

# PROCLAMATION

## BOARD OF COUNTY COMMISSIONERS OF MARION COUNTY, FLORIDA

**WHEREAS**, travel and tourism is a major economic driver nationwide, generating \$2.8 trillion in economic output and supporting 15 million American jobs. In Florida, tourism is the state's number one industry, welcoming 143 million visitors in 2024—and helping make Florida one of the few states with no income tax; and

**WHEREAS**, in Marion County, travel and tourism support approximately 10,400 industry jobs, offset more than \$470 in annual household taxes, and welcome over 1.4 million visitors who spend an estimated \$700 million—resulting in over \$1 billion in local economic impact; and

**WHEREAS**, tourism revenue contributes significantly to Marion County’s penny and half-cent sales taxes, funding essential public services such as public safety equipment, transportation infrastructure, and school construction, renovation, and maintenance; and

**WHEREAS**, public relations tourism marketing efforts generated \$6.4 million in earned media value, reached over 1 billion people, and delivered an estimated \$67.8 million in event-related impact, with a return of \$66 in visitor spending for every \$1 invested; and

**WHEREAS**, travel and tourism contribute to sustainable quality growth and serve as a catalyst for advancing our community, state, and nation through increased economic prosperity;

**NOW THEREFORE**, the Board of County Commissioners of Marion County, Florida, by virtue of the authority vested in us do hereby proclaim **May 4<sup>th</sup> through May 10<sup>th</sup>, 2025** as

**“NATIONAL TRAVEL AND TOURISM WEEK”**

**DULY PROCLAIMED** this 6<sup>th</sup> day of May, 2025.

**BOARD OF COUNTY COMMISSIONERS  
MARION COUNTY, FLORIDA**

\_\_\_\_\_  
KATHY BRYANT, CHAIRMAN

\_\_\_\_\_  
CARL ZALAK, III, VICE CHAIR

\_\_\_\_\_  
MICHELLE STONE, COMMISSIONER

\_\_\_\_\_  
CRAIG CURRY, COMMISSIONER

**ATTEST:**

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GREGORY C. HARRELL, CLERK

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MATT MCCLAIN, COMMISSIONER