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
  Henry Ford Museum of American Innovation,
  Greenfield Village, Ford Rouge Factory Tour $500,000

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

- 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
- **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

- **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

- **Lansing CVB Partnership – $25,000**
  Ingham, Eaton & Clinton Counties
  Urban DNA Passion

- **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

- **Manistique City Partnership - $11,543**
  Schoolcraft County
  S/S Radio

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

- **Michigan Apple Committee -- $107,065**
  Statewide
  Fall Radio

- **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 $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