

Legislative Analysis



TOURISM PROMOTION

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House Bill 4160

Sponsor: Rep. Wayne Schmidt

Committee: Natural Resources, Tourism and Outdoor Recreation

Complete to 1-31-11

A SUMMARY OF HOUSE BILL 4160 AS INTRODUCED 1-27-11

Public Act 271 of 2010 (effective December 15, 2010) amended the Michigan Strategic Fund Act to allocate \$10 million from the 21st Century Jobs Fund to promote tourism in Michigan during the current fiscal year only, with at least \$1.5 million designated for winter tourism advertising.

The bill would further amend the Michigan Strategic Fund Act (1) to designate tourism promotion as an authorized use of 21st Century Jobs Fund money, and (2) **to increase the amount allocated to tourism promotion from the 21st Century Jobs Fund in the current fiscal year from \$10 million to \$20 million.** As a result, the state would provide at least \$25.4 million for tourism promotion in the current fiscal year—\$20 million from the bill and \$5.4 million from a separate line-item appropriation in PA 191 of 2010. The current fiscal year (FY 2010-11) ends September 30, 2011.

MCL 125.2088b

FISCAL IMPACT:

House Bill 4160 would add the "promotion of tourism in this state" as an authorized use of 21st Century Jobs Trust Fund resources. In addition, the bill would specifically require the expenditure of \$20.0 million from the 21st Century Jobs Trust Fund for the promotion of tourism for fiscal year 2010-11 only. This authorization would support the Michigan Promotion Program (Pure Michigan) for FY 2010-11. In Public Act 191 of 2010, the FY 2010-11 general government appropriations act, the 21st Century Jobs Trust Fund received an appropriation of \$75.0 million. This bill would require \$20.0 million of that authorization to be spent on the Michigan Promotion Program. Coupled with the \$5.4 million line-item appropriation in PA 191 of 2010, the Michigan Promotion Program would receive a total of \$25.4 million in FY 2010-11. PA 271 of 2010 had previously amended the statute to require \$10.0 million of the 21st Century Jobs Trust Fund to be used for the Michigan Promotion Program in FY 2010-11.

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