energy on site, as it is to understand what these systems are and how they work. Visitors to Blissfest can use such educational software as well as the Lego set as an educational tourism activity. This can be done indoors and has a low cost of



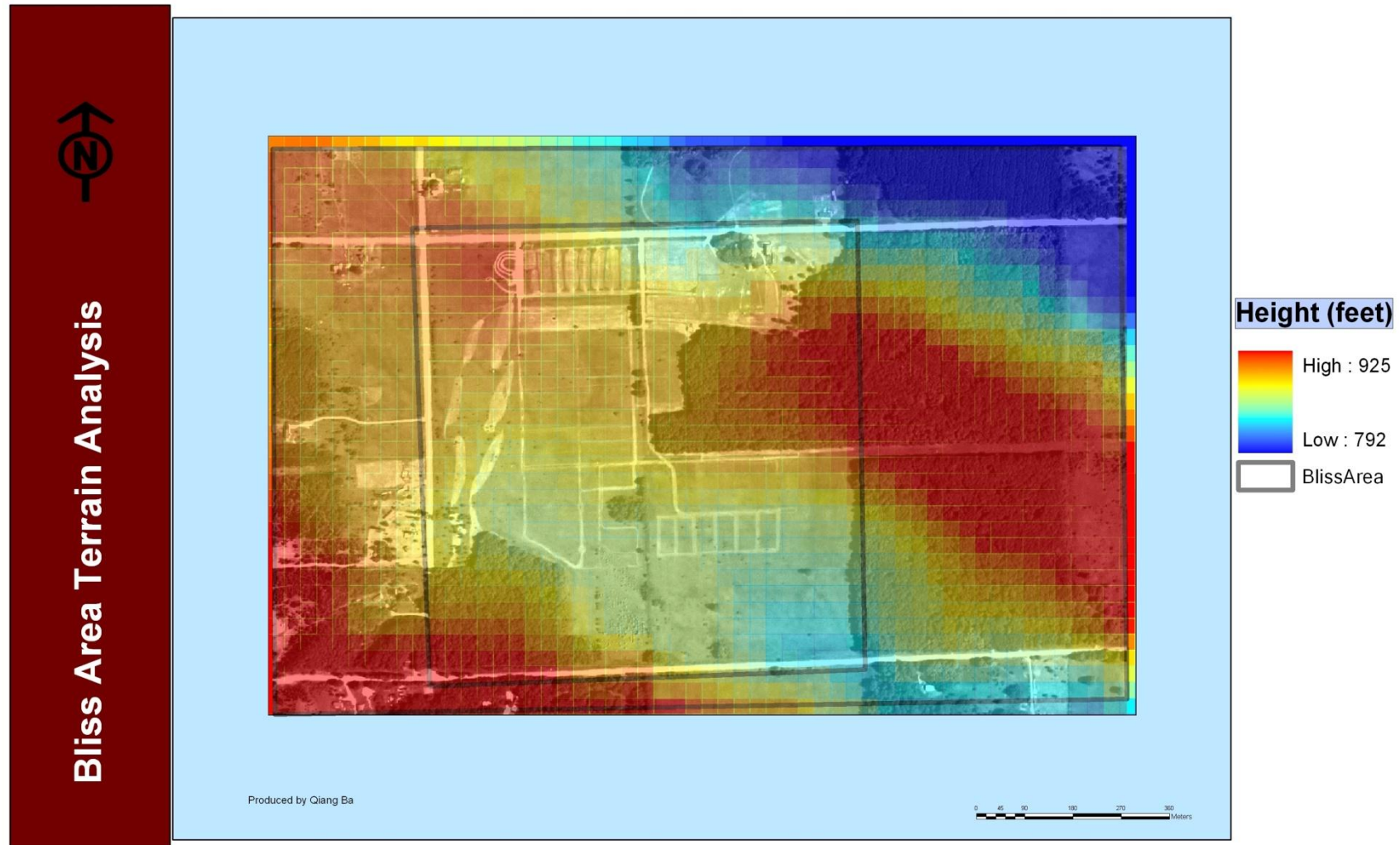
Appendix 1

Map 9



Appendix 1

Map 10: Color



Appendix 1

Map 10: Version 2

Bliss Area Terrain Analysis



Legend (Feet)

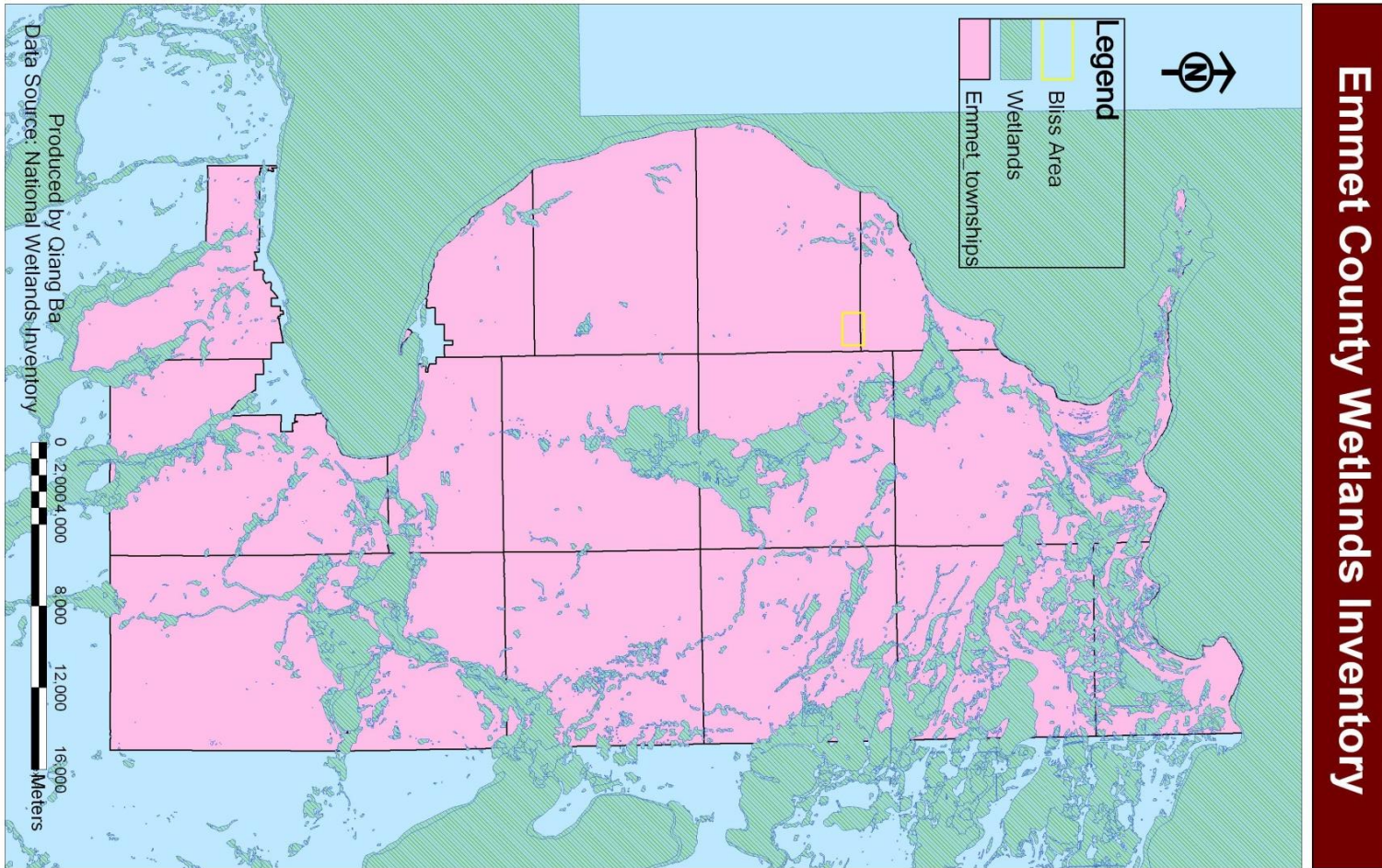


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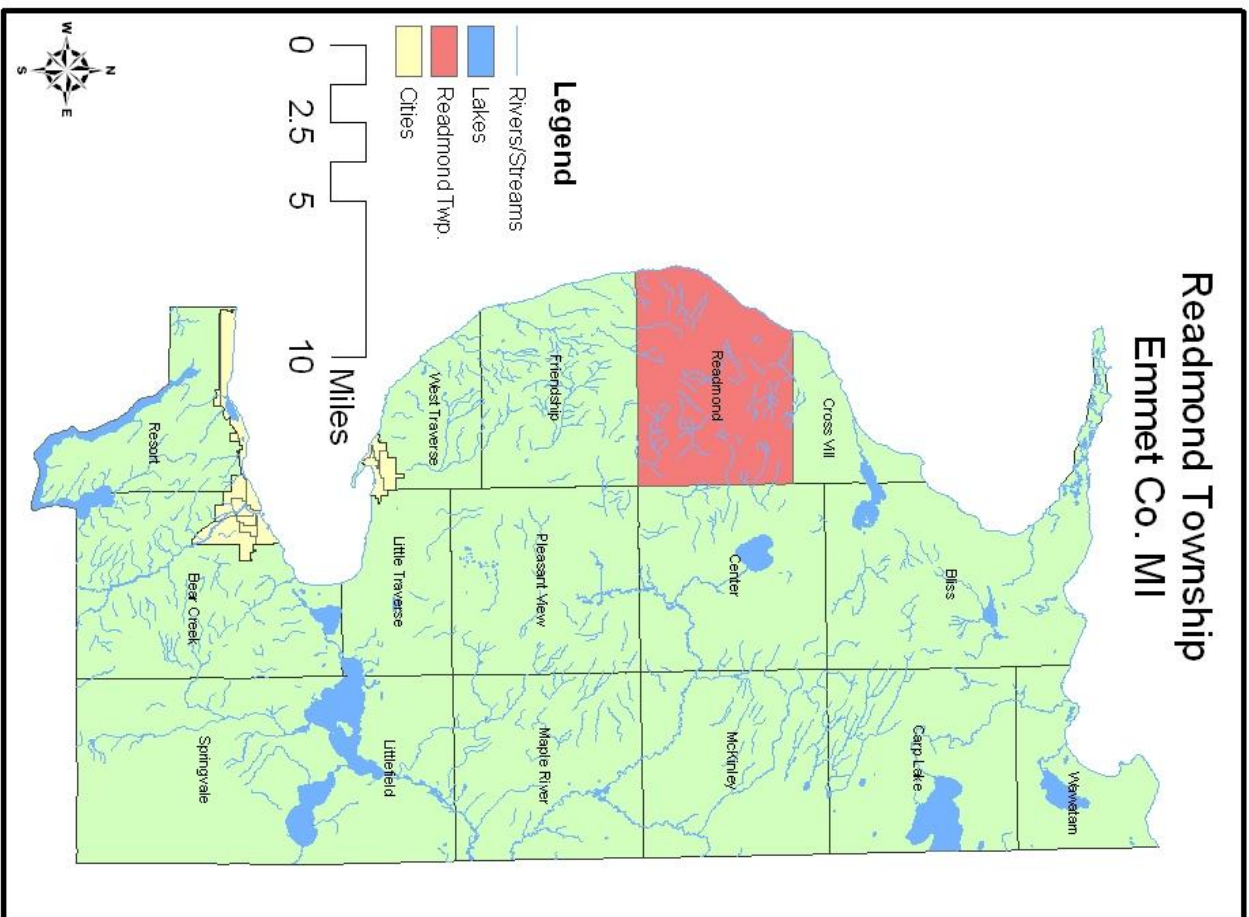
Appendix 1

Map 11



Appendix 1

Map 12



Appendix 2: Contact Information for Local Establishments

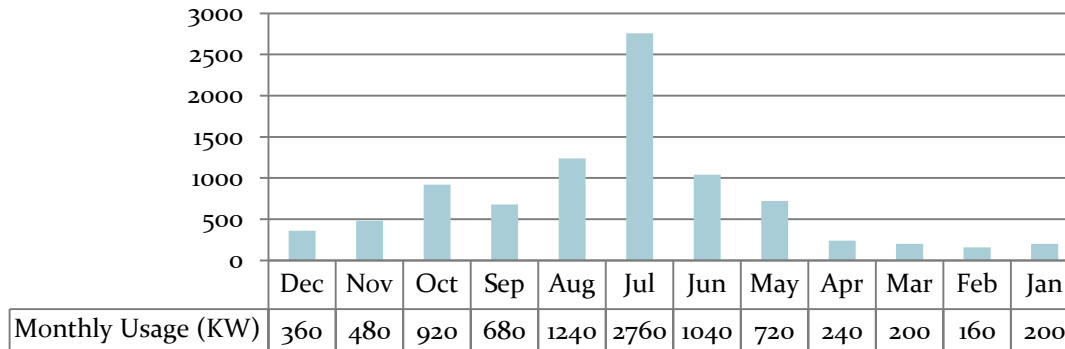
Organisation/Institution	Address	Phone/Fax	Website/Email
Legs Inn, a Polish- American Restaurant	6425 N Lake Shore Drive PO. BOX 157 Cross Village, MI 49723	(231) 526-2281	http://www.legsinn.com/info@legsini.com
Three Pines Studio	5959 West Levering Cross Village, MI 49723 at the crossroads of Levering (C66) and State Road (C77)	(231) 526-9447 (231) 526-9447	http://www.threepinesstudio.com/
The Cross Village Rug	P.O. Box 197 6444 North Lakeshore Drive Cross Village, MI 49723	(231) 526-7849	http://www.crossvillagerugworks.com/index.html/ : info@crossvillagerugworks.com
Petoskey Regional Chamber of Commerce	401 East Mitchell Street. Petoskey, MI 49740	(231) 347-4150 (231) 348-1810	http://www.petoskey.com/
Harbor Springs Area Chamber of Commerce	368 East Main Street. Harbor Spring, Michigan 49740	(231) 526-7999 (231) 526-5593	http://www.harborspringschamber.com/visitor/
Cheboygan Area Chamber of Commerce	124 N. Main Street, Cheboygan, MI 49721	(231) 627- 2770 tollfree 1-800-968-3302	http://www.cheboygan.com/
Charlevoix Area Chamber of Commerce,	09 Mason St Charlevoix, MI 49720	(231) 547-2101	http://www.charlevoix.org/
Mackinaw City Chamber of Commerce	P.O. BOX 831 • Mackinaw City, MI 49701	tollfree 1-800-577-3113	http://www.mackinaw-city.com/
Petoskey Area Visitors Bureau	401 East Mitchell Street, Petoskey, MI 49770	231-348-2755 tollfree 1-800-845-2828	http://www.petoskeyarea.com/
Charlevoix Area Convention & Visitors Bureau	109 Mason Street • Charlevoix, MI 49720	(231) 237.0920 tollfree 1-800.367.8557	http://www.charlevoixlodging.com/ info@charlevoixlodging.com .
Cheboygan Area Tourist Bureau	124 N. Main Street, Cheboygan, MI 49721	(231) 627-7183 tollfree 1-800-968-3302 231-627-2770	http://www.cheboygan.com/
Mackinaw Area Tourist Bureau	10800 W. US 23 • Mackinaw City, MI 49701	(231) 436-5664 tollfree 1-800-666-0160	http://www.mackinawcity.com/
Island Organisation Institute for Sustainable Living Art and Natural Design	5870 Cottage Drive, Bellaire, MI 49615	(231) 480-4515	http://www.ARTmeetsEARTH.org/info@ARTmeetsEARTH.org
Harbor Springs School District	175 East Lake Street, Harbor Springs, MI 49740-1131	(231) 526-4545	http://www.harborps.org/HS/hsindex.htm
Blackbird Elementary School	421 East Lake Street Harbor Spring, MI 49740	(231) 526-4600	http://www.harborps.org/Blackbird/bindex.htm
Harbor Light Christian School	8333 Clayton Rd Harbor Springs, MI 49740	(231) 347-7859	http://harborlightchristian.org/
Harbor Springs High School	327 E. Bluff Drive Harbor Springs, MI 49740-1503	231) 526-4800	http://www.harborps.org/

Organisation/Institution	Address	Phone/Fax	Website/Email
Shay Elementary School	175 East Lake Street Harbor Springs, MI 49740-1131	(231) 526-4500	http://www.harborps.org/Shay/shayindex.htm
Pellston Elementary School	114 Zipf Street Pellston, MI 49769	(231) 539-8421	http://www.pellstonschools.org/elementary.htm
Pellston High School	172 N. Park Street Pellston, MI 49769-0016	(231) 539-8801	http://www.pellstonschools.org/high.htm
Pellston Middle School	172 N. Park Street Pellston, MI 49769-0016	(231) 539-8801	http://www.pellstonschools.org/elementary.htm
Concord Academy - Petoskey	2240 E. Mitchell Road Petoskey, MI 49770-9604	(231) 347-1600	http://www.concordpetoskey.com/
Public Schools of Petoskey	1130 Howard Street Petoskey, MI 49770-3026	(231) 348-2100	http://www.petoskeyschools.org/
Central Elementary School	410 State Street Petoskey, MI 49770-2749	(231) 348-2110	http://www.petoskeyschools.org/
Concord Academy- Petoskey/Atkins	2590 Atkins Petoskey, MI 49770-9604	(231) 347-1600	
Concord Academy- Petoskey/Mitchell	2230 E. Mitchell Rd. Petoskey, MI 49770	(231) 347-1600	
Lincoln School	616 Connable Avenue Petoskey, MI 49770-2216	(231) 348-2120	http://www.petoskeyschools.org/
Northern High Community Child Development C School	416 Connable Ave Petoskey, MI 49770	(231) 487-4563	http://nmccdc.com/index.html#
Ottawa Elementary School	871 Kalamazoo Street Petoskey, MI 49770-3216	(231) 348-2130	http://www.petoskeyschools.org/
Petoskey High School	1500 Hill Street Petoskey, MI 49770-2782	(231) 348-2160	http://www.petoskeyschools.org/highschool/
Petoskey Montessori Children' School	1560 E. Mitchell Petoskey, MI 49770	(231) 347-5331	www.petoskeymontessori.org
Petoskey Montessori Elementary	1560 E. Mitchell Petoskey, MI 49770 49770-9601	(231) 347-5331	www.petoskeymontessori.org
Petoskey Middle School	801 Northmen Drive Petoskey, MI 49770-2786	(231) 348-2150	http://www.petoskeyschools.org/middleschool/
Petoskey S.D.A. Elementary School	1404 Howard Street Petoskey, MI 49770	(231) 347-2560	http://www.petoskeysdachristianschool.com/
Sheridan School	1415 Howard Street Petoskey, MI 49770-3000	(231) 348-2140	http://www.petoskeyschools.org/

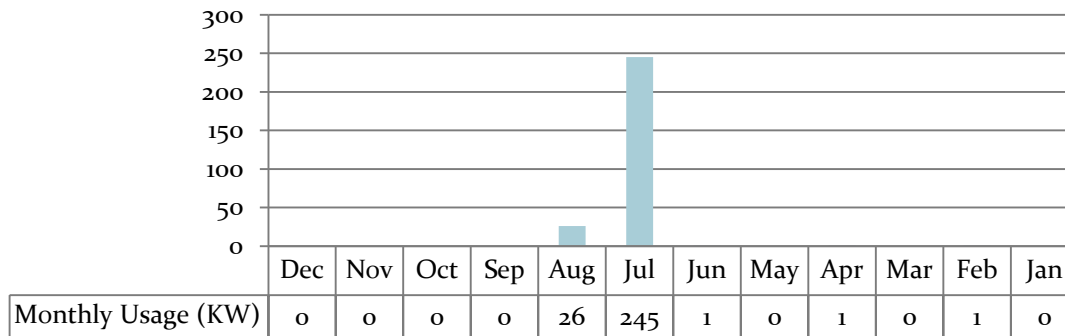
Organisation/Institution	Address	Phone/Fax	Website/Email
St. Francis Xavier School	414 Michigan Street Petoskey, MI 49770	(231) 347-3651	http://www.sfxschool.info/
Crooked Tree Art Center	461 East Mitchell Petoskey, MI 49770	(231) 347-4337	http://www.crookedtree.org/
Cheboygan Arts Center	403 N Huron Street Cheboygan, MI 49721	(231) 627 5432 (231) 627 2643.	http://www.theoperahouse.org/
North Central Michigan College	1515 Howard Street, Petoskey, MI 49770	(888)298-6605	http://www.ncmich.edu/
Pond Hill Farm	5581 S Lake Shore Drive Harbor Springs, MI 49740	231-526-FARM	http://www.pondhill.com/index.html farm@pondhill.com
Emmet Conservation Distric	3434 Harbor Petoskey Road Harbor Springs, MI 49740	231-439-8996 (231) 439-8997	http://www.emmetcd.org/ nsalar@emmetcounty.org
Raven Hills Discovery Center	4737 Fuller Road, East Jordan, Michigan 49727	231.536.3369 tollfree 877.833.4254 (231) 536.0132	info@ravenhilldiscoverycenter.org http://www.ravenhilldiscoverycenter.org/
Camp Daggett. 3001 Church RD	3001 Church RD. Petoskey, MI 49770	(231) 347-9742	http://www.campdaggett.com/
Passport Adventure		Detroit (313) 873-7200. Grand Rapids (616) 331-6666	http://www.passporttoadventure.com/ julie@PassportToAdventure.com
Mackinaw Historical Society Pioneer Village	Mailing Address: PO Box 999, Mackinaw City, MI 49701	(231) 436-7454	kgrebe@freeway.net
Forest for the Future	6271 County Road 612, Lewiston, MI 49756	(989) 786-7594	http://www.artmeetsearth.org/links.htm
Windspire Company			http://www.mariahpower.com/default.aspx
Washoe County School District	425 East Ninth Street Reno, NV 89512	(775) 348-0200	http://www.washoe.k12.nv.us/
Macomb Mathematics Science Technology Center and Career	27500 Cosgrove, Warren, MI 48092.	(568) 698- 4394	http://www.wcs.k12.mi.us/mmstc/info/plc.asp
Boston Museum of Science	1 Science Park, Boston, MA 02114	617-723-2500	http://www.mos.org/ information@mos.org

Appendix 3: Per Meter Break Down

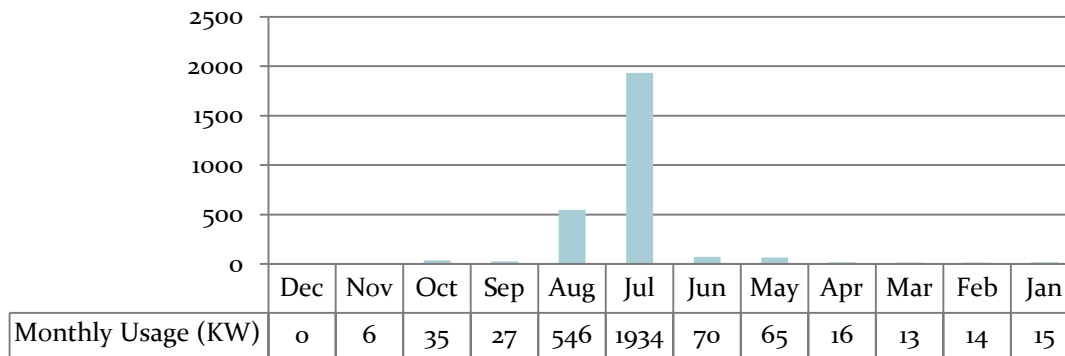
Bliss First Meter 2009 Monthly Usage (KW)



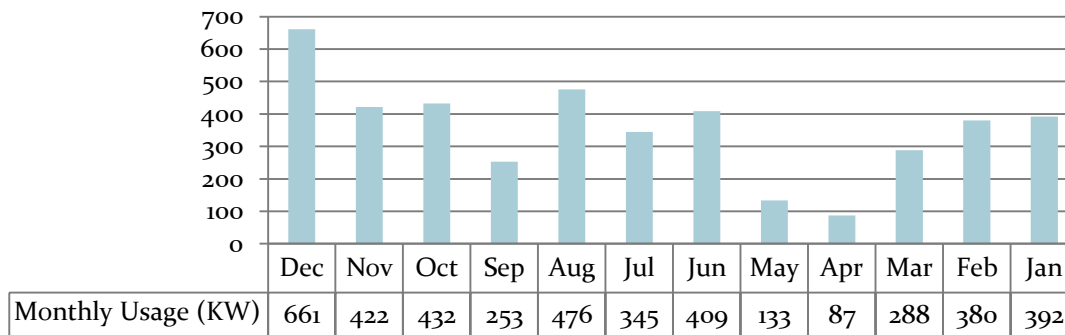
Bliss Second Meter 2009 Monthly Usage (KW)



Bliss Third Meter 2009 Monthly Usage (KW)



Bliss Fourth Meter 2009 Monthly Usage (KW)



Appendix 4: List of Wind Turbines

<i>Manufacturers Website Closest dealer</i>	<i>Models (Rated Capacity, Rotor Diameter)</i>	<i>Options of Tower heights feet¹⁰</i>	<i>Wind speed (mph)</i>	<i>Equivalen t Annual Productio n(kWh)</i>
Abundant Renewable Energy www.abundantre.com Closest dealer: Randall S. Smith 6222 Bunker Hill Road Williamsburg, MI 49690 (231) 933-1264	ARE110 (2.5KW, 11.8feet)	43	12.84	3914
		64	13.36	4409
	ARE442 (10KW, 23.6feet)	85	13.75	17637
		106	14.05	17826
		127	14.31	21674
Aerostar www.aerostarwind.com	Aerostar 6 Meter (10KW, 22 feet)	80	13.66	16383
		100	13.97	17523
		120	14.23	18520
		140	14.45	19393
	Aerostar Independence (30 kW, 40feet)	100	13.97	57930
		120	14.23	61225
		140	14.45	64109
Bergey Windpower Co. www.bergey.com Closest dealer: 7897 Lakeview Road Alanson, MI 49706 Phone: (231) 548 5482	BWC XL.1 (1 kW, 8.2feet),	59	13.25	2077
		78	13.63	2261
		97	13.93	2413
	BWC EXCEL (10 kW, 23 feet)	80	13.66	16383
		100	13.97	17523
		120	14.23	18520
		140	14.45	19393
Cascade Engineering, Inc. ¹⁰ www.swiftwindturbine.com Many wind turbines factories use U Closet dealer: Green Energy Solutions	SWIFT Wind Turbine (1.0 kW)	(Roof Mount) ¹¹ 8	10.6	1135 e pole tower.

690 West M-134 Cedarville, MI 49719 Phone: 906.484.1054				
Endurance Wind Power http://www.endurancewindpower.com/	S 343 (5.3kW, 21feet)	63	13.34	13902
		84	13.73	15158
		100/105	13.97	15967
		120	14.23	16875
	S 250 (5kW, 18feet)	63	13.34	10214
		84	13.73	11136
		100/105	13.97	11730
		120	14.23	1239
	G 3120 (35kW, 63 feet)	140	14.45	159031
	44/40 (25kW, 44feet)	80	13.66	65532
Enertech www.enertechwind.com		100	13.97	70095
		120	14.23	74082
Fortis Wind Energy - U.S. www.fortiswindenergy.us	Montana(2.3kW, 16.4 feet)	80	13.66	9104
		100	13.97	9738
		120	14.23	10292
		140	14.45	10776
		160	14.64	11207
	Alizé (9.2kW, 23.3feet)	80	13.66	18376
		100	13.97	19656,120
		120	14.23	20774
		140	14.45	21752
		160	14.64	22622
Mariah Power www.mariahpower.com Closest dealer: Lake Effect Energy Corporation Harbor Springs, MI 49737	Windspire (1.2 kW)	20	10.98	2000
Raum Energy	Raum 1.5 (1.5kW,9.5feet)	48	12.98	2621

www.raumenergy.com Closest dealer: Ohio Green Wind info@ohiogreenwind.com (937) 572-9936	Raum 3.5 (3.5 kW,13.12feet)	49	13.01	5033
ReDriven Power, Inc. www.redriven.net	3kW ,5.9feet	60 to 120	13.28 to 14.23	1082to 1332
	5kW,10.5feet			3429to 4218
	10kW,13feet			5256to 6466
Southwest Windpower Co. www.windenergy.com Closest dealer: Green Energy Solutions 690 W. M-134 Cederville, MI 49719 US 906 484 1054	Skystream 3.7(2.4 KW,12feet)	70	13.48	4684
	AIRX (0. 4k W,3.8 feet)	45	12.90	411
	Whisper 100(0.9kW,7feet)	50	13.04	1442
	Whisper 200(1kW, 9 feet)			2385
	Whisper 500 (3 kW,15 feet)	70	13.48	7318
TechnoSpin Inc. www.tswind.com	PowerSpin TSW 2200 (2.2kW,11.5feet)	(Roof Mounta ble) 50	13.04	3894
	PowerSpin TSW 4000(4kW, 13.8feet)			5607
	PowerSpin TSW 8000 (8kW, 19.7feet)	80	13.66	13136
	PowerSpin TSW 1300 (12kW, 26.3feet)			23413
Urban Green Energy www.urbangreenenergy.com Closest dealer: Renu Sustainable Consulting East 440 Burroughs StreetDetroit, MI 48202	UGE-1K (1kW rated capacity)	(Roof Mount) 18	10.6	1300
	UGE-4K (4kW rated capacity)			6900

(877) 387-6154				
Ventera Energy, Inc. www.venteraenergy.com Closest dealer: Randy Smith Acme, MI 49610 231-933-1264	VT10 (10kW, 22feet)	50	13.04	14252
		60	13.28	15053
		70	13.48	15743
		80	13.66	16383
WePOWER www.wepower.us	Falcon 1.2kW, 5'10"	18	10.6	537
	Falcon 3.4kW, 9'10"			1528
	Falcon 5.5kW, 13'1"			2706
	Falcon 12kW, 19'8"			6119
Wind Turbine Industries Corp. www.windturbine.net	23-10 Jacobs (10 kW, 23 feet)	80	13.66	17906
		100	13.97	19153
		120	14.23	20242
	31-20 Jacobs (20 kW, 31 feet)	80	13.66	32529
		100	13.97	3479
		120	14.23	36773

Appendix 5: Adjusted Wind Speeds

To adjust the wind speed¹¹ according to the heights and available wind speed at certain heights:

$$v_2 = v_1 \times (h_2/h_1)^n$$

Where v_2 is the unknown wind speed at our tower height h_2 above ground, v_1 is the known wind speed at a second height h_1 , and the exponent n is the change in wind velocity with height (see appendix 2). For the low tower, the height scaling exponent n is .18 (i.e. the roof mount model) and the ordinary n is 0.1 in the report.

¹¹ Source: http://www.aerostarwind.com/adjusting_wind_speeds.html

Appendix 6: Net Meter Law

True Net Metering: 20 kW and Under Net Metering Projects

Net metering for these smallest renewable energy projects, also referred to as “true net metering” is greatly improved and simplified under the new program. True net metering is available to customers with generators 20 kW and under. Typically, residential customers would install generators in this size range. Small installations can also qualify for commercial, institutional, or industrial customers. Details of this net metering project category include:

- Billing is based on the net of the kWh deliveries from the utility and customer kWh deliveries to the grid.
- Customers receive credit at the full retail rate for excess kWh delivered to the grid.
- The utility shall use the customer’s existing meter if it is capable of reverse registration (meaning spinning backwards, or otherwise accurately measuring net usage) or install an upgraded meter at no additional cost to the net metering customer.
- Utilities with fewer than 1,000,000 customers shall charge net metering customers at cost for an upgraded meter if the customer’s existing meter is not capable of reverse registration. There will be no additional meter charges for customers of utilities with more than 1,000,000 customers (Consumers Energy and Detroit Edison).

- A generator meter shall be provided at cost, if requested by the customer. (The generator meter is for the customer’s benefit. Utilities are not obligated to read a customer’s generator meter.)
- Net metering inverters² must be certified to meet international standards for electrical safety. The commonly accepted standard is based on testing certified by UL; standard number 1741. The inverter manufacturer will be able to produce proof of this certification.
- Maximum interconnection costs will be the combined \$100 interconnection and net metering application fees. Utilities will not charge any additional fees for studies, testing, or system inspections.
 - Customers installing non-inverter based projects may be required to pay all interconnection costs, distribution study fees and any costs required for upgrading the distribution system to enable their system to be safely and reliably interconnected.
- Net metering credits for excess generation can carry forward indefinitely.
- The electric provider will not require additional liability insurance.

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