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MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

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November 30, 2016

Michael LaFaive  
Director of the Morey Fiscal Policy Initiative  
Mackinac Center for Public Policy  
140 W. Main Street  
Midland, MI 48640

Dear Mr. LaFaive:

Thank you for your interest in the Pure Michigan campaign. While I appreciate your invitation to debate yourself and Michael Hicks on the effectiveness of our campaign, I must respectfully decline.

In your letter you indicate lawmakers, journalists and the public have an interest in the issue. We agree, which is why we have provided many presentations on this very topic to the legislature over the years, have done countless media interviews both on the Longwoods study and the overall impact of the campaign and regularly discuss our data when speaking at public meetings, forums and events. There is already an extensive public record on the matter.

We stand by our research, which was conducted by an industry leader in the field. Further, we use that research not simply to obtain a ROI number, but to gain insights and improve the campaign and continue to grow the tourism industry, and economy, in this state. Those are simply the facts and not a debatable issue.

We are always willing to have open dialogue and conversations about the Pure Michigan campaign. But as your letter and previous posts on the topic clearly illustrate, this invitation is not about expanding knowledge, but rather providing a platform to push a specific position and agenda. As a result, I believe a debate would not be a productive use of our time and resources.

I wish you all the best.

Sincerely,



Dave Lorenz  
Vice President, Travel Michigan

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