



MGCA

National Golf Course Owners Association Affiliate

October 8, 2019

Governor Gretchen Whitmer
P.O. Box 30013
Lansing, MI 48909

The Honorable Gretchen Whitmer,

I am reaching out to you today on behalf of the golf industry in Michigan. Your action last week to veto the \$37.5 million for Pure Michigan that was already approved by the legislature has shocked and surprised the Michigan golf industry. We are urging you to reconsider and work with the legislature to create a supplemental budget to continue \$37.5 million in funding for Pure Michigan.

Michigan has almost 820 courses and is ranked first in the nation overall in public golf courses. The total economic impact is \$4.2 billion. Golf courses employ 60,000 people that is representative of \$1.4 billion in wages paid annually.

The veto of the Pure Michigan funding will negatively impact the golf industry and tourism as a whole. Golf brings visitors to Michigan. For every \$1 spent in advertising, a total of \$9 came back in tax revenue (2018 MEDC Michigan Ad Effectiveness Study). Many of our golf facilities can directly correlate the increase in golf rounds as a result of the Pure Michigan advertising campaigns. One course's specific example is from Boyne Resorts. Of all the golf rounds, a few years ago 10% were from out of state now 35% are from out of state. Due to the Pure Michigan campaign.

For additional information, please feel free to contact me at 800-860-8575 or jpaisley@michigangca.org.

Cordially,

Jada Paisley, CMP
Executive Director
Michigan Golf Course Association

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The Voice of Michigan's Golf Business