

## **EXECUTIVE SUMMARY**

### **Recommendation to Approve Proclamation for National Tourism Week 2014**

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**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 3 – 11, 2014 has been designated as National Tourism Week. This Proclamation will be read at the Twelfth Annual Tourism Awards Luncheon on May 6, 2014 at the New Hope Event Center, 7675 Davis Blvd., Naples.

Staff has drafted the attached Proclamation for 2014 and will submit it to the BCC office, Naples City Council and Marco City Council for adoption at a March or April 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 2014.

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

**PROCLAMATION**

***WHEREAS, tourism is the No. 1 industry in the State of Florida's, responsible for welcoming 94.5 million visitors in 2013 who spent \$80.1 billion, generating 23 percent of the state's sales tax revenue and employing more than one million Floridians;***

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

***WHEREAS, 1.7 million visitors contributed over \$1.6 billion dollars to the economy of Collier County in 2013; 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, hospitality and tourism is a vital economic engine to our community and to the quality of life of our citizens; and,***

***WHEREAS, May 3<sup>d</sup> through May 11<sup>th</sup>, 2014 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 3<sup>th</sup> through May 11<sup>th</sup>, 2014 be designated as***

***TOURISM WEEK IN COLLIER COUNTY***

***DONE AND ORDERED THIS \_\_\_th Day of March, 2014.***

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

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***Tom Henning, Chairman***

***ATTEST:***

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