

**REGIONAL CONVENTION AND TOURISM PROMOTION ACT (EXCERPT)**  
**Act 254 of 2010**

**141.1434 Marketing program; provisions.**

Sec. 4.

A marketing program may include all or any of the following:

- (a) Provisions for establishing and paying the costs of advertising, marketing, and promotional programs to encourage convention business and tourism in the assessment district.
- (b) Provisions for assisting transient facilities within the assessment district in promoting regional convention business and tourism.
- (c) Provisions for the acquisition of personal property considered appropriate by the bureau in furtherance of the purposes of the marketing program.
- (d) Provisions for the hiring of and payment for personnel employed by the bureau to implement the marketing program.
- (e) Provisions for contracting with organizations, agencies, or persons for carrying out activities in furtherance of the purposes of the marketing program.
- (f) Programs for establishing and paying the costs of research designed to encourage convention business and tourism in the assessment district.

**History:** 2010, Act 254, Imd. Eff. Dec. 14, 2010