



We are a **Destination Management & Marketing Organization (DMMO)** who performs critical work to drive sustainable visitor and business meeting demand, address unique needs within communities, and strive to ensure local businesses and communities thrive.

DMMOs function to drive economic impact, which supports local jobs to ensure our communities' success and contribute to the livelihood of Michigan residents.

DMMOs have the flexibility to use their resources for a wide range of activities including but not limited to:

- Marketing and promotion group sales – attracting meeting business to the area.
- Sponsorships
- Hosting and promoting events, conventions and sporting events.
- Destination development initiatives
- Media partnerships
- Partnerships and collaboration with Travel Michigan
- Legislative lobbying specific to tourism impacts
- Policy and work focused on economic sustainability.

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MACVB Legislative Priorities

CVB/DMMO Funding through Hotel Assessments & Taxes

The Michigan model of community marketing is known and respected nationally for its effectiveness in empowering destinations to fund destination marketing and sustainably grow their local tourism economy. Michigan's tourism economy greatly thrives due to this funding for promotional programs and destination development.

MACVB *strongly* believes:

1. Funding sources should continue to be used for travel and tourism-related marketing programs, destination development projects, and should not be siphoned off for non-tourism related expenses.
2. Assessments and taxes collected from the tourism economy should remain local to that community/region.
3. There should be parity in tax and assessment rates regardless of the type of transient lodging (traditional hotel or short-term rental).
4. These permanent funding sources are essential for sustainably growing Michigan's tourism economy.

Tourism Promotion

MACVB is committed to the Pure Michigan tourism marketing campaign and the Travel Michigan office. This investment has proven to show significant returns in tax revenue on the investment into the Pure Michigan campaign.

MACVB *supports* the tourism industry's efforts to create a permanent funding source for the Pure Michigan campaign and the Travel Michigan office within MEDC.

Short-Term Rentals

MACVB fully supports the transient lodging industry in Michigan. The health, safety, and comfort of guests staying in accommodations that are properly licensed and inspected is a priority for all, regardless of the category of property. MACVB believes that overnight accommodations should be required to follow the same regulations and have the same taxes and assessment levels. MACVB believes that any lodging specific tax or assessment revenues generated from a traditional hotels or short-term rental should stay in that community and be used for tourism marketing, promotion, attraction, or destination development.

Large Meetings & Special Events Fund

MACVB supports continuing to fund the Large Special Event (LSE) fund. When large events (NCAA final four, Superbowl, NFL draft, etc.) and meetings are held in our state, not only does it bring in a large amount of out-of-state tax revenue, but it also helps all destinations in the state.

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