

MICHIGAN TOURISM POLICY ACT (EXCERPT)
Act 106 of 1945

2.102a Travel bureau; creation; duties.

Sec. 2a. The travel bureau is created within the department of commerce and shall do all of the following:

- (a) Implement programs to market this state as a desirable travel destination.
- (b) Before funding a promotional effort, identify and document those benefits to the state that the travel bureau determines likely to result from the promotional effort.
- (c) Withhold funds for any proposed promotional effort that in the travel bureau's determination will not likely benefit the travel industry in the state or conform with the goals of the master plan described in section 2c.
- (d) If the travel bureau expends funds for a promotional effort, identify and document the actual benefits, if any, conferred upon the state by that promotional effort.
- (e) Use reasonable means to identify, review, and comment upon the policies and programs of state agencies which directly affect the achievement of the duties and responsibilities of the travel bureau.
- (f) Facilitate travel to and within this state to the maximum extent feasible.
- (g) From time to time, convene interagency committees, consisting of representatives of units of state government that may be required to devise recommendations to identify and solve tourism problems.
- (h) Provide informational assistance and guidance to regional, county, and city tourism development organizations and similar private organizations in planning programs to attract visitors.

History: Add. 1975, Act 145, Imd. Eff. July 9, 1975;—Am. 1993, Act 109, Imd. Eff. July 16, 1993.

Compiler's note: For transfer of powers and duties of Michigan travel bureau from the department of commerce to the Michigan jobs commission, see E.R.O. No. 1994-10, compiled at MCL 408.48 of the Michigan Compiled Laws.

Administrative rules: R 2.101 et seq. of the Michigan Administrative Code.