



PROCLAMATION

WHEREAS, travel contributes to personal growth, health, professional advancement, education, cultural understanding and the enhancement of America’s image around the world; and

WHEREAS, the travel industry ranks as the 2nd largest employer in Colorado and is currently the leading job creator in our state; and

WHEREAS, travel to and within the United States provides significant economic benefits for the nation, including direct expenditures by domestic and international travelers totaling \$704 billion. Fort Collins tourism generates over \$11 million in City sales tax revenue and employs over 1,500 of our citizens; and

WHEREAS, the U.S. Congress passed, and the President signed into law, the Travel Promotion Act creating a new, nationally coordinated communications and promotion program to attract millions of new international visitors and create thousands of new U.S. jobs; and

WHEREAS, travel and tourism affects all of our community by providing customers for locally-owned businesses, generates a positive image of our city on a national and international scale and supports not only business, but art, education and our unique Fort Collins culture

NOW, THEREFORE, I, Mayor Karen Weitkunat, Mayor of the City of Fort Collins, do hereby proclaim May18-24, 2013 as

“I AM TOURISM WEEK”

in Fort Collins, and urge the citizens of Fort Collins to join in this special observance with appropriate events and recognition, kicking off the traditional tourism season and welcoming visitors to our community.

IN WITNESS WHEREOF, I have hereunto set my hand and the seal of the City of Fort Collins this 7th day of May, A.D. 2013.

Mayor

ATTEST:

City Clerk