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.

**D.K. Shifflet**
MEDC no-bid contractor.
CEO of Longwoods points to Shifflet paper to suggest Longwoods technique is sound.

**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.

**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.