

SENATE BILL NO. 635

October 30, 2025, Introduced by Senator ALBERT and referred to Committee on Government Operations.

A bill to amend 1989 PA 244, entitled
"Regional tourism marketing act,"
by amending section 2 (MCL 141.892), as amended by 2018 PA 466.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 2. As used in this act:

2 (a) "Assessment" means the amount levied against an owner
3 under this act.

4 (b) "Assessment revenues" means the money collected by a
5 regional marketing organization from the assessment, including any
6 interest and penalties on the assessment, imposed under this act.

1 (c) "Board" means the board of directors elected by the
2 members of a regional marketing organization.

3 (d) "Director" means the ~~president of the Michigan strategic~~
4 ~~fund or his or her~~ **director of the bureau of fair competition and**
5 **free enterprise created in section 7 of the economic development**
6 **fair competition and free enterprise act or the director's**
7 designee.

8 (e) "Master plan" means the comprehensive, long-range master
9 plan developed by the Michigan travel commission and the travel
10 bureau under section 2c of the Michigan tourism policy act, 1945 PA
11 106, MCL 2.102c.

12 (f) "Owner" means the owner of a transient facility that is
13 located within the regional assessment district or, if the
14 transient facility is operated or managed by a person other than
15 the owner, then the operator or manager of that transient facility.
16 Owner includes a person electing to come under the provisions of
17 this act pursuant to section 9.

18 (g) "Regional assessment district" means a region of this
19 state composed of a number of counties in which a regional
20 marketing organization operates. Regional assessment district does
21 not include a portion of the region that is a special charter,
22 fourth class city.

23 (h) "Regional marketing organization" means a nonprofit
24 corporation that promotes tourism within a region of this state.
25 Regional marketing organization includes only an organization that
26 has been operating for 10 or more years and that operates in a
27 region composed of 15 counties.

28 (i) "Room" means a room or other space provided for sleeping
29 that can be rented independently, including the furnishings and

1 other accessories in the room. Room includes, but is not limited
 2 to, a condominium or time-sharing unit that, pursuant to a
 3 management agreement, may be used to provide dwelling, lodging, or
 4 sleeping quarters for a transient guest.

5 (j) "Room charge" means the charge imposed for the use or
 6 occupancy of a room, excluding charges for food, beverages, state
 7 use tax, telephone service, or like services paid in connection
 8 with the room charge, and reimbursement of the assessment as
 9 allowed in section 6.

10 (k) "Transient facility" means a building or combination of
 11 buildings under common ownership, operation, or management that
 12 contains 10 or more rooms used in the business of providing
 13 dwelling, lodging, or sleeping to transient guests, whether or not
 14 membership is required for the use of the rooms. Transient facility
 15 includes a building or combination of buildings, the owner of which
 16 has elected to come under the provisions of this act pursuant to
 17 section 9. Transient facility does not include ~~a~~**any of the**
 18 **following:**

19 (i) **A** college or school dormitory. ~~+~~~~a~~

20 (ii) **A** hospital. ~~+~~~~a~~

21 (iii) **A** nursing home. ~~+~~~~a~~

22 (iv) **A** hospice. ~~+~~

23 (v) **Except as otherwise elected under section 9,** a building or
 24 combination of buildings that is otherwise a transient facility,
 25 but that is located within 1 mile of a ski lift as defined in
 26 section 2 of the ski area safety act of 1962, 1962 PA 199, MCL
 27 408.322. ~~+~~~~or~~~~a~~

28 (vi) **A** facility owned and operated by an organization qualified
 29 for an exemption from federal taxation under section 501(c) of the

1 internal revenue code **of 1986, 26 USC 501.**

2 (l) "Transient guest" means a natural person who occupies a
3 room in a transient facility for less than 30 consecutive days
4 regardless of who pays the room charge.

5 (m) "Tourism marketing program" means a program established by
6 a regional marketing organization to develop, encourage, solicit,
7 and promote tourism within a region of this state. The
8 encouragement and promotion of tourism includes a service,
9 function, or activity, whether or not performed, sponsored, or
10 advertised by a regional marketing organization, that intends to
11 attract transient guests to the regional assessment district.

12 (n) "Tourism marketing program notice" means the notice
13 described in section 3.

14 (o) "Travel bureau" means the Michigan travel bureau created
15 under section 2a of the Michigan tourism policy act, 1945 PA 106,
16 MCL 2.102a, **and renamed Travel Michigan by Executive Reorganization**
17 **Order No. 1997-1, MCL 2.111.**

18 Enacting section 1. This amendatory act does not take effect
19 unless Senate Bill No. 631 of the 103rd Legislature is enacted into
20 law.