



# HOUSE BILL No. 5089

September 20, 1995, Introduced by Reps. Kaza, Voorhees, Jersevic, Lowe, Goschka, Gernaat, Jellema and Jamian and referred to the Committee on Tourism and Recreation.

A bill to amend section 2a of Act No. 106 of the Public Acts of 1945, entitled "Michigan tourism policy act," as amended by Act No. 109 of the Public Acts of 1993, being section 2.102a of the Michigan Compiled Laws.

**THE PEOPLE OF THE STATE OF MICHIGAN ENACT:**

1 Section 1. Section 2a of Act No. 106 of the Public Acts of  
2 1945, as amended by Act No. 109 of the Public Acts of 1993, being  
3 section 2.102a of the Michigan Compiled Laws, is amended to read  
4 as follows:

5 Sec. 2a. The travel bureau is created within the department  
6 of commerce and shall do all of the following:

7 (a) Implement programs to market this state as a desirable  
8 travel destination.

1 (b) Before funding a promotional effort, identify and  
2 document those benefits to the state that the travel bureau  
3 determines likely to result from the promotional effort.

4 (C) BEFORE UNDERTAKING ANY INTERNATIONAL MARKETING EFFORTS,  
5 THE TRAVEL BUREAU SHALL TAKE INTO CONSIDERATION CURRENCY EXCHANGE  
6 RATES, ALONG WITH OTHER RELEVANT FACTORS, WHEN EVALUATING THE  
7 POTENTIAL FOR ATTRACTING VISITORS FROM A GIVEN COUNTRY TO THE  
8 STATE. THE CURRENCIES TO BE CONSIDERED SHALL INCLUDE, BUT NOT BE  
9 LIMITED TO, THE JAPANESE YEN, GERMAN DEUTSCHMARK, CANADIAN  
10 DOLLAR, U.K. POUND STERLING, AND MEXICAN PESO.

11 (D) ~~(c)~~ Withhold funds for any proposed promotional effort  
12 that in the travel bureau's determination will not likely benefit  
13 the travel industry in the state or conform with the goals of the  
14 master plan described in section 2c.

15 (E) ~~(d)~~ If the travel bureau expends funds for a promo-  
16 tional effort, identify and document the actual benefits, if any,  
17 conferred upon the state by that promotional effort.

18 (F) ~~(e)~~ Use reasonable means to identify, review, and com-  
19 ment upon the policies and programs of state agencies ~~which~~  
20 THAT directly affect the achievement of the duties and responsi-  
21 bilities of the travel bureau.

22 (G) ~~(f)~~ Facilitate travel to and within this state to the  
23 maximum extent feasible.

24 (H) ~~(g)~~ From time to time, convene interagency committees,  
25 consisting of representatives of units of state government that  
26 may be required to devise recommendations to identify and solve  
27 tourism problems.

1 (I) ~~(h)~~ Provide informational assistance and guidance to  
2 regional, county, and city tourism development organizations and  
3 similar private organizations in planning programs to attract  
4 visitors.