



Senate Fiscal Agency
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BILL



ANALYSIS

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Senate Bill 1180 (as introduced 6-13-12)
Sponsor: Senator Goeff Hansen
Committee: Transportation

Date Completed: 9-7-12

CONTENT

The bill would amend the Michigan Vehicle Code to authorize the Department of State to use the Pure Michigan brand, or a successor or similar brand that is used in conjunction with the State's promotion, travel, and tourism campaigns or marketing efforts, as part of the standard design for vehicle registration plates.

MCL 257.224

Legislative Analyst: Julie Cassidy

FISCAL IMPACT

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

If the Department of State chose to use the Pure Michigan brand as part of the standard design for license plates, the Department would incur no additional cost because it plans to make a new plate with or without the Pure Michigan brand. According to the Secretary of State's office, there will be no cost to redesign the plate. The Department also plans to phase out the current plate with a new plate, so existing plates will not be wasted.

Fiscal Analyst: Joe Carrasco

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