

2017 Pure Michigan/Travel Michigan Partnerships (44)

Total Partnership Contribution \$5,530,176

Total Travel MI/MEDC Match \$4,180,176

5 - National Partners (matching \$) : \$2,500,000

- **Ann Arbor Convention and Visitors Bureau (CVB) Partnership**
Washtenaw County \$500,000
- **Grand Rapids CVB Partnership**
Kent County \$500,000
- **Great Lakes Region Bay CVB Partnership**
Midland, Saginaw & Bay Counties \$500,000
- **Traverse City CVB Partnership**
Grand Traverse County \$500,000
- **The Henry Ford** \$500,000
Henry Ford Museum of American Innovation,
Greenfield Village, Ford Rouge Factory Tour

39 - Regional Partners: \$3,030,176

TV & Radio Media Partners (matching \$) \$1,680,176
Passion Partners (no matching \$) \$1,350,000

- **Beachtowns Partnership -- \$50,000**
Van Buren, Allegan, Berrien, Ottawa, Muskegon, Oceana &
Mason Counties
Lake Effect & Scenic Route Passions
- **Port Huron Area CVB Partnership -- \$50,000**
St. Clair, Sanilac & Huron Counties
Lake Effect & Trails Passions

- **Charlevoix CVB Partnership – \$47,439**
Charlevoix County

Spring/Summer (S/S) radio	\$22,439
Lake Effect Passion	\$25,000

- **Cheboygan CVB Partnership – \$38,839**
Cheboygan County

S/S/Fall Radio	\$13,839
Nature Trails Passion	\$25,000

- **Coldwater CVB Partnership -- \$46,673**
Branch County

S/S Radio	
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- **Metro Detroit CVB Partnership – \$194,611**
Wayne, Macomb & Oakland Counties

S/S TV & Radio	\$144,611
Lake Effect & Urban Passions	\$ 50,000

- **Escanaba CVB Partnership – \$44,815**
Delta County

S/S/Fall Radio	\$19,815
Lake Effect passion	\$25,000

- **Frankenmuth CVB Partnership – \$122,367**
Frankenmuth / Saginaw County

S/S TV	
Fall Radio	

- **Gaylord CVB Partnership – \$74,821**
Otsego County

Fall Radio	\$24,821
Golf & Snow day Passions	\$50,000

- **Grand Rapids CVB Partnership - \$371,961**
Kent County

S/S/Fall TV	\$271,961
Lake Effect, Golf, DNA & Scenic Route Passions	\$100,000

- **Great Lakes Bay Region CVB Passions Partnership - \$150,000**
Midland, Saginaw & Bay Counties

Lake Effect, Golf, Nature Trails Fishing, Scenic Route, Snow Day Passions	
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- **Holland CVB Partnership – \$185,356**
Ottawa & Allegan Counties

S/S TV / Fall Radio	\$160,356
Scenic Route Passion	\$ 25,000

- **Jackson CVB Partnership - \$25,000**
Jackson County

Scenic Route Passion	
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- **Kalamazoo CVB Partnership – \$173,670**
Kalamazoo County

S/S/Fall Radio	\$123,670
Scenic Route & Trails Passions	\$ 50,000

- **Keweenaw Peninsula CVB Partnership – \$50,000**
Houghton & Keweenaw Counties

Lake Effect & Scenic Route Passions	
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- **Lansing CVB Partnership – \$25,000**
Ingham, Eaton & Clinton Counties

Urban DNA Passion	
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- **Ludington CVB Partnership – \$49,967**
Mason County

S/S Radio	\$24,967
Lake Effect Passion	\$25,000

- **Manistee CVB Partnership – \$75,000**
Manistee County

Lake Effect, Scenic Route & Snow Day Passions	
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- **Manistique City Partnership - \$11,543**
Schoolcraft County

S/S Radio	
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- **Michigan Adventure -- \$35,752**

S/S Radio	
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- **Michigan Apple Committee -- \$107,065**
Statewide

Fall Radio	
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- **Michigan Association of Recreation Vehicles and Campgrounds (MARVAC)**
\$25,000
Statewide

Lake Effect Passion

- **Michigan Wine Council -- \$86,835**
 - Statewide
 - S/S Radio \$61,835
 - Scenic Route Passion \$25,000

- **Michigan Snowsports Industries Association (MSIA) -- \$29,262**
 - Statewide
 - Winter Radio

- **Mt. Pleasant CVB Partnership -- \$40,507**
 - Isabella County
 - S/S Radio

- **Mt. Bohemia -- \$25,000**
 - Mt. Bohemia Adventure Resort / Keweenaw County
 - Lake Effect Passion

- **Muskegon CVB Partnership -- \$73,993**
 - Muskegon County
 - S/S Radio \$23,993
 - Scenic Route &
Snow Day Passions \$50,000

- **Petoskey Area CVB Partnership -- \$100,000**
 - Emmet County
 - Lake Effect, Golf, Nature Trails & Snow Day Passions

- **Porcupine Mountain Area CVB Partnership -- \$25,000**
 - Ontonagon County
 - Nature Trails Passion

- **Saugatuck CVB Partnership -- \$25,000**
 - Saugatuck/Douglas Area
 - Lake Effect Passion

- **Sault Ste. Marie CVB Partnership -- \$31,468**
 - Chippewa County
 - S/S Radio

- **Silver Lake Sand Dunes- Hart CVB Partnership -- \$25,000**

Oceana County
Lake Effect Passion

- **South Haven CVB – \$25,000**
Van Buren & Allegan Counties
Scenic Route Passion

- **St. Ignace CVB Partnership – \$154,716**
St. Ignace / Mackinac County
 - S/S/Fall/Winter Radio \$79,716
 - Lake Effect, Scenic Route
 - Snow Day Passions \$75,000

- **Southwest MI Tourist Council Partnership -- \$223,616**
Berrien County
Fall TV

- **City of Tecumseh Partnership – \$12,587**
Tecumseh / Lenawee County
S/S Radio

- **Traverse City CVB Passion Partnership - \$25,000**
Traverse County
Scenic Route Passion

- **Upper Peninsula CVB (UPTRA) / Mackinac Bridge Authority Partnership
\$100,000**

Lake Effect, Nature Trails, Scenic Route & Snow Day Passions

Entire UP/Counties: Mackinac, Chippewa & Luce (eastern) / Schoolcraft, Delta,
Ager, Menominee, Marquette, Dickerson combined (central) / Iron, Baraga,
Houghton, Keweenaw, Ontonagon & Gogebic (western)

- **Ypsilanti - \$72,313**
Ypsilanti / Washtenaw County
 - S/S Radio \$47,313
 - Nature Trails Passion \$25,000

Updated 2/27/2018