

PURE MICHIGAN® Funding

Pure Michigan is currently funded at **\$16 million**, this is a **SIGNIFICANT REDUCTION** from its average funding levels over the past ten years.

Pure Michigan delivers an **8:1 Return on Investment** and is one of Michigan's **MOST EFFECTIVE economic development tools**.



Restore Pure Michigan funding to at least **\$30 million**.

Regional & Local Benefits

National and International Marketing that supports the regional promotion investments of CVBs



Consistently ranked as one of the **Top State Tourism Campaigns** in the country



Statewide Visitor Attraction which drives and grows the economy across Michigan



Pure Michigan operates a partner program matching regional CVB contribution dollars to **GREATLY EXPAND** their market reach.