



I care!

“ I care about the environment.
I care about protecting our bay.”

It's been 62 years since my father founded Boyne Resorts, beginning with Boyne Mountain.

As tourism has grown and the region has developed over the decades, our business has grown too. Now more than 600,000 people visit our three northern Michigan resorts each year and at peak times, we are the region's largest employer.

It's our family business. We've been here for decades, and we're going to be here for many generations to come.

I care about the Little Traverse Bay Environmental Project because the work being done to protect the bay is benefitting and will continue to benefit our communities and the valued visitors who come year after year.

Taking action to protect the bay is an investment of time and resources that goes to the very heart of our community's long-term interests and our economy. And I believe that by keeping the bay clean, we are protecting northwest Michigan's most treasured asset.

”

Stephen Kircher
President,
Eastern Operations, Boyne Resorts

To learn more about why Stephen cares about the environment please visit
www.protectingourbay.com or
www.youtube.com/protectingourbay

CMS
LAND

YouTube

Cleaning our shore.
Protecting our bay.

LITTLE TRAVERSE BAY ENVIRONMENTAL PROJECT