



# GREAT LAKES ST. LAWRENCE TREES INITIATIVE

## Green Events & Tourism in the Great Lakes Region

October 1, 2024 2:00p.m. EDT



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*Marketing Tourism  
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Travel Wisconsin*



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Great Lakes St. Lawrence  
Governors & Premiers*



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*Strategic Communications  
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## GSGP Board Members



**Gretchen Whitmer**  
Governor of Michigan  
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**Mike DeWine**  
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Vice Chair



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Governor of Wisconsin

# Great Lakes St. Lawrence Governors & Premiers

More than 40 years of collaboration among the region's chief executives:

Illinois Indiana Michigan Minnesota New York  
Ohio Ontario Pennsylvania Québec Wisconsin

Growing the region's US\$8 trillion economy and protecting the world's greatest freshwater system.

**Gretchen Whitmer, Chair, Michigan Governor**  
**Mike DeWine, Vice Chair, Ohio Governor**





# GSGP Tourism Program



# Great Lakes St. Lawrence Trees Initiative

A regional effort with the goal of planting  
250 million trees by 2033.





# Why the Great Lakes St. Lawrence Region?

Tree planting is a major opportunity for the region and its people to improve the quality of life while offering a high “return on investment.”

Over the next decade, the Great Lakes St. Lawrence Governors & Premiers (GSGP) will work with the region’s eight US States and two Canadian Provinces, federal governments, corporations, cities and other institutions to achieve this goal.



# Great Lakes Green Events

An initiative that encourages destination stewardship and environmentally beneficial practices for conferences and events in the Great Lakes St. Lawrence Region. Green Events create a positive footprint in local communities.





# How to host a Green Event?

- Implement **sustainable practices** at your event.
- Make a financial contribution to the Great Lakes St. Lawrence Trees Initiative to **support on-the-ground partners** planting trees in local communities.



# What are sustainable practices?

Practices that proactively reduce the environmental impact of the event including,

- **Reduce** paper, food, and single-use plastic waste throughout the event
- **Reuse** silverware if providing a meal
- **Recycle** materials and **upcycle or donate** decorations to other events where possible

See a full list of sustainable practices at [greatlakesgreenevents.org](https://greatlakesgreenevents.org).





# Benefits

- Establish your event or org as a leader in environmental sustainability
- Market your meeting as a Great Lakes Green Event
- Support local communities and protect the environment
- Earn positive public recognition for your environmental leadership



# Recent Great Lakes Green Events

Michigan Healthy Climate Conference – Lansing, MI

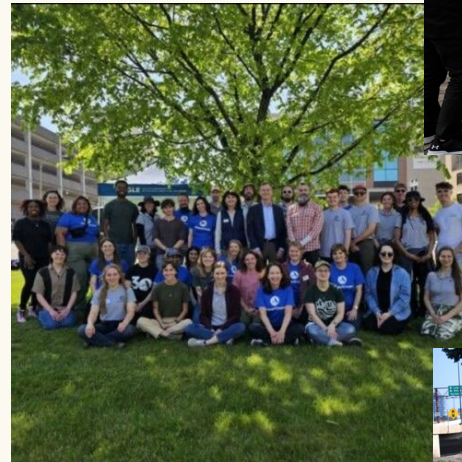
- 10 trees planted

Pan-American Masters Games – Cleveland, OH

- 24 trees planted

Great Lakes St. Lawrence Legislative Caucus Annual Meeting

- 2 trees planted





# Volunteer Opportunities

## The Battery Show

- October 2024 in Detroit, Michigan
- Day of service for participants
- Planting about 100 trees with The Greening of Detroit

THE **BA+TTERY** SHOW  
NORTH AMERICA



north  
america

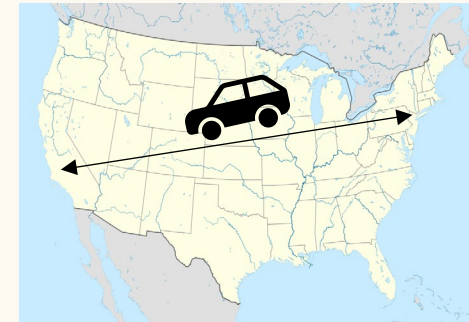


# Great Lakes Green Events Impact

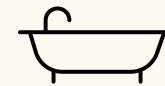
11 Great Lakes Green Events – 3 more in the next week - planting more than 280 trees.

Over the next 20 years, these trees will:

- Sequester over 11,000 pounds of carbon; equal to driving over 47,000 miles
- Capture over 1.26 million gallons of stormwater
- Remove over 260 pounds of air pollutants (nitrous dioxide, sulfur dioxide, ozone, and particulate matter)



8.5 roundtrips from New York City, NY to Los Angeles, CA



Fill over 43,000 bathtubs



Equal to the weight of 54 iPhones.



# Great Lakes St. Lawrence Trees Initiative

## Great Lakes Green Events

**Mike Piskur** – [mpiskur@gsgp.org](mailto:mpiskur@gsgp.org)

**Cailyn Andrews** – [candrews@gsgp.org](mailto:candrews@gsgp.org)

<http://greatlakestrees.org>

<http://greatlakesgreenevents.org>







# TRAVEL GREEN WISCONSIN

## Leading the Way in Sustainable Tourism







# **MELISSA SABEL**

**Marketing Tourism  
Development Specialist**



# AGENDA

**01**

**Travel Green Overview**

**02**

**Challenges + Barriers**

**03**

**Efforts in Action: Case Studies**

**04**

**Collaborative Successes**





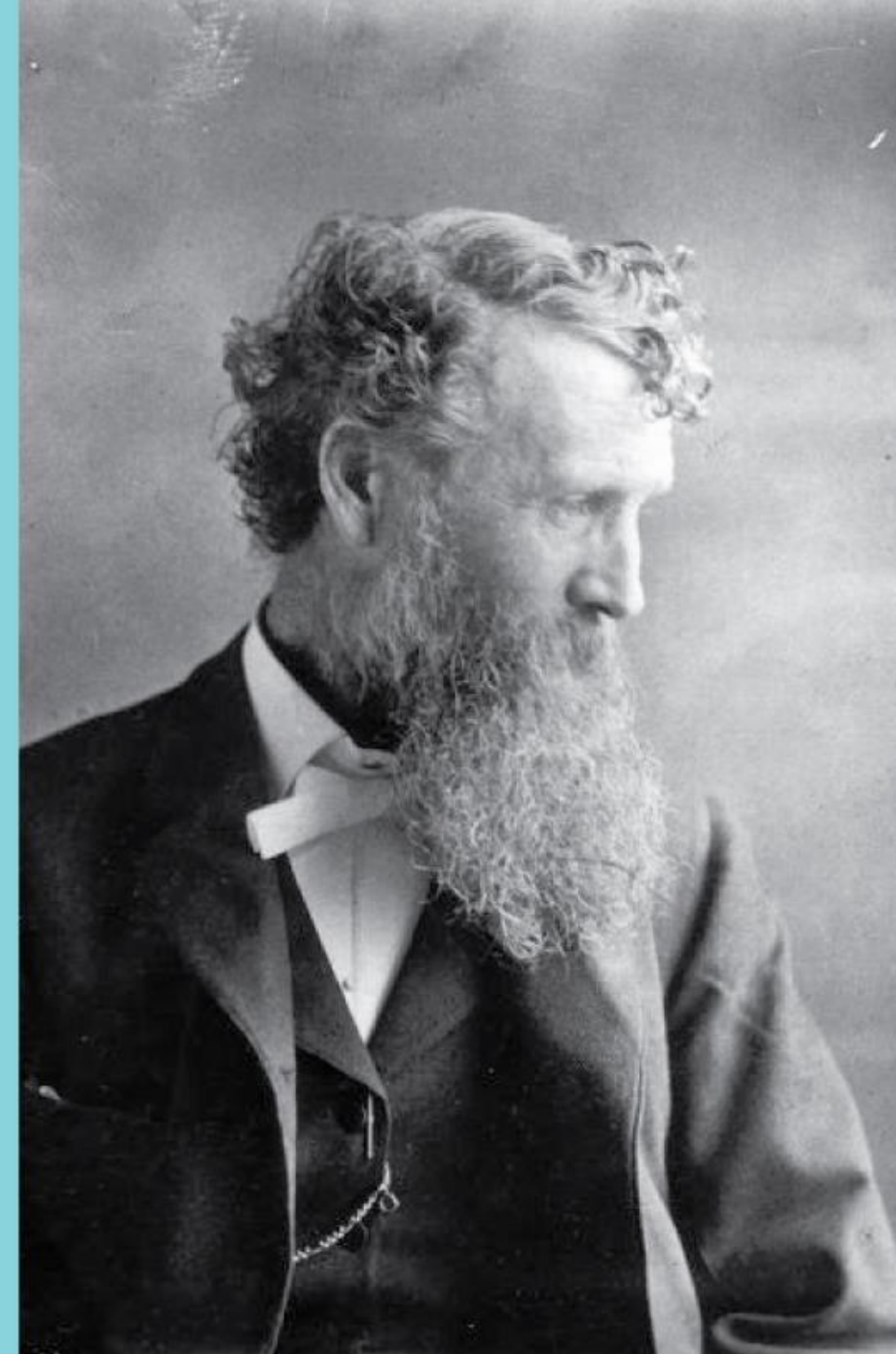


# WISCONSIN PIONEERS



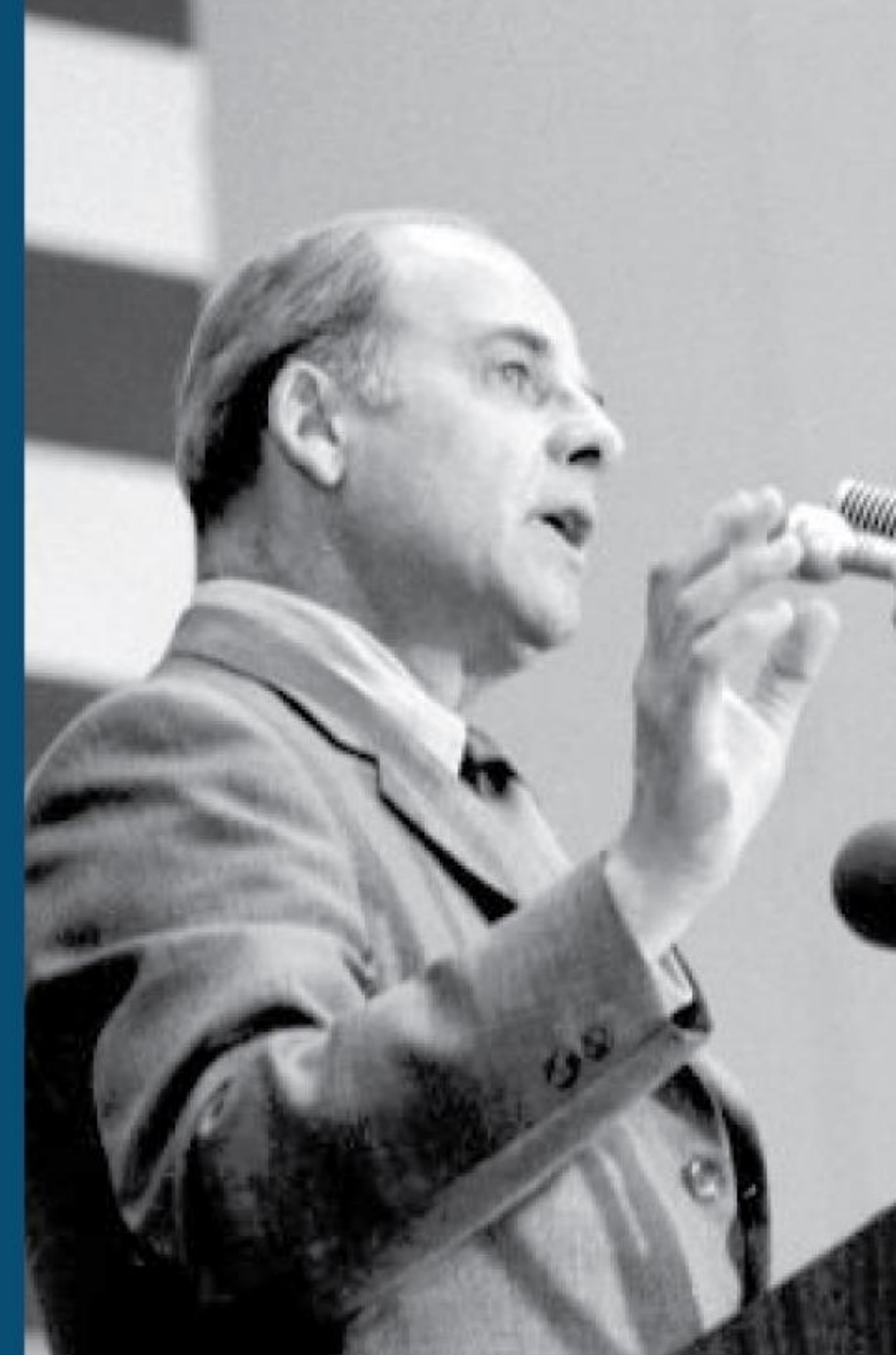
**Aldo Leopold**

Courtesy of the Aldo Leopold Foundation and University of Wisconsin-Madison Archives



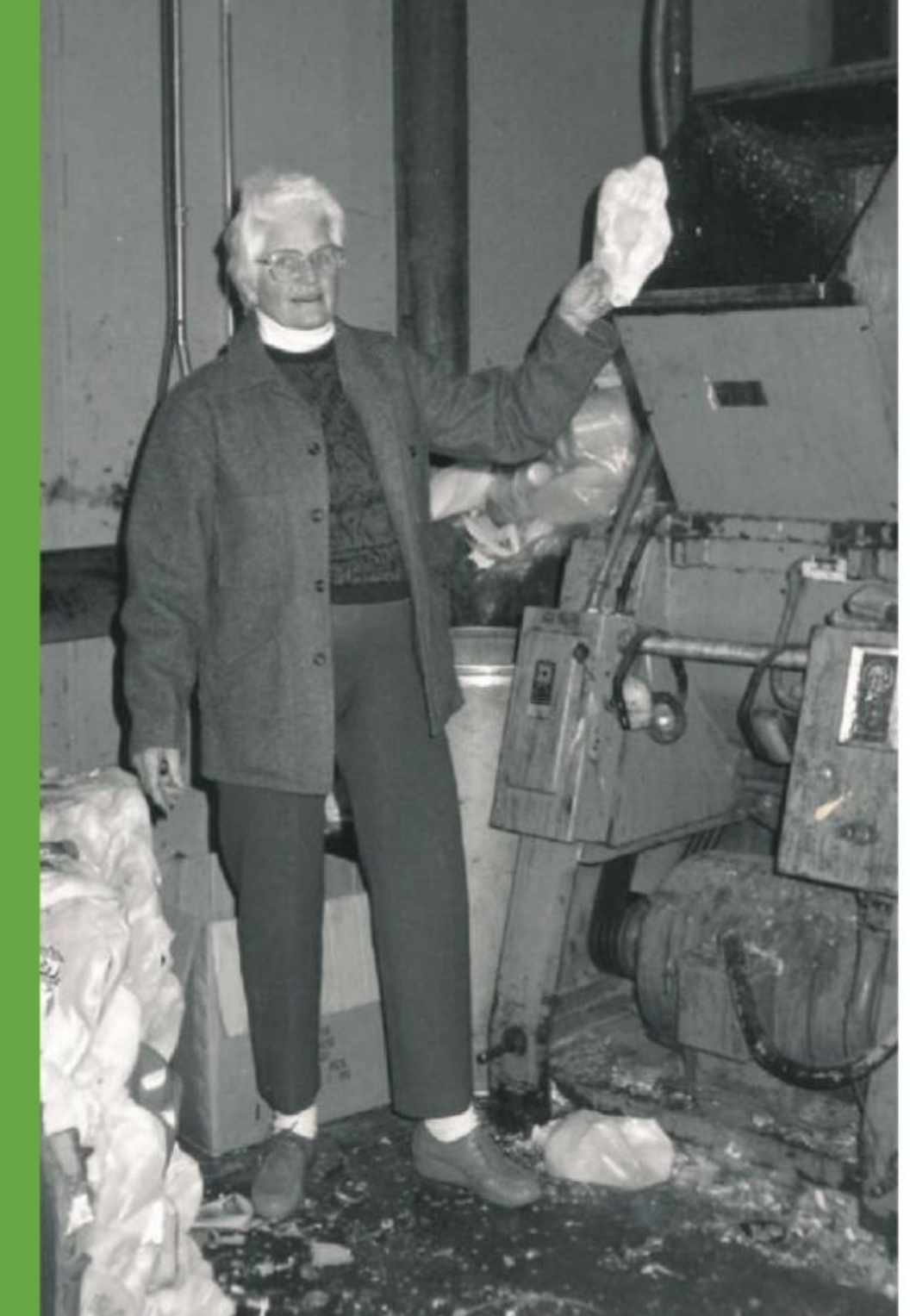
**John Muir**

Wisconsin Historical Society, John Muir, 3948.  
Viewed online at <https://www.wisconsinhistory.org/Records/Image/IM3948>



**Gaylord Nelson**

Wisconsin Historical Society, Gaylord Nelson Speaking, 48016.  
Viewed online at <https://www.wisconsinhistory.org/Records/Image/IM48016>



**Milly Zantow**

Wisconsin PBS, photo by Doris Litscher Gasser, courtesy Ruth Culver Community Library  
Viewed online at <https://pbswisconsineducation.org/bio/milly-zantow/>









# Tree Keepers: Where Sustaining the Forest Is a Tribal Tradition

*The Menominee tribe of Wisconsin has sustainably harvested its woods for nearly 170 years, providing a model for foresters worldwide. Amid climate change and other threats to the forest, the tribe continues to follow a traditional code: Let the healthy trees keep growing.*

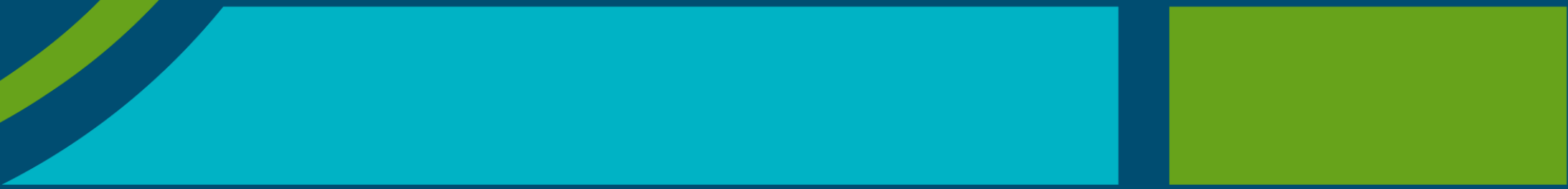
BY FRED PEARCE · JULY 24, 2023







**TRAVEL  
GREEN**





# TRAVEL GREEN

## BY THE NUMBERS

### 2004

The **program began taking shape in 2004**, after learning about a program established by the West Virginia Environmental Protection Agency's with Green Globe to certify tourism businesses that met their sustainable benchmarks.

### 60

The **pilot program launched with 60 statewide partners**, after beginning as an ad-hoc committee on Sustainable Tourism and partnering with the Wisconsin Environmental Initiative to set parameters for the Travel Green program.

### 2007

**Travel Green officially launches**, accepting statewide participation for tourism partners, in both the private and public sector.

### 200+


By 2008, statewide **participation exceeds 200 partners** across a wide range of businesses and industries.



20 years later, the program continues to educate travelers of sustainable initiatives and **help visitors to live their values while traveling** in Wisconsin.



 Order Guides

 Newsletter Sign-Up

 Log in/Create Account

 Fall Color Report

 Deals

 Favorites

Search



TRAVEL  
**WISCONSIN**

Places to Stay

Things to Do

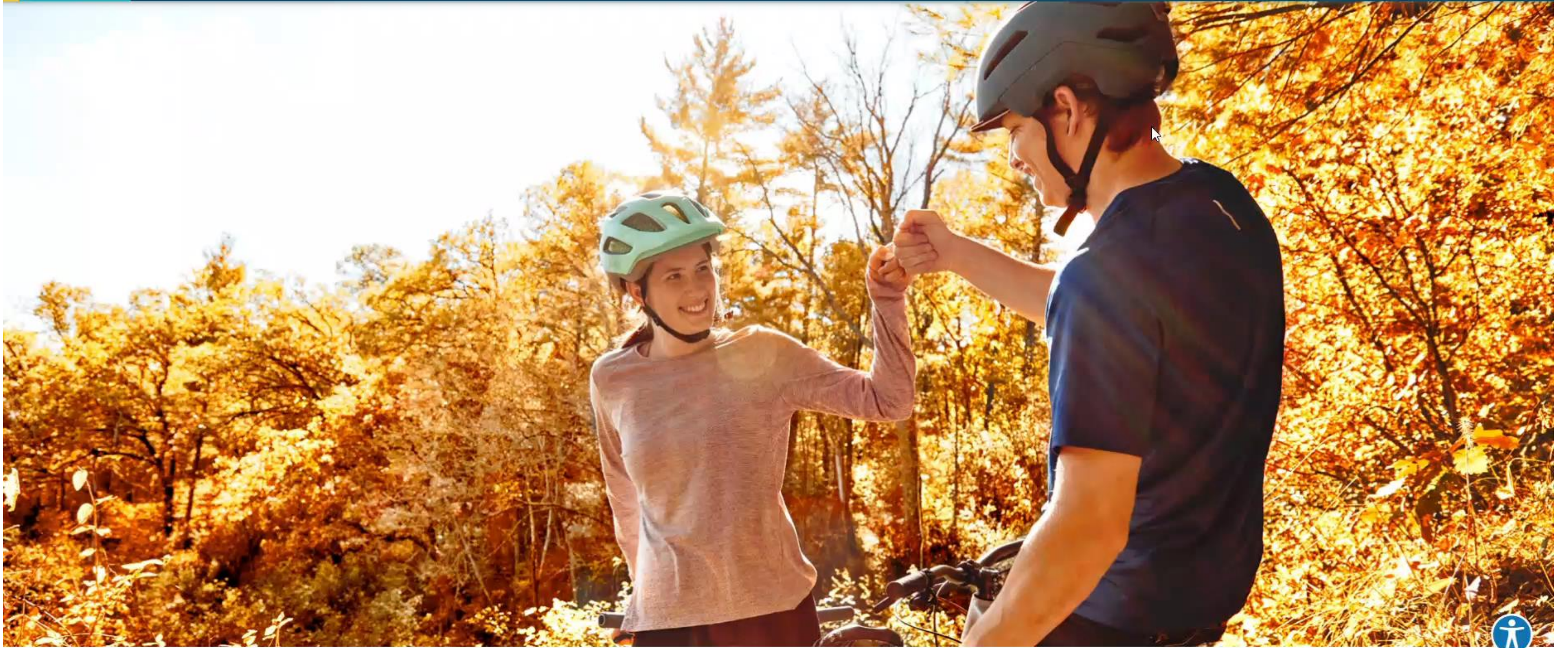
Dining

Events

Places to Visit

Stories

Plan Your Vacation



TRAVEL  
**WISCONSIN**





## **GOALS:**

- **Promote the beauty and vitality of Wisconsin, by highlighting efforts of partners**
- **Provide a road map to businesses and organizations**
- **Educate travelers of available offerings across the state**





# BARRIERS + CHALLENGES







# CASE STUDIES





# MONONA TERRACE







# MONONA TERRACE







# MONONA TERRACE







**LEED-PLATINUM CERTIFIED**  
Monona Terrace uses 27 percent less energy than similar facilities in comparable climates across the nation.







# SPUR OF THE MOMENT RANCH







# SPUR OF THE MOMENT RANCH







# SPUR OF THE MOMENT RANCH







# COLLABORATIVE SUCCESSSES





**#AdventureWithCare**







# #AdventureWithCare



## #AdventureWithCare

When we #AdventureWithCare, we respect and honor the people making our adventures possible and help preserve the places we discover for those who adventure after us.

### in the **COMMUNITY**

**Explore with Open Hearts**  
Be ready to learn something new.

**Be Friendly to All**  
A smile and a hello go a long way.

**Honor Local Cultures**  
Appreciate what shapes a community.

**Buy Local**  
Support the businesses where you adventure.

**Celebrate Sensibly**  
Make memories you want to remember.

### in the **OUTDOORS** *practice the Leave No Trace 7 Principles*

**Know Before You Go**  
Learn about the areas you plan to visit.

**Stick to Trails**  
Avoid damaging trailside plants.

**Trash Your Trash**  
Put litter in garbage bags and carry it home.

**Leave It as You Find It**  
Leave plants and items so others can enjoy them.

**Be Careful with Fire**  
Be sure it's safe and permitted to build a fire.

**Keep Wildlife Wild**  
Observe wildlife from a distance.

**Share Our Trails**  
Have fun and respect the experience of others too.

**WISCONSIN**  
— OFFICE OF OUTDOOR RECREATION —







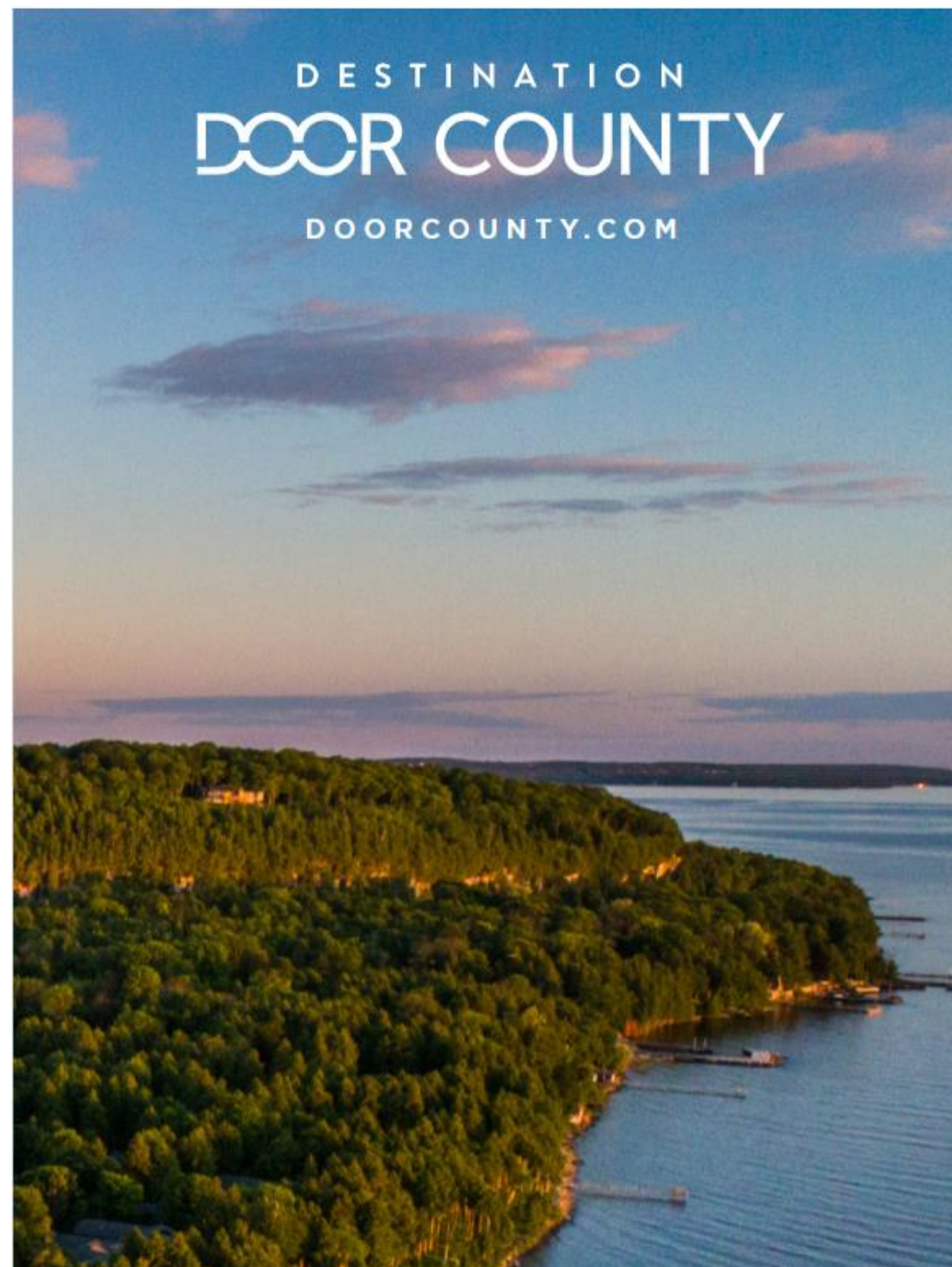
# DESTINATION DOOR COUNTY







# DESTINATION DOOR COUNTY



## door county destination stewardship plan

The Door County Destination Stewardship Plan was created to bring together Door County's 19 distinctive communities to create a shared vision and strategic path forward for the future of tourism in the region. This Plan is the outcome of a community-driven process initiated by Destination Door County and guided by a Steering Committee of local community leaders representing a variety of sectors and interests.

This Destination Stewardship Plan comes at a critical time for Door County. Tourism is booming and the community is experiencing challenges related to environmental fragility, workforce infrastructure, housing inventory, childcare, and transportation. Identifying and investing in solutions to these challenges is essential to securing the health and prosperity of Door County, and ensuring that tourism delivers maximum benefits for the community.

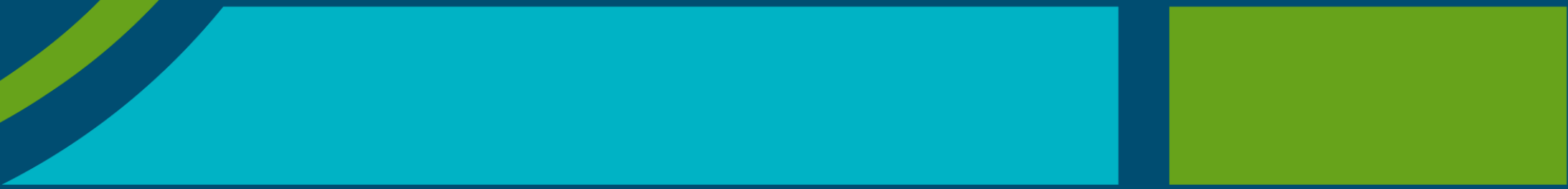
Destination planning is about taking a strategic approach to establishing a vision and path forward for the stewardship of Door County. This Plan is intended to serve as a long-term roadmap to guide tourism strategy, investment, and opportunities.







**TRAVEL  
GREEN**







**THANK YOU!**

TRAVEL  
**WISCONSIN**





**Going Beyond Sustainability**  
**Destination Stewardship > Green Tourism**  
**Chris Moyer**



# Everything Humans Do Has An Impact







# Trade Offs That Leads Thriving

People

Place

Planet





The 21<sup>st</sup> Century is the  
Great Lakes Region's Century





Tourism and Events  
Will Lead the Way





We are all on a journey



# People







**RESULTS**

- 251. T. BETHUNE  
LB - SAN FRANCISCO
- 252. J. HARRELL  
LB - TENNESSEE
- 253. C. JOHNSON  
WR - LOS ANGELES CHARGERS
- 254. K. LEVESTON  
T - LOS ANGELES RAMS
- 255. K. KING  
DB - GREEN BAY

**DRAFT** PRESENTED BY **BUD LIGHT**

# 775,000

**NEW NFL DRAFT ATTENDANCE RECORD**

2024 NFL DRAFT IN DETROIT

ON THE CLOCK **ROUND 7** **PACK 256**

**BRONCOS** **1:34** **UP NEXT** **NYJ** **#257**

COMING UP NEXT **+** COMING

PRESENTED BY

# DRAFT

2024

# BUD LIGHT.



















GREATNESS  
IS ON THE  
CLOCK



ROCKET  
M

DRAFT  
DETROIT  
LIONS

IT HONORS  
THE CHAMP  
M

LIONS

LIONS

LIONS



















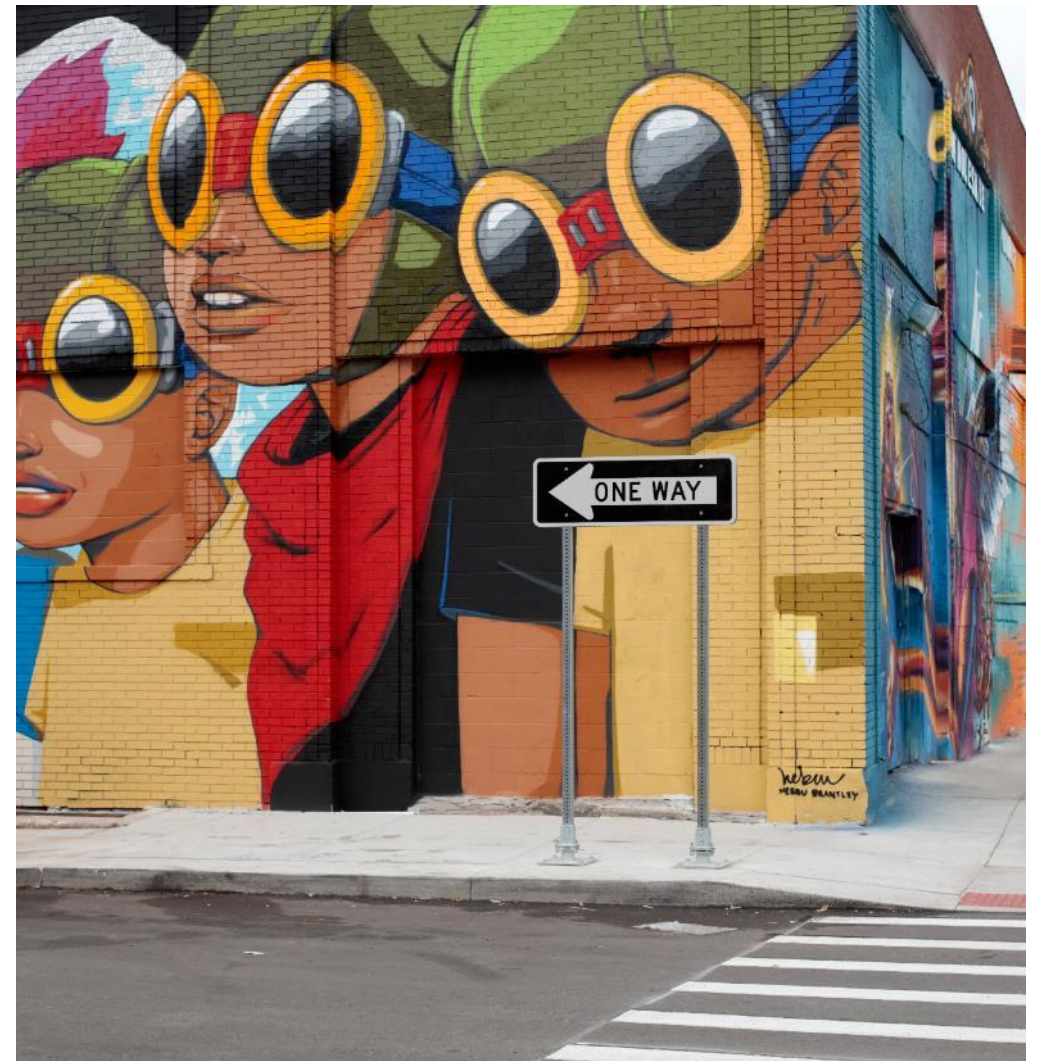








# Place





# A Story of Land Reclamation











GROW

with the  
Riverfront

LAY  
CMT

REINFORCING

with the  
Riverfront  
Detroit Riverfront Consortium









EASTERN MARKET



EASTERN MARKET COLD STORAGE



EASTERN FARMERS MARKET

LEEMANS

VERMANS

EASTERN MARKET  
ANTIQUES

GABRIEL IMPORT CO.

















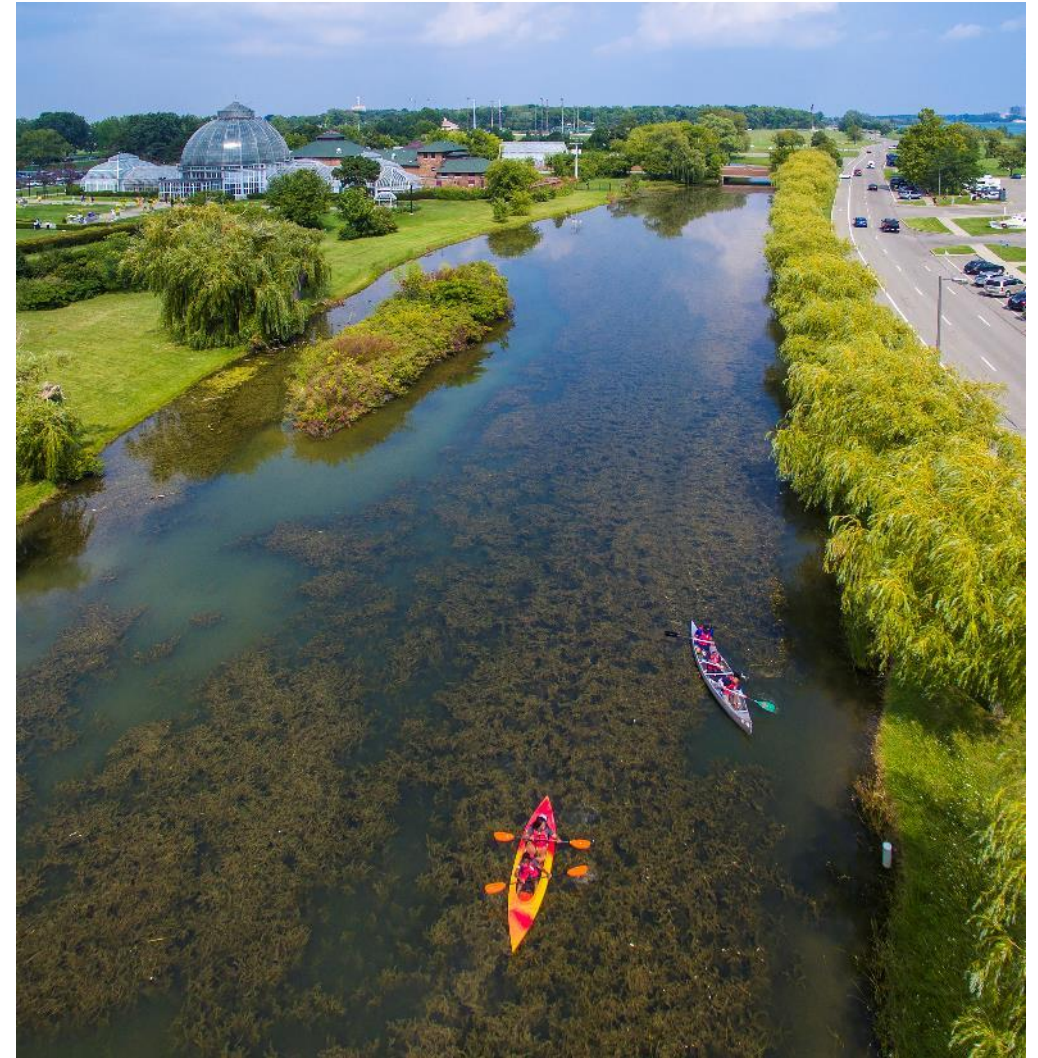








# Planet





# Destination Stewardship Doesn't Look the Same





# Authentically Focus On What We Do Best







Connecting our past



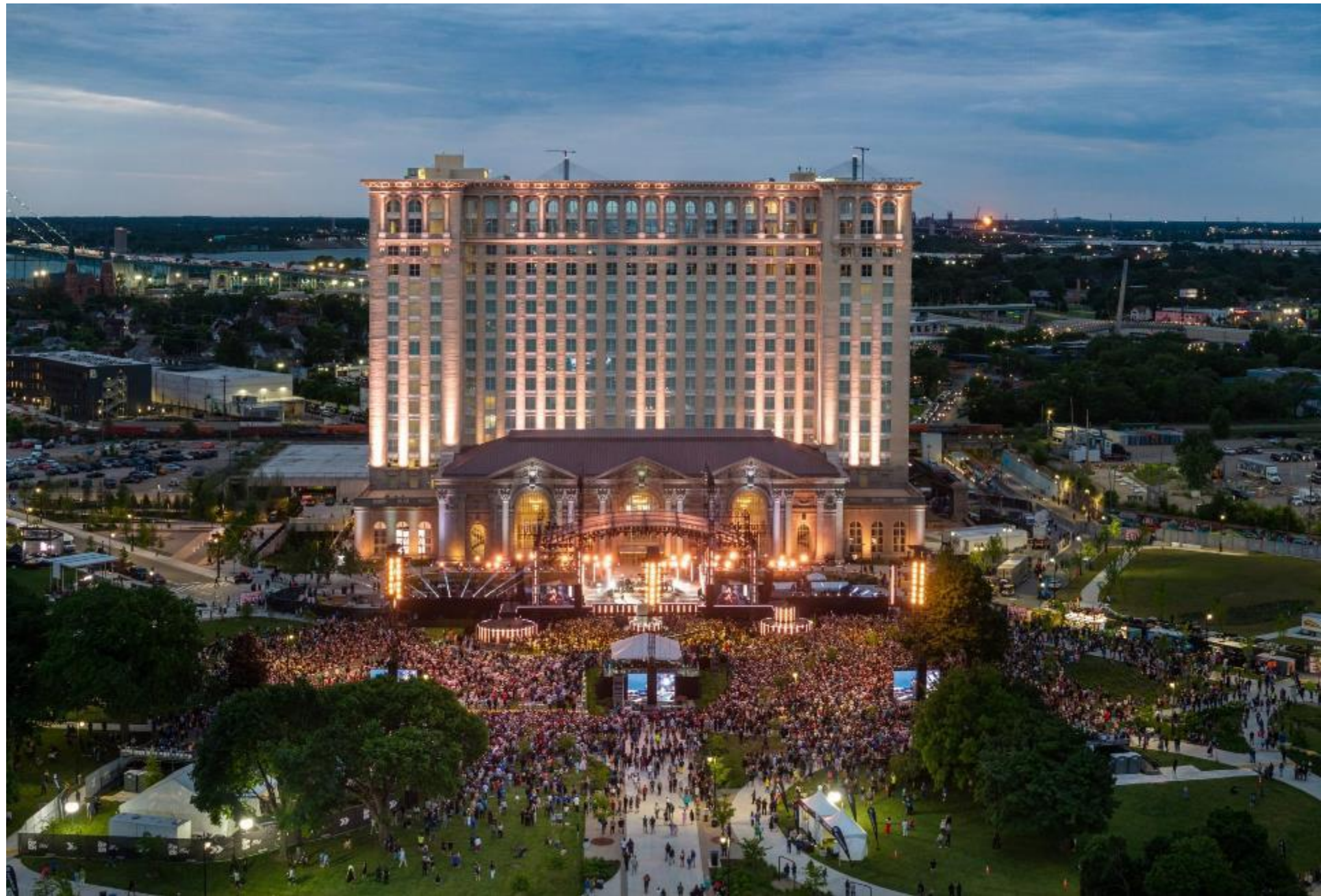
A young girl with dark curly hair, wearing a blue patterned sleeveless top, is smiling and driving a car at night. She is holding the steering wheel. In the background, another person is visible, also smiling. The scene is illuminated by city lights, creating a bokeh effect. The text "To our innovative future" is overlaid on the image in a white serif font.

To our innovative future

















# Connecting Partners







# Sharing our Region's Story

 The Great Lakes Region has 25% of the world's freshwater.

 The region is so much more than just the Five Great Lakes. The region has more than 100,000 inland lakes, rivers, and streams.

 Residents and visitors are never more than 10 miles from a body of water.

 The Great Lakes basin has forests covering 27.8 million hectares, about half of the land in the basin.

 Michigan alone has 14 billion trees.



Thank you

