

MEDC's Tourism-Related, No-Bid Vendors



MEDC

State jobs agency, houses "[Travel Michigan](#)."

Hires [tourism consultants](#) without a bidding process.

[Documents](#) reveal MEDC wants analysis to help justify its budget.

Pure Michigan Fiscal Year 2017 Appropriation: \$34 million.



Longwoods International

MEDC no-bid contractor.

[Claims](#) Pure Michigan returned \$7.67 in state tax dollars for every \$1 invested in 2015.

[Refuses](#) to precisely explain methodology.

Old Longwoods web page titled "[Budget Justification](#)" cites example of how it helps government justify their spending (See MEDC, above).

Tourism Economics

MEDC no-bid contractor.

Does "economic modelling for estimates of tax ROI" for MEDC/Longwoods.

[Video](#) shows Sacks telling tourism officials of his firm's help to justify tourism promotion budgets.

MEDC [emails indicate he will help MEDC](#) rebut Mackinac Center findings.



Adam Sacks

D.K. Shifflet

MEDC [no-bid contractor](#).

CEO of Longwoods points to Shifflet paper to suggest Longwoods technique is sound.



George Zimmerman

Travel Michigan

George Zimmerman, then VP of Travel Michigan, [justifies Longwoods International findings](#) in 2011 by pointing to a "[validation](#)" study by Certec, Inc.,

The 2007 Certec, Inc. study was [purchased by the MEDC](#) on a no-bid basis.

George Zimmerman [now works for Longwoods International](#), USA.

Certec, Inc.

MEDC no-bid contractor.

Travel Michigan's George Zimmerman [cites Certec, Inc.](#), to defend/justify findings of Longwoods International.

James Carr is co-author of 2007 Longwoods [validation study](#).

Carr is also a former VP with Longwoods International.