

# PROCLAMATION

## BOARD OF COUNTY COMMISSIONERS OF MARION COUNTY, FLORIDA

**WHEREAS**, travel and tourism is a major economic driver nationwide, generating \$13 billion in economic output and supporting nearly 80,000 American jobs. In Florida, tourism is the state’s number one industry, welcoming 143 million visitors in 2025 -- and helping make Florida one of the few states with no income tax; and

**WHEREAS**, in Marion County, travel and tourism support approximately 8,670 industry jobs, offsets more than \$453 in annual household taxes, and welcome over 1.4 million visitors who spend an estimated \$664 million – resulting in nearly \$1 billion in local economic impact; and

**WHEREAS**, tourists contribute significantly to Marion County’s penny and half-cent sales taxes, helping to fund essential public services such as public safety equipment, transportation infrastructure, and school construction, renovation, and maintenance; and

**WHEREAS**, public relations tourism marketing efforts generated more than \$11.5 million in earned media value, reaching nearly 1 billion individuals. Funded events alone generated an estimated impact of \$62.8 million in Marion County. Every \$1 spent by the Visitors and Convention Bureau in marketing results in \$49 in visitor spending; 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 3<sup>rd</sup> – May 9<sup>th</sup>, 2026** as

**“NATIONAL TRAVEL AND TOURISM WEEK”**

**DULY PROCLAIMED** this 5<sup>th</sup> day of **May, 2026**.

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

\_\_\_\_\_  
CARL ZALAK III, CHAIRMAN

\_\_\_\_\_  
MATT MCCLAIN, VICE CHAIR

\_\_\_\_\_  
KATHY BRYANT, COMMISSIONER

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MICHELLE STONE, COMMISSIONER

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CRAIG CURRY, COMMISSIONER

**ATTEST:**

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GREGORY C. HARRELL, CLERK