

EXECUTIVE SUMMARY

Recommendation to Adopt a Proclamation for National Travel & Tourism Week 2015

OBJECTIVE: Recommendation for Adoption of Proclamation for National Travel & Tourism Week, May 2-10, 2015.

CONSIDERATIONS: Annually, staff requests that the Board of County Commissioners (BCC) adopt a Proclamation recognizing the contributions of the tourism industry in Collier County. The week of May 2 – 10, 2015 has been designated as National Travel & Tourism Week. This Proclamation will be presented at the Board of County Commissioners meeting on April 28, 2015 and accepted by the tourism staff.

Staff has drafted the attached Proclamation for 2015 and will submit it to the BCC office, for adoption by the BCC, 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 a Proclamation for National Tourism Week 2015.

PREPARED BY: Jack Wert, Tourism Director

PROCLAMATION

WHEREAS, tourism is the No. 1 industry in the State of Florida's, responsible for welcoming 97.3 million visitors in 2014 who spent \$82 billion and generated 23 percent of the state's sales tax revenue and employed more than 1.1 million Floridians;

WHEREAS, the hospitality and tourism industry supports the vital interests of Collier County, Florida and the United States, supporting over 35,300 jobs and over \$1 Million in wages in our community, generating economic prosperity, peace, understanding, and goodwill; and,

WHEREAS, 1.8 million visitors contributed over \$1.8 billion dollars to the economy of Collier County in 2014; and,

WHEREAS, it is in the best interest of the citizens of Collier County to be informed of the many 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, hospitality and tourism is a vital economic engine to our community and to the quality of life of our citizens; and,

WHEREAS, May 2nd thorough May 10th, 2015 is being observed throughout the state of Florida and the U.S. as National Travel and 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 2nd through May 10th, 2015 be designated as

TRAVEL AND TOURISM WEEK IN COLLIER COUNTY

DONE AND ORDERED THIS 28th Day of April 2015.

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

Tim Nance, Chairman

ATTEST:

DWIGHT E. BROCK, CLERK