



MICHIGAN'S UPPER PENINSULA
TRAVEL AND RECREATION ASSOCIATION



August 4, 2020

Dear Governor,

On behalf of the tourism industry, we urge you to use Federal CARES ACT dollars to fund the Pure Michigan program.

As you know, COVID-19 has devastated Michigan's tourism industry. This has been difficult on the members of our individual associations and collectively. As we look to stay afloat and eventually recover, Pure Michigan is a vital part of our states' tourism economy success and funding it will help revitalize and renew our industry as we continue to battle COVID-19.

We know the 2021 state budget will be a challenge. We understand the budget shortfalls you and the legislature are dealing with. Federal CARES Act dollars have been used in other states to fund their versions of Pure Michigan. This can be done without using any state funds, and this investment will help return the successes our industry has worked tirelessly for. In addition, the promotion of travel provides almost immediate return (via state tax revenues) to more than pay for the historically successful campaign and additional services provided to the travel industry.

Our associations stand ready to work with you and strongly support action to fund Pure Michigan with Federal CARES Act funds.

Sincerely,

Larisa Draves, Michigan Association of
Convention & Visitor Bureaus

Justin Winslow, Michigan Restaurant and
Lodging Association

Bill Sheffer, Michigan Association of RV
Parks and Campgrounds

Darren Ing, Tourism Industry Coalition of
Michigan

Linda Singer, MI Bed & Breakfast
Association

Tom Nemacheck, Upper Peninsula Travel &
Recreation Association

Jada Paisley, MI Golf Course Association

Dan Sippel, West Michigan Tourist
Association