



REQUEST FOR BOARD ACTION

ITEM NO. 2.

DATE OF MEETING: May 2, 2011

REQUESTED BY: Monique Baker, Tourism Development Authority (TDA) Director

SHORT TITLE: Resolution to Adopt Proclamation by the Pender County Board of Commissioners: Travel and Tourism Week in Pender County: May 7-15, 2011

BACKGROUND: The attached proclamation is provided to the Board of Commissioners for approval in recognition of Travel and Tourism Week in Pender County for the week of May 7-15, 2011.

SPECIFIC ACTION REQUESTED: To consider a resolution adopting the proclamation entitled "Proclamation by the Pender County Board of Commissioners, Travel & Tourism Week in Pender County North Carolina, May 7-15, 2011."

COUNTY MANAGER'S RECOMMENDATION

Respectfully recommend approval.

RB
Initial

RESOLUTION

NOW, THEREFORE BE IT RESOLVED by the Pender County Board of Commissioners that:

the proclamation entitled Proclamation by the Pender County Board of Commissioners, Travel & Tourism Week in Pender County: May 7-15, 2011 is hereby adopted. The Chairman/ County Manager are authorized to execute any documents necessary to implement this resolution.

AMENDMENTS:

MOVED _____ SECONDED _____

APPROVED _____ DENIED _____ UNANIMOUS

YEA VOTES: Brown ___ Tate ___ Rivenbark ___ Ward ___ Williams ___

George Brown, Chairman Date

ATTEST Date



**PROCLAMATION BY THE PENDER COUNTY BOARD OF COMMISSIONERS
TRAVEL & TOURISM WEEK
IN PENDER COUNTY, NORTH CAROLINA
MAY 7-15, 2011**

Whereas, the US Travel Association promotes travel and tourism every 2nd week in May; and

Whereas, this year's promotion will take place May 7-15, 2011 and encourages local governments and communities, civic and professional groups, businesses, and individual citizens to participate; and

Whereas, the travel industry ranks as one of the largest employers in the United States and North Carolina. It directly supports approximately 185,000 jobs in North Carolina contributing \$4 billion to the state's payroll; and

Whereas, in 2010 North Carolina ranked sixth in visitation with those visitors spending over \$17 billion dollars (9% increase over 2009), generating \$1.5 billion in state and local taxes, \$947 million in state tax revenue & \$510 million in local tax revenue (10% increase over 2009); and

Whereas, in Pender County, more than 710 jobs are directly attributable to travel & tourism contributing over \$12.12 million in payroll; and

Whereas, travel to Pender County generates an estimated economic impact of \$67.5 million, which amounts to over \$8 million in state & local taxes, saving each county resident over \$155 in tax savings; and

Whereas, leisure travel, which accounts for more than three-quarters of all trips taken in the United States, spurs countless benefits to travelers' creativity, cultural awareness, education, happiness, productivity, relationships and wellness.

Now, Therefore, Be It Proclaimed that the Pender County Board of Commissioners, in concurrence with the US Travel Association, do hereby proclaim May 7-15, 2011 as Travel and Tourism Week in Pender County, and encourage all citizens of Pender County to join in this special observance.

This the 2nd day of May, 2011.

George R. Brown Jr., Chairman

Rick Benton, County Manager



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National Travel and Tourism Week May 7th-15th 2011

Pender County Celebrates Travel

May 7th through May 15th 2011 is the 28th National Travel and Tourism Week! "During this week we want to bring attention to the importance of travel in the United States and more importantly, Pender County. Tourism creates jobs and increases productivity and regional economic expansion. The Tourism Development Authority (TDA) and the Tourism Department are encouraging our travel partners to participate in spreading the word that **travel matters.**" said Tourism Director, Monique Baker.

North Carolina ranked sixth in visitation in 2010 with those visitors spending \$17 billion dollars (9% increase over 2009),, generating \$1.5 billion in state and local taxes, \$947 million in state tax revenue & \$510 million in local tax revenue (10% increase over 2009).

In Pender County, in 2009 more than **710 jobs** were directly attributable to travel & tourism contributing to over **\$12.12 million in payroll**. Travel to Pender County generated an **economic impact of \$67.5 million** which amounted to **\$8 million in state & local taxes** which saved each county resident over **\$155 in tax savings**.

"We also want to take this opportunity to inform visitors and residents all that Pender County has to offer: Pristine beaches; amazing waterways and rivers; fresh seafood; the sweetest blueberries; winery; farmers markets; museums; Revolutionary, Civil and WWII history; riding & walking trails; unique shopping & dining; water tours, some even come with pirates or you can just go fishing. Just prepare for a slower pace when you explore the beauty of Pender." said TDA Chair, Barbara Baker.

To help spread the word about travel and to thank those that do travel, the Pender County TDA and Tourism Department are supplying banners that say "**THANK YOU FOR VISITING**" to the Burgaw, Hampstead, & Topsail Chambers of Commerce, the Surf City Visitor Center and of course the Tourism Office (the York House in Burgaw) which we will proudly display. We will also be supplying participating travel partners with posters to display. (See attached.)

May 2nd the Board of County Commissioners will be proclaiming "May 7 – 15, 2010 as Travel and Tourism Week in Pender County and will encourage all citizens of Pender County to join in this special observance".