



Legislative Positions

Travel & Tourism in Michigan

The Michigan Association of Convention & Visitor Bureaus (MACVB) is the official voice of Michigan CVB's and has a vested interest in promoting and protecting travel & tourism in Michigan. Our Board of Directors and Legislative Committee have established a general policy that encourages active MACVB participation in the deliberation of State and Federal legislation and executive policy and issues relevant to Michigan travel and tourism. The MACVB will seek to work within coalitions to achieve our legislative goals with respect to these matters. We encourage the Legislature to utilize our association for information about any travel and tourism issues under consideration.

CVB Funding

Convention and visitor bureaus are professional marketing organizations and play an integral role in promoting travel and tourism and encouraging convention activities in Michigan. Very specific statutory formulas and procedures have been in place for over 30 years, providing Michigan CVB's with funding mechanisms for promoting their respective communities; the communities are dependent on this funding for promotional programs to grow their economies. The MACVB strongly believes our funding sources should continue to be used solely for travel and tourism-related marketing programs.

Hotel Assessments & Taxes

The Michigan model of community marketing is respected nationally for its simplicity and effectiveness in empowering areas to chart their own destiny in travel, tourism and convention promotion. The current statutory caps on room assessments and taxes are reflective of an amount necessary to fund marketing programs without imposing an undue burden on the traveling public. The MACVB currently opposes any attempts to either increase or decrease these caps.

Tourism Jobs

Employment in the Tourism Industry offers careers with endless possibilities to anyone willing to work, learn, and be service-oriented. The life skills learned by youth working in the service sector builds strong character and allows income for higher education or a better life. For the career minded, tourism offers the American Dream where hard work and ingenuity mean endless possibilities and earning potential for every age and walk of life for Michigan residents. We believe that all jobs in tourism are meaningful and honorable, and we are very proud to be a part of the industry.

Directional Signage and Outdoor Advertising

We believe tourist-oriented directional signage plays an important role in providing information to travelers. Current and future proposals restricting directional signage and outdoor advertising should in no way restrict a tourist's ability to obtain travel-related information. We are not opposed to the expanded use of logo signage as long as it is fairly administered for all travel-related products.

Tourism Promotion

As professional tourism marketers, the members of MACVB are committed in their support of Travel Michigan's effort to take the award winning Pure Michigan message to a national audience while continuing to market to our most loyal supporters...Michigan residents. Longwoods studies indicate a return of more than \$8.33 in new sales tax revenue for every \$1 spent in the Pure Michigan campaign. We believe this is a wise investment of State tax dollars and should not require any additional taxes, fees, or assessments. MACVB supports tourism industry efforts to create permanent and increased funding for the Pure Michigan campaign.

Transportation & Infrastructure

Quality transportation and infrastructure are vital to the Tourism Industry and overall commerce. MACVB supports the state's legislature in their continued emphasis on good roads. We believe that the State of Michigan needs to invest sustained funding to improve roads and infrastructure including bridges and locks. We support the upgrade and expansion of passenger rail service. We recognize the importance of viable regional airports to the State of Michigan. We are concerned that airline consolidation and decreased funding are impacting the viability of small regional airports with less service, fewer flights and more expensive tickets. Navigable ports are important for citizen and visitor enjoyment of our waterways; more must be done including dredging and infrastructure management to safeguard this important tourism asset.

Government Per Diems

The State of Michigan government per diem lodging rates were raised in 2013 and food & beverage per diems were raised effective October, 2014. We believe the State lodging per diems and food & beverage per diems should be increased to match Federal per diem levels respectively.

Natural Resources

MACVB believes that Michigan's natural resources are significant to both the economy and quality of life of residents as well as to the enjoyment and recreation of vacationers. The need for preservation, maintenance and improvements for our parks, our forests, our lakes, our recreational trails all other aspects of our surroundings should always be a high priority. Not only do we believe that a pristine environment has an obvious benefit to tourism, but that it also has a direct relationship to Michigan's quality of life and ability to attract new businesses to the state. Michigan lakes and streams are significant assets that must be preserved and protected from environmental disasters including oil, chemical and toxic spills and other contaminants.

Invasive Species

Invasive species are a real threat for our waterways and forests and enjoyment of Michigan's natural resources for tourism. MACVB supports reasonable efforts by State and Federal officials to prevent and eradicate the threat of invasive species in our state.

Post Labor Day School Start

Michigan's Tourism Industry supports opening schools after Labor Day as summers are vital to the Tourism Industry and Michigan families. Surveys confirm that Michigan voters overwhelmingly support post Labor Day schools and their favorite month for family vacations is August. With a school start date after Labor Day, summer vacation time is expanded by two weeks to include all of August. Summers generate significant economic activity, the most tourism employment and tax revenues to the state every year. Summer employment for high school students provide valuable training and experience for Michigan youth while helping to staff seasonal tourism-related businesses.

Unlicensed Short-Term Rentals

MACVB fully supports the professional lodging industry in Michigan. The health, safety and comfort of guests staying in accommodations that are properly licensed and inspected is a priority for lodging innkeepers and their destinations alike. MACVB opposes the existence and proliferation of unlicensed and unregulated individuals who offer private, short-term home rentals.

*Amendments presented by the MACVB Advocacy Committee to the Board, 5/19/17 – revision 2 – lkd
Approved by the MACVB Board of Directors, May 24, 2017 - lkd*