

REGIONAL TOURISM MARKETING ACT (EXCERPT)
Act 244 of 1989

141.895 Tourism marketing program; scope.

Sec. 5.

A tourism marketing program may include 1 or more of the following:

- (a) A provision for establishing and paying the costs of advertising, marketing, and promotional programs to encourage tourism in the regional assessment district.
- (b) A provision for assisting a transient facility within the regional assessment district to promote tourism.
- (c) A provision for the acquisition of personal property considered appropriate by the regional marketing organization to achieve the purpose of the tourism marketing program.
- (d) A provision for the hiring of and payment for personnel employed by the regional marketing organization to implement the tourism marketing program.
- (e) A provision for contracting with organizations, agencies, or persons to carry out activities to achieve the purpose of the tourism marketing program.
- (f) A program to establish and pay for the costs of research designed to encourage tourism in the regional assessment district.
- (g) A provision to incur any other expense or cost that the board, in the exercise of its reasonable business judgment, considers reasonably related to the promotion of tourism within the regional assessment district.
- (h) A procedure for election of the board that requires that a majority of the members of the board are owners.

History: 1989, Act 244, Imd. Eff. Dec. 21, 1989