

EXECUTIVE SUMMARY

Recommendation to Approve Proclamation for National Tourism Week

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

CONSIDERATIONS: Annually, staff requests that the Board of County Commissioners, the Naples City Council and the Marco Island City Council adopt a Proclamation recognizing the contributions of the tourism industry on Collier County. The week of May 4 – 12, 2013 has been designated as National Tourism Week. This Proclamation will be read at the Eleventh Annual Tourism Awards Luncheon on May 8, 2013. Staff has drafted the attached Proclamation for 2013 and will submit it to the BCC office for adoption at an April County Commission meeting if so recommended by the TDC.

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

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan related to this action.

RECOMMENDATION: That the Tourist Development Council recommends adoption of the Proclamation for National Tourism Week.

PREPARED BY: Jack Wert, Tourism Director

PROCLAMATION

WHEREAS, tourism is the State of Florida's No. 1 industry, responsible for welcoming 89.3 million visitors in 2012 who spent \$71.8 billion, generating 23 percent of the state's sales tax revenue and employing more than one million Floridians;

WHEREAS, the travel and tourism industry supports the vital interests of Collier County, Florida and the United States, supporting over 32,300 jobs and nearly \$1 Billion in wages to our community, economic prosperity, peace, understanding, and goodwill; and,

WHEREAS, 1.57 million visitors contributed nearly \$1.4 billion dollars to the economy of Collier County in 2012; 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; dining; arts, heritage, 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 4th through May 12th, 2013 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 4th through May 12th, 2013 be designated as

TOURISM WEEK IN COLLIER COUNTY

DONE AND ORDERED THIS ___th Day of April, 2013.

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

GEORGIA HILLER, CHAIRWOMAN

ATTEST:

DWIGHT E. BROCK, CLERK