



October 21, 2019

The Honorable Gretchen Whitmer, Governor of Michigan  
The State Capitol, PO Box 30013  
Lansing, Michigan 48909

Dear Governor Whitmer,

It is with great alarm that we learned of your veto of funding for the Pure Michigan campaign, and all its support initiatives. We urge you, in the strongest terms, to restore funding for Pure Michigan.

Let us tell you about the importance of Pure Michigan for the Michigan Bed & Breakfast Association, our 80 members, and the communities we support, from Metro Detroit to the Upper Peninsula:

- Driven by the campaigns of Pure Michigan, our website (<https://laketolake.com>) has visitors from all 50 states and nations around the world. Moreover, bookings through michigan.org referrals happen every day, with guests averaging an astounding 4.6 minutes on our site as they search for the best options.

This broad attraction to Michigan, and the brand Pure Michigan has established, is clearly attributable to the creative marketing and dynamic outreach of the michigan.org team.

- The economic impact of Pure Michigan goes beyond the success of branding. Integral to Michigan tourism, we are part of Michigan's third largest industry and vital to our state's

continuing growth and economic vitality. Tourism spending directly supported 227,497 jobs in Michigan in 2018. Michigan welcomed 124.8 million visitors in 2018 and visitor spending rose 3.9 percent to \$25.7 billion. This generated \$10.8 billion GDP directly supported by tourism. (Source: Travel Michigan).

- Special Pure Michigan promotions have also contributed to the richness of Michigan, such as the fascinating Dark Skies initiative. This effort brought realization to so many of us and our guests that, from the beaches of Lake Michigan and Lake Huron, we could see the stars in ways few others around the world have or will. What a gift.

The negative impact of lost Pure Michigan funding will compound to every hospitality-related business from Milan to Marquette, from Ann Arbor to Alpena, and, from Flint to Frankfort. Think about the restaurants and grocery stores, the cleaning services, the kayak and cycle and fishing rentals, the museums and theme parks, the tour and entertainment venues. All will lose revenue if Pure Michigan goes silent and fewer tourists are drawn here. Please don't let that happen.

We urgent you to restore the \$37.5 million – such a minimal investment given the payback -- through the supplemental appropriation you are now negotiating with the Legislature.

Sincerely,

*The Michigan Bed & Breakfast Association*

Patricia Widmayer, President  
Glen Arbor Bed & Breakfast, Glen Arbor

Marci Palajac, Vice President  
House on the Hill Bed & Breakfast, Ellsworth

Gail Gotter, Secretary  
Loghaven Bed & Breakfast, West Branch

Mike Venturini, Treasurer  
Munro House Bed & Breakfast, Jonesville

Noelene Wilson, Board member  
Sherwood Forest Bed & Breakfast, Douglas

Al Heminger, Board member  
Huron House Bed & Breakfast, Oscoda

Linda Singer, Administrative Director  
MBBA Office, Grand Rapids

Sandy White, Marketing Director  
Adventure Inn Bed & Breakfast, Burtchville