



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



BILL ANALYSIS

Telephone: (517) 373-5383
Fax: (517) 373-1986
TDD: (517) 373-0543

House Bill 4995 (Substitute H-1 as reported without amendment)
Sponsor: Representative Michael Lahti
House Committee: Government Operations
Senate Committee: Commerce and Tourism

Date Completed: 10-7-09

RATIONALE

Michigan's two peninsulas have distinct shapes, but the Upper Peninsula often is overlooked. The more familiar "mitten" of the larger Lower Peninsula sometimes is the only part of the State that is represented in illustrations of Michigan. Reportedly, for example, an early entry in a series of advertisements promoting business and economic opportunities in Michigan included an outline of the Lower Peninsula but omitted the Upper Peninsula. Some people believe that depictions of Michigan produced by State departments and agencies should be required to portray both peninsulas.

CONTENT

The bill would create a new act to require any illustration, image, or depiction of the State of Michigan on a publication or item produced by a State department or agency to include both the Upper Peninsula and the Lower Peninsula.

The requirement would apply to all publications or items, including maps, forms, brochures, pamphlets, and commemorative items, produced by the State on or after the bill's effective date for distribution to any member of the public. It also would apply to digital images made available over the internet by any State department or agency. The requirement would not apply to a publication or item produced before the bill's effective date.

ARGUMENTS

(Please note: The arguments contained in this analysis originate from sources outside the Senate Fiscal Agency. The Senate Fiscal Agency neither supports nor opposes legislation.)

Supporting Argument

Publications sometimes leave off the Upper Peninsula in depictions of Michigan for the sake of convenience or target markets. Depictions produced by the State, though, should get it right by including both peninsulas, especially in the case of efforts to promote business and travel opportunities in Michigan, such as the popular "Upper Hand" and "Pure Michigan" advertising campaigns. The bill would ensure that the entire State was included in representations of Michigan that appear on such items as maps, brochures, pamphlets, and websites. In the interests of efficiency and the best use of State resources, however, the bill would not apply to a publication or item produced before the bill's effective date, thereby allowing those items to continue to be used until their supply ran out.

Legislative Analyst: Patrick Affholter

FISCAL IMPACT

The bill would have no fiscal impact on State or local government.

Fiscal Analyst: Joe Carrasco

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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.