

PROCLAMATION

WHEREAS, the term "Travel and Tourism Industry" is commonly used to describe firms that provide travel, lodging, food, and entertainment services to travelers and encompasses all businesses and agencies that provide guest and travel related services such as hotels, motels, resorts, private clubs, restaurants, convention and meeting planners, air travel, tour operations, cruise lines, attractions, and theme parks; and

WHEREAS, tourism is the single largest industry throughout Florida and attracts more than 8,000,000 visitors to Volusia County each year. These visitors annually spend more than \$4.6 billion in the county and generate approximately 40% of the county's sales tax revenue; and

WHEREAS, the tourism and hospitality industry employs more than 42,000 residents with a payroll that exceeds \$525 million; and

WHEREAS, local residents receive numerous quality of life enhancements provided by the tourism industry to include shopping, dining, and local attractions; and

WHEREAS, a strong and secure tourism industry impacts our community with considerable and wide-ranging benefits and it is in everyone's interest to be informed of the direct and indirect benefits of tourism; and

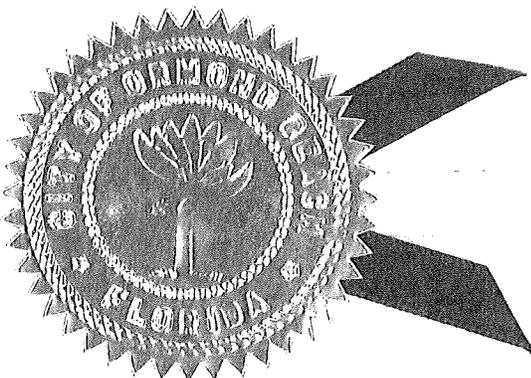
WHEREAS, in essence, tourism is an enormous industry that is vital to the economic stability and growth of Ormond Beach and contributes substantially to its cultural and social well being;

NOW, THEREFORE, I, Fred Costello, Mayor of the City of Ormond Beach, Florida, do hereby proclaim May 8-16, 2010, as

TRAVEL AND TOURISM WEEK

in the City of Ormond Beach and urge all residents to join with me in recognizing and promoting the benefits of tourism to the community.

IN WITNESS WHEREOF, I hereunto set my hand and cause the seal of the City of Ormond Beach, Florida, to be affixed this 11th day of May in the year of our Lord, Two Thousand Ten.





FRED COSTELLO
Mayor