



# The Evolution of the Michigan Activity Pass (MAP) program 2007 to present day

# MAP beginnings:



- Sponsored by Macy's
- Metro Detroit based program
- 25 Destinations
- 179 Public Libraries
- 3 Library Cooperatives

# 2009: TLN takes over administration of program



Under TLN administration MAP:

- Changes program name from Museum Adventure Pass to Michigan Activity Pass
- Moves from print material program to an online program – <http://www.michiganactivitypass.info>
- Goes statewide in 2013

# 2015-2016: Michigan State Parks added to the program



# Savings realized by library patrons using MAP



As a result of this cultural partnership library patrons realized a savings in excess of \$50,000 for the period May 22, 2015 through May 23, 2016.



## MAP today:

- 638 Participating Library buildings
- 11 Library Cooperatives
- Over 400 Destinations
- 300% Increase in usage

## MAP of the future: Continuing to expand

- Expansion in and beyond Michigan
- 10 year MAP anniversary in 2017



# Feedback:

- *"What an amazing program!!! To each and every one of you that are keeping this going, my children and I, thank you!!! We had so much fun, got out of the house and discovered new places that we didn't know about!"*
- *"This free pass got the family out of the house and they had a great time. They could not have afforded it otherwise. Thanks so much!"*
- *"Wonderful! This is the 3<sup>rd</sup> year I've been able to use the program, and this year looks great!"*

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# Sponsors:

