

## **Recreation Passport Update – June 20, 2011**

More than one million Recreation Passports have been sold since the program began eight months ago, bringing in \$10 million for the benefit of Michigan's parks and outdoor recreation in general.

The Passports replace the old window sticker system and allow annual access to all of Michigan's 98 state parks and recreation areas and 1,000 boat launches for just \$10 (\$5 for motorcycles). They can be purchased at the time motorists renew their vehicle registration with the Secretary of State-or when visiting a park. Motorists who elect to buy a Passport have a "P" indicator printed on their license plate tab, which park rangers will check for either at the entrance booth or in the parking areas.

The Recreation Passport helps fund Michigan's state parks, state recreation areas, boating facilities, state forest campgrounds, non-motorized trails, and historic resources in state parks. In addition, the program provides park and recreation development grants for local units of government.

In order to maximize the \$10 you spent, we didn't design and produce a special sticker. By displaying a "P" on your license plate tab, the state made the most efficient use of your dollars and will be able to invest more of the \$10 you spent on the Recreation Passport in state parks, recreation areas and boat launches. Your \$10 also helps preserve forest campgrounds and trails, historic and cultural sites in state parks, and parks in your own community.

### **Current Sales**

The trend for Recreation Passport sales has been steadily increasing since the first month of the new program, October 2010 where 111,351 motorists purchased the Passport out of 613,489 eligible renewals, for a total of 18.2%

For May of this year 147,159 Passports were sold out of 604,727 eligible vehicle registration renewals, putting the percentage of drivers who purchased a Passport at a very promising 24.3%!!!

### **Passport Perks**

There are over 520 Michigan businesses to which Recreation Passport purchasers can **show their vehicle registration** and receive a discount or "perk."

Only those customers who purchase a Recreation Passport through the Secretary of State are eligible to receive these great deals. Residents are encouraged to buy the Recreation Passport through the Secretary of State's website when it's time to renew their license plate---and let the savings begin!

Approximately 600,000 people are eligible to renew their license plates each month—and each will have the opportunity to get his or her Recreation Passport and take advantage of Passport Perks. That's a LOT of potential traffic for your business, with little additional effort for you.

As a Passport Perks member, you'll be included on the growing list of businesses on our website. Recreation Passport holders will be instructed to frequently check the list for participating businesses and available discounts. To get their discounts, customers simply show you their vehicle registration. [Registration Example](#). Those who have purchased the Recreation Passport when renewing a license plate will have it indicated on their registration.

Nearly every business in Michigan is eligible, with no set-up or maintenance fee. Just decide on your discount offer, fill out and submit the application form, and post the Passport Perks signage (provided upon acceptance of your application) in your store.

As a Passport Perks member, you'll boost your reputation as a champion of Michigan's great outdoors and reach potentially 7.5 million customers each year.

### Grants

Local units of government interested in applying for public recreation grants through the Recreation Passport Local Grant Program had until May 1, 2011 to apply.

Funding for the grant program is made possible through the new Recreation Passport Program. The Recreation Passport Grant Program provides funding assistance for local public recreation needs through the development of public recreation facilities. The program emphasizes applications for parks and recreation infrastructure renovations and major repairs, while excluding the use of funds for operational expenses.

The maximum grant request this year is \$30,000. Total funding for this year is expected to be between \$150,000 and \$200,000. Grant application materials may be obtained from the DNR website at [www.michigan.gov/dnr-grants](http://www.michigan.gov/dnr-grants) by clicking on the Grant Programs link. Interested individuals also may call Grants Management at 517-373-9125, or write to: Michigan Department of Natural Resources and Environment, Grants Management, P.O. Box 30425, Lansing, MI 48909-7925.

For more information on the Recreation Passport, visit [www.michigan.gov/recreationpassport](http://www.michigan.gov/recreationpassport). For information on the programs and initiatives of the Secretary of State's Office, visit its website ([www.Michigan.gov/sos](http://www.Michigan.gov/sos)) and sign up for the official Twitter feed ([www.twitter.com/Michsos](http://www.twitter.com/Michsos)) and Facebook updates ([www.facebook.com/Michigansos](http://www.facebook.com/Michigansos)).