

**MATANUSKA-SUSITNA BOROUGH
MAYORAL PROCLAMATION**

WHEREAS, 2.25 million visitors came to Alaska in 2018, contributing \$2.2 billion in direct spending, \$126 million in visitor fees to the state of Alaska and \$88.5 million in visitor fees and taxes to local budgets; and

WHEREAS, the tourism industry is a sustainable, renewable resource that accounts for one in 10 Alaskan jobs and \$4.5 billion overall in total economic activity to the state of Alaska, which makes it one of the top three industries in the state; and

WHEREAS, the Mat-Su Convention & Visitors Bureau is a well-respected leader of destination marketing efforts in the state of Alaska; and

WHEREAS, the Mat-Su Convention & Visitors Bureau has had a partnership with the Mat-Su Borough for 30 years to promote visitation to the Mat-Su Borough which has a positive economic benefit on our community; and

WHEREAS, in the Mat-Su Borough, out-of-state visitors contribute \$98 million in direct spending and \$133 million in economic output, generating 1,350 jobs and labor income of \$34 million according to a McDowell Group study; and

WHEREAS, visitor spending on lodging, transportation, activities and other tourism-related expenditures continue to circulate throughout the Mat-Su Borough even after visitors leave, which benefits all industries; and

WHEREAS, a thriving and growing tourism industry leads to infrastructure development that ultimately improves the overall quality of life for all Mat-Su Borough residents; and

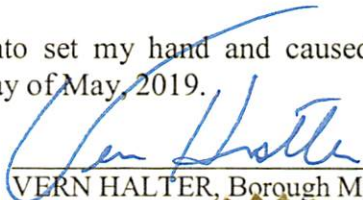
WHEREAS, by creating a destination that people want to visit, we create a destination where people want to live and work, which leads to growth and prosperity for the Mat-Su Borough; and

NOW THEREFORE, I, Vern Halter, Mayor of the Matanuska-Susitna Borough, do hereby proclaim May 5th through May 11th, 2019, as

NATIONAL TRAVEL AND TOURISM WEEK

in the Matanuska-Susitna Borough.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Matanuska-Susitna borough to be affixed this 7th day of May, 2019.


VERN HALTER, Borough Mayor

ATTEST:


LONNIE R. MCKECHNIE, CMC, Borough Clerk

