This new tax revenue would be generated without additional strain on the State General Fund, as all policy proposals for Problem 3 are revenue neutral and only require the bonding authority of the State to construct the limited access toll road that will be operated and maintained by a private-public partnership. In fact, we predict that the new tax revenue collected from non-resident tourists will offset the current costs of the Pure Michigan campaign in the new out-of-state metropolitan regions.

Through the collaboration with the major airlines that service Michigan regional airports, and forming a P3 to construct a limited access toll road and tailoring the placement of Pure Michigan advertisements in major metropolitan regions, we will create an opportunity for the State of Michigan to increase our economic viability in tourism.

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