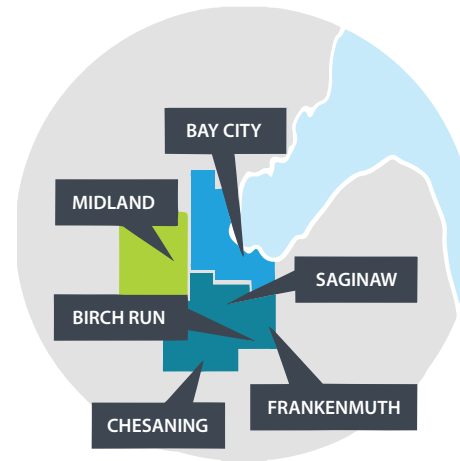


Great Lakes Bay Region, Michigan

Detailing a Legislative Guide



A map details the three counties that the Great Lakes Bay Regional CVB represents.



Keeping in tune with its proactive approach in 2009 to regionalize three DMOs around the Great Lakes Bay in Michigan, the Great Lakes Bay Regional CVB later published a comprehensive guide to continue engaging its stakeholders in travel and tourism-related legislation. Sharing its expertise and experience through the Legislative Guide helped establish the CVB as a leader in advancing the legislative agenda and as a key contributor to the Region and State's economic growth.

Regionalizing the Bay

2009 marked an important summer for the Great Lakes Bay region of Michigan, as three of the area's DMOs in Bay, Midlands, and Saginaw Counties embarked on a mission to establish a single convention and visitors bureau to represent and market the entire region to investors, industry, and visitors.

The effort coincided with similar collaborative initiatives through the Great Lakes Bay Regional Alliance (GLBRA). The GLBRA office helps coordinate activities of the three counties' economic development

offices and chambers of commerce.

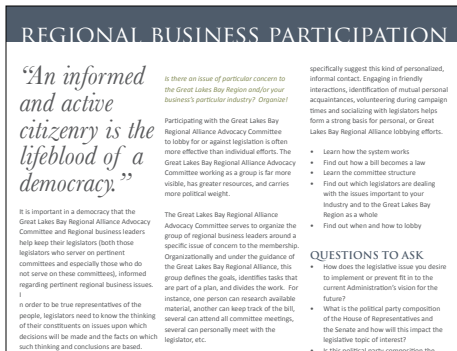
By September, the regional CVB was well on its way towards formalization, under the guidance of a dedicated task force that would work towards the government ratification.

The Great Lakes Bay Regional CVB was officially established in 2011 and maintains a seat in the GLBRA Executive Committee.

Providing a Roadmap

Taking the lead on an unprecedented collaboration between several counties required

Pages from the Great Lakes Bay Regional Alliance Legislative Guide covering topics from the organization of Michigan's State Government to sample legislative strategies.



the alliance to provide not only the vision, but also an actionable roadmap.

The task force found that publishing a guide would help educate and mobilize fellow Michigan-based CVBs and industry representatives around the legislative process during the regionalization process.

Powering an Education & Information Engine
Says Annette Rummel, President

& CEO of the Great Lakes Bay Regional CVB, of the organization's stance on advocacy, "We accept the responsibility of being the tourism legislative champion. The DMO's role is to actively initiate communication with elected officials on all levels of government depending on the issue at hand."

The organization accomplishes this primarily by:

- Actively sharing information directly to elected officials and their staff.
- Hosting community gatherings.
- Providing presentations.
- Conducting legislative familiarization tours that highlight the top issues to be addressed within the fiscal year.

Moreover, the CVB collaborates on non-tourism issues as well, actively supporting those legislative issues that impact other types of commerce within the region.

Legacy of Leadership
Following the successful formation of the new Great Lakes Bay Regional CVB, the Legislative Guide remains a valuable resource and vehicle to share the organization's approach with fellow industry members and those outside of the tourism industry. The CVB continues to lead activities to formulate legislation that benefits the industry, and serves to opposition legislation that would negatively impact it. •

Words from a DMO Advocate

Annette Rummel

**President & CEO
Great Lakes Bay Regional
Convention & Visitors Bureau**

What was the biggest win from the Legislative Guide?

The biggest win from our legislative effort was the formation of the new regional DMO.

The biggest win from the guide being written was the ability to share our approach with fellow industry members as well as those outside the tourism industry.

My hope is that this Legislative Guide will provide some assistance with the legislative actions other DMOs undertake.

What words of advice do you have for fellow DMOs looking to impact legislation?

There are so many ways to achieve success in the area of advocacy. The important thing to remember is to clearly identify what you desire and move through the process showing respect for the elected officials and their staff members regardless if they agree with your position or not.

What's next on your



advocacy agenda to tackle?

Currently, the highest priority is to gain greater public access to Saginaw Bay.

The project will require cooperation with the Michigan Department of Natural Resources, and involve support from the bipartisan Great Lakes Bay Regional Caucus of Michigan elected State Representatives and Senators.

The bureau will play an active but supportive role in both these projects. •



After serving as President/CEO of the Saginaw County Convention & Visitors Bureau since 2003, Annette Rummel became President/CEO of the Great Lakes Bay Regional Convention & Visitors Bureaus of Bay County, Midland County and Saginaw County in September 2009.

Prior to this, Annette served as the President/CEO of the Frankenmuth Chamber of Commerce and Convention & Visitors Bureau since 1986 and has served the Michigan travel and tourism industry for more than 30 years.

Annette is a graduate of Delta College, Northwood University, and received her Master of Science from Rochester Institute of Technology and her Ph.D. from Michigan State University from the School of Agriculture and Natural Resource in the area of Park, Recreation, and Tourism Resource Studies.

William G. and Annette M. Rummel reside in Frankenmuth. They are the parents of two daughters. William and Annette Rummel and their daughters are members of St. Lorenz Lutheran Church.

NATIONAL TRAVEL & TOURISM WEEK



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The first full week of May is annually recognized as National Travel and Tourism Week. The U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies. Each year, localized events are presented in cities, states and travel businesses nationwide to champion the power of travel.

Learn more here: <http://www.ustravel.org/marketing/national-travel-and-tourism-week>

Keep up with stories from the DMAI's series "Travel & Tourism Advocacy in Action" throughout National Travel and Tourism Week. You can find all case studies on our blog at <http://www.destinationmarketing.org/blog>.

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May 20 at 1:30 PM EDT

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