



Legislation Text

File #: 22-498, Version: 1

Memorandum

Date: May 17, 2022

To: The Honorable Lake County Board of Supervisors

From: Susan Parker, Interim County Administrative Officer

Subject: Adopt Proclamation recognizing May 2022 as California Tourism Month in Lake County

Executive Summary:

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 \$144 billion dollars in visitor spending in 2019; and

WHEREAS, Travel has been the foundation of a healthy workforce, serving as one of the largest private-sector employers in California, supporting 1.2 million jobs in 2019; and

WHEREAS, Spending by travelers benefits state and local governments alike, generating \$12.2 billion dollars in tax revenue in 2019 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 lost \$79.8 billion dollars in visitor spending in 2020, a 55-percent decline from the previous year, and lost \$6.1 billion dollars in local and state revenues, a 50-percent drop; and

WHEREAS, Nearly one million Californians working in travel and hospitality lost their jobs in the first month of the pandemic, and the employment sector remains by far the hardest hit in California; and

WHEREAS, in 2020 Lake County lost \$47 million in travel generated spending, tax receipts and employment.

WHEREAS, The statewide tourism sector began its recovery in 2021 but remains well short of 2019 levels in employment, visitor spending, and taxes generated; and

WHEREAS, Lake County saw travel-generated spending, tax receipts and employment return to

2019 levels]; 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, I, [OFFICIAL OR ENTITY'S NAME], do hereby proclaim May 2022 as Tourism Month in Lake County, and urge the residents of Lake County to join me in recognizing the critical role this industry plays in Lake County.

If not budgeted, fill in the blanks below only:

Estimated Cost: _____ Amount Budgeted: _____ Additional Requested: _____ Future Annual Cost: _____

Consistency with Vision 2028 (check all that apply):

☐ Not applicable

- ☐ Well-being of Residents
- ☐ Economic Development
- ☐ Community Collaboration

- ☐ Public Safety
- ☐ Infrastructure
- ☐ Business Process Efficiency

- ☐ Disaster Prevention, Preparedness, Recovery
- ☐ County Workforce
- ☐ Clear Lake

Recommended Action: Adopt Proclamation recognizing May 2022 as California Tourism Month in Lake County