



**Senate Fiscal Agency**  
P. O. Box 30036  
Lansing, Michigan 48909-7536

BILL ANALYSIS



Telephone: (517) 373-5383  
Fax: (517) 373-1986

Senate Bills 703 through 707 (as reported without amendment)  
Sponsor: Senator Wayne Schmidt  
Committee: Commerce

**CONTENT**

The bills would amend a number of statutes pertaining to the marketing or promotion of tourism and conventions, to do the following:

- Require the board of directors of a local travel bureau or regional marketing organization to meet at least twice every year to review its current annual marketing plan and its proposed marketing plan for the next year.
- Require the vice-president of the Michigan Travel Bureau and the president or chief administrative officer of the local bureau or regional marketing organization to meet at least once annually to discuss the master plan developed by the Michigan Travel Commission and Travel Bureau and the approved annual marketing plan.
- Require a marketing plan to be disapproved if it were detrimental to the master plan or the Travel Bureau's promotional programs.
- State certain legislative findings pertaining to tourism and approaches to tourism marketing.

Senate Bill 703 would amend the Convention and Tourism Promotion Act. Senate Bill 704 would amend the Regional Convention and Tourism Promotion Act. Senate Bill 705 would amend the Regional Tourism Marketing Act. Senate Bill 706 would amend the Convention and Tourism Marketing Act. Senate Bill 707 would amend the Community Convention or Tourism Marketing Act.

MCL 141.1322 et al. (S.B. 703)  
141.1432 et al. (S.B. 704)  
141.892 et al. (S.B. 705)  
141.882 et al. S.B. 706)  
141.872 et al. (S.B. 707)

Legislative Analyst: Jeff Mann

**FISCAL IMPACT**

The bills would have a minimal or no fiscal impact on the Pure Michigan program within the Department of Talent and Economic Development and would have no fiscal impact on local units of government. If the bills clarified First Amendment rights protections, the Travel Bureau could avoid possible First Amendment lawsuits filed against the Bureau in the future. In that event, the Pure Michigan program would experience fewer legal expenses. The Travel Bureau is funded with 21st Century Jobs Trust Fund dollars in the Pure Michigan program. Any savings as a result of fewer legal expenses would be beneficial to the Travel Bureau and Pure Michigan program.

Date Completed: 1-17-18

Fiscal Analyst: Cory Savino

floor\sb703

Bill Analysis @ [www.senate.michigan.gov/sfa](http://www.senate.michigan.gov/sfa)

This analysis was prepared by nonpartisan Senate staff for use by the Senate in its deliberations and does not constitute an official statement of legislative intent.