

Proclamation

DESIGNATING THE May 2023, AS CALIFORNIA TOURISM MONTH

WHEREAS Tourism plays a critical role in Lake County and the state's economic prosperity; and

WHEREAS A robust travel industry provides significant economic benefits for the entire state, generating more than \$134.7 billion dollars in visitor spending in 2022; and

WHEREAS, Travel has been the foundation of a healthy workforce, serving as one of the largest private-sector employers in California, supporting 1.1 million jobs in 2022; and

WHEREAS Spending by travelers benefits state and local governments alike, generating \$11.9 billion dollars in tax revenue in 2022 to support essential public services and programs that benefit all Californians; and

WHEREAS The COVID-19 pandemic devastated every sector of the travel industry with staggering economic impacts, affecting every community in California, including Lake County; and

WHEREAS California's tourism industry's resilience has brought the economic impact of travel more than 90 percent back to pre-pandemic levels in 2022; and

WHEREAS the rebound of travel will continue to drive the rebuilding of California's economy and workforce; and

WHEREAS The California Legislature in 2016 declared every May as California Tourism Month to celebrate the positive economic impact of the tourism in California; and

WHEREAS Californians can help put their fellow Californians back to work and support the recovery of local businesses by traveling in California

NOW, THEREFORE, BE IT PROCLAIMED, that the City Council of the City of Lakeport does hereby designate May 2023 as

California Tourism Month

in the City of Lakeport.

I have hereunto set my hand and caused the Seal of the City of Lakeport to be affixed this 16th day of May, 2023.

STACEY MATTINA, Mayor