



PROCLAMATION

WHEREAS, Fort Collins is a place where partners such as Visit Fort Collins offer 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 4,197 jobs in Fort Collins, generated \$10.0 million dollars in sales tax, and had an overall \$346.3 million in economic impact based on a 2020 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 Pro Tem of the City of Fort Collins, do hereby proclaim May 19 through 25, 2024, 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 7th day of May, 2024.

Mayor Pro Tem

ATTEST:

Interim City Clerk