



The Michigan Lodging and Tourism Association (MLTA) is **your voice in Lansing**, representing the hospitality industry in Michigan and statewide tourism interests.

Attendees at the October 2017 **Legislative Action Summit** learned about **key issues** of importance to our industry. **Here's a look at where those issues stand today.**

Pure Michigan Campaign Funding

The **\$35 million** appropriated for Pure Michigan in FY 2018 is **projected to generate over \$291 million** in tax revenue! That's money Michigan can invest in roads, schools and other budget priorities.



PURE MICHIGAN®
Your trip begins at michigan.org

Earlier this month, **Gov. Snyder recommended maintaining the current \$35 million funding level** for Pure Michigan in FY 2019.

While the long-term goal is to build funding for the Pure Michigan campaign to \$50 million annually, **MLTA will be seeking an increase of \$3 million** during the FY 2019 budget process. This **\$3 million would generate another \$25 million** annually in tax revenue, and bring more visitors to Michigan's hospitality businesses, tourism destinations, and attractions.

Increased funding for the Pure Michigan campaign is a safe and proven, positive investment.

Short-Term Rental Coalition

MLTA unveiled a coalition effort to educate lawmakers on short-term rental reforms during the 2017 Legislative Action Summit. The **strong work of the short-term rental coalition, led by MLTA, has halted the legislature from taking action** on HB 4503 and SB 329. These bills damage neighborhoods; burden local sewer, water, and emergency services; and put renters at risk by usurping local zoning ordinances.



MLTA created videos to help Michigan residents understand the danger posed by unregulated short-term rentals.

We cannot rest on our past success! We need to **continue communicating** with lawmakers and **build grassroots support** for the campaign.

Here's three ways you can help!

1. **Learn more** at airbnbwatch.org/Michigan. (<https://airbnbwatch.org/in-your-area/michigan>)
2. While at the AirbnbWatch website, use the Phone2Action tool and **take action**. Ask your State Representative and State Senator to oppose HB 4503 and SB 329.
3. Visit the MLTA Facebook page or website to **share the videos** on your social media page. Additional videos are coming throughout the spring months.

Minimum Wage and Paid Sick Leave Ballot Proposals



Supporters of ballot proposals, to increase Michigan's minimum wage to \$12 by 2022, and to require employers to offer paid sick leave, are busy **raising money** and **gathering signatures** to get their issues on the ballot.

The proposals being considered would be the most restrictive of any enacted in the nation and would be **detrimental to Michigan's tourism economy!**

Ever wonder how these proposals get on the ballot? For proposed constitutional amendments, 315,654 valid voter signatures must be collected within 180 days and filed with the state by May 30, 2018.

It is very important to read ballot language circulators offer very carefully, and make sure your employees and others understand why these proposals are harmful to Michigan.

The best way to defeat these proposals is to keep them off the ballot!

Post-Labor Day School Start

The tourism industry has benefited significantly as families seized the opportunity to vacation in the warmer August weather.

Legislation is active in both the Michigan House and Senate that would remove the requirement for public schools to start after Labor Day.



Why does this matter? Since the full implementation of post Labor Day school start in 2006, **August** has supplanted July as **the top revenue producing month for Michigan's tourism industry**. Room sales for Michigan hotels increased over 40,000 room nights in the first year alone.

Although this legislation is not currently active, **stay tuned for Action Alerts** from MLTA.

When talking with your State Representative and State Senators, it's important to **help lawmakers understand the importance of the late summer tourism season to your business**.

Your Voice - Engage with Us!

A graphic featuring the words "TAKE ACTION!" written in a bold, red, hand-drawn font. A mouse cursor is visible over the letter 'A' in "TAKE".

We're your voice, but **we can't carry the message alone**.

Effective advocacy is a team effort. While MLTA provides direct lobbying and communicates our messages to lawmakers and to you, we can't do it alone.

Legislators need to hear from their constituents - the voters and businesses most impacted by the policies before them.

Phone2Action

Last fall, MLTA rolled out a **new tool** to make it **easier for you to connect with lawmakers** on key industry issues. Since that time 58 advocates have used the tool to send 163 messages to lawmakers on Post-Labor Day School (PLDS) start. Another 148 advocates have made 457 contracts with legislators on Short-Term Rentals.

Using Phone2Action is easy. Visit the MLTA website to access the [PLDS campaign](#), or the Airbnbwatch Michigan site to contact legislators on [short-term rentals](#).

Grassroots is the Key - Know Your Lawmakers

No matter what the issue, legislators want to know one thing on any issue before them. **How does it impact the voters and businesses in their district?** No one is better to answer this question than you. Consistent communication with lawmakers and building a relationship with them is vital to the future of our industry.

Stay tuned for Action Alerts from MLTA. When issues are moving in Lansing we'll

send an alert asking you to make specific contacts.

You don't have to wait for action to take a stand. The best strategy is to keep harmful issues from coming up. Take a moment today to contact your State Representative and State Senator. **Check in and let them know the issues on your radar!**

Action Gets Results

Earlier this month, MLTA sent an alert requesting action on an important reform under debate in Washington to protect your properties from frivolous lawsuits. Thank you for making those calls.

Our collective voices have been heard! The US House passed H.R. 620.

Michigan Lodging & Tourism Association

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A 112-year tradition of working to promote travel and tourism in Michigan.

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