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Tourism Experts: 'No Island Is Truly an Island'

Tied to State Trends, Mackinac Must Capitalize on Offering Unique Experience

By Jessica Delaney

"Mackinac Island," said Lori Lagone, "is a unique destination in a world that is increasingly filled with look-alike communities of interstate highways, franchises, and big box retailers."

According to Ms. Lagone, a research and outreach specialist for Michigan State University's Travel, Tourism, and Recreation Research Center, Mackinac is at an interesting crossroads, one in which it must first and foremost recognize its individuality, the aspects that sepa-

rate it from other tourist destinations in the world, while remembering that, in all the most basic and essential ways, it is no different than any other small town.

"Differentiating the Island from other destinations and taking advantage of its unique sense of place and character," she said, "should be one of the key messages that is extended to potential visitors."

Greg Hokans, chief of development and marketing at Mackinac State Historic Parks, agreed with this sentiment, and

said that marketing the unique is one of the things his agency strives to do.

"There are many activities and attractions here that you can't experience anywhere else," said Mr. Hokans. "We

can create an unforgettable, memorable experience that is unique to Mackinac. People will have other great vacation experiences, but what will bring people back here is what is uniquely Mackinac."

The question, then, is how does Mackinac create that experience, and that, says Mr. Hokans, is what takes some skill and experience.

"Marketing," he said, "is

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City To Take Count of All Island Motor Vehicles

By Jessica Delaney

The ban on automobiles and restriction of motor vehicles on Mackinac Island has been one of the characteristic differences between this island and the mainland. Street Committee members have noticed, however, that the number of motorized vehicles currently being used on the Island may be more than they had thought.

The City has few categories in which to lump the vehicles for permits, and it is discovering that some that don't fit the categories are being used without permits.

Annual and job-based motor vehicle permits are issued here. There is no current problem with permits issued for vehicles intended for a specific purpose, but the situation is a little murkier when it comes to annual permits.

City Attorney Tom Evashevski says there are three basic categories for annual

motor vehicle permits: contracted commercial maintenance tractors, golf carts, and lawn and garden tractors. Looking at the vehicles on the Island, however, committee members recognize that many do not actually fit into any of them.

"It's a very difficult situation," said Mayor Margaret Doud at a committee meeting August 10. "We should look at precisely what we do have here."

Although an inventory of all vehicles on the Island will be time-consuming, committee members agree it is necessary. Because the restriction on motorized vehicles is such an integral part of Mackinac Island culture, all agreed this issue must be taken seriously.

"This is such an important matter on Mackinac Island, it's the identity of the Island, the ban on motorized vehicles, that

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From left, Colton Fisher, Anthony Rickley, Jessica Beaune, and Mackenzie Bean outside the Mackinac Island Post Office during Daisy Day.

Everything Coming Up Daisies at Scholarship Fundraiser

By Leslie Rott

Things were not all coming up roses, Tuesday, August 16, on Mackinac Island, they were coming up daisies. The daisies were the symbolic message for Daisy Day, a fundraiser to support the Stella King scholarship at Mackinac Island Public School. This year it raised approximately \$1,100.

Stella King was Mackinac's lay health nurse, providing prenatal, child, and general

wellness programs to an isolated winter community. She used the summer seasons to raise the money needed for her clinics, and one of those fundraisers was Daisy Day.

Today, many of Miss King's lay health programs are carried out by the staff at the Mackinac Island Medical Center, but the spirit of Daisy Day, which is the spirit of Stella King, has been brought back to sup-

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Riders Enjoy Thrill of 35th Annual Island Horse Show

Island Tradition Is Part of Equestrian Culture

Beth Kaake had an exciting weekend. First, she won a state lottery to receive a permit for hunting elk, her second in seven years. Then, her son-in-law won the raffle at the 35th Annual Mackinac Island Horse Show and invited his in-laws to join him for a full boxed lunch and seating atop a four-horse hitch carriage that was once used so that ladies could view hunts and races.

"I don't typically buy tickets. I typically lose. I always lose. I'm a loser, and I didn't

At left: James Dunnigan participates in the trot-over-rails event. Horses were kept to a trot, and many were able to simply step over the rails.

want to buy a ticket. It's a self-esteem thing, really, I don't like to be rejected," said her son-in-law, Philip Barker.

Raffle winners were drawn at noon and the proceeds benefited the Mackinac Horsemen's Association. The Barkers and Kaakes had prime seating to watch the afternoon events.

Moira Martinchek was another with five-star seating, though she had to work for her position in the horse ring. Ms. Martinchek of Cheboygan was this year's judge. She has been judging horse shows for about 30 years and already has judged 11 this summer season. Though judging is not a full-time job,

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