

THE BENEFITS OF BELONGING TO THE MICHIGAN BED & BREAKFAST ASSOCIATION

Strategic Plan 2021-2024

• The Association's mission

"MBBA exists to inspire guests to experience the unique member bed & breakfast inns that guarantee quality lodging and personal hospitality in Pure Michigan. #michbnb

• The Association's guest promise

"Rest assured of quality lodging, warm hospitality, enjoyable breakfasts and an exceptional experience at the outstanding member inns from lake to lake."

• The Association's "mantra"

"Marketing & Quality Assurance Certification... Business Development Strategies...Advocacy... that's the Michigan Bed & Breakfast Association commitment."

• The Association's member promise

Let us work with you to:

- ✓ Drive guests to your inn with a steady stream of state-of-the-art marketing initiatives including #BookDirect
- ✓ Demonstrate you are an authentic, quality-inspected bed & breakfast
- ✓ Drive profits from a wealth of business development strategies and opportunities exclusively at your fingertips"
- ✓ Advocate for your business's wellbeing. As issues arise, we're on top of them!

• The Association's growth strategy

Build a campaign targeted at: (a) current and at (b) prospective members, successively focusing on each of the four messages through multiple media (direct mail, #michbnb website, blogs, personal outreach, a board and/or member outreach campaign, etc.) The campaign/benefit messages directed to current and prospective members.

AN EVALUATION of MBBA STRENGTHS, WEAKNESSES & THREATS, OPPORTUNITIES

STRENGTHS:

- ✓ MBBA'S long-standing reputation
- ✓ Experienced, dedicated team for administration and marketing
- ✓ Strong marketing vehicles, as shown by numbers
- ✓ Dynamic, up-to-date website
- ✓ Robust Quality Assurance criteria and certification program
- ✓ Frequent, effective member communications, education, and networking initiatives
- ✓ Recognized local, state, and national advocacy on behalf of members and B&B industry

WEAKNESSES & THREATS:

- ✓ Future of management when Linda and/or Sandy decide to retire
- ✓ Recent loss of members due to retirements and sales of inns. MBBA income impacted.
- ✓ Pure MI funding down. Direct Marketing Organizations (DMO) dropping advertising. How can MBBA fill the gap?
- ✓ Growing number of unregulated Short-Term Rentals (SRT)
- ✓ Continually changing COVID-19 restrictions & requirements
- ✓ Our ability to advocate at state level disrupted by elections and pandemic
- ✓ Loss of Member Recruitment representative; need long term plan to seek, deploy, compensate recruiter

OPPORTUNITIES:

- ✓ B&Bs are attracting more first-timers and others who want to #staysmallstaysafe
- ✓ Michigan and B&Bs attracting travelers who prefer to drive, not fly
- ✓ Build member recruitment around demonstrable benefits, as MBBA is a key referral "Why Go It Alone"
- ✓ Expand guest marketing to appeal to younger demographic
- ✓ Michigan Restaurant & Lodging Assoc favors restaurants. MBBA could fill the gap.
- ✓ SBA loan to MBBA provides a one-time opportunity to invest in member recruitment campaign

LEAD STATEMENT	ACTION STEPS INCLUDE
<p>MARKETING & QUALITY ASSURANCE</p> <p>INCREASE AVERAGE OCCUPANCY AT MBBA INNS</p> <p>Drive guests to your inn with a steady stream of state-of-the-art marketing initiatives</p> <p>Guarantees you are an authentic, certified quality inspected bed & breakfast</p>	<ul style="list-style-type: none"> ✓ Aggressive marketing to prospective guests: keep website content fresh; add more blog content; get more consumer email subscribers; continue Facebook/social media promotion ✓ Expand marketing to reach younger and first-time prospective guests ✓ Increase promotion of our B&Bs as quality-assured. 2020 proved that QA matters. (Deferred 2020 reviews plus scheduled 2021 reviews and successfully completed) ✓ Promote gift certificate sales year-round ✓ Promote B&Bs over short-term rentals and hotels as a preferred lodging choice ✓ Reach more travelers with the #BookDirect message

<p>BUSINESS DEVELOPMENT STRATEGIES</p> <p>PROVIDE A CONTINUOUS FLOW OF USEFUL INFORMATION TO HELP MEMBER INNS INCREASE INCOME.</p> <p>Offers you a wealth of business development strategies and opportunities at your fingertips and options for getting information from and participation in MBBA</p>	<ul style="list-style-type: none"> ✓ Sustain a steady flow of continual networking with up-to-date, precise information and ideas through: <ul style="list-style-type: none"> ○ Forum ○ Webinars ○ Marketing/ website/ blog ○ Referrals ○ Annual Conference ✓ Questions about your biz, ask Friends Inn Touch. One-to-one private discussions with another MBBA Innkeeper who has been there. ✓ Enhance The Pantry- ingredients every MBBA member can use: <ul style="list-style-type: none"> ○ Room night assessment, report and remit a payment ○ Redeem a MBBA gift certificates
<p>ADVANCE LOCAL, STATE AND NATIONAL ADVOCACY ON ISSUES THREATENING B&Bs</p> <p>Advocates for your business's wellbeing. As issues arise, we are on top of them!</p>	<ul style="list-style-type: none"> ✓ Advocate for improvements by B&B web developers if, after Google's algorithm change, we observe any pattern of adverse effects on organic ranking of members' websites. ✓ Block state legislative efforts to prohibit local regulation of short-term rentals (STRs). ✓ Promote and support initiatives to collect from STRs not only the 6 percent Michigan use tax but also 6 percent hotel tax in districts where hotel tax is collected. ✓ Continue to support increased funding for Pure Michigan promotion. ✓ Continue working with U.S. DOJ on Google anti-trust case. Our goal: to change Google practices that disadvantage B&Bs

**FOCUS MBBA FINANCIAL AND
HUMAN RESOURCES TO MEET GOALS
1,2,& 3**

ACTION ITEMS AND CHANGES:

- ✓ Improve QA, which distinguishes our inns from other lodging. We used to pay QA reviewers only \$45 per review plus mileage, but now we ask them to do more before and after the review, so pay was increased to \$150.
- ✓ Recruit more members. New members are key to sustaining MBBA's member services. In 2019, the value of retaining a recruiter proved itself: 11 new members. Postpandemic, MBBA is now invested in a robust recruitment program.
- ✓ Plan for future staff requirements when needed
- ✓ For non-members, the price for a listing on our high-traffic Inns for Sale page is increasing by \$50 to \$175 per year.
- ✓ Strengthen Aspiring Innkeeper program and charge more for MBBA membership, from \$50 to \$99 per year. Also create a robust information packet.
- ✓ Starting Jan. 1, to save administrative time and costs, all member inns will pay dues via credit card, at \$35 per month.
- ✓ Most importantly, to sustain a strong organization and to fairly compensate capable staff, starting Jan. 1, the room-night assessment will be \$2 per room night.