



PROCLAMATION

WHEREAS, Fort Collins is a place where partners such as Visit Fort Collins offer travel and tourism efforts that help local businesses thrive and bring visitors to safely enjoy our beautiful community; and

WHEREAS, National Travel and Tourism Week recognizes the hard work and spirit of tourism of many in our community who contribute to the long-term economic health and vitality of Fort Collins; and

WHEREAS, the mission of Visit Fort Collins is to lead the region in safely attracting visitors for a diverse set of experiences, facilitating the highest quality visitor experience in order to enhance the area's economy and quality of life for residents; and

WHEREAS, tourism attributes 5,359 jobs in Fort Collins, generated \$7.7 million dollars in sales tax, and had an overall \$360 million in economic impact based on a 2023-2024 study; and

WHEREAS, as a result, money is being spent in Fort Collins and stays in the community to provide basic City services.

NOW, THEREFORE, I, Emily Francis, Mayor of the City of Fort Collins, do hereby proclaim May 3 - 9, 2026, as

NATIONAL TRAVEL AND TOURISM WEEK

IN WITNESS WHEREOF, I have hereunto set my hand and the seal of the City of Fort Collins this 5th day of May, 2026.

Mayor

ATTEST:

City Clerk