

## Rep. Bruce Rendon

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**From:** Steve Yencich <stevey@milodging.org>  
**Sent:** Tuesday, October 6, 2015 9:57 AM  
**To:** Rep. Bruce Rendon  
**Subject:** Finding \$1.2B for Roads and Pure MI: Now You See It - Now You Don't

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Lodging and Tourism Stakeholder,

Legislative leaders in Lansing have now agreed to the formula which will lead to raising the **\$1.2 billion** necessary to repair Michigan's roads and bridges.

The formula calls for raising **\$800 million** in new taxes and revenues. Most of this will come in the form of increased gas and diesel taxes and higher vehicle registration fees.

The remaining **\$400 million** will come in the form of sweeping budget cuts which puts funding for **Pure Michigan** right in the cross hairs.

The resolution of the road funding debate is rapidly approaching and all state programs are on the chopping block.

If there was ever a time when our industry needs to have a strong, visible presence at the Capitol, it's **now**.

Remember, **there are voices** urging legislators to end all funding for Pure Michigan. We all need to remember **where funding was only five years ago**.

The Pure Michigan campaign returns \$6.87 in new tax revenues to the State for every \$1 invested. But if we're not there to remind legislators of that fact, they will act in the vacuum we leave behind.

The Pure MI summer, international, fall and winter campaigns will be reduced, and we'll be left wishing we had acted when we had the chance.

If you're already registered for the **October 14th Michigan Lodging and Tourism Legislative Conference** *please bring another attendee.*

If you've not yet registered, ***please do so today***. We grew funding to \$33M because people across the state showed up and got involved.

There's always been strength in numbers. Four hundred million dollars in state budget cuts will be made. Don't let those cuts be made in a vacuum.

Do what you've done before. Visibly demonstrate our industry's support for Pure Michigan.

**Register for the Michigan Lodging and Tourism Legislative Conference** today!

**Rep. Bruce Rendon**

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**From:** Steve Yencich <stevey@milodging.org>  
**Sent:** Wednesday, October 7, 2015 10:28 AM  
**To:** Rep. Bruce Rendon  
**Subject:** Pure Michigan Funding and Transportation Package

Dear Lodging and Tourism Stakeholder,

Some have asked for a clarification of yesterday's email about MLTA's position on the current road funding debate in Lansing. First of all, we think there isn't a debate about needing at least \$1.2 billion in increased investment to begin addressing Michigan's infrastructure needs. The only question that remains is how to fund it quickly.

The Michigan Lodging and Tourism Association has been an active supporter of legislative efforts to find the \$1.2 billion in funding to repair our roads and bridges. We supported all versions of last year's efforts to find a sustainable increase in transportation revenues and also put our full support behind Proposal 1 earlier this year as well.

We applaud the Legislature's attempt to finalize a bipartisan, bicameral solution to the road funding question and are encouraged by the news of an \$800M in new investment concept in addition to prioritizing \$400M in current spending for a roads package.

The Legislature earlier this year made the right decision to increase the Pure Michigan travel promotion line by \$4M to \$33M for FY 2015-16 and we know they'll work to protect and grow that program in future fiscal years.

MLTA remains committed to helping our state continue to invest additional resources in our award winning tourism product and we thank the Governor and Legislature for their efforts in finding a solution that helps us all.

Sincerely,



Steven J. Yencich, CAE, CTA  
President/CEO  
Michigan Lodging and Tourism Association  
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