

City of Gainesville, Florida

Office of Mayor Craig Lowe
PROCLAMATION

WHEREAS, tourism is Florida's number 1 industry with 87.3 million visitors in 2011, a record number! Florida is the top travel destination in the world; the tourism industry has an economic impact of \$67 billion on Florida's economy, generating 23 percent of the state's sales tax revenue and employing more than 1 million Floridians; and

WHEREAS, funding for top national destinations should include Florida and Gainesville, and Florida Tourism Day will remind state and local officials of the importance of tourism both across the state and in the City of Gainesville; and

WHEREAS, for every \$1 spent on tourism marketing, VISIT FLORIDA, the state's official tourism marketing corporation, generates more than \$258 in tourism spending and \$15 in new sales tax collections, paid by visitors, not residents; and

WHEREAS, in 2011 alone, tourism returned \$4 billion to Florida in tax revenue and \$67.2 billion in direct economic impact; and

WHEREAS, VisitGainesville is the official tourism sales and marketing organization for Gainesville and Alachua County. In partnership with the City of Gainesville Parks, Recreation and Cultural Affairs Department, the City and VisitGainesville work together to strengthen our local economy, to assure continued investment in tourism marketing to bring visitors to Alachua County and the City of Gainesville.

NOW, THEREFORE, I, Craig Lowe, by the authority vested in me as Mayor of the City of Gainesville, do hereby proclaim March 13, 2013 as

Florida Tourism Day

in the City of Gainesville and invite all our citizens to join me in supporting tourism marketing, by celebrating Florida Tourism Day and joining with the representatives from Alachua County and the City at the Capitol on March 13, 2013 to further the development and awareness of tourism in Alachua County and in the City of Gainesville.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the official seal of the City of Gainesville, Florida, this 27th day of February, C.E., 2013.

*Craig Lowe
Mayor*