



# Recreation Passport 2010 RV Tour *Summary Report*



Where can \$10 take you?  
[www.michigan.gov/recreationpassport](http://www.michigan.gov/recreationpassport)



# Thank you!

In April 2010, the Recreation Passport legislation was passed, establishing a new funding model for state parks and recreation areas, as well as state forest campgrounds and pathways, historic and cultural resources, while also establishing a grant program for community recreation agencies.

For the first year of the campaign, the DNRE goal is for 50% of Michigan motorists to check "YES!" for the Recreation Passport on their license plate renewal form. Therefore it was imperative to reach out to more than just current park supporters. The "Road to Recreation" RV tour was developed to help reach Michigan motorists, to educate them about the Recreation Passport and to encourage them to purchase theirs.

For three months, drivers Eliot and Naomi Haycock (with support from many DNRE staffers) toured Michigan's Lower Peninsula, sharing information about the Recreation Passport and encouraging people to check "YES!" for every vehicle, every year.

The RV tour covered 3,200+ miles and introduced hundreds of thousands of people to the Recreation Passport at different events and locations.

## About the RV

General RV generously donated the RV used throughout the tour. The 32-foot Class-A Damon was fully equipped with an extendable living area, full bathroom, private bedroom, full kitchen, and a large flat-screen television.

## About the RV Graphic Wrap

The RV was wrapped in vinyl from front to back with dramatic images of outdoor experiences covering every side of the vehicle. The wrap, applied by TruckSkin of Traverse City, portrayed four seasons of outdoor recreation, with many of the photos being the same images used in the Recreation Passport promotional materials. This wrap was kindly paid for by Merrell, which was just part of their generous donation.

## About the Freebies

Merrell provided apparel for the drivers, freebies to give away at events, bean bag toss games, and \$100 gift certificates for every 25 entries. In addition to the carabiners, keychains, and cozies from General RV and Merrell, many thanks go to Oreo and Outback Steakhouse for providing free cookies and promotional scratch-off cards. These added to the excitement of the tour and helped make the visitor experience more rewarding.

## About the Haycocks

Eliot and Naomi Haycock are residents of Chassell, in Michigan's Upper Peninsula. They have been married for 43 years, serving the residents of Michigan as state employees, and most recently as volunteers supporting the successful implementation of the Recreation Passport.

The Haycocks have been enjoying Michigan's recreational opportunities for the last 30 years, and supporting DNRE efforts to encourage everyone to do the same for nearly a decade. The Haycocks served as campground hosts at Ft. Wilkins State Park for the last five years. As the RV drivers, they dedicated three months, and nearly 24 hours a day to the tour. Even when Eliot found himself in the emergency room after an incident at one of the events, he took the opportunity to tell his doctor about the Recreation Passport.



MERRELL



Naomi and Eliot Haycock

## The Staff

Thank you to everyone who worked so hard to make the RV tour possible!

Ada Takacs  
Amy Roder  
Ann Emington  
Anna Sylvester  
Anne Girvin  
Anthony Casasanta  
Ben Stapish  
Beth Jepsen  
Beth Mead-O'Brien  
Bill Althoff  
Blake Gingrich  
Brandie Stefanski  
Brenda Curtis  
Bruce Tower  
Carl Lindell  
Carrie Hardigan  
Cecilia Gilson  
Cheryl Greaney  
Chris Damvelt  
Chuck Allen  
Chuck Nelson  
Cindy Krueger  
Dan Flaherty  
Dan Mullen  
David Drullinger  
Debbie Munson Badini  
Dennis Anderson  
Dennis McDermott  
Dennis Wilson  
Eric Cowing  
Erik Thornbury  
Erin Russell  
Frank Ruswick  
Gary Ellenwood  
Gary Jones  
Gary Owen  
George Cameron

Grace Ueberroth  
Harold Herta  
Jack Lee  
Jan Bohac  
Janet Canode  
Janet Smigielski  
Janine Misener  
Janine Stone-Wallace  
Jason Fleming  
Jennifer Acevedo  
Jennifer Bolt  
Jeremy Spell  
Jim Case  
Jim McEwan  
Jim Radabaugh  
Joanne Stritmatter  
John D. Vanderhoof  
Jon LaBossiere  
Joseph Ross  
Joyce Rhodes  
Julee Hasbany  
Julie Dwyer  
Julie Graff  
Karen T. Cleveland  
Keith Cheli  
Kelly Chesney  
Kelly Grumelot  
Ken Silfven  
Kim Korbecki  
Kim Sakowski  
Kimberly Venne  
Kip R. Cronk  
Kris Thelen  
Kristi Zakrzewski  
Kristin Phillips  
Kristy Smith  
Larry Solce

Laura DeGuire  
Laura L. Rauwerda  
Laura Puro  
Linda Warren  
Lisa K. Dygert  
Lishba Varughese  
Lori Burford  
Luba Sitar  
Lynda Krupansky  
Lynne Boyd  
Maia Stephens  
Mark Hoffman  
Mark Mandenberg  
Mark Sine  
Mary Ann LaGow  
Mary Dettloff  
Mary Goodhall  
Mary Lee Hultin  
Mary M. Patrick  
Mary Schafer  
Martin Vandervelde  
Megan McMahon  
Michael Donnelly  
Michael Jury  
Michael McClellan  
Michelle J. Hohn  
Michelle L. Storey  
Mike Evanoff  
Mindy Koch  
Molly Maltby  
Murdoch Jemerson  
Nancy Deskins  
Nancy Johnson  
Nancy M.E. Cuncannan  
Natalie Elkins  
Ozzie Ford  
Pat Stewart

Patrick Whalen  
Rachel Matthews  
Randy Brown  
Rich Hill  
Rob Stritmatter  
Robert Remer  
Robyn L. Schmidt  
Rodney Stokes  
Rollie Johnson  
Ron Monroe  
Ron Olson  
Sandra Jones  
Scott Dice  
Sarah Lapshan  
Shari Boyer  
Shawn Speaker  
Shelley Mull  
Stephanie Rosinski  
Sue Erickson  
Sue Lothrop  
Sy Paulik  
Teresa Ducsay  
Theresa Riebow  
Thomas E. Paquin  
Tim Machowicz  
Tim Schreiner  
Tina Stojakovich  
Todd Farrell  
Todd Neiss  
Tony Herek  
Tony Trojanowski  
Tracie Bonner  
Tracy Drus  
Trent Birch  
Vicki Anthes  
Wade O'Boyle  
Yolanda Taylor



## About the Events

The Recreation Passport RV was a mobile billboard as it traveled throughout Michigan and served as a great backdrop when participating in events around the state. The staff at the events and destinations below was helpful and supportive, as well as accommodating with their space and pricing – allowing the Recreation Passport message to reach tens of thousands of Michigan motorists.

- 28<sup>th</sup> Street Metro Cruise** – Grand Rapids
- Gander Mountain** – Grand Rapids
- Gander Mountain** – Kalamazoo
- State Dock** – Au Gres
- Harbor Park** – East Tawas
- Mill Pond** – Harrisville
- Marine Sanctuary Museum** – Alpena
- Glen's Supermarket** – Rogers City
- Chamber of Commerce** – Cheboygan
- The Labor Day Mackinac Bridge Run** – Mackinaw City
- Lowe's Superstore** – Gaylord
- Gander Mountain** – Traverse City
- Apple Festival** – Fenton
- Oktoberfest** – Frankenmuth
- Boating and Outdoor Recreation Festival** – Mt. Clemens
- Michigan Association of Recreation Vehicles and Campgrounds Show** – Novi
- The Capitol Complex** – Lansing
- Traverse City State Park** – Traverse City
- William Mitchell State Park** – Cadillac
- Ludington State Park** – Ludington
- Holland State Park** – Holland
- Grand Haven State Park** – Grand Haven
- Yankee Springs Recreation Area** – Wayland
- Ionia Recreation Area** – Ionia
- Fort Custer Recreation Area** – Battle Creek
- Highland Recreation Area** – Milford
- Seven Lakes Recreation Area** – Fenton
- Bald Mountain Recreation Area** – Lake Orion
- Bay City Recreation Area** – Bay City
- Harrisville State Park** – Harrisville
- P.H. Hoeft State Park** – Rogers City
- Straits State Harbor** – Mackinaw City
- Aloha State Park** – Aloha
- Otsego Lake State Park** – Gaylord
- Holly Recreation Area** – Ortonville
- Algonac State Park** – Algonac
- Sleepy Hollow State Park** – Lansing
- Proud Lake Recreation Area** – Milford
- Metamora-Hadley Recreation Area** – Lapeer
- Lakeport State Park** – Port Huron
- William G. Milliken State Park and Harbor** – Detroit
- Stearns City Park** – Ludington
- Ranney City Park** – Lansing
- Secretary of State** – Lansing
- Secretary of State** – Grand Rapids
- Secretary of State** – Saginaw
- Secretary of State** – Flint
- Welcome Center** – Clare

