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Detroit Metro Convention & Visitors Bureau Fact Sheet

Overview: The Detroit Metro Convention & Visitors Bureau (DMCVB) is to market and sell the Detroit metropolitan region to business and leisure visitors in order to maximize economic impact. In collaboration with partners, stakeholders and customers, the purpose of the DMCVB is to champion the continuous improvement of the region as a dynamic and memorable tourism destination.

The brand positioning "D. Cars, Culture, Gaming, Music, Sports," tells the story of what Detroit represents and what there is to do. Detroit is a city of triumphs, a city of struggles, and a city with enough imagination to power the nation. Here, the car claims center stage. The music runs deep. Sports are pursued with a passion. The culture is cooking. And the gaming is good. Trace cool to its source and sooner or later you find your way to Detroit. No other great American city puts out so much vibrant style. Wherever you're from, Detroit has something to show you. It's the place to come to get caught up on the latest — and leave feeling like you're in the know.

The year 1896 was an incredible period for the city of Detroit. It was the year of the "horseless carriage," which would eventually make Detroit the automotive capital of the world. It was also the year prominent Detroit journalist Milton Carmichael revved up an equally important invention - the world's first convention & visitor's bureau. At that time, spending money to bring conventions to a city was a questionable endeavor and, just like the automobile, the Bureau experienced a bumpy start. But soon the Bureau had proved itself and was on the road to continuing success. In fact, the formula was so successful that similar organizations in virtually every major city worldwide would use the Detroit Bureau as their model. Since its inception, the DMCVB has played an active role in the Detroit area's growth. In the 1920s the Bureau was involved in the original plan for the region's Civic Center, a project that would come full circle decades later when the DMCVB played a role in the expansion of that center's current incarnation: Cobo Conference/Exhibition Center.

Funding:

The DMCVB is neither a branch of any government nor a charitable foundation. It is an independent, nonprofit economic development organization which receives its funding from several sources, including:

- A 2 percent assessment (not a tax) on all hotels and motels with 35 or more transient rooms in Wayne, Oakland and Macomb Counties
- Membership dues from the corporate community, private sector, trade and service organizations

For more information visit: <http://www.visitdetroit.com>