

June 25, 2020

Governor Whitmer:

As our entire nation comes out from social isolation, many families are eager to leave their homes and experience a change in scenery. Now more than ever, Michigan should leverage Pure Michigan as our state's marketing tool and position Michigan as a destination where communities and businesses are safely reopening.

Our 22 chambers, economic development organizations, and convention and visitors bureaus from the northern Lower Peninsula and Upper Peninsula responded to COVID-19 and are focused on economic recovery efforts within our respective communities. We know the impact that Pure Michigan has made in promoting our state as a travel, relocation, and investment destination and are eager to reinstate this program to aid our communities' recoveries.

With our state facing a budget deficit, we are well aware that there are many tough decisions that government will have to make. While there is a need to balance the budget, we must also fund programs and initiatives that are essential to Michigan's economic recovery. Previous FY 2021 budget discussions left Pure Michigan funded at about half of what the program has traditionally received. Now that Michigan's tourism and service industries are facing unprecedented challenges as a result of the COVID-19 pandemic, we must look to programs that have proven their worth and value.

Pure Michigan funding has shown a significant return on investment, returning nearly nine dollars in state tax revenue for every dollar invested in advertising. Underfunding or the elimination of Pure Michigan puts at risk the approximately 1.9 million ad-influenced trips in 2019, resulting in about \$2.3 billion in visitor spending and \$142 million in state tax revenue. These dollars are invested into our communities, businesses, and the State.

Our local businesses are part of what makes our communities unique. Underfunding, or eliminating support we know generates a high return on investment could jeopardize our economic recovery. Funding Pure Michigan is something all of our organizations can agree on – and we hope you will carefully consider this investment too.

Sincerely,

Stacie Bytwork, Chairperson
Northern Michigan Chamber
Alliance



Adam Poll, President & CEO
Alpena Chamber of Commerce



**Rick Coates, Executive
Director**
Benzie County Chamber of
Commerce



Charlie Schwarz, Interim President
Cadillac Area Chamber of Commerce
CADILLAC AREA
CHAMBER OF COMMERCE
Driving Business Forward

Amy Clickner, CEO
Lake Superior Community Partnership



Warren Call, President & CEO
Traverse Connect



Paul Beachnau, Executive Director
Gaylord Area Convention and Tourism Bureau



Peter Fitzsimons, Executive Director
Petoskey Area Visitors Bureau



Tony Haller, Executive Director
Sault Area Chamber of Commerce



Sarah Hagen, President
Charlevoix Area Chamber of Commerce



Stacie Bytwork, President
Manistee Area Chamber of Commerce



Trevor Tkach, President & CEO
Traverse City Tourism



Scott A. Herceg, Executive Director
Cheboygan Area Chamber of Commerce



Bob Kuras, President
Sleeping Bear Dunes Visitors Bureau



Mary H. Faculak, CEO & President
East Jordan Area Chamber of Commerce



Renee Spalding, President
Leelanau Peninsula Chamber of Commerce



Paul Gunderson, Executive Director
Gaylord Area Chamber of Commerce



Nikki Devitt, President
Petoskey Regional Chamber of Commerce



Kathryn Kenny, Executive Director
Manistee County Visitors Bureau



Scott A. Herceg, Executive Director
Cheboygan Area Visitors Bureau



Bonnie P. Kulp, Executive Director
Harbor Springs Area Chamber of Commerce



Kimberly Akin, Executive Director
Boyne Area Chamber of Commerce



CC: Sen. Ed McBroom
Sen. Wayne Schmidt
Sen. Curt VanderWall
Rep. Sue Allor
Rep. Sara Cambensy
House Speaker Lee Chatfield

House Majority Floor Leader Triston Cole
Rep. Michele Hoitenga
Rep. Beau LaFave
Rep. Gregory Markkanen
Rep. Jack O'Malley
Rep. Daire Rendon