



WHEREAS, travel is the backbone of America, fueling every U.S. industry as the vital engine that powers economies and enriches cities through workforce development and quality of life improvement in communities nationwide; and

WHEREAS, travel is an economic powerhouse for every state across the country, with a national economic impact in 2023 of \$2.8 trillion, 15 million American jobs, and \$89 billion in state and local tax revenue to support essential local services; and

WHEREAS, travel in Texas generated \$9 billion in tax revenue in 2023, supporting 720,000 tourism-related jobs with earnings of \$33.6 billion, and generating \$94.8 billion in direct visitor spending; and

WHEREAS, in McKinney, tourism in 2023 contributed \$32.9 million in local tax revenue, supported by 2,100 tourism and hospitality jobs with earnings of \$104.6 million; and

WHEREAS, McKinney realized \$283 million in direct travel spending by visitors, an infusion of new dollars into our city, helping fund quality-of-life initiatives residents enjoy; and

WHEREAS, this annual National Travel and Tourism Week, Visit McKinney recognizes the critical role our industry plays in building our local economy, ushering in new innovations, and reconnecting Americans to each other and the world.

NOW, THEREFORE, I, GEORGE C. FULLER, BY THE POWER VESTED IN ME AS MAYOR OF THE CITY OF MCKINNEY, TEXAS, DO HEREBY PROCLAIM May 19-25, 2024, AS

National Travel and Tourism Week 2024

IN MCKINNEY, TEXAS, URGING RESIDENTS OF MCKINNEY TO JOIN ME IN RECOGNIZING THE CRITICAL ROLE THE TOURISM INDUSTRY PLAYS IN OUR COMMUNITY. WITNESS MY HAND AND SEAL THIS DAY, MAY 21, 2024.

GEORGE C. FULLER, Mayor

ATTEST:

EMPRESS DRANE, City Secretary