

Office of the Mayor



Proclamation

WHEREAS, the travel and tourism industry is a cornerstone of Sarasota County's economy, generating \$3.9 billion in total economic impact and supporting 28,600 local jobs, making it vital to the region's prosperity and workforce; and

WHEREAS, for every 95 visitors who choose to vacation in Sarasota County, one local job is supported—contributing \$859 million in local wages and strengthening businesses across multiple sectors, including restaurants, retail, arts and culture, and transportation; and

WHEREAS, visitor spending contributes significantly to public funding, with millions in Tourist Development Tax—paid exclusively by visitors—allocated to steward world-class amenities like our beaches, parks, arts, sports facilities, and community infrastructure; and

WHEREAS, the Tourist Development Tax reinvests visitor dollars to support local jobs, reduce the tax burden on residents by an estimated \$818 annually, and fund beaches, cultural programs, and community enhancements—reflecting how tourism is designed to benefit residents first; and

WHEREAS, strategic investment in tourism promotion, through agencies like Visit Sarasota County, helps balance visitation throughout the year, supporting workforce stability, small businesses, and a sustainable visitor economy, with every \$1 invested in marketing generating \$156 in visitor spending; and

WHEREAS, National Travel and Tourism Week highlights the essential role of travel in driving economic opportunity, enhancing quality of life, and sustaining vibrant communities across the nation and in Sarasota County.

NOW THEREFORE, I, Nick Pachota, Mayor of the City of Venice, on behalf of the Venice City Council, do hereby proclaim May 3rd through May 9th, 2026 as

National Travel and Tourism Week

in the City of Venice and encourage residents, businesses, and community leaders to recognize and celebrate the vital contributions of the travel and tourism industry to our local economy and quality of life.

In Witness Whereof, I have hereunto
set my hand and caused the Seal
of the City of Venice to be affixed
this 28th day of April, 2026.

Nick Pachota, Mayor