

CONVENTION AND TOURISM MARKETING ACT (EXCERPT)
Act 383 of 1980

141.884 Marketing program; contents.

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 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: 1980, Act 383, Imd. Eff. Jan. 2, 1981