

# SENATE BILL No. 846

March 8, 2016, Introduced by Senators PROOS, SCHMIDT, ZORN, BIEDA, BOOHER, HORN, HERTEL, BRANDENBURG, EMMONS and COLBECK and referred to the Committee on Commerce.

A bill to amend 1984 PA 270, entitled  
"Michigan strategic fund act,"  
by amending section 89a (MCL 125.2089a), as added by 2008 PA 100.

**THE PEOPLE OF THE STATE OF MICHIGAN ENACT:**

1           Sec. 89a. (1) The board shall establish a Michigan promotion  
2 program to promote tourism in Michigan and pay business development  
3 and marketing costs to promote business development in Michigan.  
4 Tourism promotion shall include, but is not limited to, cultural,  
5 vacation, recreational, leisure, hunting-related, motor sports  
6 entertainment-related, and agriculture-related travel across this  
7 state that includes activities that promote tourism in all 4  
8 seasons.

9           (2) The funding provided under this chapter for tourism  
10 promotion is intended to enhance funding beyond that included in  
11 the annual appropriation for travel Michigan to attract additional

1 tourism expenditures and development of the tourism industry in  
2 this state.

3 (3) Not more than 4% of the annual appropriation as provided  
4 by law from the 21st century jobs trust fund established in the  
5 Michigan trust fund act, 2000 PA 489, MCL 12.251 to 12.260, may be  
6 used for the purpose of administering the program authorized under  
7 this chapter.

8 (4) **WHENEVER POSSIBLE, THE BOARD SHALL INCLUDE THE PHRASE**  
9 **"GREAT LAKES STATE" WHEN PROMOTING TOURISM UNDER THE MICHIGAN**  
10 **PROMOTION PROGRAM.**