



MICHIGAN SENATE

Appropriations Requests for Legislatively Directed Spending Items

Date Submitted: 01/28/2026

1. Sponsoring legislator's full name:

Senator Michael Webber

2. Cosponsoring legislators' names (if applicable):

N/A

3. Intended legislatively directed spending item recipient:

Detroit Auto Dealers Association

4. Physical address of legislatively directed spending item recipient and the intended location of the project or activity:

1900 W Big Beaver Rd. Suite 100 Troy, MI 48084

5. The recipient's employer identification number:

0477180

6. Requested amount of the legislatively directed spending item:

\$1,500,000.00

7. What is the purpose and how does the legislatively directed spending item provide a public benefit that is an appropriate use of taxpayer money?

The Detroit Auto Show is a world-renowned automotive event that draws global attention and drives significant economic activity in Michigan. Each year, the show attracts hundreds of thousands of attendees, including industry professionals, media, and consumers, helping to cement Detroit's position as the heart of the global automotive industry. To maximize its potential and ensure the continued success of the show, we are requesting \$1.5 million in state funding to underwrite the cost of renting Huntington Place and covering critical operational expenses. This support will enable us to offer complimentary exhibit space to Original Equipment Manufacturers (OEMs), suppliers, and innovators—encouraging greater investment in high-impact, immersive displays that showcase Michigan's leadership in mobility, sustainability, and education. The requested funding will be allocated as follows: • Convention

Center Rental Costs – \$500,000 • Operational & Infrastructure Expenses (security, medical, electricity) – \$500,000 • Logistics (labor, construction, and installation of flooring, lighting, displays) – \$500,000 Economic and Community Impact: • Increased Tourism Revenue: The event attracts hundreds of thousands of visitors, boosting regional businesses, hotels, and restaurants. • Job Creation: Supporting direct and indirect employment in event production, hospitality, marketing, and logistics. • Boost to the Automotive Industry: Enhancing brand engagement, fostering B2B relationships, educational opportunities, and encouraging consumer vehicle purchases. • Enhanced Reputation of the Region and State: Continues to position the state as the world leader in automotive innovation and industry development ROI for the State: • Projected economic impact of \$200 - \$400 million in direct and indirect DAS spending. • Increased tax revenue from heightened business activity and tourism. • Strengthened partnerships with automotive manufacturers and suppliers, fostering long-term industry engagement. • Enhanced cultural, educational and technological prestige for the state as a hub for automotive excellence. Note: This funding was cut in the FY 25 work projects

8. Has the legislatively directed spending item previously received or been awarded any of the following types of funding in the past 5 years? If so, how much? Check all that apply:

State

Amount

\$1,500,000.00

9. Estimated time frame for completion of the legislatively directed spending item project:

FY 26

10. Is the recipient a nonprofit corporation?

Yes

Additional Information for Nonprofit Corporations (if applicable)

The answer to questions 1 to 3 must be "Yes" for the nonprofit corporation to qualify for a legislatively directed spending item.

1. Has the nonprofit corporation continuously operated in this state for the preceding 36 months?

Yes

2. Has the nonprofit corporation had a physical office in this state for not less than the preceding 12 consecutive months?

Yes

3. Does the organization have a board of directors?

Yes

4. List all of the officers and active members on the board of directors:

Lincoln Phillip President, Katie Coleman Vice President, Ed Jolliffe
Treasurer/Secretary, Sam Klemet, Executive Director - Detroit Auto Show

Certification By Sponsoring Legislator

"I certify that my immediate family members, legislative staff members, and I have no direct or indirect pecuniary interest in the requested legislatively directed spending item."

"I certify that the intended recipient of this legislatively directed spending item is not a for-profit entity."

*"I certify that the information in this form is true to the best of my knowledge."
Senator Michael Webber*