

## **EXECUTIVE SUMMARY**

### **Recommend Approval of Proclamation for National Tourism Week**

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**OBJECTIVE:** Recommendation for Adoption of Proclamation for National Tourism Week.

**CONSIDERATIONS:** Annually we ask the Collier County Commission, the Naples City Council and the Marco Island City Council to adopt a Proclamation recognizing the contributions of the tourism industry on Collier County. This Proclamation will be read at the Ninth Annual Tourism Awards Luncheon on May 11, 2011. Staff has drafted the attached Proclamation for 2011 and will submit it to the BCC office for adoption at the April 12, 2011 County Commission meeting if so recommended by the TDC.

**FISCAL IMPACT:** There is no fiscal impact from this action.

**RECOMMENDATION:** Staff recommends adoption of the Proclamation for National Tourism Week.

**PREPARED BY: Jack Wert, Tourism Director**

**PROCLAMATION**

***WHEREAS, the travel and tourism industry is the largest industry throughout Florida, employs more than 1 million people, and produces more than \$65 billion in travel-related spending in Florida; and,***

***WHEREAS, the travel and tourism industry supports the vital interests of Collier County, Florida and the United States, contributing over 30,000 jobs and nearly \$900 million in wages to our community, economic prosperity, peace, understanding, and goodwill; and,***

***WHEREAS, 1.4 million visitors contributed nearly \$1.2 billion dollars to the economy of Collier County in 2010; and,***

***WHEREAS, it is in the best interest of the citizens of Collier County to be informed of the direct and indirect benefits derived from visitors to our community; and,***

***WHEREAS, in acknowledgement of Collier County's outstanding beaches; golf; shopping; restaurants; art and culture and nature activities, travel and tourism is a vital economic engine to our community and to the quality of life of our citizens; and,***

***WHEREAS, May 7<sup>th</sup> through May 13<sup>th</sup>, 2011 is being observed throughout the state of Florida and the U.S. as National Tourism Week; and,***

***WHEREAS, in view of the outstanding economic, social, and cultural contributions of the travel and tourism industry to the citizens of Collier County, it is fitting that we recognize the importance of this industry to our community.***

***NOW THEREFORE, be it proclaimed by the Board of County Commissioners of Collier County, Florida, that May 7<sup>th</sup> through May 13<sup>th</sup>, 2011 be designated as***

***TOURISM WEEK IN COLLIER COUNTY***

***DONE AND ORDERED THIS \_\_\_\_th Day of April, 2011.***

***BOARD OF COUNTY COMMISSIONERS  
COLLIER COUNTY, FLORIDA***

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***FRED COYLE, CHAIRMAN***

***ATTEST:***

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***DWIGHT E. BROCK, CLERK***