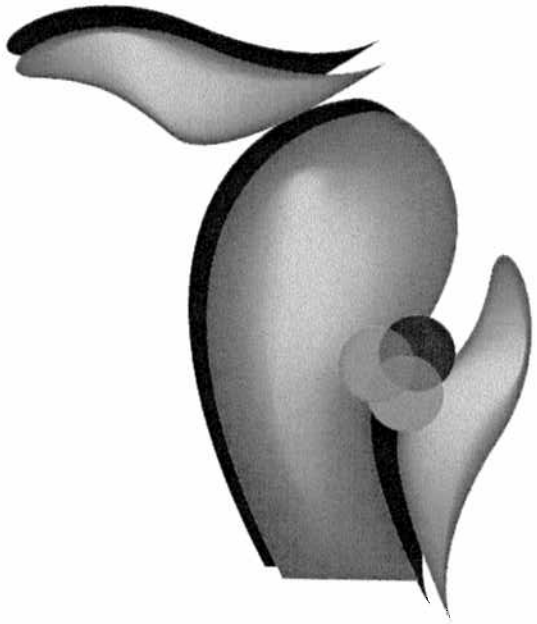
GREAT LAKES BAY REGIONAL CONVENTION & VISITORS BUREAUS

Status Report: Michigan House of Representatives Tourism, Outdoor Recreation, and Natural Resources Committee

Representative Joel Sheltrown, Chairman



Visit Michigan's
Great Lakes Bay Region™

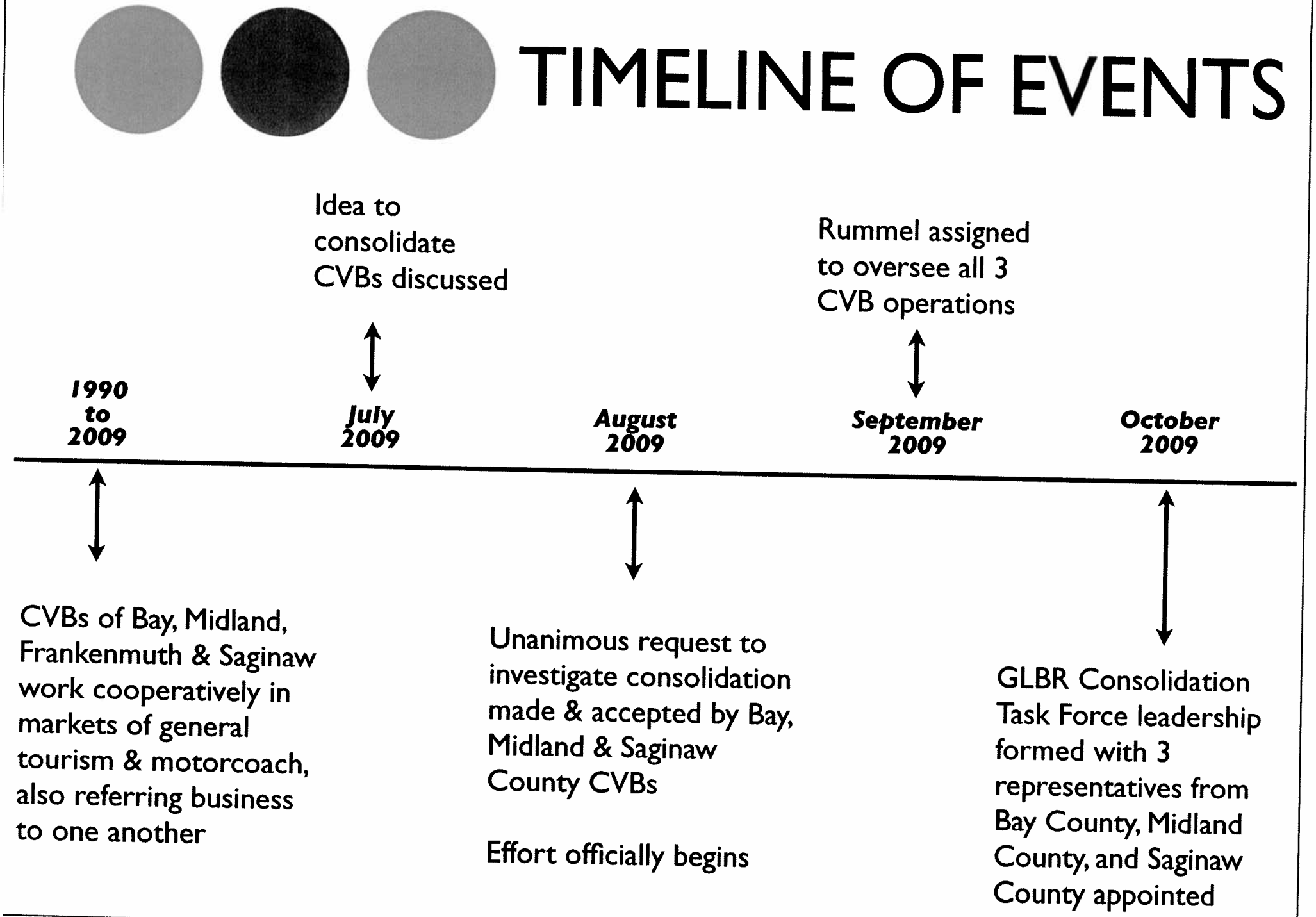
Midland • Bay • Saginaw

Where Innovation Flows

800.444.9979

TIMELINE OF EVENTS

TIMELINE OF EVENTS



TIMELINE OF EVENTS

Dec. 2009

Bay County Board of Commissioners unanimously supports proposed regional convention & tourism promotional effort

February 2010

Saginaw County Board of Commissioners unanimously supports proposed regional convention & tourism promotional effort

April 2010

Midland County Board of Commissioners unanimously supports proposed regional convention & tourism promotional effort

December 2010

GOAL

Achieve legislative approval of Regional Convention & Tourism Promotional Act

GREAT LAKES BAY REGIONAL TASK FORCE

MIDLAND

Donna Beall
Chairman of the Board
Director of Sales & Marketing,
The H Hotel

Bo Miller *(with support from Matt Davis)*
Board of Directors Member
Bo Miller-Dow Chemical Foundation
Matt Davis- Dow Chemical Company

Sonja Wood
Board of Directors Member
Director of Sales
Valley Plaza Resort

BAY CITY

Kelly Dee
Chairman of the Board
District Manager,
Mid-Michigan Hospitality Management Group

Kevin Dykema
Board of Directors Member
Chairman of the Board,
Bay Sail

Tom Kos
Board of Directors Member
General Manager,
Doubletree Hotel

SAGINAW

Phil Whitsel
Chairman of the Board
Marketing Manager
Prime Outlets Birch Run

Don Keller
Board of Directors Member
Owner
Frankenmuth Bavarian Inn

Peter Shaheen
Board of Directors Member
President
HORIZONS Conference Center

GREAT LAKES BAY REGIONAL ALLIANCE
BOARD MEMBERS

John Lore
GLBR Alliance, President

Sid Allen
GLBR Alliance, Chair

Mitzi Dimitroff
GLBR Alliance, Vice Chair

Mike Seward
GLBR Alliance, Immediate Past Chair

Herb Spence
GLBR Alliance, Secretary & Treasurer

Mary Lou Benecke
Dow Corning Corporation

Paul Chaffee
Community Leader

Daniel Cline
Cline-Close-Dyer PLC

Matt Davis
The Dow Chemical Corporation

Michael Debo
Chemical Bank

David Dunn
Wolverine Bank

Dick Garber
Garber Management Group

Jean Goodnow
Delta College

Lisa Hadden
Mt. Pleasant Chamber

Mike Hayes
Main Street Consulting

Robert Hagen
Hagen Ford

Frederick Hollister
Bay Future, Inc.

Aaron Howald
Hemlock Semiconductor

Brad Kessel
Independent Bank

Daniel Kozakiewicz
Three Rivers Corporation

Spence Maidlow
Covenant Health Care

Dominic Monastiere
Chemical Bank

Terence Moore
Saginaw Valley State University

Kevin Parker
Garber Chevrolet

Larry Preston
Tri-Star Trust Bank

Matt Pumford
Pumford Construction & Gregory Construction

Dominic Monastiere
Chemical Bank

Terence Moore
Saginaw Valley State University

Larry Preston
Tri-Star Trust Bank

Matt Pumford
Pumford Construction & Gregory Construction

Stu Reid
Weinlander Fitzhugh, CPAs

Annette Rummel
GLBR Convention & Visitors Bureaus

Ellen Talbott
Bay Regional Medical Center

Bob VanDeventer
Saginaw County Chamber of Commerce

Laura Yockey
Chemical Bank

BAY AREA CHAMBER OF COMMERCE

BOARD OF DIRECTORS

Brad Kessel
Chairman of the Board
Independent Bank

Alice Gerard
Bay Regional Medical Center

Michael Debo
Chemical Bank

David Green
Citizens Bank

Laurie Bush
Harris-Bush Realty

Dr. Tina Kerr
Bangor Township Schools

Sohail Qamar
Carbone of America Corp.

Keith Birchler
Berchler, Fitzhugh & Purtell, PLC

Al Blinke
WNEM TV-5

Barb Bosco
Herman Hiss & Company

Dennis Dobbs
Consumers Energy/ Karn-Weadock

Mark Flegenheimer
Michigan Sugar Company

Bill Gagliardi
Dow Corning Corporation

Greg Grocholski
The Dow Chemical Co.

Michael Hanisko
Weinlander Fitzhugh

Thomas Kos
Doubletree Hotel

Brent Meininger
OmniSource

Chris Monk
Citadel Broadcasting

Guy C. Moulthrop
Moulthrop-Clift, Inc.

Pat O'Brien
EMCOR, Inc.

Dan Ryon
General Motors

Rob Short
Meijer, Inc.

Michael Thelen
Thelen, Chrysler, Dodge, Kia

Larry Zieke
S.C. Johnson & Son, Inc.

BAY CITY CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS

Kelly Dee
Chairman of the Board
AmericInn Motel & Suites & Sleep Inn

Robert Belleman
City of Bay City

Hratch Basmadjian
Bay Valley Resort

JoAnne LaPlaunt
Fairfield Inn

Patrick Campbell
Bay Valley Resort

Kevin Dykema

Dana Thorn
Holiday Inn Express

Tom Kos
Doubletree Hotel

Tom Niemann

MIDLAND AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS

Jack Starling
Chairman of the Board
Garber Management Group

Paul Barbeau
Great Lakes Loons

Joel Beeck
Citizens Bank

Julia Close
Cline Close Dyer PLC

Rebecca Cox
Savant, Inc.

Jean Cronin
Cabot Corporation

Ann Fillmore
United Way of Midland County

David Ginis
Ginis Goldsmiths

Bridgette Gransden
Midland County

Dave Gray
Express Mart Food Stores, LLC

Jim Houvener
World Color Midland

Kimberly Houston-Philpot
Dow Corning Corporation

Kurt Ieuter
Ieuter Insurance Group

Don Koster
Dow-Howell-Gilmore-Associates, Inc.

Joe Kozuch
Village Green

Joe Kozumplik
CBM Services, Inc.

Steve LaLonde
LaLonde Foods

Larry Lindsey
Northwood University

Lynne Luongo
the H Hotel

Jon Lynch
City of Midland

Jim Nigro
The McKay Press, Inc.

Linda Owen
Ayre/Rhinehart Realtors

Kevin Parker
Garber Chevrolet

Greg Rogers
MidMichigan Medical Center

Robert Stafford
Chemical Bank

Clinton Struthers
Struthers Financial Services

Rob Vallentine
The Dow Chemical Company

Clark Voltz
Midland County ESA

Scott Walker
Midland Tomorrow

Daniel Wamhoff
Andrews Hooper & Pavlik, PLC

Scott Withrow
Saginaw Bay Underwriters

MIDLAND COUNTY CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS

Donna Beall, Chairman of the Board
The H Hotel

Patty Aspin
Midland Area Chamber of Commerce

Jody Cooley
SpringHill Suites

Candice Courtemanche
Northwood University

Regina Curtis
Alden B. Dow Home & Studio

Robert "Bo" Miller
The Dow Chemical Foundation

Kelly Dee
Mid-Michigan Hospitality Management Group

Millisa Getgood
Midland Resort

Bill Henninger
Midland Center for the Arts

Susan Howard
Hampton Inn

Greg Klein
Fairview Inn

Dave Marsh
Northwood University

Barry Patel
Midland Motor Inn

David Schroeder
Holiday Inn of Midland

Sonja Wood
Valley Plaza Resort

SAGINAW COUNTY CHAMBER OF COMMERCE
BOARD OF DIRECTORS

Paul Barrera
Step Above Enterprises

Tom Begin
Consumers Energy

Mary Lou Benecke
The Dow Corning Corporation

Elliot Berton
Chase Bank

Ellen Crane
Braun Kendrick Finkbeiner, PLC

JoAnn Crary
Saginaw Future, Inc.

Jim Cross
Hemlock Semiconductor Corproation

D.J. DiBlasi
Bierlein Companies, Inc.

Jim Fabiano
Fabiano Brothers

Andrea Fisher
Princing & Ewend

Silvia Garcia
Shapers Salon & Day Spa, Inc.

Eric Gilbertson
Saginaw Valley State University

John Graham
St. Mary's of Michigan

Jimmy Greene
NFIB

Mark Gronda
Covenant Healthcare

Terry Lerash
Synergy Medical Education Alliance

Jeff Martin
The Dow Chemical Company

Don McAnelly
Rehmann

Gene Pickelman
Tri-Star Trust Bank

Matthew Pumford
Pumford Construction, Inc.

Annette Rummel
Saginaw Valley Convention & Visitors Bureau

John Shelton
Zehnder's of Frankenmuth

Anthony Taylor
Synergy Medical Education Alliance

Heather Thomas
Gardner, Provenzano, Schauman & Thomas PC

Laura Yockey
Chemical Bank

SAGINAW COUNTY CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS

Don Keller, Chairman of the Board
Bavarian Inn Lodge

Matt Blasy
The Dow Event Center

Lyle Davis
DML Management, Inc.

Jamie Furbush
Frankenmuth Chamber of Commerce/CVB

Craig Goslin
Saginaw Spirit

Ron Lee
Saginaw Township

Judith Lincoln
Saginaw County Board of Commissioners

Jeff Martin
The Dow Chemical Company

Barbara Montgomery
Buena Vista Township

Jeff Nagel
MBS International Airport

Nancy Parker
Children's Zoo at Celebration Square

Eric Rutherford
Bridgeport Parks & Recreation

Sandi Richardson
Chesaning Chamber of Commerce

Pete Shaheen
Horizons Conference Center

Andy Suski
Suski Chevrolet-Buick, Inc.

Jessica Standen
Birch Run Chamber of Commerce

Bob VanDeventer
Saginaw Co. Chamber of Commerce

Phil Whitsel
Prime Outlets Birch Run

ACTUAL COLLECTIONS AS COMPARED TO ESTIMATED REGIONAL COLLECTIONS

ACTUAL COLLECTIONS: CALENDAR YEAR 2008

COMMUNITY	RATE	TOTAL EXPENDITURES	CVB COLLECTIONS
Bay City CVB	2%	$8,250,000	$165,000
Midland Area CVB	2%	$13,250,000	$265,000
Saginaw Valley CVB	5%	$40,666,500	$2,033,325
TOTALS			$2,463,325

ESTIMATED REGIONAL COLLECTIONS:

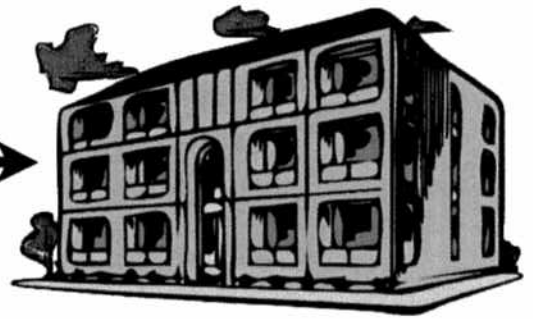
COMMUNITY	RATE	TOTAL EXPENDITURES	CVB COLLECTIONS
Bay County	5%	$8,250,000	$412,000
Midland County	5%	$13,250,000	$662,500
Saginaw County	5%	$40,666,500	$2,033,325
TOTALS			$3,108,325

FLOW OF FUNDS
WITHIN BAY & MIDLAND COUNTIES

NEW FLOW OF FUNDS

COLLECT 5% ASSESSMENT

FLOWS DIRECTLY TO BAY COUNTY & MIDLAND COUNTY CVB



- New Public Act Created
- With creation of the new Great Lakes Bay Regional CVB oversight of these funds will be governed by Board members from Bay County, Midland County and Saginaw County forming the new GLBR CVB Board of Directors

PROPOSED PROGRAM FOR FLOW OF FUNDS

within Michigan's Great Lakes Bay Region

UP TO 5% TAX

Up to $750 per quarter tax credit with receipt of Chamber Membership dues or advertising receipts

NET TAX AFTER HOTEL CREDIT:

Up to 25% directed to Tourism Economic Development Project

No less than 75% directed to authorized CVB for use in marketing & advertising efforts

- New Great Lakes Bay Regional CVB Board of Directors Oversight

GOAL
OF REGIONALIZATION EFFORT

GOAL
OF REGIONALIZATION EFFORT

Enable the 3 Great Lakes Bay Regional CVB Corporations to operate collectively under one regional organization umbrella

MECHANICS
OF REGIONALIZATION EFFORT

MECHANICS
OF REGIONALIZATION EFFORT

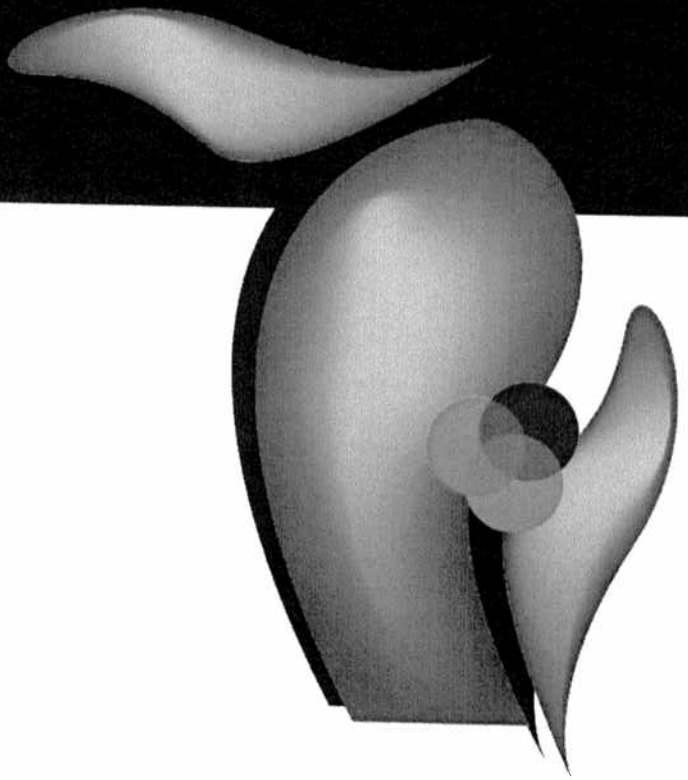
- Each County would send an equal number of Board Members to serve on the Great Lakes Bay Regional CVB Board of Directors
- Each County's hospitality community would select members to represent their county on the Great Lakes Bay Regional CVB Board of Directors (with at least one representative being the Owner or General Manager of a lodging property)
- The Great Lakes Bay Regional CVB will present audited financial statements, a review of their program of work, and the strategic plan of work for the coming year to the Boards of Commissioners in the Midland, Bay, & Saginaw Counties on an annual basis
- Annual Audit will also be forwarded to the Michigan Economic Development Office in accordance with the reporting requirement.

RESULTS
OF REGIONALIZATION EFFORT

RESULTS
OF REGIONALIZATION EFFORT

- Foundation for the establishment of the Great Lakes Bay Regional Convention & Visitors Bureau
- Creation of an assessment tool to be implemented only if desired by the local community
- Investment into tourism industry economic development
- Elimination of duplication of efforts
- An additional half million dollars in direct marketing efforts in our first full operational year alone, with 1/3 being derived from operational savings and 2/3 originating from assessments
- Collective marketing of products by forming a world-class product while retaining the individuality of each distinct community

QUESTIONS & REMARKS?



Visit Michigan's Great Lakes Bay Region™

Midland • Bay • Saginaw

Where Innovation Flows

800.444.9979